



Conversion of a Different User

Bringing Teams to F2P

Matthew Laurence
Game Design Director, MegaZebra

“I think if more games went premium we would see less of those quickly thrown together pieces of junk full of money grubbing IAP whose developers were just looking to make a quick buck. People just would stop throwing their [money] away on them and would see that premium is money better spent.”

‘Repulsa,’ TouchArcade comments

“Mobile gaming is now only meant for soccer moms, dumb dads and 4yr olds. Rest of us are apparently not rich enough for the devs anymore.”

‘IMNS,’ TouchArcade comments

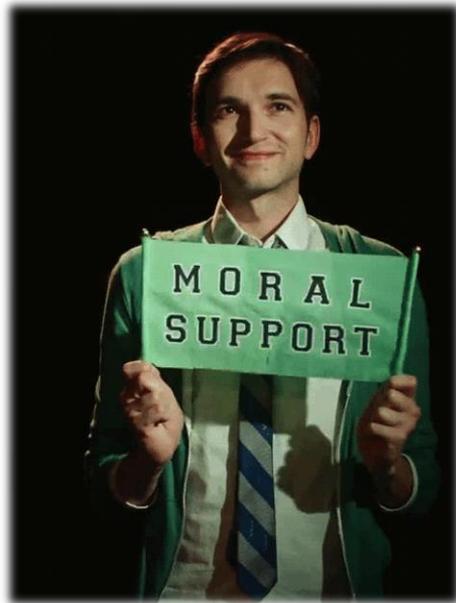
“But why does it need to make money?”

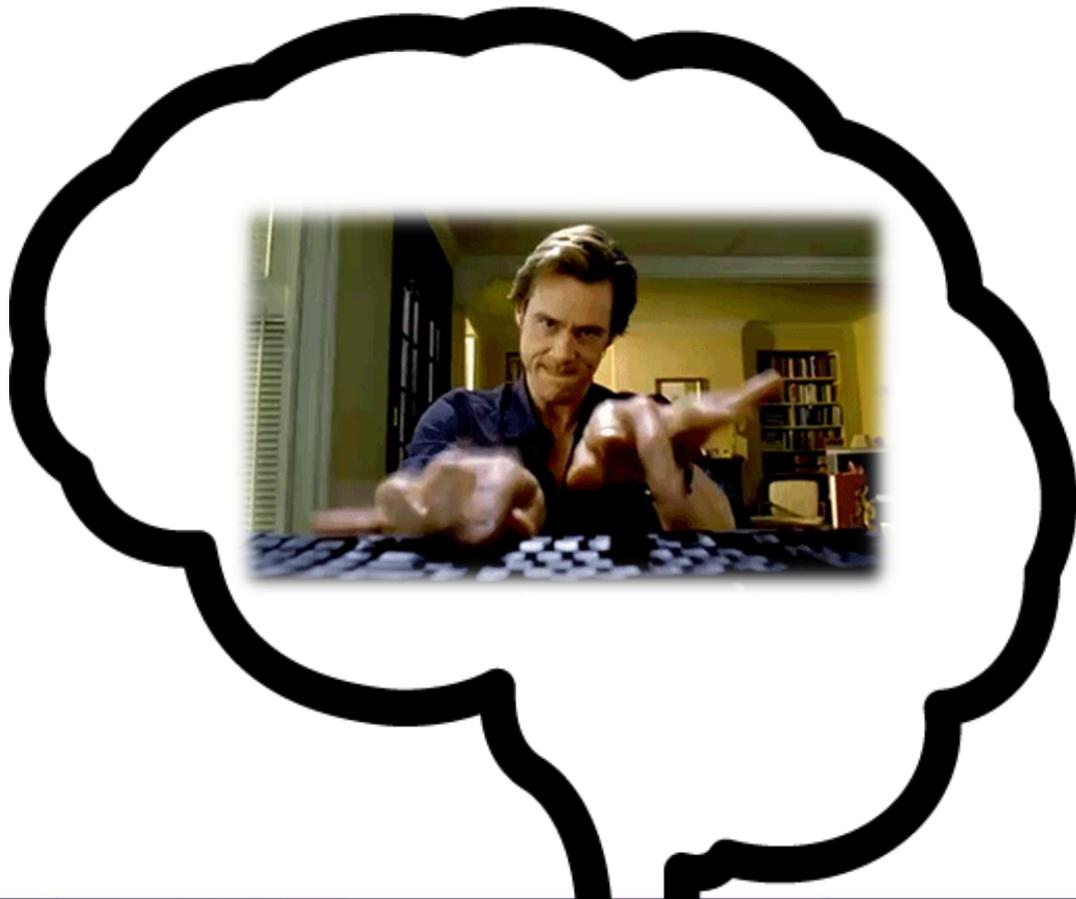
A real live game designer who got paid and everything



ROVIO









AGENDA

Why is this important?

What happened?

Why F2P, anyway?

How do you sway opinions?

DISTRIBUTION OF MOBILE GAMES BY PRICE WITHIN TOP 500 GROSSING US GAMES IN Q3 2014

INITIAL PRICE	COUNT	% OF RELEASES	% OF US Q3 IOS REVENUE	% OF RELEASES IN TOP 500	AVG. STORE RATING
FREE	407	81.4%	95.0%	81.4%	4.36
\$0.01-\$0.99	15	3.0%	1.0%	3.0%	4.25
\$0.99-\$1.99	9	1.8%	0.5%	1.8%	4.57
\$1.99-\$4.99	46	9.2%	2.0%	9.2%	4.32
\$4.99-\$9.99	20	4.0%	1.5%	4.0%	3.95
> \$9.99	3	0.6%	< 0.1%	0.6%	3.75

SOURCE: ITUNES, EEDAR



Premium House → F2P



**Great Core
Gameplay!**

**Broken
Economies**

**Bolted-On
F2P**

**Design
By Fear**

Established F2P Studio?

**'What'
isn't the
problem...**

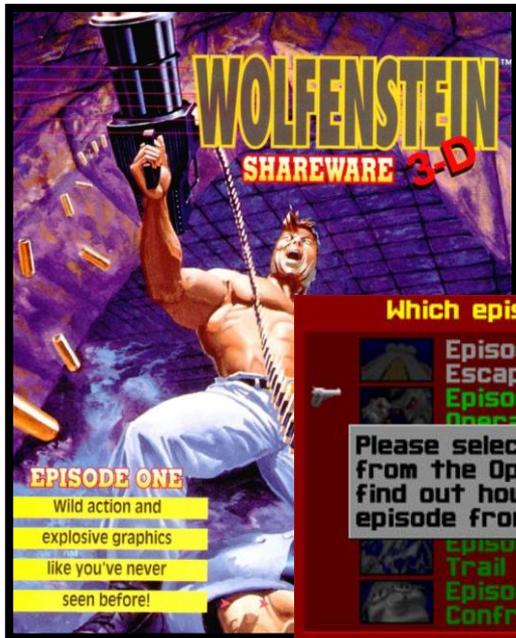


Morale

**Overdesigned
Systems**

**Misplaced
Imitations**





Which episode to play?

- Episode 1
Escape from Wolfenstein
- Episode 2
Operation: Eisenfaust
- Episode 3
Trail of the Madman
- Episode 4
Confrontation

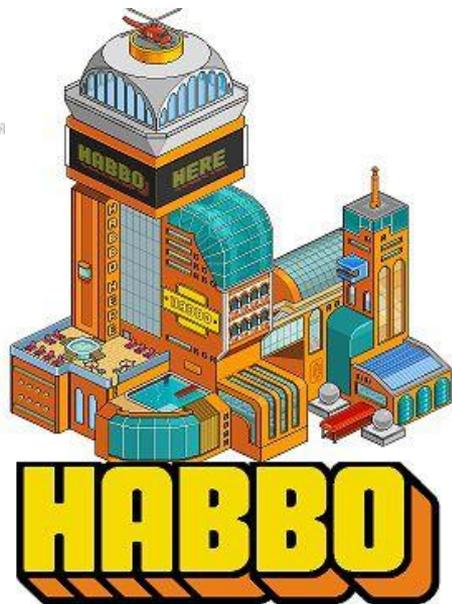
Please select "Read This!" from the Options menu to find out how to order this episode from Apogee.

DISHONORED

THE BRIGMORE WITCHES



Disney
**CLUB
PENGUIN** TM



MapleStory 

RuneScape 

TAMAGOTCHI TM



**Psychological
Manipulation**

Pay-To-Win

**Merciless
Metrics**

No-Skill

**Whale-
Hunting**





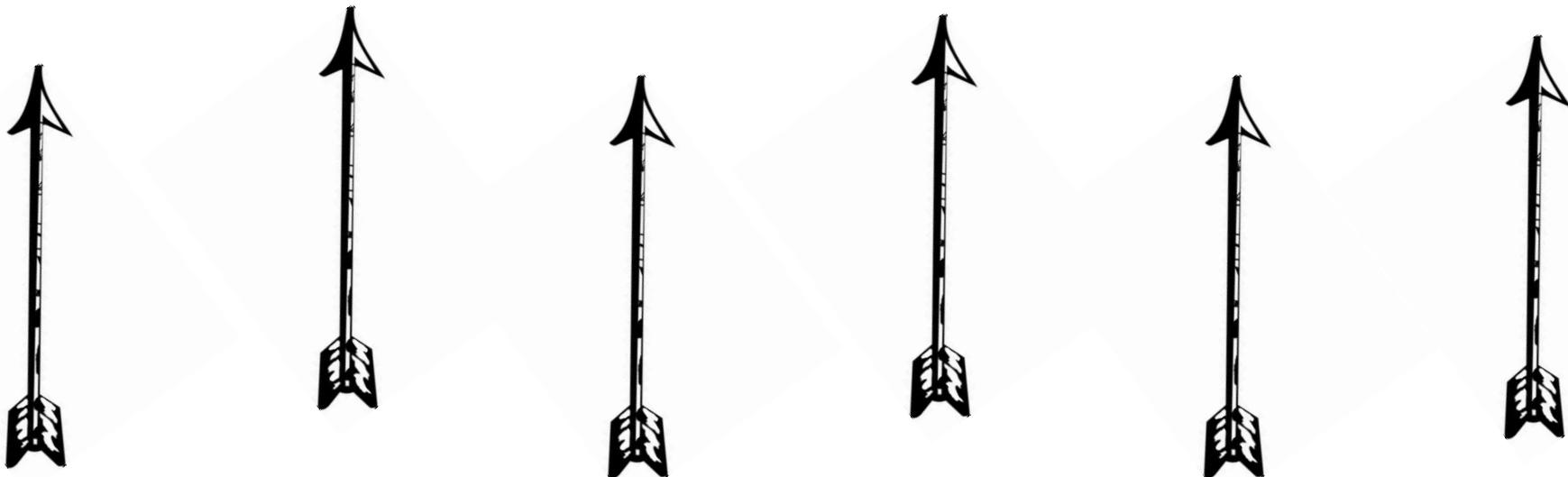


F2P =

evil
inside









2008-



Count of application submissions
This Month (Apps): 33,869 (1,540 / day)
This Month (Games): 18,539 (843 / day)
This Month (Total): 52,408 (2,382 / day)
Application price distribution
Current Average App Price: \$1.08
Current Average Game Price: \$0.54
Current Average Overall Price: \$0.95
Application Category Distribution
Most Popular Categories
1. Games (623,471 active)
2. Business (261,336 active)
3. Education (229,849 active)
4. Lifestyle (223,005 active)
5. Entertainment (163,670 active)

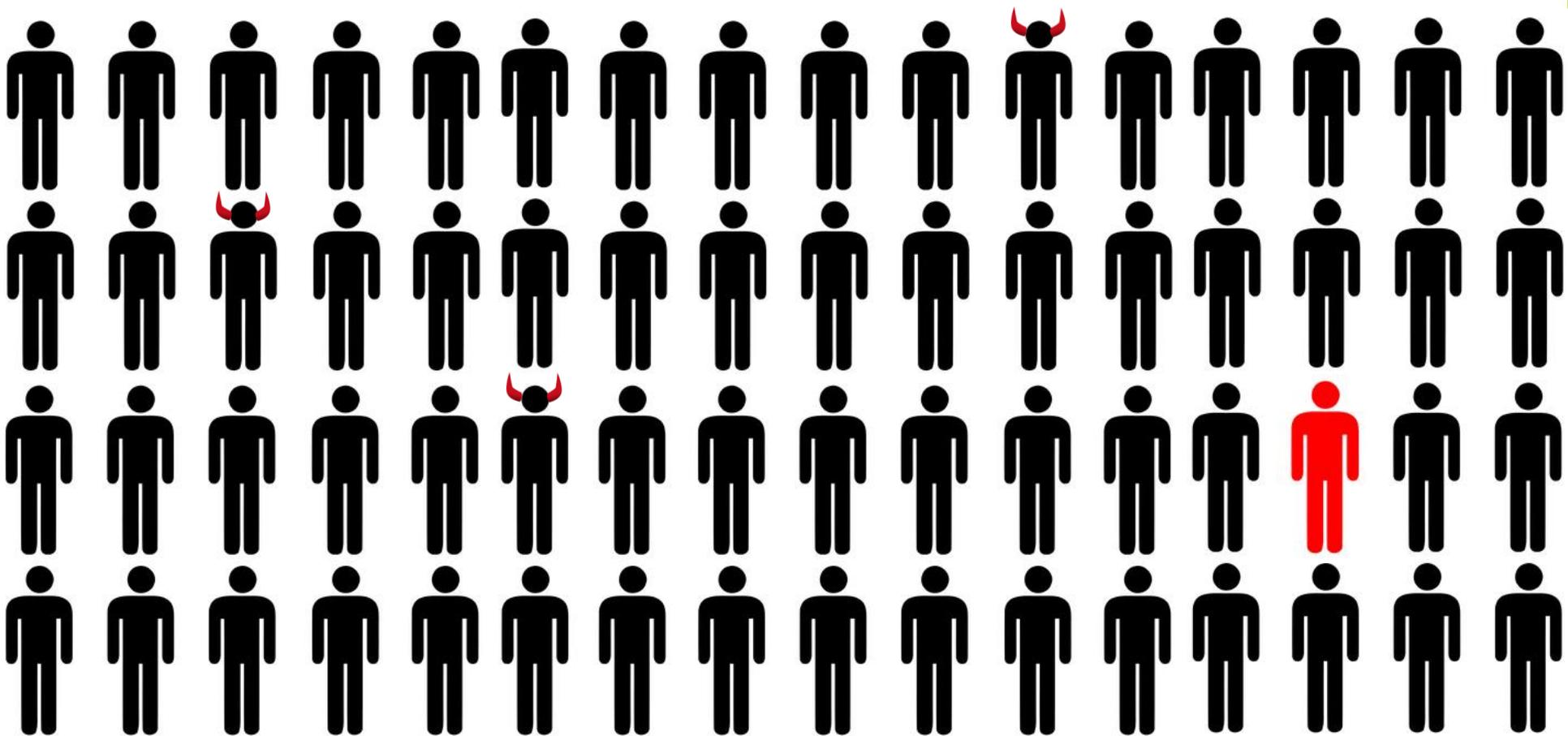
800+ per DAY

600,000+ competitors

1985-1994



826 Games
(713 licensed, 113 not)



Rate Your Experience X



Enjoying Dungeon Keeper?

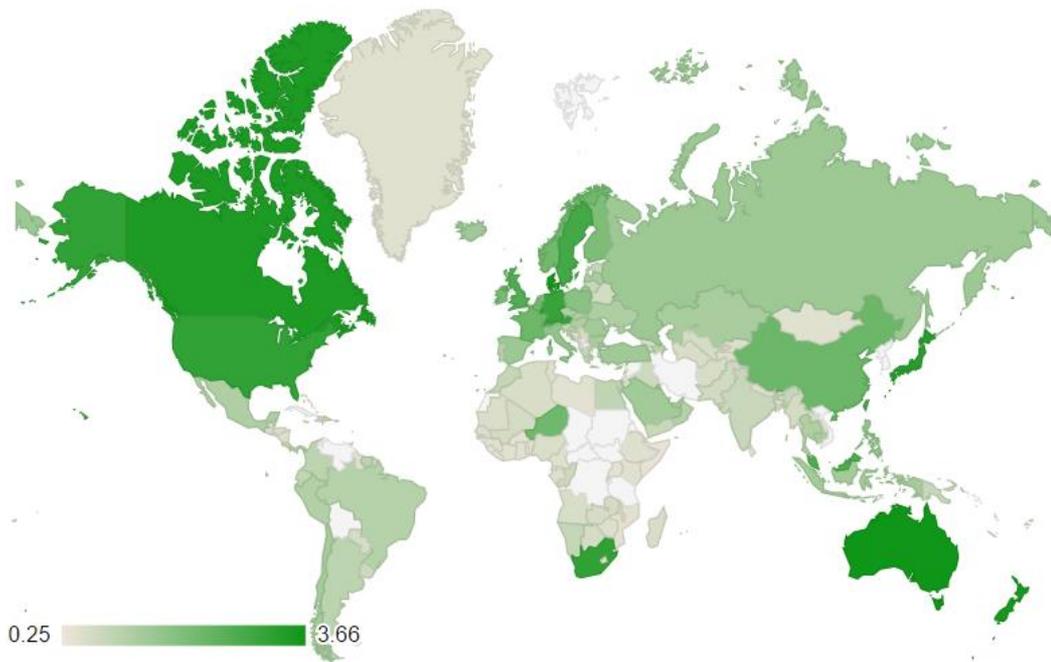
5-Star ratings from you help us
provide free updates!



How would you rate
Dungeon Keeper?

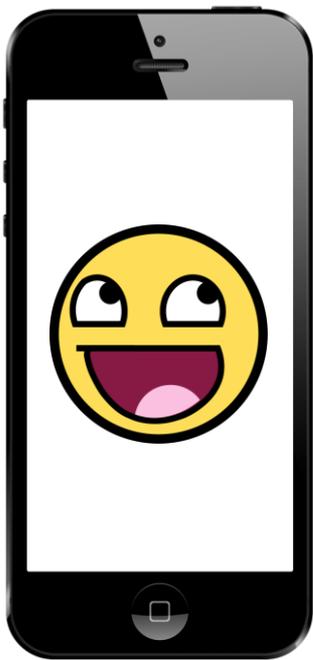
1-4 Stars

5 Stars



Top 10 CPI by Country

Country	iOS
Australia	\$3.66
Denmark	\$3.58
New Zealand	\$3.55
Canada	\$3.44
Japan	\$3.29
Luxembourg	\$3.27
United States	\$3.15
South Africa	\$3.13
Austria	\$3.08
Germany	\$3.05



**What you
must have...**



**...and what
you must use.**

F2P



F2P





F2P =



F2P ≠





F2P
IS
EVIL



Evil is not affordable



Money is not why we go F2P



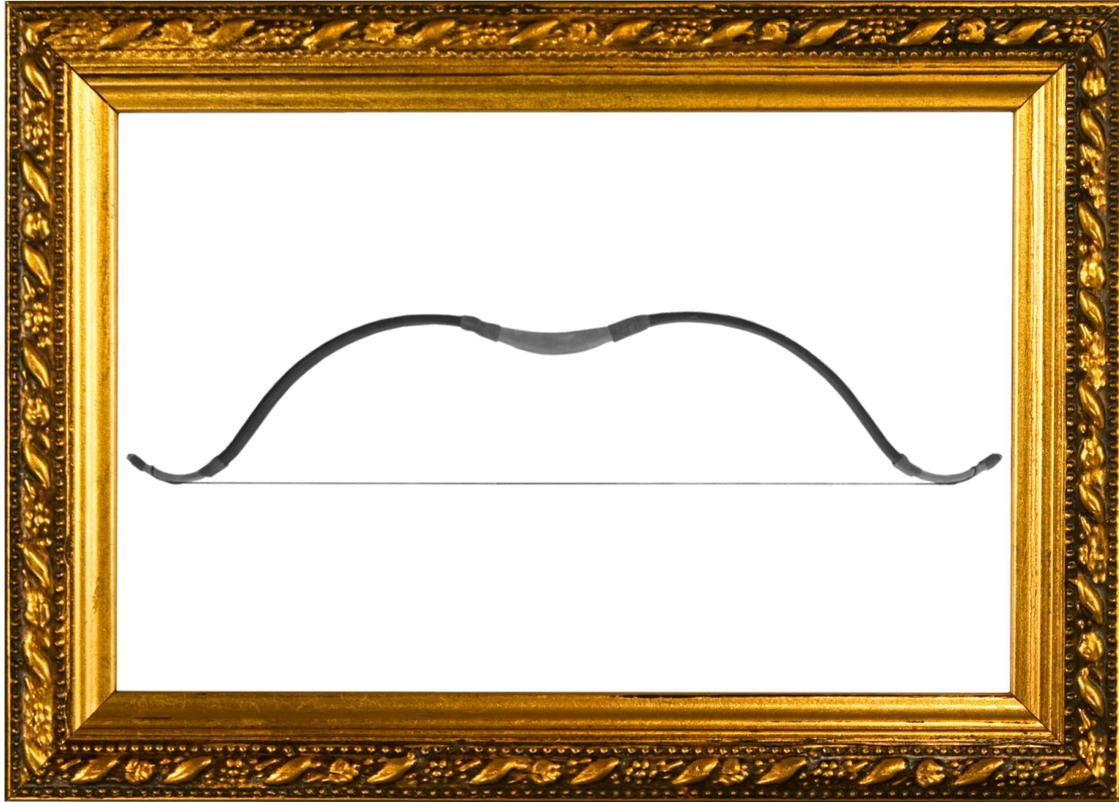
MANDATORY FUN

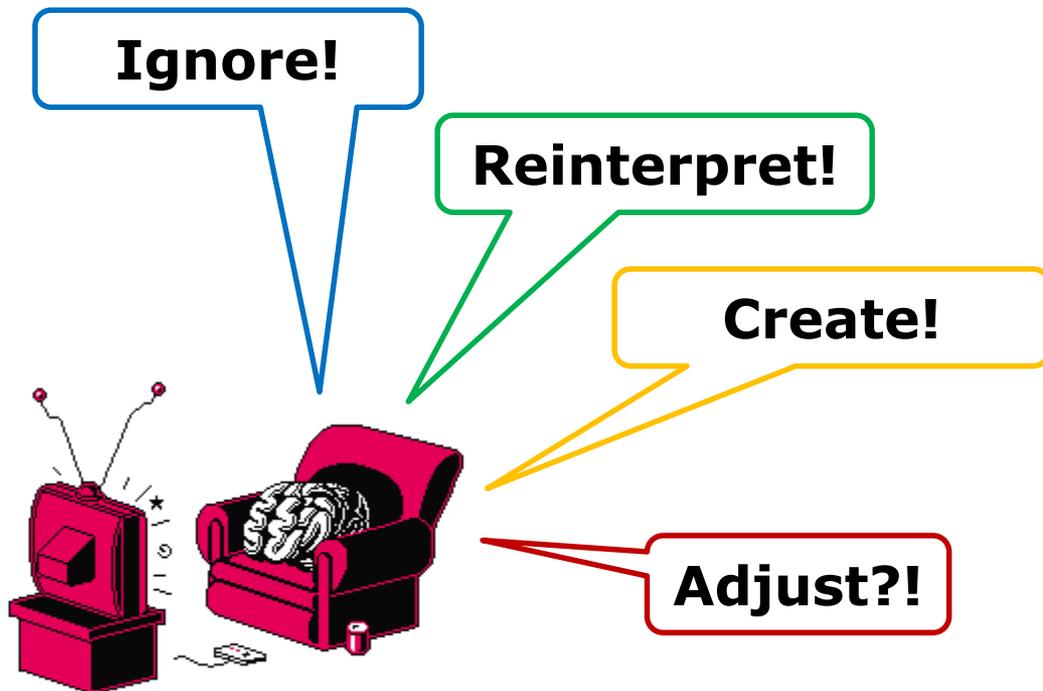


F2P is a tool



To master it, understand it





HEARTHSTONE

HEROES OF WARCRAFT™



Ignore!

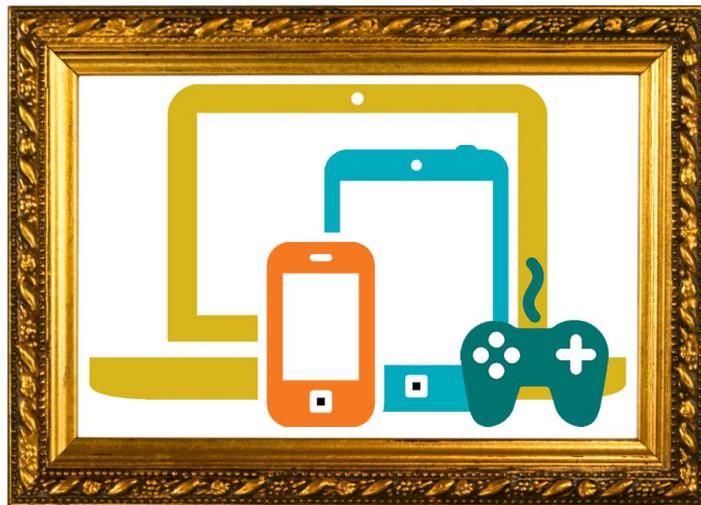
Reinterpret!

Create!

Adjust?!

Framing	Treatment A	Treatment B
Positive	"Save 200 lives."	"A 33% chance of saving all 600 people, 66% possibility of saving no one."
Negative	"400 people will die."	"A 33% chance that no people will die, 66% probability that all 600 will die."

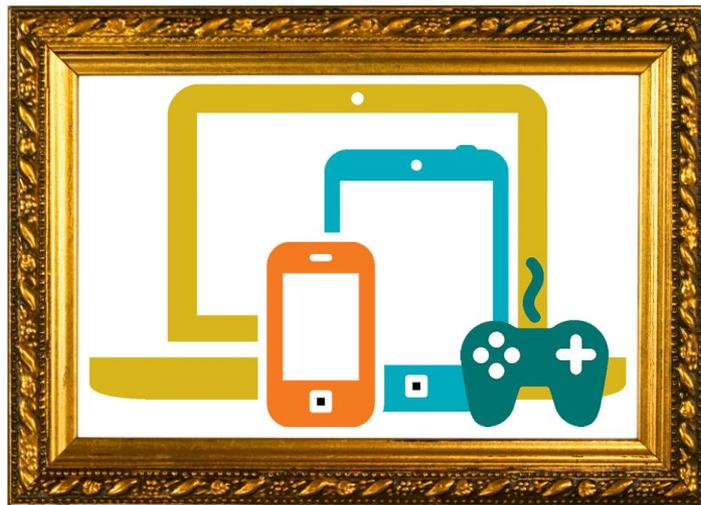
Results	Treatment A	Treatment B
Positive	72%	28%
Negative	22%	78%



“F2P games are addictive. They encourage repeat behaviors, can be extremely expensive, and are designed to be used forever...”



“...sounds a lot like drugs!”



**"F2P games are engaging,
easy to acquire and play, and
can bring people together
across all walks of life..."**



**"...sounds a lot like
music!"**

- **F2P is a tool.**
- **It has specific purposes – things it is best at.**
- **It can be used for other reasons, but we should play to its strengths.**
- **Let's understand those strengths, and take advantage of them!**



- **This talk isn't about 'what' – it's about 'how'.**
- **Every team is different. Every person has their own frames.**
- **The key is getting them to see F2P's inherent strengths *and* weaknesses.**
- **Understand *why* they dislike it. Then tailor a frame to fit.**



EXAMPLE

AAA F2P?

Understand
Old FramesAre they
helpful?

Yes

Build Your
Game!Re-Approach
DesignApply
Frames**Remember:**
Your product is
morally neutral.Construct
New Frames

Cheers!



Players Get:

Fun, compelling games that are enjoyable no matter how much or how little they spend!



Developers Get:

Passion! Something to work on that they feel *good* about, rather than simply tolerate!



Management Gets:

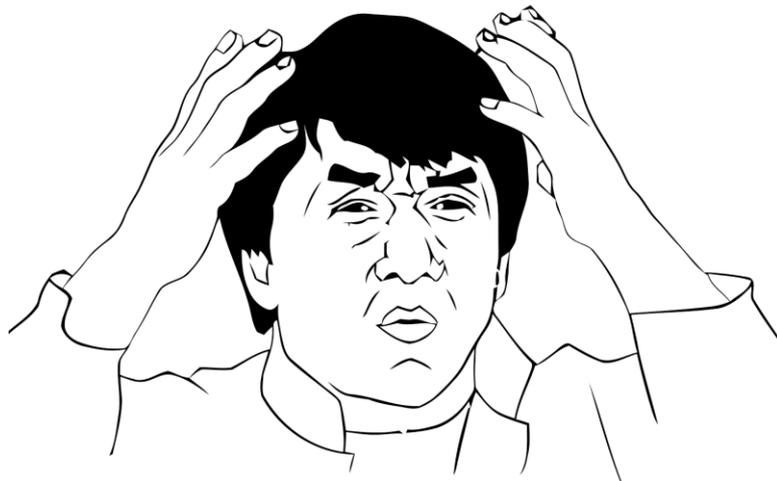
Focused, driven teams that actively hunt down solutions and elevate their designs, rather than grudgingly maintain the status quo!

Final Word(s):

- **F2P is morally neutral.**
- **People spin it based on their own baggage...**
- **...but you can make a better product if you approach it objectively.**
- **By altering your developers' frames, you can achieve this.**



Questions?



matthewelaurence@gmail.com / mlaurence@megazebra.com



[@MattMakesWrite](https://twitter.com/MattMakesWrite)

Rate Your Experience X

Enjoying **Matt's GDC Talk**?

5-Star ratings from you help us provide better talks



How would you rate **Matt's GDC Talk**?

★ ★ ★ ★ ★

1-4 Stars 5 Stars