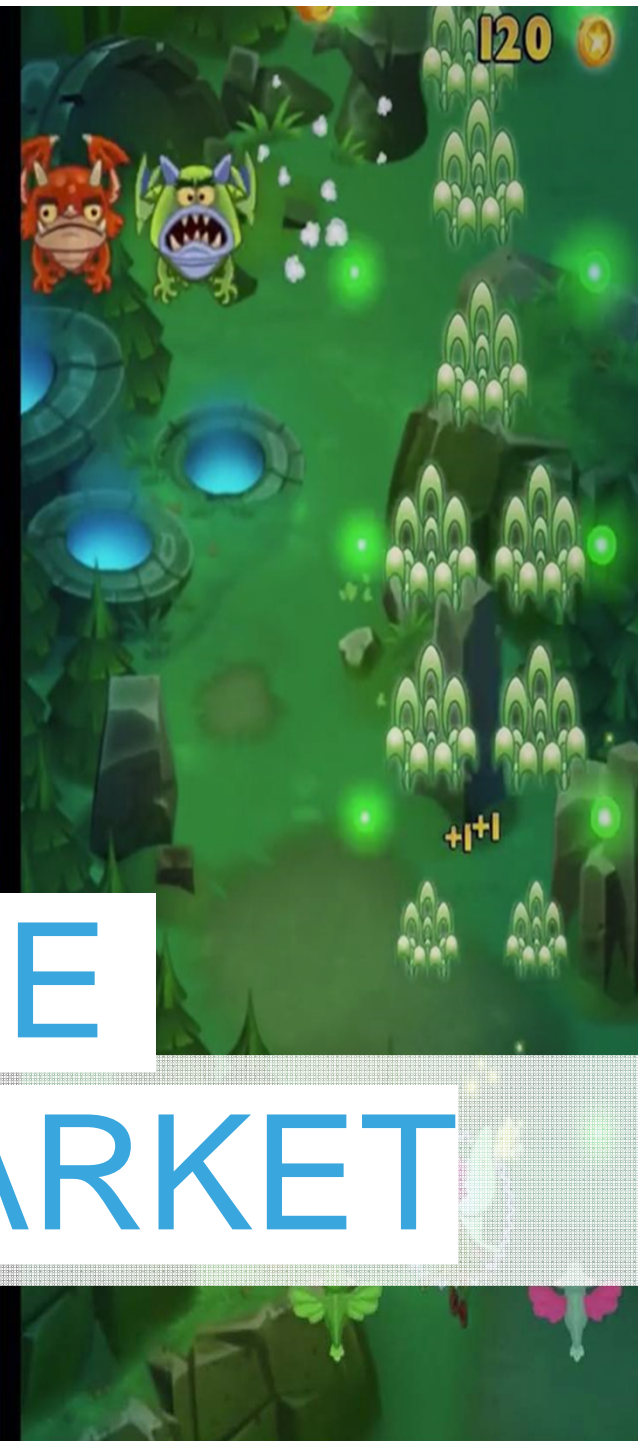
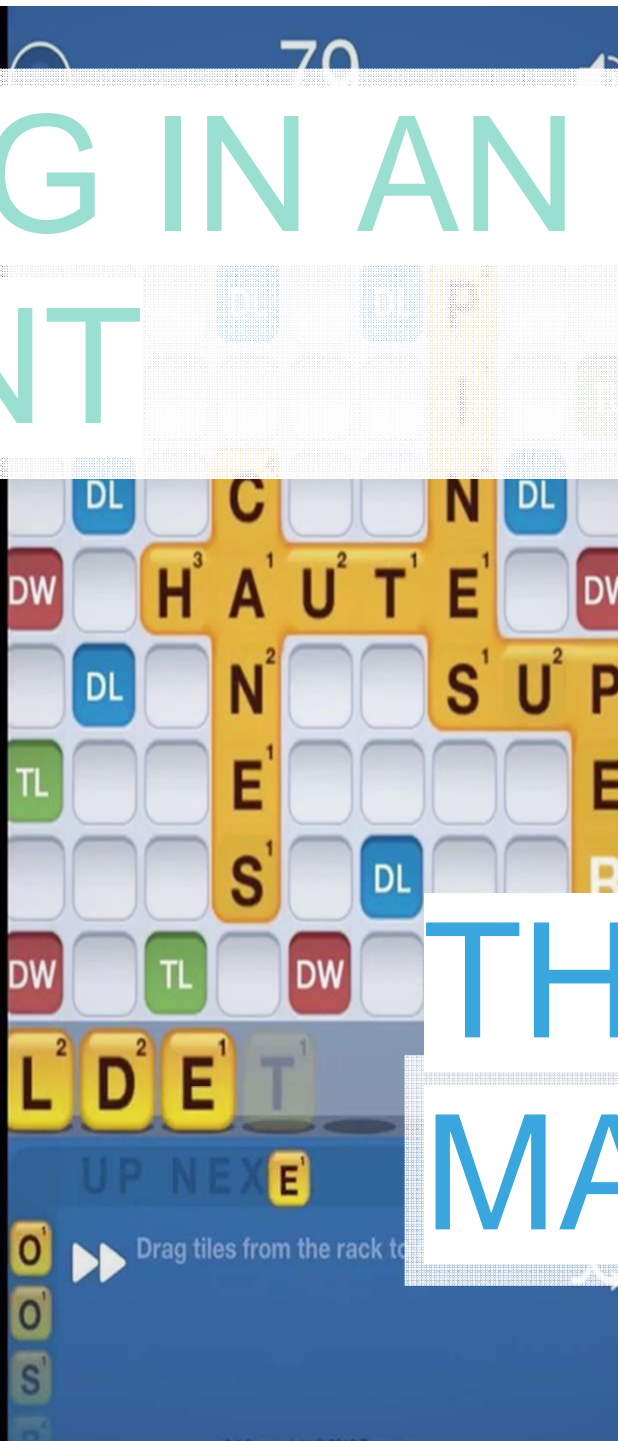
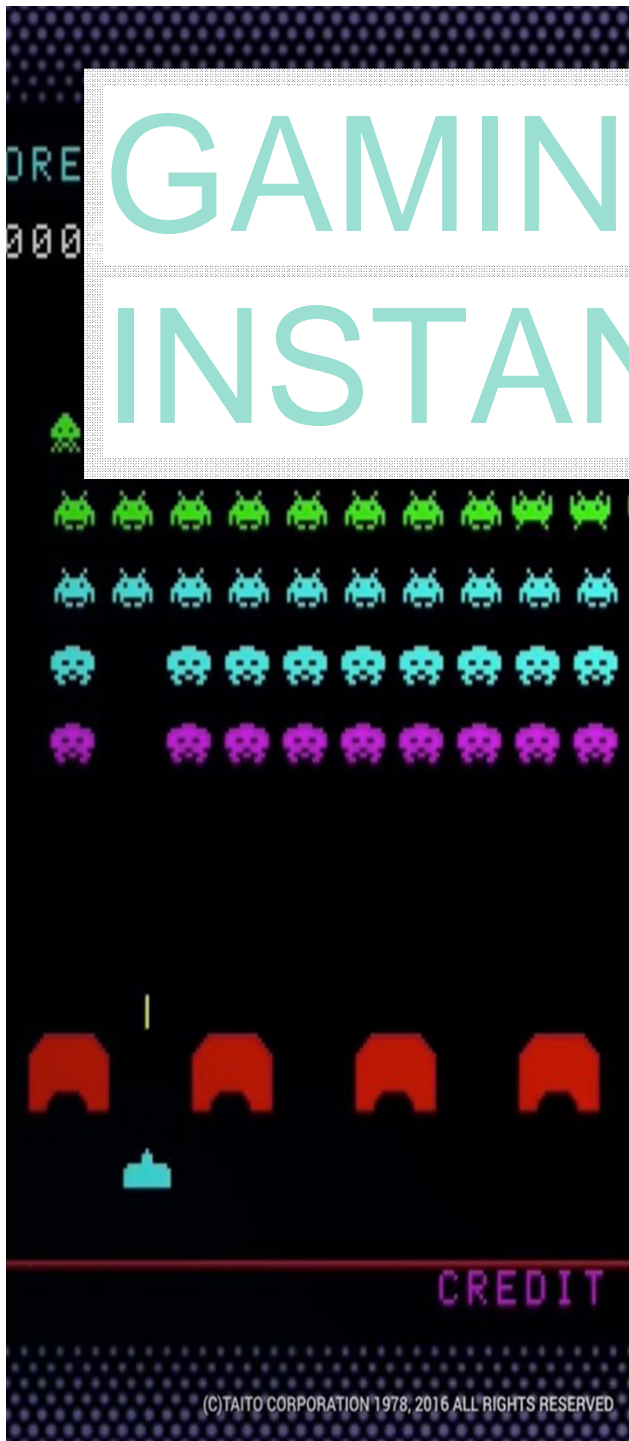


GAMING IN AN INSTANT

THE MARKET



HELLO

I AM DAVID



Double Coconut

Mobile Game Dev Agency

Long-Time Fans of Web Games + **HTML5**


Worked On **Five** Instant Games And Counting...



10

YEARS

AGO



“Well, uh, I think games on
Facebook are going to be pretty
huge.”

-Mark Pincus

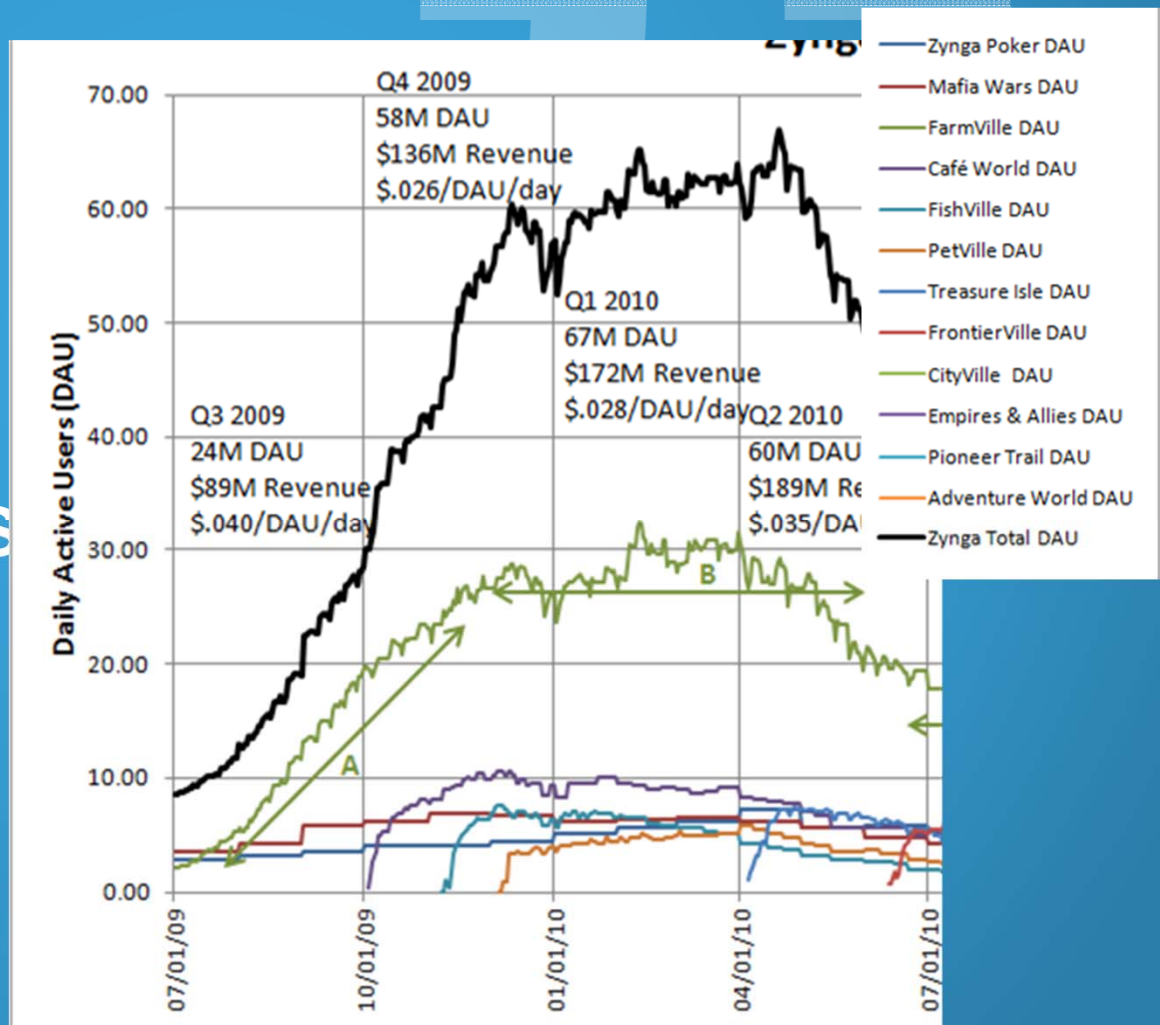
“Yeah... right.”

-Me (To Myself)



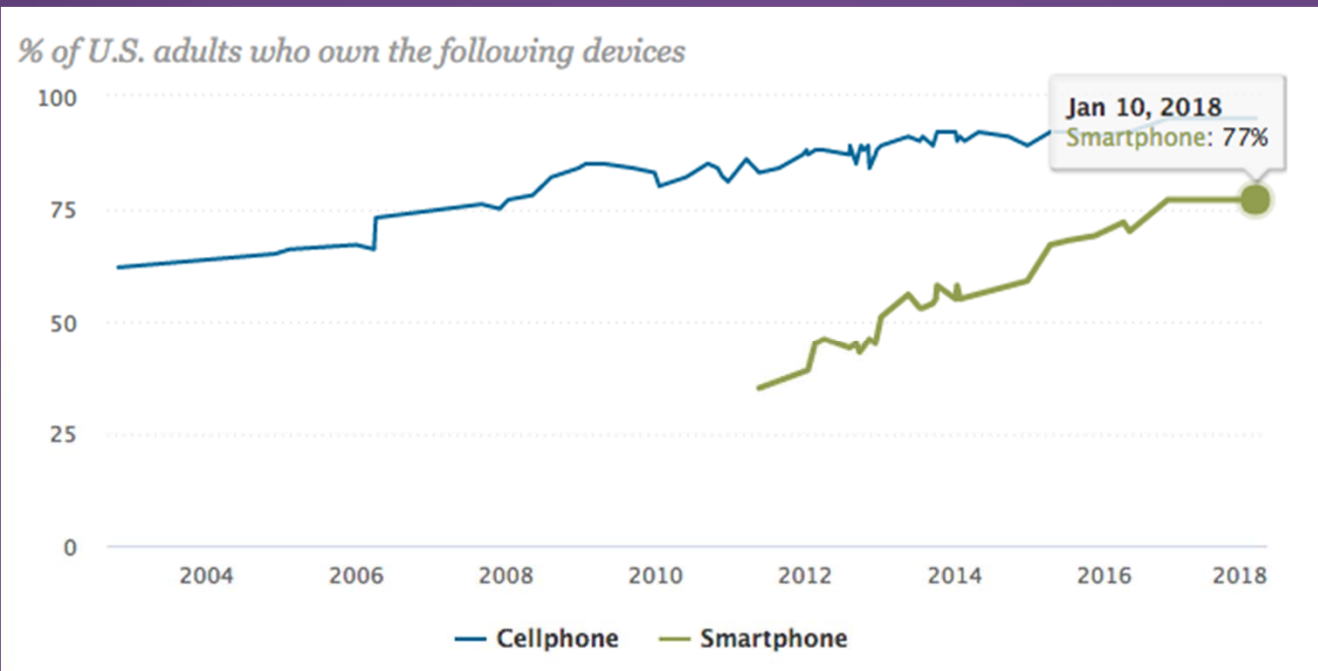
“Sucker.”

-Mark Pincus



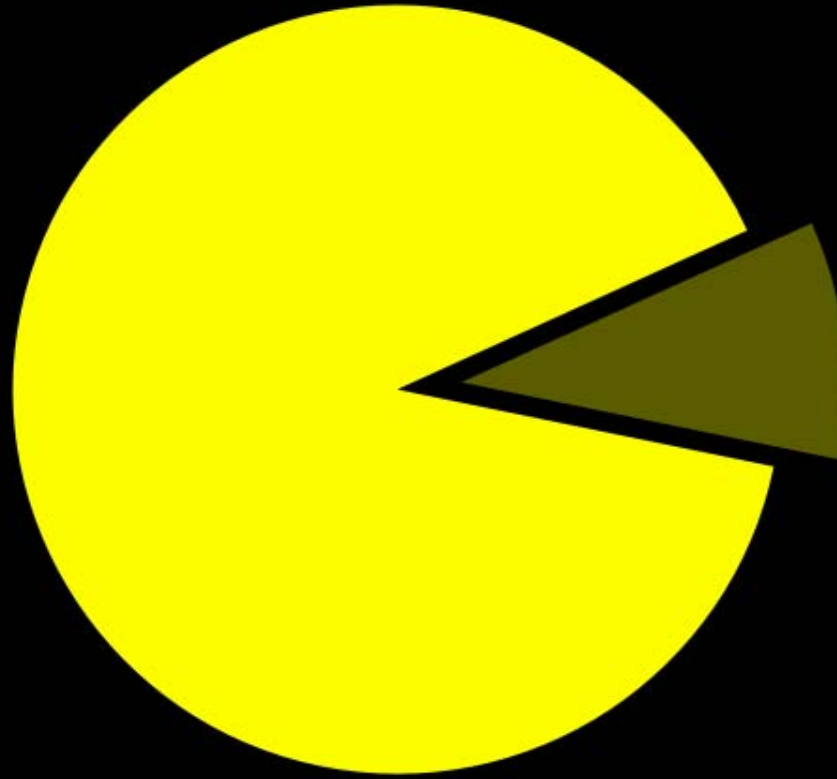


TODAY'S TRENDS



MOBILE

Source: Pew Research



- PERCENTAGE OF PIE CHART RESEMBLING PAC MAN
- PERCENTAGE OF PIE CHART NOT RESEMBLING PAC MAN

MOBILE

SATURATI



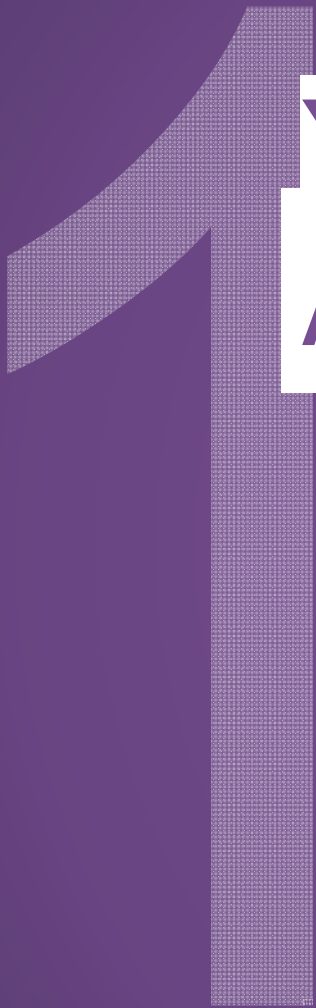
57% of people Download 0 Apps/Month
24% Only Install 2 or Less

ON

Source: comScore MobiLens June 2017



Billion Users



YEAR
AGO

OCTOBER 2016



Instant Games on Messenger

LAUNCH TITLES



PAC-MAN™



GALAGA™



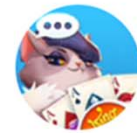
ARKANOID



SPACE INVADERS



TRACK & FIELD 100M



SHUFFLE CATS MINI



WORDS WITH FRIENDS: FRENZY



HEX



EVERWING



ENDLESS LAKE



TEMPLAR 2048



THE TRIBEZ: PUZZLE RUSH



2020 CONNECT



PUZZLE BOBBLE



ZOOKEEPER

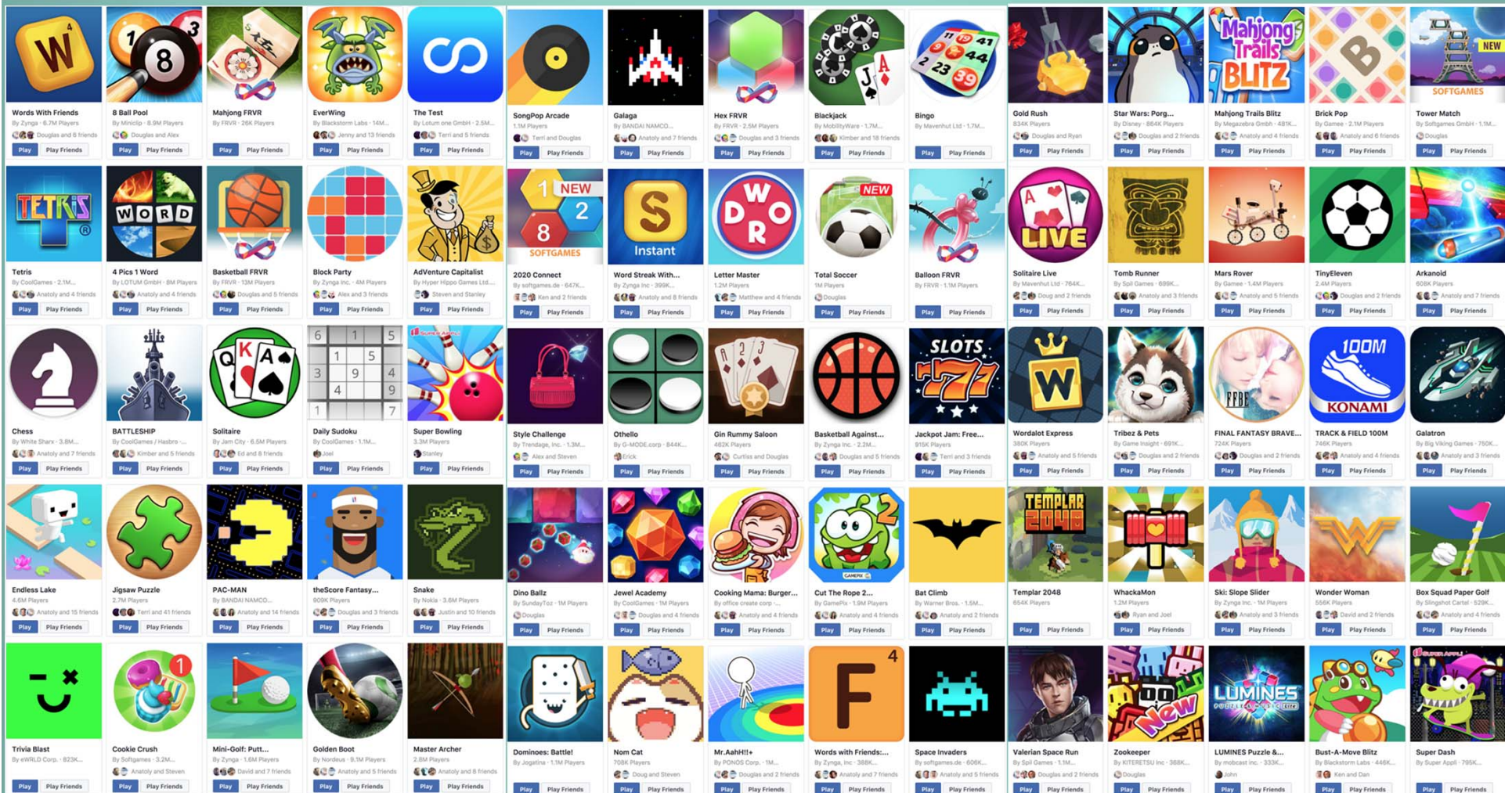


BRICK POP



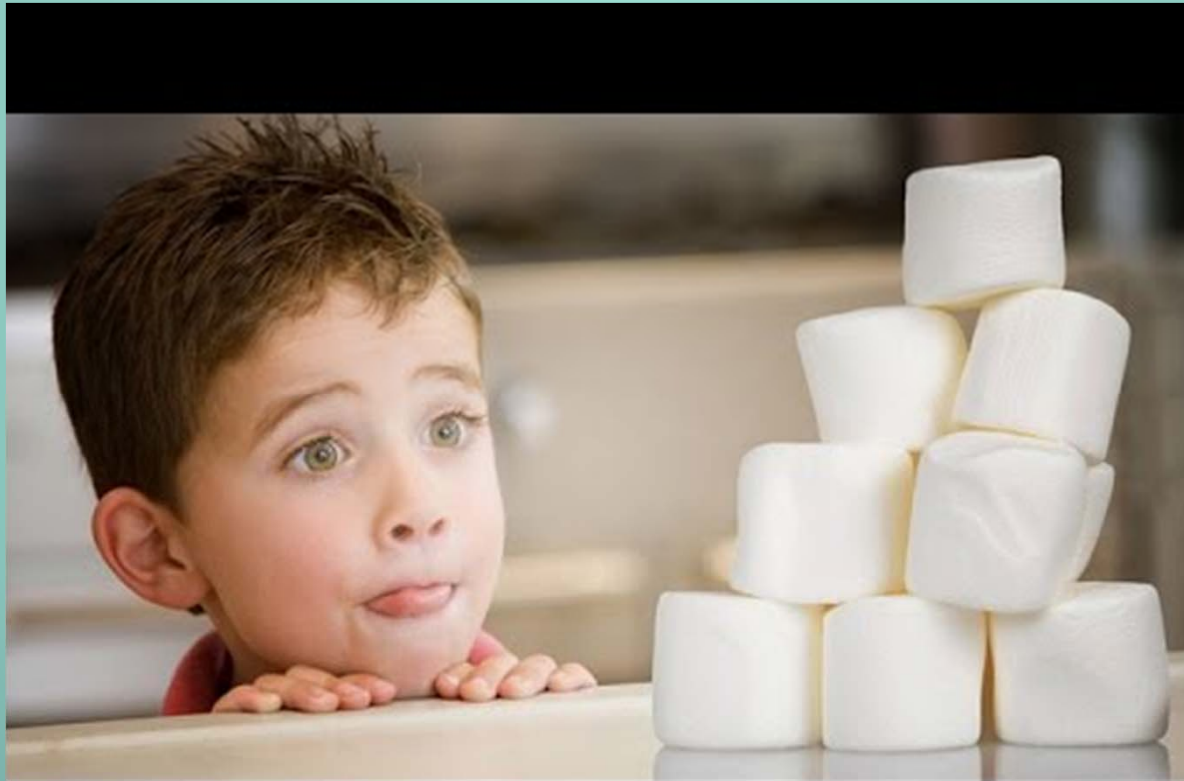
WORDALOT EXPRESS

TODAY: >200 GAMES



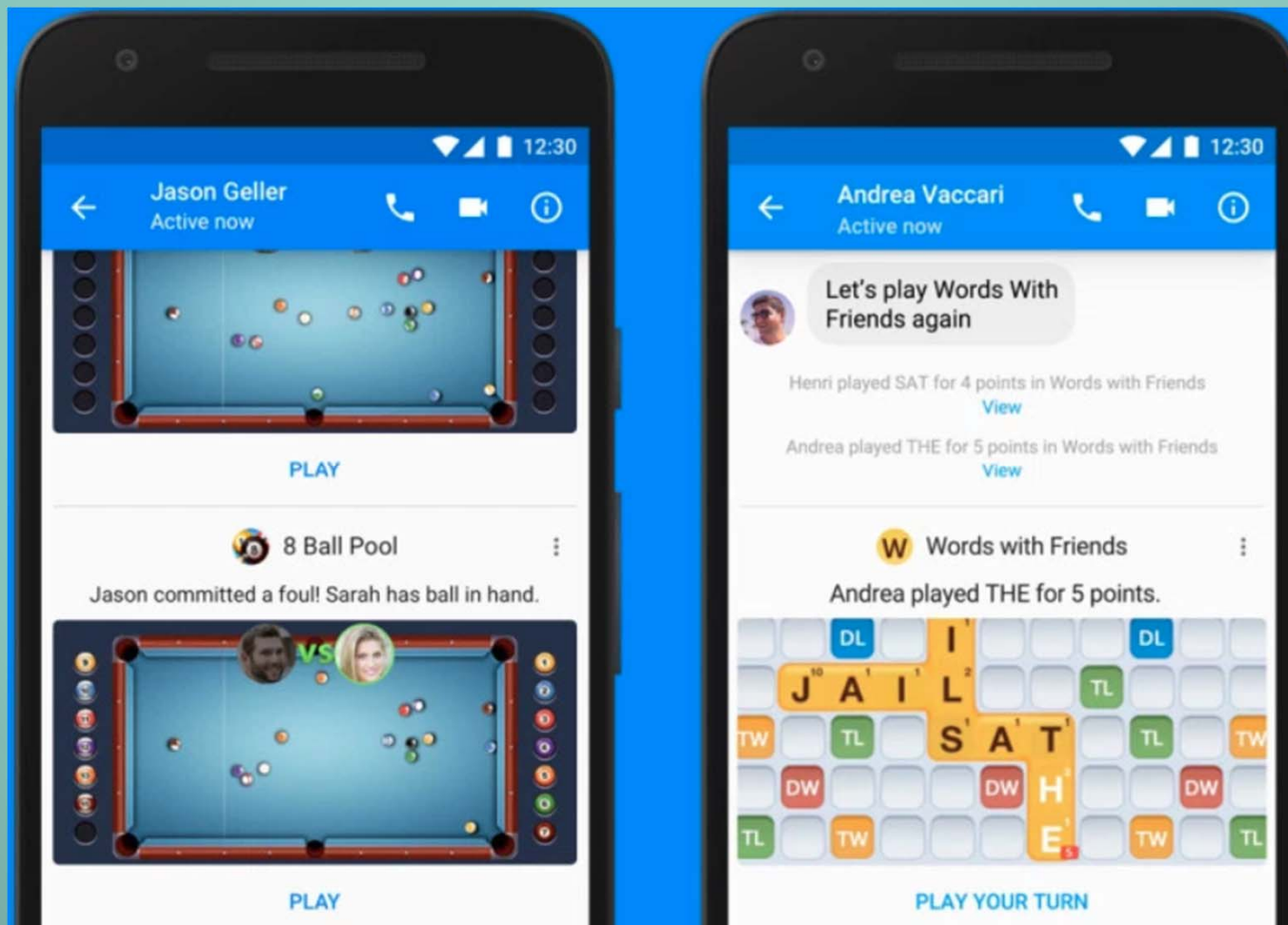
INSTANT GRATIFICATION

◇ No registration or login

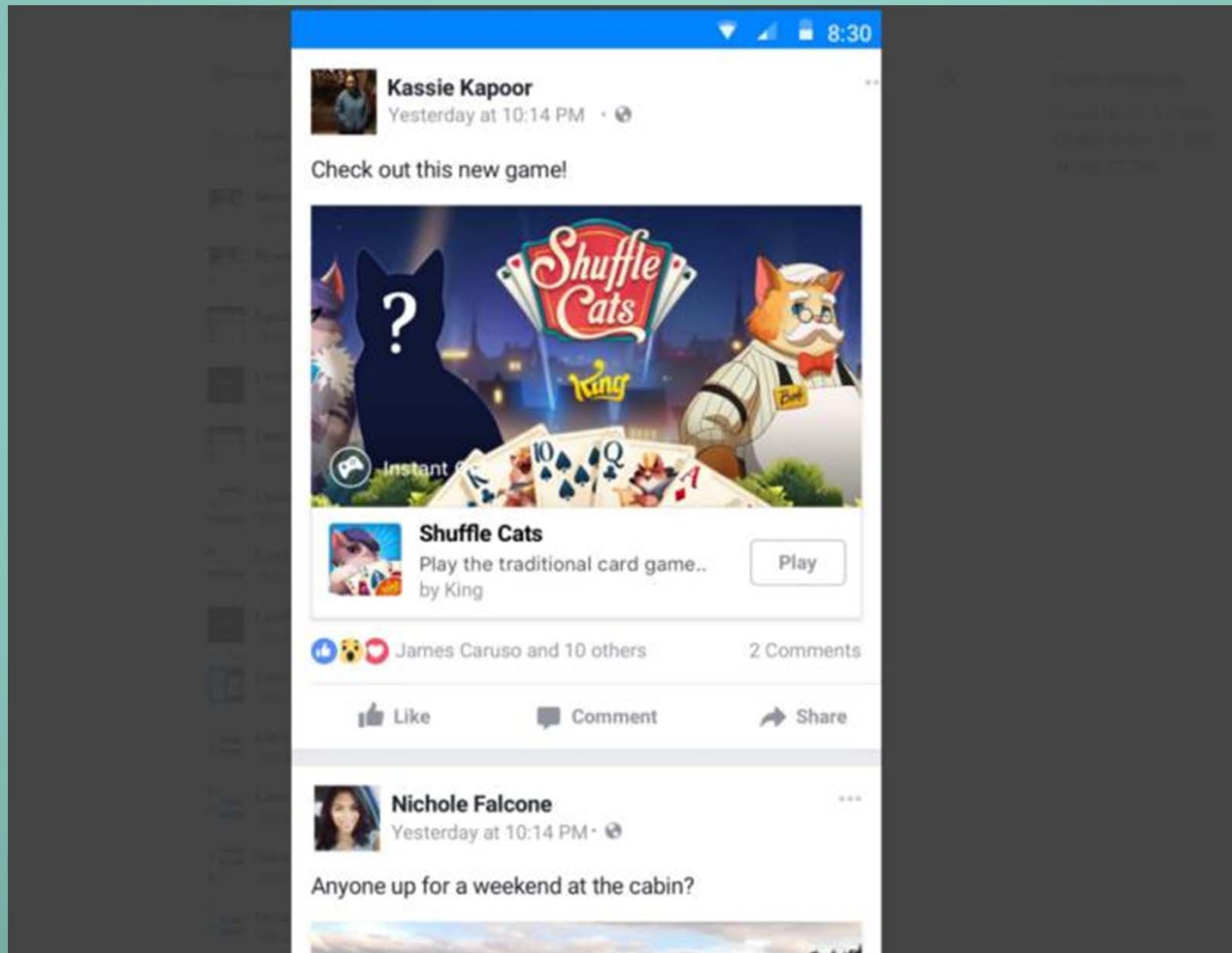


TIGHT-KNIT MESSENGER INTEGRATION

Games live inside the chat thread...



OR DIRECT FROM NEWSFEED...



HTML

5

- ◇ No install or download
- ◇ PC or mobile





TOP

DOZEN



	GAME	MAU	SYNC	ASYNC
2	Basketball FRVR	9,600,000		
3	4 Pics 1 Word	7,700,000		
4	Golden Boot	7,500,000		+
5	Words With Friends	6,300,000		+++
6	8 Ball Pool	6,200,000	+++	
7	Snake Mania	5,500,000	+	
8	Solitaire	5,000,000		
9	UNO	5,000,000	+	
10	The Test	4,800,000		+++
11	Bike Race Free	4,500,000		
12	PAC-MAN	4,000,000		

LAUNCH SUCCESS STORIES

SNAKE MANIA
2.2M Players in
7 Days



MAHJONG FRVR
1.5M MAU in 1
Month



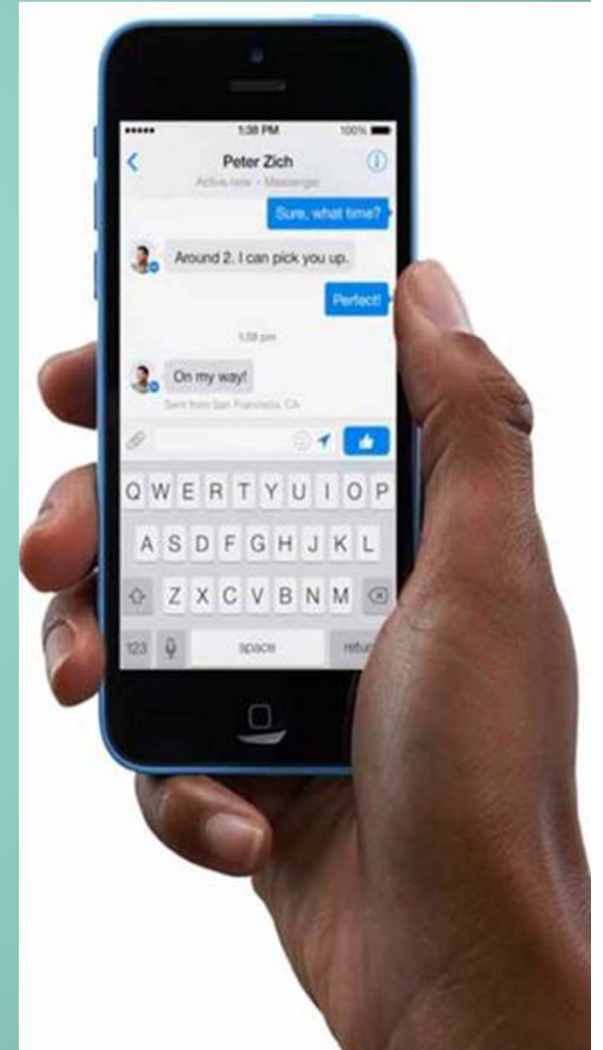
ENDLESS LAKE
12M Uniques in 3
Weeks





RETENTION IS DIFFICULT

- ◇ Tougher Than Mobile
- ◇ An App Within an App
(Within a Browser!)
- ◇ No Push Notifs
- ◇ ~~No App Icon / Badges~~





WEEK

AGO

GATED... FOR
YOUR

PLEASE
GATES ARE
OPEN!

Development
Approval

Soft
Launch

Worldwide
Release

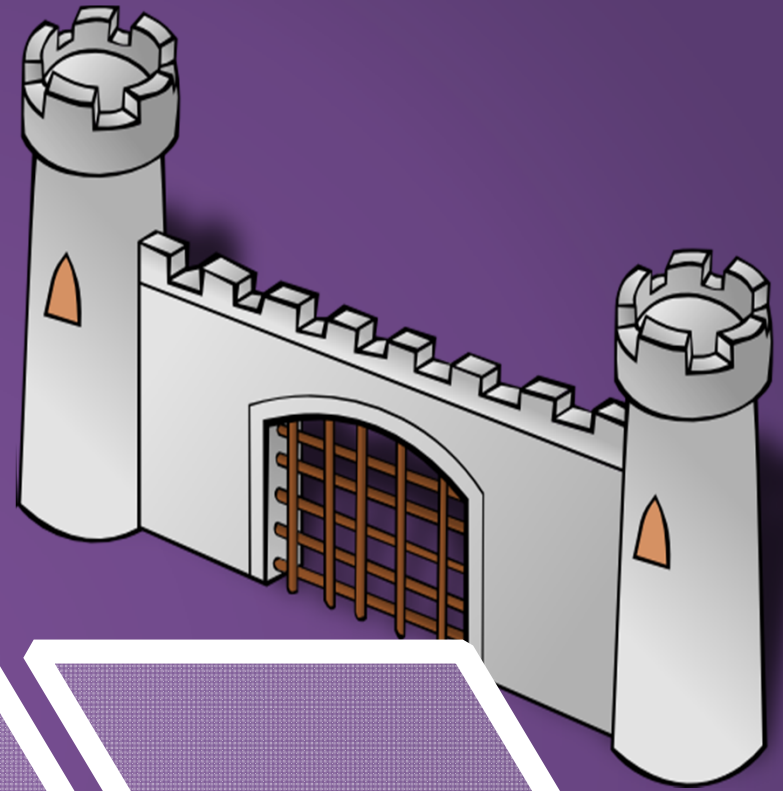
LET THE GAMES
BEGIN

Proven
Developer?

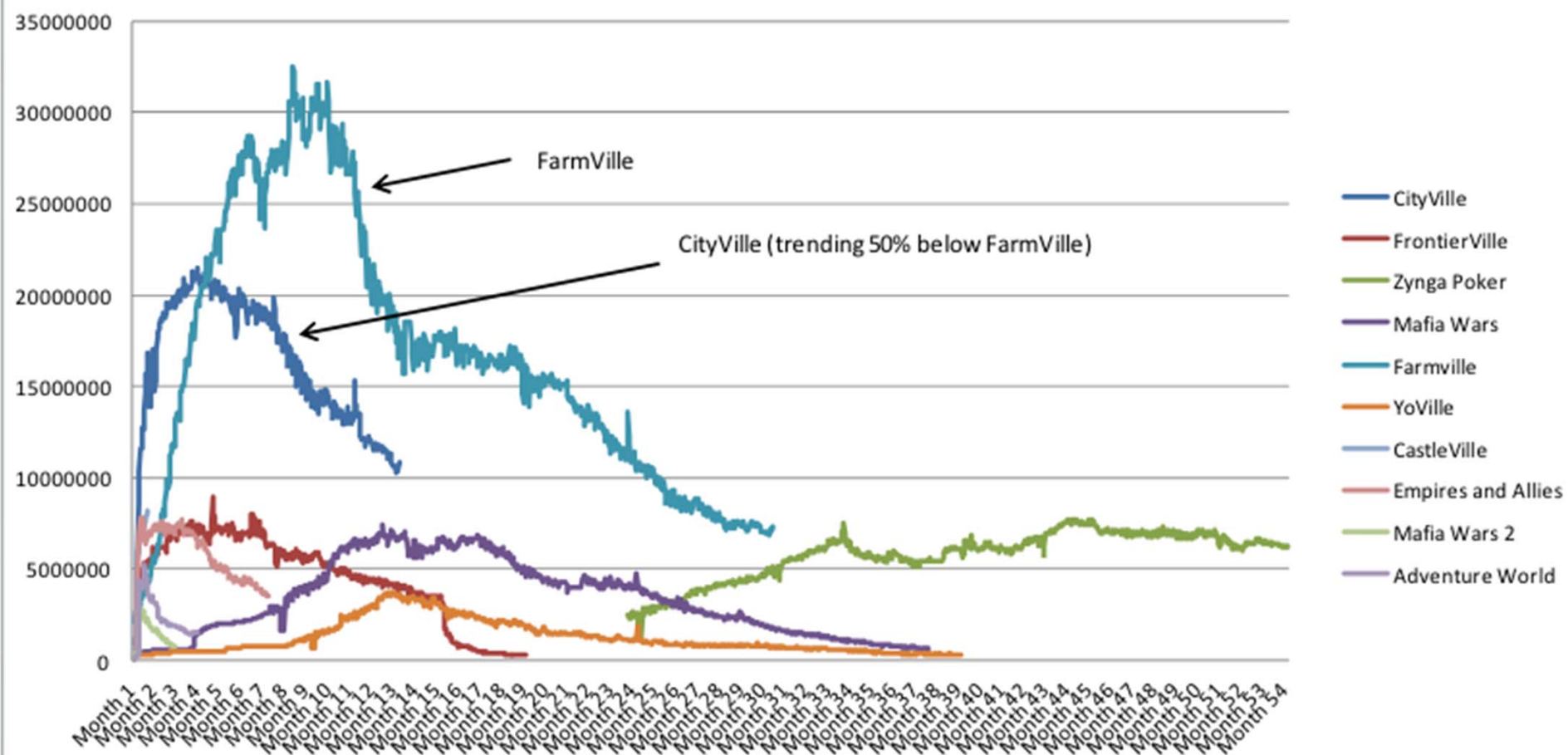
Cool Idea?

Retention?

Session Length?



DAU Breakdown: Zynga Games DAU Trajectory

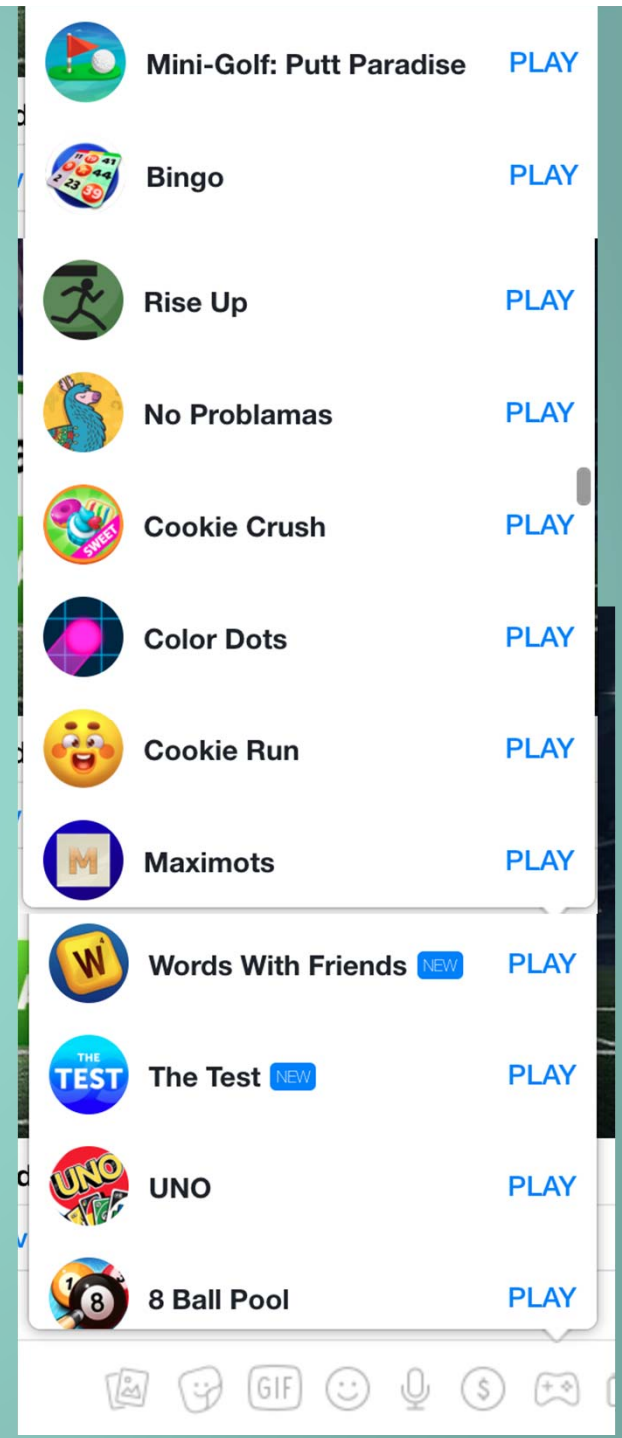


Source: Appdata.com and Sterne Agee Estimates

DISCOVERY WILL
BECOME
MORE AND MORE
DIFFICULT

◇ Saturation Again

◇ The “First Friend To Start
The Party” Problem



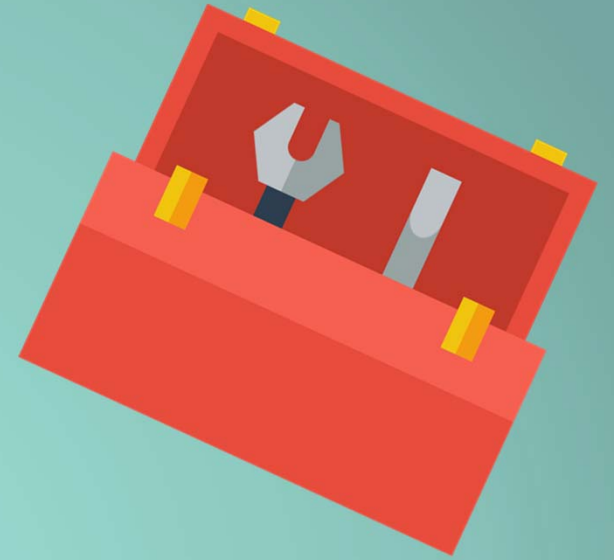
DISCOVERY:
MEET THE NEW
BOSS
SAME AS THE OLD

BOSS

◇ Top Charts / Ranking

◇ User Acquisition: New Ad Units

◇ Cross Promotion / Deep Linking



JUST

POODTING

WON'T

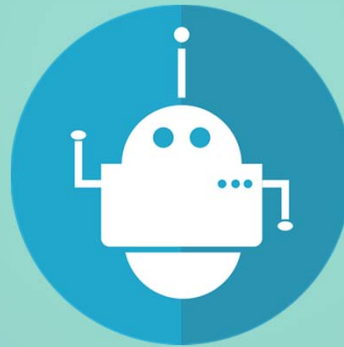
WORK

RETENTION DRIVERS

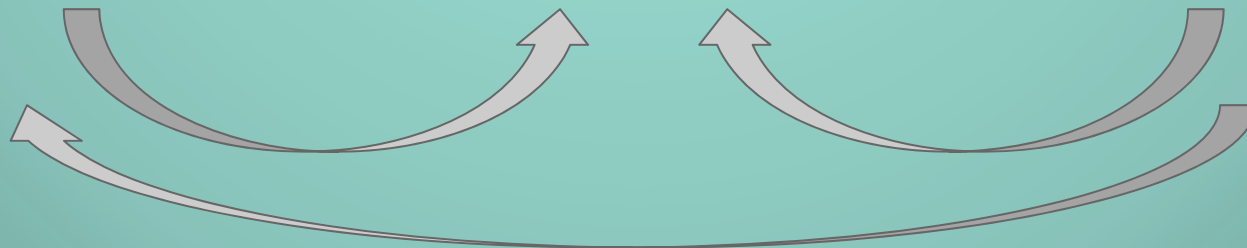
#1 CHAT
CONTEXT



#2 BOTS

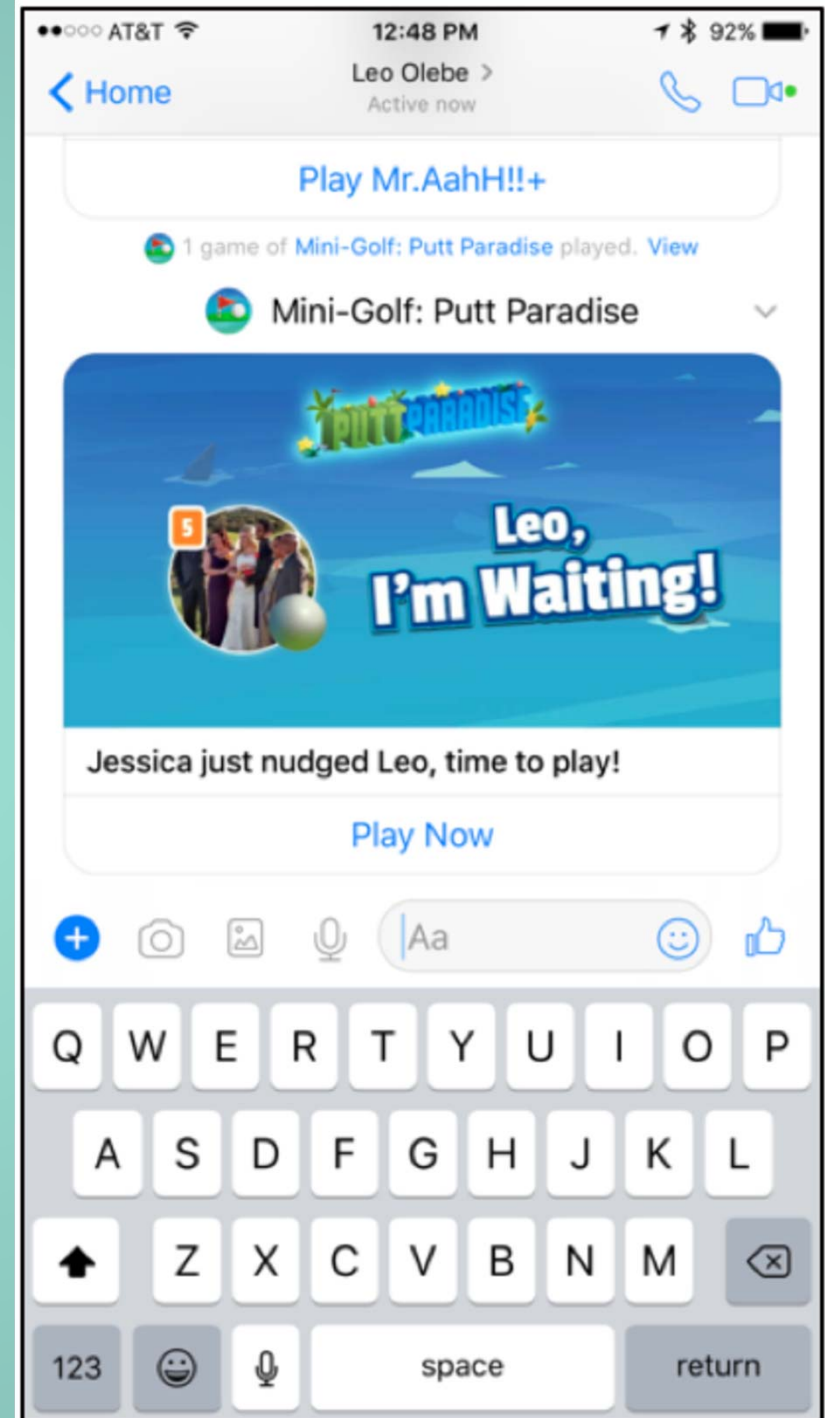


#3 SOCIAL GAME
DESIGN



CHAT CONTEXT

- ◇ Sent while in-game from friend to friend.
- ◇ Appears in message thread.



A NATURAL PART OF CONVERSATION

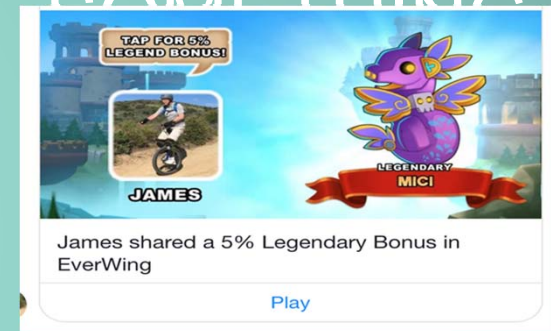
COME N'
PLAY!



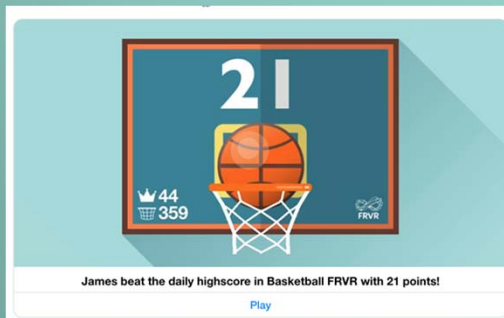
YOUR
TURN



GET
SOMETHING



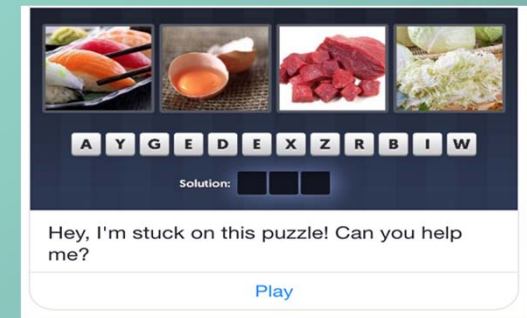
I ROCK U



CRUSHED ME

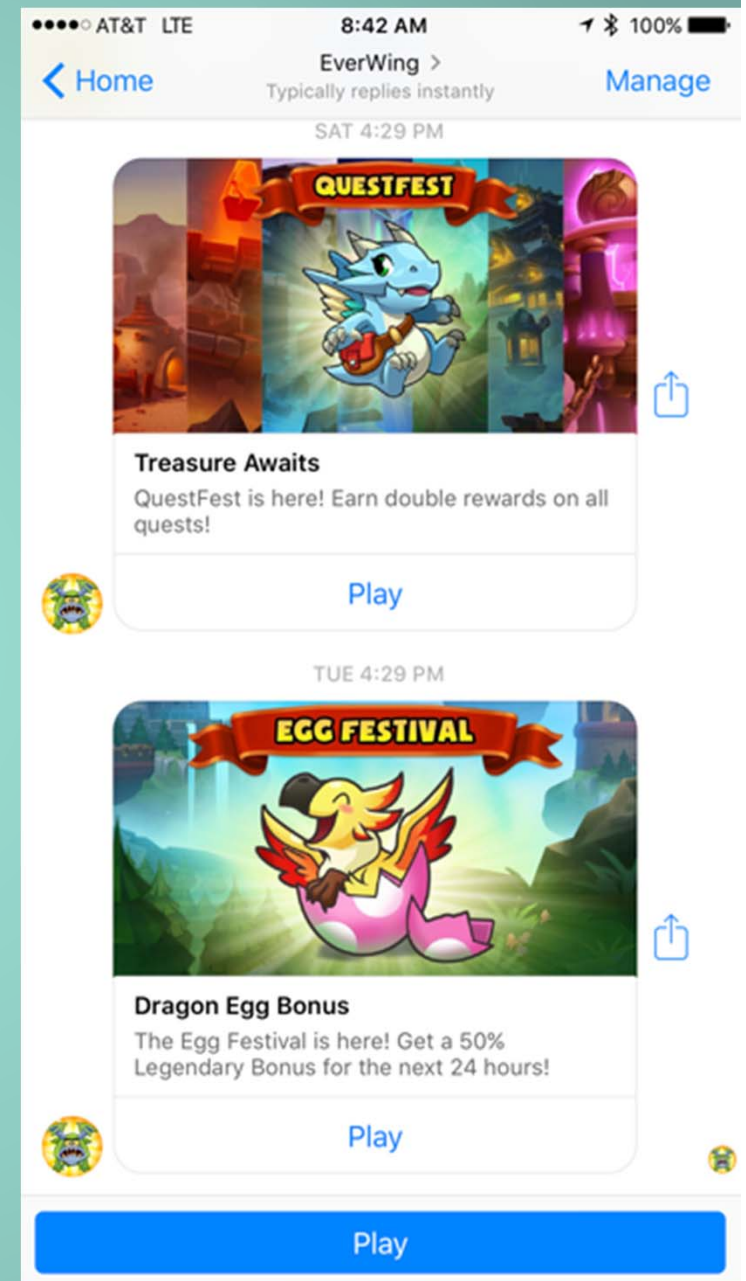


HELP ME!




BOTS

- ◇ Sent from “the game”.
- ◇ Appears in own chat thread.
- ◇ Needs a server / back-end to send these.
- ◇ *Similar* to push notifications.



BOT MESSAGES: FROM “COMMUNITY” TO PLAYER

WELCOME




**SONGPOP
ARCADE**

Welcome to Songpop Arcade!
Test your music knowledge and challenge your friends in the largest music game!

[Play Now](#)

COME



BUILD YOUR HIDEOUT!
The Monsters are waiting for you! Come back and play!

[PLAY NOW](#)

NEW FRIEND




PLAY NOW

Michael is playing Words with Friends too!

[Play with Michael](#)

EVENT




**SAVE THE DARKFIRE VOLCANOS
2X REWARDS**

Rare Quest Event
Monster King controls the Darkfire Volcano! Quest there now for 2x rewards!

[Play Now](#)

FREE STUFF



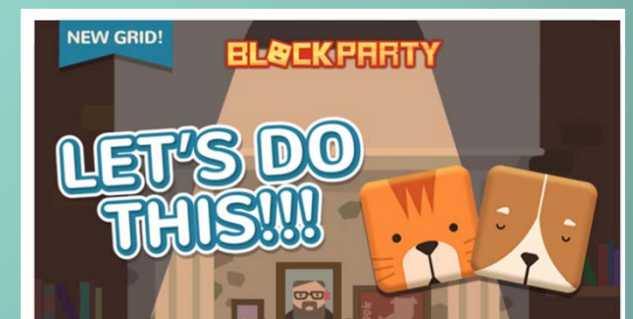
**SLOTS ARE
WAITING**

CLAIM YOUR FREE TICKETS!!

James comeback and claim your free tickets!

[Play](#)

NEW CONTENT



NEW GRID!
BLOCKPARTY

**LET'S DO
THIS!!!**

New! Try this week's Block Party Challenge!

[Start a game](#)

BE

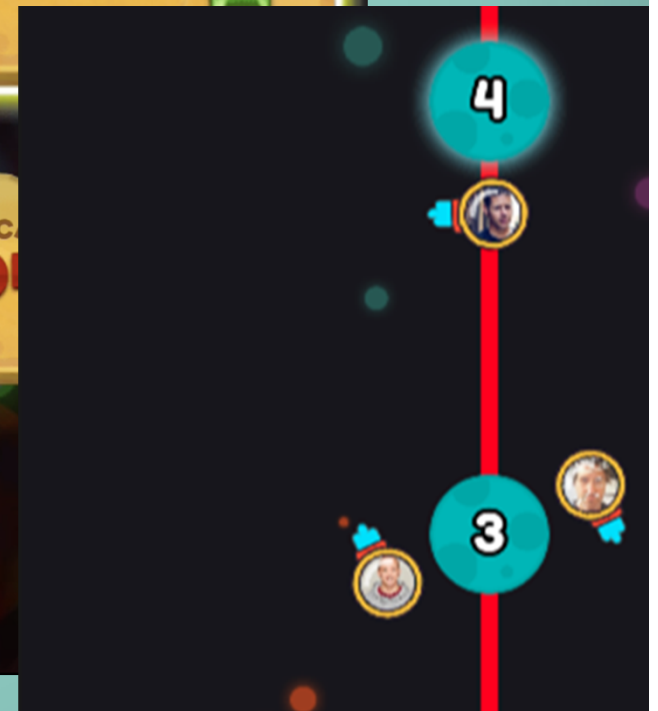
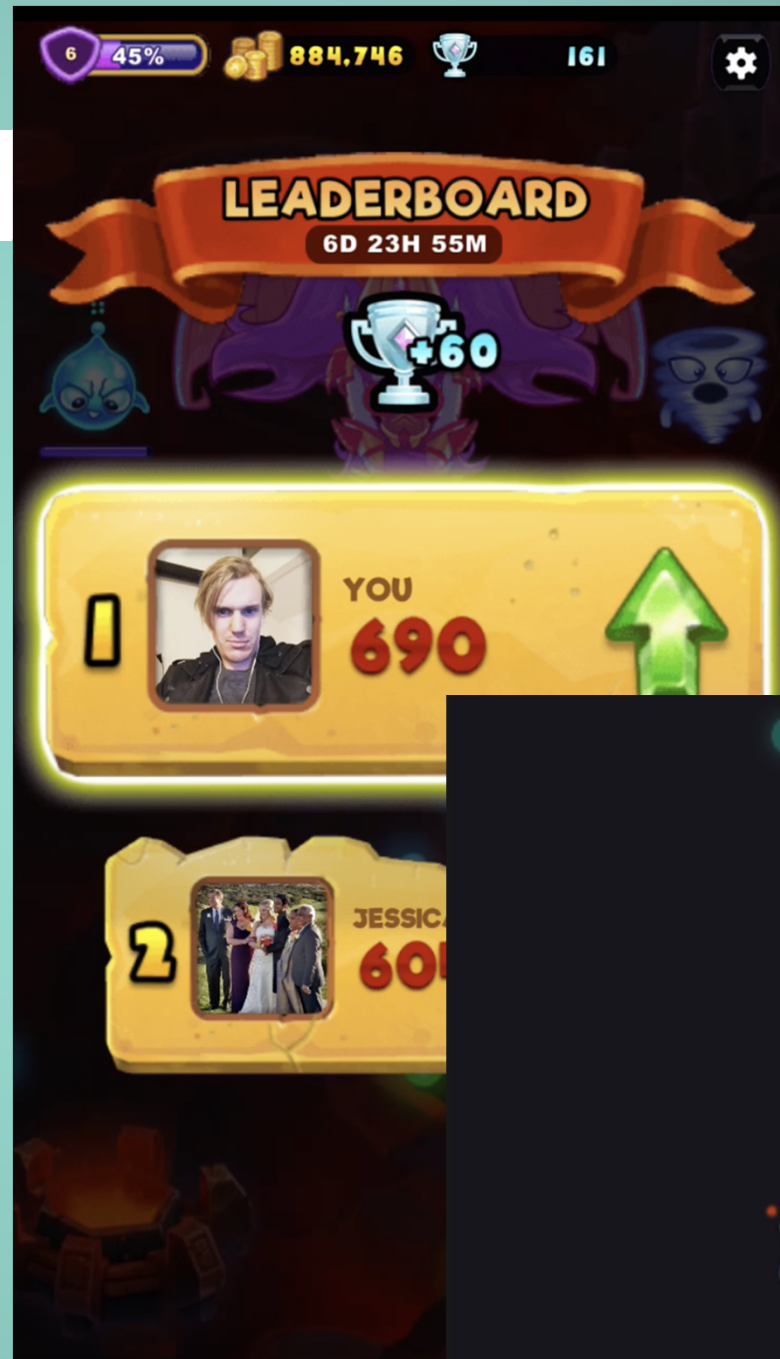
GENERAL INTEL

SOCI

AL

SOCIAL GAME DESIGN

- ◇ Leaderboards
- ◇ Social Saga Map
- ◇ “Social Presence”



INVITING / ENGAGING WITH INTENTION



GIFTING

Sending coins, lives...
Expecting some back!



GATING / RAIDS

Need friend(s) to beat a bad
guy unlock a region / level.

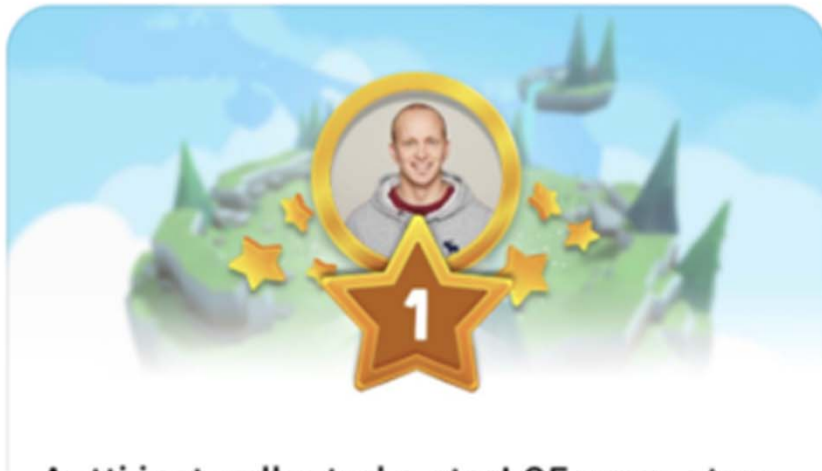


REWARDS

Extra points or gold for
involving friends.



Quest Friends: RPG Battle!



HTML5

TAKE (or More QA)

TIM

As More

TECHNIC
AL

HTML5 ENGINES WE RECOMMEND



PixiJS v5

Pixi JS
Fast, low-
level
rendering
framework.



Phaser .JS
Maturing
game
framework.



Construct
No coding
required.
Easy UI.
Less control.

INSTANT

GAMES

ATTRACT

PROMISI

IV-

BURGLONG
GLONI

NG

MARK

(ACT

THANKS

david@doublecoconut.com