

The Jackbox Party Pack Unboxed:

How and Why We Make a Pack of 5 Games Every Year

Evan Jacover
CTO – Jackbox Games

CHAPTER 1

Origin Stories





It's a Bird, It's a Plane,
It's a Feather Duster!

\$1,000

Which of the following household
tasks can Superman® NOT perform?

1. leaf-blow your backyard with his breath
2. erase a floppy disk with his magnetic force
3. quick-freeze a vegetable medley
4. locate unsanitary bathroom germs



1
Paul
\$1,000



2
Gail
\$0



3
Chris
\$0



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THE IRREVERENT QUIZ SHOW PARTY GAME

SPO

YOU DON'T KNOW

JACK[®] 3

YOU DON'T KNOW

JACK[®] 5th Dementia

1000
Irreverent quiz
show party game
questions

The Irreverent
Quiz Show
Party Game

YOU DON'T KNOW

JACK[®] volume 2

PlayStation

YOU DON'T KNOW

JACK[®]

MOCK²

the irreverent quiz show party game

Volume

YOU DON'T KNOW
JACK[®]

"The Lost Gold"



Das Quiz zwischen Wissen und Wahwitz

TELEVISION

Volume 4

THE RIDER

THE IRREVERENT QUIZ SHOW PARTY GAME

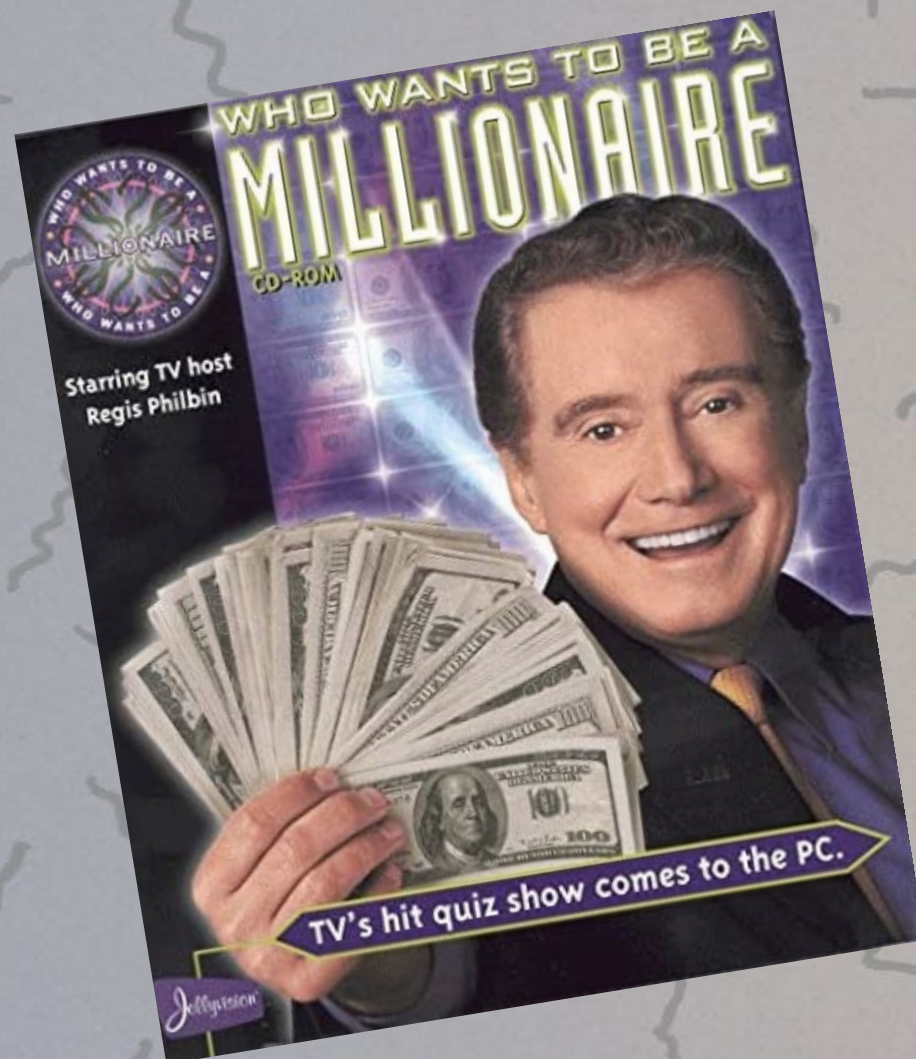
LOUDER!
FASTER!
FUNNIER!

Twisted Trivia for
"Generation WHY!"

THE IRREVERENT
QUIZ SHOW PARTY GAME

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(2011)

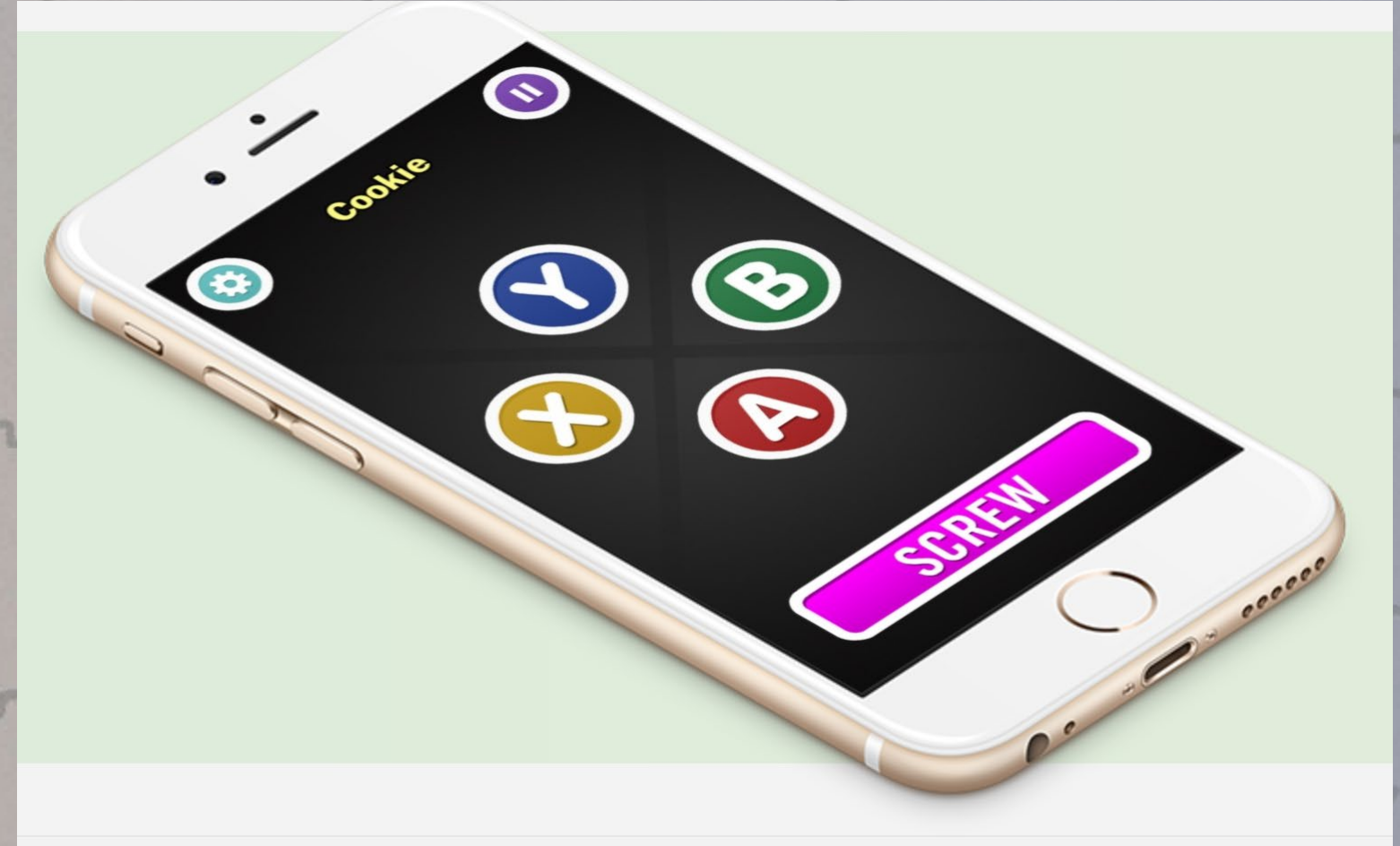


OLIVA



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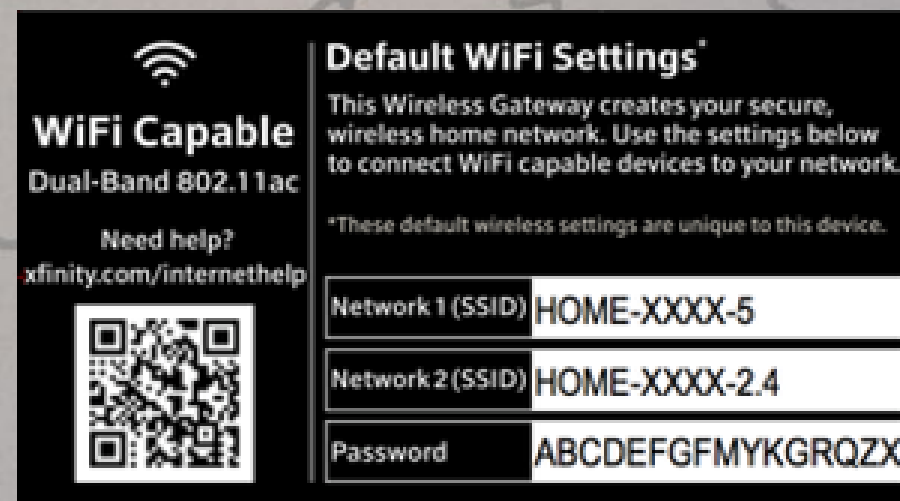


JackPad Problems

Install an App



Connect to WiFi



Other Devices





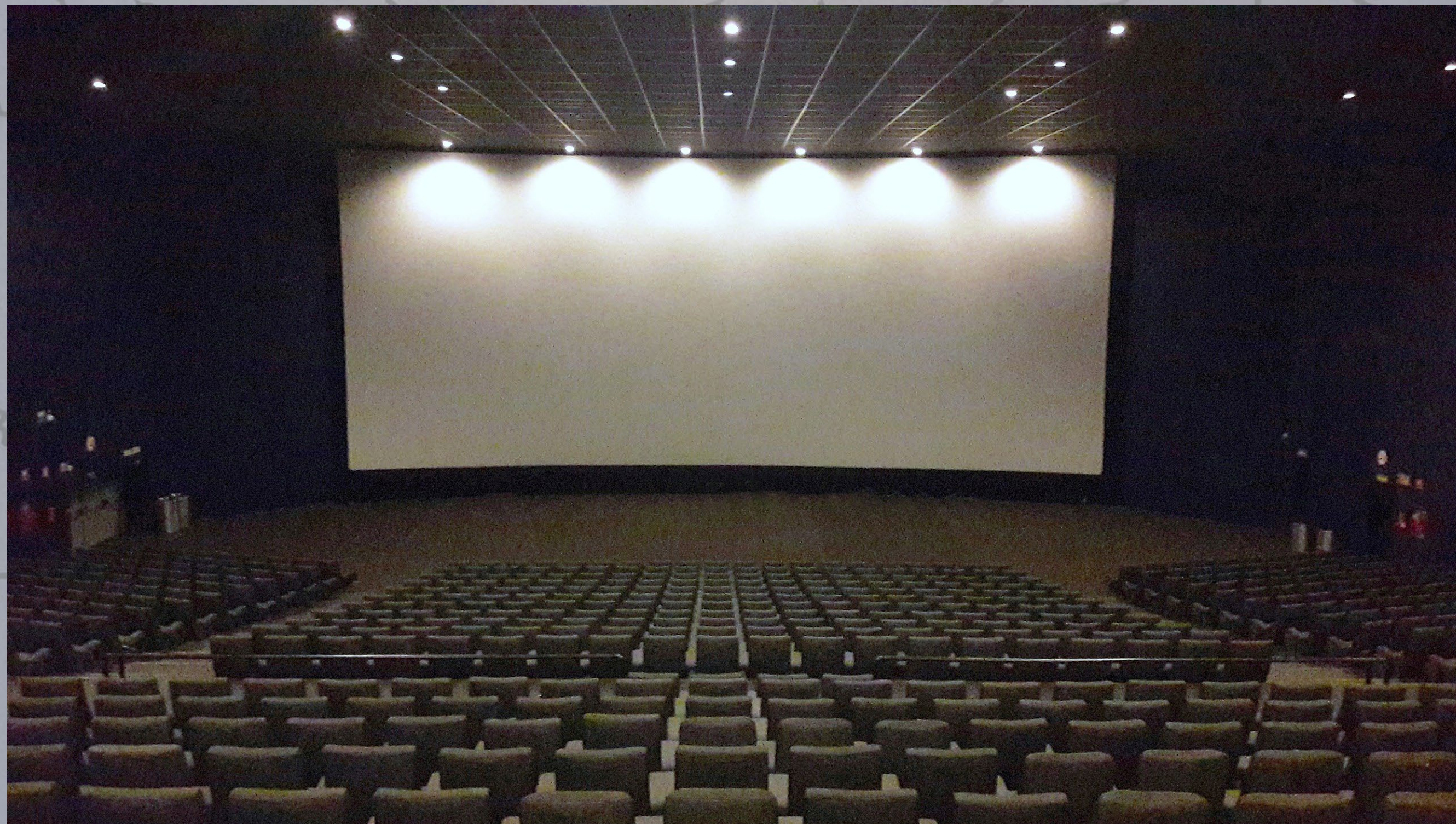


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Kanye West Tweets

"Soon as I'm off this jet...
imma rent *We Bought a Zoo*
on Redbox!!!"

84 people answered



JOIN OR DIRECT YOUR PHONE BROWSER TO:

www.togetherplay.tv

ROOM ID:

XMAS



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A Swedish man who works as a dishwasher receives disability benefits due to his unusual addiction to

_____.

METH

SWEDISH FISH

DISHWASHING LIQUID

SCRATCH & SNIFF STICKERS

SHOW TUNES

TOPIARY

PARKOUR

HEAVY METAL MUSIC

SNIFFING PAPER TOWELS



choose an answer



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The Jackbox Party Pack



The Jackbox Party Pack

Fibbage
\$6.99

The Jackbox Party Pack
\$24.99



The Jackbox Party Pack



Fibbage with more questions →

The Jackbox Party Pack

The OUYA version of YDKJ →

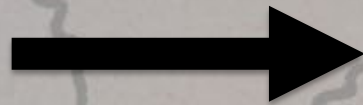


Fibbage with more questions →

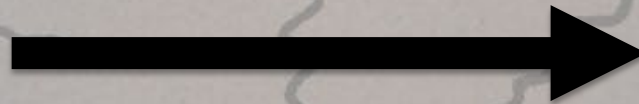


The Jackbox Party Pack

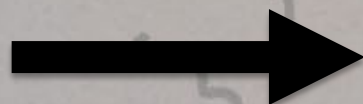
The OUYA version of YDKJ



Based on the mobile version



Fibbage with more questions



The Jackbox Party Pack

The OUYA version of YDKJ

“Fibbage with drawings”

Based on the mobile version

Fibbage with more questions



The Jackbox Party Pack

The OUYA version of YDKJ

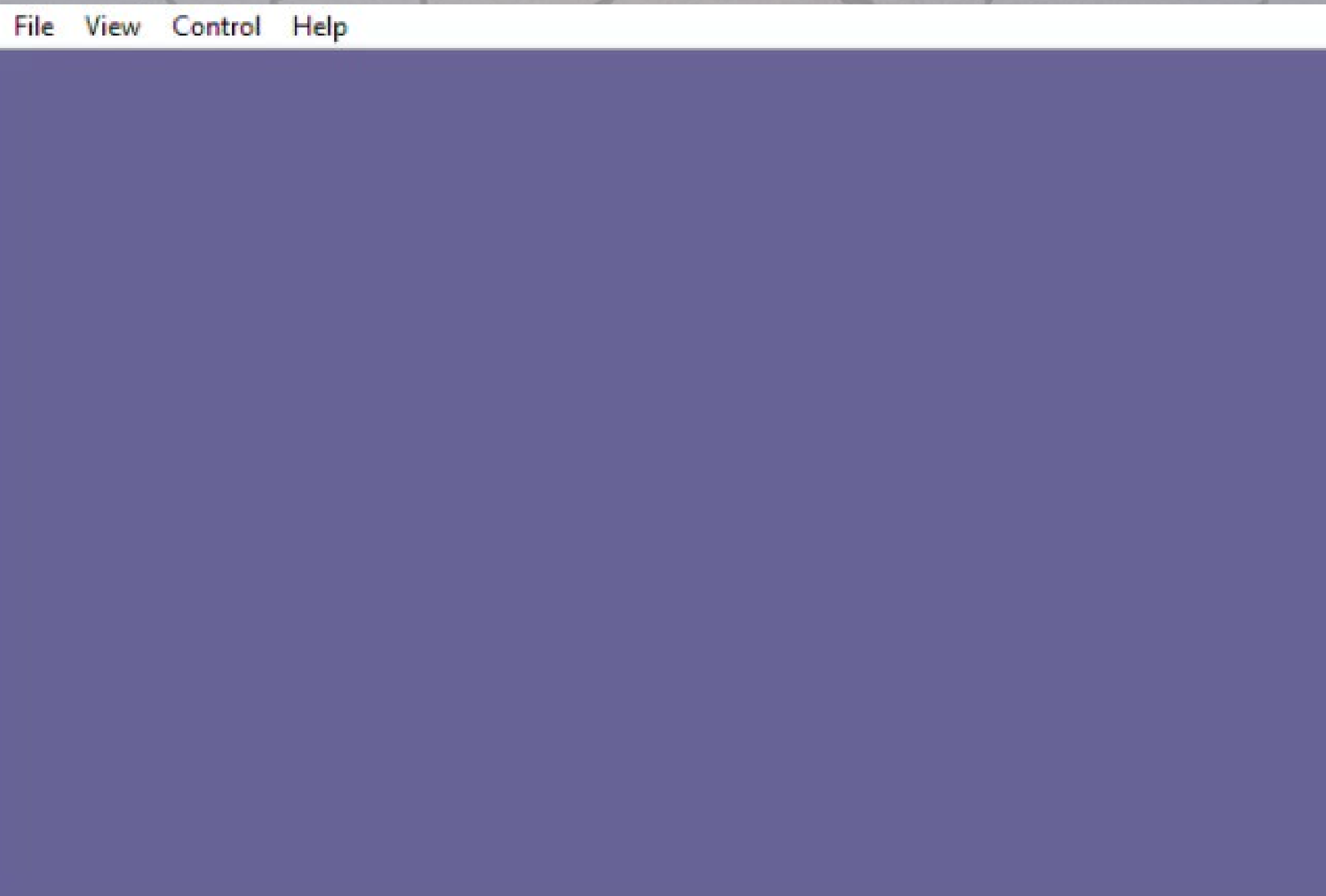
“Fibbage with drawings”

Kind of a long story...

Based on the mobile version

Fibbage with more questions





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JACKBOX.TV
KFAA

real_

rough morning coffee
sweet mother of god real

THE DUDE

2

MARK

-2

BILDS

2

ARNIE

3

DAVID

2



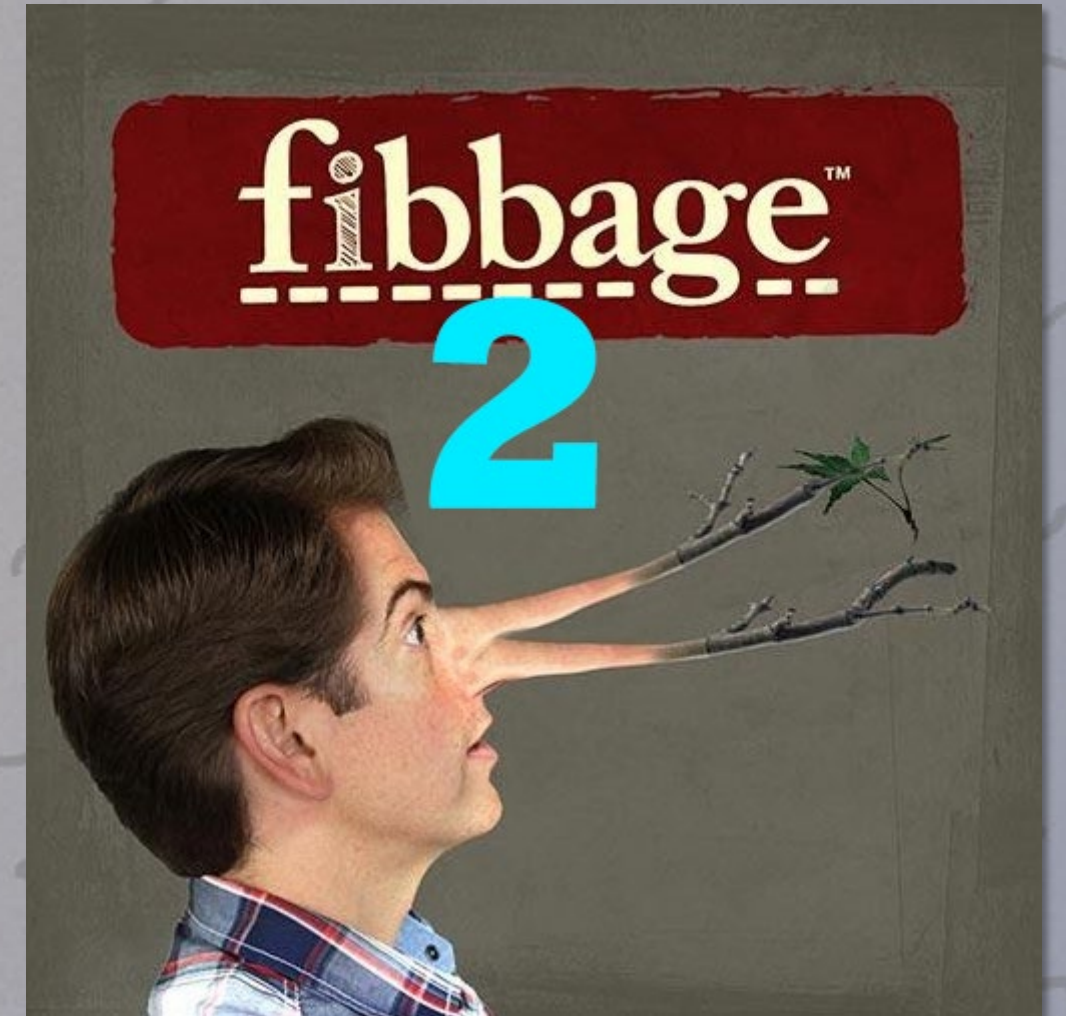
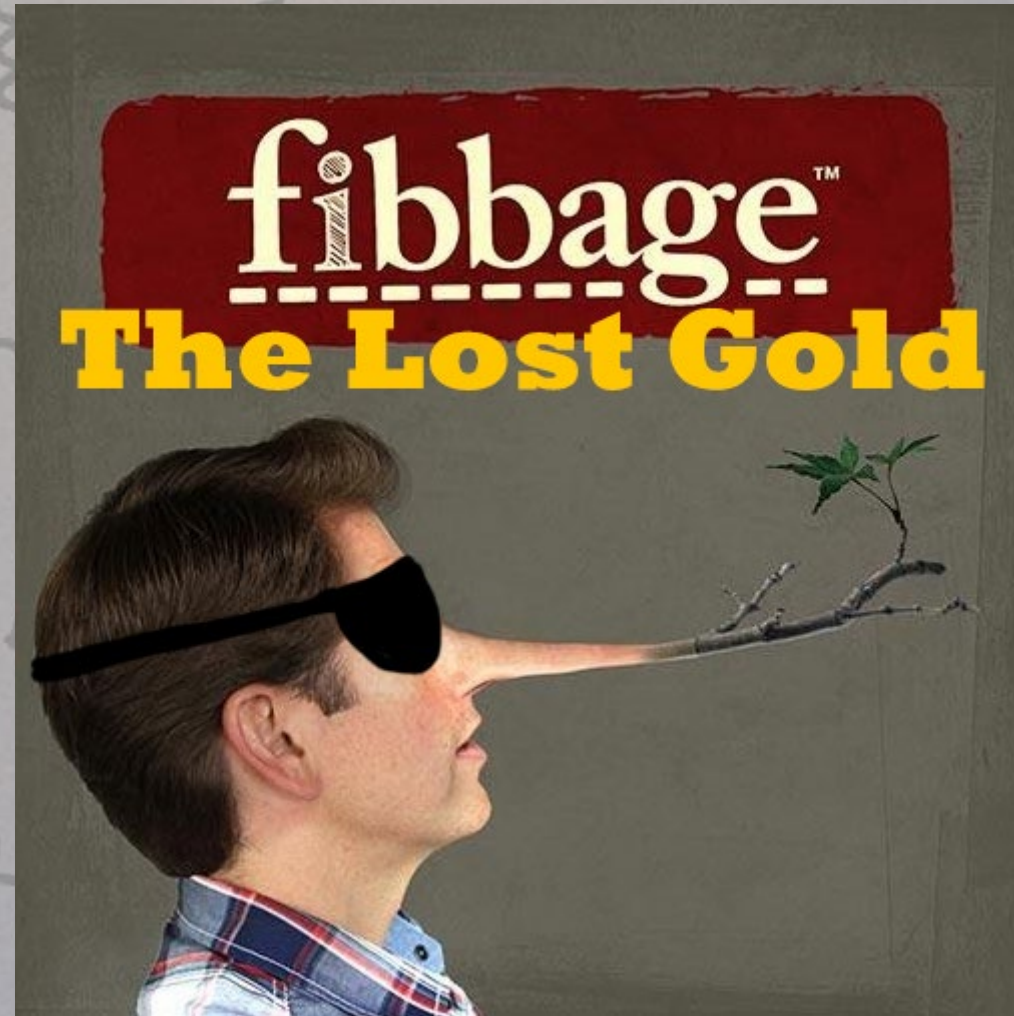
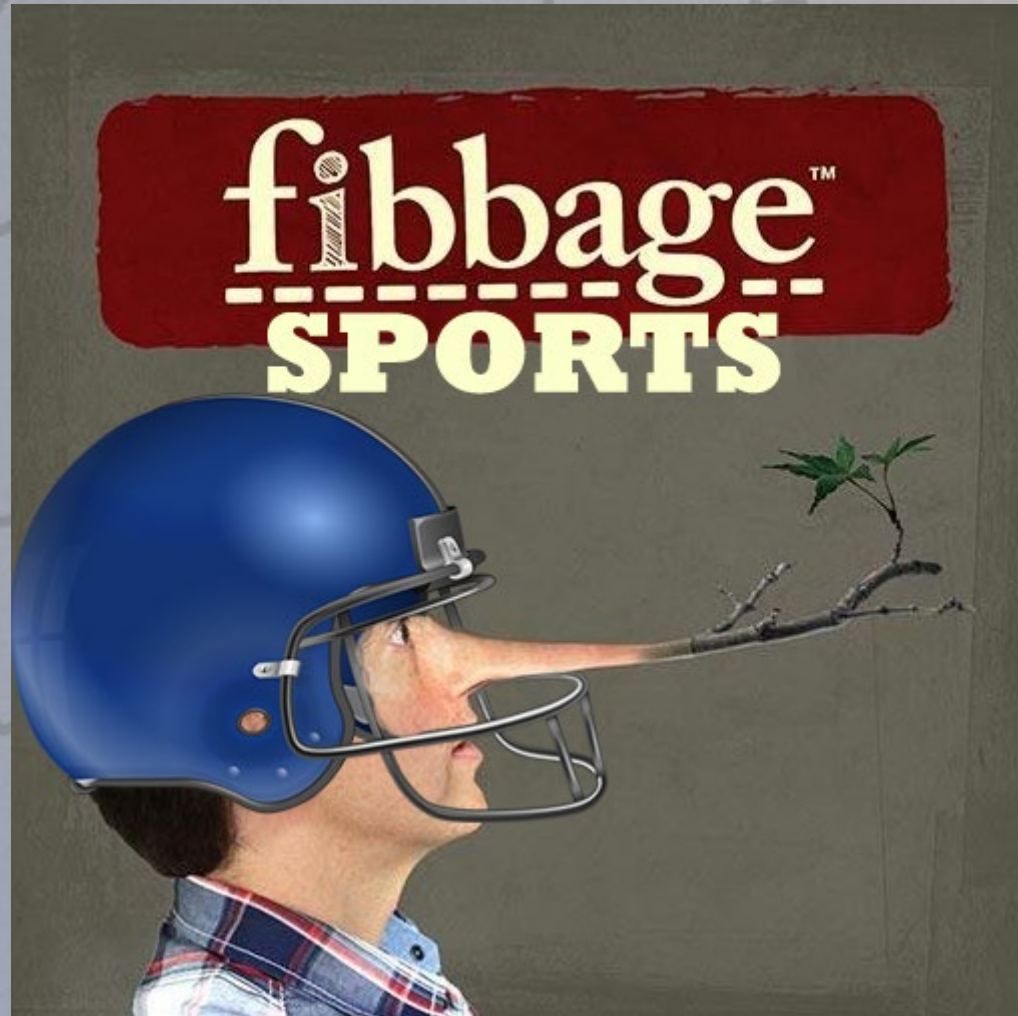
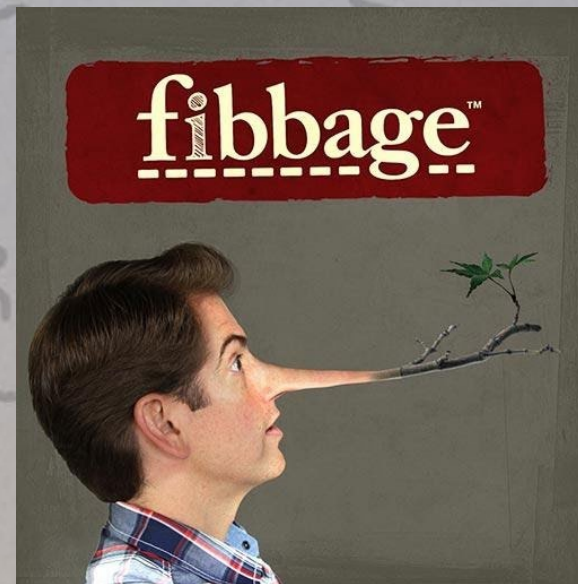
The Journey

- We want to make party games...
- We're tired of making You Don't Know Jack...
- Freemium is not for us...
- Physical controllers are too expensive...
- It's a pain in the butt to download apps...
- OUYA wasn't the answer...
- The movie theater market isn't interested...
- Consoles are starting to allow self-publishing...
- We need to get to a higher price point...

Chapter 2

Party Pack





The Jackbox Party Pack 2



KICKSTARTER



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THE JACKBOX PARTY PACK 3





Esc

Quit
thehiatus

Quiplash 2

Trivia Murder Party

Guesspionage

Fakin' It



Tee K.O.

Settings

HOW-TO

THE JACKBOX PARTY PACK 3



Draw pictures, write slogans, then
swap them around to create your
own custom t-shirt warriors. Only
the most worthy novelty t-shirt will
leave the tournament alive.



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date me please

please

ok, dinner?

LUKE



wants
to
date

LILY



FINAL
NIGHT

JACKBOX.TV
COVN



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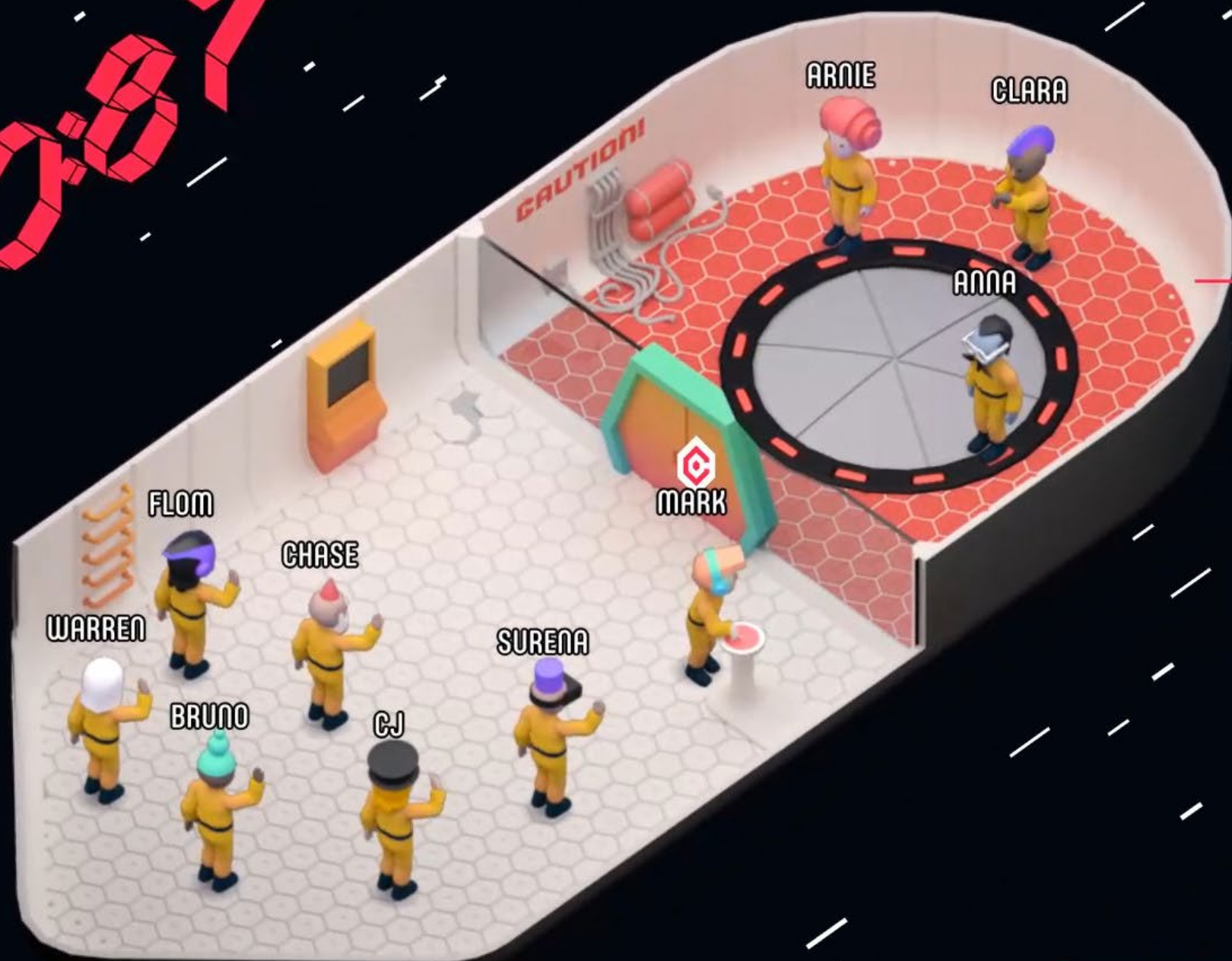


CCUV
JACKBOX.TV



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30001



Vote Passed!

MARK

CAPTAIN



30001

30001

30001



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Party Pack 7 Reviews

Talking Points is my absolute favorite game in the bunch

- Third Coast Review

I found that **Blather Round** was probably my favorite

- Destructoid

[**Devil's and the Details**] might have been the most fun game of the pack

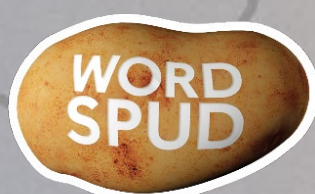
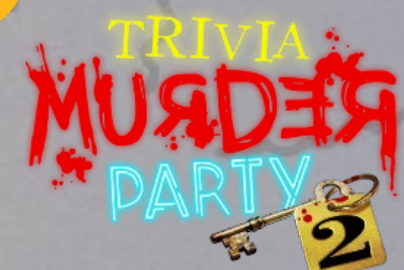
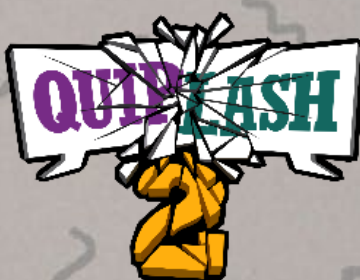
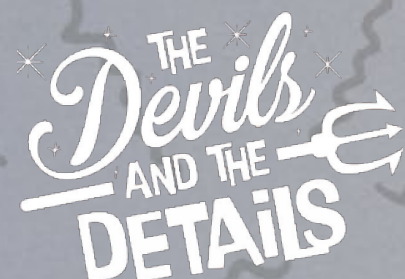
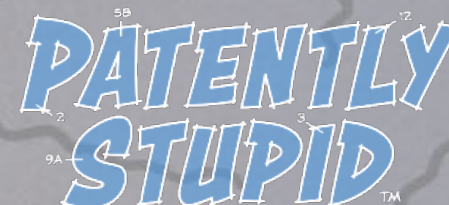
- CG Magazine Online

Champ'd Up is ... without a doubt the best game in Party Pack 7

- cbr.com

Quiplash 3 leads the pack of new party games

- Game Spot



THE IRREVERENT QUIZ SHOW PARTY GAME

SPO

YOU DON'T KNOW

JACK[®] 3

YOU DON'T KNOW

JACK[®] 5th Dementia

1000
Irreverent quiz
show party game
questions

The Irreverent
Quiz Show
Party Game

YOU DON'T KNOW

JACK[®] 2

YOU DON'T KNOW

JACK[®]

MOCK[®] 2

The Irreverent Quiz Show Party Game

Volume

6

YOU DON'T KNOW

JACK[®]

"The Lost Gold"

now
play
online

Includes the best of YOU DON'T KNOW JACK the net

SIERRA

Twisted Trivia for
"Generation Why!"

YOU DON'T KNOW

JACK[®] 3

[ABWÄRTS]

Das Quiz zwischen Wissen und Wahwitz

RTL

TELEVISION

THE IRREVERENT
QUIZ SHOW PARTY GAME

Volume

4

THE RIDER

THE IRREVERENT QUIZ SHOW PARTY GAME

LOUDER!
FASTER!
FUNNIER!

The Irreverent Quiz Show Party Game

REFERENCE | July 19-23, 2021 | #GDC

bingpipe

play
settings
back



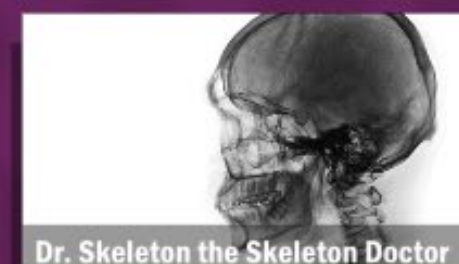
Lies



VR Manicures



Summer Wasted



Dr. Skeleton the Skeleton Doctor



Biker Vets



I'm With Her

← Select



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Jackbox.tv
PJNU
18
Audience

Donkey Kong

Donkey from
Shrek

Eeyore

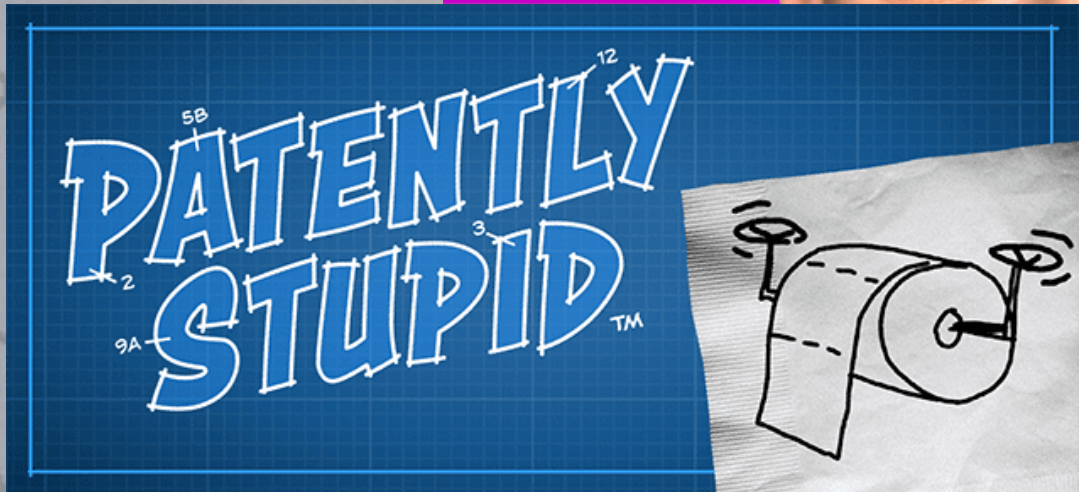
Famous BURROS

Lil' Sebastian

Shelton the Franciscan
Twilight Mule

Dominick the Italian
Christmas Donkey

+\$500
1
Rebecca



Chapter 3

Process



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Timetable

FALL

- Release latest game
- Develop marketing assets
- Postmortem
- Conference tours and promotion
- Begin forming small teams and playtesting new ideas

WINTER

- Playtest, ideate, playtest
- Identify an “anchor title”
- Playtest...
- Start greenlight process

SPRING

- Lock in games for the pack
- Pre-production
- Production

SUMMER

- Full on production and development
- Sweat a lot
- Submission



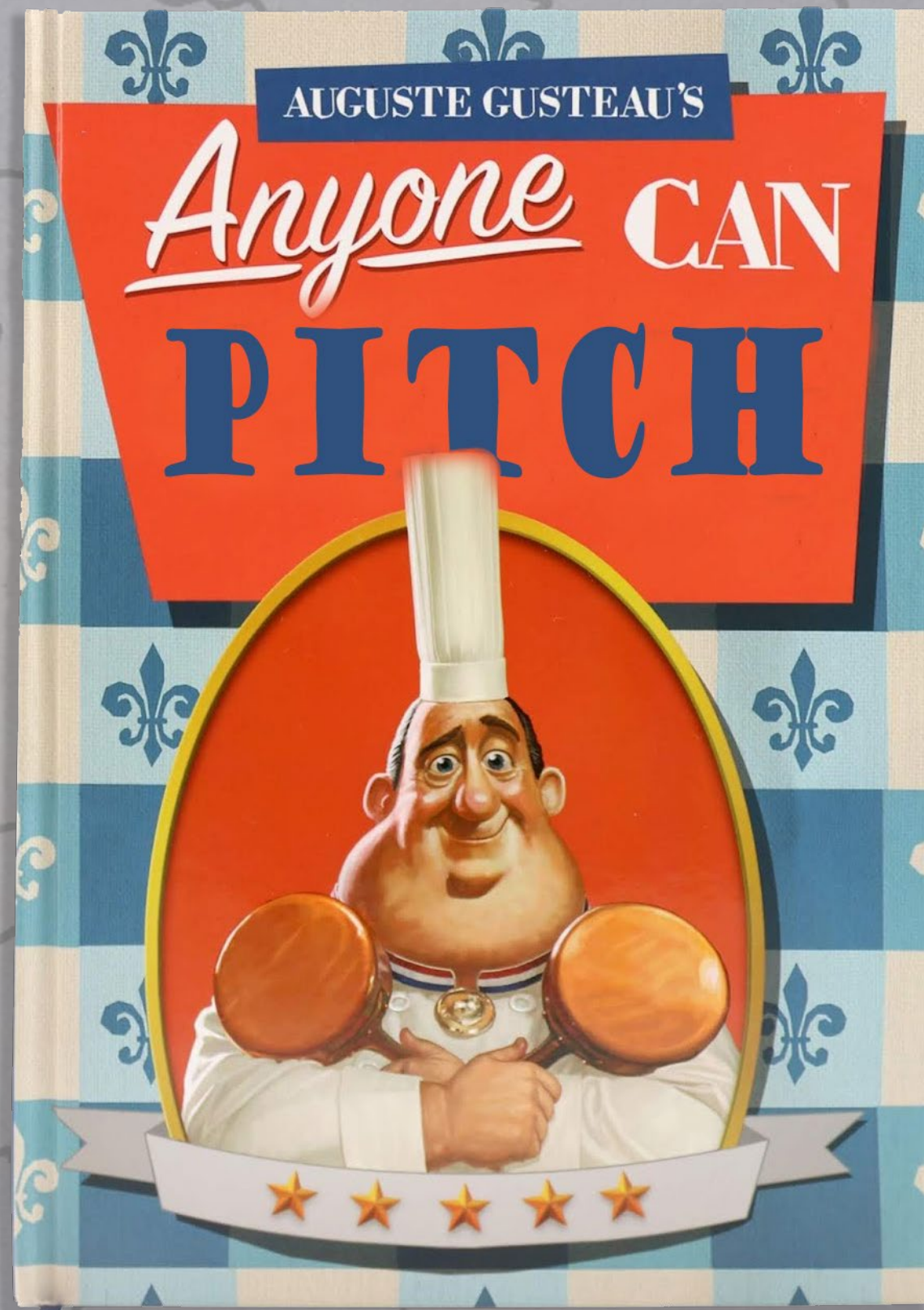
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Co-op
Tower
Defense?



Image credit: Pixar, *Ratatouille*



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Green Light Process

- Rotating Green Light committee
- Before pitching a game, run several internal play test sessions.
- Games don't need to be digital to be pitched, but we need to be able to play something.
- Pitch results for all games are posted for the whole company.



Selection Criteria

- Appeals to a wide audience
- Fits the brand of Jackbox Games and The Jackbox Party Pack
- Has a lot of excitement/passion within the studio. Would be fun to work on.
- Is funny and makes people laugh
- Encourages social interaction – gets people talking
- Has a low barrier to entry – easy to understand, pick up, and play
- Does something new within the Party Pack format
- Doesn't work better as a card game or board game or mobile game
- Isn't too similar to another game we have made or are making (especially a game in this particular pack)
- Engages audience in a new and/or meaningful way

Pitch Results

GREEN LIGHT

- Game is good to go on to next stage:
- Preproduction
- Evaluate and assess production risks
- Identify game core and define creative brief.

YELLOW LIGHT

- Neat idea, but revisit assumptions.
- Assign additional team members to address concerns.
- Repitch

RED LIGHT

- Stop working on the game for this cycle.
- Possibly revisit again for the next pack.



A Group
Text Adventure
the **Antique Game**

CENSOR-SHIP **DOGPLOMACY**

DrawTrain **Haikea** **HEIST**

I Am Not A Robot *Jingle Game* 🎵

The Mall Marx **Notorious** **PANDER**

PARALLEL
THINKING

POOP
CAKE 🍌

TRIVIA
RPG

VERY VERY

**WHAT
THE HELL
ARE YOU?**



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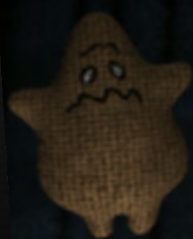
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Janice



Chucky



Lily



Teddy



Sam



Richard



Tommy



Luke



Which body of water borders
Saudi Arabia?

1 Red Sea

2 Bering Sea

3 Caspian Sea

4 Black Sea



room code
YHLR

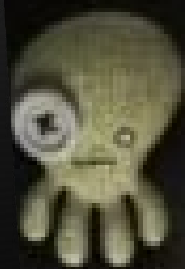


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TIVIA
MURDER
PARTY

Kairihawk



Darkempress



Soul



Dan genesis



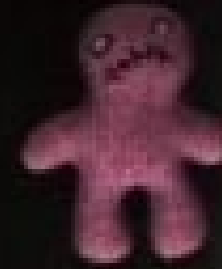
Chaoticclaw



Onemorething



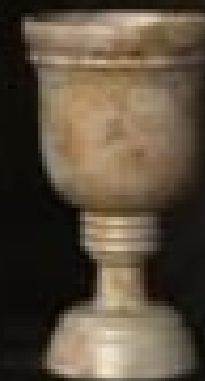
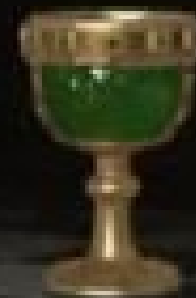
Amylou



Culex



Pick a chalice to drink from!



VOICES
NOW!

0

VOTED

room code
NHHL



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“Making everyone feel dead but still involved was the missing ingredient ... I think the final round content came from a playtest ... for a different pitch called “66%” ... and we combined that with this dumb horse racing prototype.”

- Mark Turowetz, Game Designer

TOPIA
MURDER
PARTY



Image credit: Jorge Royan / <http://www.royan.com.ar/> / CC BY-SA 3.0



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TIVIA
MURDER
PARTY

EXIT

Luke



Teddy



Lily

Janice



Sam



Tommy



Richard



AFRICAN
NATIONS



Zimbabwe

Guam

Somalia

room code
YHLR



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Chapter 4

Ideas



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All aboard [TOOT TOOT], you and your friends are passengers on a cruise ship where you are also...the entertainment. Put up your best (or worst) jokes, as players try to get the approval of their peers.

-- Joke Boat pitch doc



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TeleFun Test #1

9/27/17

Players listened to an obscured VO file, wrote down what they thought was being said.

RESULTS

Guessing the correct answer (which no one ever did) or hearing it revealed wasn't the fun. The fun was hearing the guesses.



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TeleFun Test #2

10/2/17

Similar to Fibbage where one player's response to a prompt is distorted and others guess what it said. All responses are read via text-to-speech.

RESULTS

It was fun to hear the computer say what people wrote. Biggest laughs were the word "choad" and a few comments about Ryan and Mark



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Not Word Spud 2 Test #3

10/6/17

Each player was given a list of 2-5 parts of speech to provide: adjective, etc. Those words fill in the blanks of the first line of four poems.

RESULTS

Figuring out a way to "gameify" it would help... I like the idea of it being competitive instead of collaborative... I'm interested in trying some sort of rap battle.



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Couplet's Test #4

10/18/17

Players write parts of or an entire couplet. It's played back using a singing version of TTS with musical accompaniment.

RESULTS

Singing robot was hard/impossible to understand. Try this with the entire first line filled in except the last word



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Rap Battle/Beat Poetry Test #4

10/27/17

Tested a beat poetry version and a rap battle version.

RESULTS

Though both produced laughs, the Rap Battle felt more like a game.



Rap Battle Test #5

10/31/17

I told them up front that the Mad Libs words would need to be rhymed to, so they should take care not to set themselves up for a tough writing task.

RESULTS

Scoring should maybe be a combo of voting by spectators mid-rap but also by voting post-rap.



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JACKBOX.TV
AJZE

AUDIENCE
12

**SWEET LIKE CANDY I'M MIX MASTER HI CHEW.
I CANT EVEN STAND TO LOOK ATCHU.
WAH-KA-BAM-ZOO IS MY BATTLE CHIRP.
WHATCHA GONNA DO ABOUT IT TWIRP?**



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Push the Button



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~~Push the Button~~

Push the Button with Guns

~~Push the Button~~

~~Push the Button with Guns~~

Push the Button Oxygen Version

~~Push the Button~~

~~Push the Button with Guns~~

~~Push the Button Oxygen Version~~

Push the Button Experts Edition

~~Push the Button~~

~~Push the Button with Guns~~

~~Push the Button Oxygen Version~~

~~Push the Button Experts Edition~~

Push the Button Word Edition

~~Push the Button~~

~~Push the Button with Guns~~

~~Push the Button Oxygen Version~~

~~Push the Button Experts Edition~~

~~Push the Button Word Edition~~

Push the Button Escape Pods

~~Push the Button~~

~~Push the Button with Guns~~

~~Push the Button Oxygen Version~~

~~Push the Button Experts Edition~~

~~Push the Button Word Edition~~

~~Push the Button Escape Pods~~

Push the Button

Lose 3 Minutes

But you can

TRIVIA TIME

Aliens only get the answers, not the question

Choose 2 players to answer

Lose 3 Minutes

3 minutes removed from clock. You are probably an alien.

Lose 1 Minute
BUT

AIRLOCK
PLAYER

Kills player. Also kills you if they are not an alien.

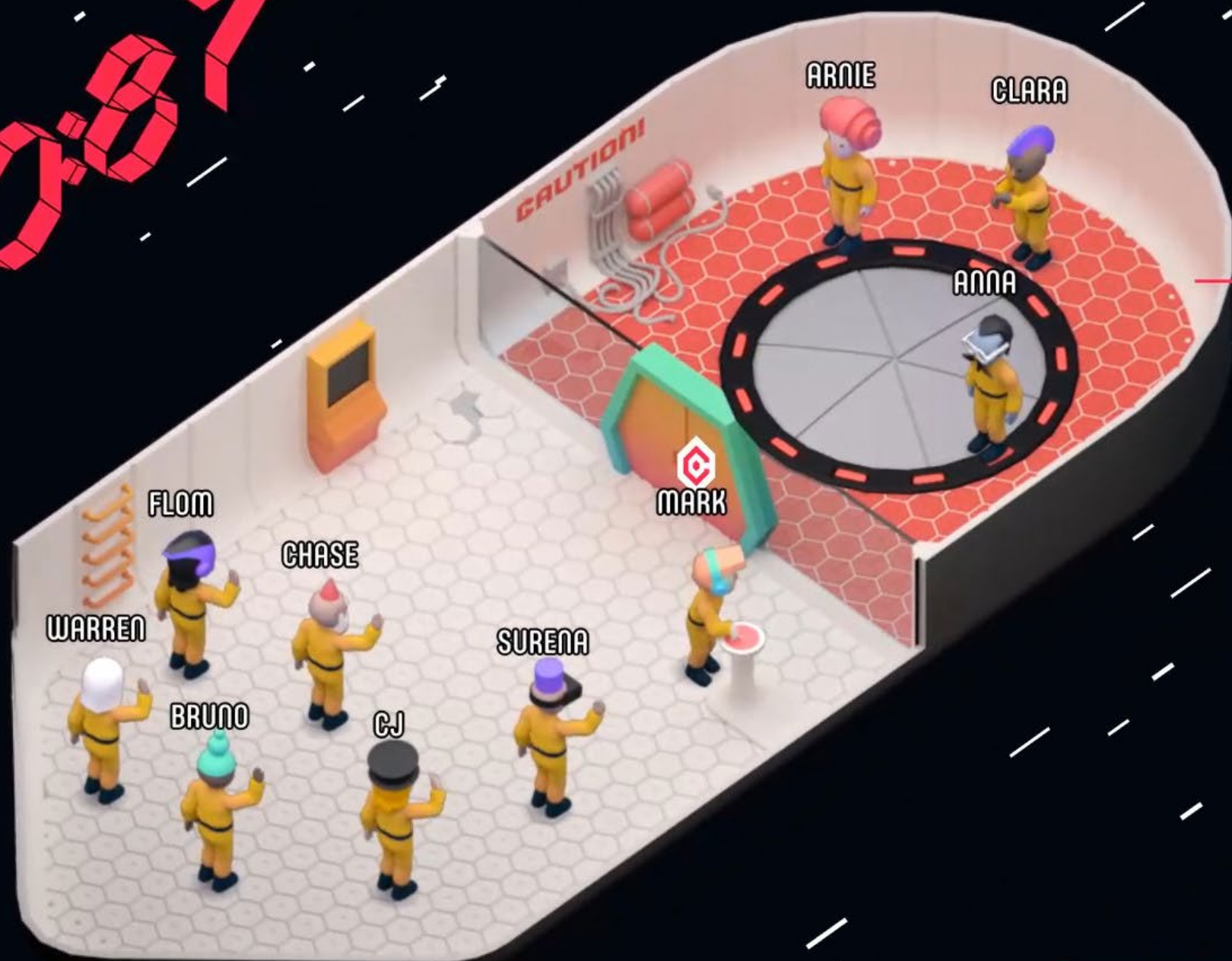
Skip Captain

skip a player's turn as captain.

CHOOSE NEXT
CAPTAIN

Pick player for next captain.
Ignore regular rotation

30001



Vote Passed!

MARK

CAPTAIN



30001

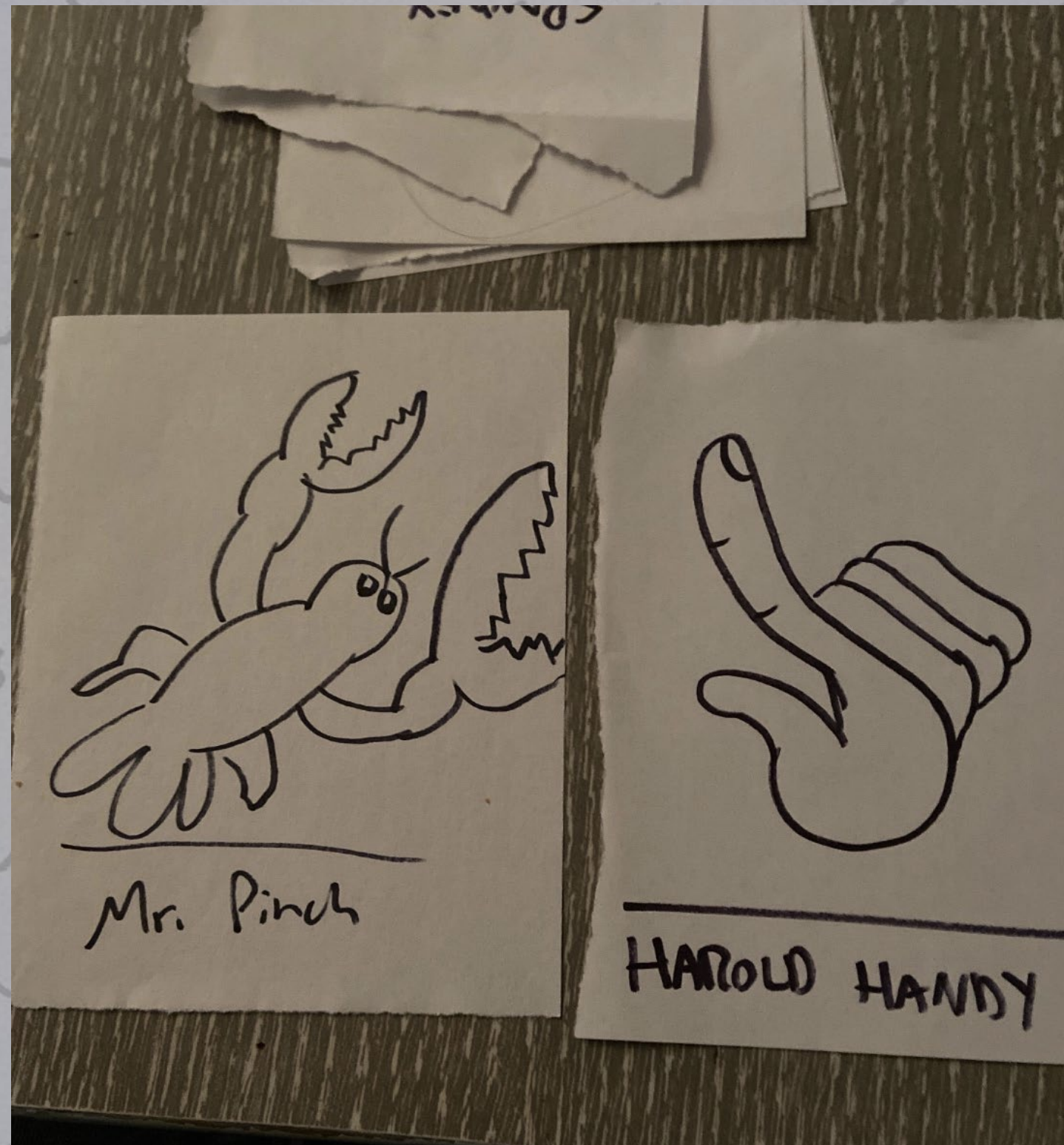
30001

30001



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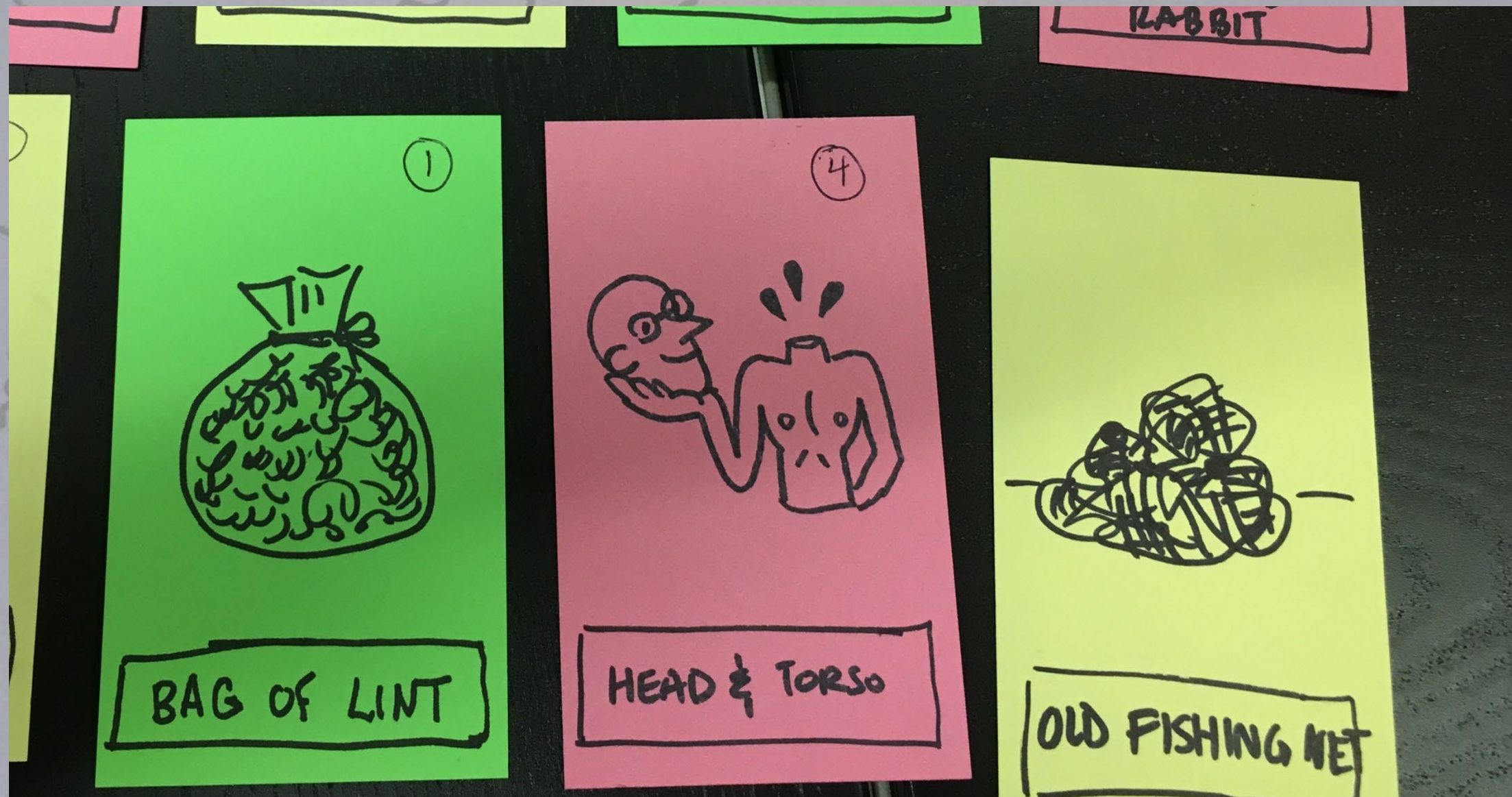
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	A	B	C
1			
2		Prompt:	Three words that should you never start your Presidential inauguration speech with
3		Prompt:	The three steps to having a perfect little morning
4		Prompt:	Three things that should never get wet
5			
6			
7	Reveal Prompts to Players	<input checked="" type="checkbox"/>	
8	Reveal Prompt 1 Answers	<input checked="" type="checkbox"/>	
9	Reveal Prompt 1 Winner	<input checked="" type="checkbox"/>	
10	Reveal Prompt 2 Answers	<input checked="" type="checkbox"/>	All prompt 2 answers submitted
11	Reveal Prompt 2 Winner	<input checked="" type="checkbox"/>	
12	Reveal Prompt 3 Answers	<input checked="" type="checkbox"/>	All prompt 3 answers submitted
13	Reveal Prompt 3 Winner	<input checked="" type="checkbox"/>	
14			

19

The three things you can say to defuse a tense hostage situation

jackbox.tv
DJDZ
Join the audience

I DON'T LIKE SAND
IT'S ALL COURSE AND ROUGH
AND IT GETS EVERYWHERE

or

STOP! EVERYONE DANCE
PLEASE DONT EAT ME
I WILL TAKE YOU TO WALIGI

Vote for the response you think should win



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Spencer

**Waiting
For
Guffman**

Tom

**Apocalypse
Now**

Tim Sniffen

groundhog
day

Rydash

**Hot
Fuzz**

Alex

Brazil

Chase

Twister!

C.J. Tuor

Psycho

Mister Fingers

[Air Bud](#)

Johnny McQueen: Hero for Hire

The Shapeshifter

Omega the Unknown

Bram Stroker

Cardi B

[My Dinner with Andre](#)

Dr. Scientist

Randy Blandy

[How to clean an oven
tutorial on YouTube](#)

Aristotle Rose

[The Unbearable Lightness of
Being](#)

Nancy Cianci



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Topanga Lawrence



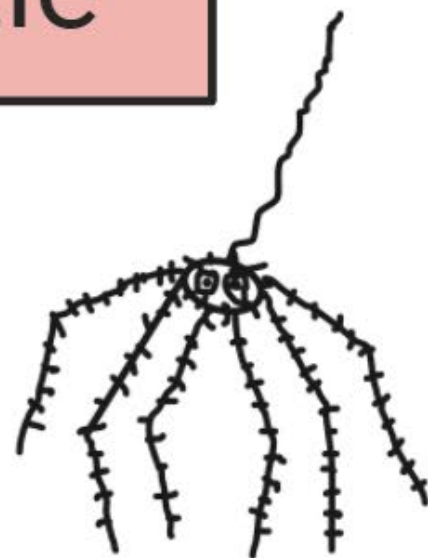
Zaphod Beeblebrox



Ana L. Fisher



Dittle O'Pittle



Ben



Zuba



Evan



Allard



Andy



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A Group Text Adventure the Antique Game

CENSOR-SHIP DOGPLOMACY

DrawTrain Haikea HEIST

I Am Not A Robot Jingle Game

The Mall Marx Nutorious PANDER

PARALLEL THINKING

POOP CAKE

TRIVIA RPG

VERY VERY

WHAT THE HELL ARE YOU?



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Lambert Schnadler



RYAN



BEN



ANDY



BROOKEH



EVAN



ALLARD



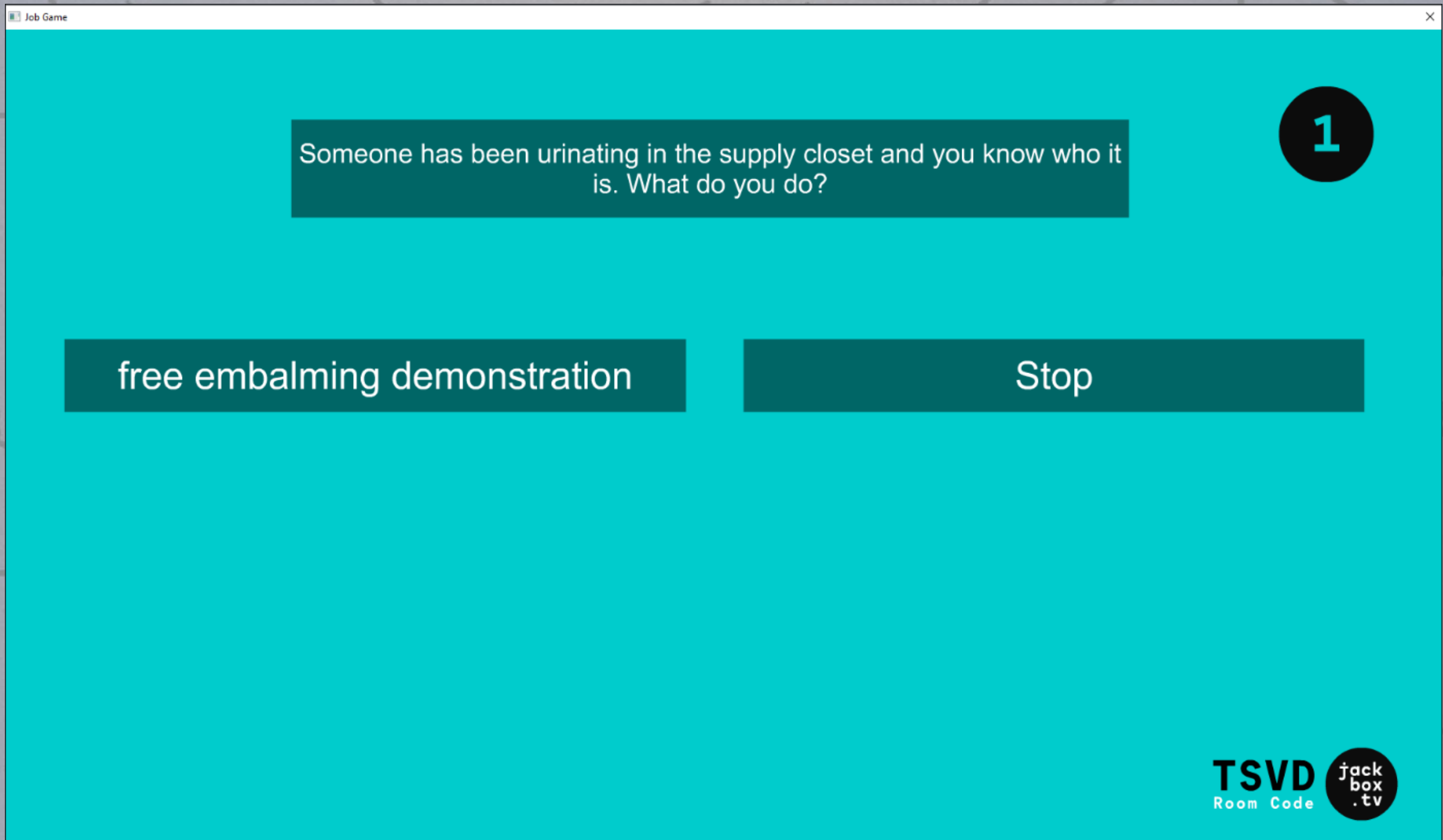
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AVUREE



IAFM Room Code



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The GDC logo is positioned at the top center of the slide. The background of the entire slide is a dark space-themed illustration featuring a large purple planet with a blue and white pattern on the left, a ringed planet on the right, and various smaller celestial bodies and orbital lines.

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THANK YOU SO MUCH

Evan Jacover
jackboxgames.com ~ @evanjacover