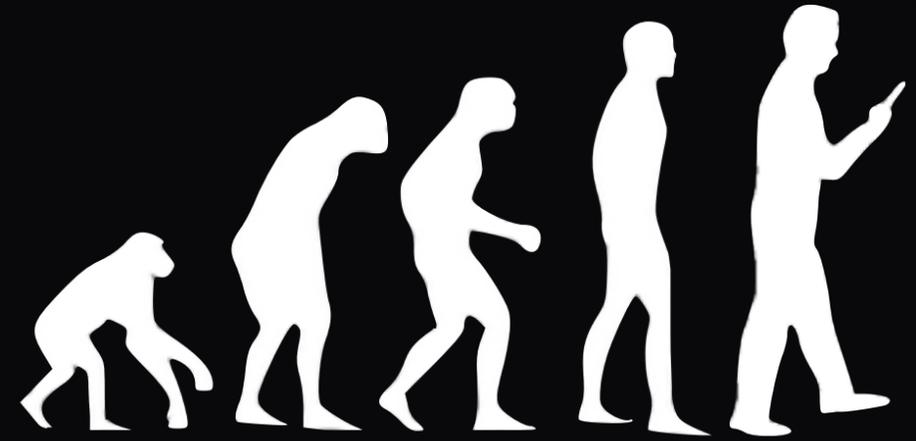




GDC MOBILE
SUMMIT

SCOTT HUMPHRIES



MARCH OF MOBILE

GDC

GAME DEVELOPERS CONFERENCE® | FEB 27-MAR 3, 2017 | EXPO: MAR 1-3, 2017 #GDC17



HEAD OF PRODUCT DEVELOPMENT

Lorraine

1997

THE FIRST MOBILE GAME*

THE FIRST MOBILE GAME*

* NOT REALLY

TETRIS



HAGENUK MT-2000

1994

NOKIA





0018

.....



1 00

2 abc

def 3

4 ghi

5 jkl

mno 6

7

9

The money magnet.

Put it on location, plug it in . . . and watch it pull in the coins!

BLOCKADE™! The trailblazing smash hit of the MOA and Park Shows, fast becoming the "most imitated" new game of the year! Here's the great original . . . featuring Gremlin innovation, Gremlin engineering, Gremlin quality. **BLOCKADE!**

Designed for **Player Appeal!**

A screen that's ALIVE! with bright action. Even when it's not being played, its advertising sequence COMMANDS attention!

Irresistible SOUND!

Easy to learn, and CHALLENGING . . . no two games are alike!

Designed for **Low Maintenance!**

Gremlin-clean electronic design and layout. Rugged Motorola monitor. Any major system component can be REMOVED IN LESS THAN 60 SECONDS!

Designed for **Your Convenience!**

Unique E-Z ADJUST™ CONTROL PANEL right inside the coin door is at your fingertips, for no-fumble setup of game length or to kill the "BOOM!" sound during advertising.

Another performance achievement of Gremlin's solid, common sense engineering!



Designed for **Powerful Profits For You For Years!**



1976 MOA
"BEST OF SHOW"
-Replay Magazine

Gremlin™
The games people really play.

SURROUND™

VIDEO COMPUTER SYSTEM™

GAME PROGRAM™

14 VIDEO
GAMES

SURROUND™ • VIDEO GRAFFITI™
ONE PLAYER • TWO PLAYERS



ATARI

A Warner Communications Company

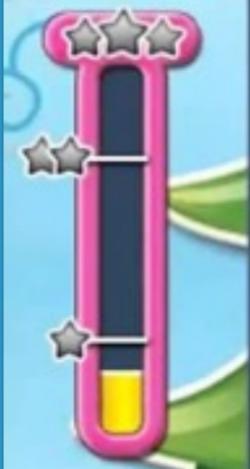


CX 2641



Candy Crush SAGA

moves left:
12
score:
18 400



Sweet!



Candy Crush SAGA

Sweet!

moves left:

12

score:

18 400



BEJEWELED



CLASH OF CLANS



Chief
Clashers
Available Loot:
422 649
66 265
4 543
30
DeFeat: -20

Battle 2M 255

556 138
78 293

Clashers

End Battle

Overall Damage ★ 50%

x8	x9	x7	x8	x0	x0	40	40	x2	x0	x0
7	7	6	5	5	2	40	40	5	3	5

BACKYARD MONSTERS



CLASH OF CLANS

Battle 2M 255

Chief
Clashers
Available Loot:
422 649
66 265
4 543
30
DeFeat: -20

556 138
78 293

Clashers

End Battle

Overall Damage 50%

x8	x9	x7	x8	x0	x0	x2	x0	x0
7	7	6	5	5	2	5	3	5

PUZZLE & DRAGONS



PUZZLE QUEST

Ulrika L11 18 of 76
2126
2439

Encounter

Liche L11 48 of 93
11
29
1
3

4-OF-A-KIND
Take Another Turn +8

Skills:

- Gemberry 4 6
- Channel Air 3 3 3
- Entangle 12 12
- Calm 2 3
- Forest Fire 6 8
- Call Lightning 6 9 6
- Rabid Bite 12 9

Wake the Dead 10 4
Death Gaze 30 20

Turn: 4

PUZZLE & DRAGONS

0
1
1

1299/1299

6
5
4
3
2
1

0% 11
0% 29
0% 1
0% 3

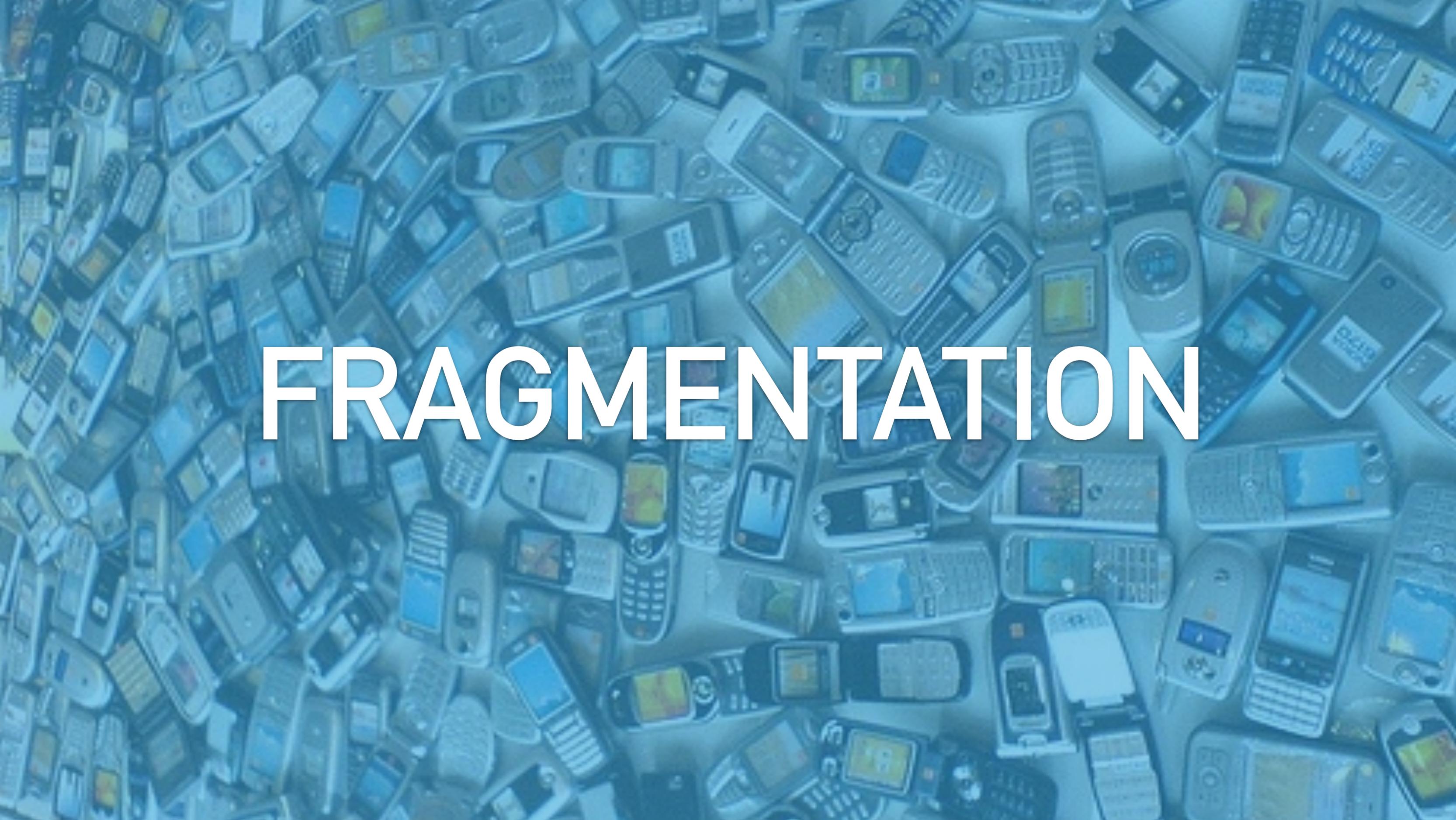
Wake the Dead 10 4
Death Gaze 30 20

WHAT'S OLD

IS NEW AGAIN

PART II

THE AGE OF PROFITS



FRAGMENTATION



JAMDAT™
mobile



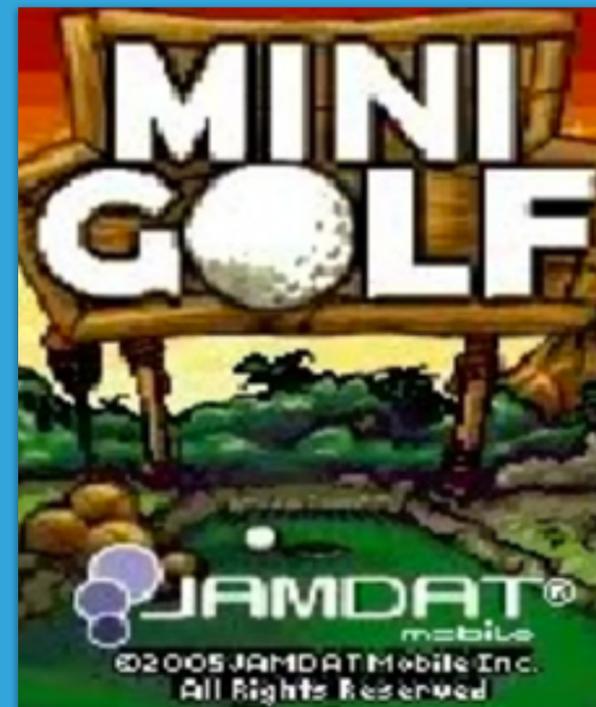
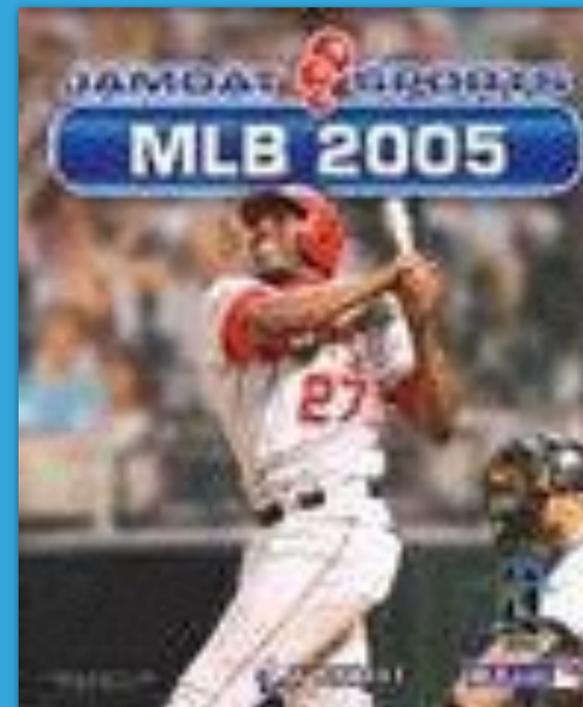
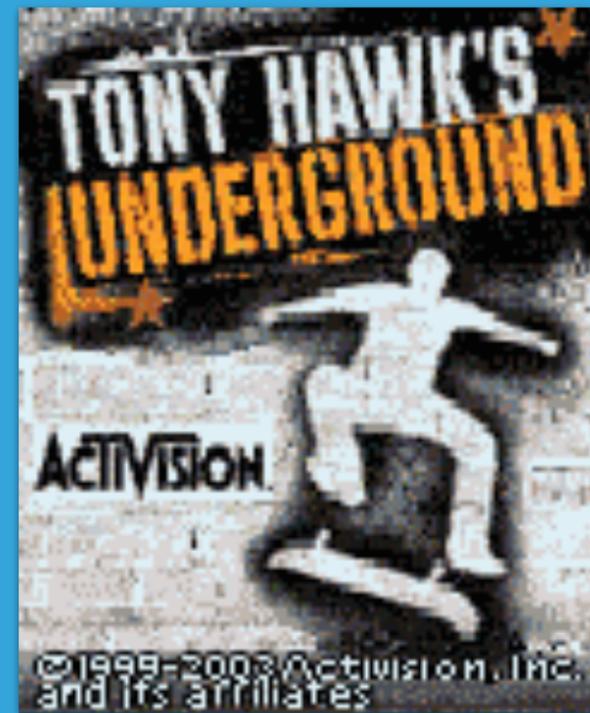
GAMELOFT



macroSpace



HANDS-ON
MOBILE®



LET'S TALK ABOUT 3

OLD SCHOOL MOBILE GAMES

WE CAN LEARN FROM



JAMDAT
BOWLING

JAMDATTM
mobile

© JAMDAT Mobile Inc 2003
All Rights Reserved

A DESIGN



FIT FOR MOBILE

A DESIGN

WHAT'S OLD
IS NEW AGAIN



FIT FOR MOBILE

WHAT'S OLD

IS NEW AGAIN

A DESIGN

FIT FOR MOBILE



WHAT'S OLD
IS NEW AGAIN

A DESIGN
FIT FOR MOBILE



A BIT OF NEW



GOES A LONG WAY

WHAT'S OLD
IS NEW AGAIN

A DESIGN
FIT FOR MOBILE

WHAT'S OLD
IS NEW AGAIN

A DESIGN
FIT FOR MOBILE

A BIT OF NEW
GOES A LONG WAY



WHAT'S OLD

IS NEW AGAIN

A DESIGN

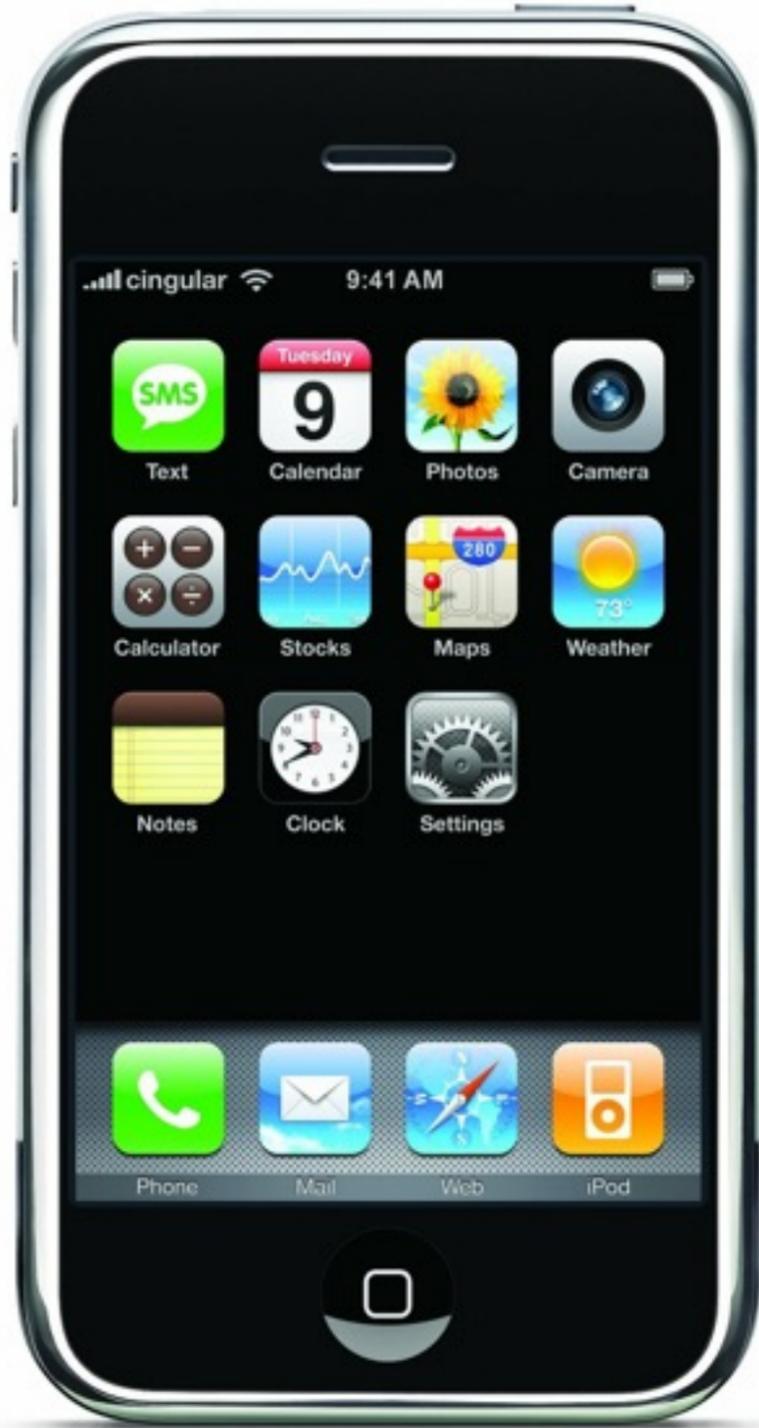
FIT FOR MOBILE

A BIT OF NEW

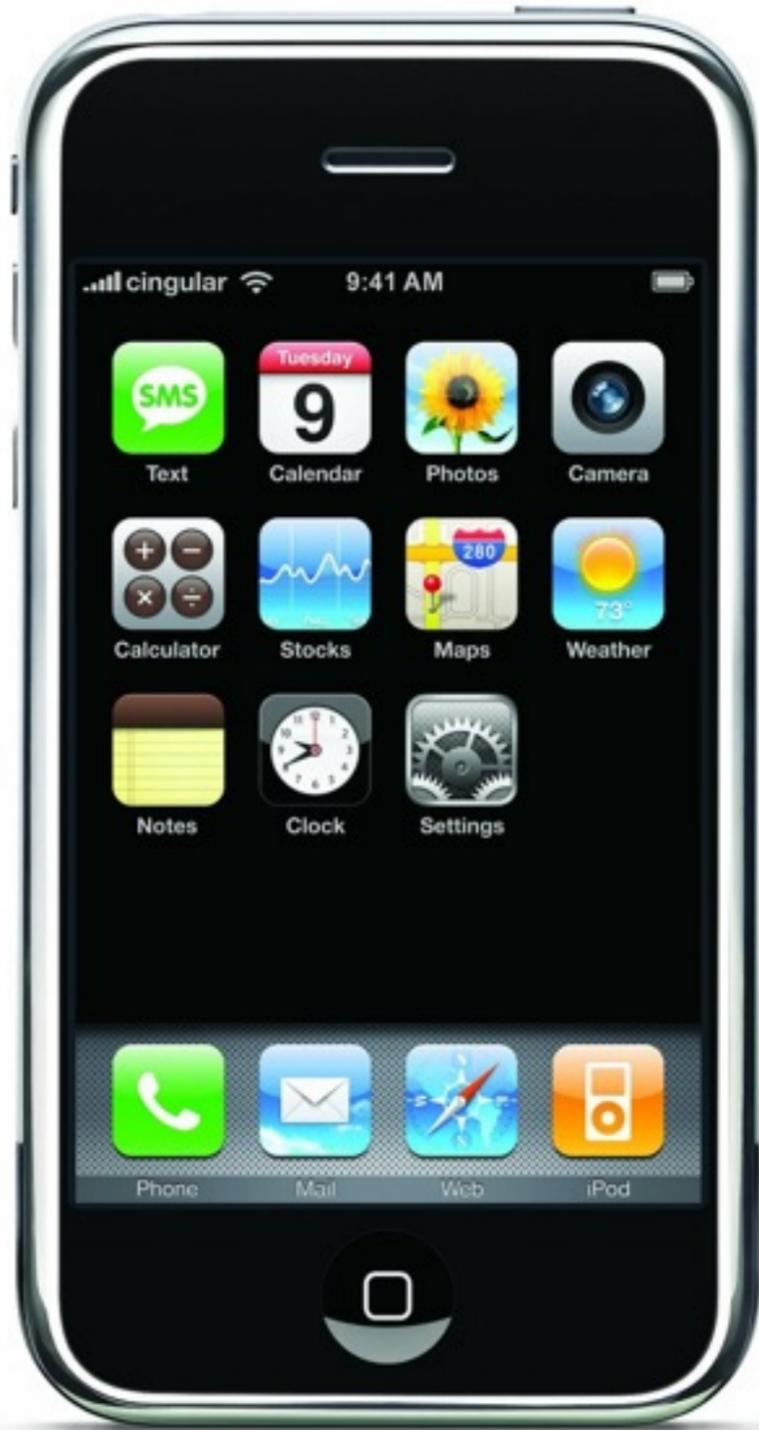
GOES A LONG WAY







2007



2007



2008

SPORE

origins



TRANSFORMERS



SHIFT 2 UNLEASHED



SIMCITY



DIGITAL vs ANALOG





[Go to Application](#)

[Add to my Page](#)

[Add to My Page's Favorites](#)

[Suggest to Friends](#)

[Block Application](#)

Everything grows in FarmVille.
Join your Facebook friends and

FarmVille

Like

[Wall](#)

[Info](#)

[Reviews](#)

[Play Now!](#)

[Zynga Games](#)



PART III

THE TRUTH WILL SET YOU FREE
(TO PLAY)

2010



2010



2011





PET SOCIETY

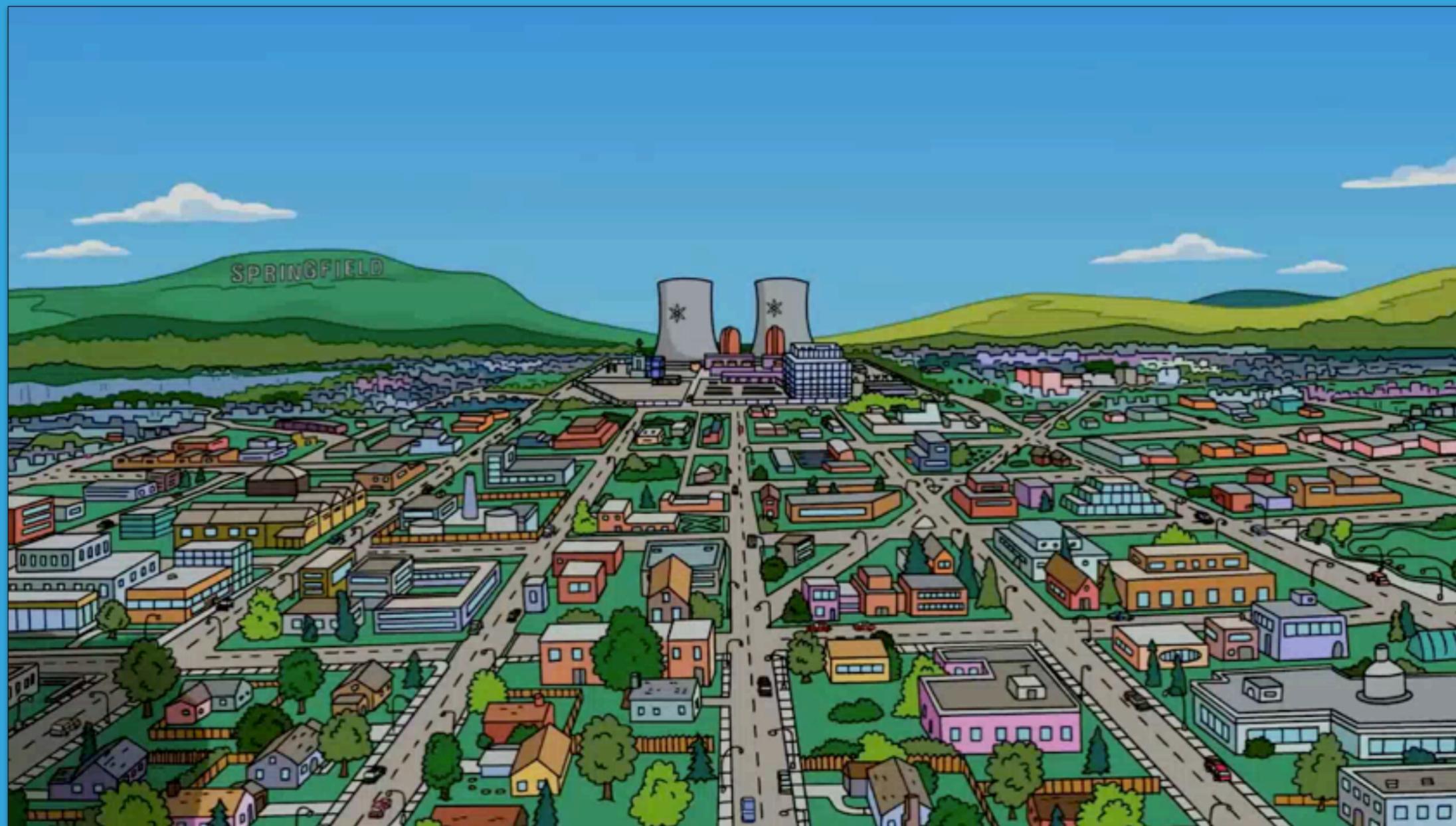


ROAD TRIPPIN'





MARCH 2, 2012



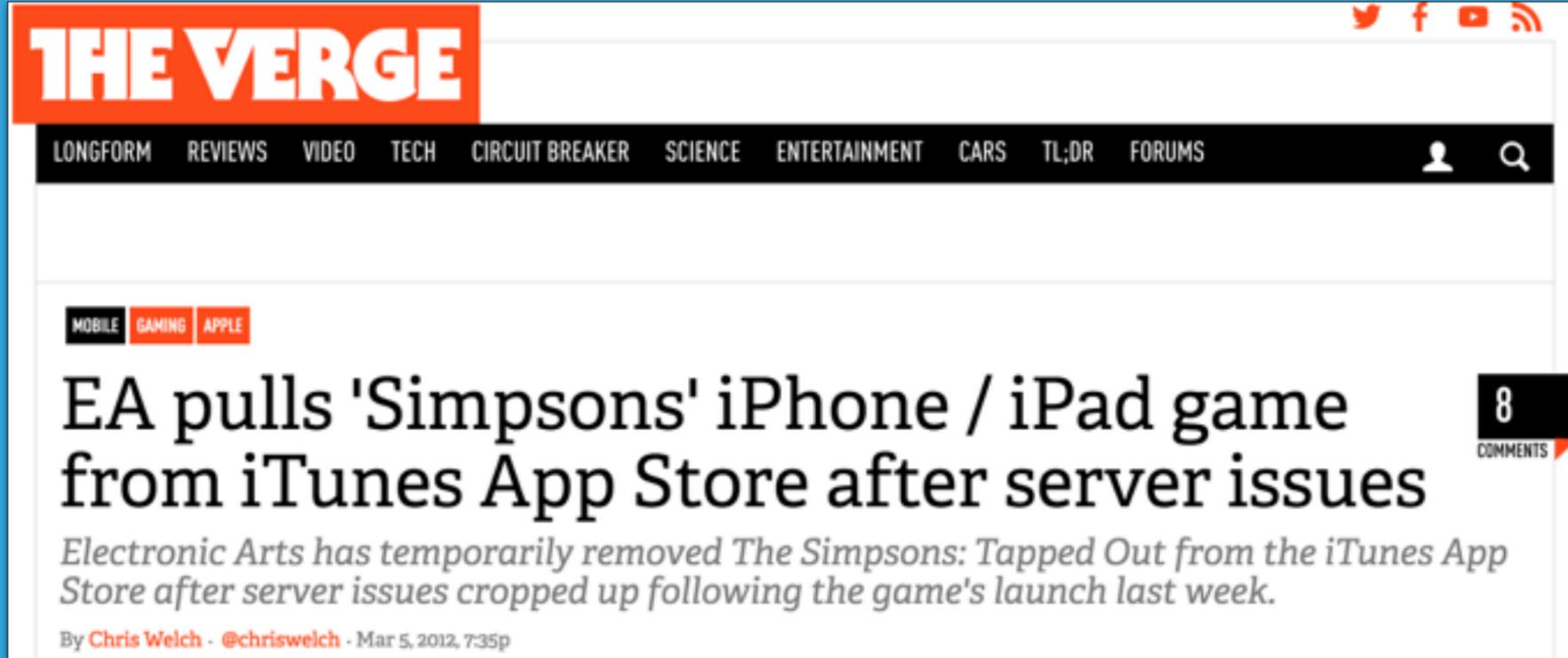
MARCH 3, 2012



MARCH 4, 2012



MARCH 5, 2012



THE VERGE

LONGFORM REVIEWS VIDEO TECH CIRCUIT BREAKER SCIENCE ENTERTAINMENT CARS TL;DR FORUMS

MOBILE GAMING APPLE

EA pulls 'Simpsons' iPhone / iPad game from iTunes App Store after server issues

8 COMMENTS

Electronic Arts has temporarily removed The Simpsons: Tapped Out from the iTunes App Store after server issues cropped up following the game's launch last week.

By Chris Welch · @chriswelch · Mar 5, 2012, 7:35p



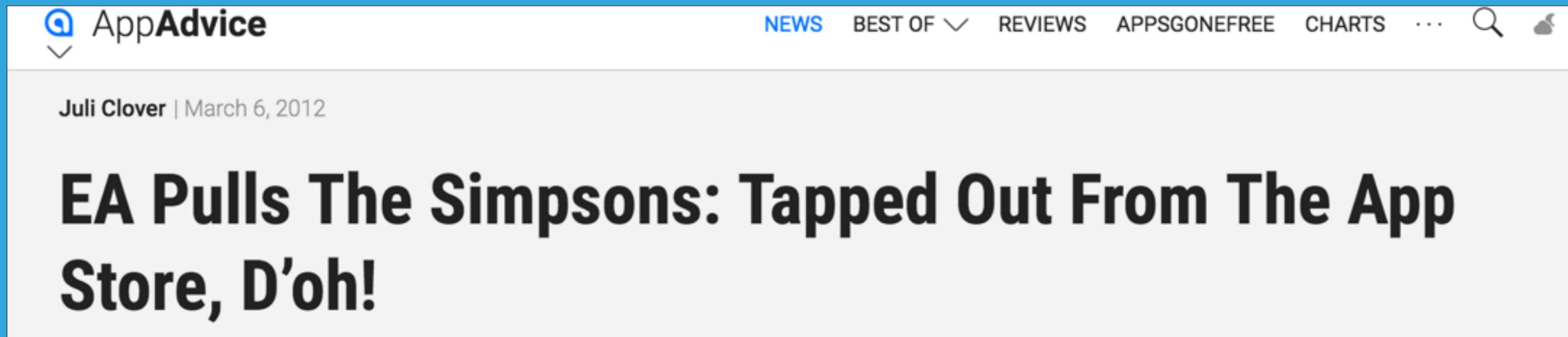
Macworld
FROM IDG

NEWS REVIEWS HOW-TO VIDEO MACS IPHONE/IPAD OS X

Security Games Productivity Audio Business Software Photography Utility S

Home / Games

EA stumbles again, pulls Simpsons game



AppAdvice

NEWS BEST OF ✓ REVIEWS APPSGONEFREE CHARTS ...

Juli Clover | March 6, 2012

EA Pulls The Simpsons: Tapped Out From The App Store, D'oh!



GAMES ARE



TECHNOLOGY

WHAT'S OLD
IS NEW AGAIN

A DESIGN
FIT FOR MOBILE

A BIT OF NEW
GOES A LONG WAY

GAMES ARE
TECHNOLOGY



DAU

ARPPU

FTUE

CHURN

D1,7,14,30

% PAYER

RETENTION

FIRST TIME
PAYERS

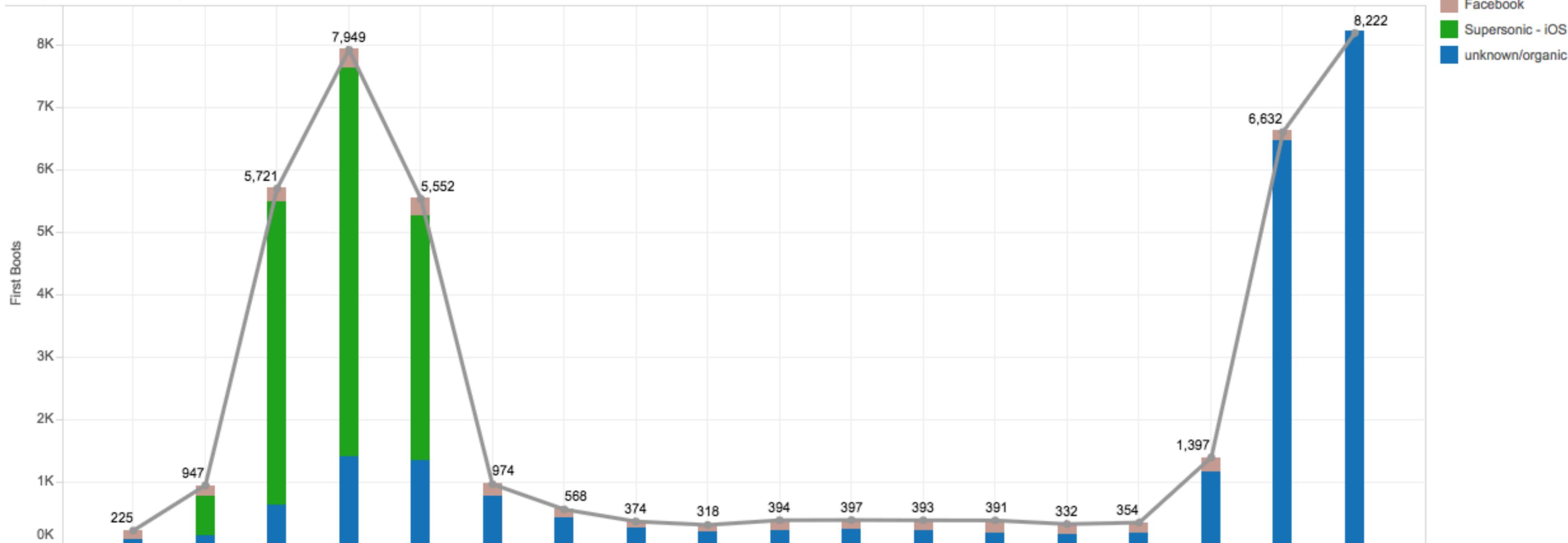
FIRST BOOTS

ARPDau

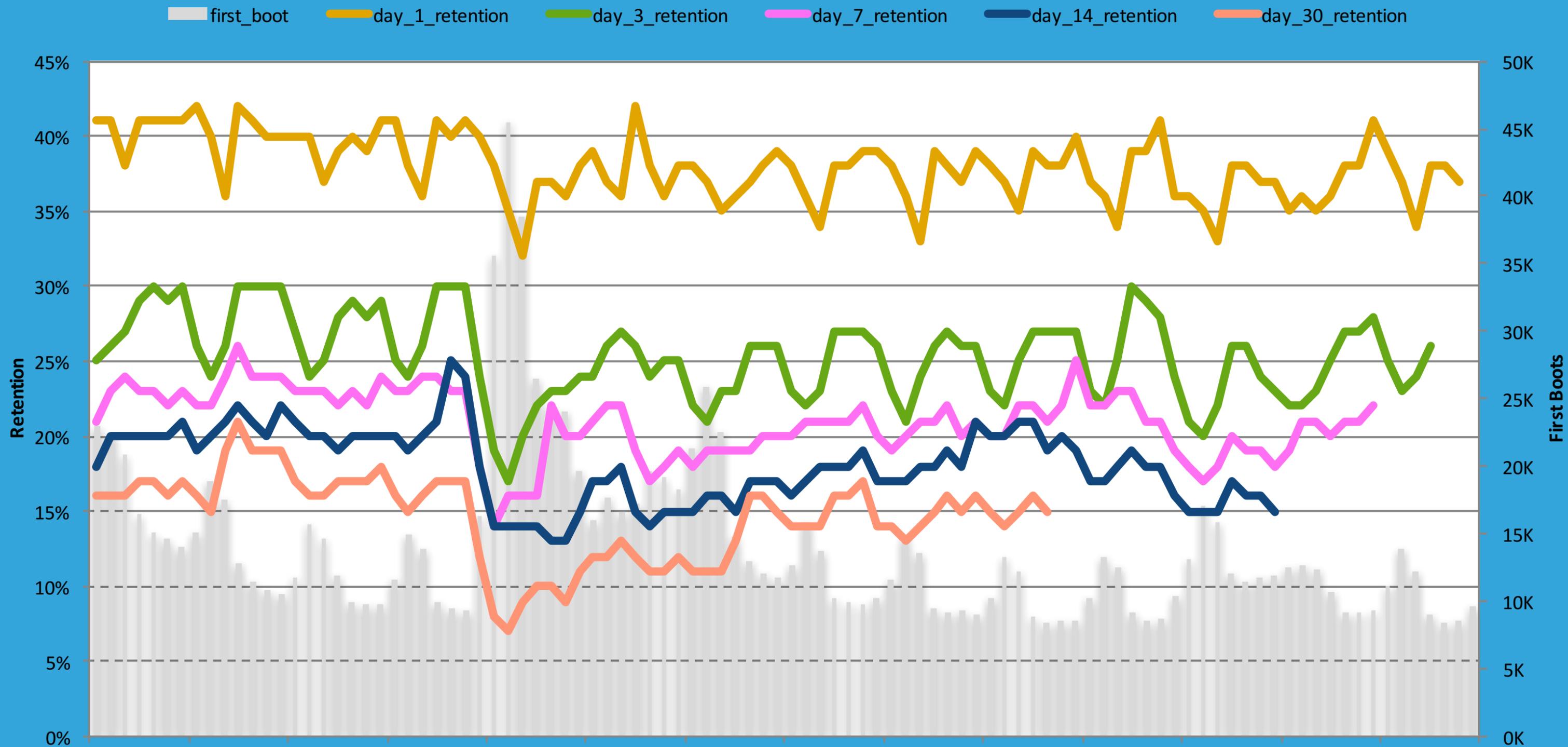
ENGAGEMENT

ACQUISITION

Daily First Boots by source

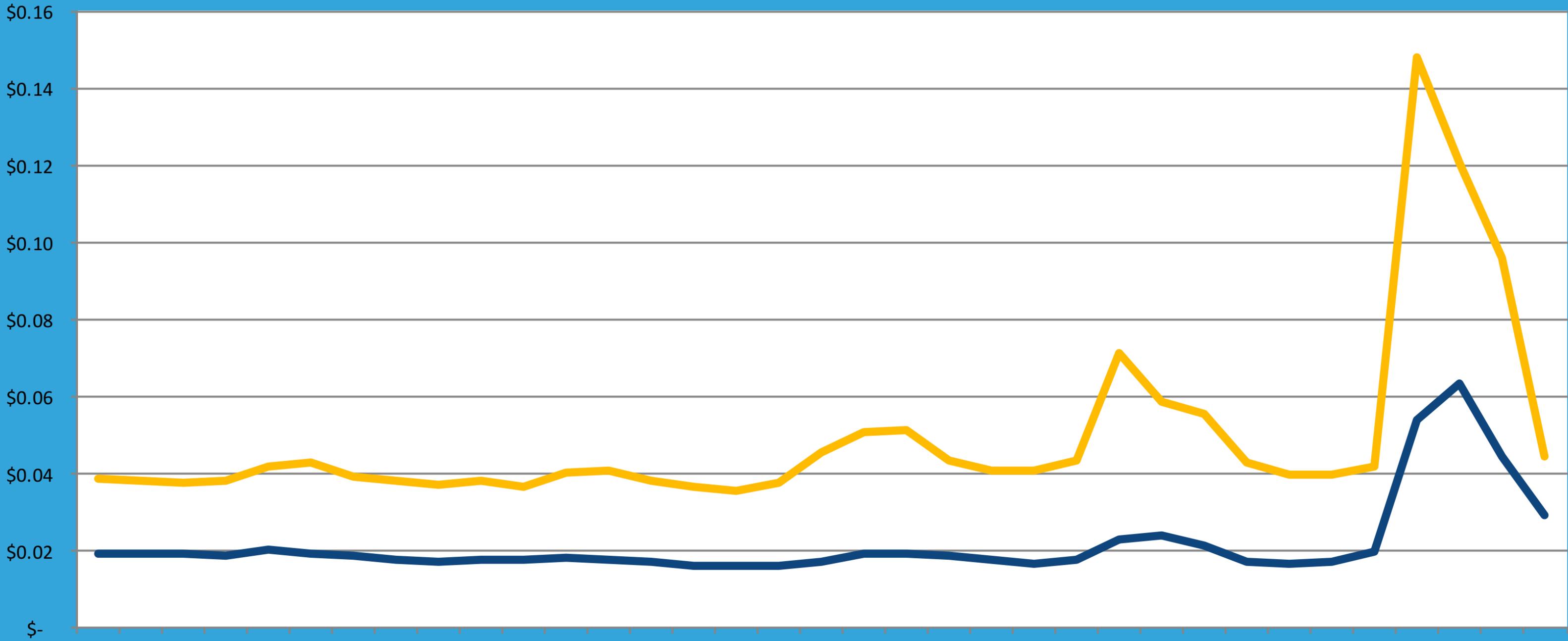


RETENTION



MONETIZATION

Apple Google



AUGUST 17, 2012

THE
SIMPSONS.
TAPPED
OUT



AUTHENTIC

THE
SIMPSONS.
TAPPED
OUT



IS ENGAGING

WHAT'S OLD
IS NEW AGAIN

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FIT FOR MOBILE

A BIT OF NEW
GOES A LONG WAY

GAMES ARE
TECHNOLOGY

AUTHENTIC
IS ENGAGING

THE
SIMPSONS.
TAPPED
OUT





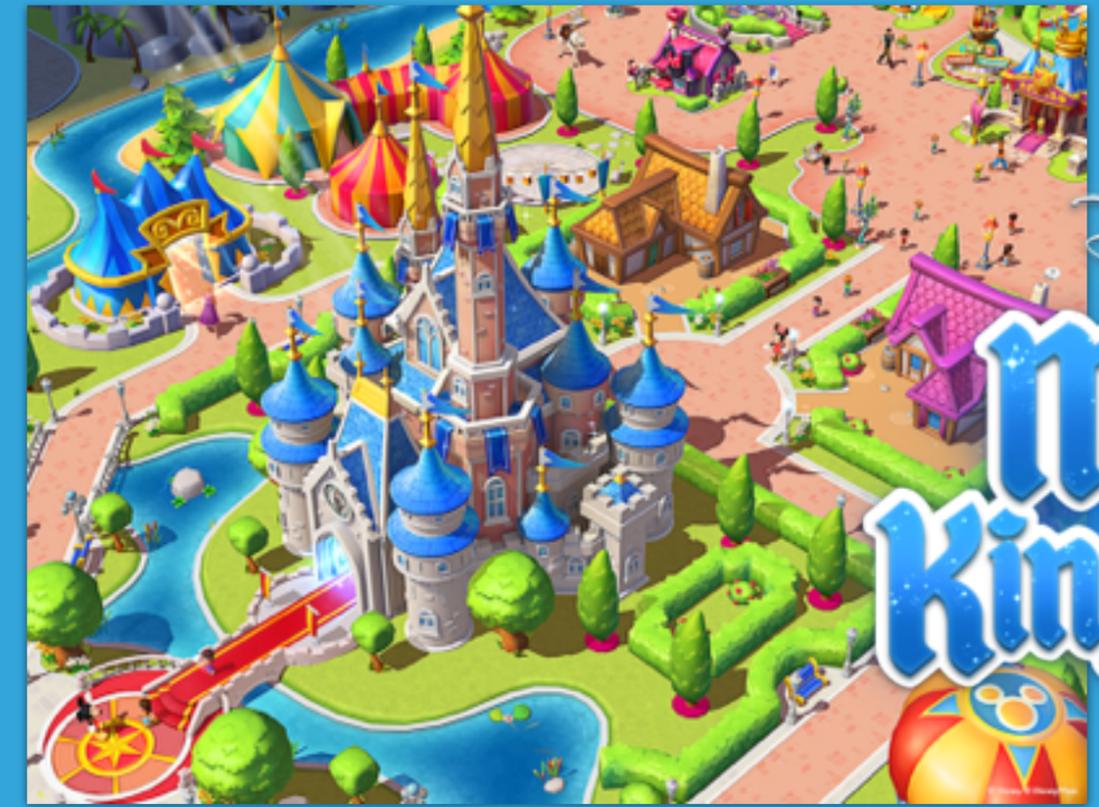
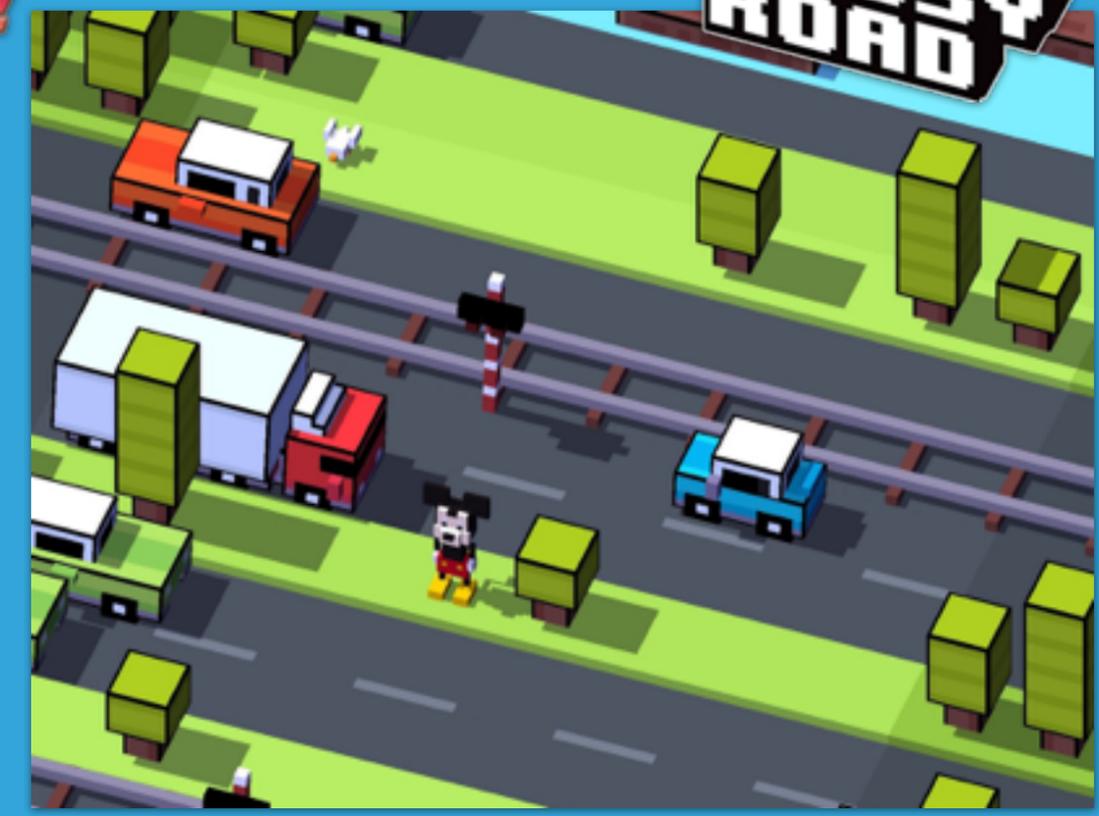
PART IV

THE BRAND THAT FEEDS YOU

Disney

INFINITY

Disney CROSSY ROADS



Disney
**Magic
Kingdoms**

Disney
MY
UPPETS
SHOW

Disney
MY
**MUPPETS**
SHOW

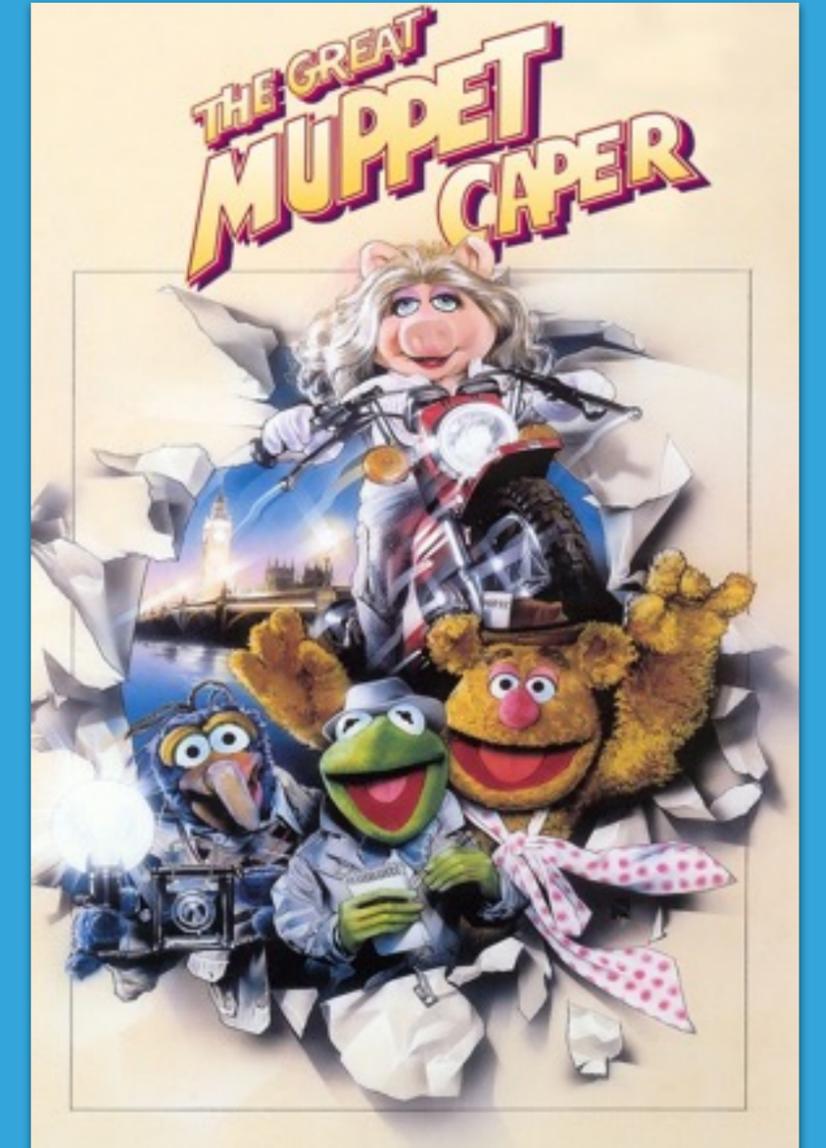
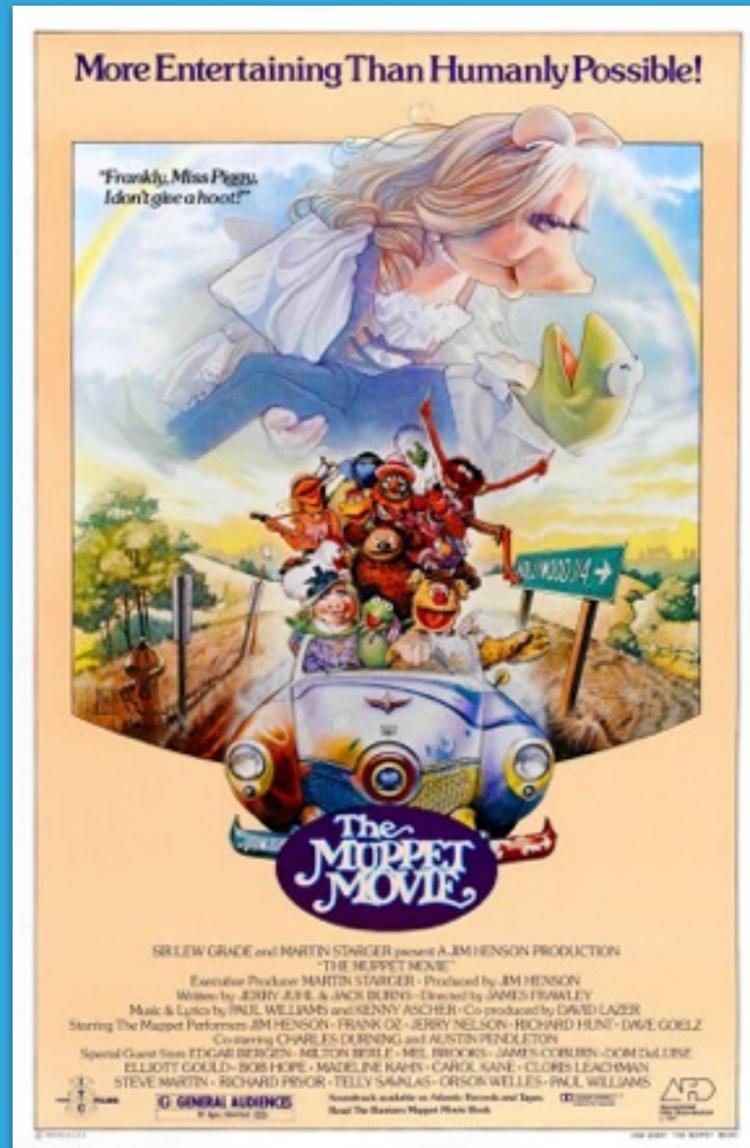


My Singing
MONSTERS



THE *Disney* **MUPPETS**





BRAND EQUITY



AUGUST 1, 2013



45 DAY 1

20 DAY 7

2% CONVERSION

~\$0.08-0.12 ARPPDAU

Disney

&  present...

Makers
of **THE SINGING
MONSTERS**

Disney
**MY
MUPPETS
SHOW**

Stage the best show ever
with the Muppets!



DOWNLOAD FOR FREE!

SALE!

200



WALTER

50% OFF!

200



RIZZO

Sale ends: September 9th at noon EDT

SALE!



AIR ISLAND

750,000

450,000

40% OFF!

+



"ALL COIN PACKS"

25% MORE!

DEALS END: 12/13/2013 AT NOON EST

NEW

FROM MUPPET LABS!

**DIGITIZER-XMUP
UPGRADE!**



GET MULTIPLES OF
YOUR FAVORITE MUPPETS!

Unlock the upgrade at Level 12

NEW ISLAND!

SHUGABUSH ISLAND



REUNITE THE SHUGAFAM!

STARRING KRISTIAN BUSH OF SUGARLAND



\$2.33 CPI

LAUNCH



\$2.33 CPI

LAUNCH



\$1.60 CPI

6 MM DAU



BRAND EQUITY

BRAND EQUITY

WHAT'S OLD
IS NEW AGAIN

A DESIGN
FIT FOR MOBILE

A BIT OF NEW
GOES A LONG WAY

GAMES ARE
TECHNOLOGY

AUTHENTIC
IS ENGAGING

~~BRAND EQUITY~~
BRAND DEBT

WHAT'S OLD
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YOU NEED

THE RIGHT BRAND

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YOU NEED
THE RIGHT BRAND



Disney

FROZEN



FREE FALL



Disney
FROZEN



FREE FALL

Disney
MALEFICENT



FREE FALL

Disney
CINDERELLA



FREE FALL

Disney
FROZEN
FREE FALL

Download on the
App Store

GET IT ON
Google play

WHAT'S NEW?

MORE NEW LEVELS
Now with 195 frosty puzzles!

NEW 'MARSHMALLOW' GAME MODE
Defeat the enormous icy snowman with your best matching skills!

INTRODUCING 'STAR REWARD'
Get FREE power-ups with all the stars you earn!

NEW MECHANICS EACH UPDATE

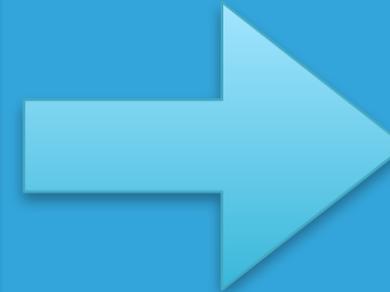
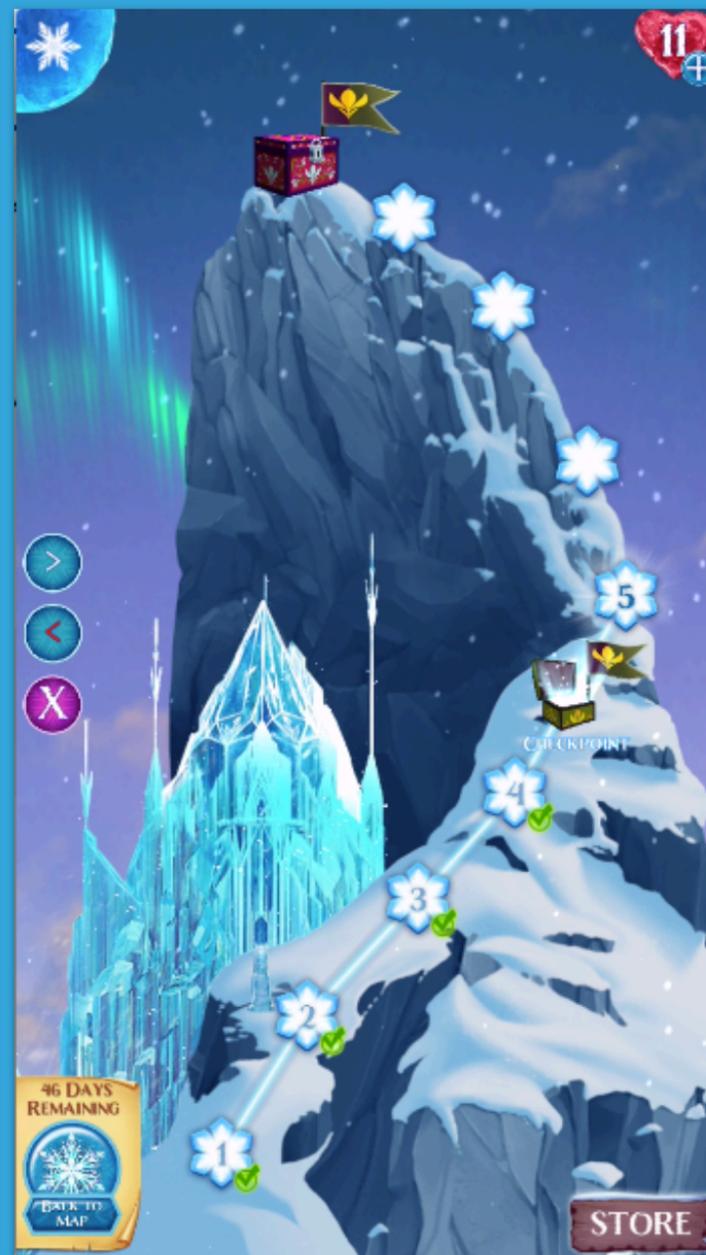
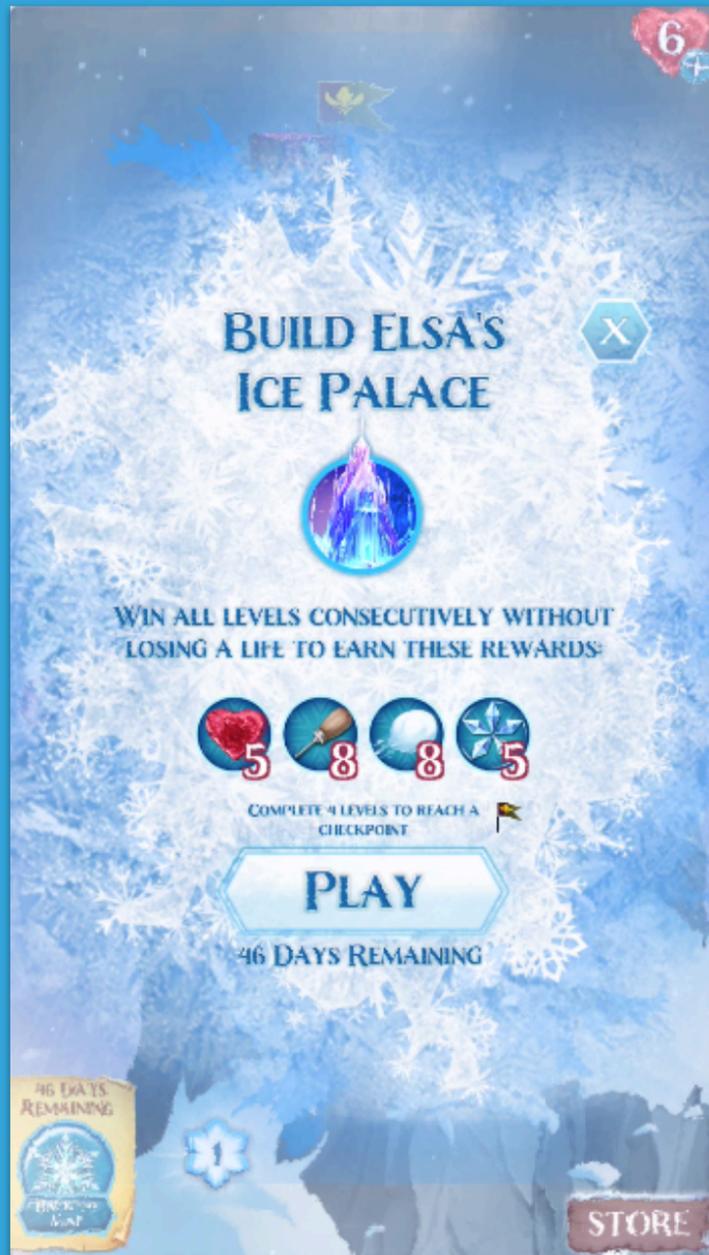


PAID

SEASONAL

MAPS

LIMITED TIME EVENTS (LTE)



LIVE OPS

REQUIRES DESIGN

PART IV

THE FUTURE IS NOW

WHAT'S OLD
IS NEW AGAIN

A DESIGN
FIT FOR MOBILE

A BIT OF NEW
GOES A LONG WAY

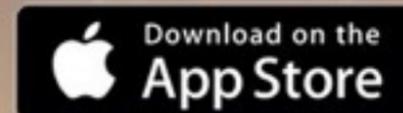
GAMES ARE
TECHNOLOGY

AUTHENTIC
IS ENGAGING

YOU NEED
THE RIGHT BRAND

LIVE OPS
REQUIRES DESIGN

LINK TWIN



WHAT'S OLD
IS NEW AGAIN

A DESIGN
FIT FOR MOBILE

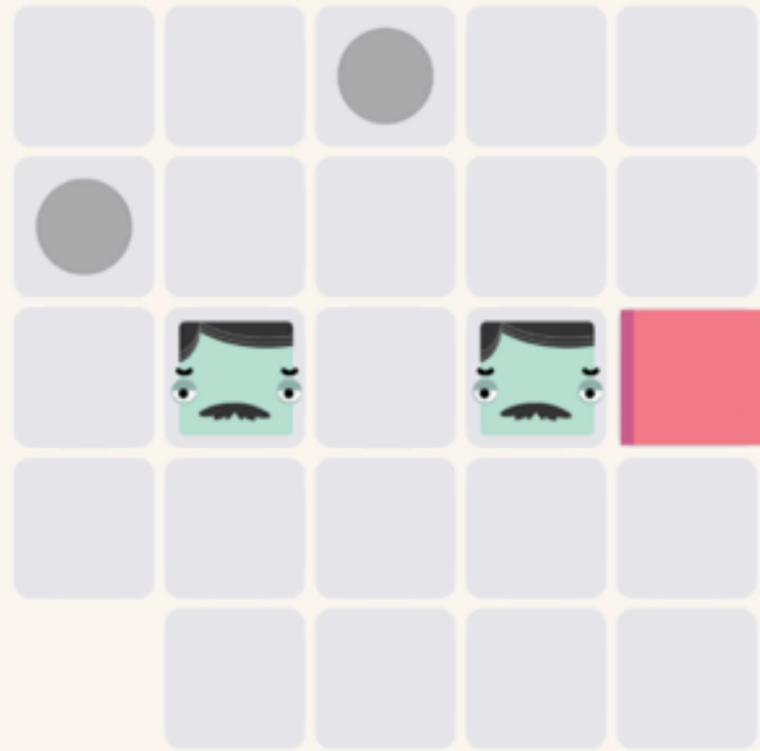
A BIT OF NEW
GOES A LONG WAY

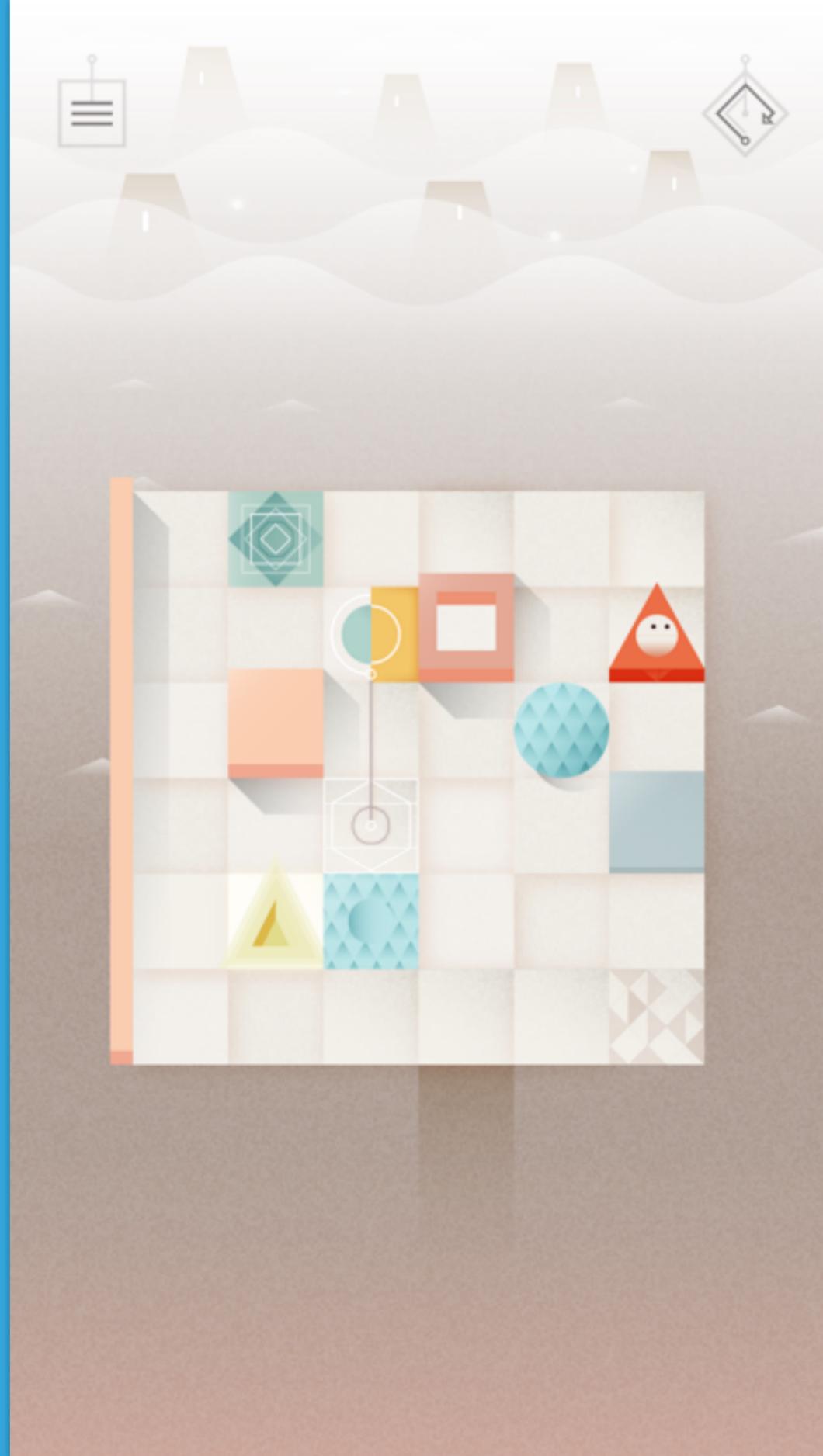
GAMES ARE
TECHNOLOGY

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LIVE OPS
REQUIRES DESIGN







UNDERSTAND

THE VALUE

WHAT'S OLD
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GOES A LONG WAY

GAMES ARE
TECHNOLOGY

AUTHENTIC
IS ENGAGING

YOU NEED
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LIVE OPS
REQUIRES DESIGN





Derek Cheung



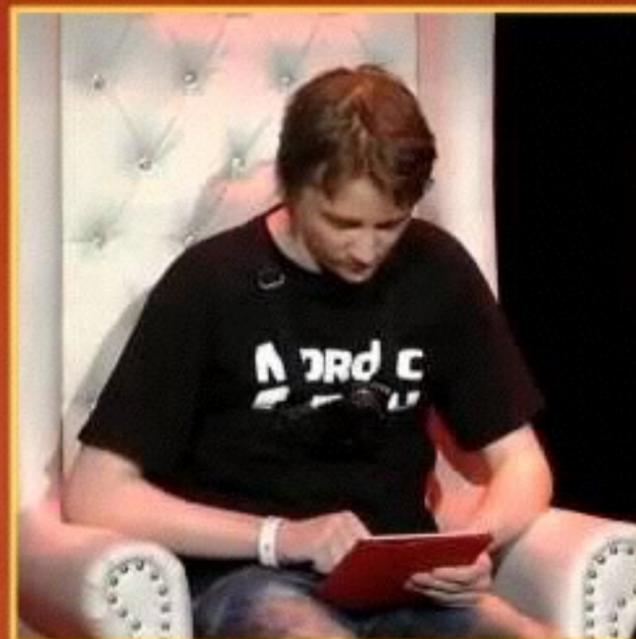
Clan Name
HKEsports

TROPHY NR.
4049

Favorite card
Hog Rider

0

Jason



Clan Name
Finland Assault

TROPHY NR.
3157

Favorite card
Giant

3





BALANCE CHANGES COMING (3/23)

- **X-Bow: Range decreased to 12 (From 13)**
- **Tesla: Hit speed decreased to 0.8sec (From 0.7sec), lifetime decreased to 40sec (From 60sec)**
- **Cannon: Lifetime decreased to 30sec (From 40sec)**
- **Princess: Hitpoints decreased by 10%**
- **Ice Wizard: Damage increased by 5%**
- **Prince: Charge speed decreased by 13%**
- **Dark Prince: Charge speed decreased by 13%**
- **Valkyrie: Hitpoints and damage increased by 10%**
- **Royal Giant: Damage increased by 20%**
- **Giant: Damage increased by 5%**
- **Rage: Gives 40% movement and attack speed boost (From 35%), duration decreased by 20%**
- **Poison: Damage increased by 5%**
- **Mirror: Legendary Cards mirrored 1 level lower**
- **Three Musketeers: Cost decreased to 9 (From 10)**
- **Archers: Quicker initial attack (like Spear Goblins)**
- **Balloon: Hitpoints increased by 5%**
- **Witch: Damage increased by 5%**

Find out WHY!

10 7184/30000 + 1704 + 1041

SHUMPY Clash Mountain 3218

Free Chest Next in: 45min 35sec

CROWN Chest To open: 7/10



Arena 10

Battle

7h 59min Open now 48

Chest Slot

Locked 3H Arena 10

Locked 3H Arena 10

Bottom navigation bar with icons for inventory, a tablet, Battle (swords), a group of people, and a shield with a sword.

WHAT'S OLD IS NEW AGAIN
(MARKET)

A BIT OF NEW GOES A LONG WAY
(DESIGN)

GAMES ARE TECHNOLOGY
(OPERATIONS)

AUTHENTIC IS ENGAGING
(MARKET/DESIGN)

A DESIGN FIT FOR MOBILE
(DESIGN)

YOU NEED THE RIGHT BRAND
(MARKET)

LIVE OPS REQUIRES DESIGN
(DESIGN/OPERATIONS)

UNDERSTAND THE VALUE
(MARKET/OPERATIONS)

WHAT'S OLD IS NEW AGAIN
(MARKET)

A DESIGN FIT FOR MOBILE
(DESIGN)

A BIT OF NEW GOES A LONG WAY
(DESIGN)

YOU NEED THE RIGHT BRAND
(MARKET)

GAMES ARE TECHNOLOGY
(OPERATIONS)

LIVE OPS REQUIRES DESIGN
(DESIGN/OPERATIONS)

AUTHENTIC IS ENGAGING
(MARKET/DESIGN)

UNDERSTAND THE VALUE
(MARKET/OPERATIONS)

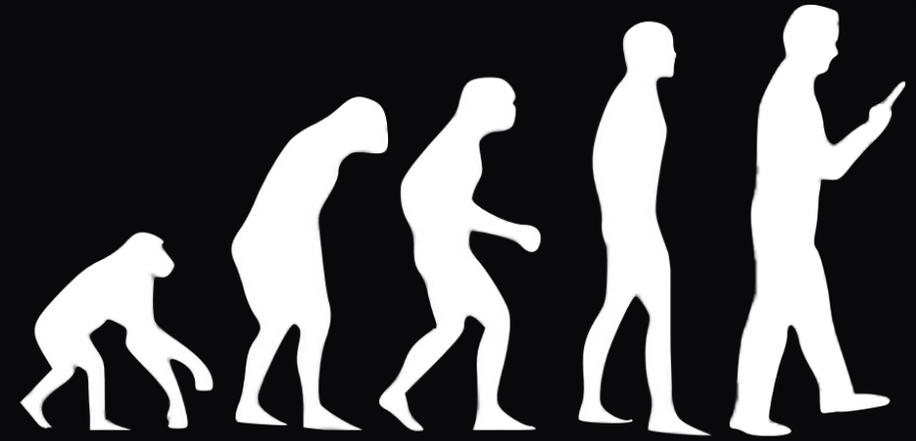
ACCESSIBILITY IS KING
(MARKET/DESIGN)

THE ONLY CONSTANT IS CHANGE
(EVERYTHING)



GDC MOBILE
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