



MOBILE
— S U M M I T —

Not Always by the Book: Successful Against the Odds

Alexander Pavelek
Lead Game Designer & Pixel Federation

GDC

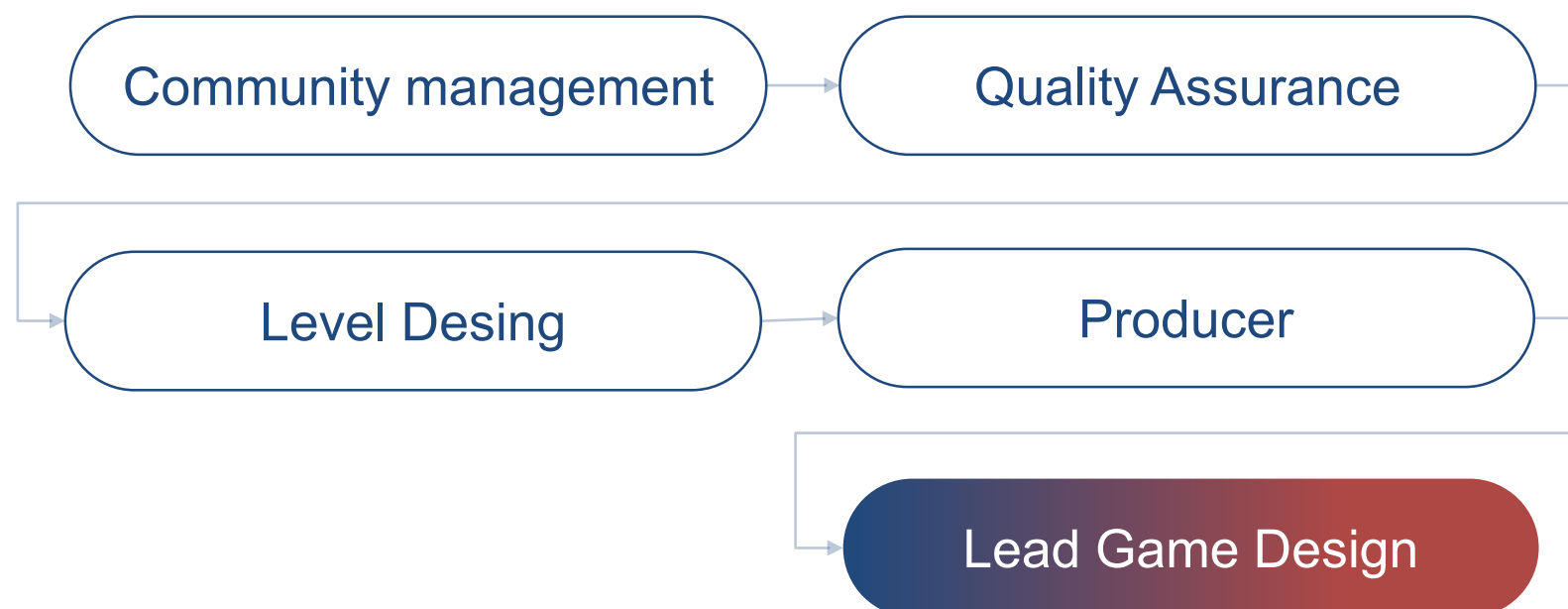
GAME DEVELOPERS CONFERENCE

MARCH 18–22, 2019 | #GDC19

Who am I?

Alexander Pavelek

Lead Game Designer & Pixel Federation



Who are We?



Basic Pixel facts

- . Offices - Bratislava
- . 210 employees
- . 2017 revenues - 27 MIO
- . 2018 revenues - 33 MIO
- . Free2play mobile games

Interesting numbers

- . Pixel drinks approx. 5300 coffees in a month! :)
-

Content

1. Trainstation Case Study
2. What have we learned
3. Future projects and summary

TRAINSTATION®

THE GAME ON RAILS



TRAINSTATION

THE GAME ON RAILS

Launch of the game: **Okt 2010**

Lifetime revenue: **45+ million USD netto**

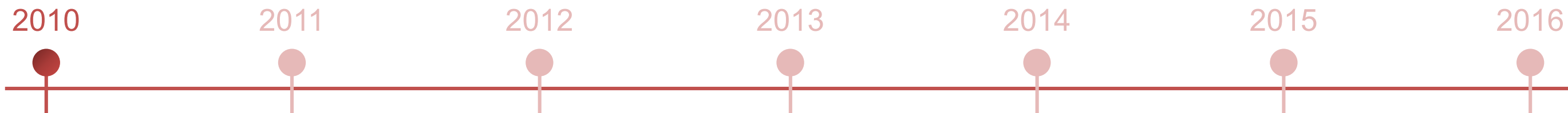
Over **35+ million** players






























Shop - Monetization model

Soft / Hard currency

Premium content / Available sooner



Shop - Monetization model

Stephenson Rocket	Crampton	Blazer	Confederate	PRR A5	Mason Bogie
Steam	Steam	Steam	Steam	Steam	Steam
					
Power: 3 	Power: 4 	Power: 6 	Power: 5 	Power: 5 	Power: 5 
Tax: 0 	Tax: 15 	Tax: 4 	Tax: 25 	Tax: 30 	Tax: 10 
Dispatch: 5 	Dispatch: 7 	Dispatch: 10 	Dispatch: 4 	Dispatch: 6 	Dispatch: 7 
Buy XP: 10 	Buy XP: 16 	Buy XP: 100 	Buy XP: 50 	Buy XP: 80 	Buy XP: 87 
			Limit: 0 / 1	Limit: 0 / 2	Limit: 0 / 1
 400	 600	 120	 2 000	 4 000	 5 200
Buy	Buy	Buy	Level 5	Level 7	Level 8

2010

2011

2012

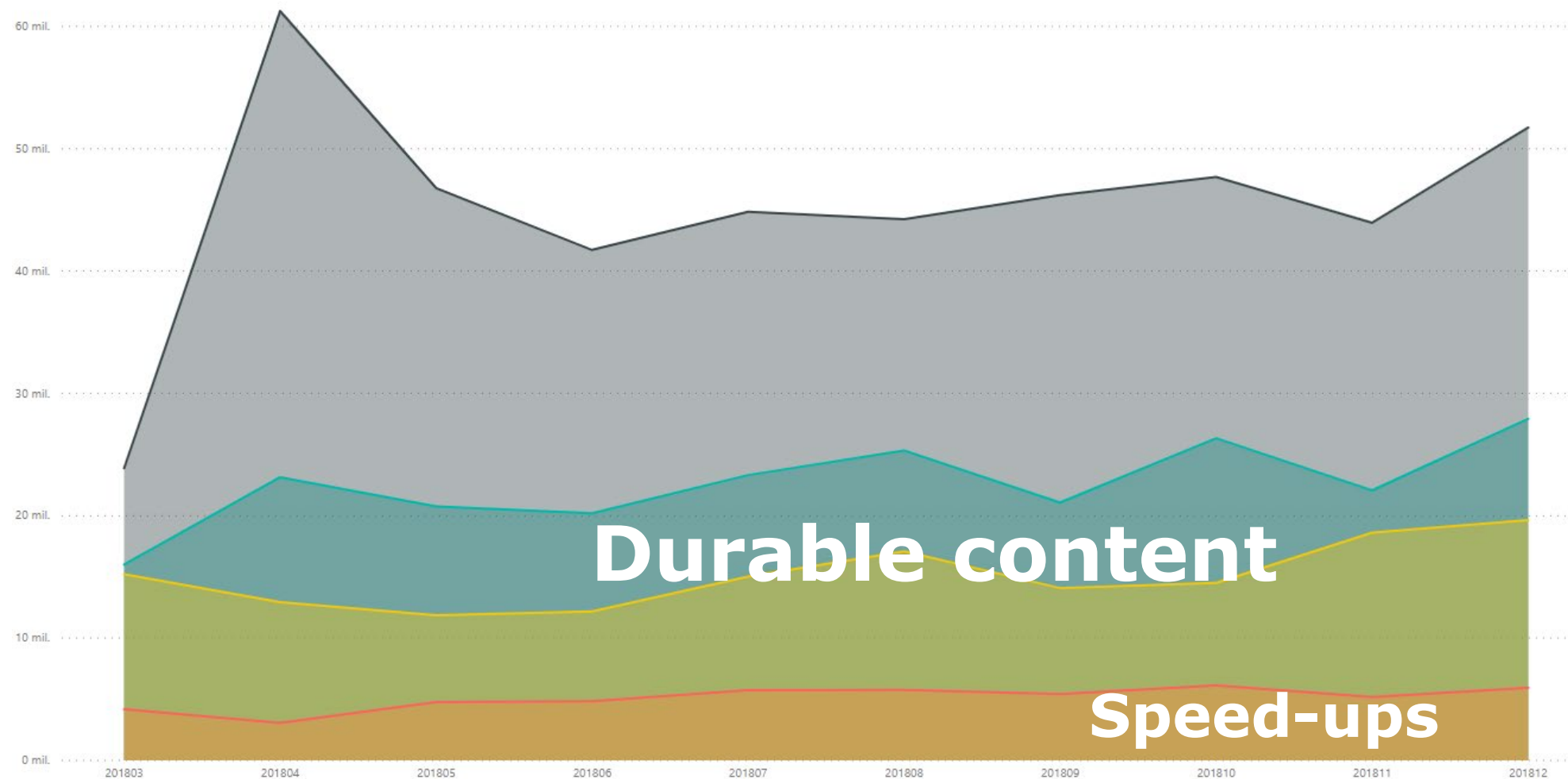
2013

2014

2015

2016

Shop – Gem Spend



2010

2011

2012

2013

2014

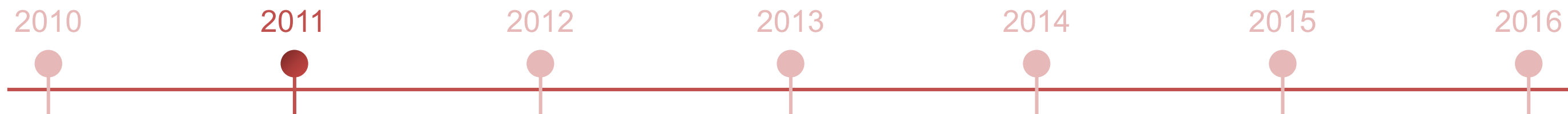
2015

2016

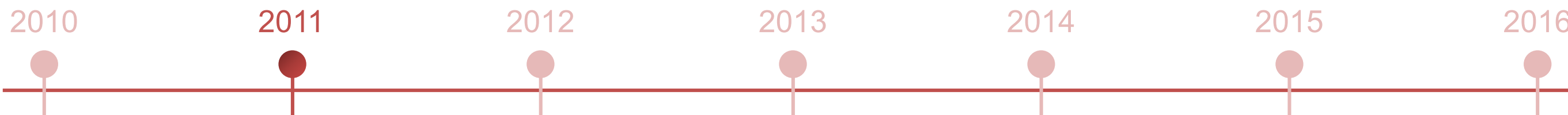
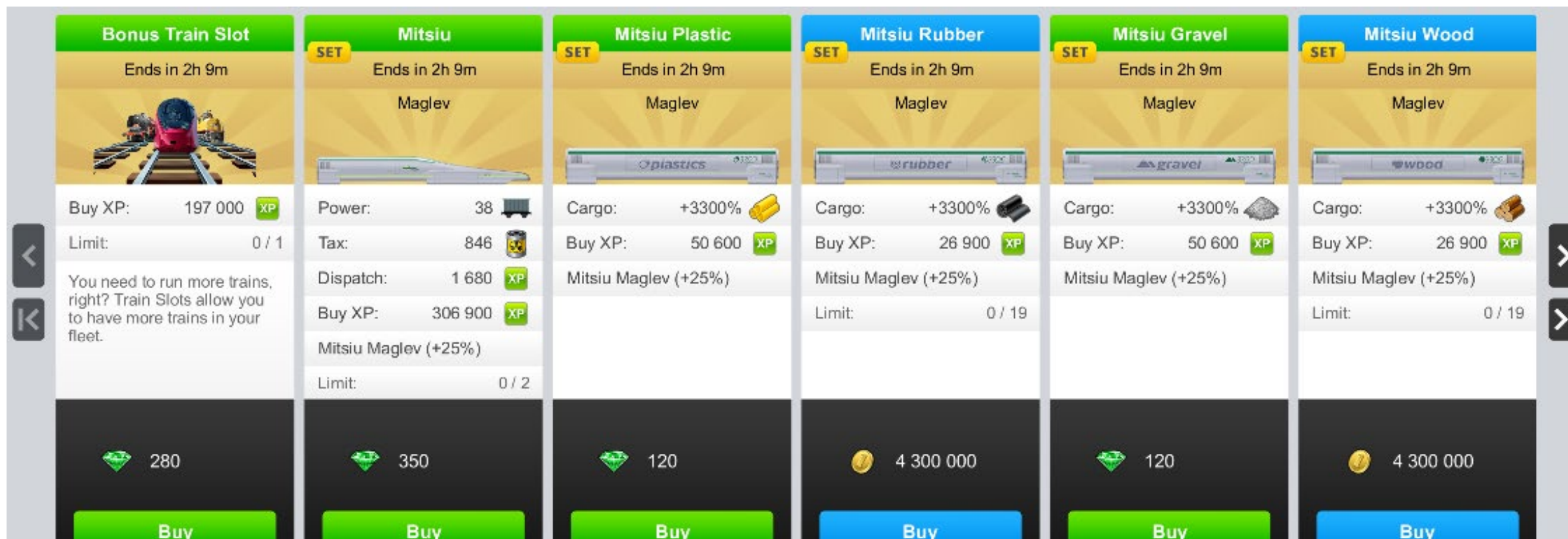
Special Offer - Monetization model

Frequent time limited premium content

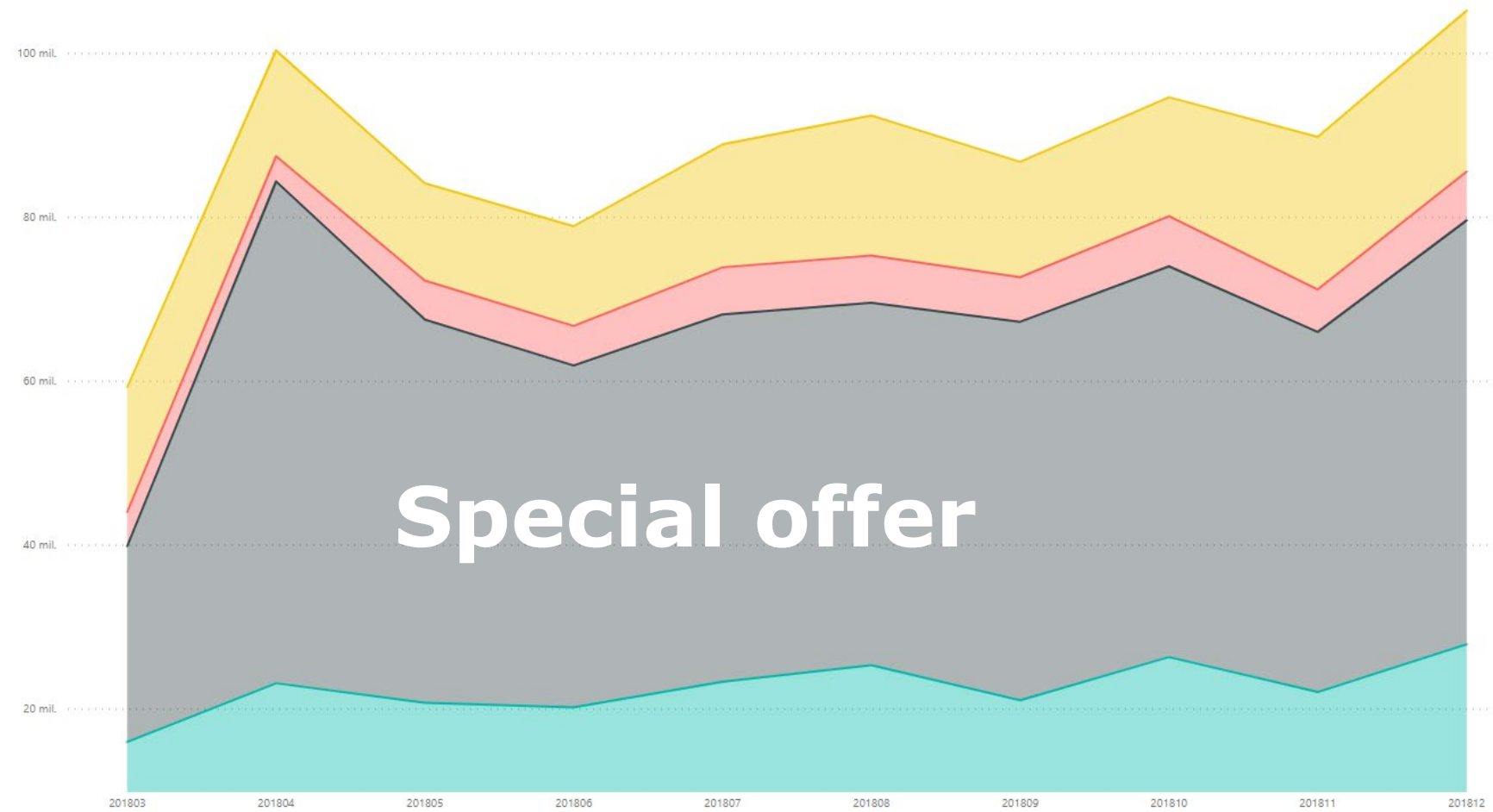
Adjustment of pipeline



Special Offer - Monetization model



Special Offer – Gem Spend



2010

2011

2012

2013

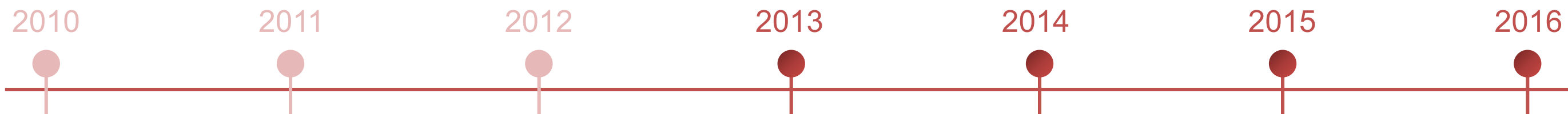
2014

2015

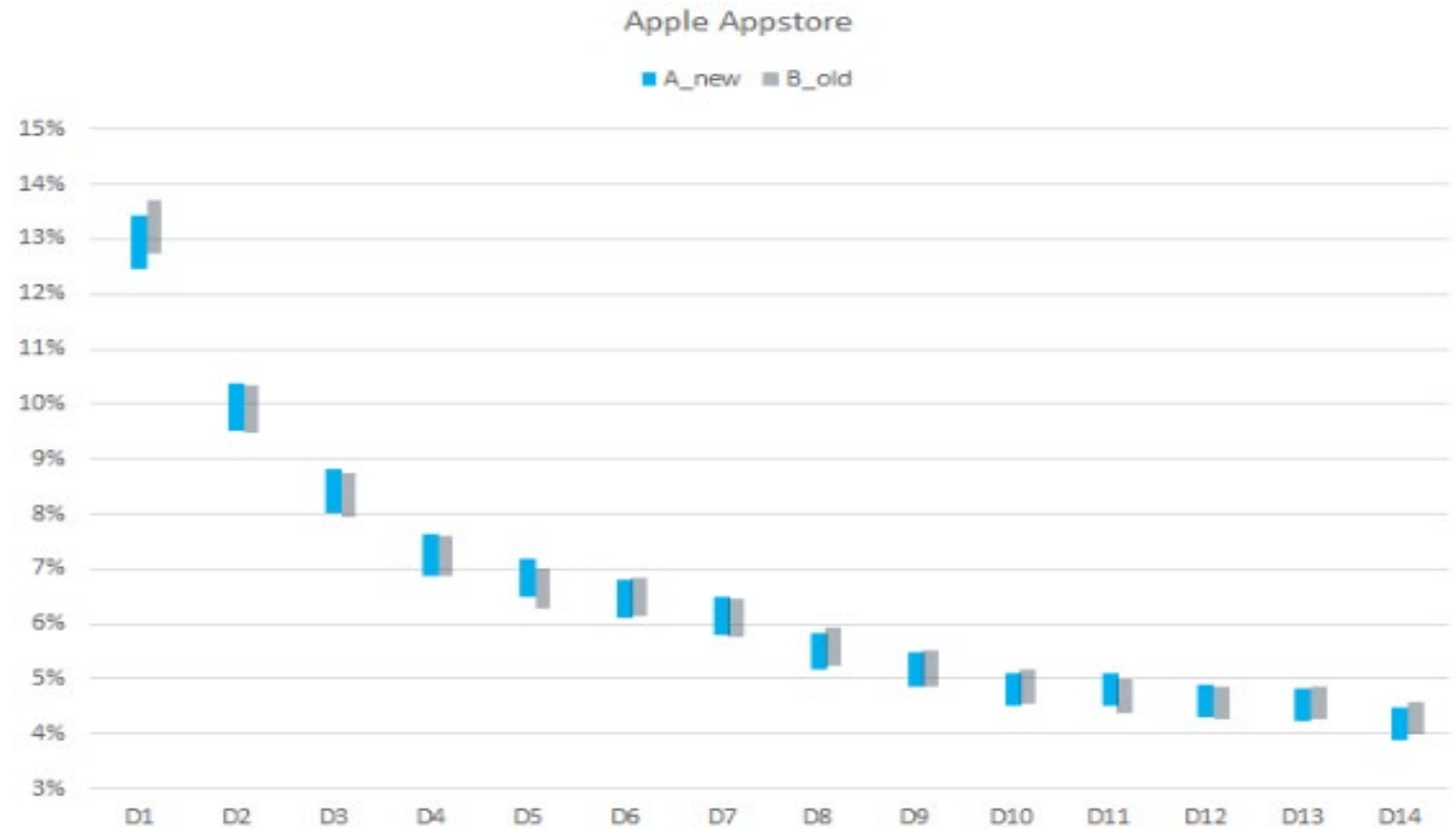
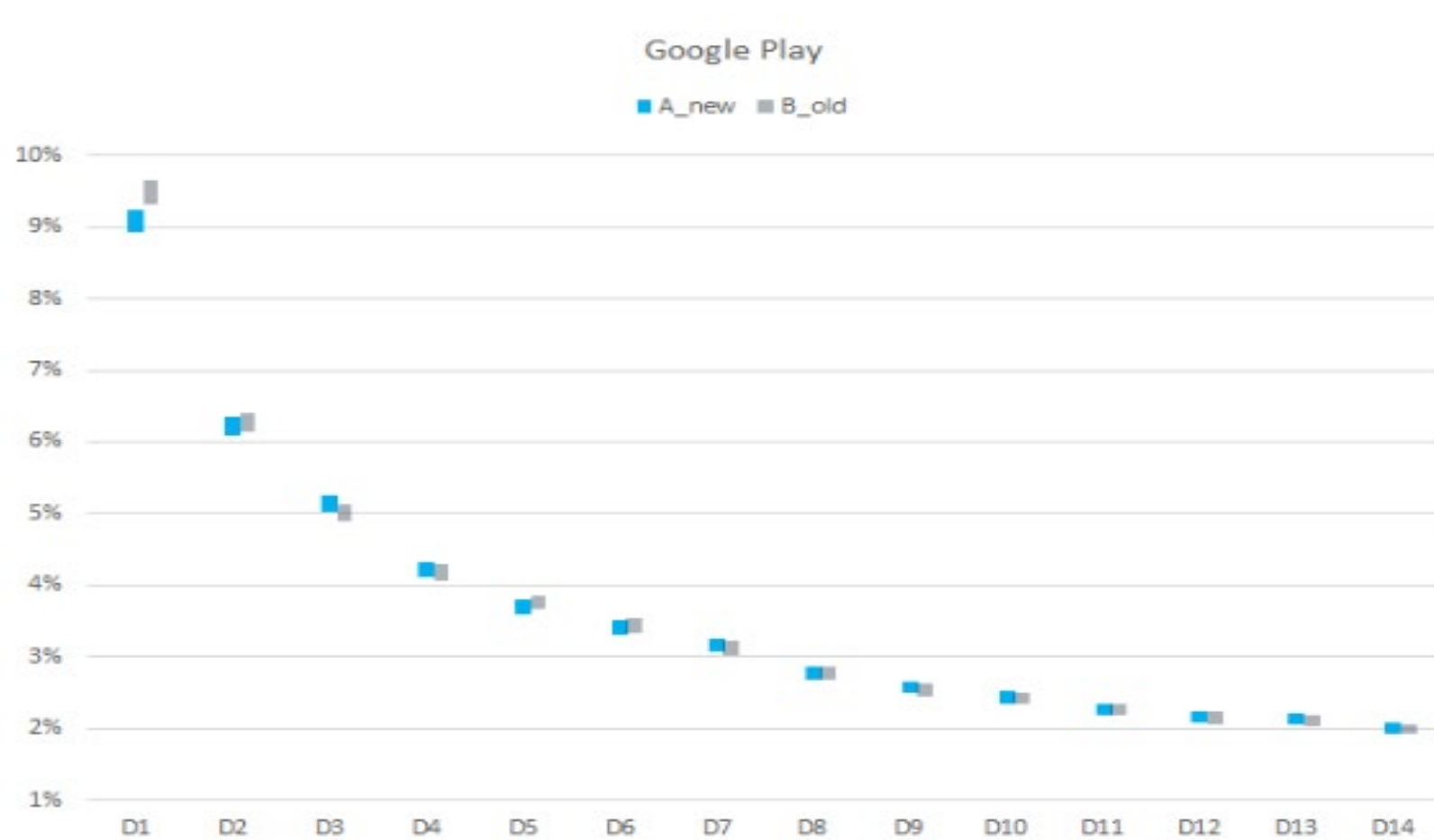
2016

Struggles with KPI

Just fix your damn retention !!



Struggles with KPI Tutorial



2010

2011

2012

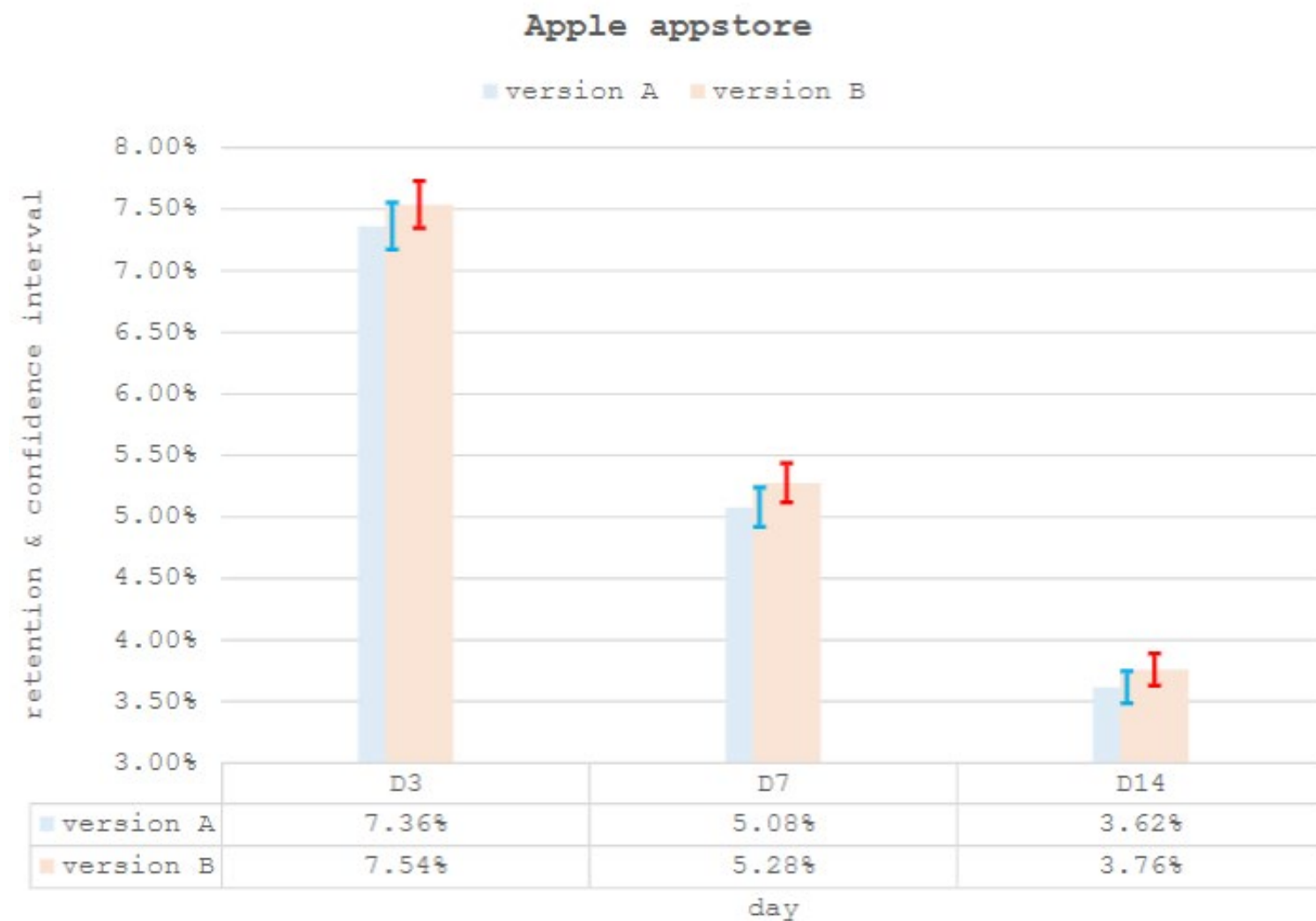
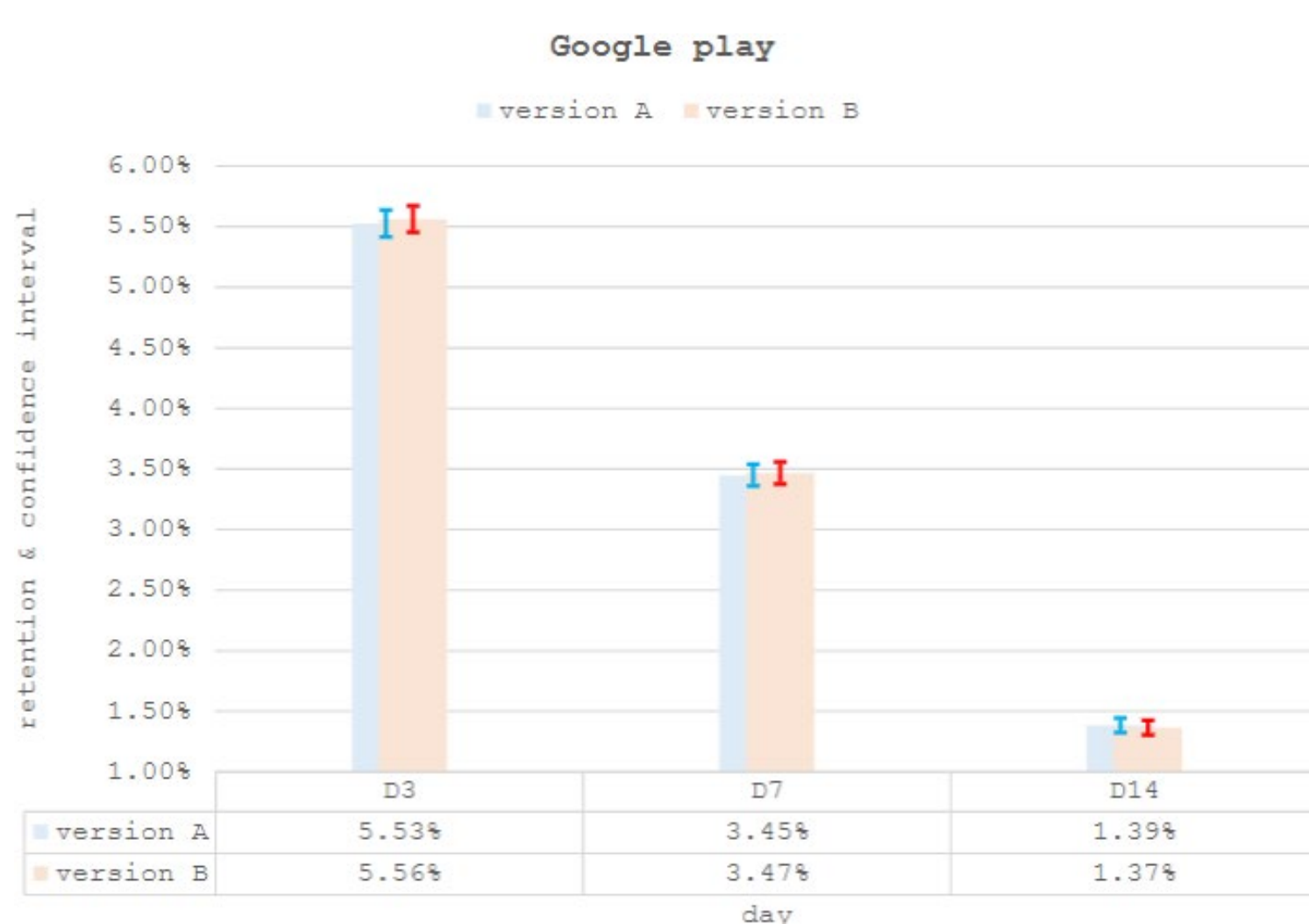
2013

2014

2015

2016

Struggles with ~~KPI~~ Tutorial



2010

2011

2012

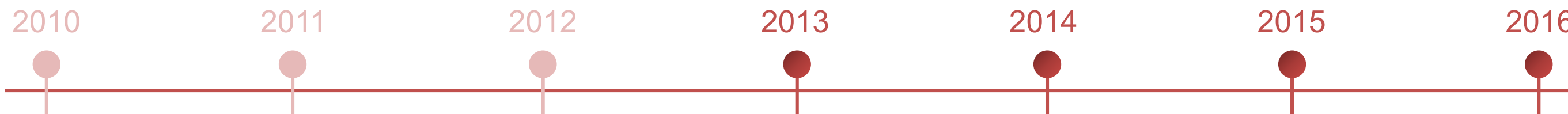
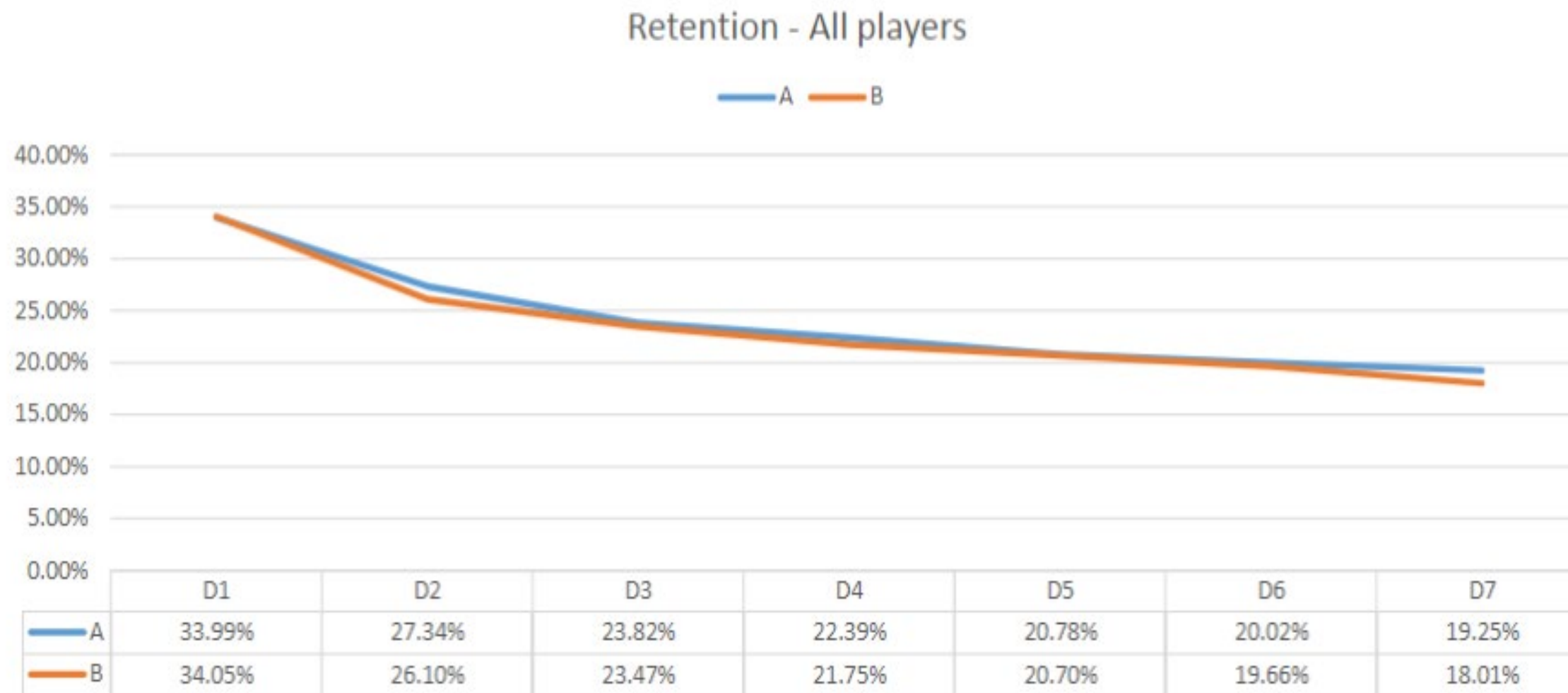
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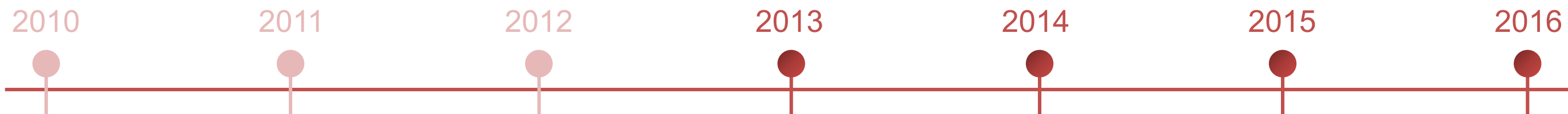
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Struggles with ~~KPI~~ Tutorial



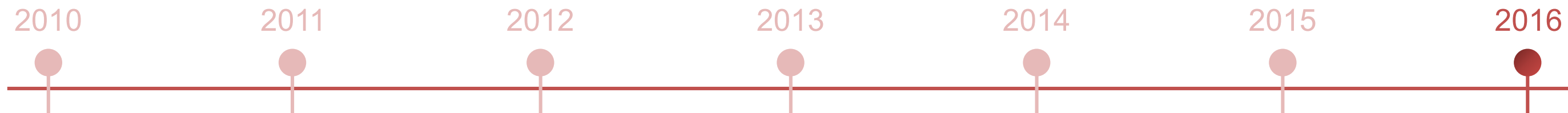
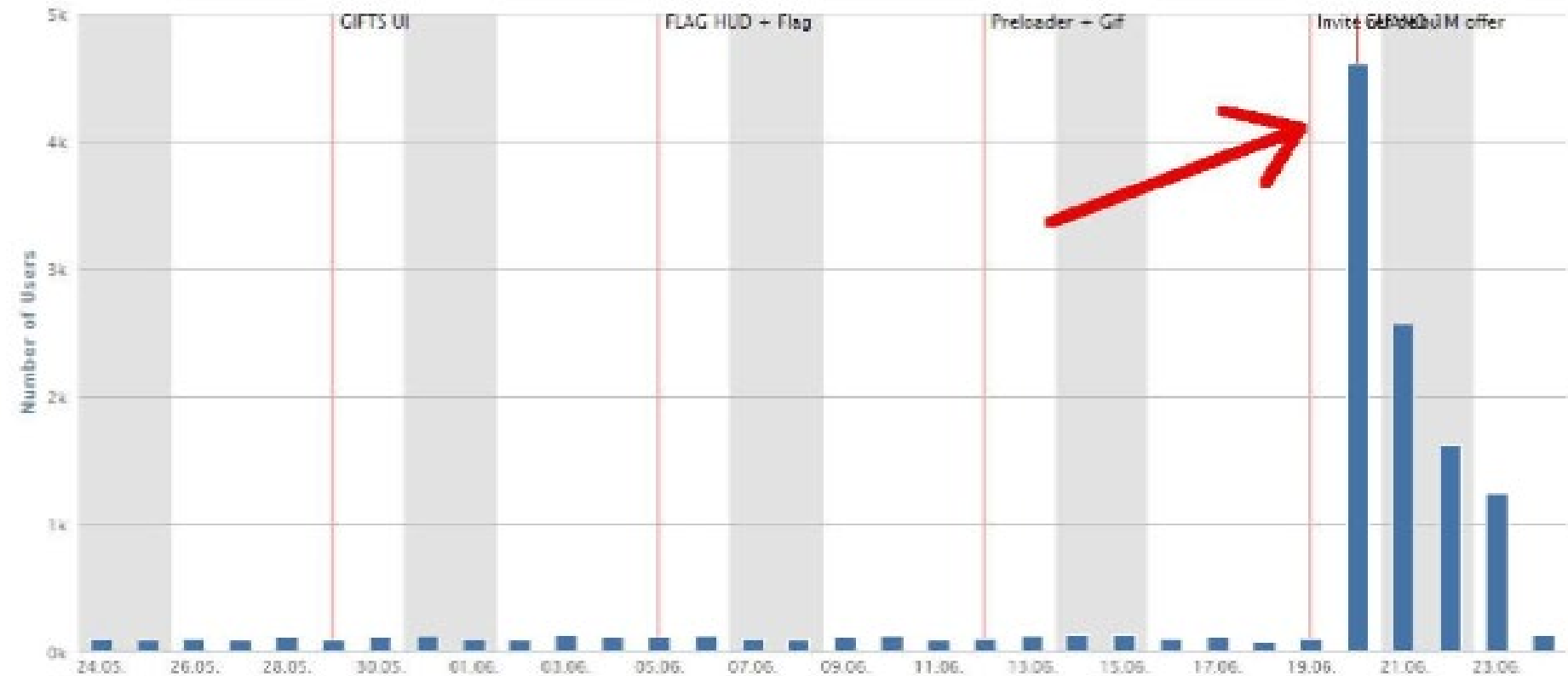
Struggles with KPI

Just fix your damn retention ... or don't.



Upgrading revenue flow

Enhancing
premium content



So what's the conclusion

heavy content

=

live- ops production

Summary

1. Don't copy without thinking
2. Know your strengths first



That`s it – Questions?

Thank You !