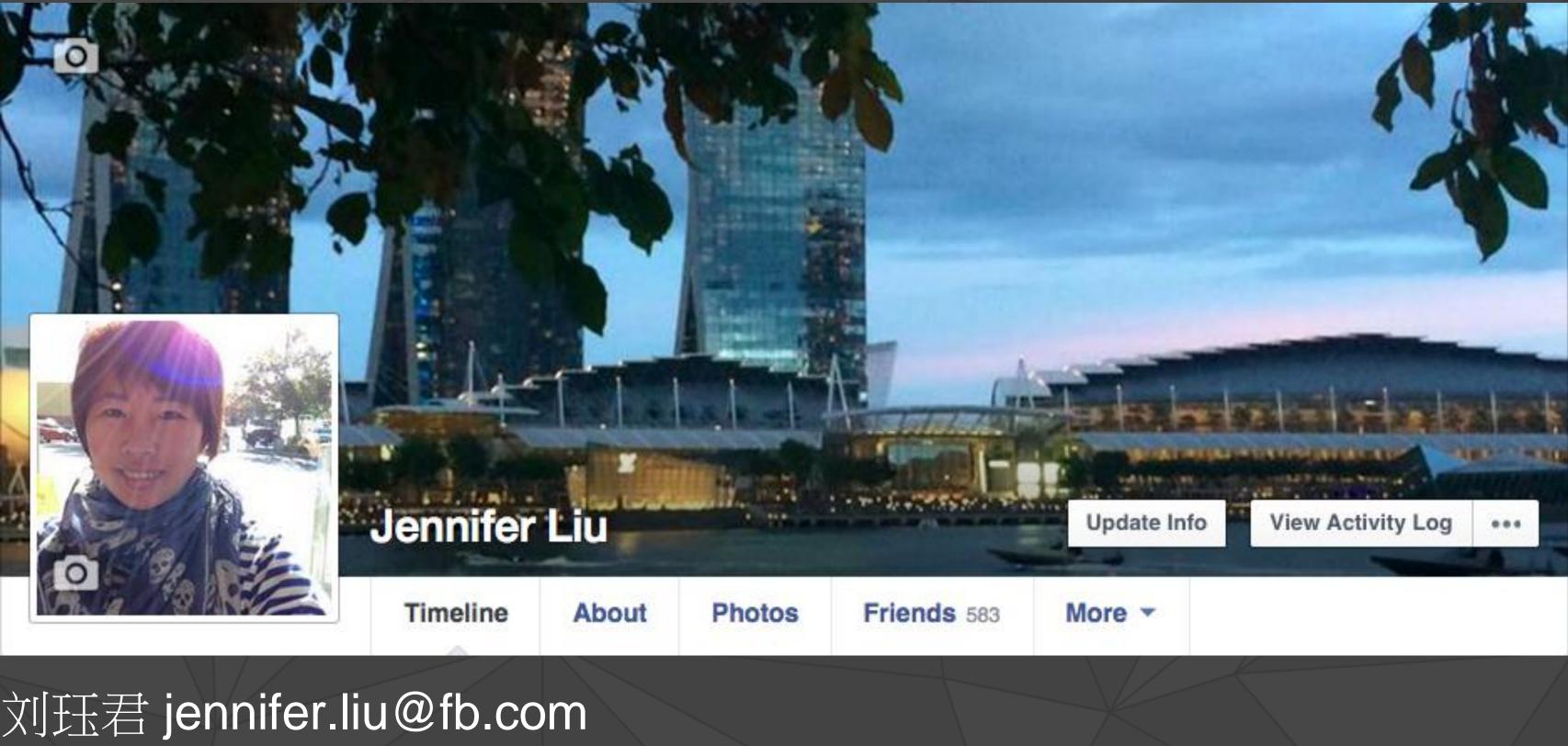
Facebook助力行動遊戲 走向全球

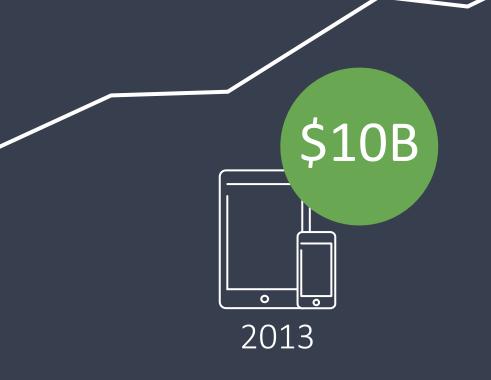


Jennifer Liu 2015-01



Head of Platform Partnerships, Greater China Region Facebook大中華區平台合作總監

Mobile game trends





game software revenue

>1.3B

mobile gamers

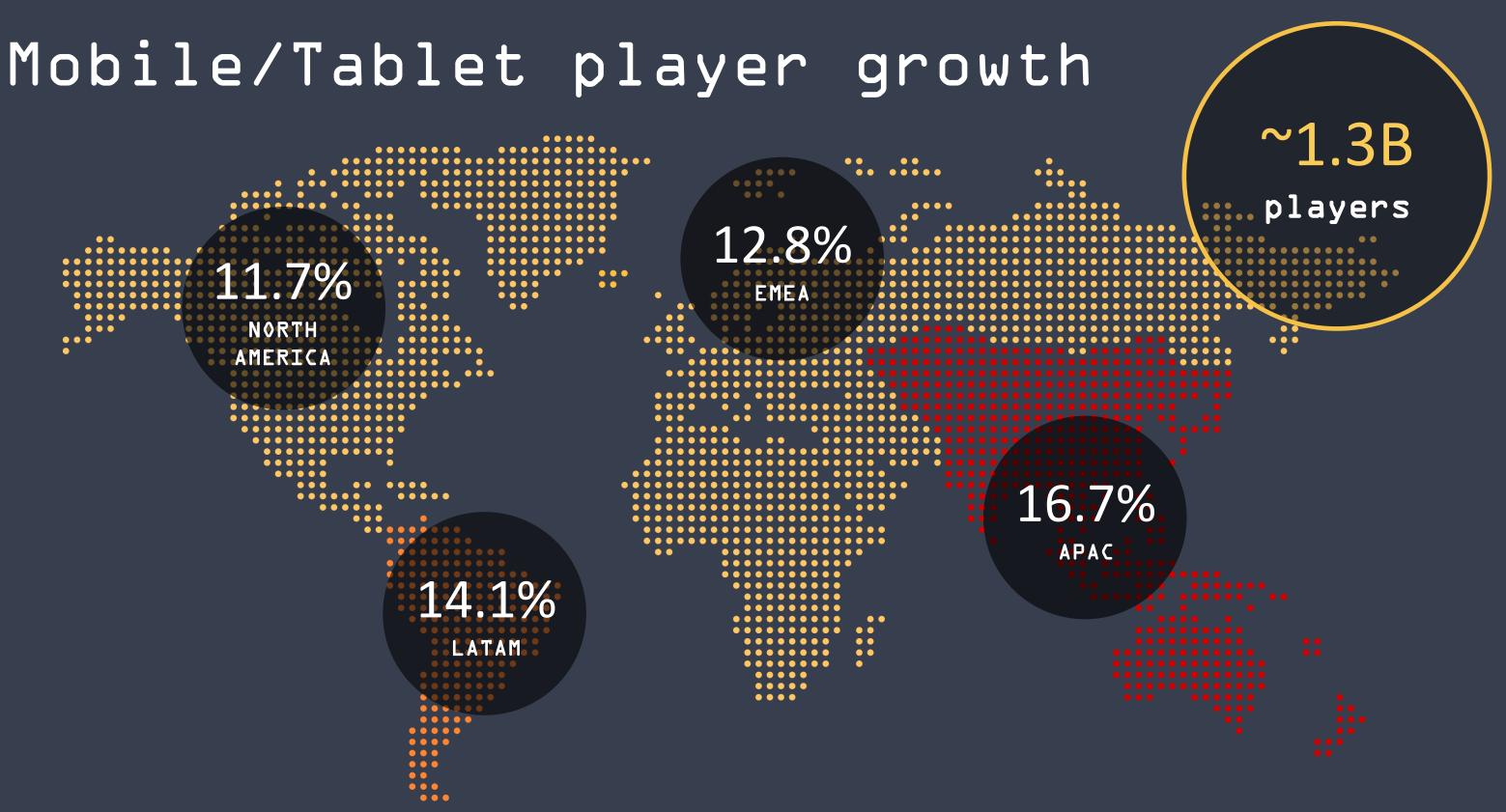
Source: DFC Intelligence - June 2014



2018



growth rate



Source: New Zoo - Global Games Market Report 2014

1.3B

People use Facebook every month



375M

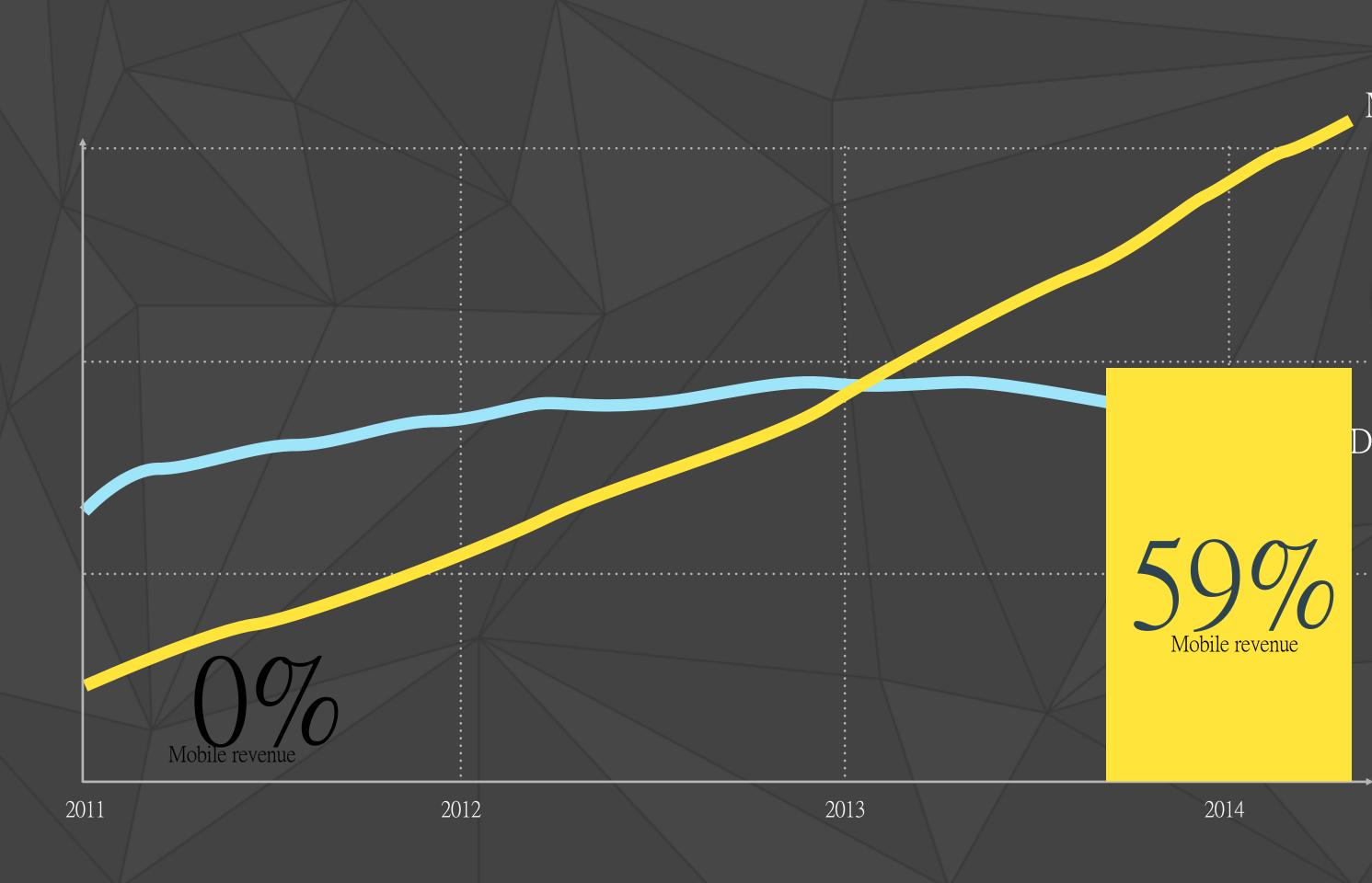
People play Facebookconnected web or mobile games each month



735M

Clicks to games from Facebook web or mobile every day





MOBILE

•••••

DESKTOP



and our mobile engagement is the best.



One out of every four minutes on mobile is spent on Facebook and Instagram

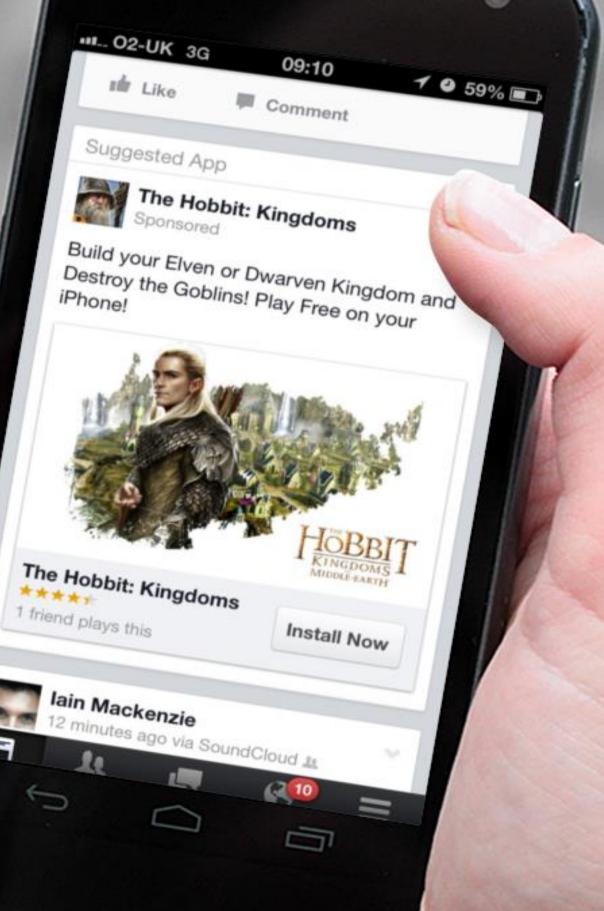
Looking torward to spending Satu the park with the family. Comment LIKE Build your kingdom, rule the land in the original city-Kingdoms building strategy gam ds play this . Spon Install Now The weekend is almost here! I'm really The weekend is almost here! I'm real excited to take out the kayak again.

L times

average number of times a user checks Facebookontheir mobile daily





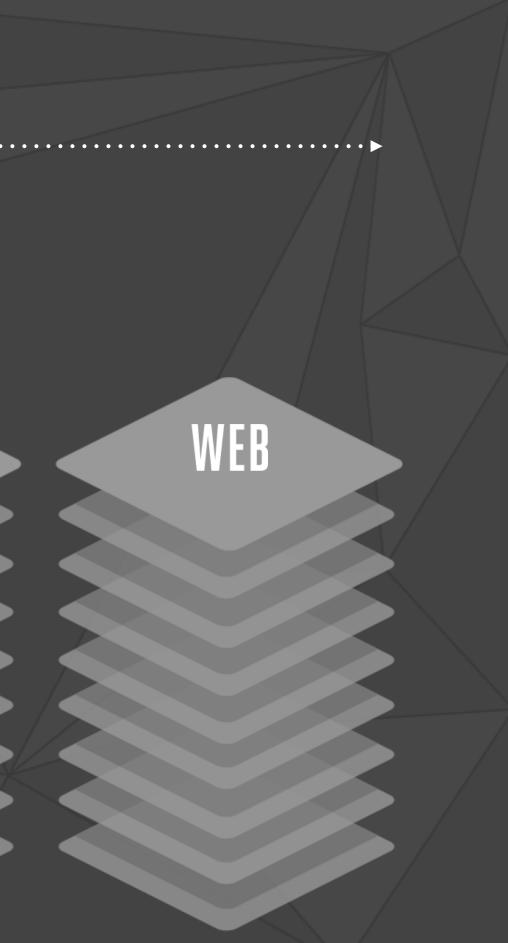


How Facebook can help?

Facebook login

BUILD

$\triangleleft \cdot \cdot$ Log in with Facebook



top grossing U.S. iOS & Android apps use Facebook Login



Six Waves// Wonderland Epic

Log in with Facebook

2.2x 5.7x 5.8x Sessions Pay Rate ARPD







Six Waves// Golden Era Slots

Log in with Facebook

1.5x 2.3x 1.9x Spins Pay Rate ARPD







PROMINENT WITHOUT DISRUPTING THE PLAYER' S EXPERIENCE

Dragon City: Login and start playing



evolain what they will miss



Connect

Bingo Bash: If the player clicks "Later", the 2nd screen



Are you sure?

Connecting with Facebook will allow you to play with friends and receive gifts to help you get more bingos.





CONTEXT MATTERS

Star Wars: Commander: prompt login after the tutorial to see what alliances the user's friends have picked





Criminal Case: when the player has not enough energy to play offer to connect to Facebook and get free energy

EXPLAIN THE BENEFITS OF LOGIN

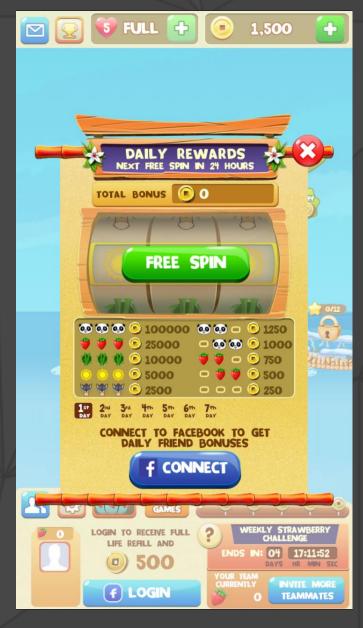
Kim Kardashian: finish projects faster and get free gifts



Hit it Rich: Free coins, free gifts, free spins and access to friends leaderboards & rankings

IN GUEST MODE, PROPOSE LOGIN WHERE SOCIAL ASPECT MATTERS

Panda Jam: Daily rewards section - Connect to Facebook to get extra bonus



Hay Day: Player can login with Facebook to see their friends



App Events



App	Insi	ghts		App Launches -			
Test Insights 2.0	lewAPI -	All Ages All Genders All Devices All Identity Sources Total Events: 2,562,838,320 Trends					
Overview Referrals Showing data from 10/20/20	Login Stories	App Events Monet	tization	Events Weekly Users (2.6B) (28M) Events	Events Per User (8)	Retention Percentage of user Highest	
App Events New Mobile App Installs 0		ekly Active App Users 0%	~~~	80m 60m 40m 20m		Install Date 0 Jul 17 82.7 Jul 18 82.0 Jul 19 83.8 Jul 20 84.4 Jul 21 85.1 Jul 23 86.9 Jul 24 87.1 Jul 25 87.1 Jul 26 87.1 Jul 27 86.3 Jul 28 87.1 Jul 29 86.3 Jul 20 86.3 Jul 26 87.1 Jul 26 88.3 Jul 26 88.3	
Event	Count		Weekly A	0 17 18 19 20 21 2 JUL	2 23 24 25 26 27 28 29 3	Jul 27 88.7 Jul 28 88.6 Jul 29 87.9 Jul 30 88.6 Jul 31 88.6	
App Launches	67 (0 Today)	↓55.6%	2	Edit this content in CMS		Aug 1 88.4 Aug 2 90.5 Aug 3 91.1 Aug 4 90.3 Aug 5 90.0	
Initiated Checkout	61 (0 Today)	↓ 68.7%	0		\$13 ↑ 7.8K%	Aug 6 90.0 Aug 7 90.0 Aug 8 89.9 Aug 9 90.6 Aug 10 90.9	
Purchases	5 (0 Today)	↓ 50%	1	J 50%	\$0 150%	Aug 11 90.5	

See all events



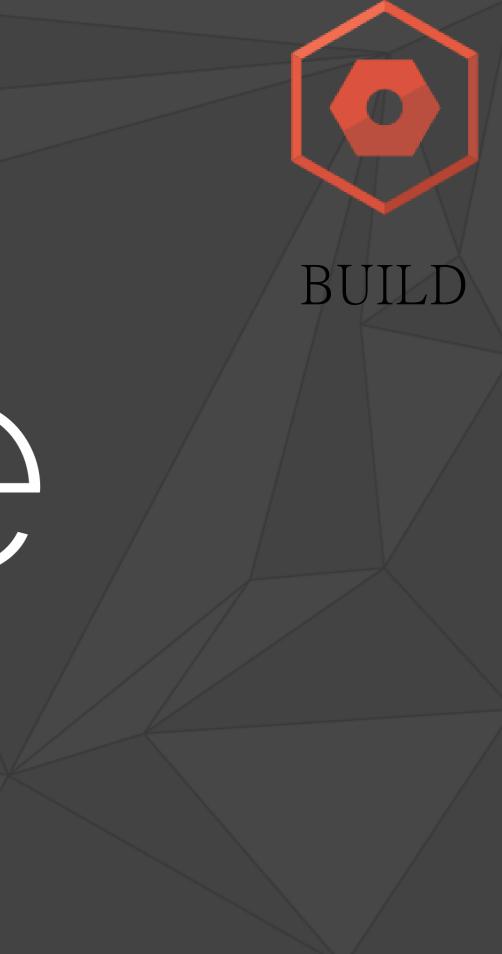
Include All

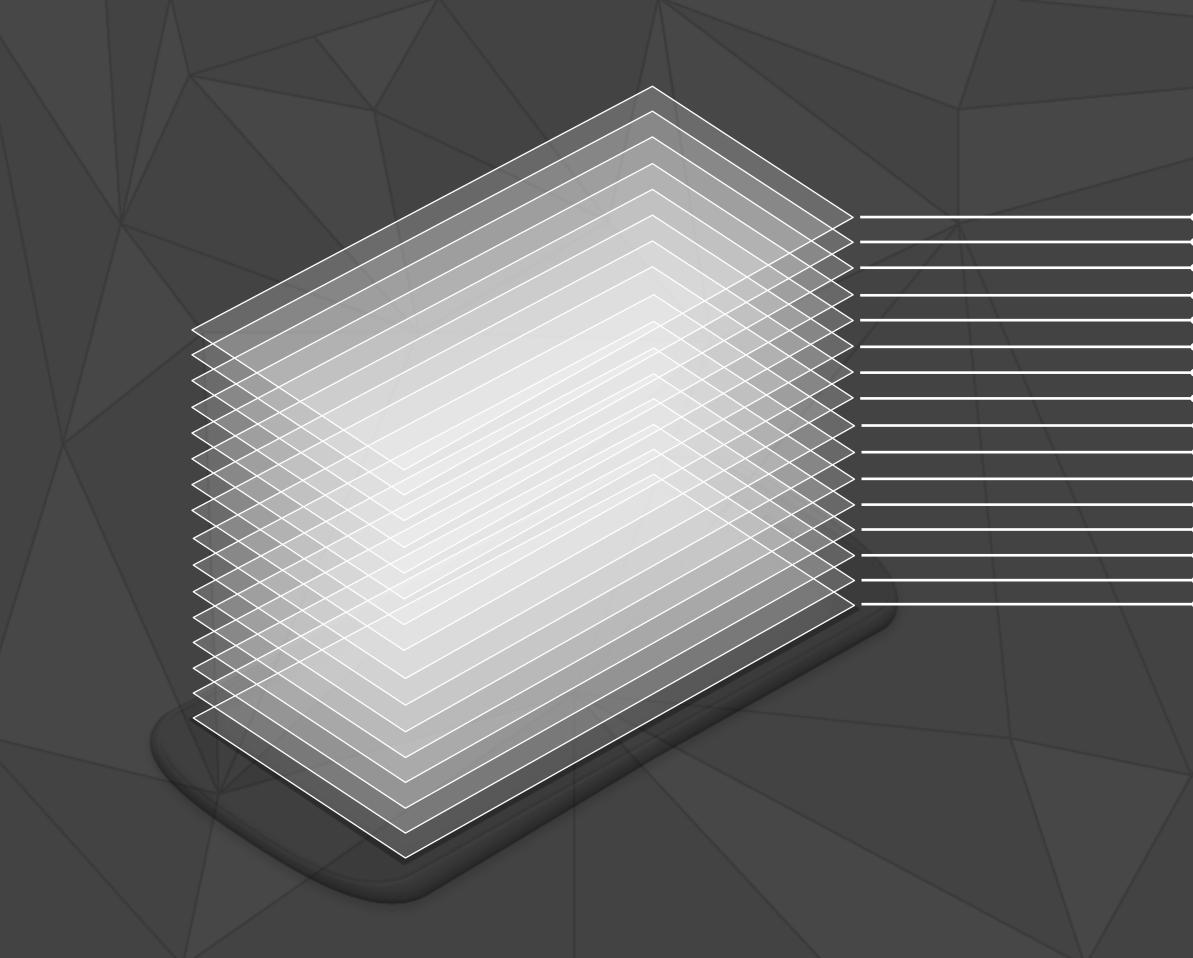
ers who log this event each day after install

						Lo	west		Missing Data									10	•						
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
2.7	40.8	34.2	31.6	31.9	31.9	31.3	31.1	30.8	28.8	27.4	28.2	29.0	28.7	28.9	28.7	27.5	26.4	27.3	27.6	27.6	27.9	28.1	27.0	25.7	26.5
2.0	42.9	37.3	37.8	37.8	37.2	37.1	38.1	35.7	33.0	34.6	35.7	35.5	35.6	36.4	34.6	32.5	33.9	34.4	34.6	34.9	36.0	34.2	32.1	33.4	
3.8	36.0	31.5	30.6	29.7	29.5	30.3	30.2	27.4	27.0	27.8	27.4	27.5	28.2	28.5	26.4	26.1	26.5	26.5	26.9	27.8	27.9	25.7	25.6		
4.4	33.2	29.2	27.1	26.3	26.1	25.3	24.5	23.5	23.8	23.2	23.1	23.0	22.9	22.4	21.9	22.0	21.9	22.1	22.4	22.1	21.5	21.1			
5.1	35.5	30.0	27.9	26.8	24.0	22.4	24.4	24.4	23.5	23.1	22.6	21.1	19.9	21.8	21.8	21.5	21.6	21.7	20.2	19.0	20.8				
5.2	33.7	28.3	26.1	23.5	21.4	22.4	23.1	22.0	21.5	20.9	19.6	18.5	19.4	19.8	19.5	19.5	19.7	18.6	17.4	18.3					
5.9	33.5	28.0	24.2	21.8	22.2	22.6	22.2	21.3	20.6	19.4	18.0	18.6	18.8	18.8	18.7	19.0	17.9	16.6	17.4						
7.1	33.7	26.3	22.9	22.8	22.7	22.0	21.8	21.1	19.6	18.2	18.5	18.6	18.4	18.6	18.6	17.8	16.6	17.1							
7.1	32.1	24.7	22.9	22.2	21.3	21.1	21.4	20.2	18.1	18.0	17.9	17.7	17.7	18.6	17.8	16.2	16.4								
3.3	31.0	24.1	22.4	21.3	20.6	21.0	21.3	18.9	17.6	17.5	17.1	17.2	17.8	18.3	16.6	15.8									
8.7	31.6	26.3	23.8	22.6	22.0	21.7	20.7	19.3	18.7	18.2	17.9	18.2	18.0	17.4	16.6										
8.6	34.9	28.5	25.8	24.3	22.3	20.9	21.7	20.8	20.0	19.6	19.4	18.2	17.2	18.1											
7.9	33.7	27.8	25.1	22.8	21.0	21.7	21.5	20.6	19.9	19.6	18.3	17.2	17.8												
8.6	34.3	28.1	24.5	22.3	22.5	22.3	21.9	21.1	20.7	19.2	17.9	18.5													
8.6	34.4	27.1	23.8	23.5	23.0	22.3	22.1	21.5	19.9	18.3	18.7														
3.4	33.6	26.2	24.2	23.0	22.2	22.0	22.4	20.9	18.7	18.6															
).5	32.6	25.4	23.1	21.9	21.4	21.8	21.8	19.3	18.0																
1.1	33.2	27.1	24.6	23.6	23.0	22.4	21.4	19.9																	
0.3	36.2	29.7	27.1	25.7	23.3	21.8	22.6																		
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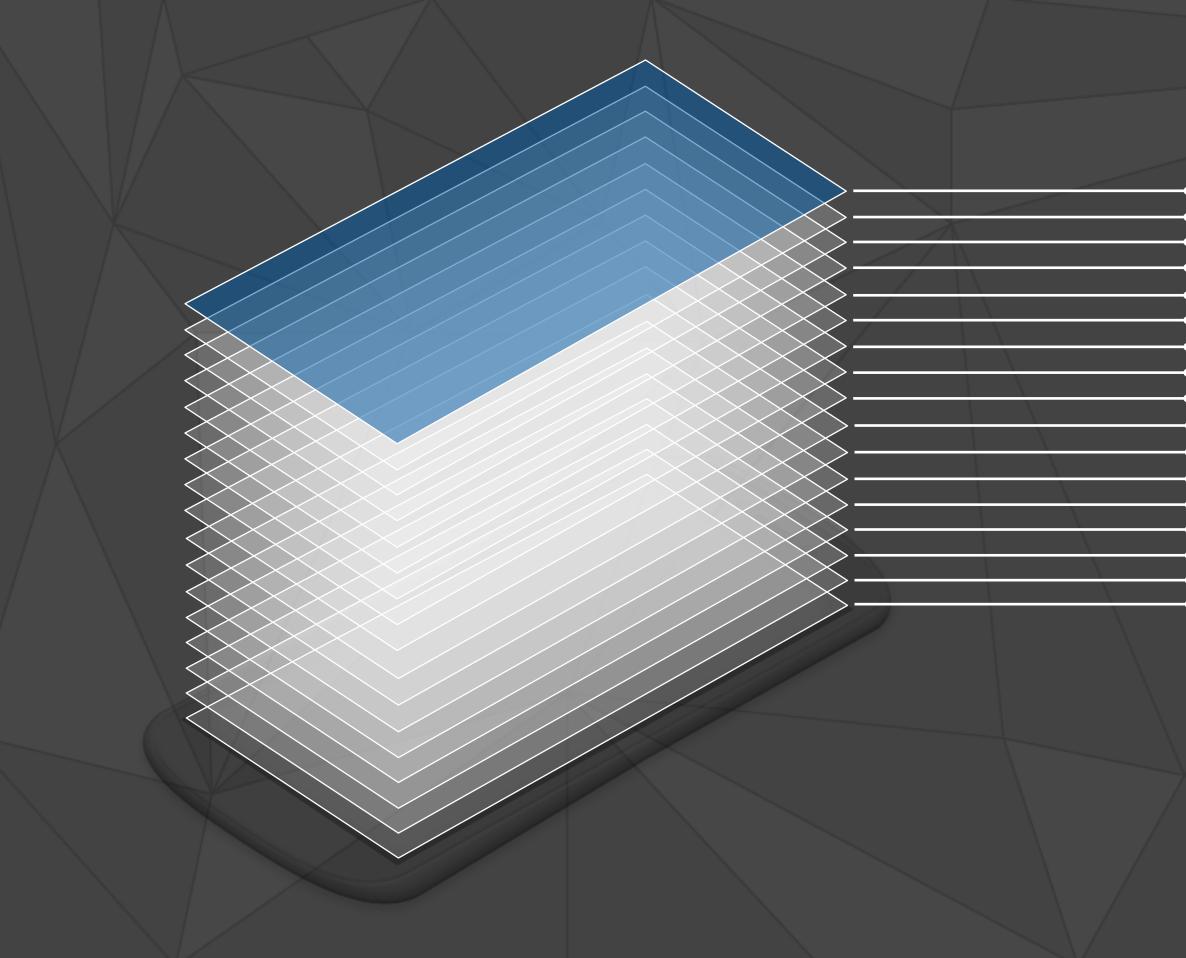
Parse

BUILD

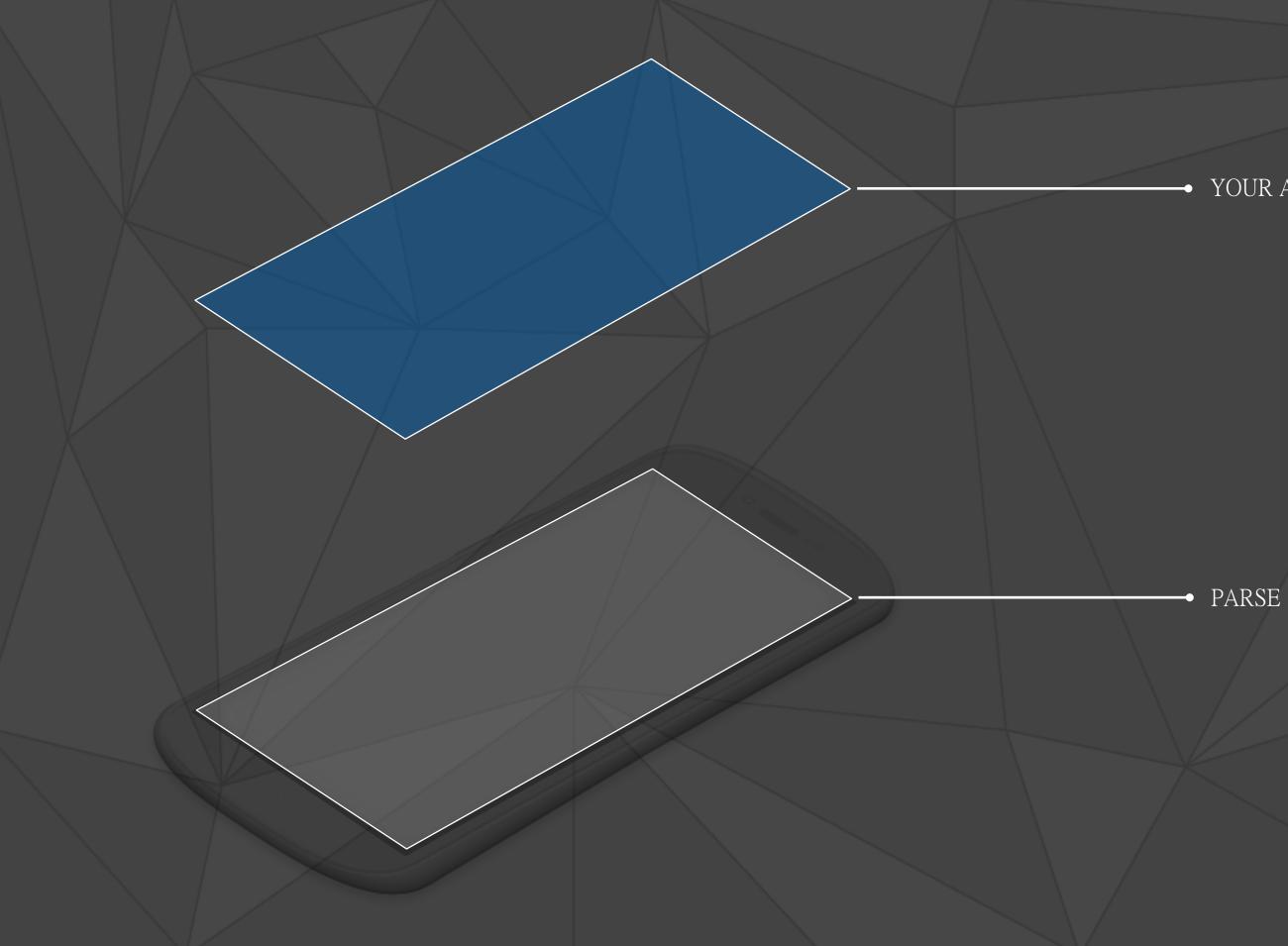




- → UI BINDINGS
- FILES
- PUSH NOTIFICATIONS
- SOCIAL
- USER SESSIONS
- DATA MODELS
- CACHING
- NETWORKING
- APP BUSINESS LOGIC
- APP SECURITY
- → MIDDLEWARE
- ROUTING
- RESTful API
- DATABASE BINDINGS
 Load BALANCING
 PHYSICAL SERVERS



- → YOUR APP
- UI BINDINGS
- FILES
- PUSH NOTIFICATIONS
- SOCIAL
- → USER SESSIONS
- DATA MODELS
- CACHING
- NETWORKING
- APP BUSINESS LOGIC
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- → MIDDLEWARE
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 Load BALANCING
 PHYSICAL SERVERS



• YOUR APP

New Parse Customers







PlentyOfFish Free Online Dating















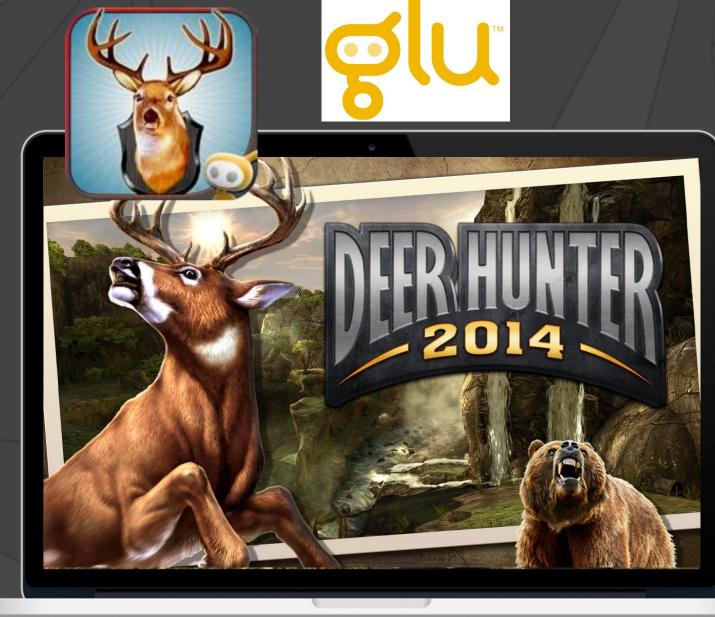
HarperCollinsPublishers

Glu Mobile // Deer Hunter 2014

Glu's first port to Facebook using Parse

More than 5 million installs to date on Facebook

Glu's most successful title of all time in terms of overall downloads and revenue





New Pricing

1000



SOCIAL CHANNELS





Requests



Notifications







Open Graph







FUN PLUS// Family Farm

5 million DAU worldwild on Facebook

80% of its new users coming from non-paid Facebook user acquisition.

ARPDAU 3X the category average





FUNPLUS

Like Button

Quickest way to share

Like a Facebook page Like an open graph object



••••• Carrier 🔶



* 100% 🛛



Make a Goofy Face





Share It! App



Be the first of your friends to like this.

Brite

●●●○○ Carrier 죽

Make a Goofy Face

Share It! App



Be the first of your friends to like this.

Make a Goofy Face

You like this.

You now like Make a Goofy Face.

Unlike

οκ

4:21 PM

∦ 100% 💷 •

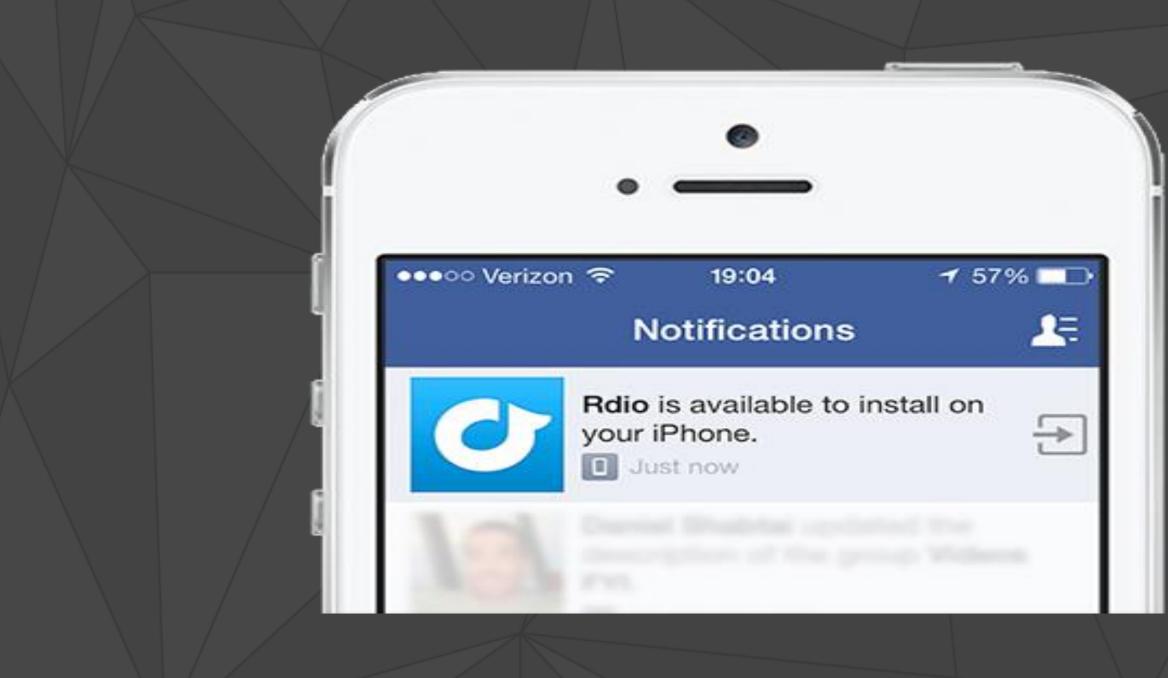
Share It!



0









You played League of Angels on your phone — play again on Facebook.



Page are a great way to engage with your players

		1	
	-		

War Commander shared a link. Friday @

The Special Ops Surge has begun. Attack as many Red Lokust or Eastern Horde Roque Faction bases as you can find for your chance to get your hands on the valuable Hooker Special Op. You have until Sunday 4/21 - best of luck, Commander! http://bit.ly/10spBRH

	War Commander: Hookers Special Ops Surge
Like · Comment · Share	I 106
🖞 358 people like this.	
💭 View all 114 comments	
Write a comment	



War Commander asked a guestion. April 18 🛞

Which Operation: Crossfire prize is the most valuable to your platoon?

\bigcirc	Elite Humvee	
\bigcirc	Elite Rifleman	
\bigcirc	Elite Rhino	
\bigcirc	Elite Suicide Truck	+6
\bigcirc	Elite Mega Tank	



🖞 230 people like this.

View all 147 comments



Write a comment...

. 54

Cross Platf

orm





Why Cross Platform

Study 1: Single platform vs. cross platform players

- One month study
- All Facebook connected games
- Measured engagement by days played



Play more AND pay more

2.4X Mobile Engagement 1.5X Canvas Engagement 3.3X Payment Volume





How usage changes when players go cross platform

Three month study
Hundreds of games, thousands of players
Measured engagement by days played



WHEN MOBILE PLAYERS COME TO CANVAS



cross platform

mobile only

8%

40% engagement increase in mobile + canvas

engagement decrease with people who stuck to mobile only

WHEN CANVAS PLAYERS COME TOMOBILE

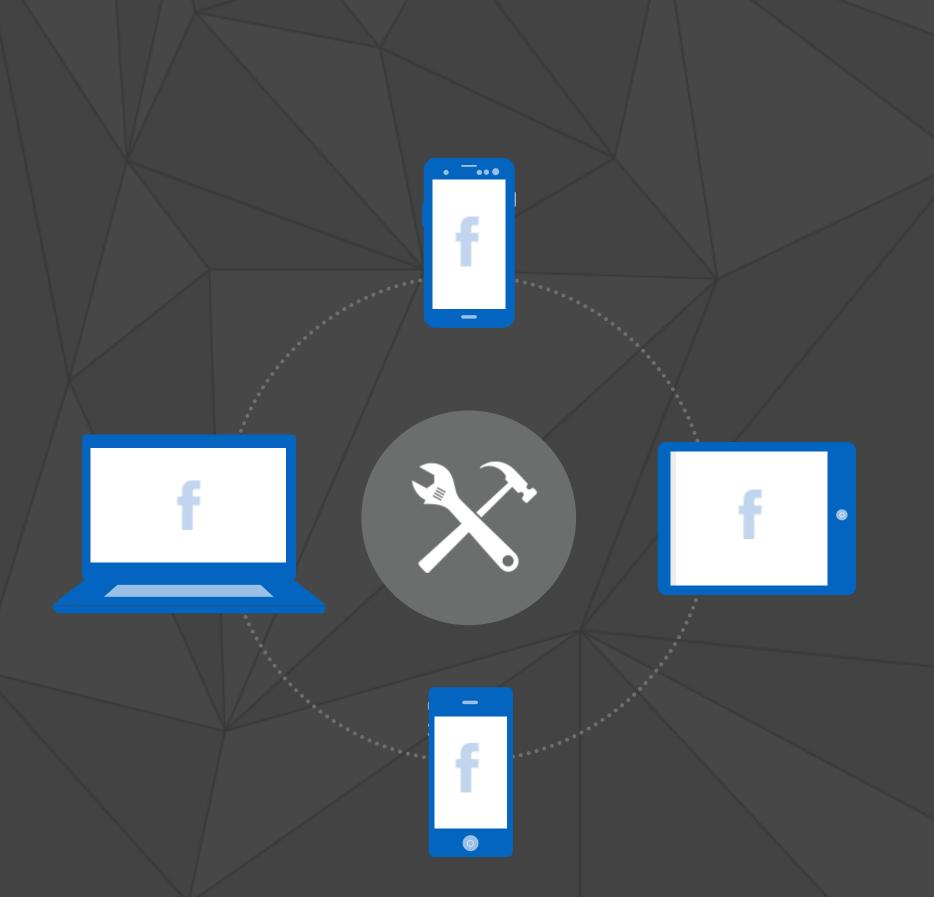
cross platform

canvas only

21% engagement increase in mobile + canvas



engagement A Congagement decrease with people who stuck to canvas only



for Unity

Enable users to play with friends Connect gamers x-platform Grow your audience Easy integration & deployment

Facebook SDK

55M+ Facebook users with Unity installed played a game





Development time

✓ <u>1 engineer</u>

 \checkmark <u>2 days</u> to integrate Facebook Unity SDK

1 day to implement Facebook Payment on Canvas

1 week to do QA and testing for both mobile and Canvas





30% Increase in Revenue

25% Increase in ARPPU

31% Increase in Retention

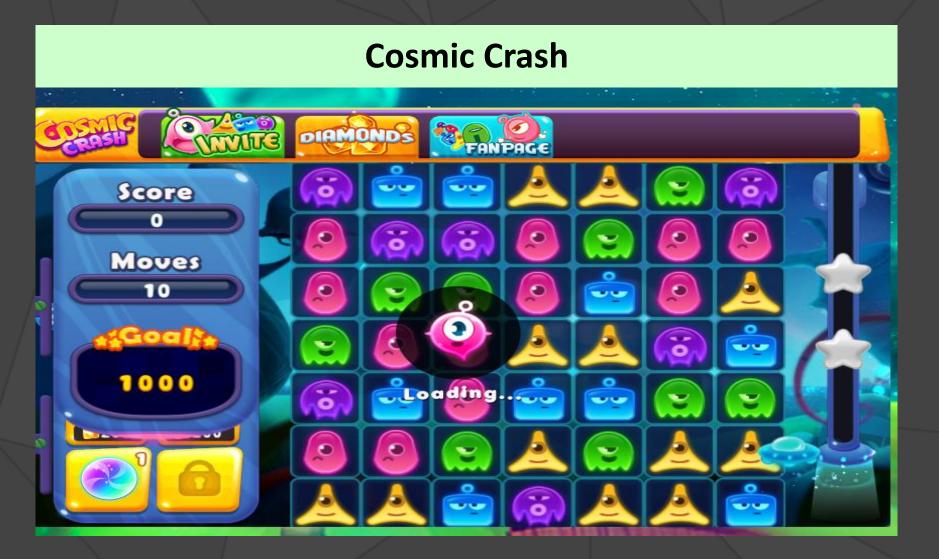
Over 1.2 million monthly active users across mobile and desktop



Increase in Monthly **Active Users**



Facebook Cocos SDK













Galaxy at War online

Help Beetle home







4 7 X higher 7th day retention





higher conversion to payers

2X more engaged

FACEBOOK ADS

Mobile App Ads

	•		
.atl	4:03 PM	И	
🔳 New:	s Feed		
Suggestee	d App		~
	LLO HERO™ onsored (demo)		
	Battles, PvP ar millions! Collect		
NEW EPIC 3D RP	PG CONTRACTOR		A A A A A A A A A A A A A A A A A A A
HELLO H		Install Now	
	nny Kooi Cia Ng fe Mussion	at 於形咖啡	~

Desktop App Ads

HELLO HERO · Suggested Game Boss Raid Battles, PvP and Quests! RPG played by millions! Collect hundreds of Heroes!

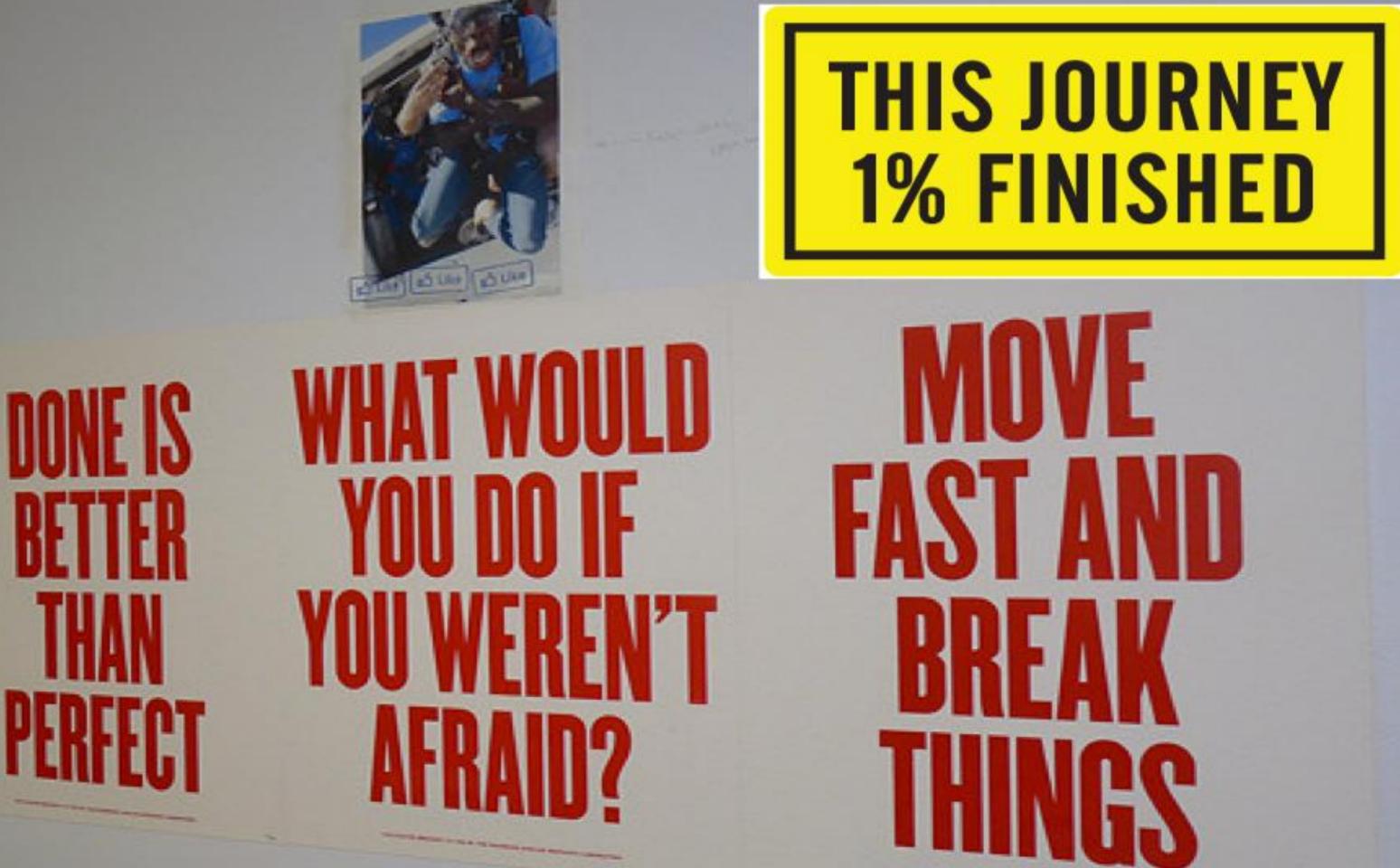


HELLO HERO ★★★★ 27,452 ratings

Sponsored



Play Now



Thank you!

