

Gaming World





The average age of gamers in the world is 35 and the age of game purchasers is 38.

Households that own a device used for playing video games: 65%
Households that own a device **EXCLUSIVELY** for playing video games: 48%

48% of woman report having played a video game, only 6% identify as gamers

Primary motivation ↕	Description ↕	Women ▾	Men ↕
Completion	Finishing everything, finding all collectibles and locations	17%	10%
Fantasy	Immersion in and exploring other worlds	16%	09%
Design	Expressing themselves, building or customizing things	15%	06%
Community	Socializing and collaborating with others	10%	09%
Story	Elaborate narrative, well-developed characters	09%	06%
Destruction	Blowing things up, creating chaos	08%	12%
Discovery	Asking "what if?", looking for novel outcomes	07%	06%
Competition	Competing with other players	05%	14%
Strategy	Decision-making and planning, balancing resources and goals	05%	08%
Power	Maximizing power in the game, obtaining the best items	04%	06%
Challenge	Exercising personal skill and ability, requiring practice	03%	07%
Excitement	Action, thrills, fast-paced gameplay	03%	06%

CASUAL GAMES

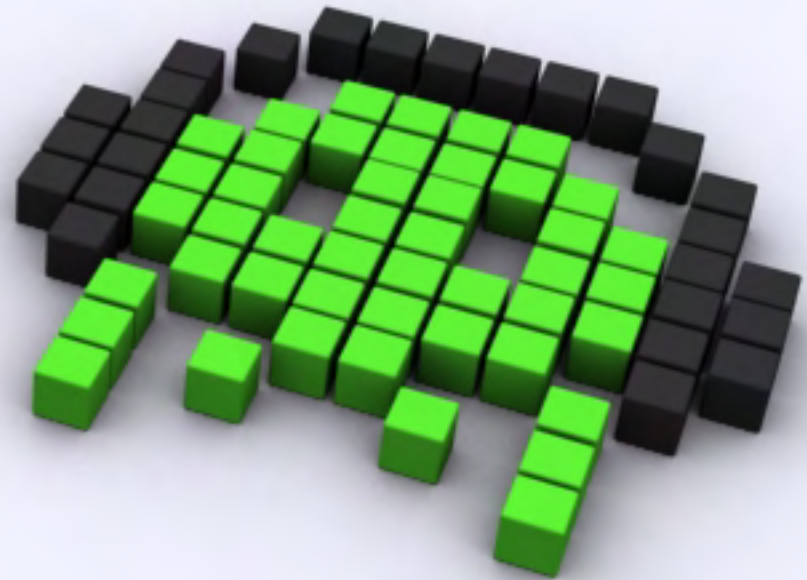
SOCIAL GAMES

SERIOUS GAMES

ADVERGAMES

AAA GAMES

eSports GAMES



CASUAL GAMES



Characteristics

Short games.
Easy rules.
Fast satisfaction.
Easy instructions.
Very addictive.

Target

Massive players
74% woman
30 and 50 years old
Web - mobile
Freemium

Game play

About 2 min.
Few buttons / options.
No instructions needed.
Always win
Auto save game

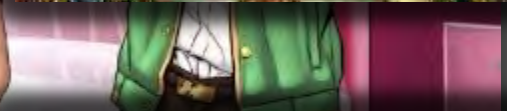
Puzzle Games



Hidden Objects



Adventure



Strategy



Arcade & Action



Word & Trivia



Card & Board





Characteristics

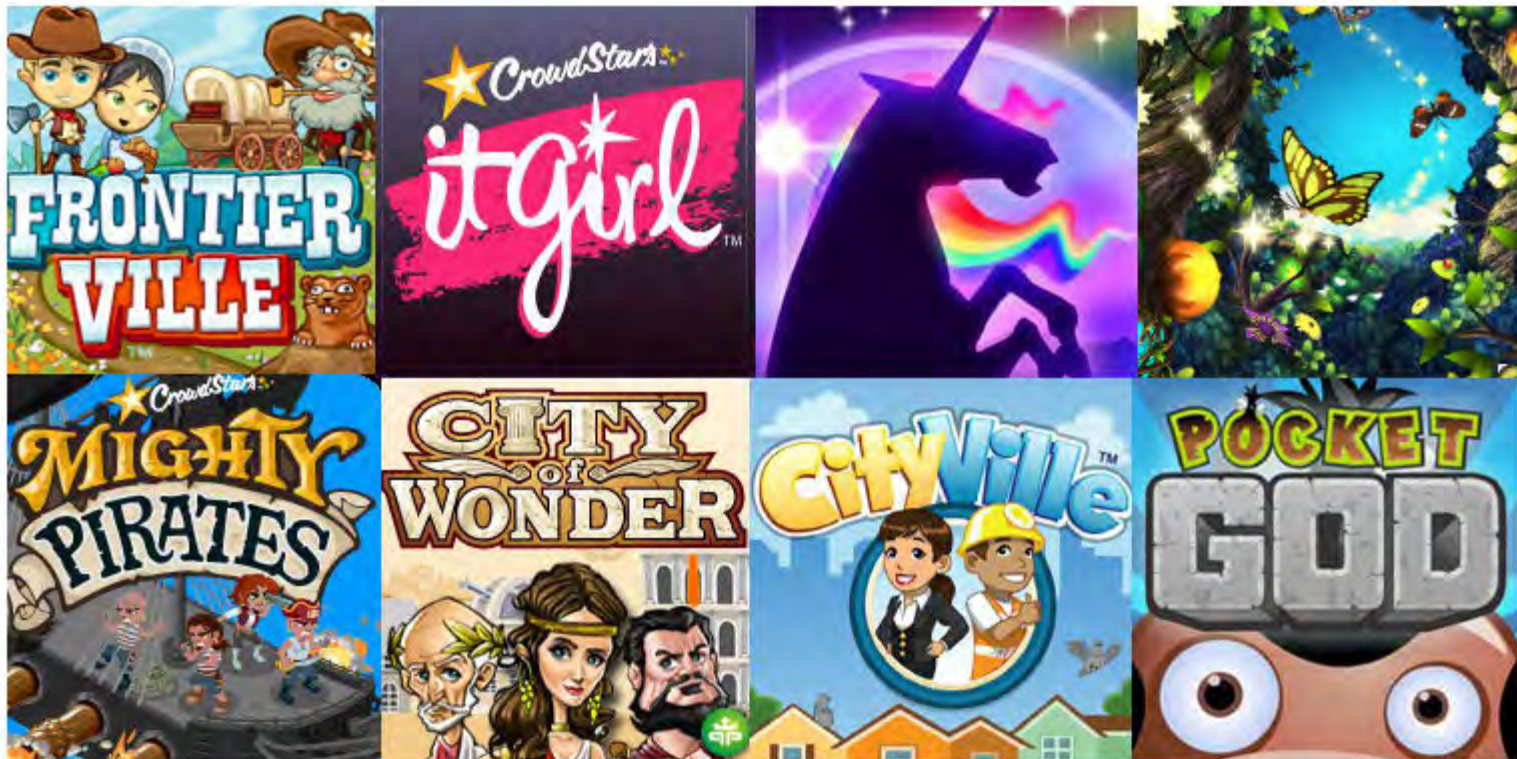
Short games but often.
Social interaction.
Fast rewards.
Easy histories.
Very addictive.

Target

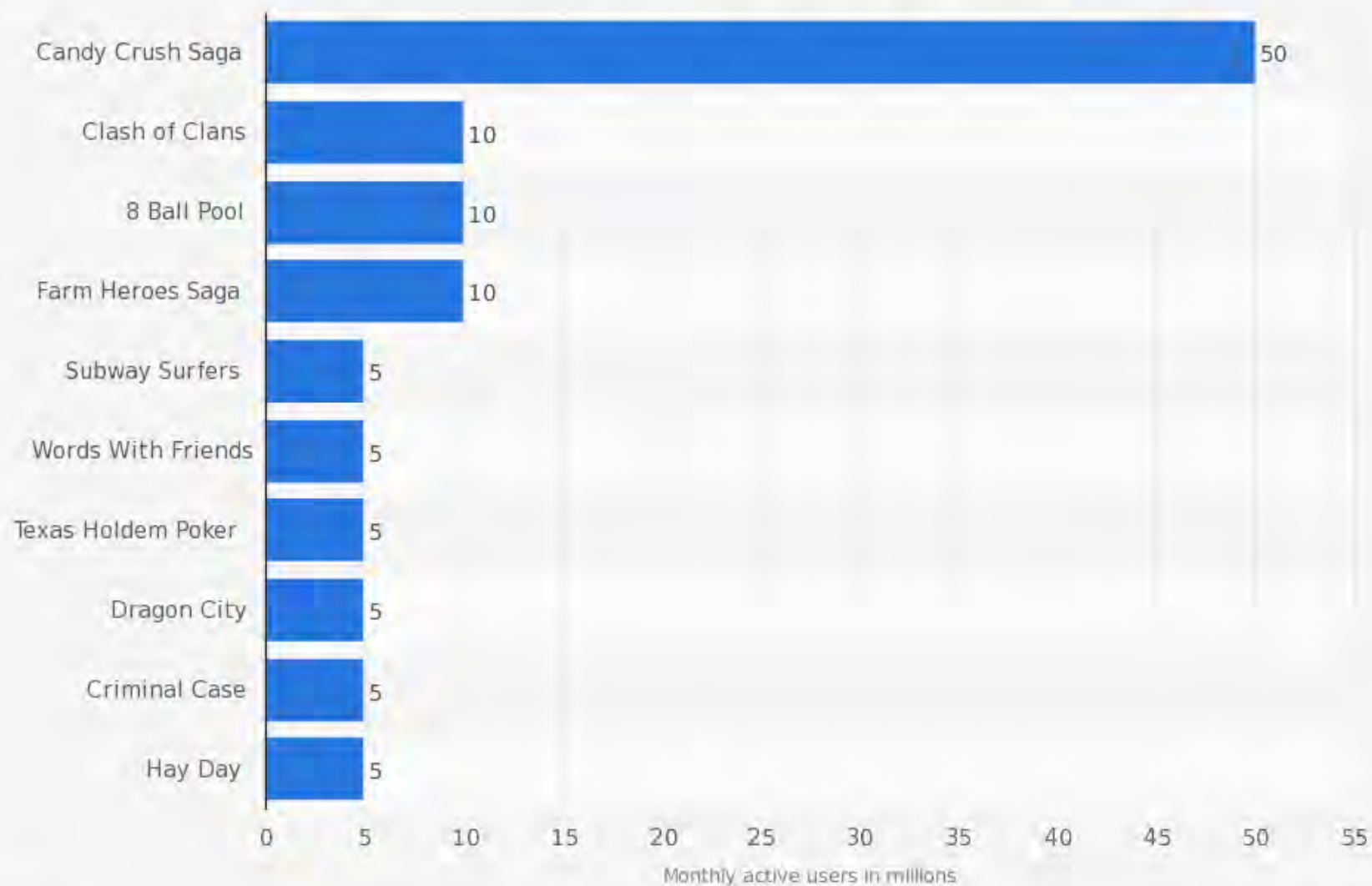
48% of world gamers
80% woman
20 and 40 years old
Web - mobile
Freemium

Game play

15-20 min.
A lot of easy options.
No instructions.
Constant competition
Multi device.



Most popular Facebook games as of July 2017, based on monthly active users (in millions)



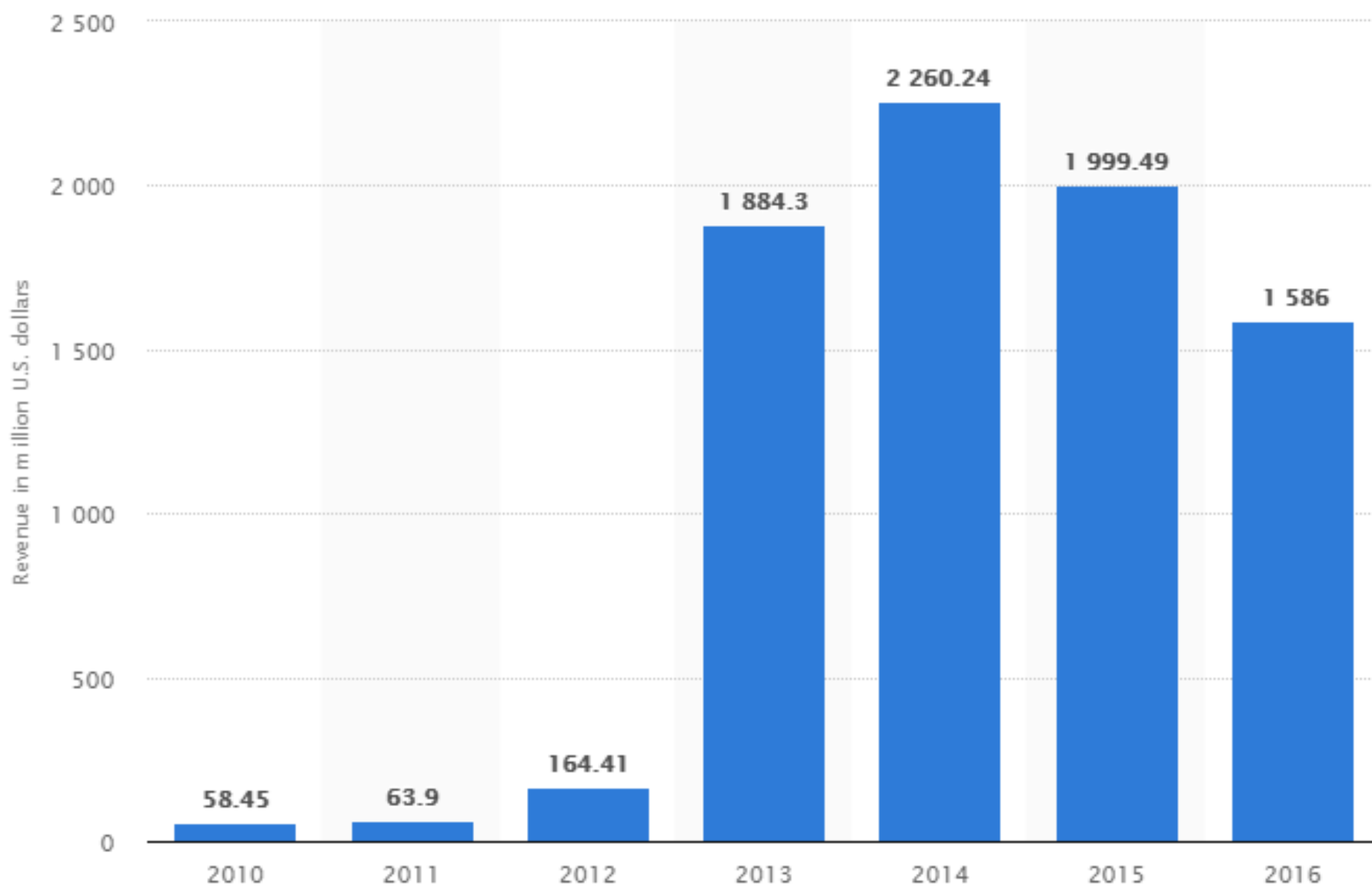
Source

GameHunters.Club
© Statista 2017

Additional Information:

Worldwide, July 10, 2017; figures are estimates

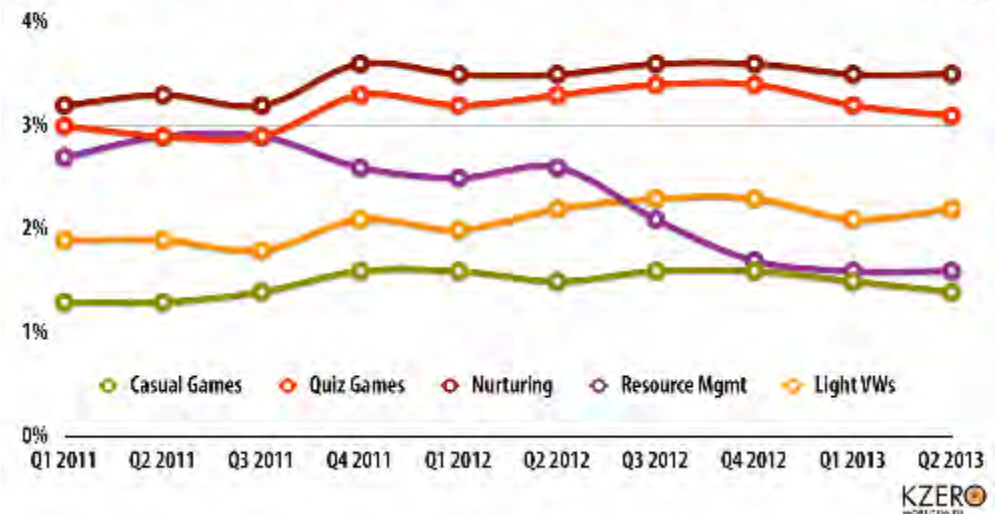
Annual revenue of King.com from 2010 to 2016 (in milli



Facebook game monthly active users 2015

<u>Rank</u>	<u>Games</u>	<u>Monthly Active Users</u>
1	Candy Crush Saga	100,000,000
2	Texas HoldEm Poker	10,000,000
3	Dragon City	10,000,000
4	8 Ball Pool	10,000,000
5	FarmVille 2	10,000,000
6	Pet Rescue Saga	10,000,000
7	Subway Surfers	10,000,000
8	Criminal Case	10,000,000
9	Farm Heroes Saga	10,000,000
10	Hay Day	10,000,000
11	Clash of Clans	10,000,000
12	Trivia Crack	10,000,000
13	Words With Friends	5,000,000
14	Diamond Dash	5,000,000
15	Bubble Witch Saga	5,000,000
16	Pool Live Tour	5,000,000
17	Top Eleven Be a Football Manager	5,000,000
18	Pyramid Solitaire Saga	5,000,000
19	Papa Pear Saga	5,000,000
20	Monster Legends	5,000,000

Paying Conversion: Facebook Games



Candy Crush Saga Càlcul

- El 70% dels usuaris acaben el joc sense pagar res.
- 30 milions d'usuaris paguen cada mes.
- Això vol dir un conversion rate del 30%!
- Suposem 0,89 € x 30 milions = 26,7 milions € / mes

En realitat King.com factura 6-8 milions d'euros al dia.

2015-2019 GLOBAL GAMES MARKET

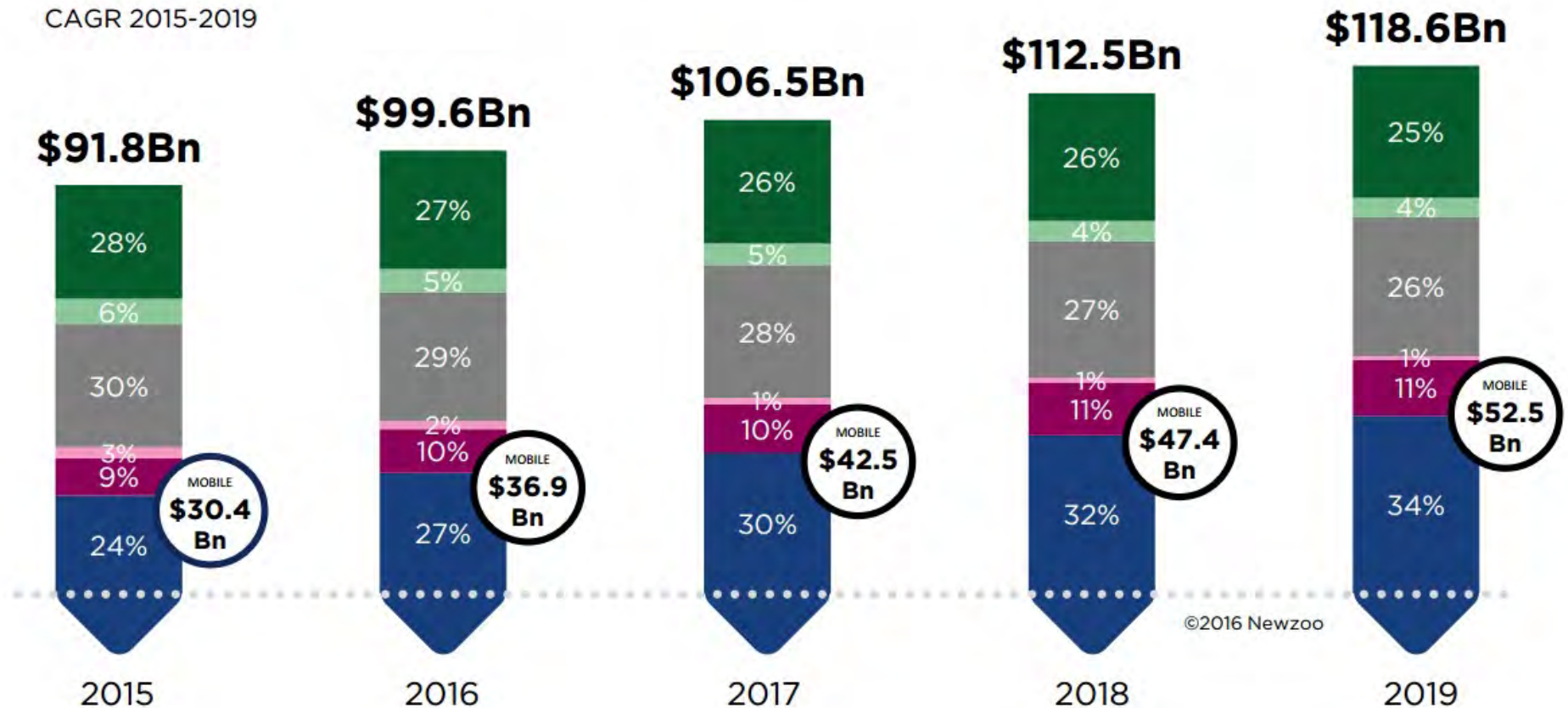
FORECAST PER SEGMENT TOWARD 2019

TOTAL MARKET

+6.6%

CAGR 2015-2019

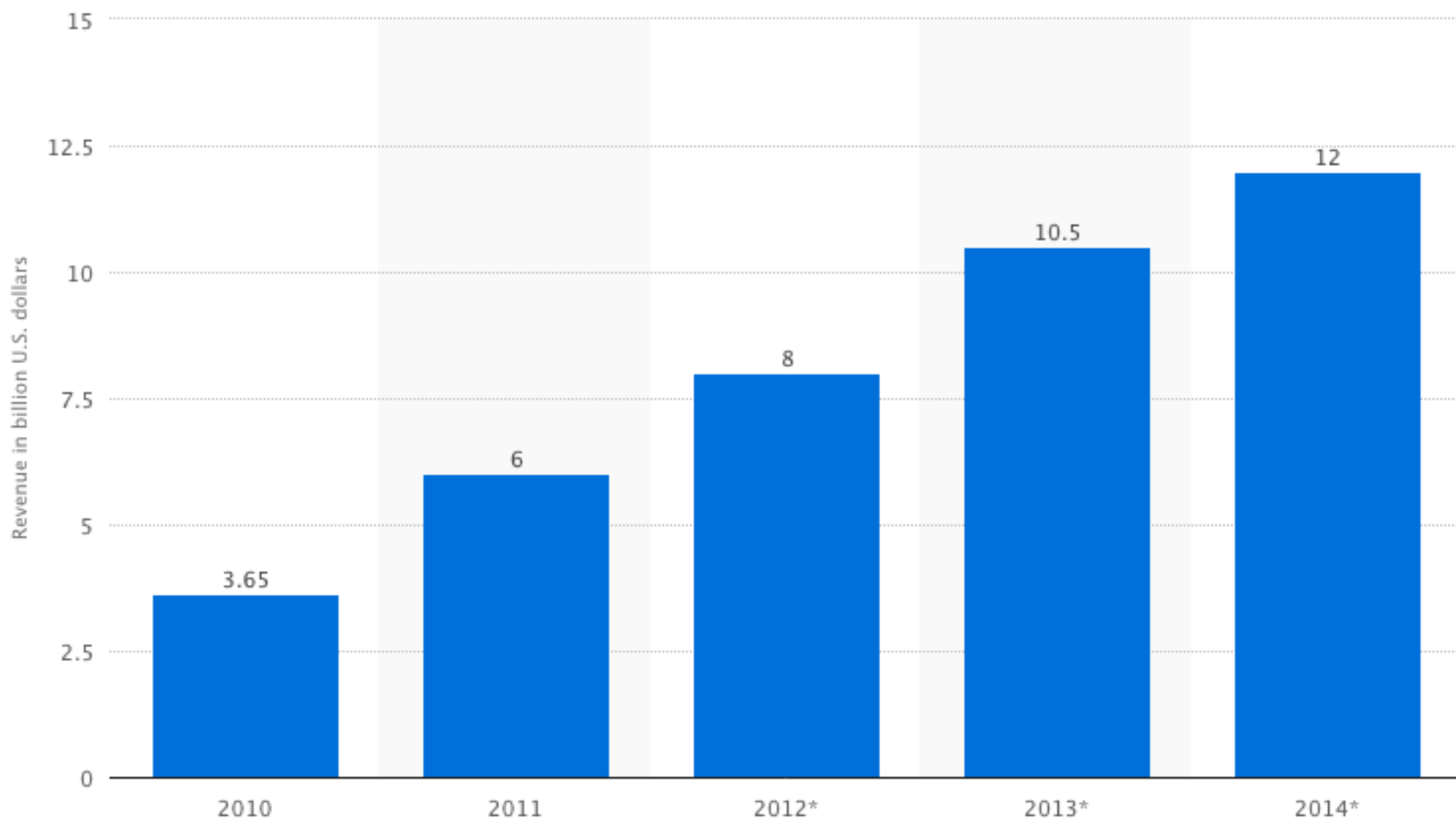
Smartphone Tablet Handheld TV/Console Casual Webgames PC/MMO



Social Gaming revenue worldwide (2010-2014)

(in billion US dollars)

1 US billion = 1.000 millions d'euros



Clash of Clans



Clash Royale



Plunder Pirates





MMO's

Característiques comunes:

- Necessites connexió a internet.
- Hi ha altres jugadors online.
- Persistent World = Encara que tu no hi siguis tot segueix passant.
- Hi han molts modes de jocs diferents; cooperative, single player, guilds...

MMORPG = MMO **ROLE PLAYING GAME**

MMODC = MMO **DUNGEON CRAWLER**

MMORTS = MMO **REAL TIME STRATEGY GAME**

MMOFPS = MMO **FIRST PERSON SHOOTER**

MMOBA = MMO **BATTLE ARENA GAME**

MMORG = MMO **RACING GAME**

MMOCCG = MMO **COMPETITIVE CARD GAME**

MMOMG = MMO **MANAGER GAME**

Second Life



Sims



World of Warcraft



League of Legends



Dota 2



EVE

Current location: **B J D 4 - E**

Nearest Sovereignty: **Red Alliance**
 Sovereignty Level: **Province (3)**
 Constellation: **I-300K**
 Region: **Feythabolis**
 Security Level: **EVE System** > Channel changed to BJD4-E Local Channel

Akoana > What are you doing?
Akoana > guy, we don't interfere when you are here firt

Kaap

Kamashutra

Mr4ex

Tom Hansen

Varshyll

ALLIA | **CORP** | **ICE-CAF** | **ICE6** | **ELEG6IC** | **RG_1** | **PMV** | **DIABETE** | **EXPLI** | **FLEET**

Akoana > y aun chrubim
Akoana > pres de kla gate de sortie
Akoana > je sens que c lui qui a la clé
Akoana > les mroirs sérieux
Akoana > tu peux screenshot stp?
Akoana > je suis dans un cyber, je pourrais pas recup si je le fais
Kaap > oué

GIST NEPHILIM WRECK [ICE.] 31 KM
GIST SERAPHIM [ICE.] 31 KM
GIST MALAKIM WRECK [ICE.] 976 M
ARCH GISTII RUFFIAN WRECK [ICE.] 4,089 M

Your Devastator Cruise Missile hits Gist Seraphim, doing 380.7 damage.

SELECTED ITEM
GIST NEPHILIM WRECK
 DISTANCE: 30 KM
 SEC.: 4.6

OVERVIEW (NOT SAVED)

IC	DISTANCE	NAME	TYPE
15 km	Arch Gistii Impaler	Arch Gistii Impa	
15 km	Gistum Centurion Wreck	Angel Medium	
15 km	Gistum Centurion Wreck	Angel Medium	
19 km	Gistum Phalanx Wreck	Angel Medium	
21 km	Gistatis Legatus Wreck	Angel Medium	
23 km	Gistii Impaler Wreck	Angel Small Wr	
31 km	Gist Seraphim	Gist Seraphim	
31 km	Gist Nephilim Wreck	Angel Large Wr	
31 km	Gist Seraphim	Gist Seraphim	
33 km	Gistatis Tribunus Wreck	Angel Medium	
33 km	Gist Nephilim Wreck	Angel Large Wr	
33 km	Gistatis Tribunus Wreck	Angel Medium	
34 km	Gist Cherubim Wreck	Angel Large Wr	

DRONES (5 OF) | **FLEET (3) / 1** | **BROAD**

Drones in bay (5)
Drones in local space (5)
Large (5)

Berserker II (Fighting)
Berserker II (Fighting)
Berserker II (Fighting)
Berserker II (Fighting)
Berserker II (Fighting)

144 M/S



Characteristics

Game with contents.
Don't look for fun only
Share knowledge
Exploration, educational
Research, management.

Target

Specific targets.
All genres.
All ages.
Multiplatform.
Price variable.

Game play

Time to play variable.
Real World simulations
Thinking is needed.
No competitive.
Multi device.

Edutainment



Games for health



Exercise your brain!



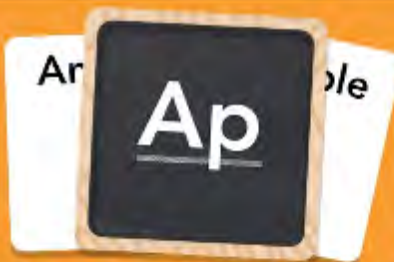
Surprise me!



Letter List



Incomplete Drawing



Remote Association



Pattern Tiles



Word Scramble



Mosaic Drawing



Lost Connections



Block Builder

Simulation



Technology games





Characteristics

To sell products.
Simple development.
Simple histories.
Loop games.
Few levels.

Target

Specific.
All genres.
All ages.
Multiplatform.
Different prices.

Game play

Time: Short
Fantasy worlds
Product placement.
Easy to win.
Soft mechanics

Pepsiman (1999)



Mc Donald's



M&M's Sudoku



M&M SUDOKU TOKENS 5

00:35

000365

UNDO

HINT

CLEAR THE GRID

m&m's



go to
m&m.com

Crunch (Nestlé)



Cherry Chef



Nancy (Famosa)



Guallarauco



AAA GAMES

ALIEN
RAGE

Characteristics

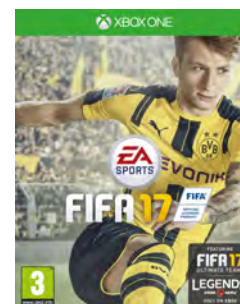
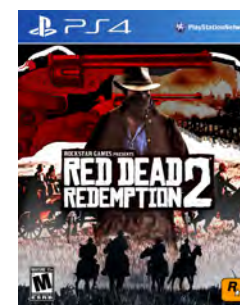
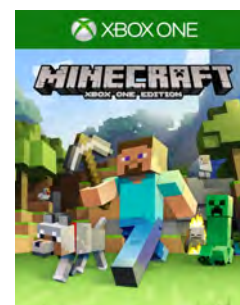
Very high quality games
High budget (>\$20M)
About 300 workers
2-3 years development
Research, management.

Target

90% Male
All genres.
7 to 55 years. (35-40)
Multiplatform.
High price (>60 €).

Game play

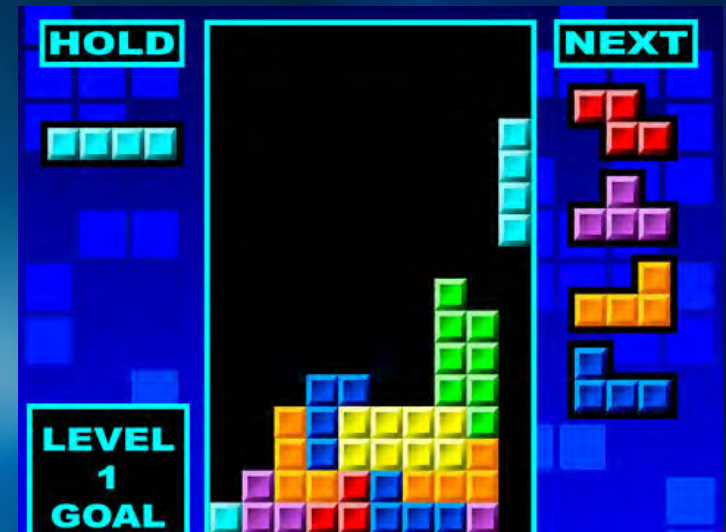
Time to play long.
A lot of options.
High difficulty.
Very competitive.
PC / Consoles.



TOP GAMES IN HISTORY

TETRIS

184 milions
(1984)



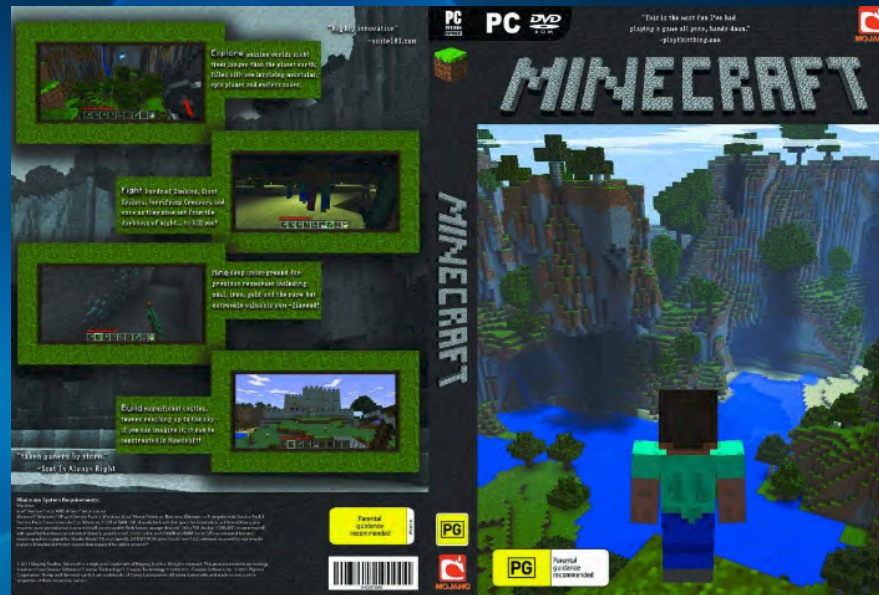
Wii Sports

82 milions
(2006)



MINECRAFT

54 milions
(2009)



SUPER MARIO BROS.

40 milions
(1985)





35 milions
(2008)



34 milions
(2013)



WiiSports Resort

32 milions
(2009)



New SUPER MARIO BROS. Wii

30 milions
(2006)



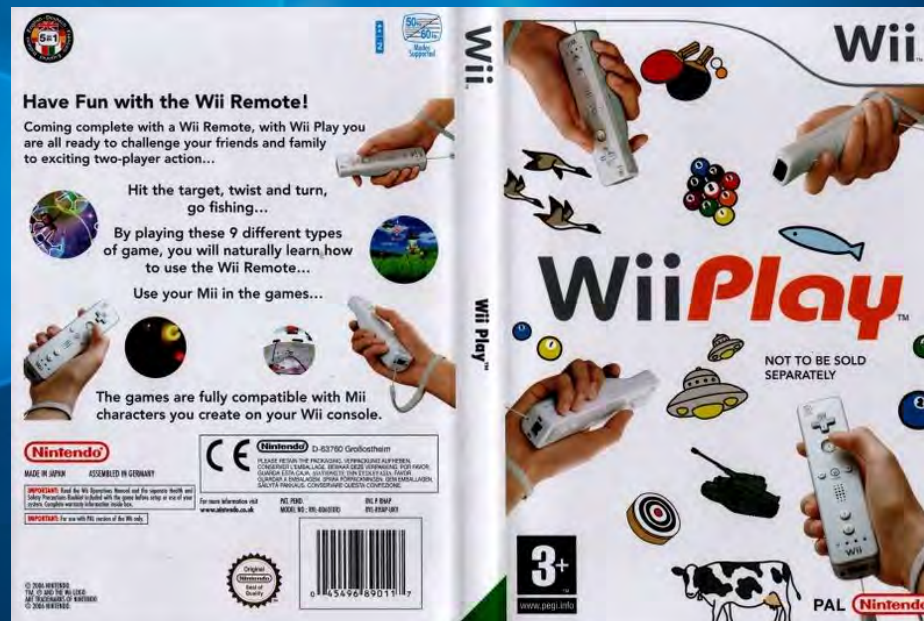


28,5 millions
(2009)



WiiPlay™

28 millions
(2006)





eSports GAMES

Characteristics

Very high quality games
MMO's
Professional players
High money rewards
Coaches, staff...

Target

80% Male
All genres.
16 to 25 years.
Massive young people.
Free to play.

Game play

Player vs player or
Multiplayer teams
High difficulty.
Very competitive.
PC

eSports market revenue worldwide from 2012 to 2020 (in million U.S. dollars)

