

HI-REZ[®]

STUDIOS

Atlanta - Brighton - Seattle - Shenzhen

Keeping Your Free-To-Play Game Fresh Through Live Operations

@hirezvero

Introduction



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Global Marketing



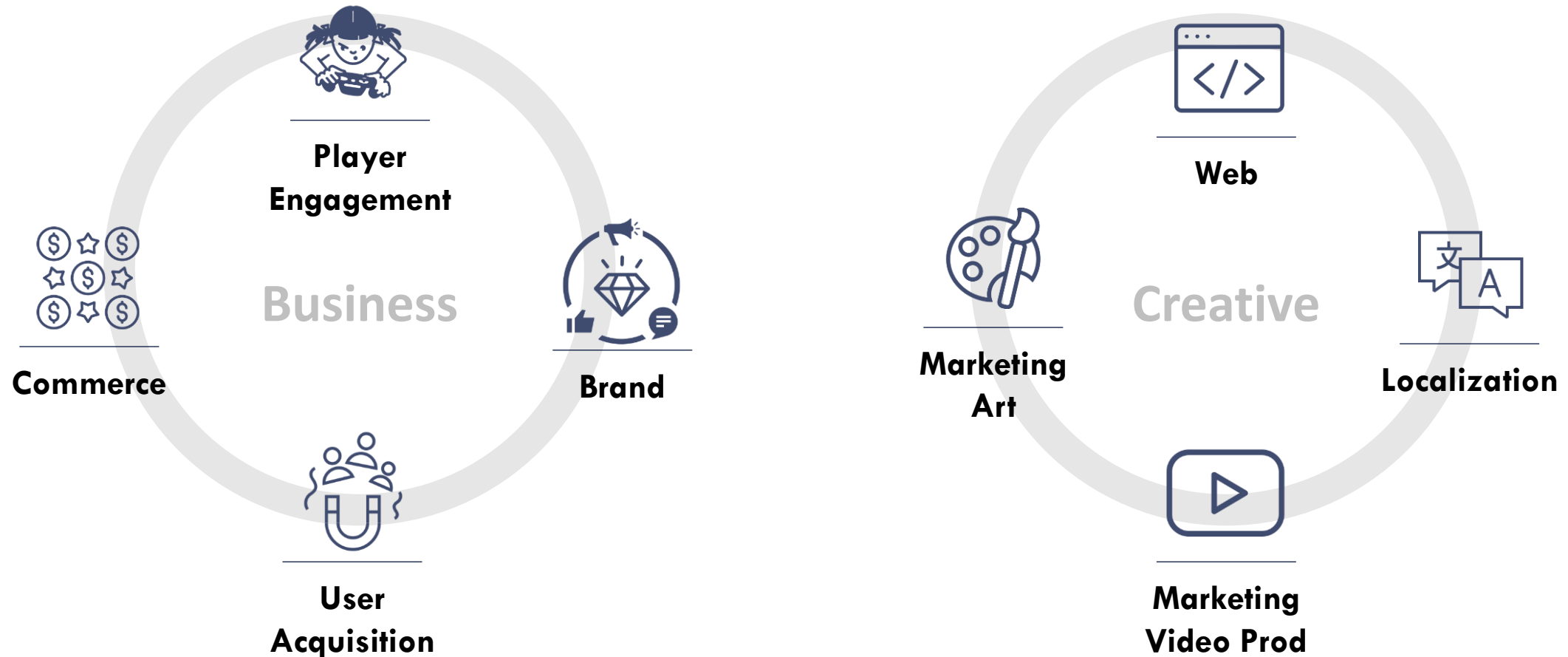
20+ years in Global Publishing

Multiple International Leadership Roles

Broad Experience Across Varied Business Models & Platforms

Marketing Team

One global team based in the US & UK with international responsibilities



Key Takeaways

Understanding the strategic role of Live Operations (LiveOps) for Free-To-Play games



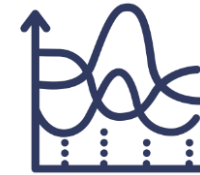
Tangible Examples!

Increase player acquisition,
retention & to extend
lifecycle



Tactical Recommendations!

Creating & implementing
LiveOps plans from
scratch



Guidance on Analysis!

Applying player data &
feedback to
LiveOps

LiveOps Examples

Hi-Rez Tactics for SMITE





The Game & The Business Model

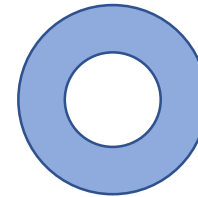
Go Ahead. Play God.

*Free-To-Play Third Person Mythological MOBA
30M Players*



Core Business Model

Free-To-Play With
Purchasable
Gods & cosmetics



Additional Event Model

Special LiveOps events
generating player excitement
& monetization

SMITE ▪ Adventures

Taking our players, the gameplay experience & our brand in a totally unexpected direction



Kart Racer



Dungeon Crawler

SMITE ▪ The Odyssey

Lore driven experience revealing more background to The Gods & SMITE universe



2018 Live Event



Tiered Skins

Relevant God skins available
to all players



Random Events

Additional quests & bonus chests
for paying users

SMITE ▪ Esports

SMITE Season Ticket



Sold in Store



Unlockables!

Additional quests &
'pick your winner'
award mechanics



Fantasy Points!

Tradeable & earnt via
engagement in season splits



Fan Funded!

Increasing prize pot through
community crowdfunding

Show Me The Money!

Let's cut to the chase, how much did we make...?

KPI & ROI Caveats

LiveOps = Risk taking

■

1st. Player excitement

2nd. ROI & KPI

■

True connection = positive
KPI



Metrics & Rationale LiveOps

| KPI |  Kart Racer |  Dungeon Crawler |  The Odyssey |  Esports Season |
|--------|---|---|--|---|
| Engage | 89 | 110 | 114 | 130 |
| Rev. | 91 | 174 | 100 | 96 |
| ROI | 43 | 60 | 137 | 179 |

$$\text{Index} = \frac{KPI}{\text{Avg. KPI}} * 100$$

Your Turn!

Key steps to planning your LiveOps

Most Importantly!

Standard events **MUST** be
handled with care!

■

LiveOps is **NOT** game
maintenance

■

LiveOps is Dev. & Pub.
joint effort



Seasonal Events ▪ Your Starting Point



4th of July



Bastille Day



Oktoberfest



Holidays

Content:

Map alterations, Skins, Items, Sales etc.

Objectives:

Prepare your organization to
think in a pattern of continuous delivery

Consideration:

This is a common starting point, events
won't stand out & in-game immersion may be compromised

Retention: Bread 'n Butter Tactics



-
- | | |
|-----------------------|--|
| Content: | Daily Login Rewards, Seasonal Multipliers |
| Objectives: | Continuous in-game retention with minimal publishing effort & little campaign burn out |
| Consideration: | Consider cadence well to prevent inflation & heed any development in-game economy concerns |

Organization ▪ Dedicated & Involved Headcount



Must Have Skills:

- ✓ Project management (Biz & Dev!)
- ✓ Creative ability
- ✓ Community aware but business dedicated
- ✓ Continuous delivery

Your LiveOps Party Bag!



Content

Be brave, be ready to learn,
rinse and
repeat



KPI

Connection with players first, then count
the 2%, 5% or 10k, 20k etc. uplifts



Organization

Know your capabilities,
continuous delivery & growth



Reward

SMITE (7 years)
Best Year: 2018



Questions?

Icon Credits • @NounProject:

Gamer Award by Juraj Sedlák, Diamond by Alex Furgivele, Factory by iconsphere, Analytics by BomSymbols, America by Milinda Courey, France by Randomhero, Lederhosen by Alexander Wiefel, Christmas by yanti anis, Unlock by Maxim Kulikov, Coin by Oksana Latysheva, Trophy by Gregor Cresnar, Award by jungsang, Tactic by BomSymbols, Dice by Derek Palladino, Programmer by kiddo, Hacker by Georgiana Ionescu, Geek by icon 54, Commerce by Made x Made Icons, Gamer by Hans Gerhard Meier, Code by Gregor Cresnar, Video by Aybige, Art by Aneesh KR, Engagement by Mundo, Translate by Ivan Kostriukov

Appendix: Showtime

A collection of videos produced for
SMITE live events 2018



SMITE ▪ Hero Racer

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SMITE ▪ **Dungeon Crawler**

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SMITE ▪ The Odyssey

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SMITE ▪ **Esports**

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