

# “The Year in Mobile Games”

GDC - San Francisco  
March 19, 2018

Steve Meretzky  
VP of Games, King

Dave Rohrl  
Owner, Mobile Game Doctor

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Executive Producer, Flowplay



# Casino Shakeup

## Top Grossing - January 2018

	iPhone	iPad	Android
1	Candy Crush Saga	<b>DoubleDown Casino</b>	Candy Crush Saga
2	Candy Crush Soda Saga	ROBLOX	<b>Slotomania</b>
3	ROBLOX	Candy Crush Saga	Candy Crush Soda Saga
4	Pokemon GO	Candy Crush Soda Saga	Dragon Ball Z Dokkan Battle
5	Clash Royale	<b>Heart of Vegas Slots</b>	Final Fantasy XV
6	Clash of Clans	<b>Huuuge Casino</b>	Pokemon Go
7	Marvel Contest of Champions	<b>House of Fun</b>	Marvel Contest of Champions
8	<b>Slotomania</b>	<b>Big Fish Casino</b>	Homescapes
9	Star Wars: Galaxy of Heroes	Clash of Clans	Gardenscapes
10	Toy Blast	Gardenscapes	Star Wars: Galaxy of Heroes
11	Final Fantasy XV	Homescapes	Lords Mobile
12	Choices	Fishdom	Clash of Clans
13	<b>DoubleDown Casino</b>	Minecraft	King of Avalon
14	Homescapes	<b>DoubleU Casino</b>	<b>House of Fun</b>
15	Gardenscapes	<b>Slotomania HD</b>	Toy Blast
16	Toon Blast	<b>Slotomania</b>	Clash Royale
17	Guns of Glory	<b>Jackpot Party Casino</b>	Toon Blast
18	Madden NFL Football	<b>Cashman Casino</b>	<b>Cashman Casino</b>
19	Design Home	Final Fantasy XV	<b>Huuuge Casino</b>
20	<b>House of Fun</b>	Toy Blast	Summoners War
21	<b>Huuuge Casino</b>	<b>Bingo Blitz</b>	Guns of Glory
22	Lords Mobile	Star Wars: Galaxy of Heroes	Fire Emblem Heroes
23	<b>Big Fish Casino</b>	Design Home	Golf Clash
24	Golf Clash	Seekers Notes	Fate/Grand Order
25	Episode: Pitch Perfect	Madden NFL Football	Clash of Kings



# Casino Shakeup



# Casino Shakeup





# Casino Shakeup



# Candy Crush: #1 Spot as a 5<sup>th</sup> Birthday Gift

January 2018

	iPhone Grossing	Android Grossing
1	Candy Crush Saga	Candy Crush Saga
2	Candy Crush Soda Saga	Slotomania
3	ROBLOX	Candy Crush Soda Saga
4	Pokemon GO	Dragon Ball Z Dokkan Battle
5	Clash Royale	Final Fantasy XV: A New Empire
6	Clash of Clans	Pokemon Go
7	Marvel Contest of Champions	Marvel Contest of Champions
8	Slotomania	Homescapes
9	Star Wars: Galaxy of Heroes	Gardenscapes
10	Toy Blast	Star Wars: Galaxy of Heroes





# Game of War: Fire Extinguisher Age

January 2017 -- 10 Top Grossing Games by Platform

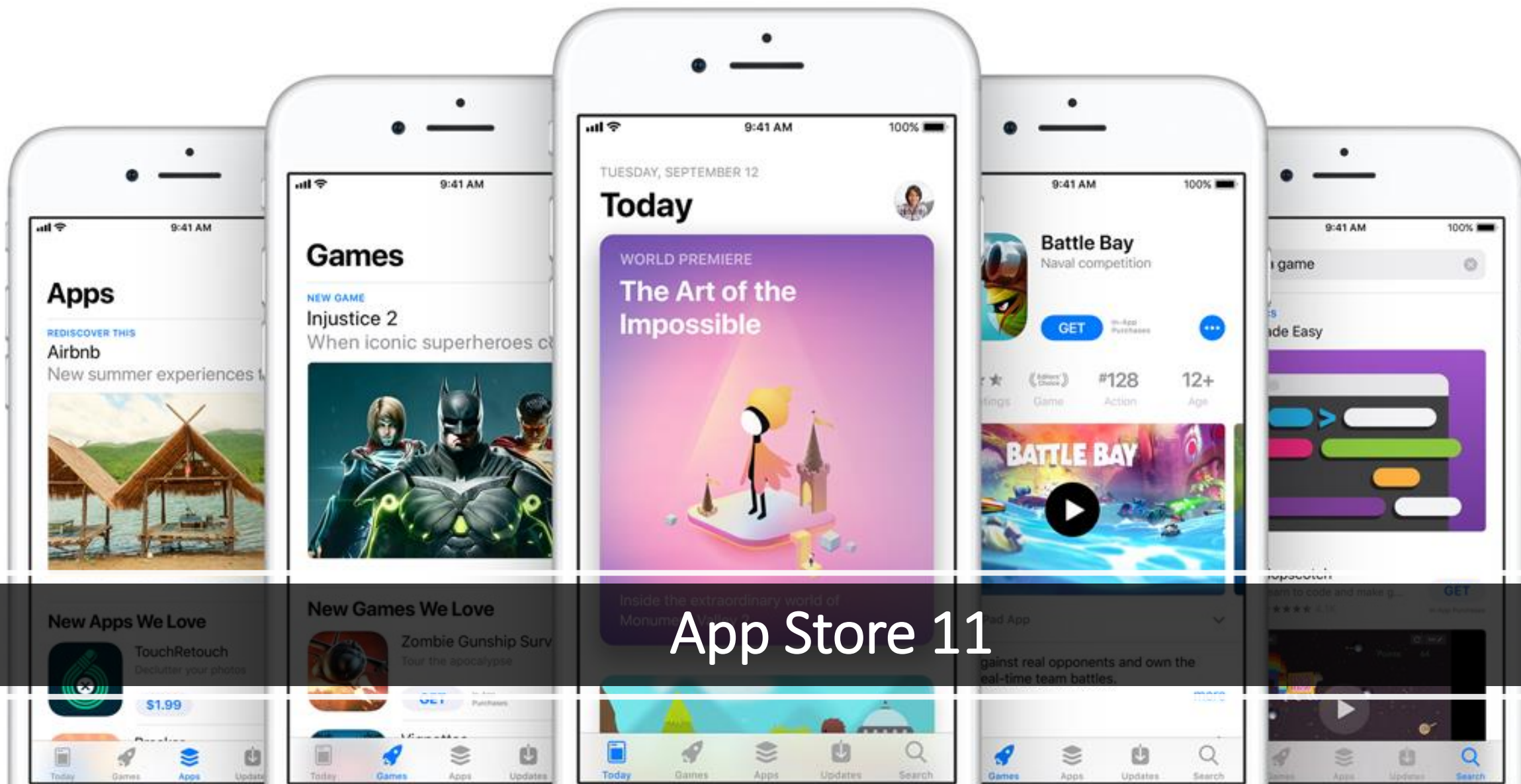
	iPhone	iPad	Android
1	Pokemon GO	Game of War: Fire Age	Pokemon GO
2	Game of War: Fire Age	Candy Crush Saga	Mobile Strike
3	Clash Royale	Candy Crush Soda Saga	Game of War: Fire Age
4	Marvel Contest of Champions	Clash of Clans	Clash of Clans
5	Candy Crush Saga	ROBLOX	Clash Royale
6	Mobile Strike	DoubleDown Casino	Candy Crush Saga
7	Clash of Clans	House of Fun Slots	Candy Crush Soda Saga
8	Madden NFL Mobile	Heart of Vegas Slots	Marvel Contest of Champions
9	Dragon Ball Z Dokkan Battle	Mobile Strike	Summoners War
10	8 Ball Pool	Marvel Contest of Champions	Star Wars: Galaxy of Heroes

March 2018

Android – 216<sup>th</sup>

iPhone – 486<sup>th</sup>

iPad – 864<sup>th</sup>



App Store 11



# Playrix Does It Again



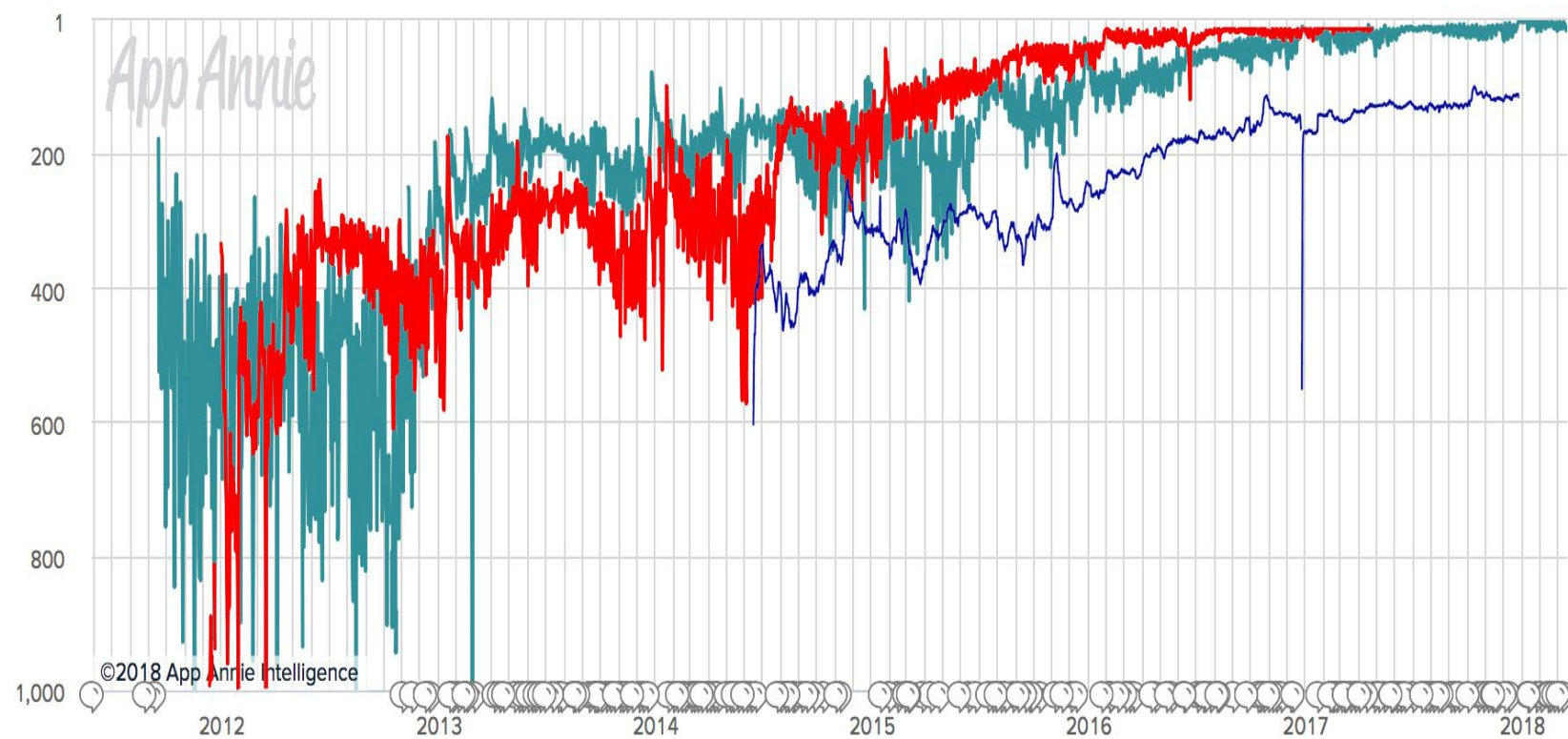


# I'll Have What ROBLOX is Having



ROBLOX

Free Games



— iPhone

— Android

— iPad



**NEWS**

**PAY-TO-WIN  
IN THE BIN**

**EVEN A  
WHALE  
IS DRAWING  
THE LINE!**

**LOOT BOXES**

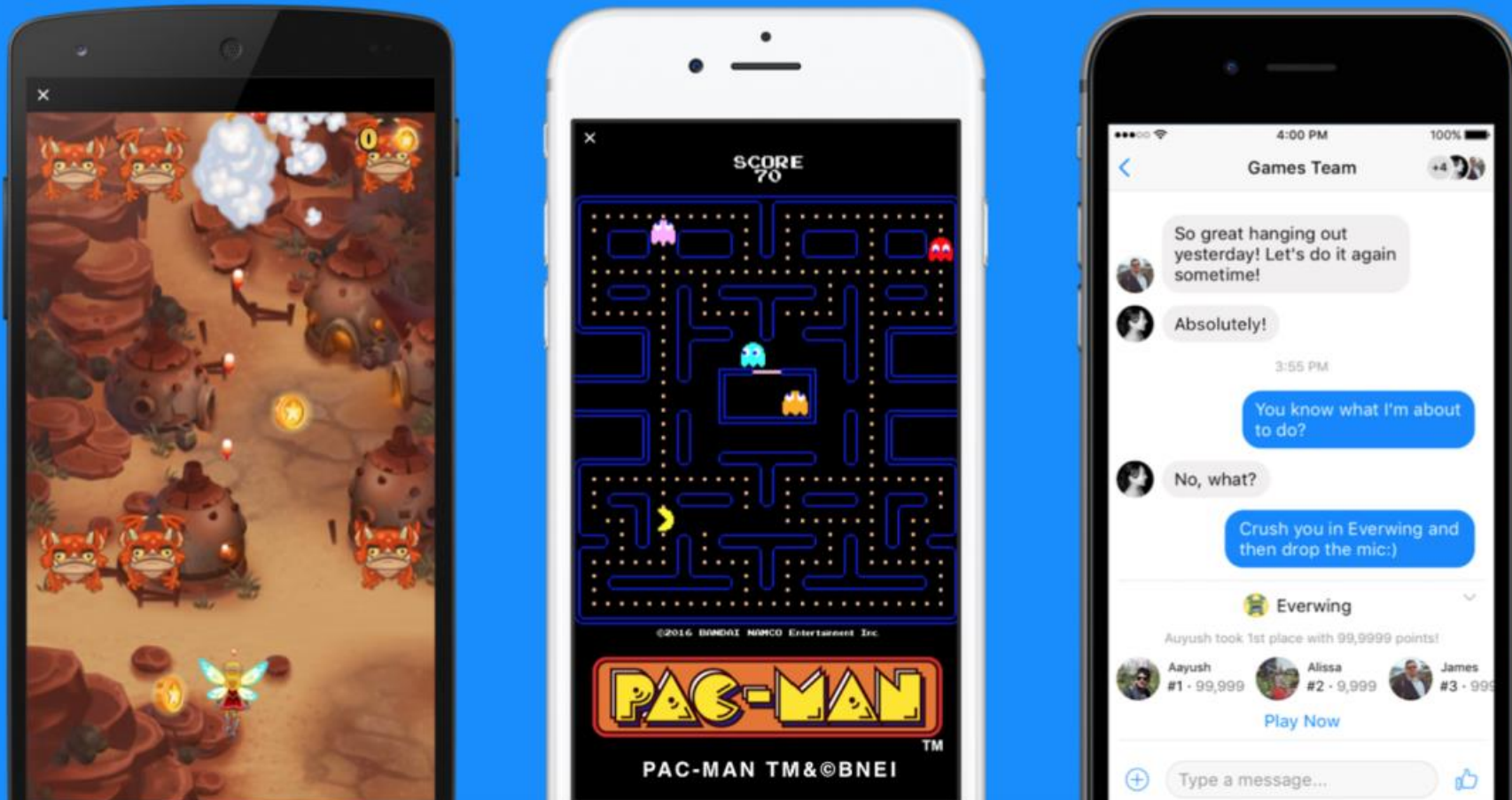
**LOOT BOX**

**CRACKDOWN**



# Instant Games

## Instant Games on Messenger





# 1. Toy to Toon

*peak*  
GAMES



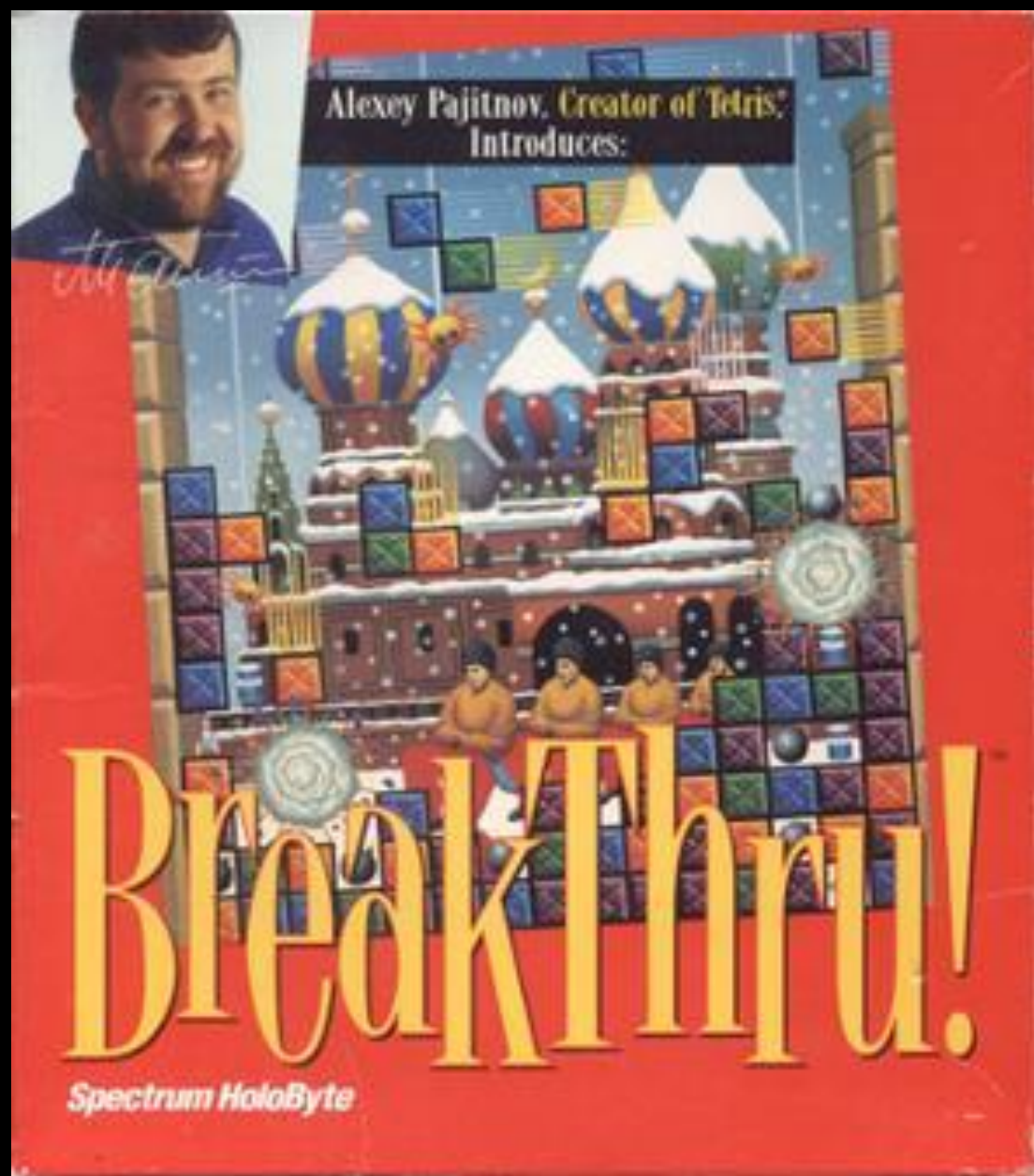
\* Not Constantinople

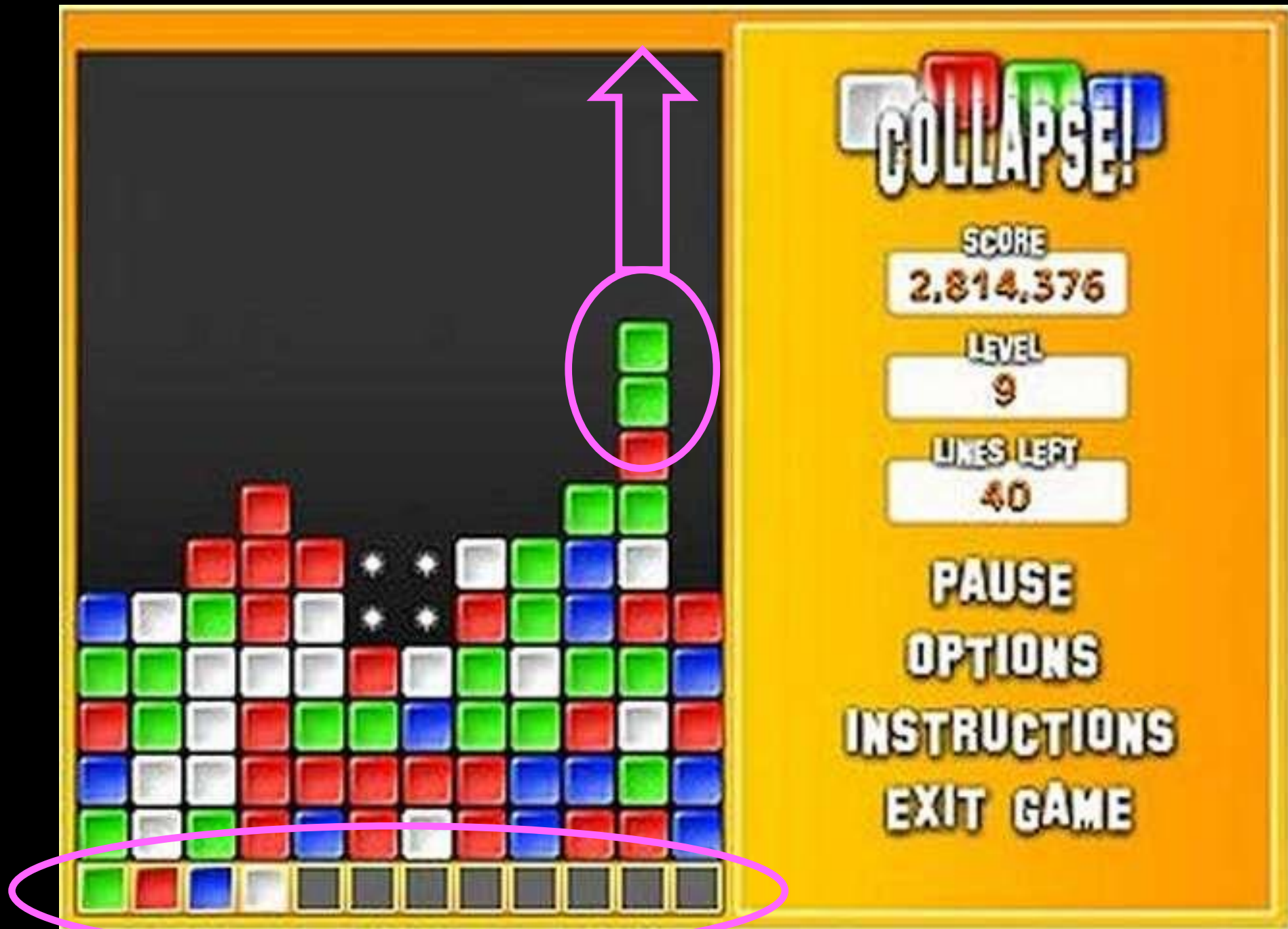


# TOY BLAST!

















Goal

20



26

Moves

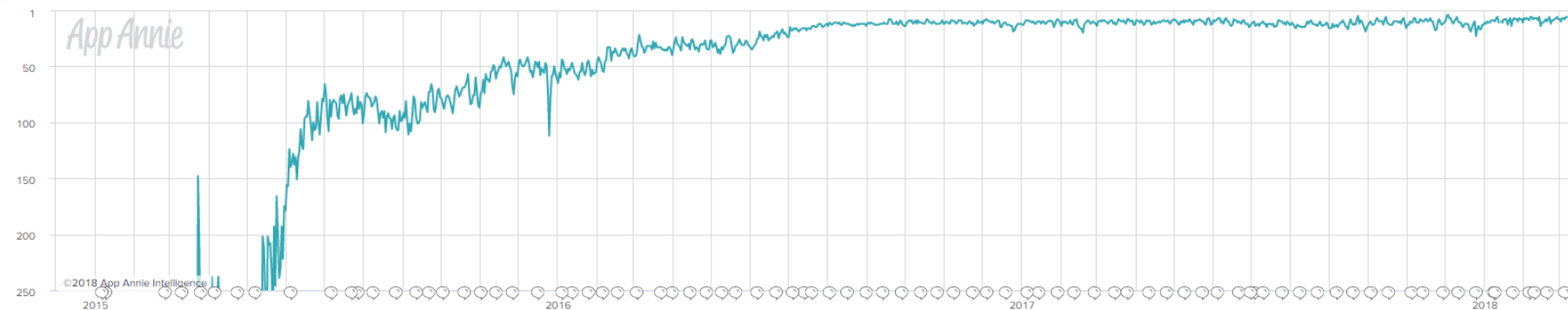
36



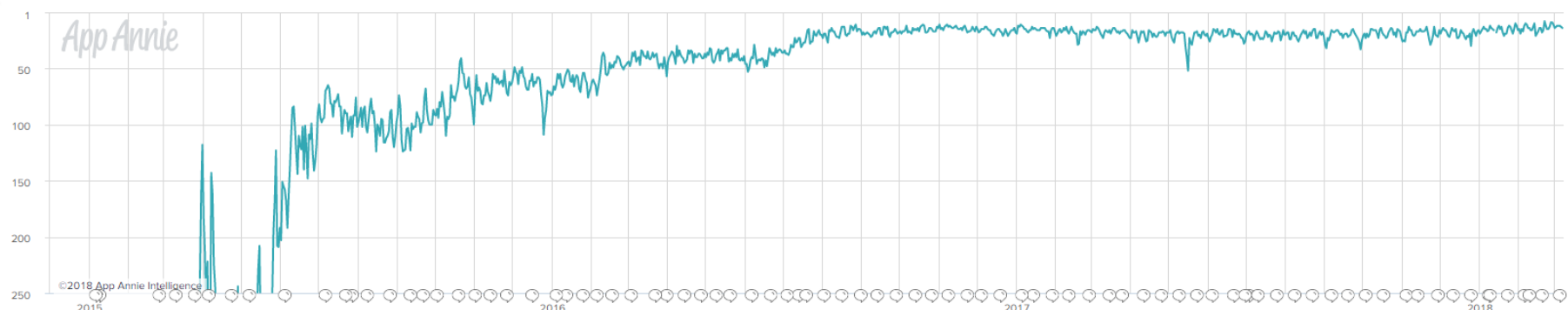




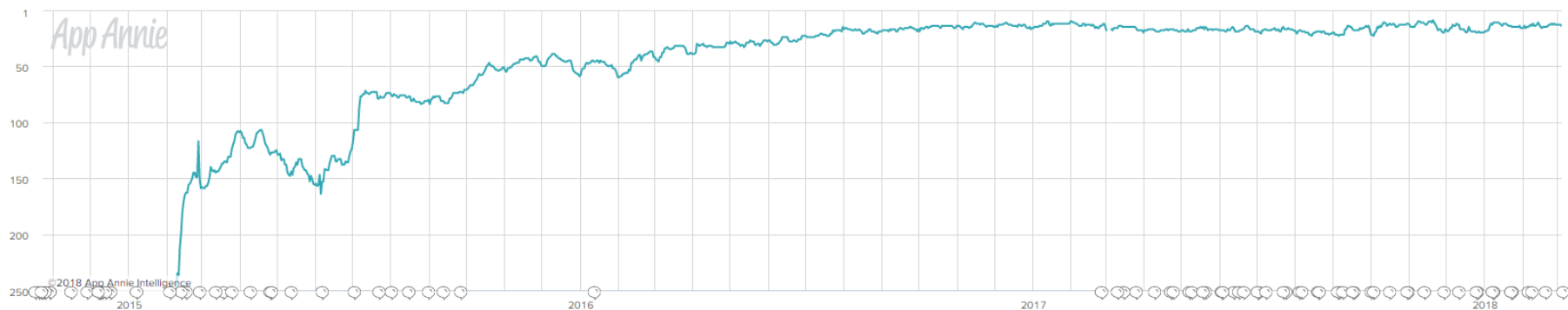
## Toy Blast - Grossing Ranks - iPhone



## Toy Blast - Grossing Ranks - iPad



## Toy Blast - Grossing Ranks - Android



# TOON BLAST!



Loading...



Goal

1 1 32

Moves

42





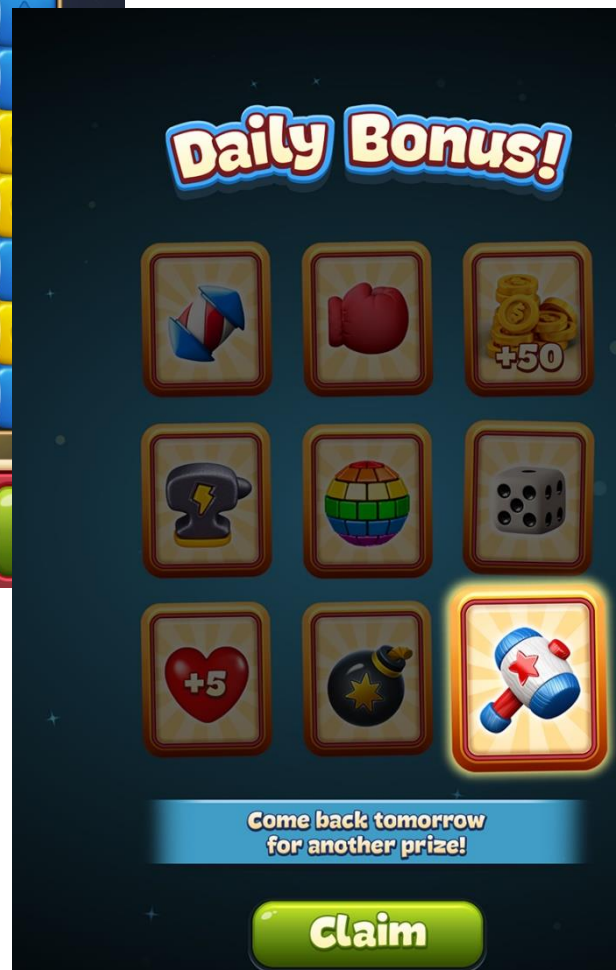
5

6

5

5



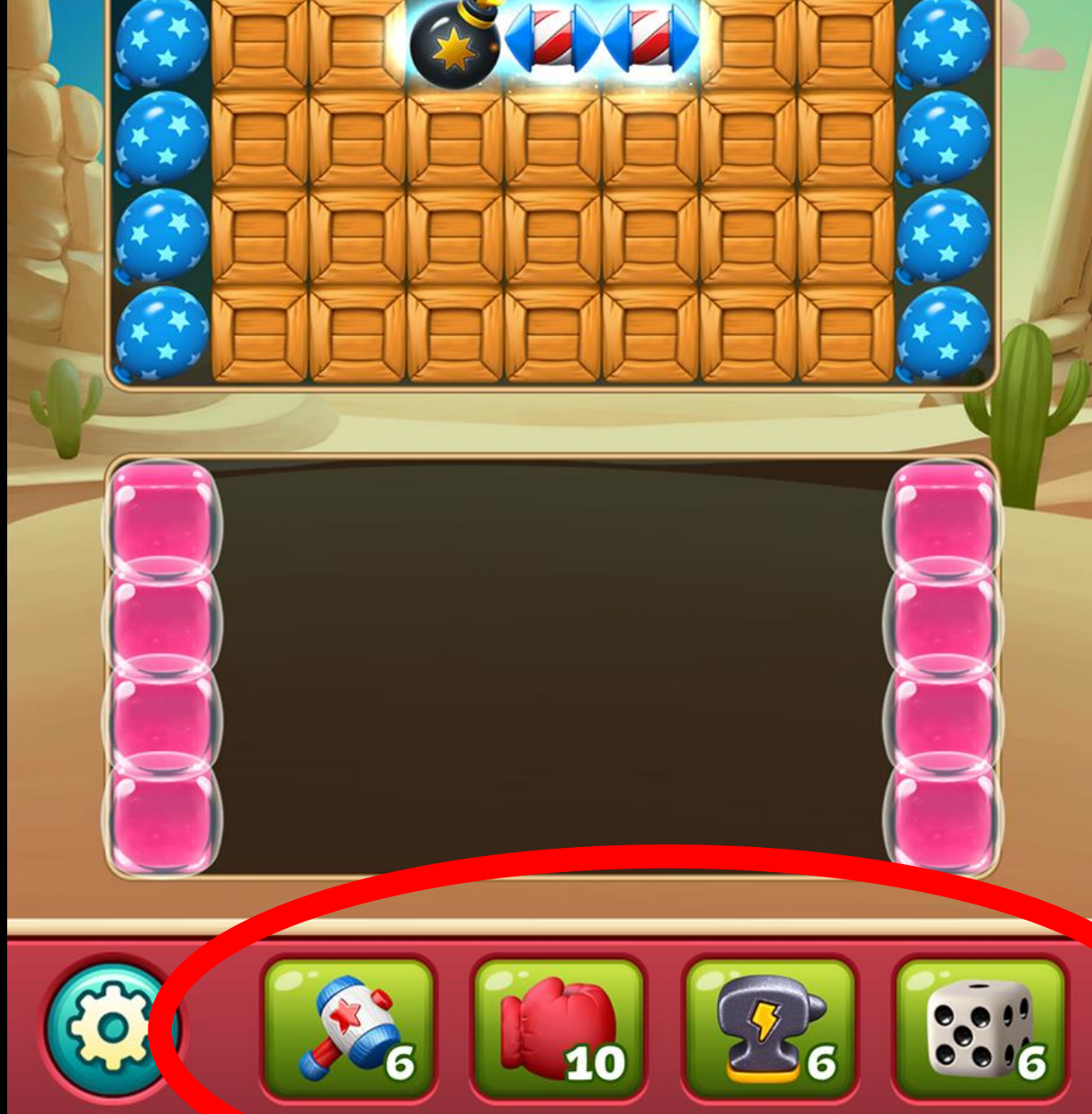


# What Changed?











**COOPER CAT**



**Loading...**

**WALLY WOLF**



**Loading...**



*That's all Folks!*













Chat

My Team

Search



Cedarcreekers

Online: 1/50

acman

ud

49 d ago

Terry Twila

help need lives

40 d 7 h ago

acman

Requesting Life!



Life Received:

4/5

Help

kimmoqui

Requesting Life!



Life Received:

1/5

Help



Ask Lives

chat



Team



Chat

My Team

Search



Cedarcreekers

Members  
50/50

Info



Joel

Helps Level

0

553



James  
Leader

Helps Level

0

412



tonia

Helps Level

0

331

4

acman

Helps Level

0

330

5

beast

Helps Level

0

312

6

Big Show

Helps Level

0

283

7

Bob White

Helps Level

0

277



Team

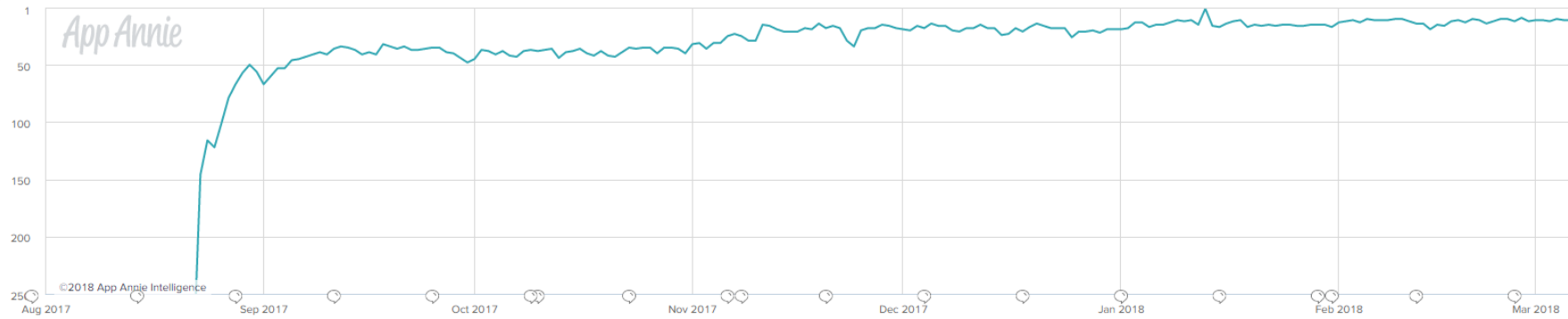




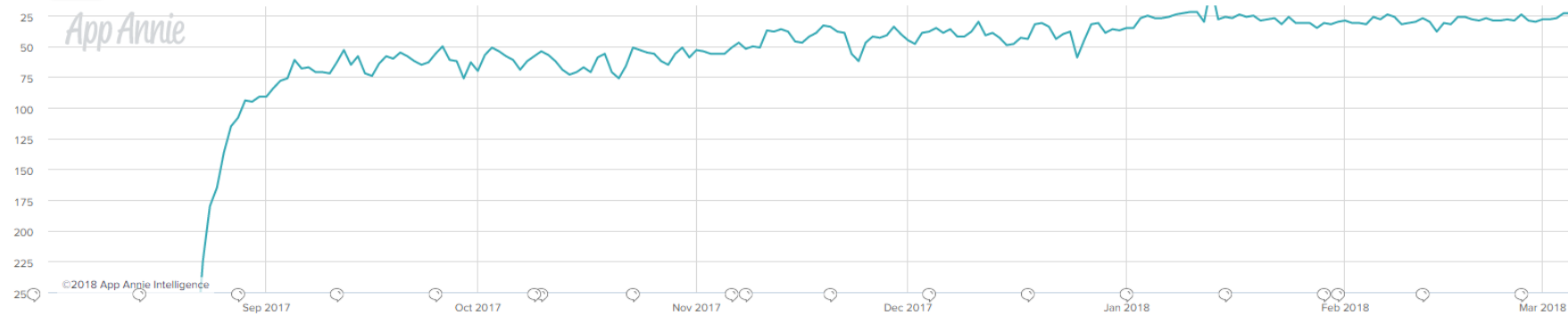




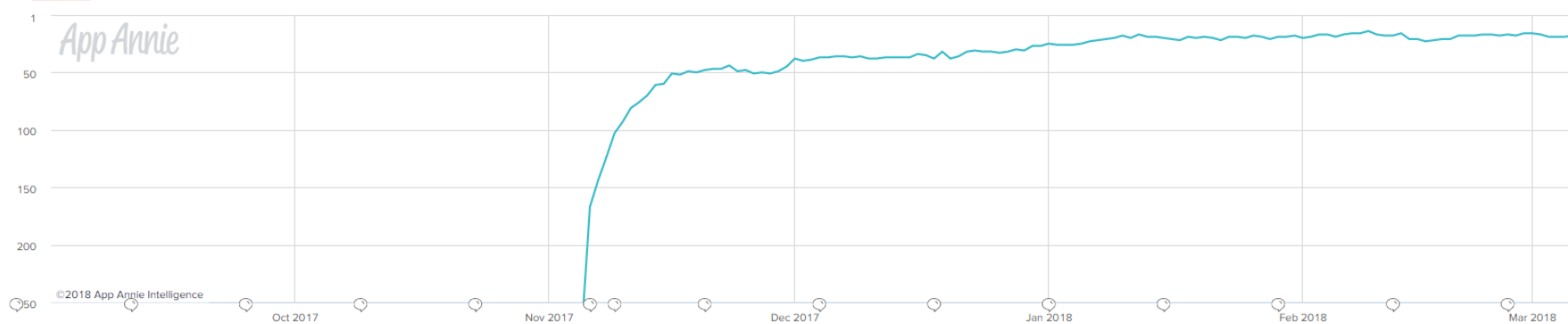
## Toon Blast Grossing Ranks - iPhone



## Toon Blast Grossing Ranks - iPad



## Toon Blast Grossing Ranks - Android



# Lessons

- Quality matters.





# Lessons

- Quality matters.
- Franchise matters.



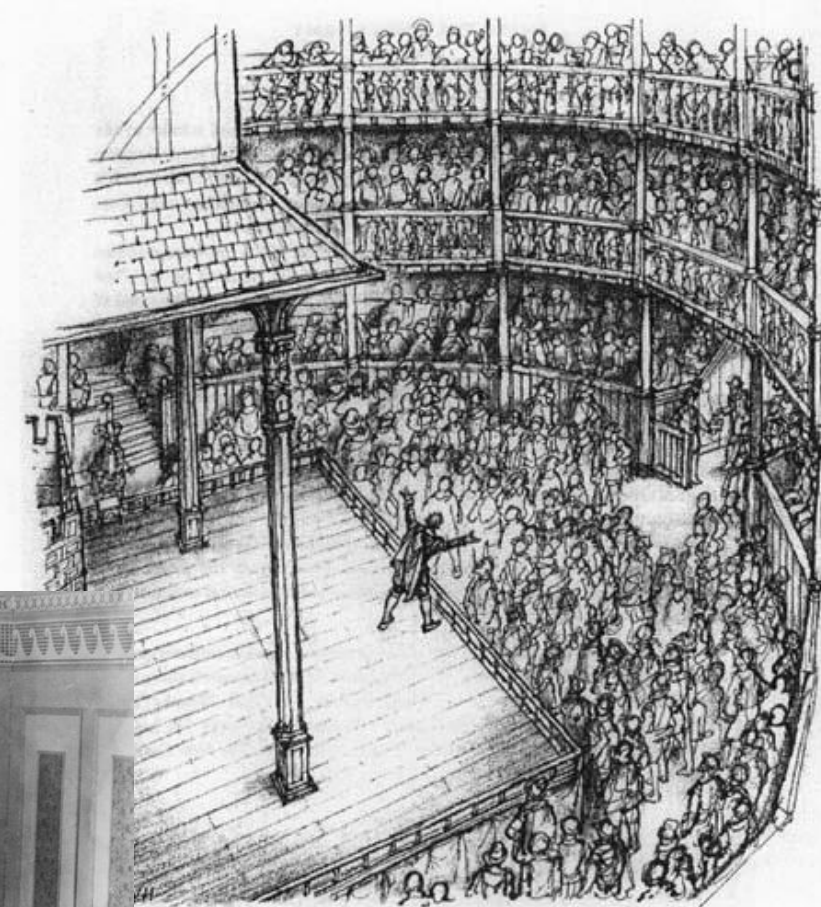


# Lessons

- Quality matters.
- Franchise matters.
- Many meta-game formats are possible for level-based puzzle progression games.
- Companies are being rewarded for the best of those experiments.



## 2. A Trivial Pursuit





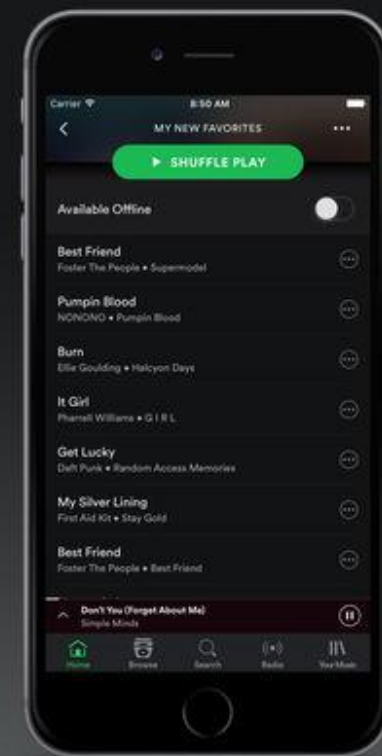


**NETFLIX**

**hulu**

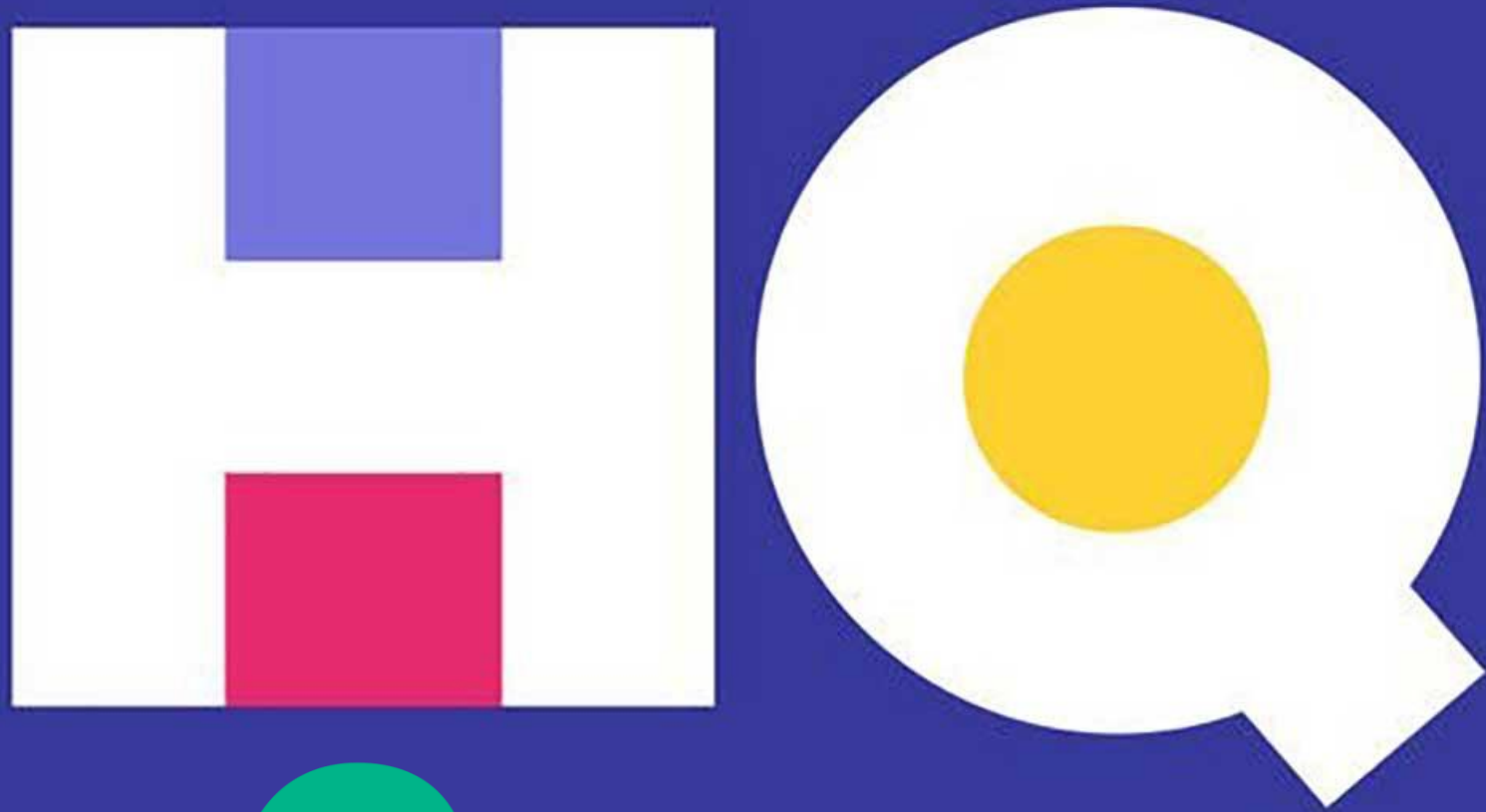


Create and take your  
playlists with you









Vine



1.82M



HQ

**Blackbeard and Long John Silver are both names of what?**

Supreme Court justices

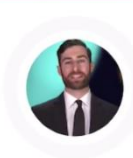
Killer robots

Pirates

- Siaxis anyone need minis
- bbgto95 Greasy grove
- chrriscruz Hhggfgu
- ChaunDeBo It keeps freezing
- PelusoPix Follow PelusoPix on IG!
- nadiaguer frozen



483.6K



HQ

**The damage in which movie could be assessed with the Torino Scale?**

Twister

Dante's Peak

Deep Impact

Swipe left to reveal comments



804.9K HQ

You're eliminated.



Jacksonville State University  
is in the same state as which  
school?

University of Miami 110,136

Share

Continue watching

Swipe left to reveal comments

804.9K HQ

Incorrect

Jacksonville State  
University is in the same  
state as which school?

Auburn University 50,261

University of Miami 163,917

Emory University 31,967

Swipe left to reveal comments



1.47M

HQ

Starting in

00:43

- ajb01170 its hunters birthday
- SuperSolly13 Its my birthday
- nick Nakia for Black Panther Throne. Hi danny.
- Dgeurink28 Yoyo
- PiggyHiggy Shout me out it's my bday

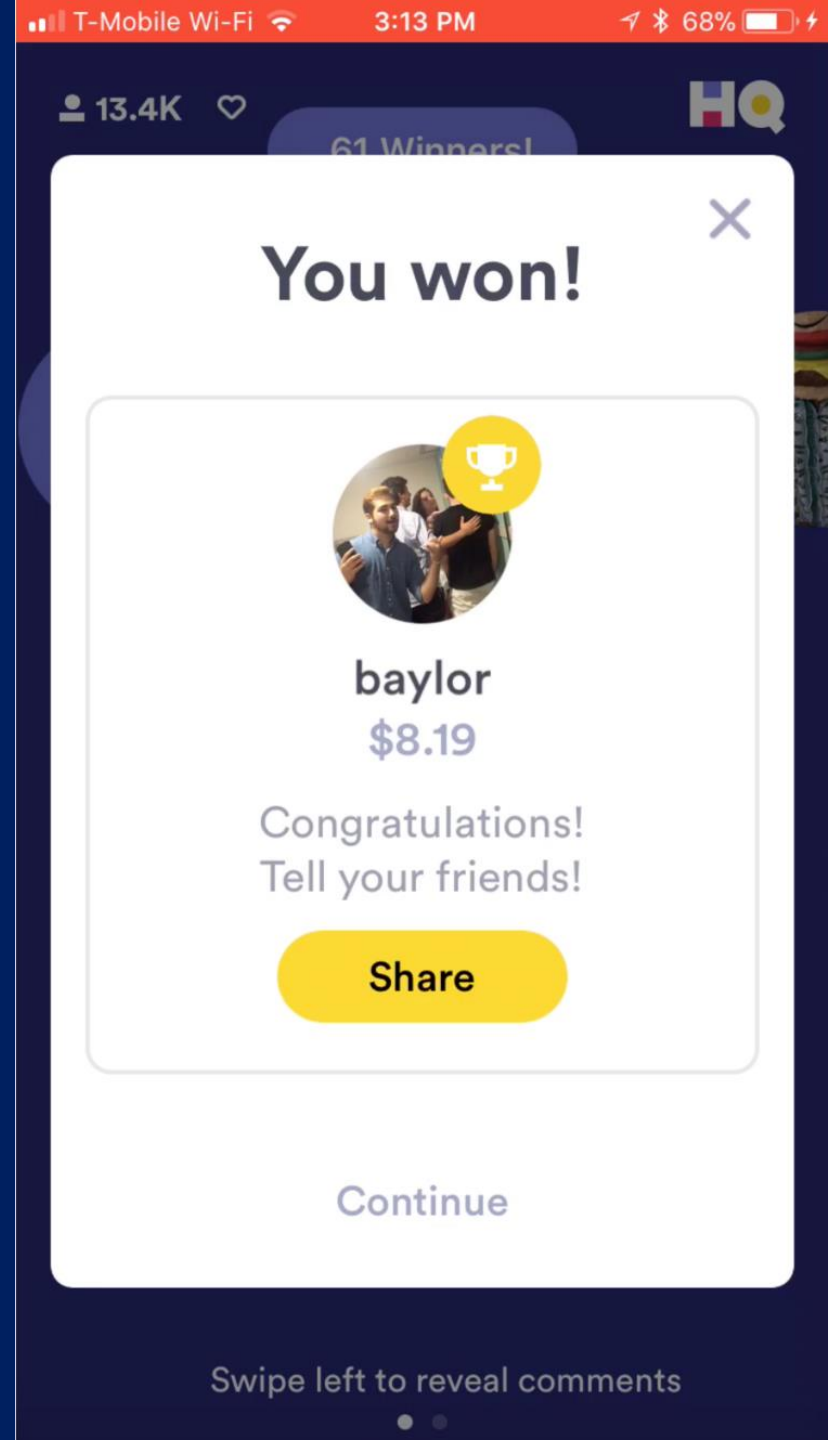
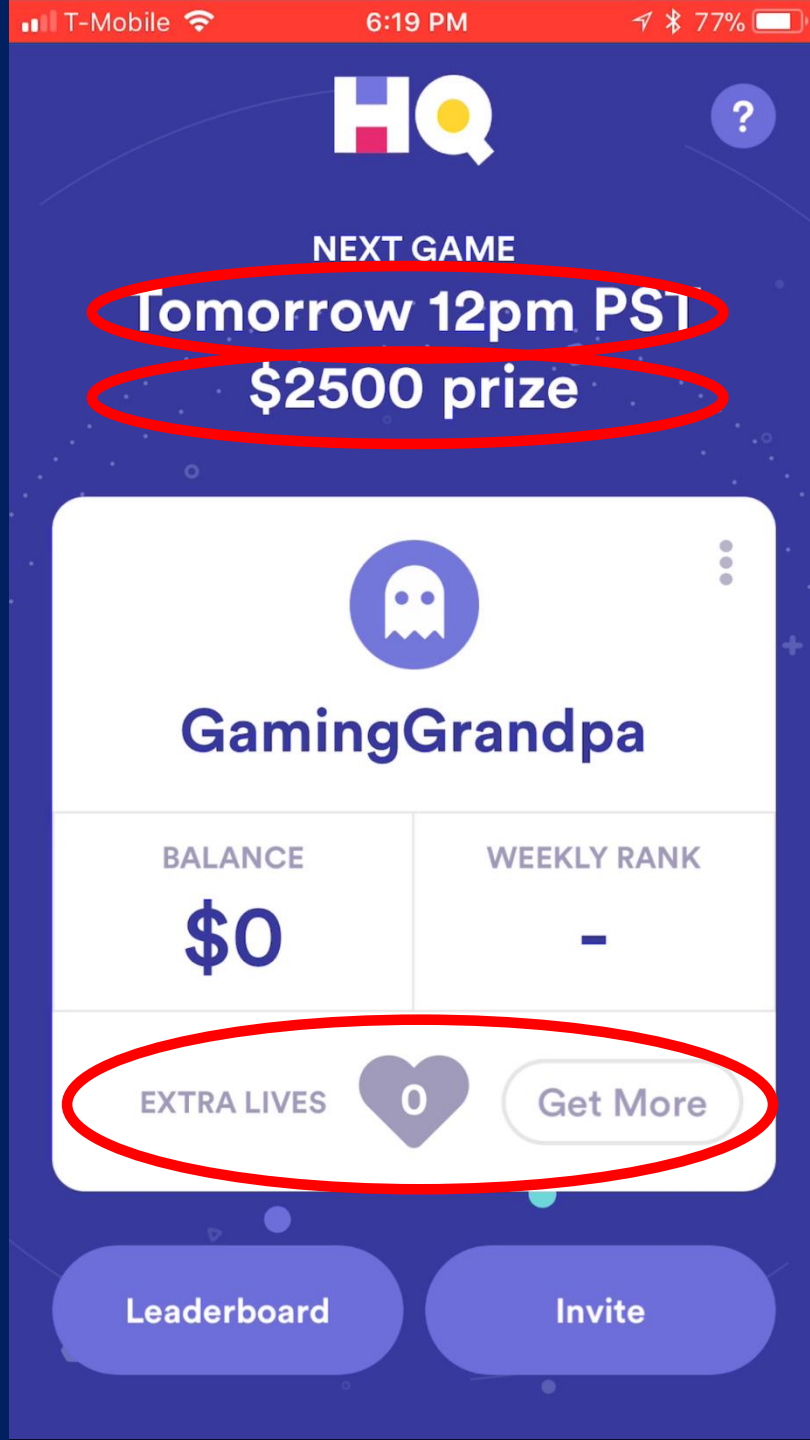
182.6K

HQ

SCOTT ROGOWSKY

@ScottRogowsky

- tamilyn50 Bye
- sablyy I never win
- JorgeL.Espana Glitched
- ernestomp84 i won
- bigthor86 had every answer right but got glitched
- kkbear614 By meema









PHASE 1   PHASE 2   PHASE 3

---

Collect  
underpants

?

Profit







PHASE 1   PHASE 2   PHASE 3

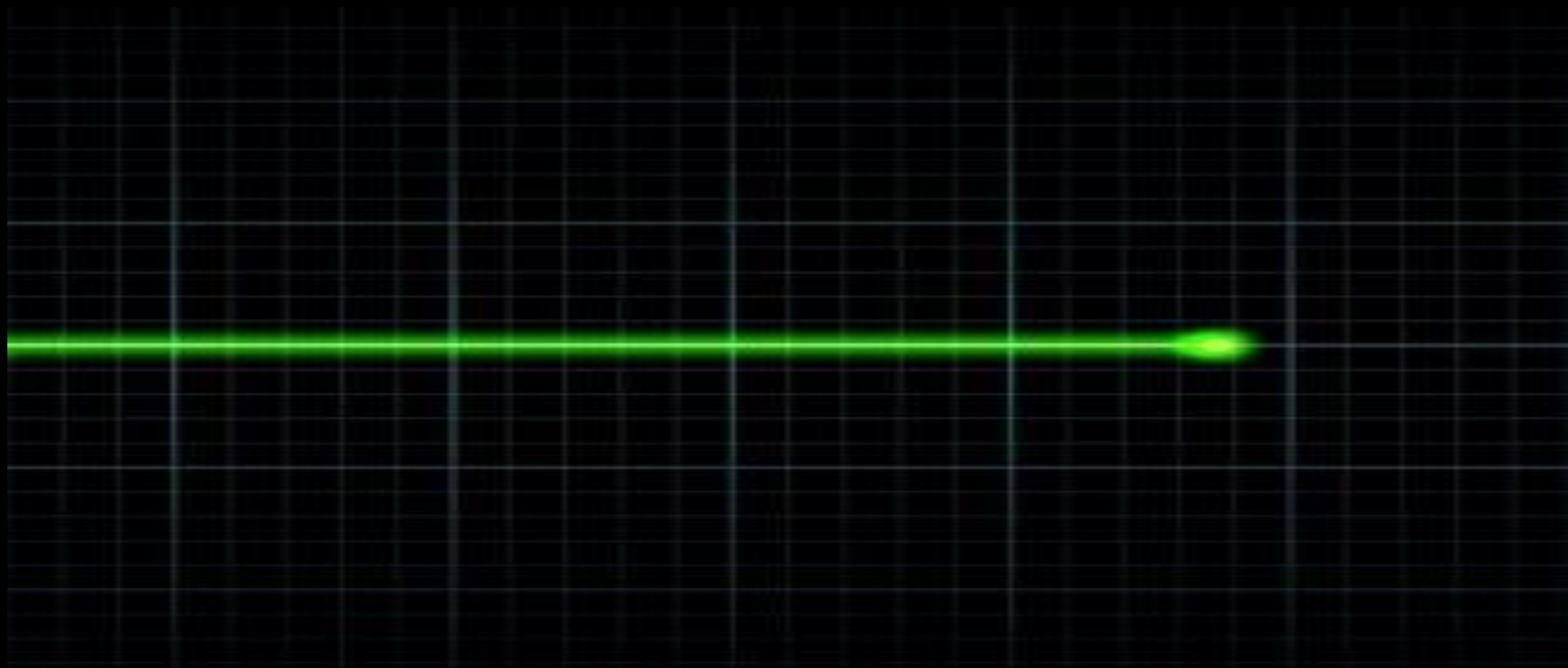
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Give  
Money  
Away

?

Profit

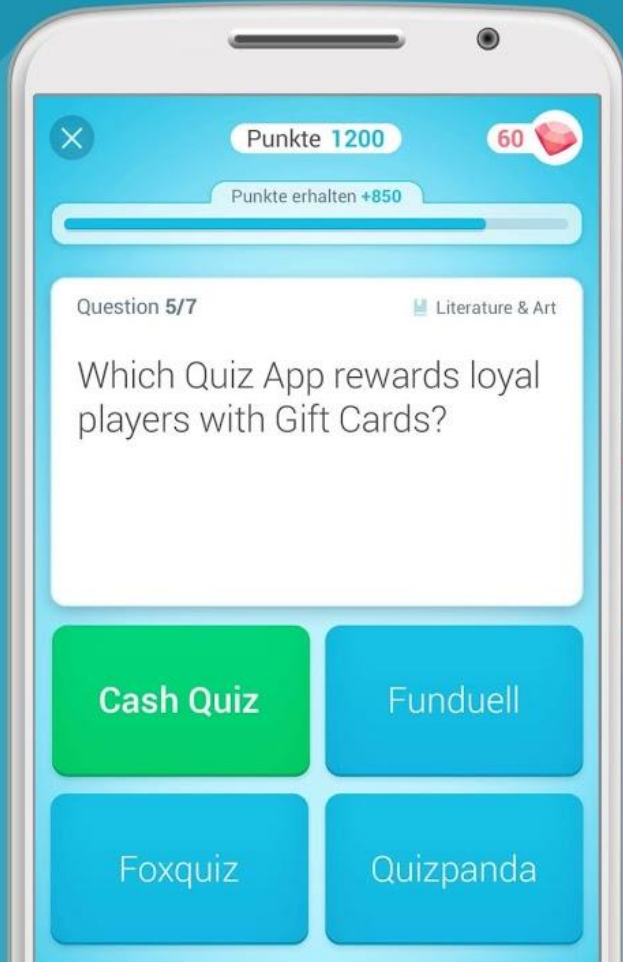




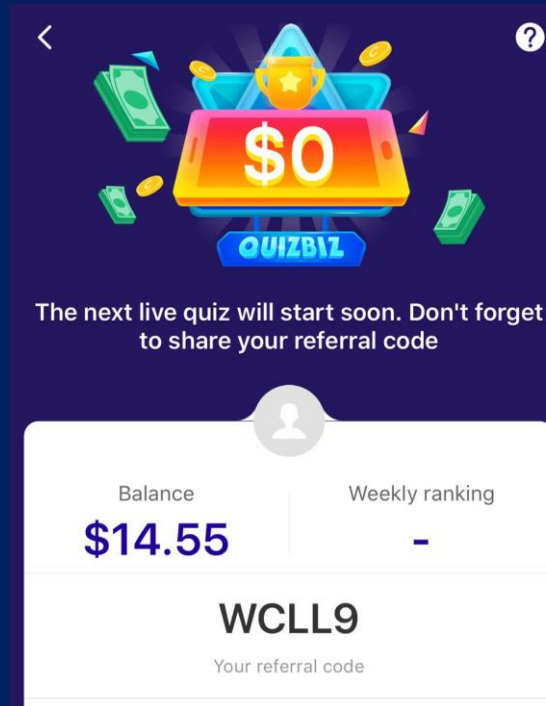


# Play Trivia

Prove your Knowledge  
in Daily Quiz Tournaments!

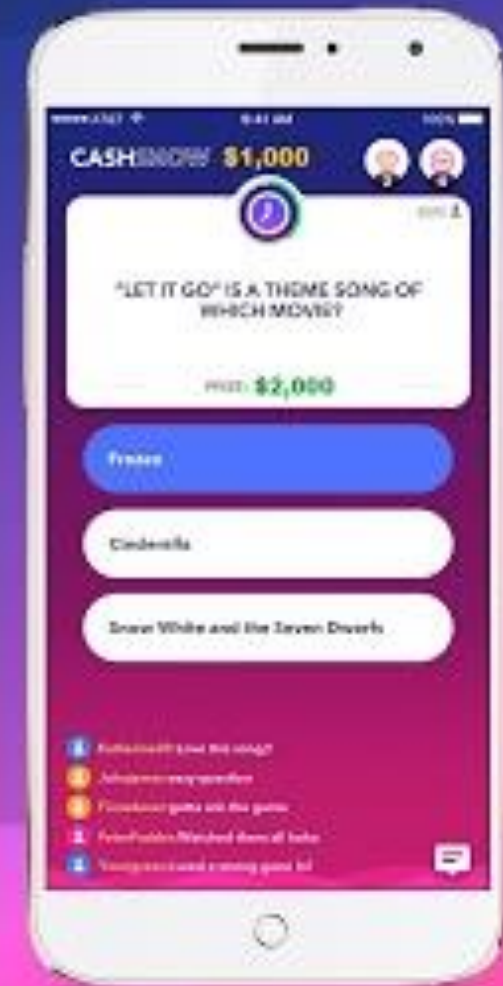


Cash Quiz



Quiz Biz

# Answer Questions to Win REAL CASH Prizes



Cash Show

# Takeaways

- Event-based apps can work
  - Could it work in your game?
  - Pick your times well
- Content matters
- Business model unproven
  - But clearly enticing
- Tune in at 12 and 6



### 3. Collection Agency







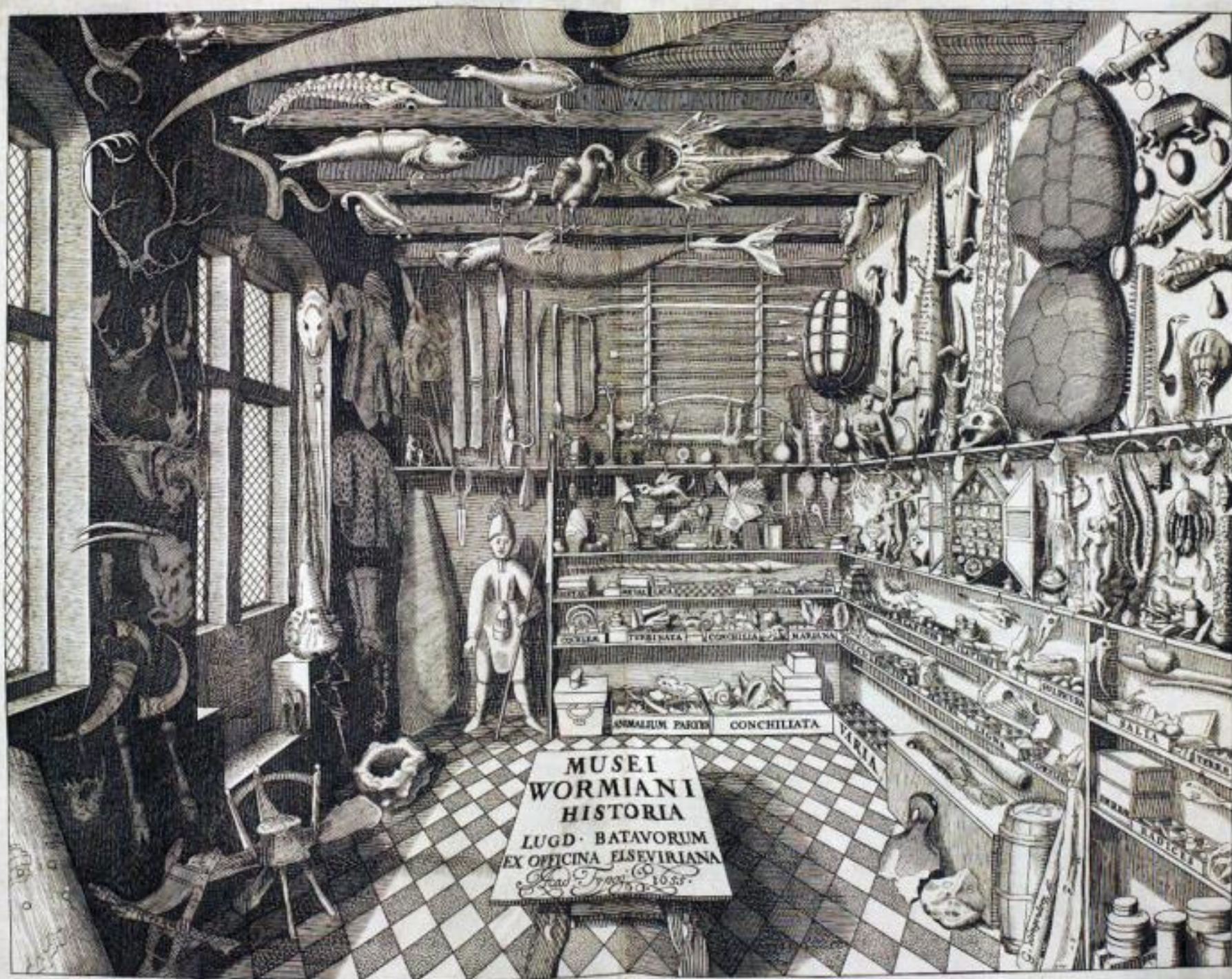


Sir Hans Sloane  
1660 – 1753



Jamaica









THE  
BRITISH  
MUSEUM



Why I'm talking about him

What does this have to do with games?

Almost every game in the Top Grossing chart  
relies on a collection mechanic for driving  
retention and engagement.



## Mage









### Replace Cards

- 1 Arcane Missiles
- 1 Mirror Image
- 1 Haze Wurm
- 2 Frostbolt
- 2 Acidic Swamp Ooze
- 2 Sorcerer's Apprentice
- 3 Arcane Intellect
- 3 Mirror Entity
- 4 Fireball
- 4 Polymorph
- 4 Water Elemental
- 5 Azure Drake
- 6 Archmage
- 7 Flamestrike
- 7 Archmage Antonidas
- 10 Pyroblast

# Hearthstone



		
<p>Kathy Kuo Home Sofiane White ...</p>	<p>Apt2B Pacific Sofa</p>	<p>Kathy Kuo Home Odetta Country Fr...</p>
		

# Design Home





14

[HSQUA] SibilantSable  
LVL 19

37/37



2680



197

## MY CHAMPIONS

x74



TAP CHAMPIONS TO UPGRADE, SELL, OR GET MORE INFORMATION



# Marvel Contest of Champions





# Gardenscapes



# The DeanBeat: This player spent \$2 million in a mobile game.

DEAN TAKAHASHI @DEANTAK OCTOBER 14, 2016 8:00 AM



Above: Stephen Barnes spent more than \$2 million in Modern War.

Image Credit: Stephen Barnes

Why do we collect?



A Collection brings significance









Dragon Warrior165



15.45K 21.37K 12.84K 28.73K 3.12K



Game Of War



A Collection brings you pride















Legendary Cards – Clash Royale

A Collection has value



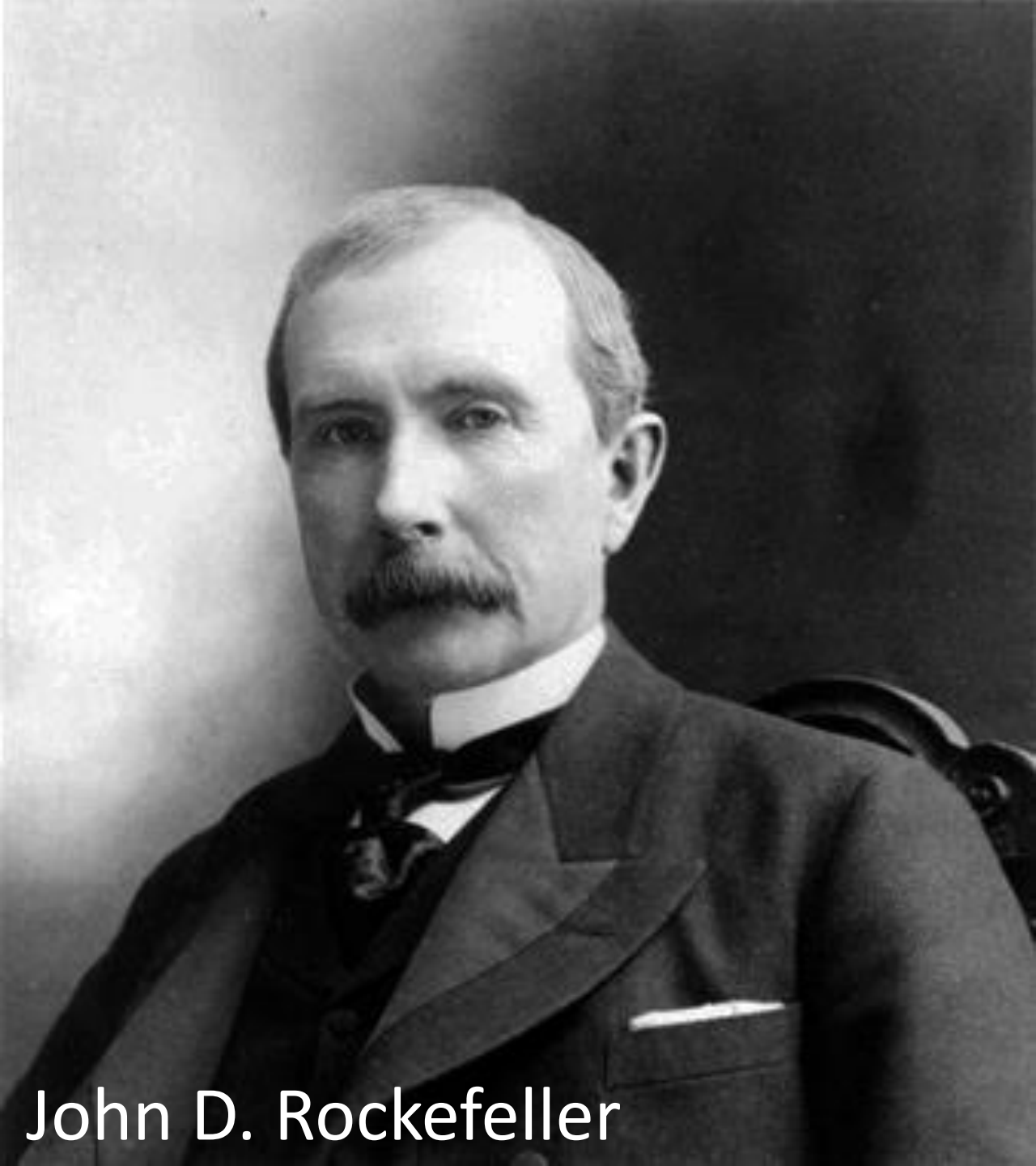


Baron Joseph Duveen  
1869 – 1939

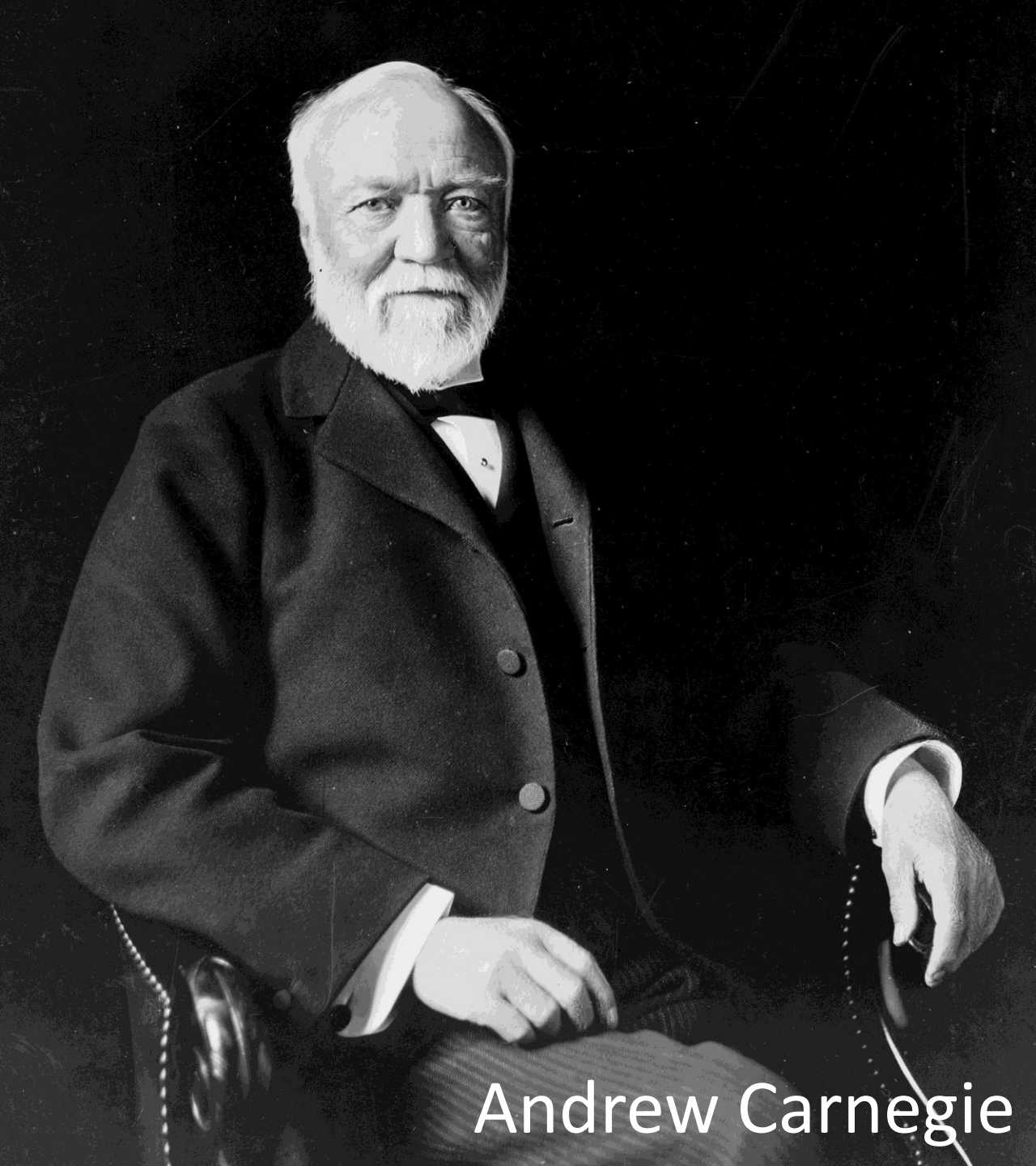








John D. Rockefeller



Andrew Carnegie



A black and white portrait of William Randolph Hearst. He is a middle-aged man with dark hair, looking directly at the camera with a serious expression. He is wearing a dark suit jacket over a white shirt and a dark tie. The background is dark and out of focus.

William Randolph Hearst































### Common Card Examples

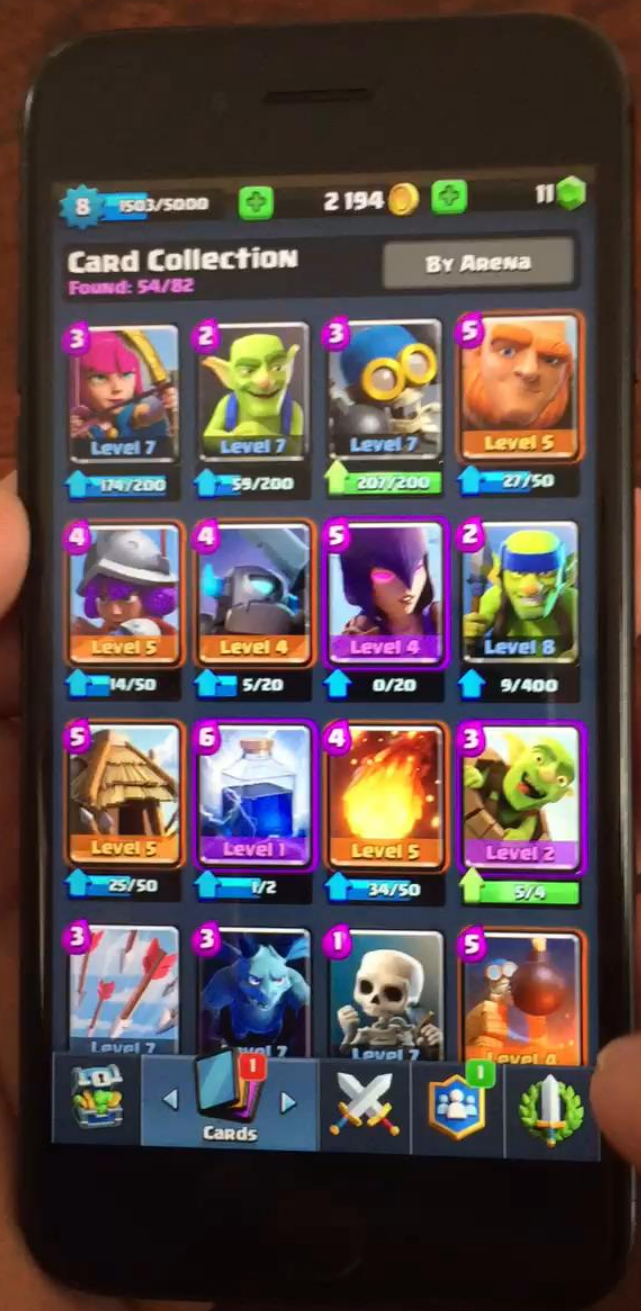


### Legendary Card Examples



Use of online media to spread the word.





8 1503/5000 2194 11

# Card Collection

Found: 54/82

By Arena

<div>3</div> <div></div> <div>Level 7</div> <div>114/200</div>	<div>2</div> <div></div> <div>Level 7</div> <div>59/200</div>	<div>3</div> <div></div> <div>Level 7</div> <div>207/200</div>	<div>5</div> <div></div> <div>Level 5</div> <div>27/50</div>
<div>4</div> <div></div> <div>Level 5</div> <div>14/50</div>	<div>4</div> <div></div> <div>Level 4</div> <div>5/20</div>	<div>5</div> <div></div> <div>Level 4</div> <div>0/20</div>	<div>2</div> <div></div> <div>Level 8</div> <div>9/400</div>
<div>5</div> <div></div> <div>Level 5</div> <div>25/50</div>	<div>6</div> <div></div> <div>Level 1</div> <div>1/2</div>	<div>4</div> <div></div> <div>Level 5</div> <div>34/50</div>	<div>3</div> <div></div> <div>Level 2</div> <div>5/4</div>
<div>3</div> <div></div> <div>Level 7</div> <div></div>	<div>3</div> <div></div> <div>Level 7</div> <div></div>	<div>1</div> <div></div> <div>Level 7</div> <div></div>	<div>5</div> <div></div> <div>Level 8</div> <div></div>



# In Conclusion

It is not just about gameplay anymore



What is your core game mechanic?

What is your collection mechanic?

# The DeanBeat: This player spent \$2 million in a mobile game.

DEAN TAKAHASHI @DEANTAK OCTOBER 14, 2016 8:00 AM



Above: Stephen Barnes spent more than \$2 million in Modern War.

Image Credit: Stephen Barnes











SIR HANS SLOANE'S



MILK CHOCOLATE,

PREPARED AFTER THE ORIGINAL RECIPE,

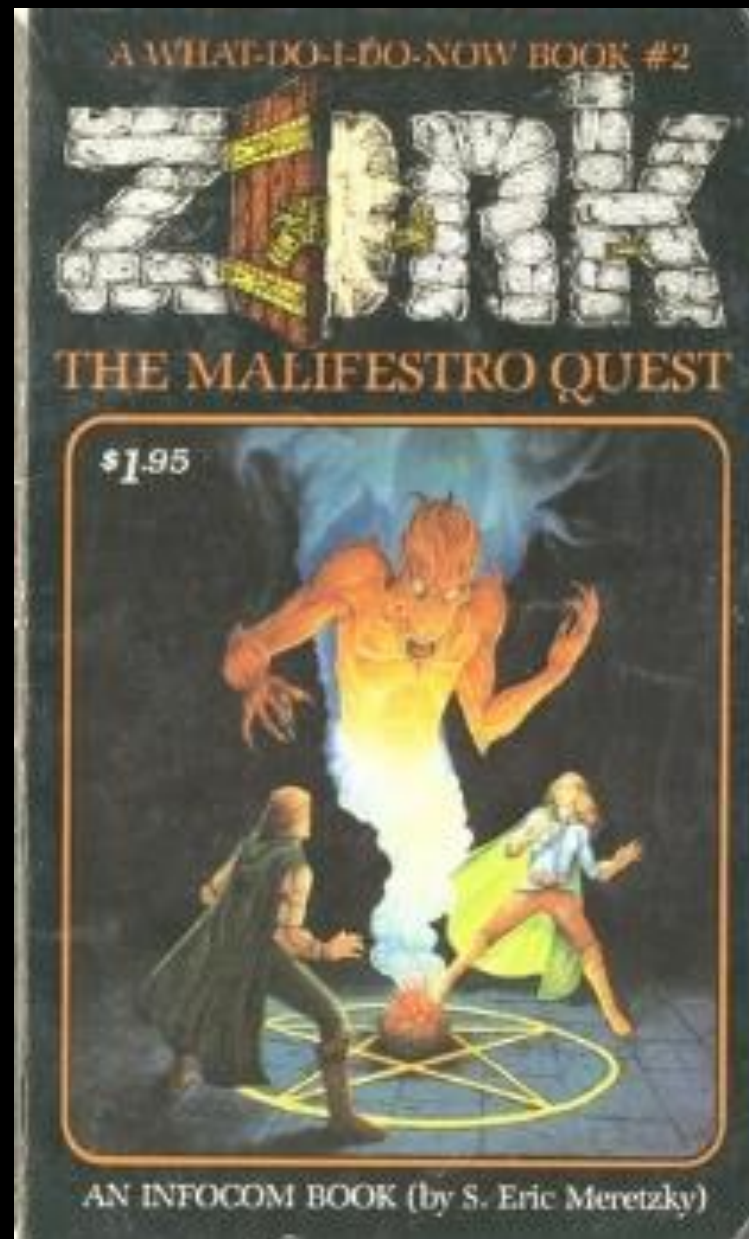
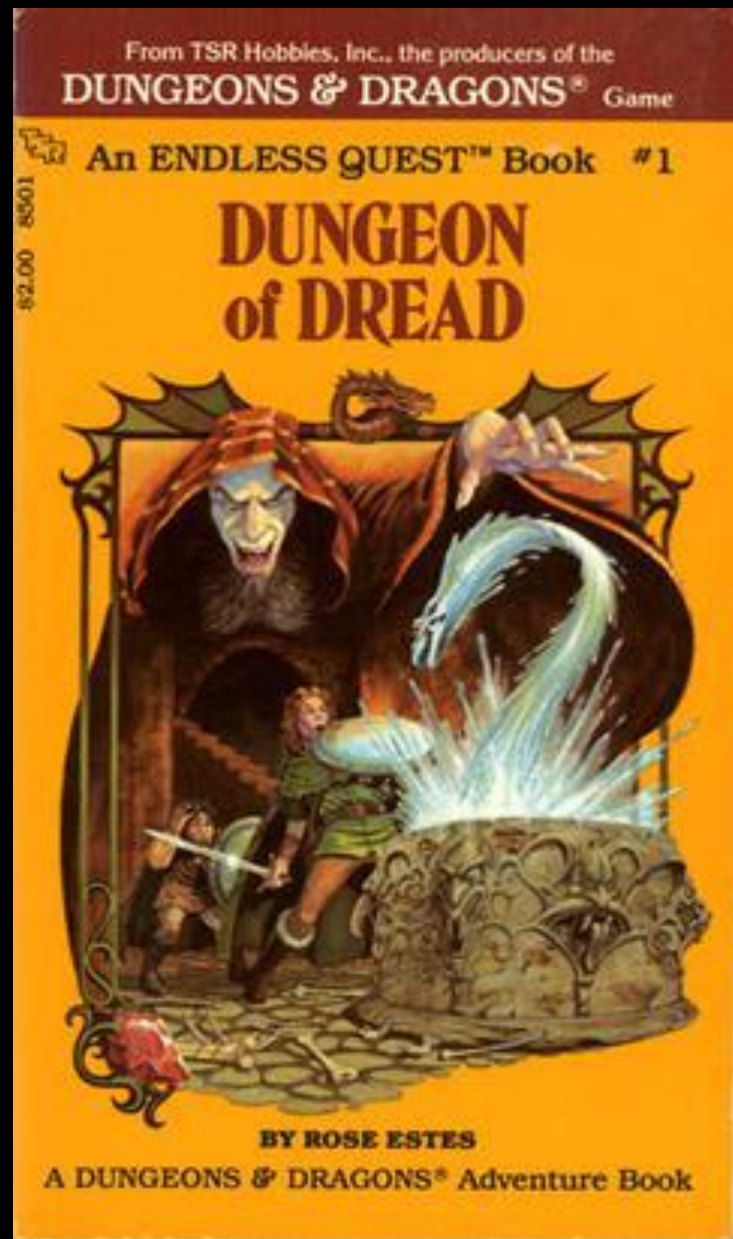
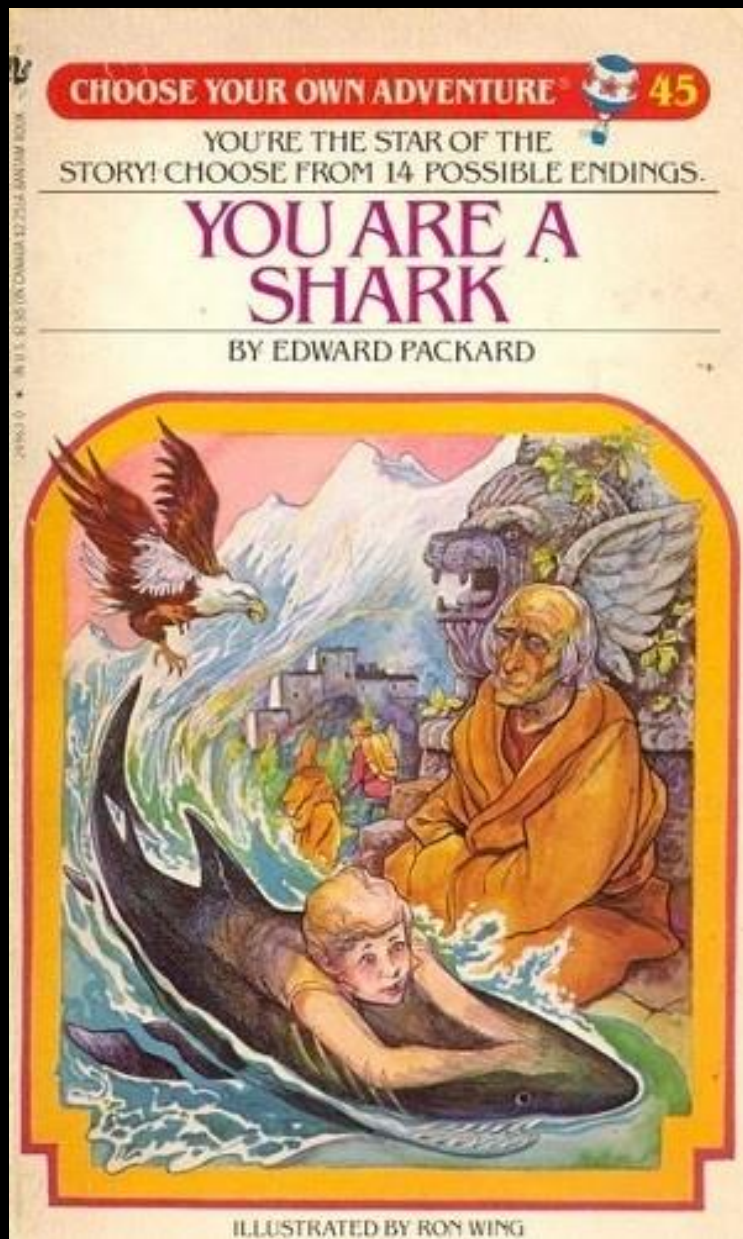
BY CADBURY BROTHERS, LONDON & BIRMINGHAM.

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*DIRECTIONS:—Put one Ounce of Chocolate (which is two Squares) to a Pint of boiling Milk, or a pint of Milk and Water; add Sugar and Milk as other Chocolate.*

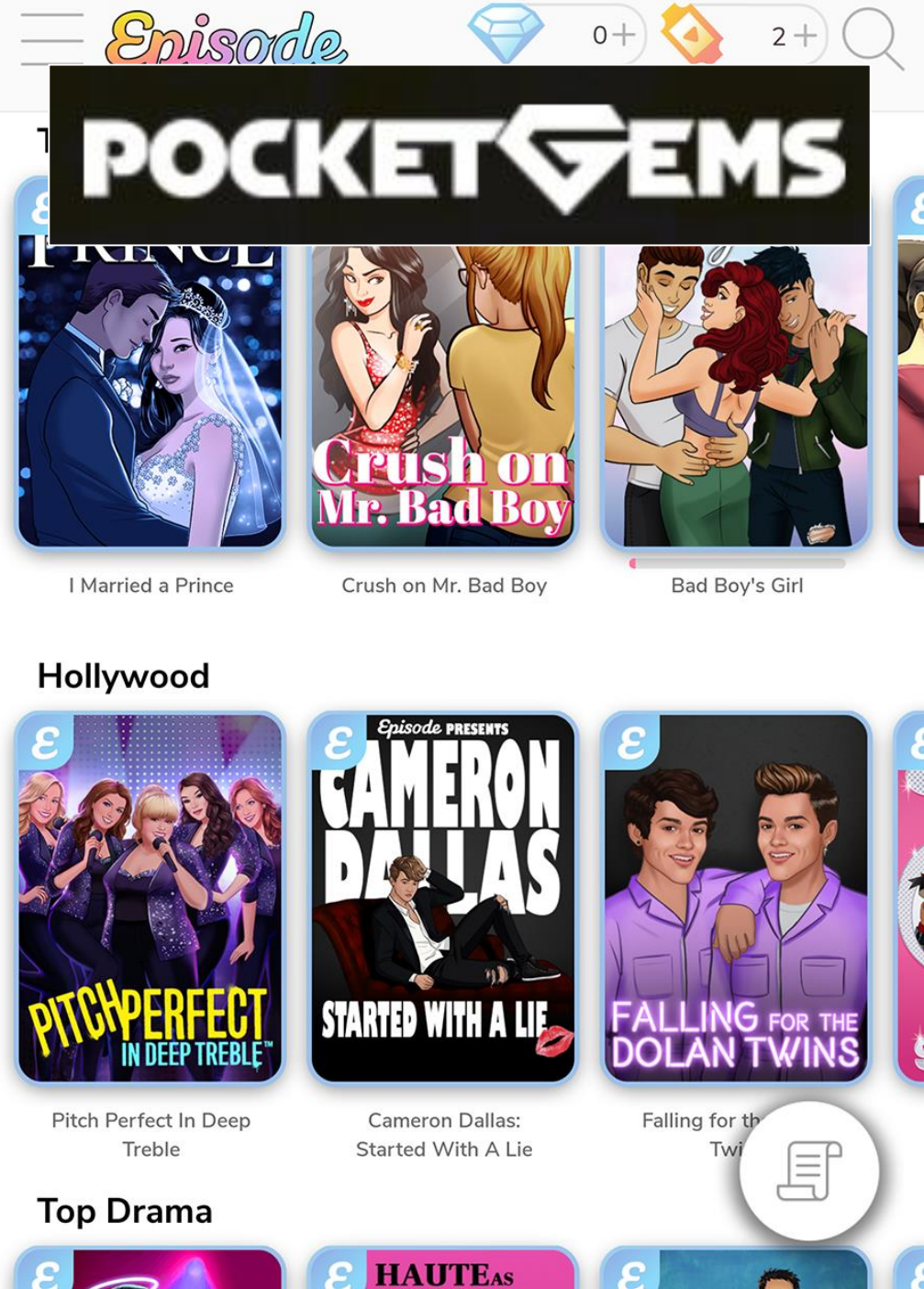
## 4. Romancing the Clone







# Episode







**TESSA**

I finally recognize  
myself when I look in  
the mirror.

Skin Tone >

Hair >

Eyes >

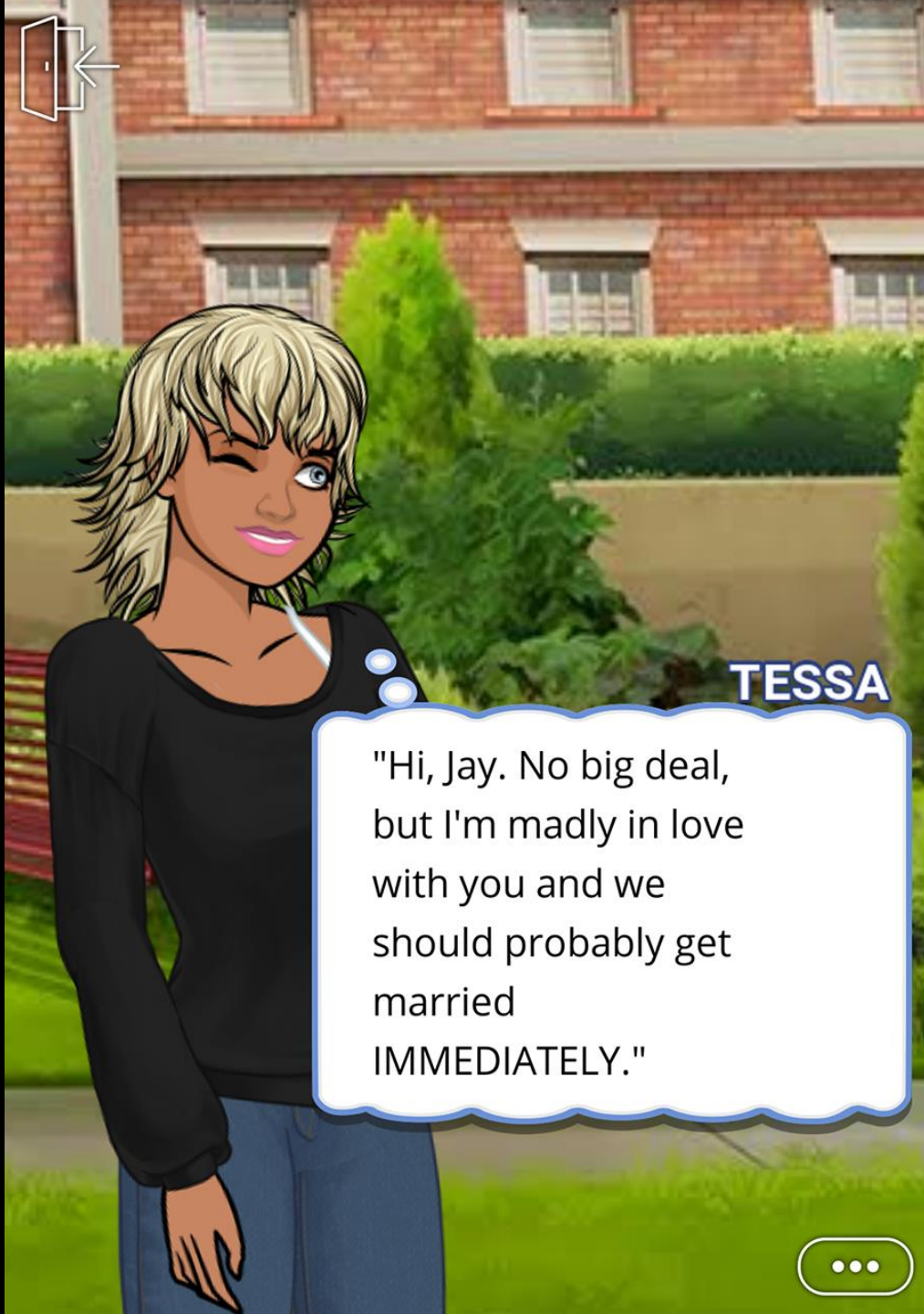
Eyebrows >

Face Shape >

Nose >

Mouth >

This is perfect! >



TESSA

"Hi, Jay. No big deal,  
but I'm madly in love  
with you and we  
should probably get  
married  
IMMEDIATELY."



NICOLE

Jay and I are dating.  
We have been since  
July.





An illustration of three women standing in a hallway. The woman on the left has short brown hair and is wearing a red top with a gold collar and a black and white polka-dot skirt. The woman in the middle has blonde hair and is wearing a black top. The woman on the right has red hair and is wearing a black top. A speech bubble from the woman on the left contains the text 'So you have no idea why she suddenly turned against you?'. Below this, three blue buttons with white text are shown, each with a right-pointing arrow. A large red oval is drawn around these three buttons.

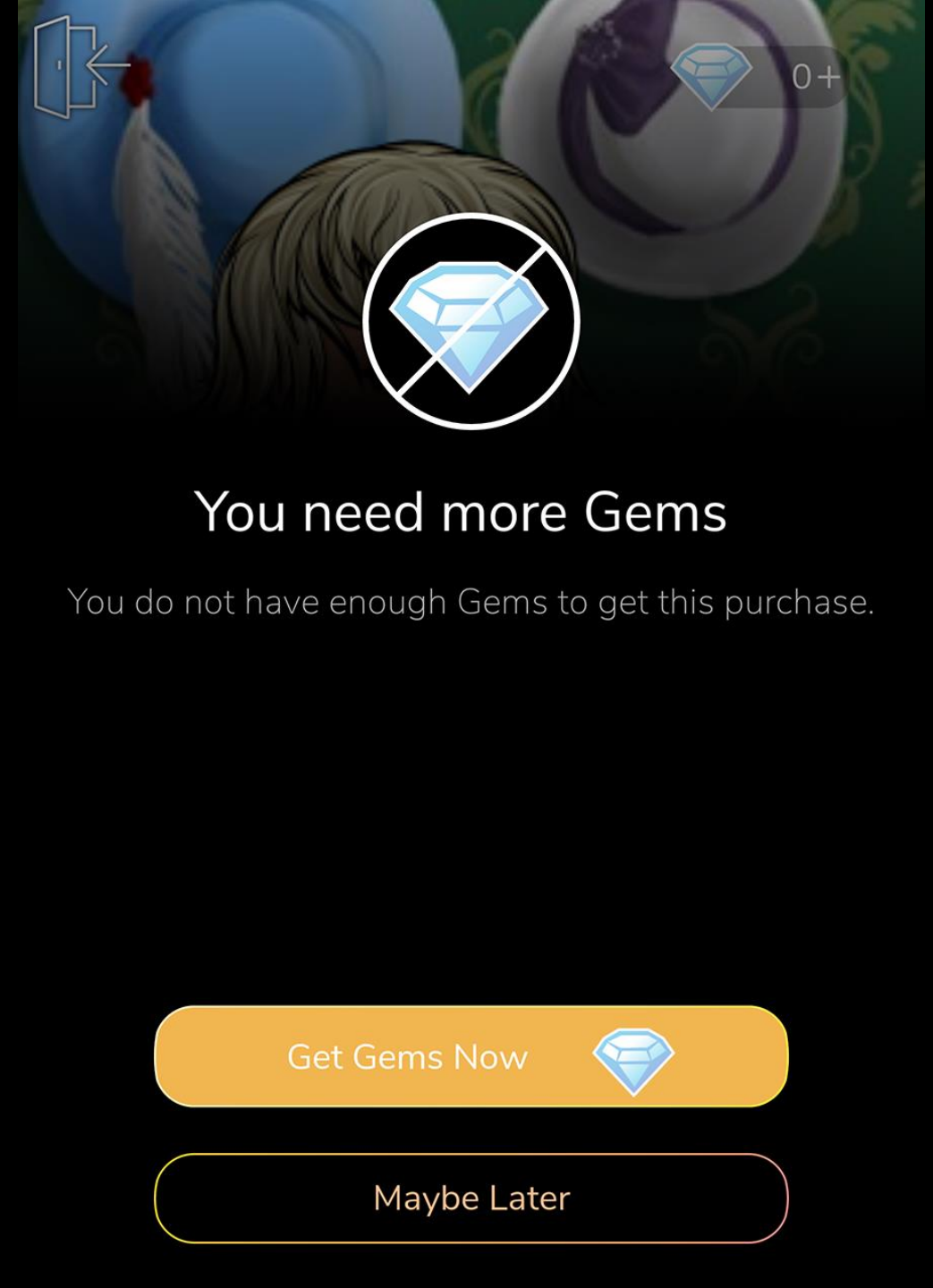
**BETH**

So you have no idea  
why she suddenly  
turned against you?

Maybe this is about Jay. >

Maybe she's just jealous. c >

Maybe I offended her somehow. >







**Visit the Wizard and help  
Dorothy get back to Kansas!**



**Keep wandering aimlessly  
around the forests of Oz.**





Start Episode 2 for  1 pass

## Mean Girls: Senior Year

Episode 2 of 20

You find yourself in class with Micah... but some info from Regina makes you wonder if this crush could land you in trouble.



By: Kiwi Smith & Marcy Kelly  
Episodes | An Episode Original Story



Store



17+



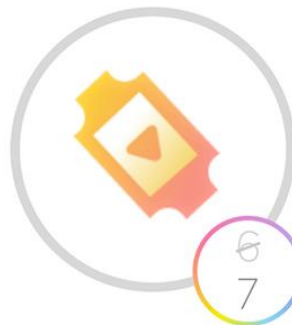
2+



# 18 passes

\$4.99

Extra Passes - 19% More!



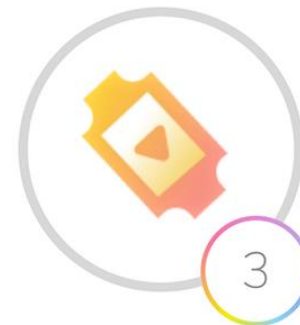
\$1.99

16% Discount!



\$4.99

19% Discount!

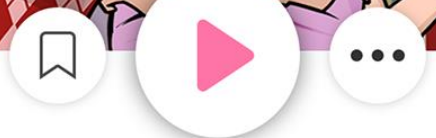


\$0.99

Read more episodes now!







## Mean Girls: Senior Year

 Kiwi Smith & Marcy Kelly  
Episode

The Mean Girls are back! When you transfer to North Shore High, you find an old nemesis: Regina George.

EARN GEMS

20 EPISODES • FULLY RELEASED



## Pitch Perfect In Deep Treble

 Episode

Do you have what it takes to be a Bella? You'll audition, sing in a riff-off, and navigate love with two Trebles!

EARN GEMS

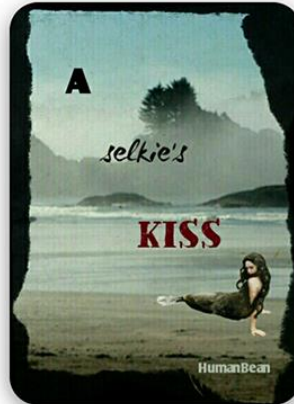
25 EPISODES



# CONTEST WINNERS



## Spotlight on Love



SPOTLIGHT: A  
SELKIE'S KISS



Spotlight: Borderline

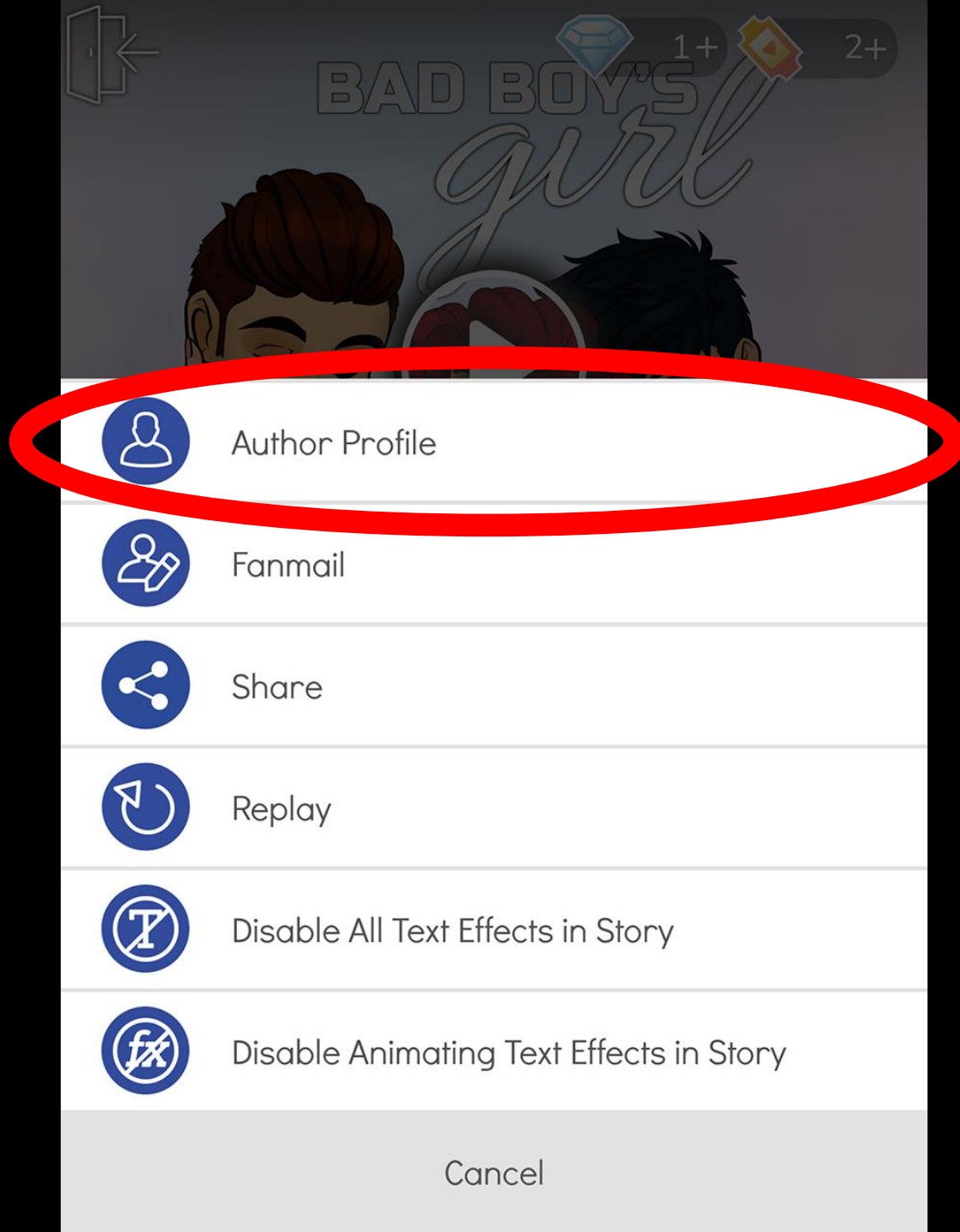


Spotlight: Both Sides of Me  
(CH 12 OUT NOW)

## Star Power







This story was created by:

Viola Musaraj

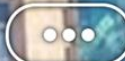


Thanks for supporting creators  
in our community!



LAYLA

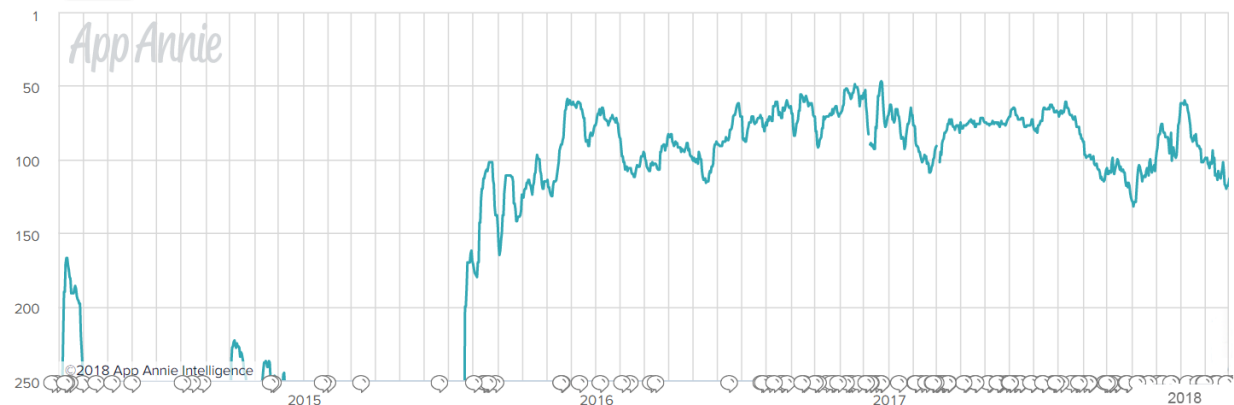
...



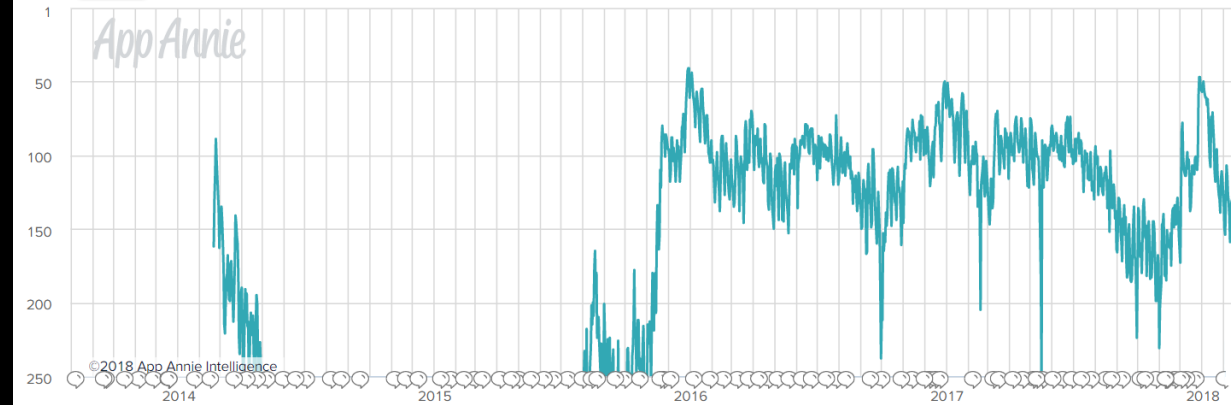




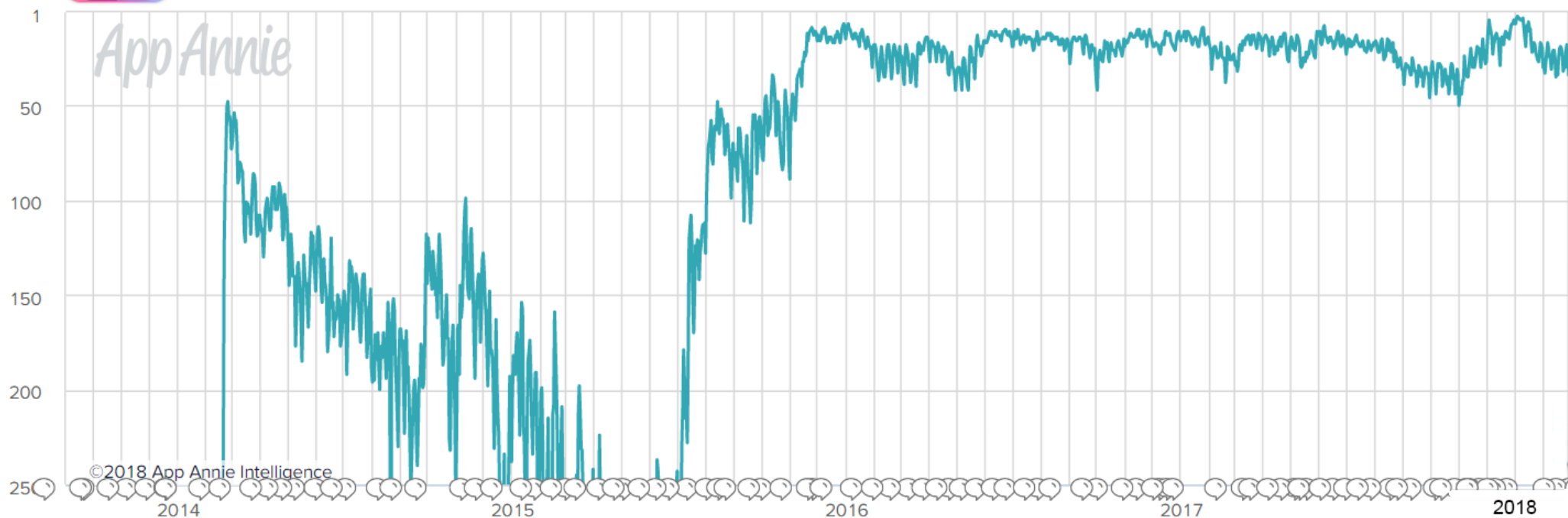
## Episode - Choose Your Story - Android Grossing Ranks

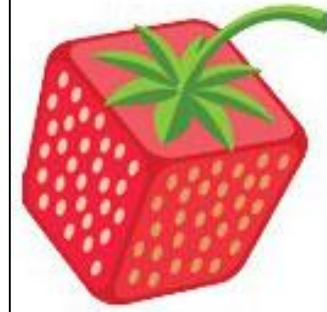


## Episode - Choose Your Story - iPad Grossing Ranks



## Episode - Choose Your Story - iPhone Grossing Ranks





# Pixelberry Studios







2+



26+

## UPDATES WEEKLY

NEW



Red Carpet Diaries

NEW

The Royal Romance,  
Book 3

NEW



Perfect Match

NEW

High School Story,  
Book 3

NEW

## START YOUR ROMANCE

The Freshman,  
Book 1

NEW

The Royal Romance,  
Book 1

NEW



Perfect Match

NEW

Rules of  
Engagement, Book 1

NEW

## CONTINUE YOUR ROMANCE

The Freshman,  
Book 2

NEW

The Royal Romance,  
Book 2

NEW

The Royal Romance,  
Book 3

NEW

High School Story,  
Book 2

NEW



2+



26+

Red Carpet Diaries

The Royal Romance,  
Book 2

Perfect Match

High School Story,  
Book 3

## START YOUR

The Freshman  
Book 1

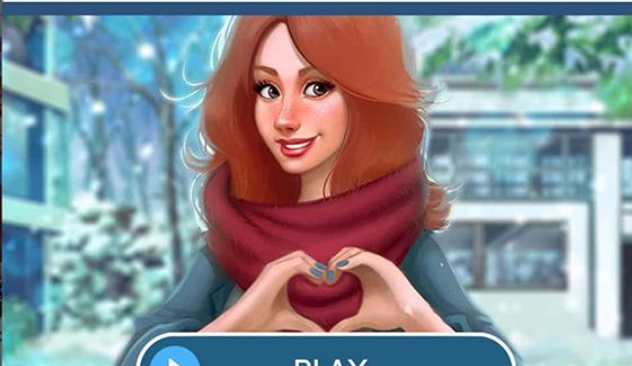
## CONTINUE YOUR

The Freshman,  
Book 2

## THE FRESHMAN



## The Freshman, Book 2



PLAY

## Chapter 1 of 15

Winter quarter has begun! Will things heat up with Chris, Kaitlyn, or James... or will you be left out in the cold?

Releases:

FULLY RELEASED







| The Freshman, Book 2, Ch 1

**TYLER**

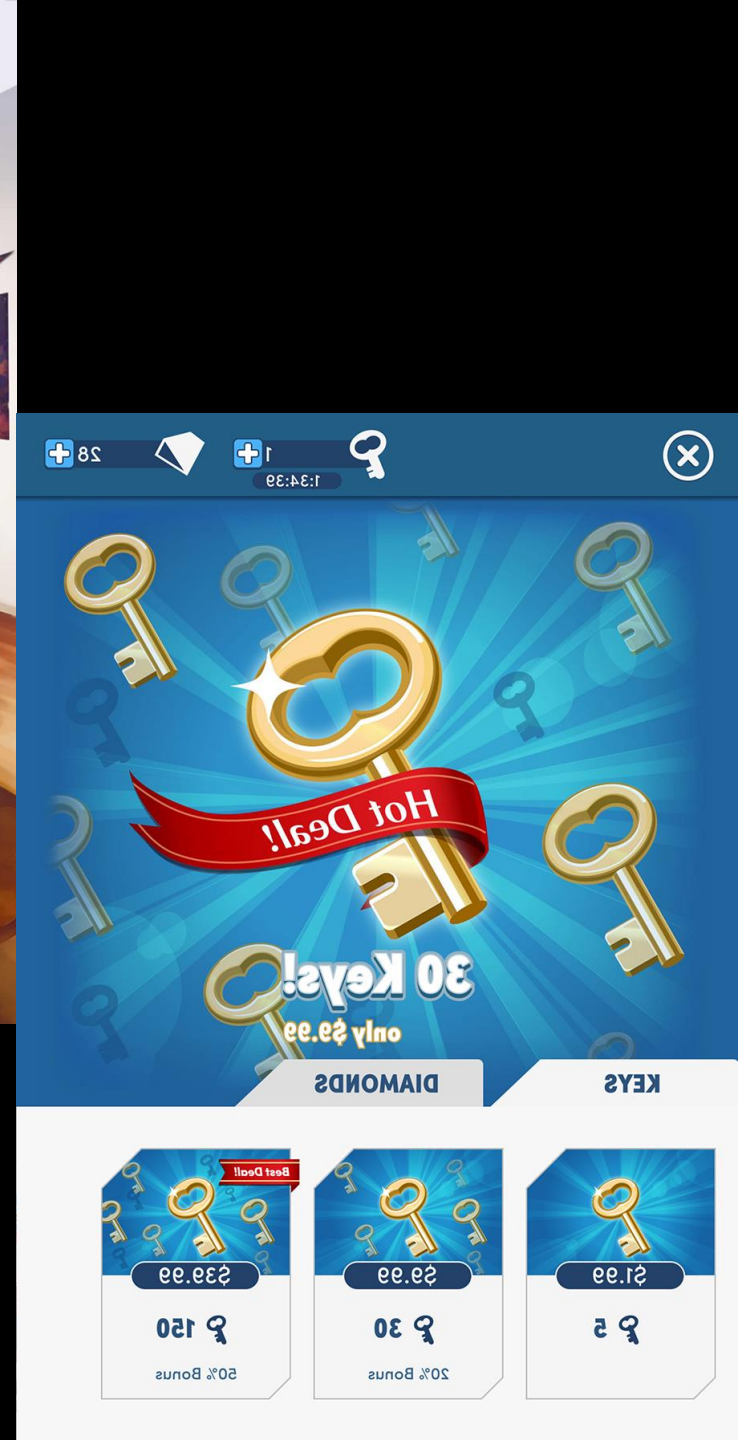
We're *this close* to beating Yothag, Thrall of Xelia! This is the furthest we've ever gotten!



TAP TO CONTINUE









## Achievements

1/23



### Meet Cute

Encounter your first romantic interest in The Freshman, Book 1.

500 XP

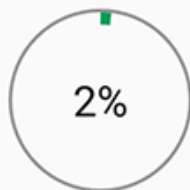
DEC 12, 2016



### Page Turner

Complete 10 chapters.

3,500 XP



### Century

Complete 100 chapters.

5,000 XP



### Enrolled

Convince Professor Vasquez to give you a chance in The Freshman,...

500 XP



### Mr. Write

Attend the Hartfeld Formal with James in The Freshman, Book 1.

1,000 XP



### Touchdown

Attend the Hartfeld Formal with Chris in The Freshman, Book 1.

1,000 XP



### More Than Friends

Attend the Hartfeld Formal with Kaitlyn in The Freshman, Book 1.

1,000 XP



### First Snow

Complete The Freshman, Book 1.

1,000 XP



### Party Crashers

Complete Chapter 1 of The Crown & The Flame, Book 1.

500 XP



### Mortal Kombat

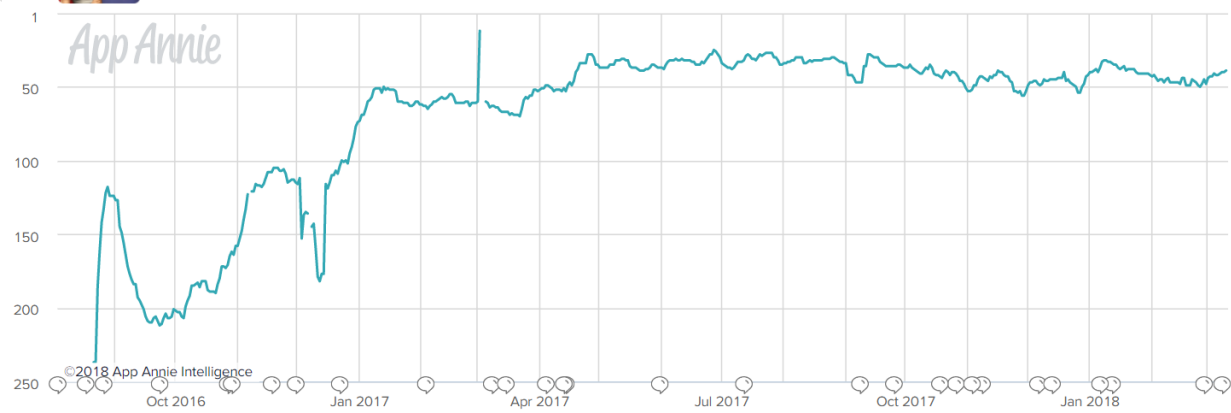
Defeat Severin in single combat in The Crown & The Flame, Book 1.

500 XP

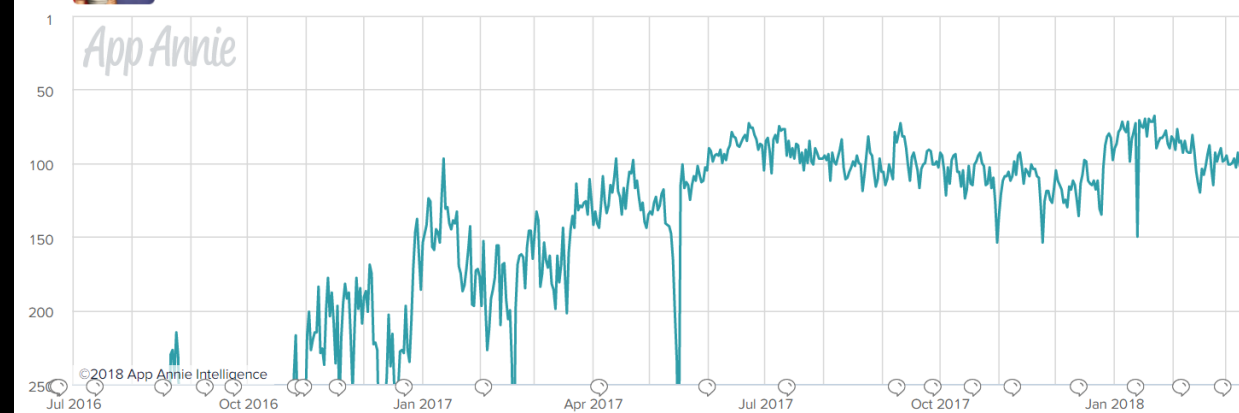




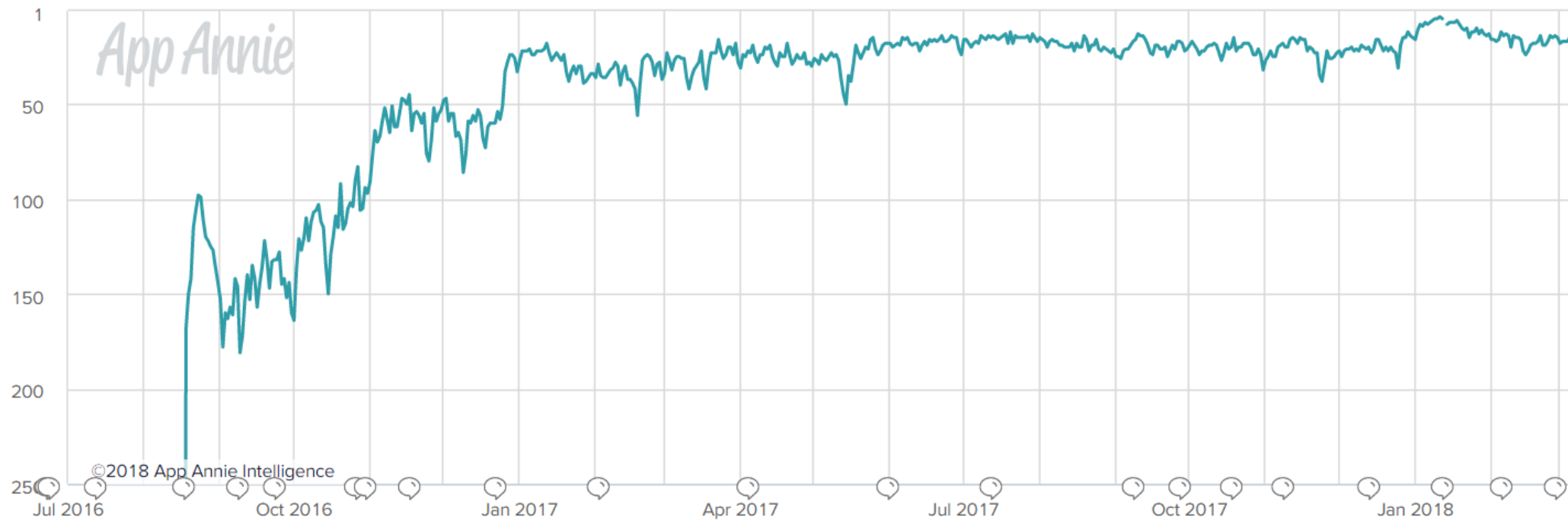
## Choices: Stories You Play - Android Grossing Ranks



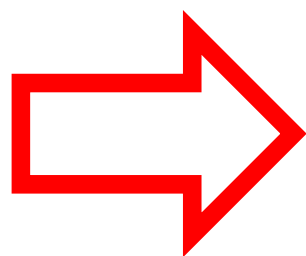
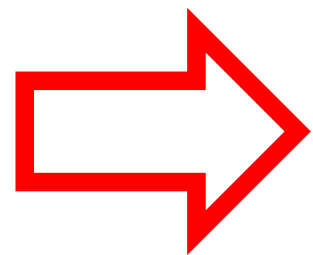
## Choices: Stories You Play - iPad Grossing Ranks



## Choices: Stories You Play - iPhone Grossing Ranks



EVERQUEST







WAR  
DRAGONS

# Nexon acquires Choices mobile games developer Pixelberry Studios

Date	Type	Companies involved	Size
November 10th, 2017	ACQUISITION	Nexon Pixelberry Studios	Not disclosed

November 10th, 2017 - 07:00am

By **Craig Chapple**, Senior Editor

Online games publisher Nexon has acquired US narrative mobile games developer Pixelberry Studios.

The California-based studio has worked on games such as *High School Story* and *Choices*. The latter title has been a regular top 30 grossing game on the US App Store since its release in August 2016.

Following the deal the two companies aim to to expand and localise the interactive fiction app Choices into new territories.

The terms of the acquisition were not disclosed.

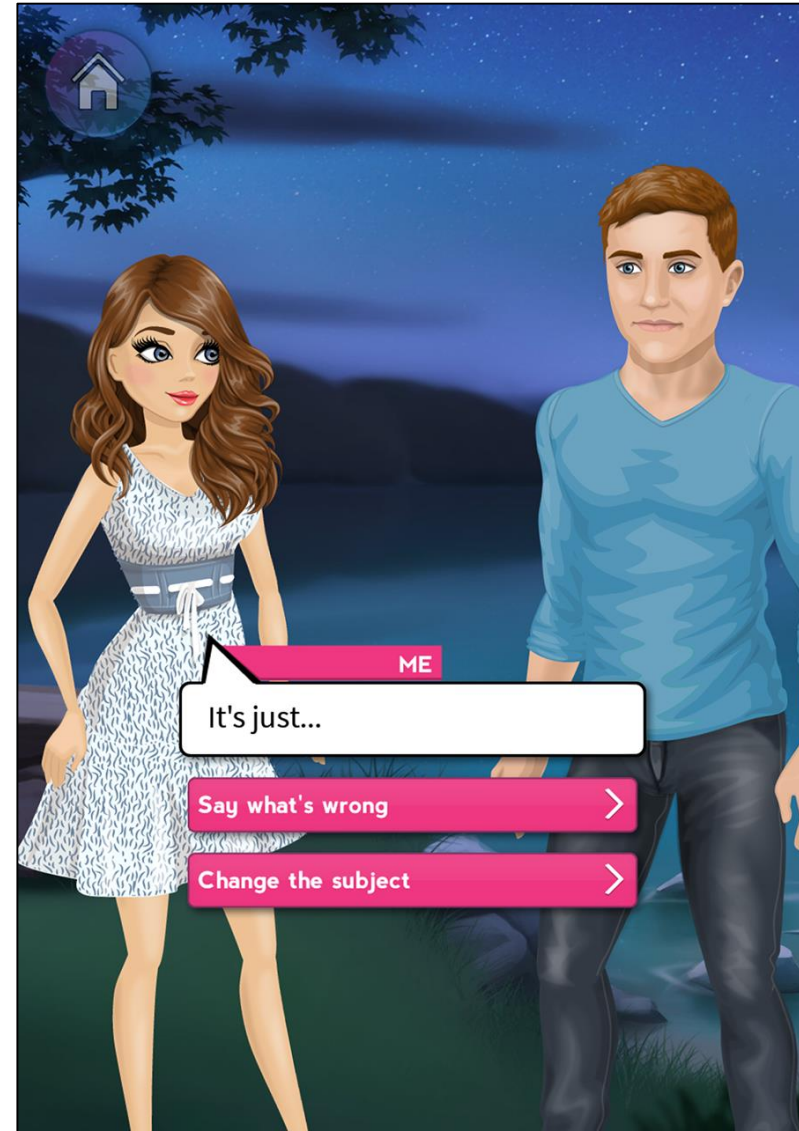
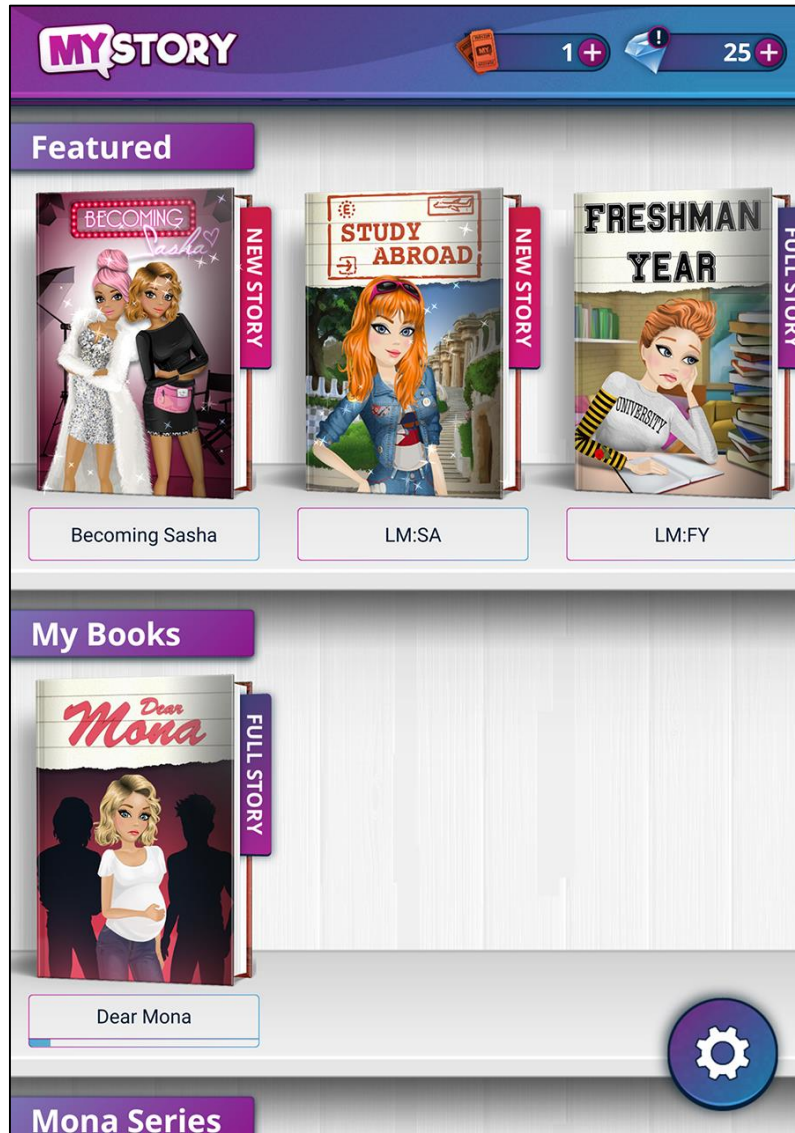




# My Story: Choose Your Own Path

Publisher: Nanobit

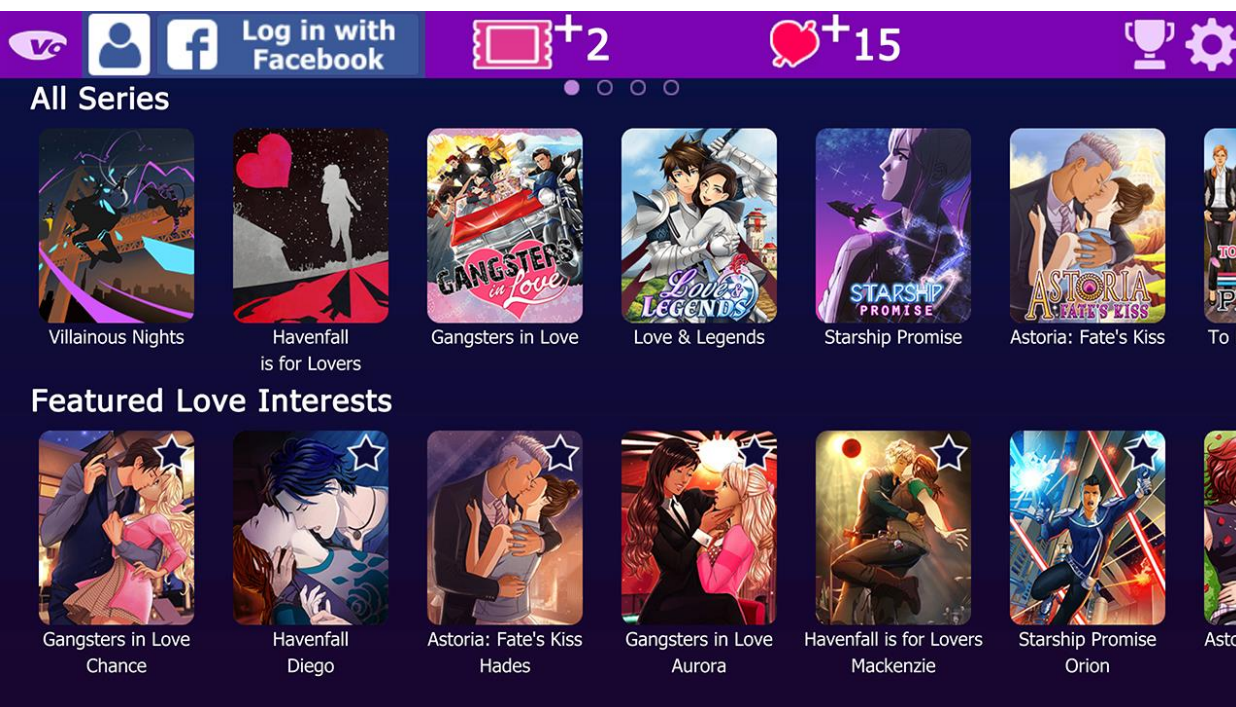
Release Date: October 5, 2016



# Lovestruck: Choose Your Romance

Publisher: Voltage

Release Date: February 6, 2017

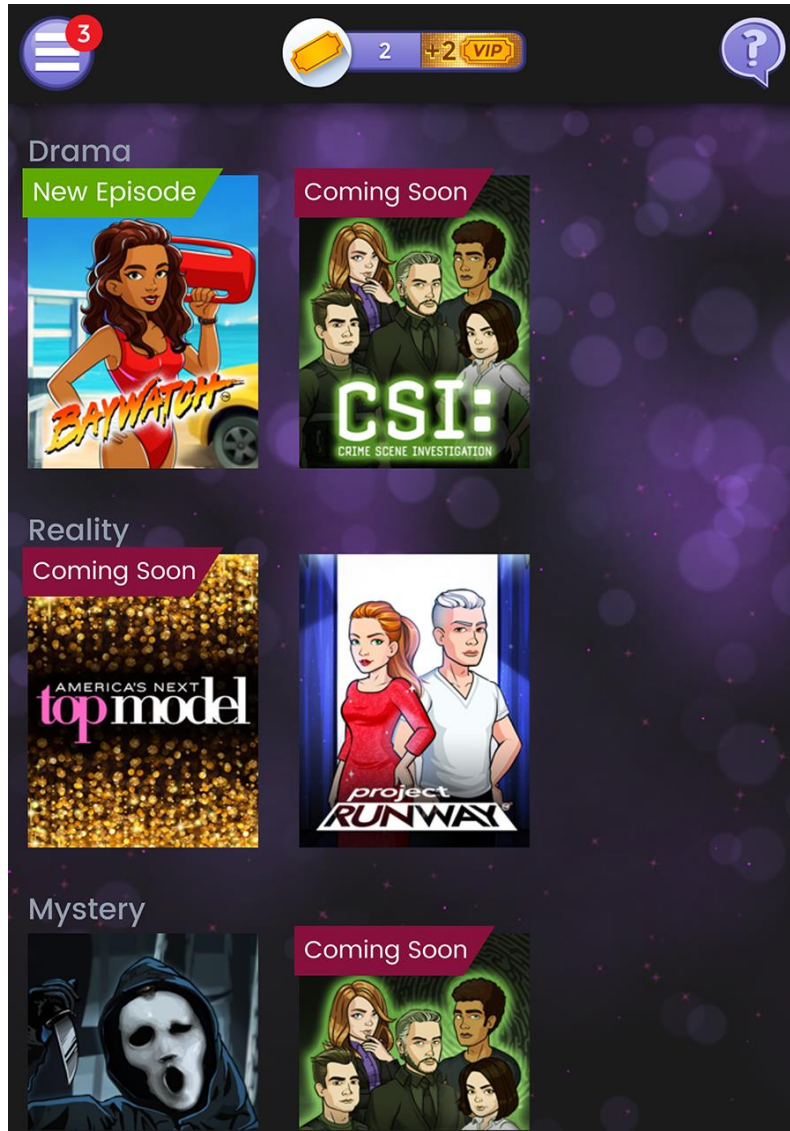




# What's Your Story

Publisher: Ludia

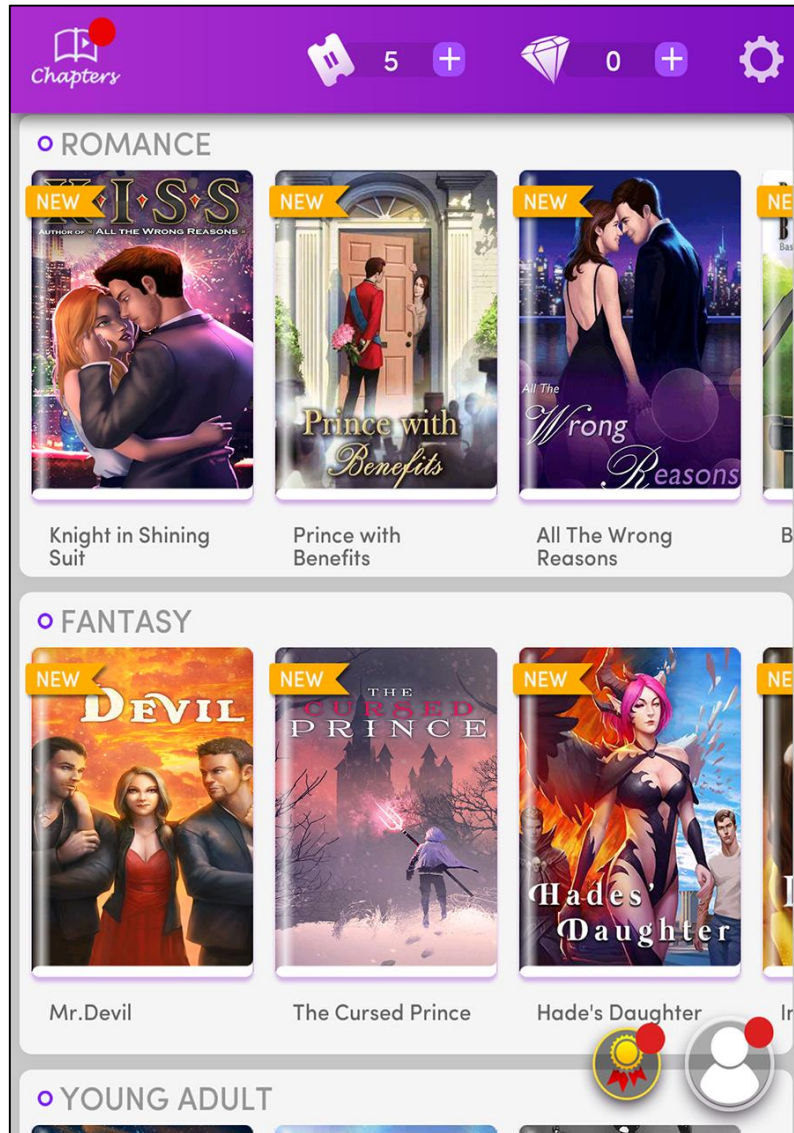
Release Date: October 10, 2017



# Chapters: Interactive Stories

Publisher: Crazy Maple Studio

Release Date: October 13, 2017

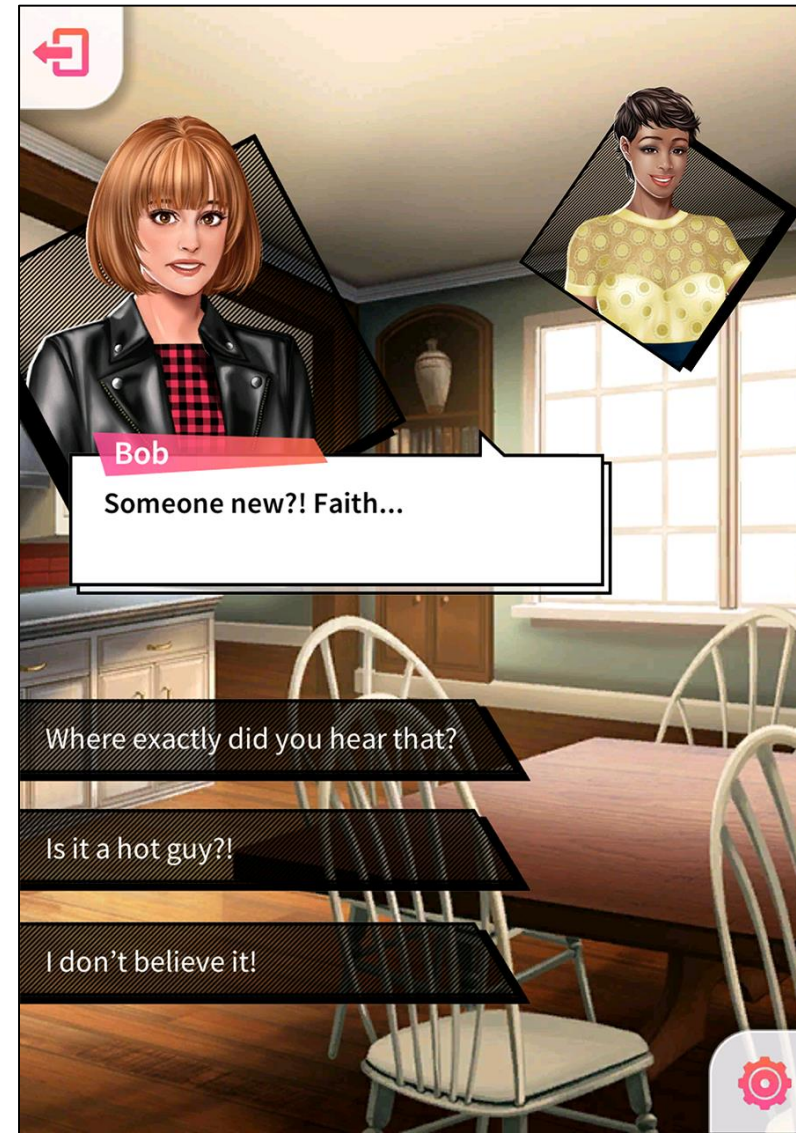
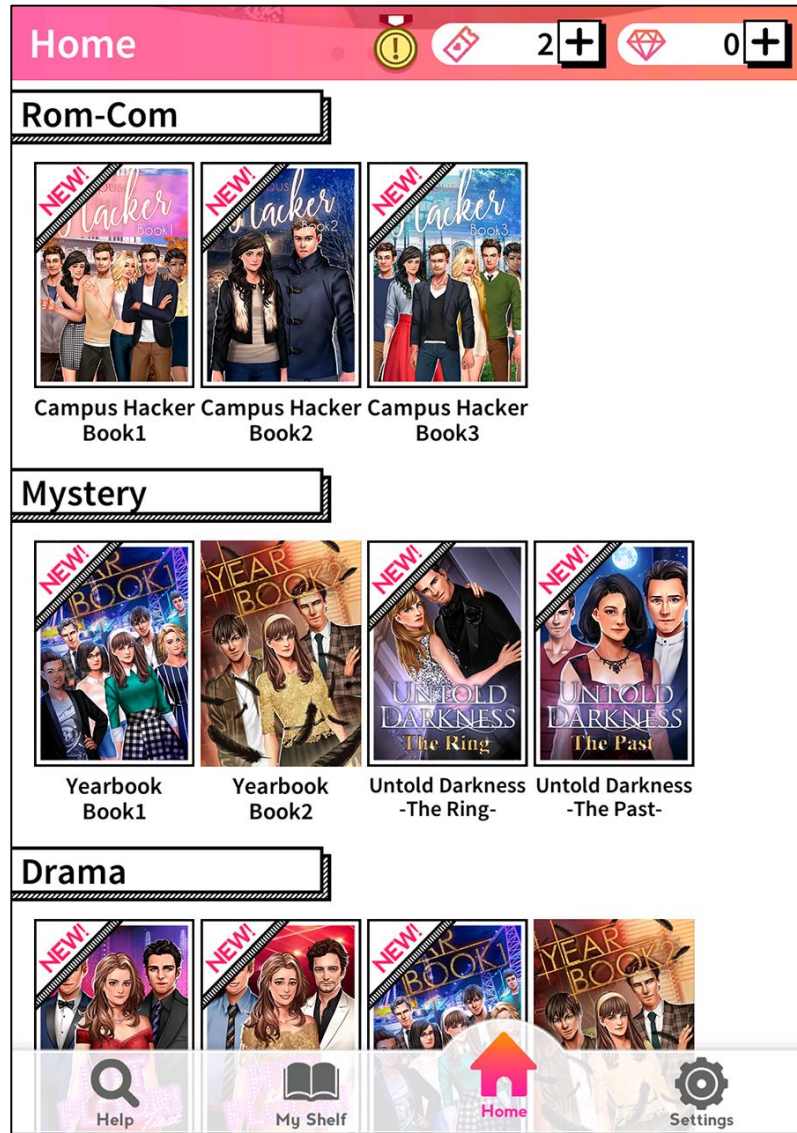




# My Shelf: My Choice My Episode

Publisher: NTT Solmare

Release Date: February 20, 2018



# Lessons

- The market's appetite for these sorts of soap opera story games does not seem close to being tapped.
- It's amazing how little interactivity players are willing to settle for to play these games ... and to pay for them.
- As the market gets more competitive, expect to see more iteration and experimentation beyond just clones of Episode.



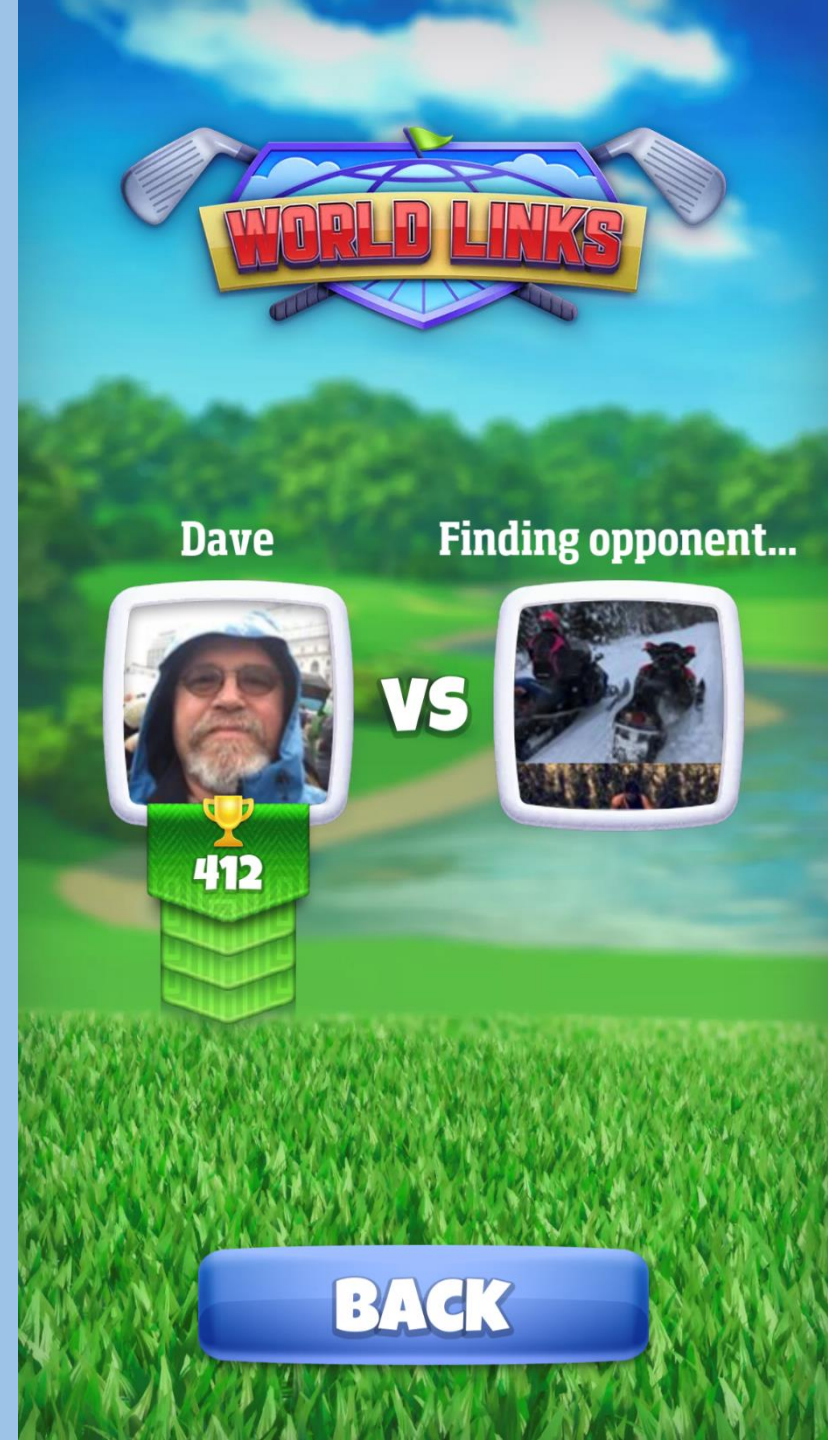
## 5. Le Royale with ~~Cheese~~ Balls

**GOLF  
CLASH**

The image features a vibrant, 3D-styled logo for 'GOLF CLASH'. The text is rendered in a bold, blocky font with a yellow-to-orange gradient and a thick blue outline. The letters have a glossy, metallic appearance with bright highlights and shadows, giving them a three-dimensional feel. The words 'GOLF' and 'CLASH' are stacked vertically. Below the text is a green, trapezoidal base that resembles a patch of grass. The entire graphic is set against a plain white background.



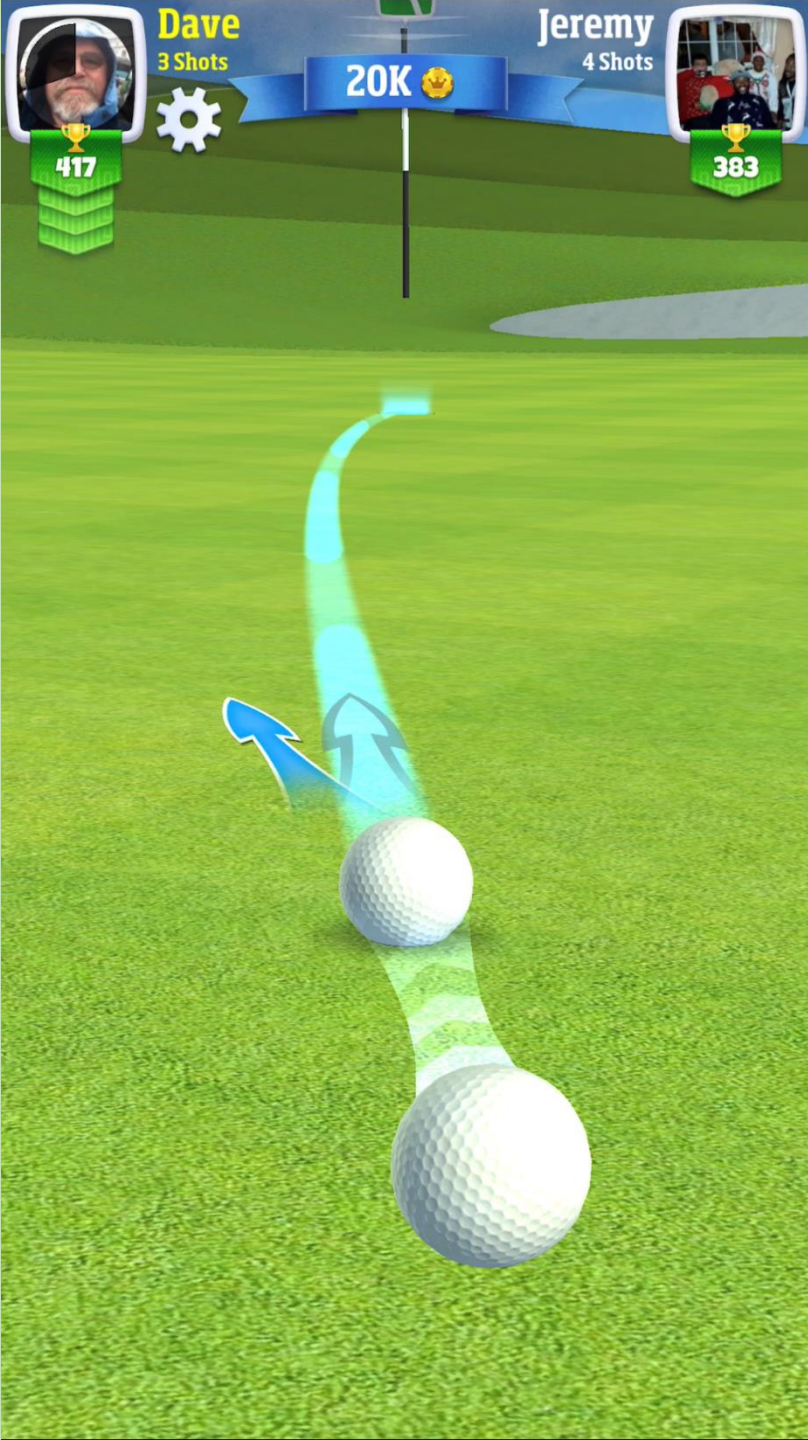








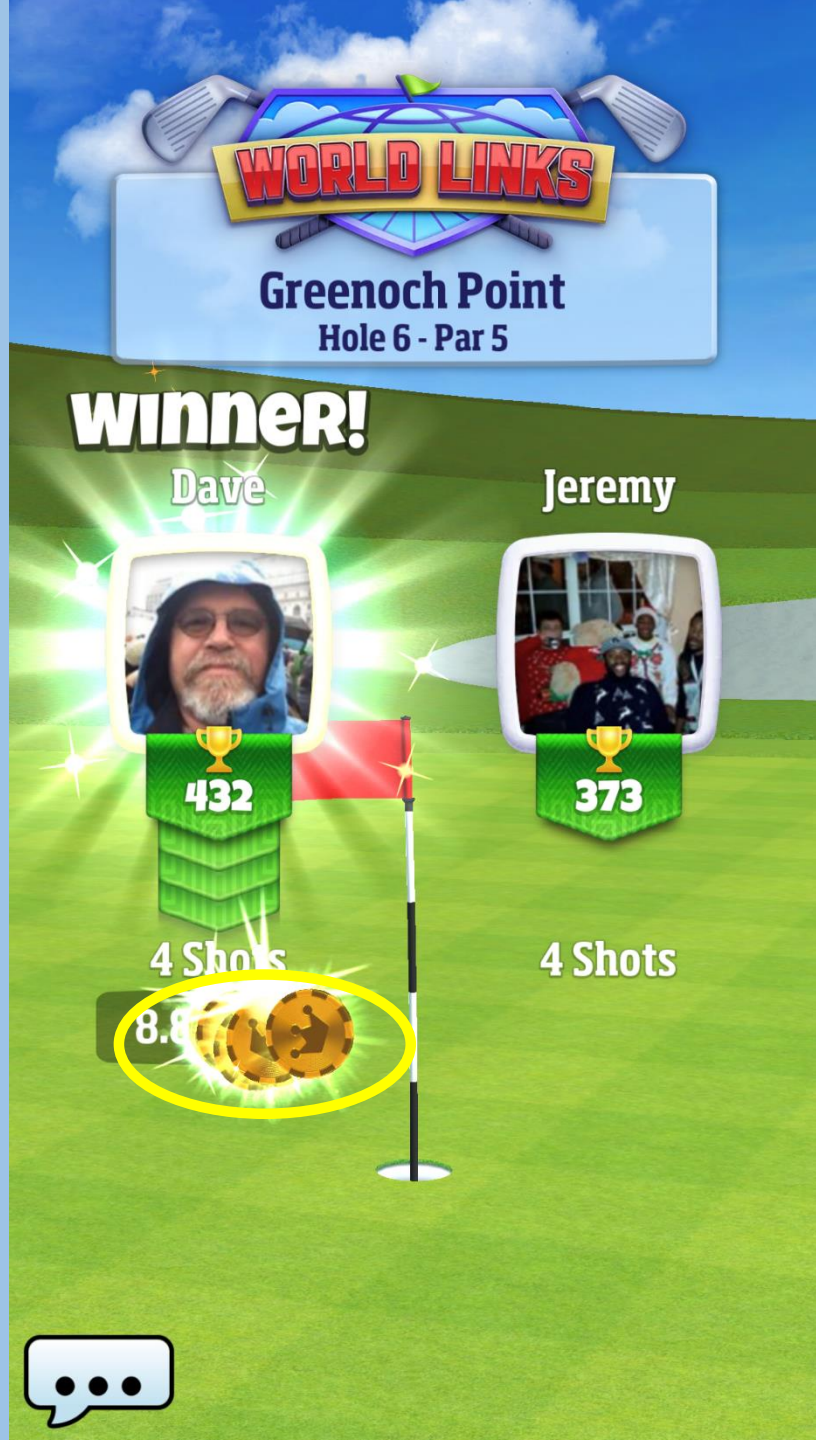












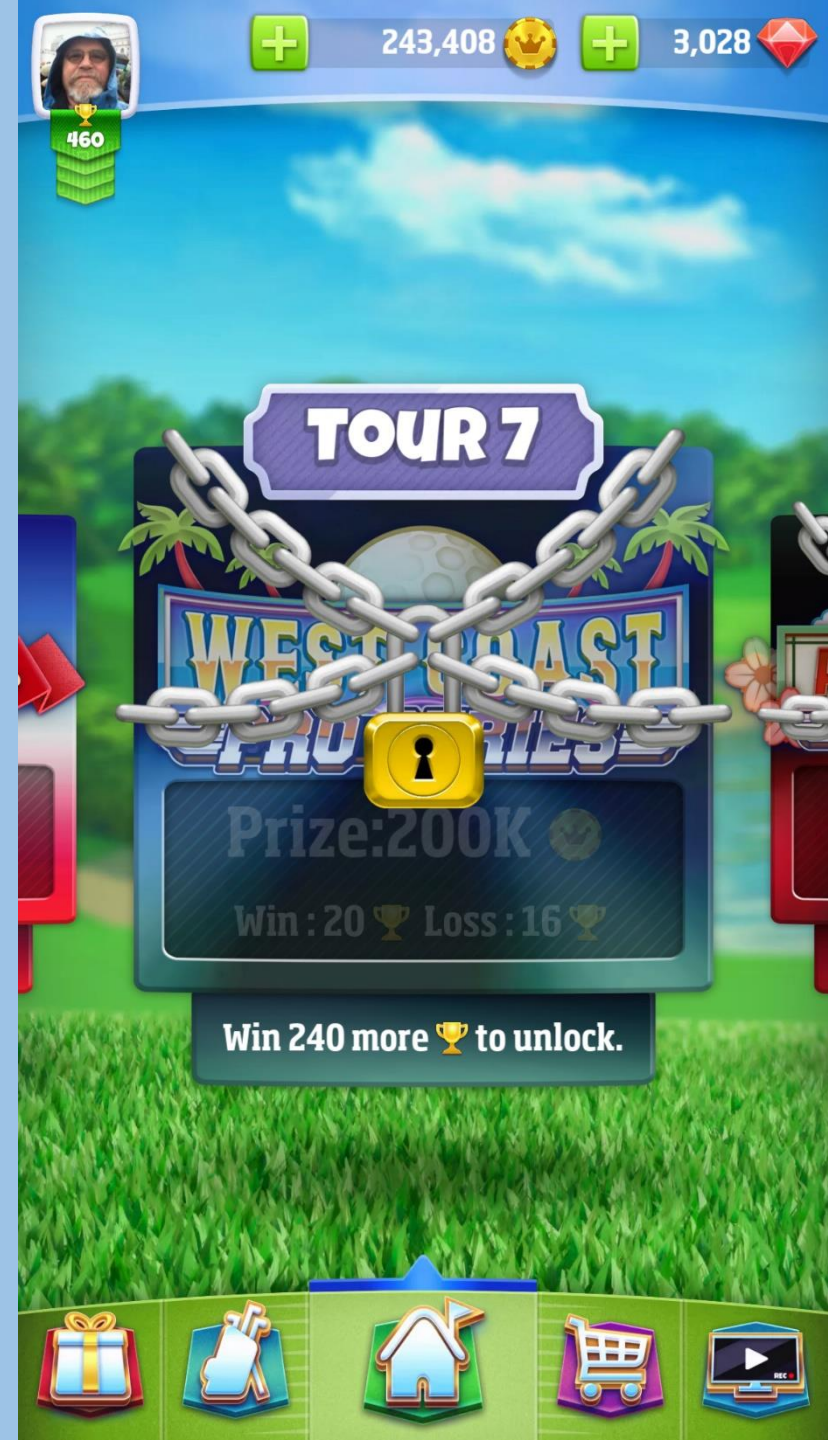






IT'S THE  
**METAGAME**  
STUPID!









211,553



3,011



## YOUR GOLF BAG

### CLUBS

### BALLS

#### Driver

THE  
QUARTERBACK

7 144/400

#### Wood

THE  
GUARDIAN

3 8/20

#### Long Iron

THE  
BACKBONE

7 229/400

#### Short Iron

THE  
HORNET

4 11/50

#### Wedge

THE  
SKEWER

6 77/200

#### Rough Iron

RAZOR



4 6/50

#### Sand Wedge

THE SAND  
LIZARD

6 51/200

#### Putter

BEGINNER  
PUTTER

Starter Club

## DRIVER (tee SHOTS only)

BEGINNER  
DRIVER

Starter Club

THE  
ROCKET

4 642/50

THE EXTRA  
MILE

5 22/100

BIG  
TOPPER

Not Found

#### SELECTED

THE  
QUARTERBACKTHE  
ROCKTHOR'S  
HAMMERTHE  
APOCALYPSE

170,750



3,201



## DRIVER (tee SHOTS only)

BEGINNER  
DRIVER

Starter Club

THE  
ROCKET

4 642/50

THE EXTRA  
MILE

5 22/100

BIG  
TOPPER

Not Found

#### SELECTED

THE  
QUARTERBACK

7 121/400

THE  
ROCK

1 3/4

THOR'S  
HAMMER

Not Found

THE  
APOCALYPSE

Not Found

## WOOD (tee & FAIRWAY)

BEGINNER  
WOOD

Starter Club

THE  
HORIZON

1 37/4

THE VIPER



3 643/20

THE BIG  
DAWG

5 5/100

#### SELECTED

THE  
HAMMERHEADTHE  
GUARDIANTHE  
SNIPERTHE  
CATACLYSM



## COMPARE WOOD



UPGRADE AVAILABLE!

100

COLLECT 12 more  
TO UPGRADE!

166y		Power		170y +1y
66		Accuracy		0
12		Top Spin		74
82		Back Spin		0 +11
31		Curl		40
2.6		Ball Guide		2.5 +0.6

SELECTED

SELECT

## Wood

THE  
HORIZON



2

33/10

Power 171y +1y

Accuracy 0

Top Spin 74

Back Spin 11 +11

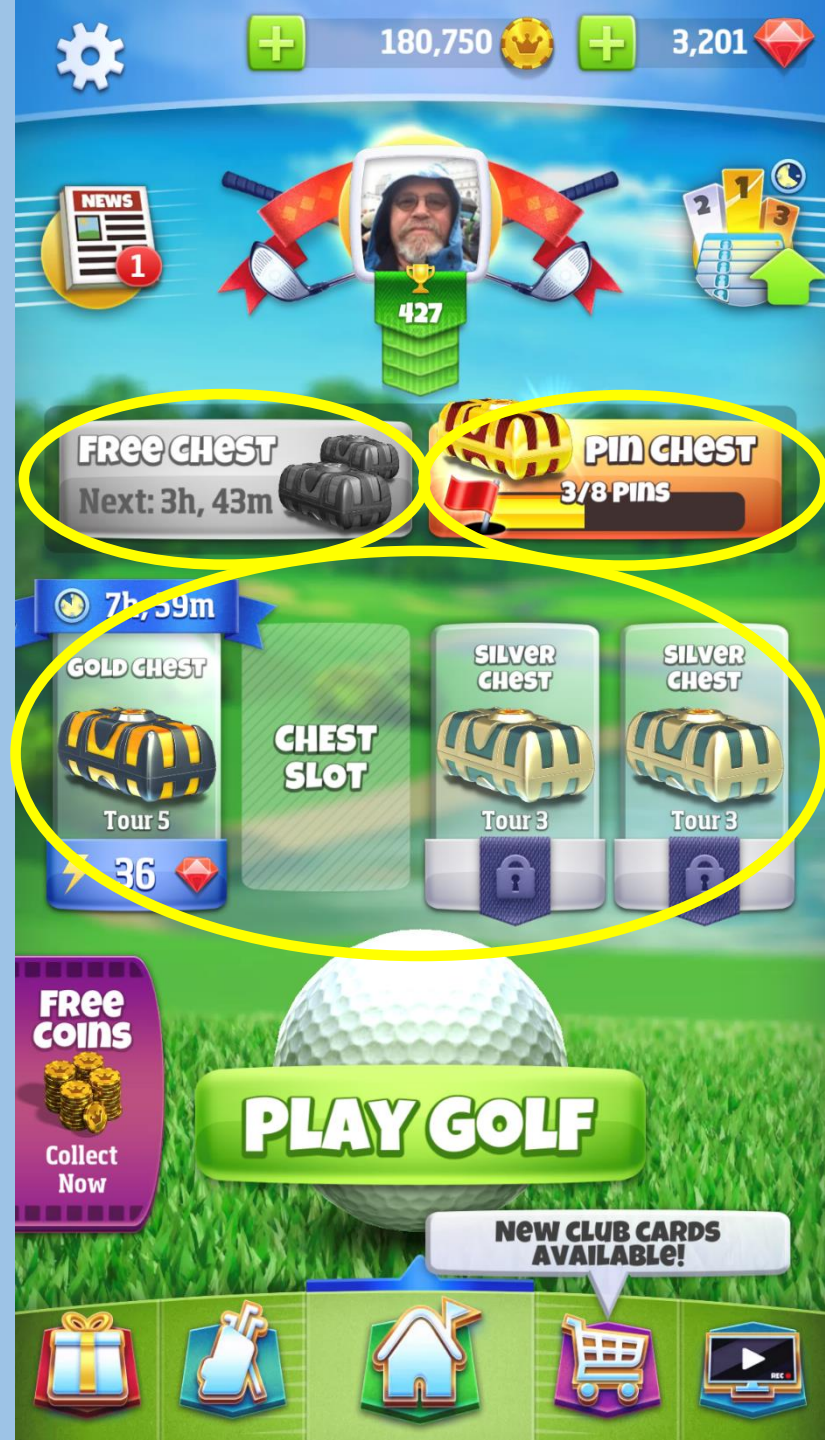
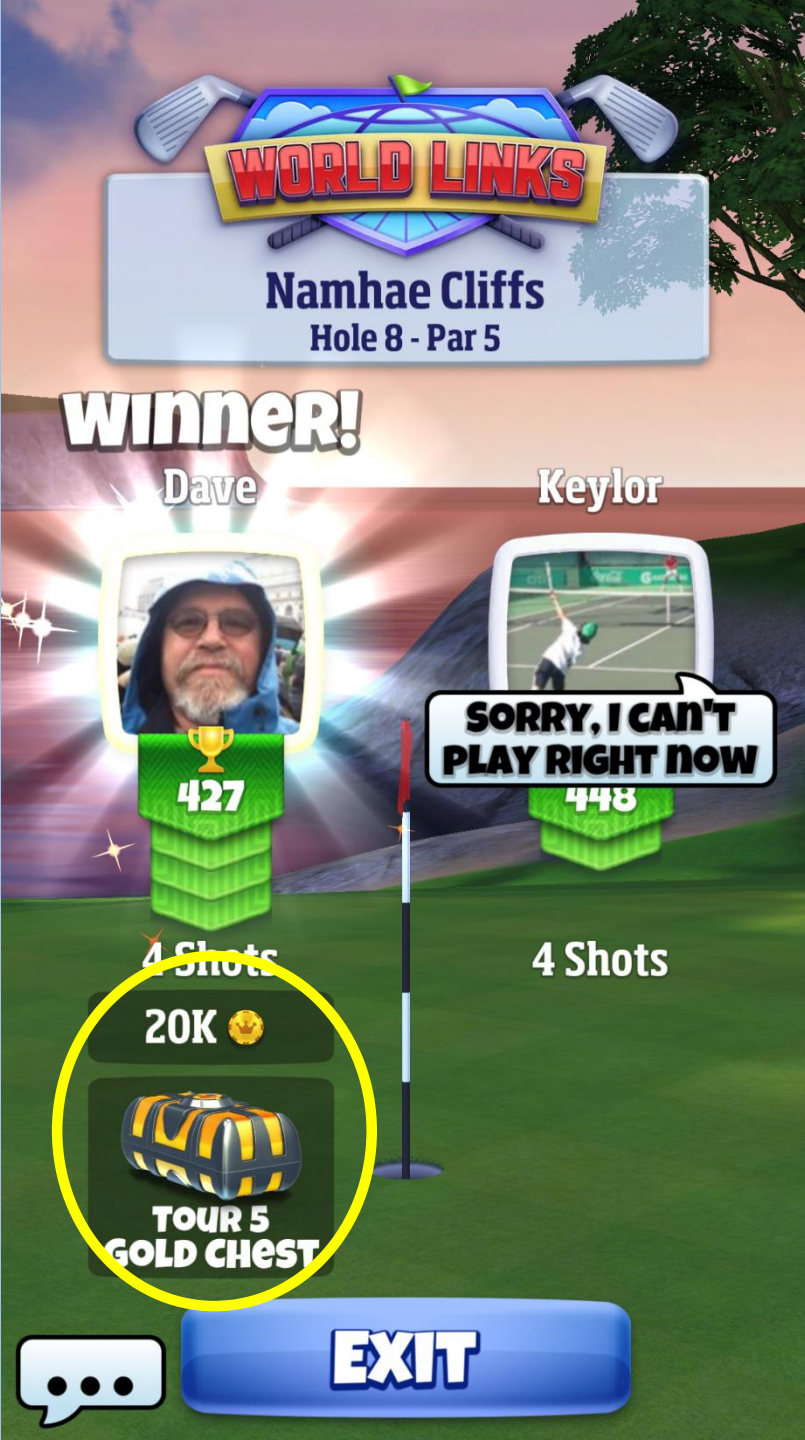
Curl 40

Ball Guide 3.1 +0.6

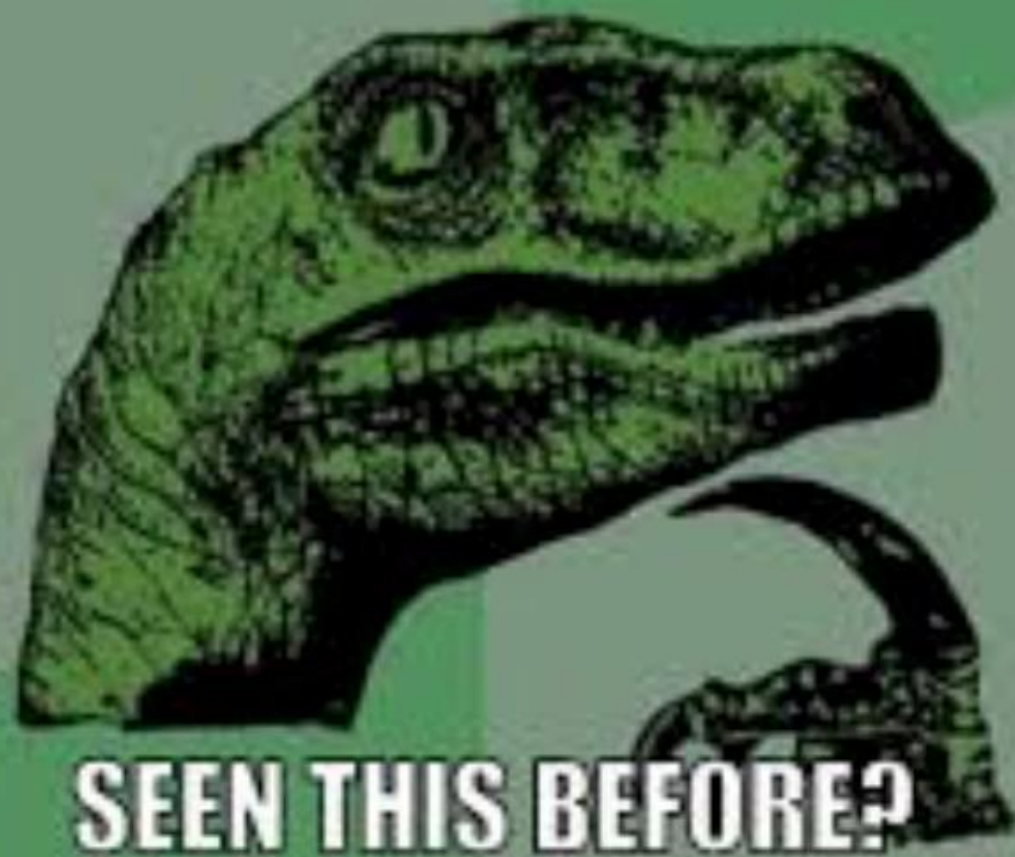
(TAP TO CONTINUE)







**WHERE HAVE I**



**SEEN THIS BEFORE?**







## Battle Deck

1 2 3 4 5

 Level 2 2/4	 Level 12 1554/5000	 Level 9 13/800	 Level 12 1358/5000
 Level 12 5021/5000	 Level 6 25/100	 Level 9 103/800	 Level 12 2654/5000

Average Elixir cost: 3.6

## Card Collection

Found: 78/82

By Rarity

			
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## Card Collection

Found: 78/82

By Arena

 Level 12 653/5000	 Level 11 2678/2000	 Level 11 3098/2000	 Level 8 152/400
 Level 7 523/200	 Level 5 25/50	 Level 8 234/400	 Level 9 4989/800
 Level 8 237/400	 Level 8 192/400	 Level 5 9/50	 Level 4 57/20
			





## Battle Deck

1 2 3 4 5

### Level 12 Elite Barbarians



5021/5000

Rarity:  
**Common**

Type:  
**Troop**

Spawns a pair of leveled up Barbarians. They're like regular Barbarians, only harder, better, Faster and stronger.

Damage  
337 +33

Hitpoints  
1286 +129

Targets  
**Ground**

Range  
**Melee**

Count  
**x 2**

Damage per second  
224 +22

Hit Speed  
1.5sec

Speed  
**Very Fast**

Deploy Time  
1sec

Show Tournament Level

Upgrade Gives

1600 XP

Upgrade  
100000



### Skeleton Barrel

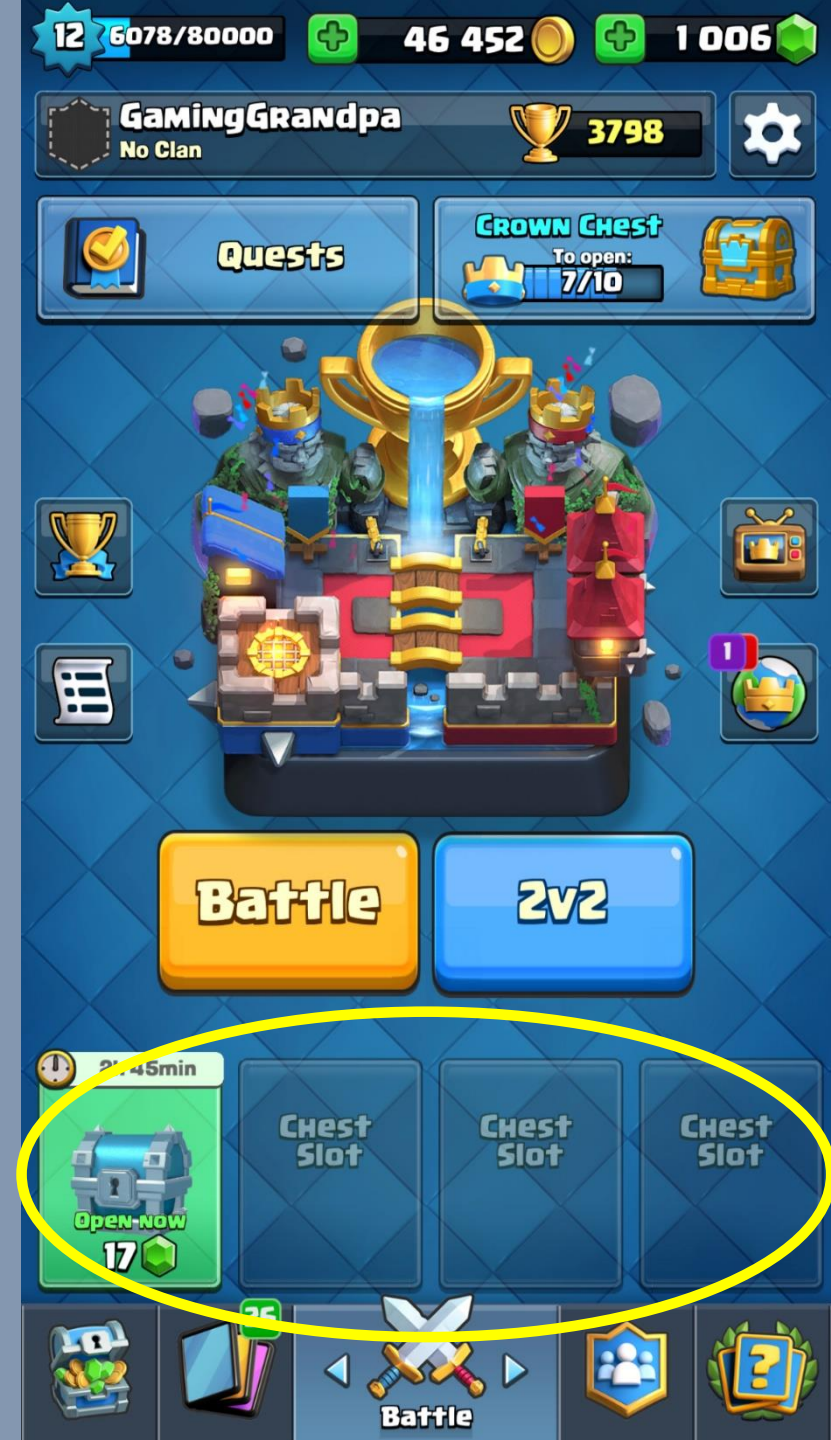
**Common Card**

Level 1

112/2

Upgrade Available!











## SELECT BALL

SELECTED

BASIC  
BALL



9/9

+ Unlimited

MUMMY  
BALL



8/9

+0 Packs

TURKEY  
BALL



9/9

+1 Pack

BAUBLE



1/9

+1 Pack

SNOWMAN  
BALL



1/9

+1 Pack

MARLIN



2/9

+3 Packs

NAVIGATOR



3/9

+0 Packs

QUASAR



9/9

+0 Packs

TITAN



KATANA



KINGMAKER



BERSERKER



## TOURNAMENT RULES

### ROUNDS

THERE ARE 3 ROUNDS TO PLAY,  
EACH WITH A LIMITED NUMBER  
OF HOLES TO PLAY:

ROUNDS

HOLES

QUALIFYING ROUNDS

9

OPENING ROUND

18

WEEKEND ROUND

18

TAP TO CONTINUE





325,384



2,586



offer 2 / 5



**ST PATRICK'S DAY OFFER!**

offer ends in: 1D, 6H



**MEGA DEAL!**

**GET LUCKY WITH THIS GOLDEN OFFER!**

TOUR 6

GOLD CHEST



BOX OF GEMS

500



POT O' GOLD

X10



**\$4.99**

**60%  
OFF!**

**THIS SPECIAL OFFER IS LIMITED TO A  
ONE TIME PURCHASE!**

**CHESTS**

Purchased chests open immediately!

3



19





163,450



3,121



## FREE GIFTS

### REWARDS INBOX



You've been awarded:  
Free Gifts

**COLLECT**

You've been awarded:  
Free Gifts

**COLLECT**

You've been awarded:  
Free Gifts

**COLLECT**

### FREE COINS



you've been sent:

**7,300** 

BY: SHAWN, JOHN, JAY +16 MORE

**VIEW ALL****ACCEPT &  
SEND ALL**

180,750



3,201



MY LEAGUE

FRIENDS

GLOBAL

**BEGINNER****VIEW ALL  
DIVISIONS****League FINISHES IN: 19H, 43m**

RANK

PLAYER

TOTAL WINNINGS



Dave

20K



Guest7019109

2K



Jefferson

1.8K



Guest3345571

1.6K



Guest2816874

800



Guest4383870

400

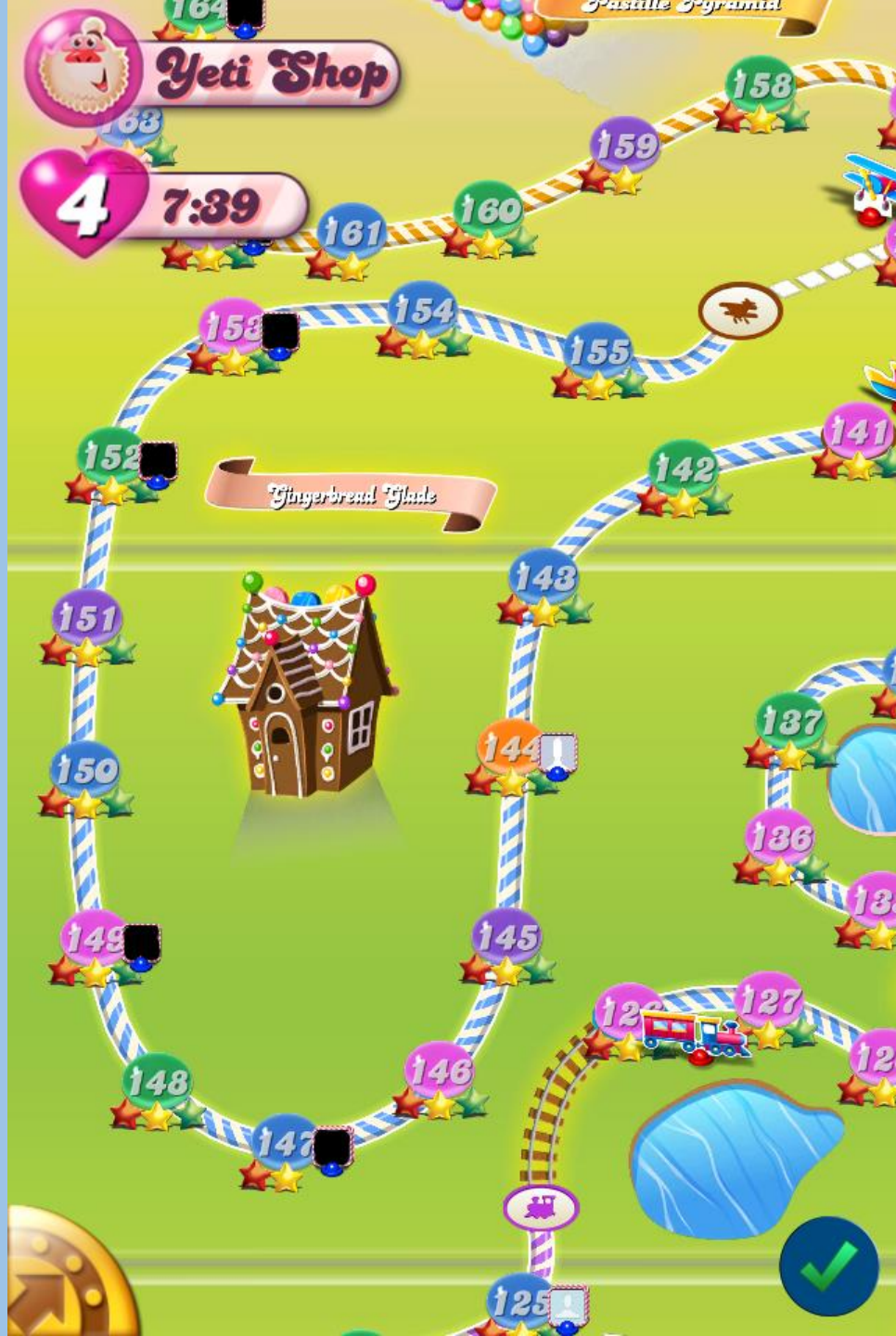


Guest6820438

400





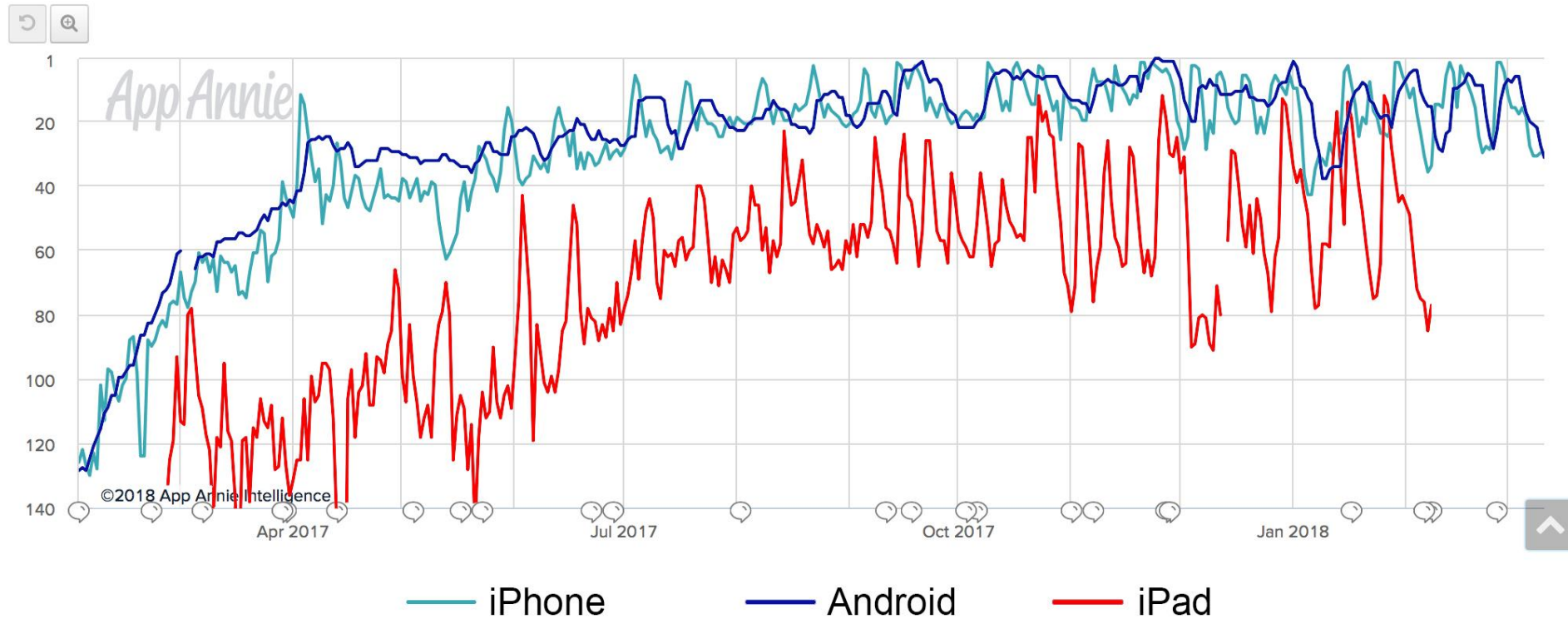




## Golf Clash

Free Games

## U.S. TOP GROSSING GAMES





# Takeaways

- The right casual sport can be a winner
- Clash Royale metagame is portable
- Nobody minds a good meta lift if...
  - Great core game
  - Well integrated
  - Smart adaptations

## 6. Notable Games of 2017



# FLIPPING LEGEND





 **RACEKINGS**



# FOWLST



TALKING  
**TOM**  
**POOL**





# BATTLE GOLF

online



# Thanks for listening!

Steve Meretzky  
VP of Games, King

Dave Rohrl  
Owner, Mobile Game Doctor

Juan Gril  
Executive Producer, Flowplay

## Questions?

