



# East to West: how to maximize monetization when operating a mobile game in different markets

October 2014, Emma Povkhan

aeria  
GAMES



ProSiebenSat.1  
Games

## EMMA POVKHAN



- Portfolio of free-to-play mobile games
- 7+ years of monetizing freemium products

# Introducing SevenGames



The combination of Aeria and ProSieben Games has created the leading publisher in Europe



# Our New Global Footprint



We continue our presence in Europe, the U.S. and Asia

## North America

26 million users

## South America

14 million users

## Europe\*

42 million users

### ● Berlin, Germany

Global HQ of merged entity

### ● Seoul, Korea

New office in Seoul opened in September

### ● San Francisco, USA

New office planned to open in Q4 2014



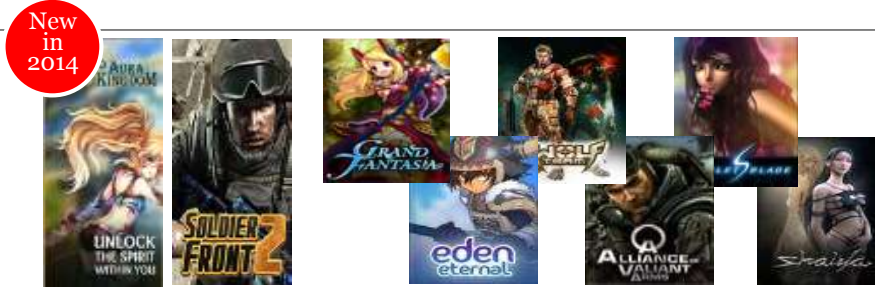
■ Localized games offered by Aeria Games

\*Including Turkey and Russia

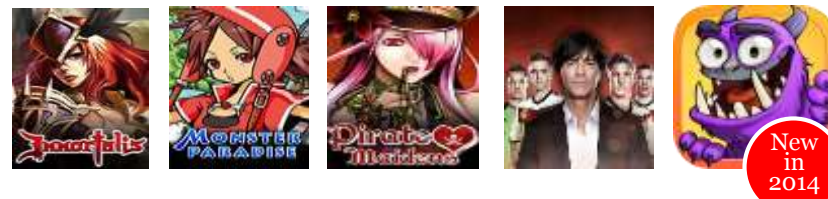
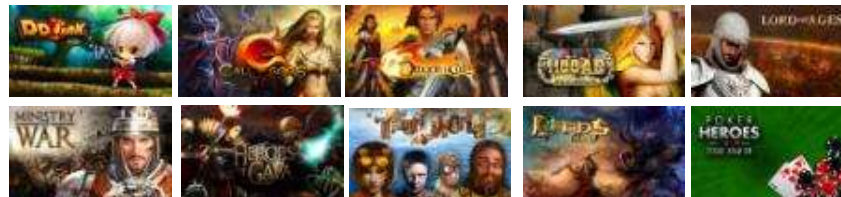
# Portfolio Overview

Our portfolio comprises 50+ immersive games across PC, browser and mobile platforms

## Aeria Games Portfolio Overview



## ProSiebenSat.1 Games Portfolio Overview



Asia has always been a major source of innovation in games

Pioneering and dominating in **free-to-play** games on **PC**



Strong **mobile** platform presence since existence of feature phones



# Asian Games: Amazing Metrics

Global success of Asian games is a good example of supreme performance

Stronger **retention**  
due to focus  
on live events

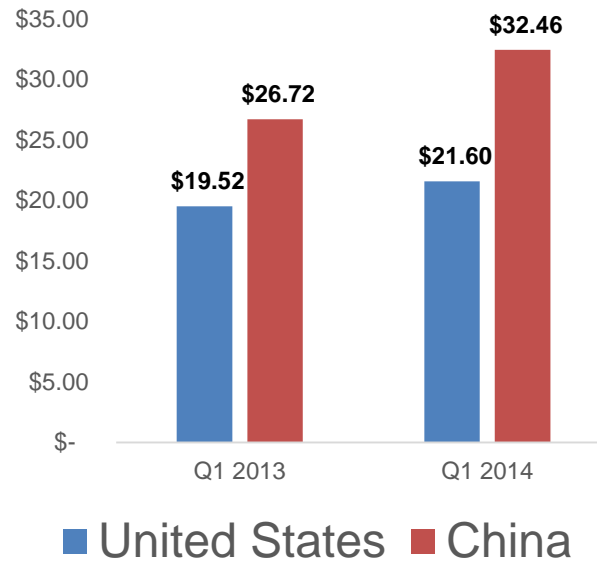


Rage of Bahamut

Download Ranks  
Below 1,500

Top Grossing  
Ranks

Stronger **ARPPU**  
due to committed  
core gamers



Stronger **ARPU**  
due to well adopted  
payment options



Puzzle and Dragons  
M-ARPU \$11.89



Clash of Clans  
M-ARPU \$1.31



Candy Crush Saga  
M-ARPU \$0.75

\*In U.S. App Store, May 2013 to Oct 25, 2014

\*Mobile Data Brief: May 2014 | ★ SuperData

\*Digital Game Sales: April 2014 | ★ SuperData

# Asian Success: East vs. West

Yet Asian games have not really gained full traction in Western mobile markets

Western Markets – Top 5 Grossing Apps  
iPhone, Nov 2013

## Western Countries

U.S.A.  
UK  
Australia  
Germany  
Canada  
France  
Italy  
Switzerland  
Russia  
Netherlands

Grossing				
#1	#2	#3	#4	#5



Asian Markets – Top 5 Grossing Apps  
iPhone, Nov 2013

## Asian Countries

Japan  
South Korea  
China  
Taiwan

Grossing				
#1	#2	#3	#4	#5

## Main Inhibitors

- Different tastes in art style and presentation
- Different levels of audience sophistication
- Different role of OTT platforms (WeChat, Line, Kakao)



# Our Success: Immortalis Case Study



In 2013 we've successfully launched Japanese Top 20 game "Guardian Battle", adapting it to fit 100+ Western markets

Art Style

Communication

Monetization

Game Engine

Japan  
Market  
Guardian Battle



Western  
Markets  
Immortalis

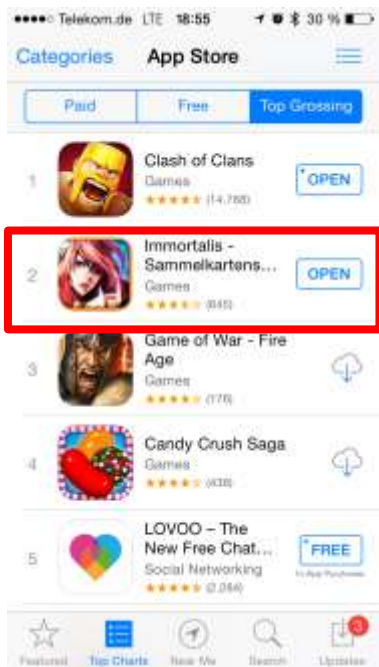


Remains  
Unchanged

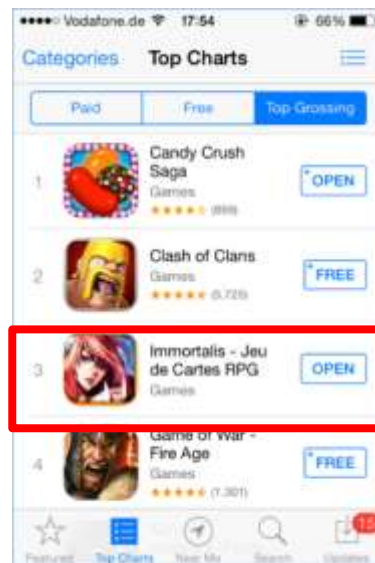
# Success Story: Results in the West



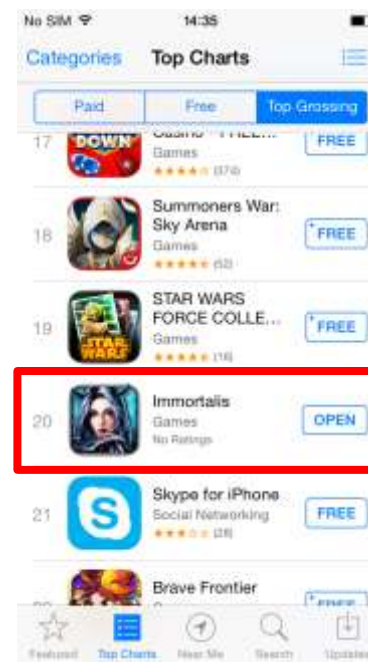
#2 Top Grossing  
in Germany



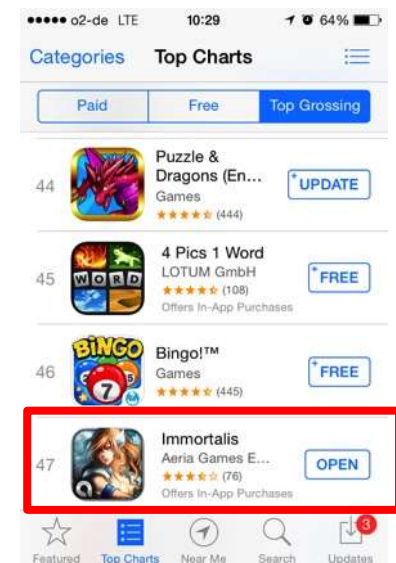
#3 Top Grossing  
in France



#20 Top Grossing  
in Canada



#47 Top Grossing  
in the US



We've maximized performance by working around psychological, sociological and economical differences



Art style



Game Design



Cultural references



Price points



Communication



Gambling

# Art Style: App Icons

## Japanese Version



ANIME



## Western Versions

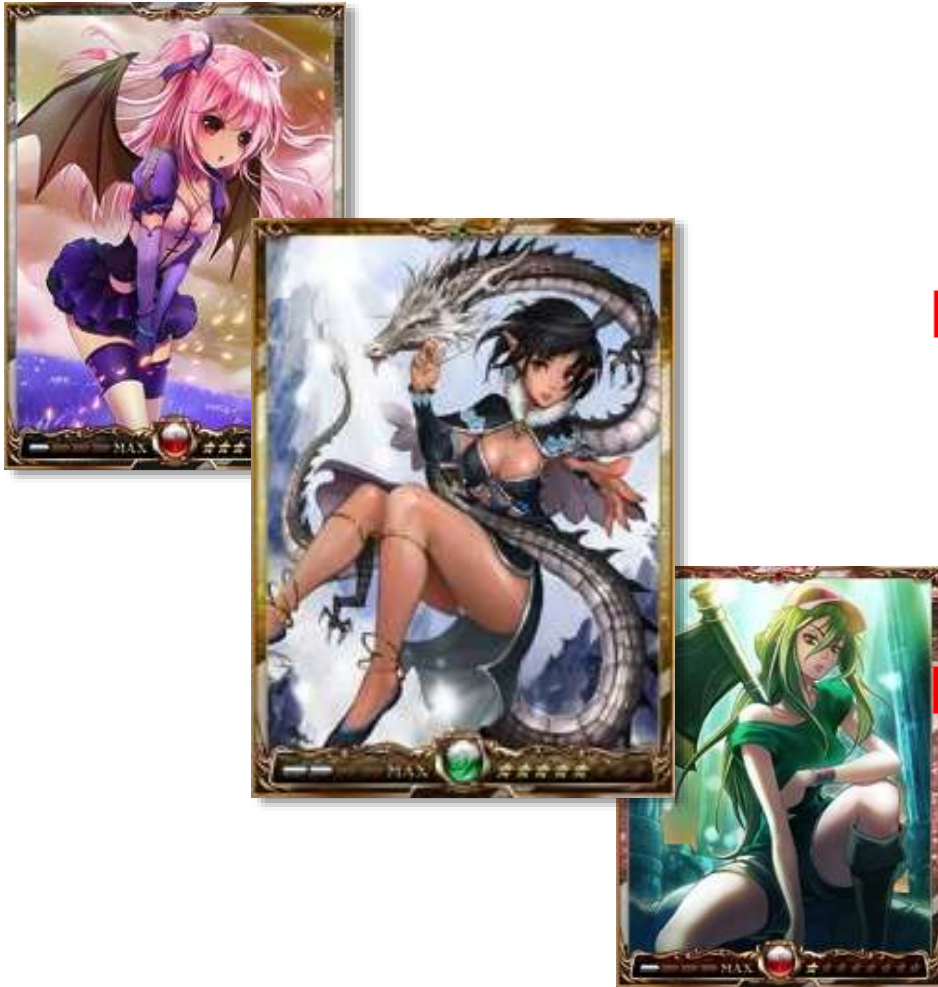


FANTASY



# Art Style: Card Art

## Japanese Version



## Western Versions



## Japanese Version

SAKURA  
BLOSSOM  
EVENT



## Western Versions



QUEEN'S  
BLADE,  
MAYOU



## Japanese Version



## Western Versions



## Japanese Version

## Western Versions

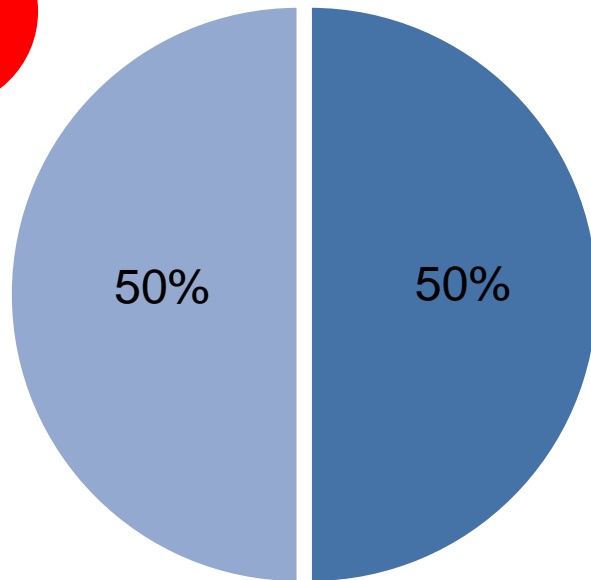


BANNERS



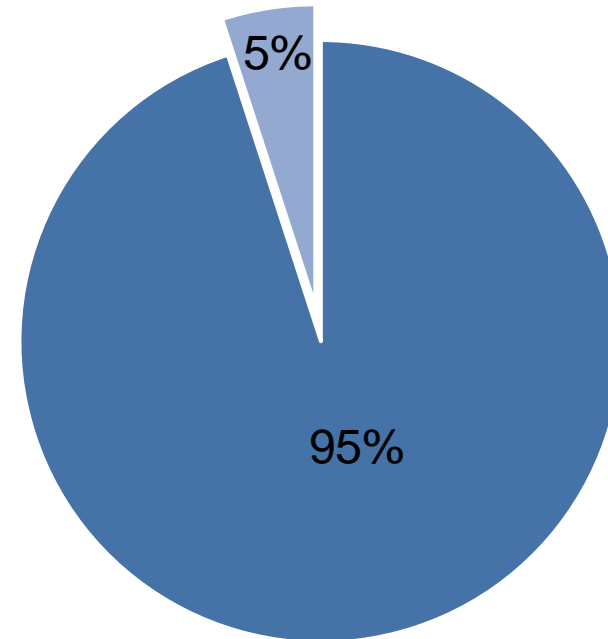
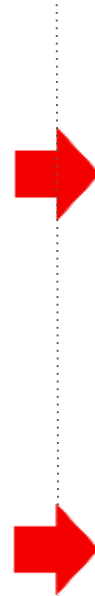
## Japanese Version

REWARDS  
FOR  
EVENTS



■ Personal Rewards ■ Guild Rewards

## Western Versions



■ Personal Rewards ■ Guild Rewards

\* Estimated for Raid Event 12, "Black Sun", comparison of rank #1 in personal reward to rank #1 in guild rewards

# Gambling Mechanisms: Gacha

gachapon

blind purchase

gacha gacha

capsule



"blind box" sets

coin-operated capsule toys

vending machines

# Gambling Mechanisms: Gacha



# Gambling Mechanisms: Gacha



Step Gacha in Applibot's "Chaos Drive"



Gacha Retries in Colopl's "Pro Baseball PRIDE"



Scratch Gacha in Cygame's "Rage of Bahamut"



Sugoroku Gacha in Applibot's "Legend of the Ciptids"

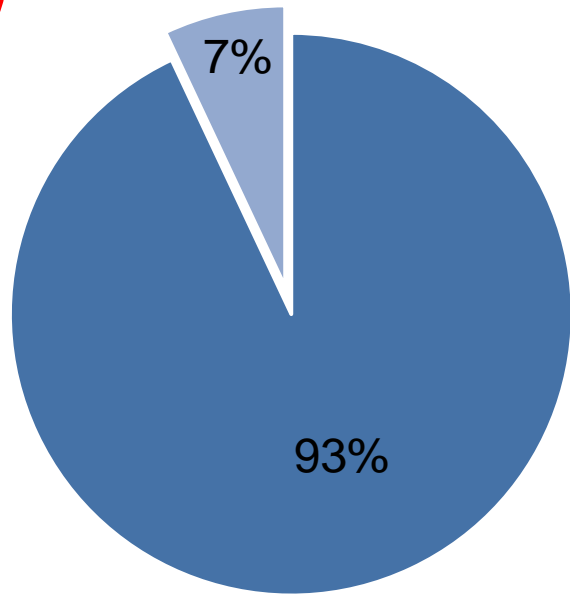


12x Gacha seen in Asobism's "Dragon League X"

# Gambling Mechanisms: Gacha

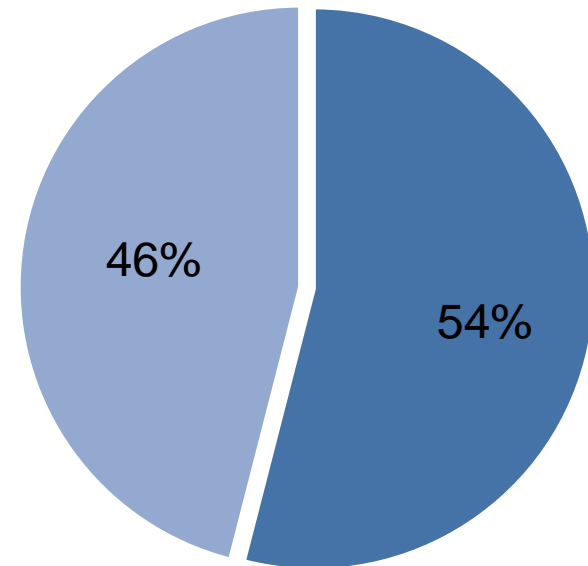
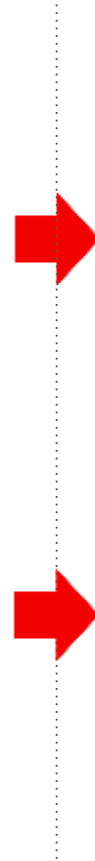
## Japanese Version

SALES  
SHARE



■ Gambling ■ Direct Sales

## Western Versions



■ Gambling ■ Direct Sales

\*Data for January 1 - Aug 10, 2014. Western version is on example of DE.

# Aggressive Monetization: Prices

## Japanese Version

## Western Versions

CONVERSION



WHALES



## Industry KPIs



Puzzle and Dragons  
**M-ARPU \$11.89**



Clash of Clans  
**M-ARPU \$1.31**



Candy Crush Saga  
**M-ARPU \$0.75**



US Q1 2014  
**M-ARPPU \$21.60**



China Q1 2014  
**M-ARPPU \$32.46**

## Immortalis KPIs

**M-ARPU \$20.15**  
(IMM DE, Dec-2013)

**D-ARPU \$10.27**  
(IMM FR, 28-Sep-2013)

**D-ARPPU \$191.9**  
(IMM FR iOS 16-Apr-2014)

**M-ARPPU \$262.72**  
(IMM FR iOS , Oct-2013)



**BAM! – Battles and Monsters!**

---



To facilitate the adaptation of Asian games, we've built an internal studio to create art that matches our audiences

## Style Adaptation



## Evolution Concepts



## Original Card Art



EXAMPL  
ES

# BAM! - Battles and Monsters!

So far our largest project,  
featuring hundreds of lovable, silly monsters

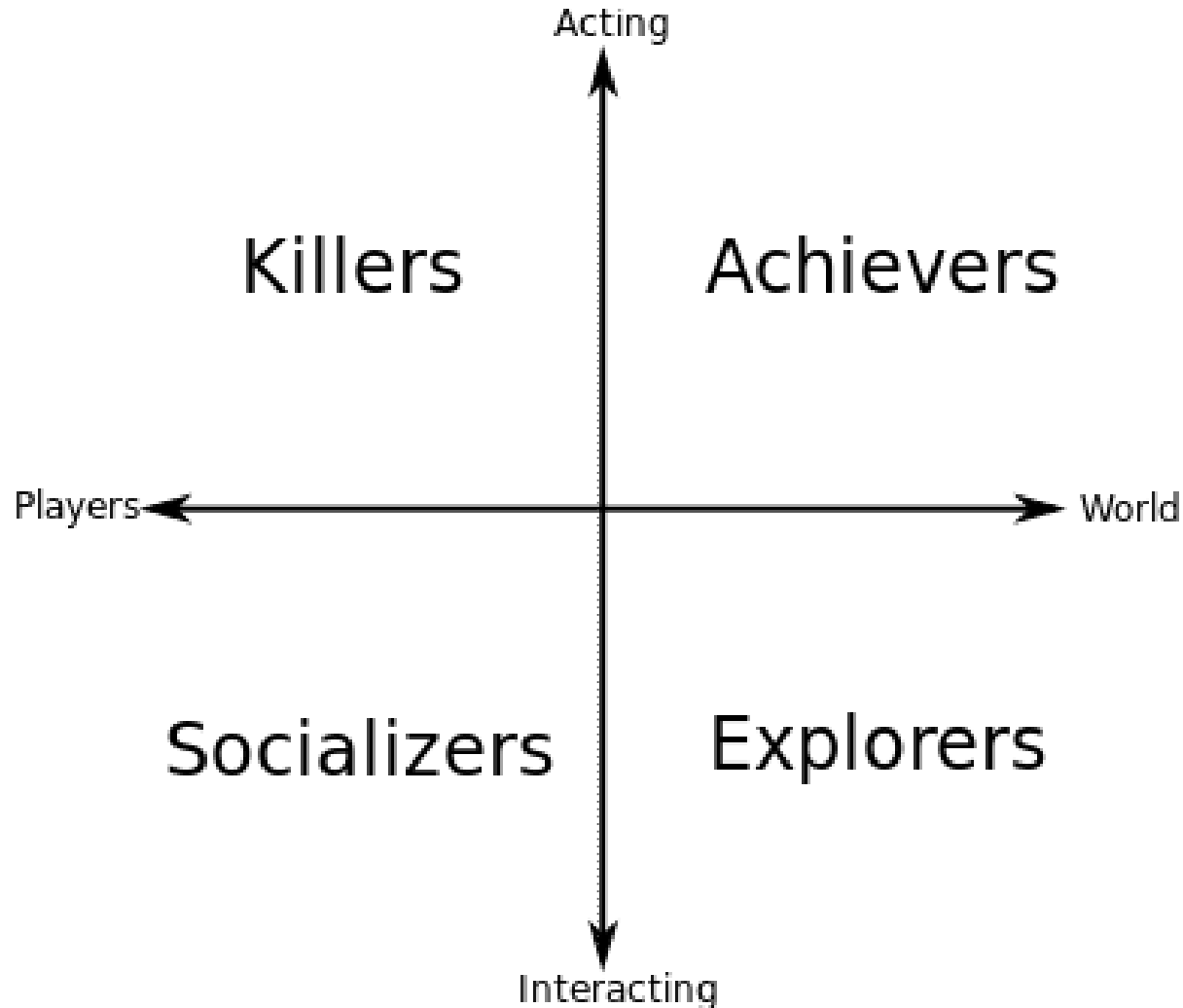
- Comic fantasy style trading card game
- Real-time guild battles
- Launch in Q4 2014
- Devices: iPhone/iPod





THANK YOU

---

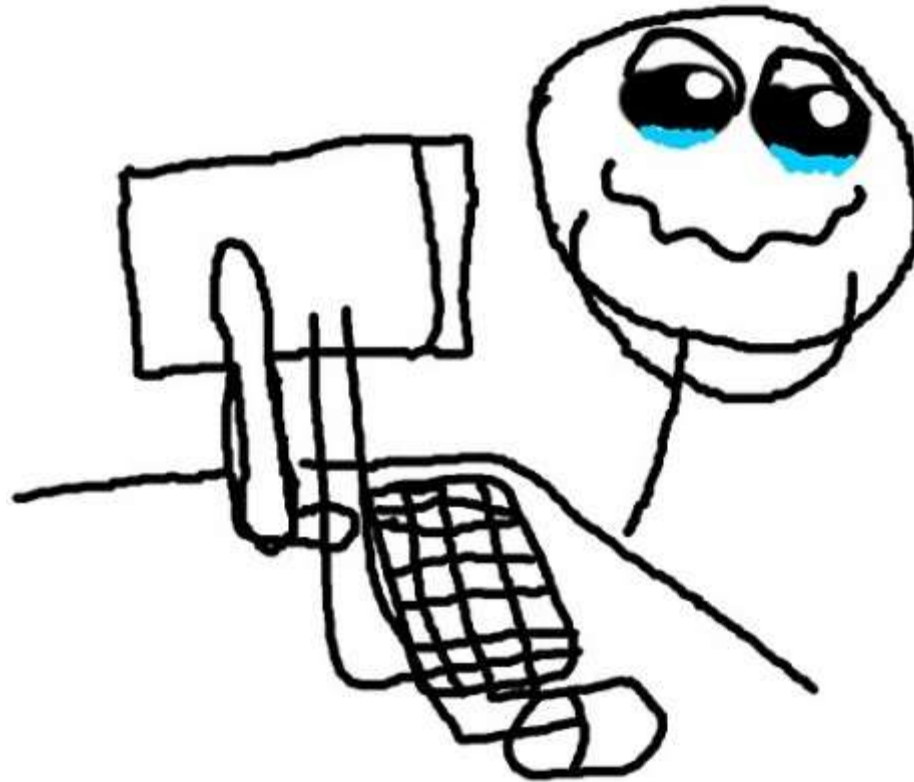




Conversion: 10 Commandments

---

# 1. Create Pay-to-Enjoy Experience



## 2. Ensure Maximum Exposure



### 3. Talk Newbie-friendly





# 4. Keep it if it Works

**NUR DIESES  
WOCHENENDE!**

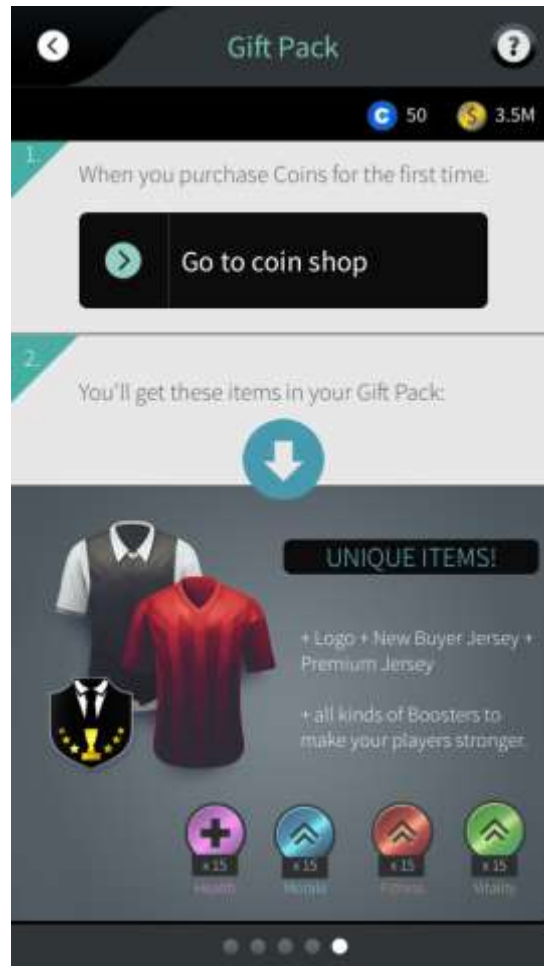
**5 starke Gründe zum  
1 Mal AP auszugeben!**

- 1) 500 AP von uns GESCHENKT
- 2) 50 Malche aus dem Treueprogramm
- 3) Dieses fliegende Reittier LVL1, VM und Kostüme
- 4) Wahnsinnsrunden in der M-Alchemie
- 5) Dieses süße Pandahaustier

in nur 25 Stk. geliefert

Das alles, wenn  
du **500 AP ausgibst!**  
Ab jetzt bis Montag um 6!

# 5. The Power of Free



# 6. Price Perception: Context Matters



# 7. Two-step Approach



**SPECIAL OFFER**

**YOU WERE SELECTED FOR A MAJOR DISCOUNT!**

1500

~~€35,99~~

**€29,99**

**-15%**

**Time Left: 56 MIN 19 SEC**

**PURCHASE NOW**

min 19 sec

The image shows a yellow pop-up window with a red 'X' in a circle in the top right corner. The text is bold and white with black outlines. A cartoon chicken is holding a green scroll that points to the price. A treasure chest filled with diamonds is on the right. The background shows game icons like a gear, a plus sign, a magnifying glass, and a calculator.

# 8. Adhere to Payment Methods

The screenshot displays a game interface for a 'BATTLE' screen. At the top, there is a blue header with a left arrow, the word 'BATTLE' in large yellow letters, and a right arrow. Below the header, the player's status is shown: ST (42/42) with a green progress bar, MP (100/100) with a blue progress bar, XP (71/486) with a yellow progress bar, and GC (0) with a yellow progress bar. A red banner in the center shows a timer of 0:55:04. Below the status, a character wearing a yellow hat and holding a glowing blue sword is featured. A large blue banner reads '11x SUMMONING' and a yellow badge says '50% discount!'. The text 'HALF PRICE FOR THE FIRST SUMMON!' is prominently displayed. At the bottom, it shows '1 Time 1495 GC' and 'Current GC: 0'. A large blue button at the very bottom says 'SUMMON NOW!'.

# 9. The Power of Number 9



# 10. The Power of Mass Market





THANK YOU

---