

I <3 making mobile games

@pgmuscat

Note: Many of these slides do not have notes or completed notes! Please watch the talk on the vault for the full experience. These slides mostly exist as a reference or archive for those who want it.

<3 Luke



Can get a lot of things done in 5 minutes

The screenshot shows the TouchArcade website interface. At the top left is the TouchArcade logo with the tagline "Keeping you in touch with the latest in iOS gaming". To the right of the logo are links for "Submit a Tip", "Welcome Muscat", and a "Logout" button. Below these are social media links for "Subscribe", "Follow Us", and "Get Our App". A navigation bar contains links for "MAIN", "TOP REVIEWS", "HOT GAMES", "WATCH LIST", "FORUMS", "DEALS", and "BUYBACK", along with a search bar. A banner below the navigation bar reads "★ TouchArcade needs your help. Click here to support us on Patreon. ★". The main content area features a "NEWS" tab and a large article headline: "iPhone and iPod Touch Game Pricing Settling at \$9.99?". Below the headline, the author is listed as "arn" and the post date is "2008-06-09 23:57:54". There are social sharing buttons for Facebook, Twitter, and YouTube. On the right side, there is a "SPONSORS" section with a "SUPPORT US" button and a link to "Support TouchArcade on Patreon".

But covering from how we got from thinking people would pay \$10 for an iPhone game



to here, where we pay celebrities millions of dollars to convince people to download the game for free

1. **Big things**
2. **Small things**

So rather than try and cover the whole history or range of smartphone game sand app stores, I'm just going to give two little slices of stuff that I think is really interesting at each end of the scale

1. Big things

Lets do numbers first. Big crazy scale numbers

19,310

iOS games submitted **Jan 2016**

This is just the Apple App store as well. By comparison, there was less than 4,000 PS2 games released EVER. That means it is really really hard to break through and get your game noticed



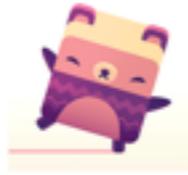
Slide the Shakes

speaking of which, you should get our latest game, slide the shakes. (gotta hustle)

19,310

iOS games submitted **Jan 2016**

So as I said, lots of games. The good news is, if you manage to break through you reach LOT of people and they will play your game A LOT.



650,000,000
words spelled

since launch, there has been 650 million words spelt in alpha bear (or 14 Encyclopaedia Britannica's)



0

chickens hit by cars



0

chickens hit by cars



0

fruit sliced



0

fruit sliced



0

dollars made (USD)



0

dollars made (USD)

THE DAILY MAIL
AUSTRALIA

| U.S. | News | Sport | TV&Showbiz | Femail | Health | Science | Money | Video | Coffee Break | Tr

ne | News Board | Sport Boards | Showbiz Boards | Femail Boards | Health Boards | Money Boards | Polls

Dave spends hours playing fruit ninja just to hide from reality

By MELISSA KITE FOR THE DAILY MAIL

PUBLISHED: 20:50 +10:00, 21 May 2012 | UPDATED: 20:53 +10:00, 21 May 2012

 Share      10
View comments

What hope for Britain's future growth is there if even the Prime Minister sits on his iPad playing silly games?

It is bad enough that we have bred a generation of young people addicted to daft digital pursuits, from the detestably stupid Facebook

And being big, smartphone games have found there way onto the world political stage, both real



And fictional

Confirmed: Eight Morons Bought the \$999 *I Am Rich* iPhone Application



Jesus Diaz

8/08/08 9:45am - Filed to: IPHONE APPS



52.3K



128



Armin Heinrich



I Am Rich

Category: Lifestyle
Released Aug 05, 2008
Seller: Armin Heinrich
© 2008 Armin Heinrich
Version: 1.0
0.1 MB

\$999.99

BUY APP

We had some doubts about the authenticity of [the clown who bought the \\$999 I'm Rich iPhone app](#), but Armin Heinrich—the German author of the application—has confirmed that not only one moron, but *eight* dumbasses actually bought the application. According to him, there are more waiting to get it:

© 2008 Gizmodo Media Group, Inc. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior written permission of Gizmodo Media Group, Inc.

Guy Buys \$999 I'm Rich App. Discovers He's Just Dumb

With big price tags

Eight-Year-Old Girl Blows \$1400 on Smurfberries

ANDY CHALK | 10 FEBRUARY 2011 5:56 AM

180

U.S. regulators are being asked to look into the situation after an eight-year-old girl purchased \$1400 worth of smurfberries in the iPad game [Smurfs' Village](#).

Stephanie Kay recently got a rather startling surprise in her email: a \$1400 smurfberry bill. The charges were rung up by her eight-year-old



and REALLY big price tags

WIRED

Surgery Patients Embrace New-Age Wonder Drug: The iPad

SURGERY PATIENTS EMBRACE NEW-AGE WONDER DRUG: THE IPAD

SHARE

f SHARE 20

TWEET

PIN 6

COMMENT 0

EMAIL



GET WIRE
Don't l
Behind
SUBSCR

LATE

Big ideas in smartphone games that change the way technology enhances our lives

2. Small things

But, you all know smartphones are a big deal. So I want to talk about something a lot smaller, which is what its like being a developer for mobile





And its the small things for developers too



when i left the farm too move to the city and study "game dev", family was supportive but didn't fully understand



and then once I had a job, I spent years making shitty licence and then sci-fi style hardcore racing games.



And again the family was supportive but could never really fully engage in this part of my life. Which is a shame because, like many people here, making games represents a huge part of who i am.



And then we started making games for a device that everyone had in their pockets. And the games because about how can we make something for everyone.

Accessible games + tech

Accessible critique + discussion

Now everyone we knew could play our games. And not only that, they could critique it and discuss it and connect with us over it



and its given me a way to show the passion i have for my craft to the people who i want to tell the most.

I <3 making mobile games

@pgmuscat

Note: Many of these slides do not have notes or completed notes! Please watch the talk on the vault for the full experience. These slides mostly exist as a reference or archive for those who want it.

<3 Luke