

Games for messaging platforms

Time to disrupt the traditional app-stores



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About CoolGames

About CoolGames

- Founded in 2010, one of first companies with 100% focus on HTML5
- In-house studio for **own titles** as well as AAA game brands
- Global launch-partner for Facebook Messenger with now 8 games released, a.i. *Arkanoid*, *Snake*, *Jewel Academy*, *Daily Sudoku*, *Battleship*, *Tetris*, *Angry Birds*
- 60 FTEs with diversity in backgrounds in Amsterdam HQ and Tokyo office

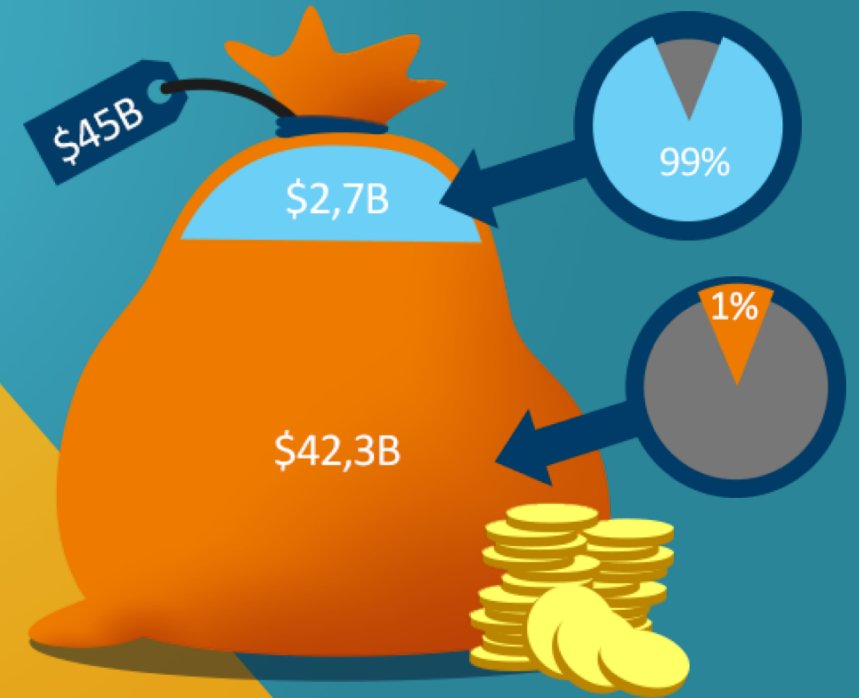
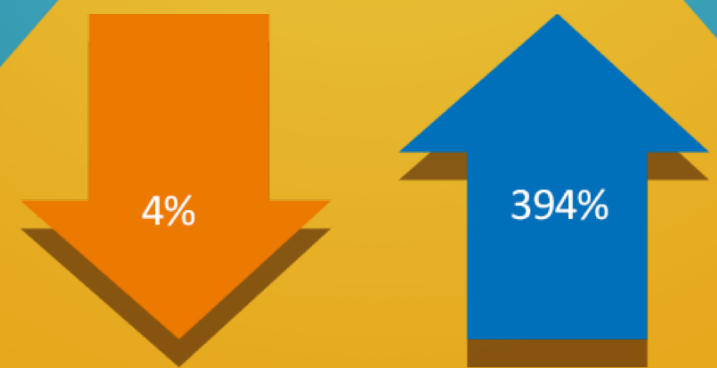




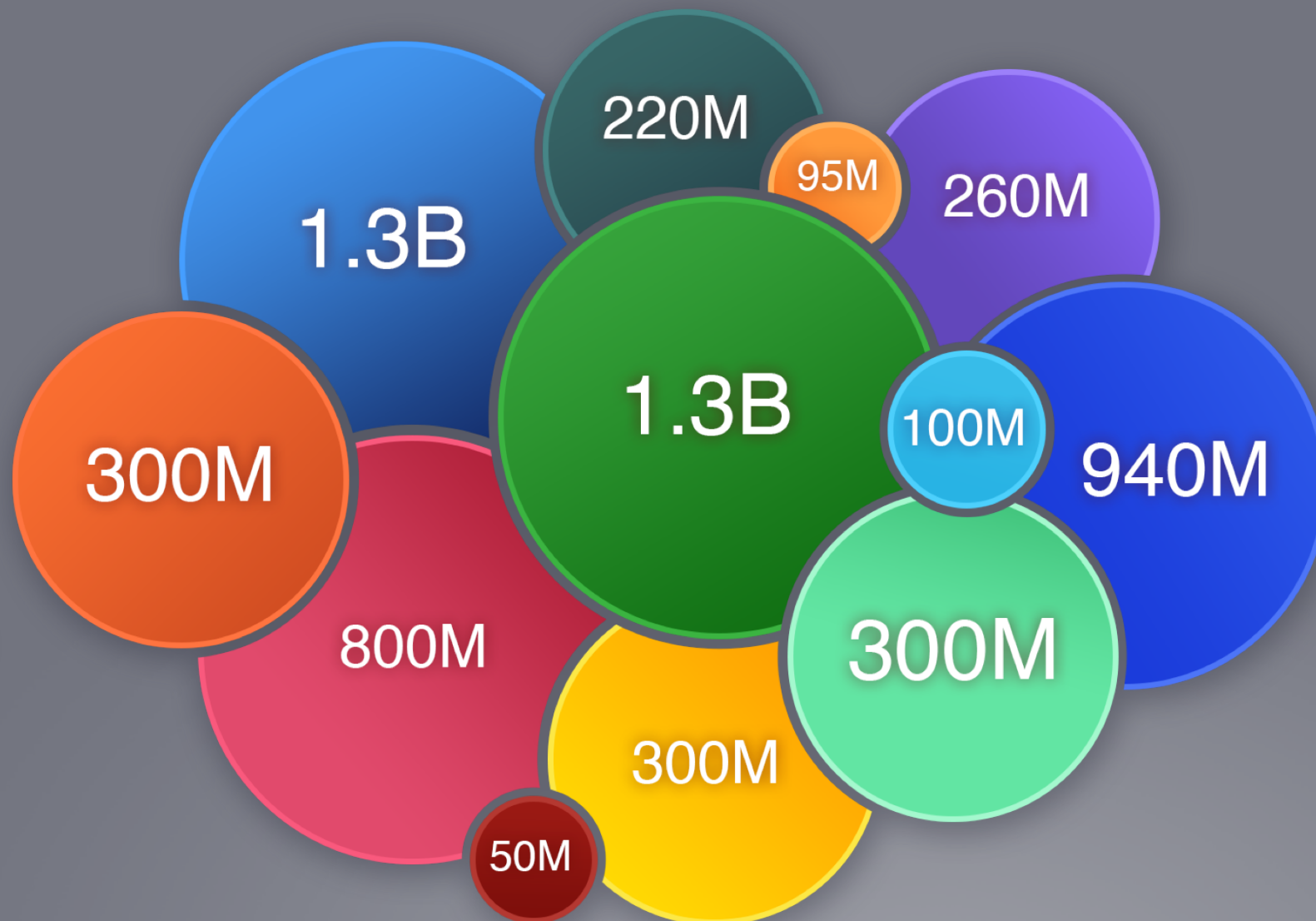
A massive new market unfolding



The mobile games landscape today



A massive new games market is opening up



	Native games	HTML5 games
KakaoTalk	✓	✓
Skype		
VK	✓	✓
Snapchat		
WhatsApp		
LINE	✓	
Kik		✓
Telegram		✓
Messenger		✓
WeChat	✓	✓
Viber		✓
Instagram		

Total audience of messaging platforms could exceed traditional app-stores



Developing for messaging platforms

Key differences apps versus messaging games

Games from traditional app-stores:

- Download required from app-store
- Player starts the game from phone icon
- Social: friends need to **have the same game installed** as well
- Tech: mostly **native code** or **Unity** built
- Simple **notifications**
- **Mature** & diverse monetization options
- **Discoverability**: need user-acquisition

Games for messaging platforms:

- **Plays instantly** (but need to be online)
- Many **context relevant entry points**
- Social: **share and play instantly** with friends without download required
- Tech: requires **HTML5** technology
- **Rich media chat messages** and bots
- Monetization **early stage** but improving
- **Virality**: use the power of the network

Different entry points for messaging games



Download from app-store



Start with app icon



Game list



Facebook page



News feed



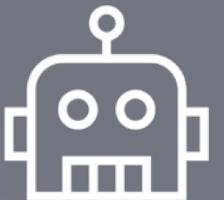
Ads



Friend invite



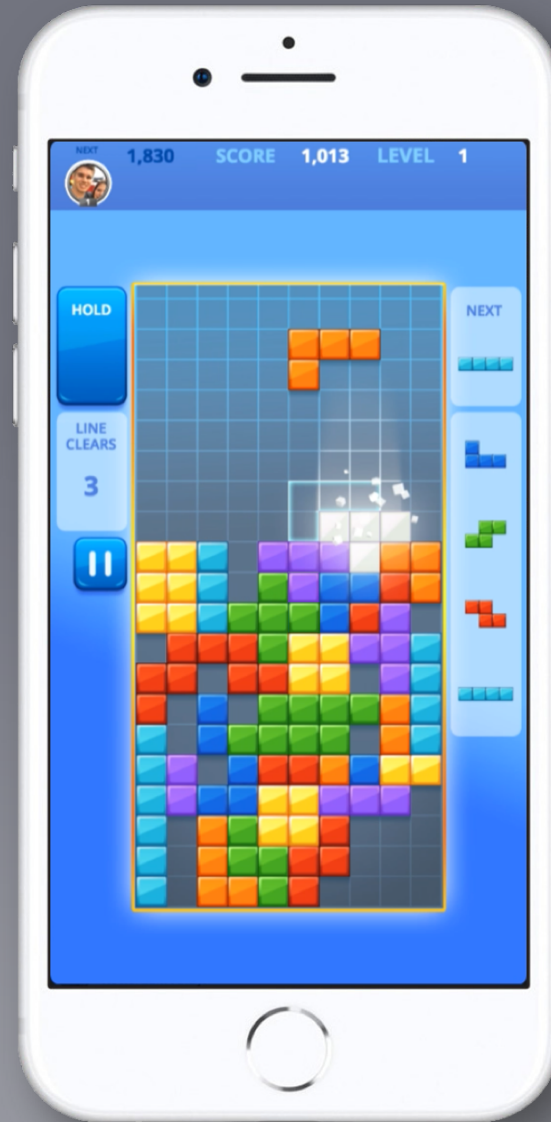
Group chat



Chat bot



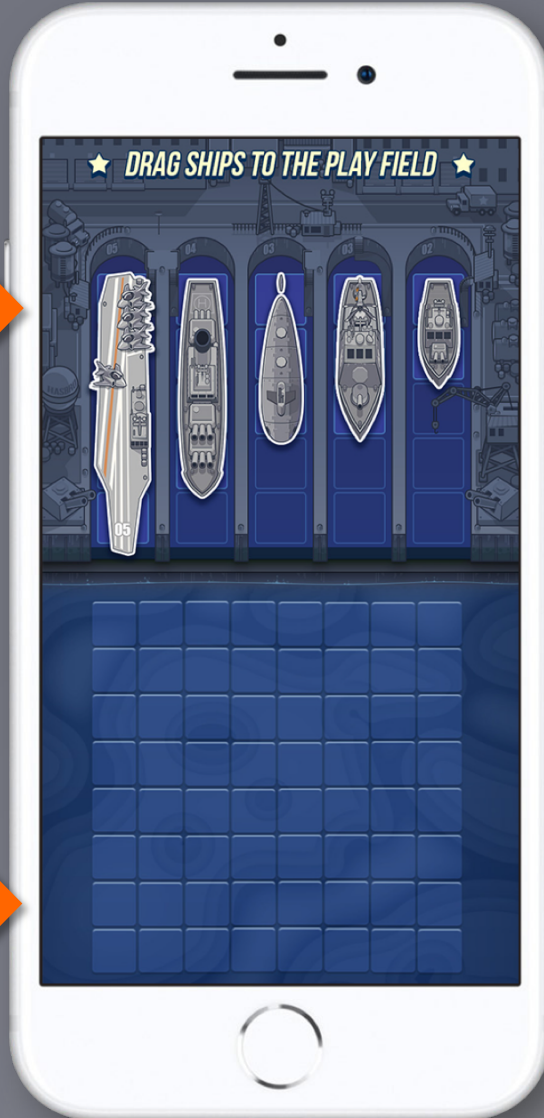
Poke



Tetris downloaded from app-store

Cloud-based Tetris Instant Game

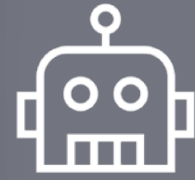
Battleship: different context relevant entry points



Game list,
first time play



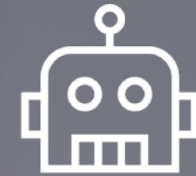
Group chat,
first time play



Bot message
showing your
friends move
and it's your
turn again



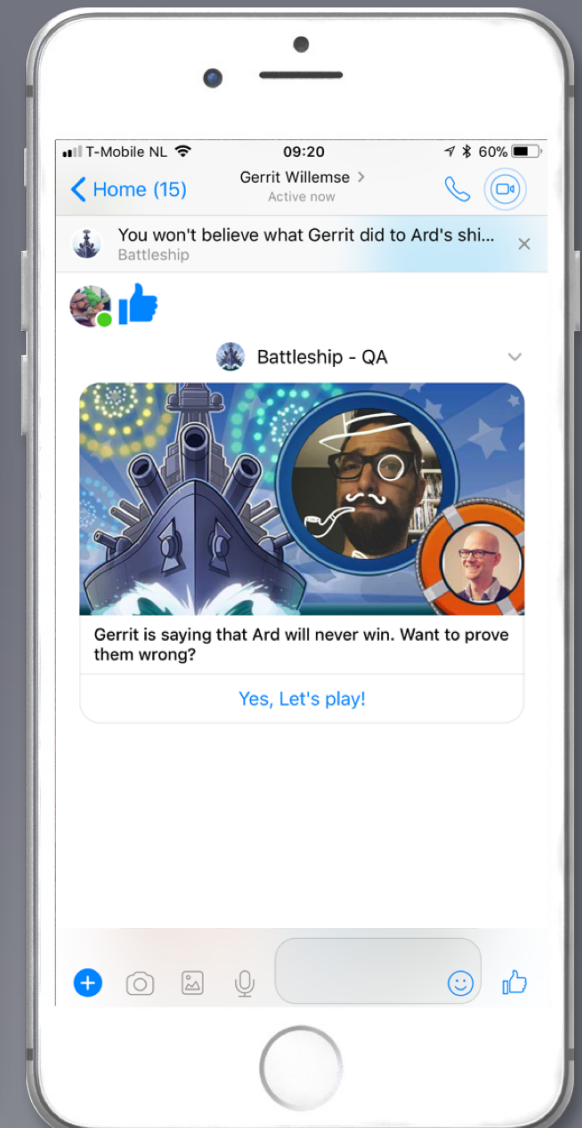
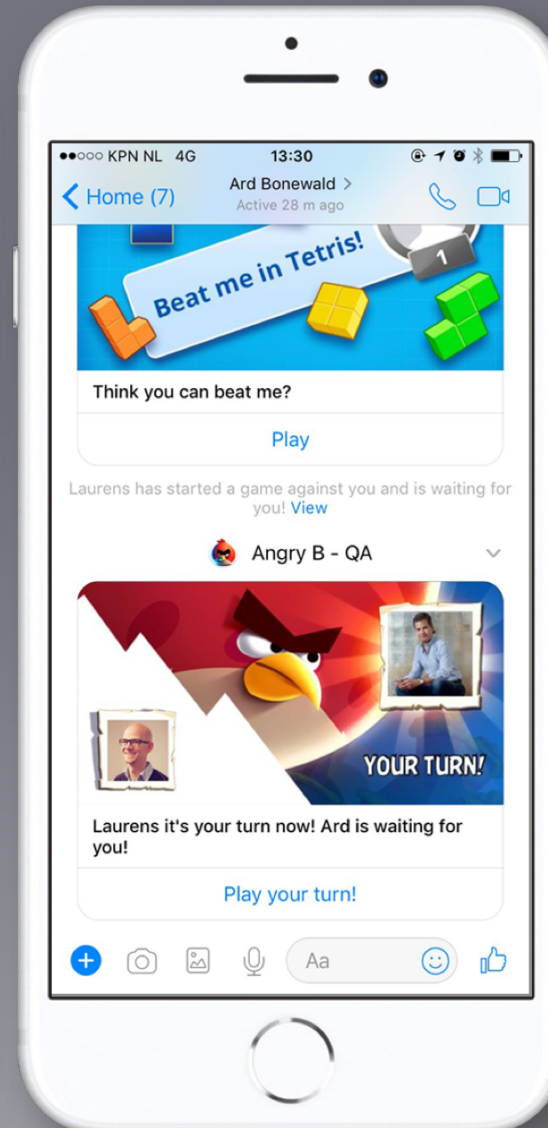
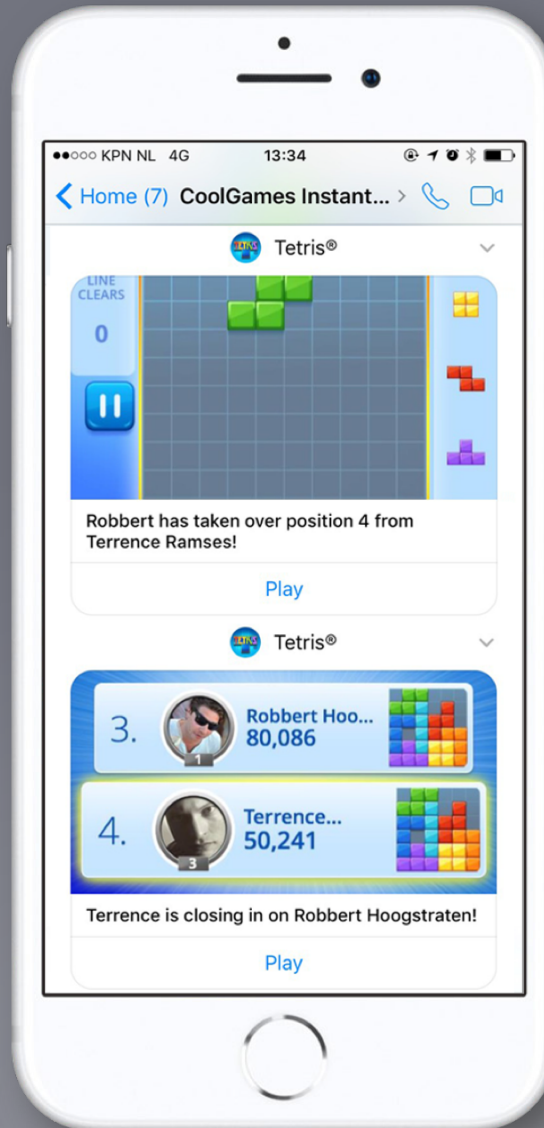
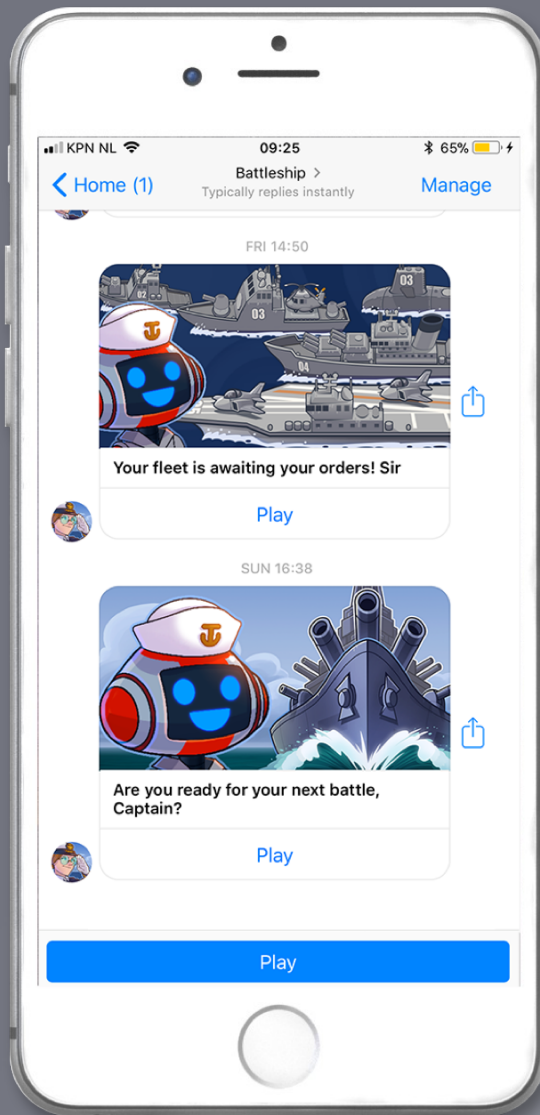
Poke from
friend



Bot reminding
you to come
back to the
game



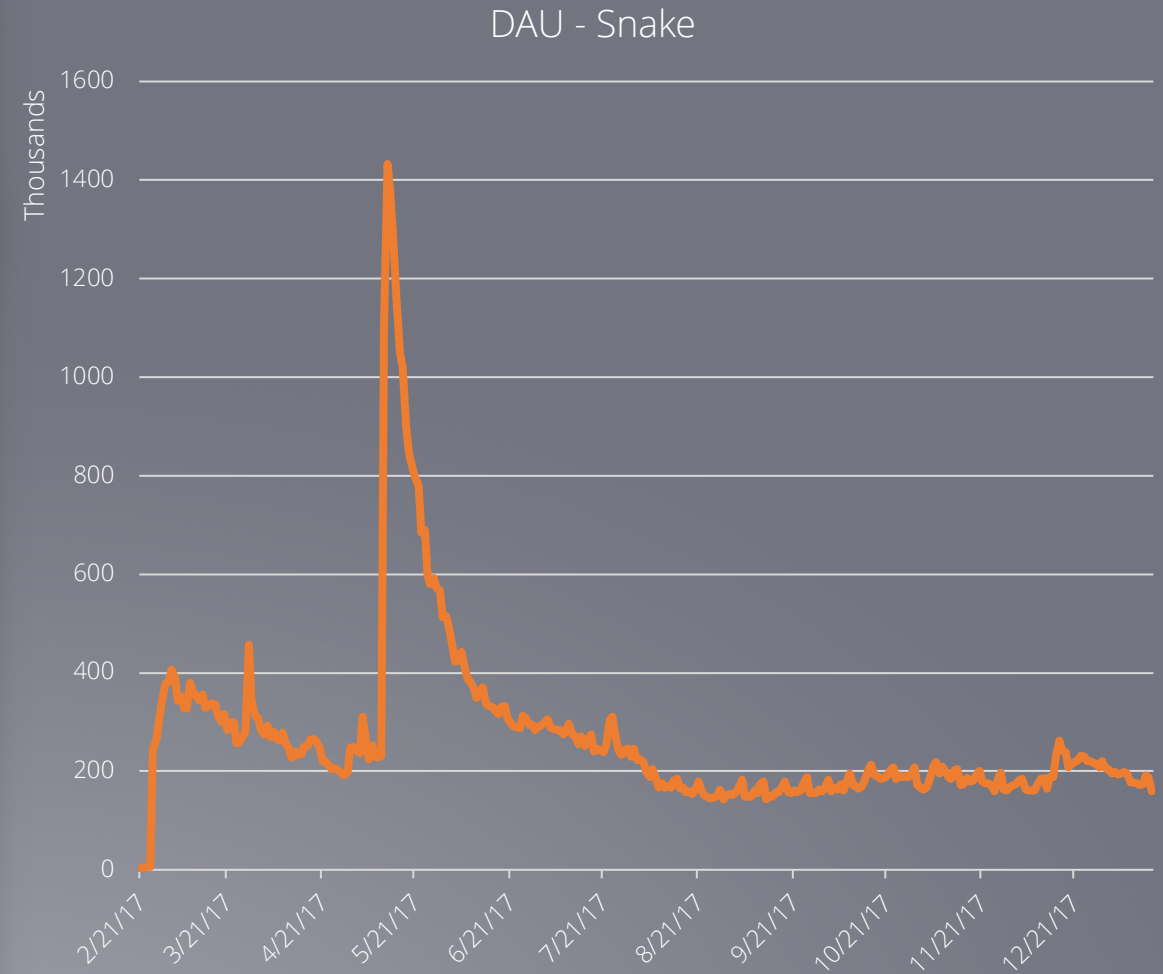
Using rich messaging alerts via GameBot



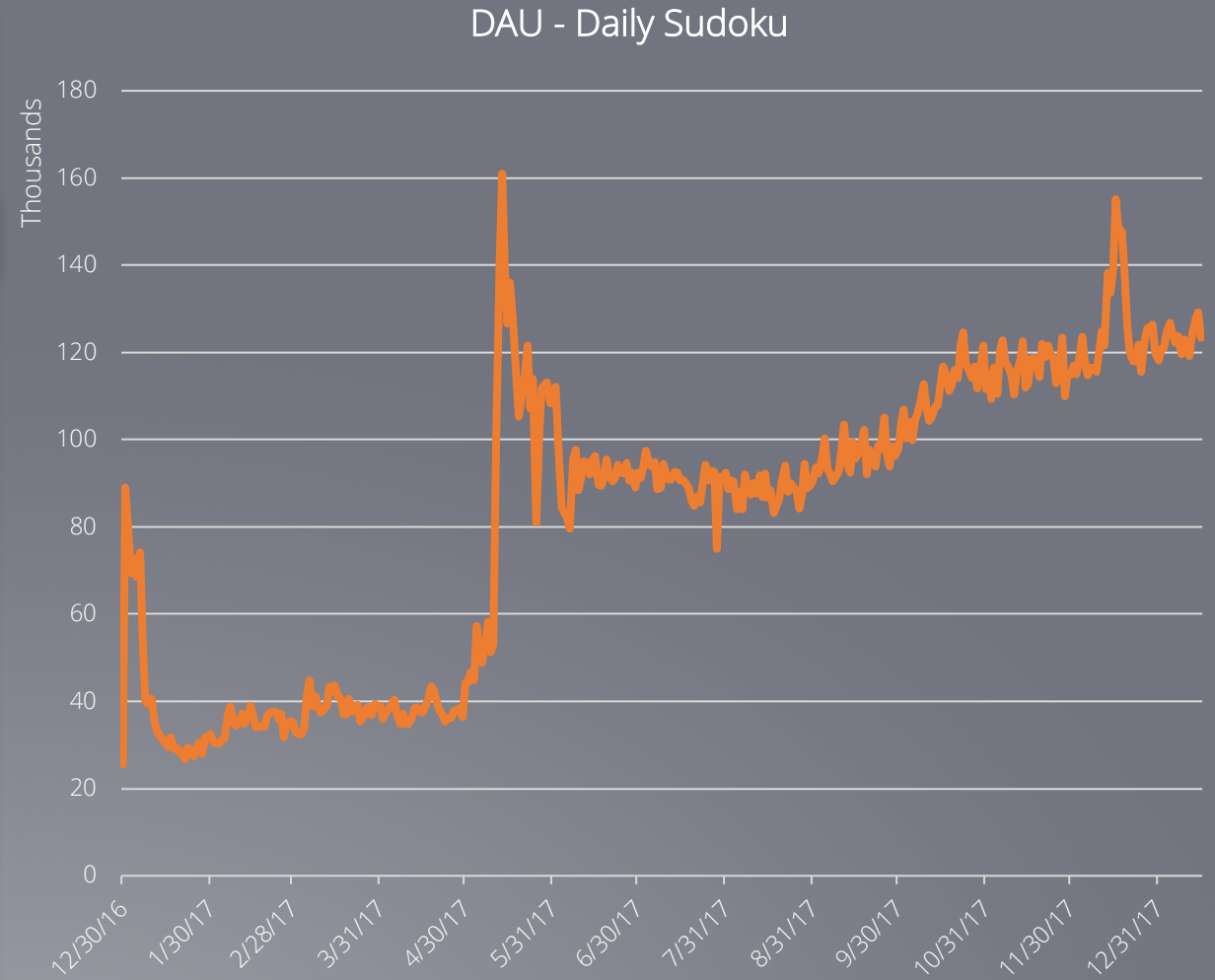


Case studies and concrete examples

Hit arcade games for 18-24 year old (male) demographic



Steadily growing user base for 18-34 (female) audience

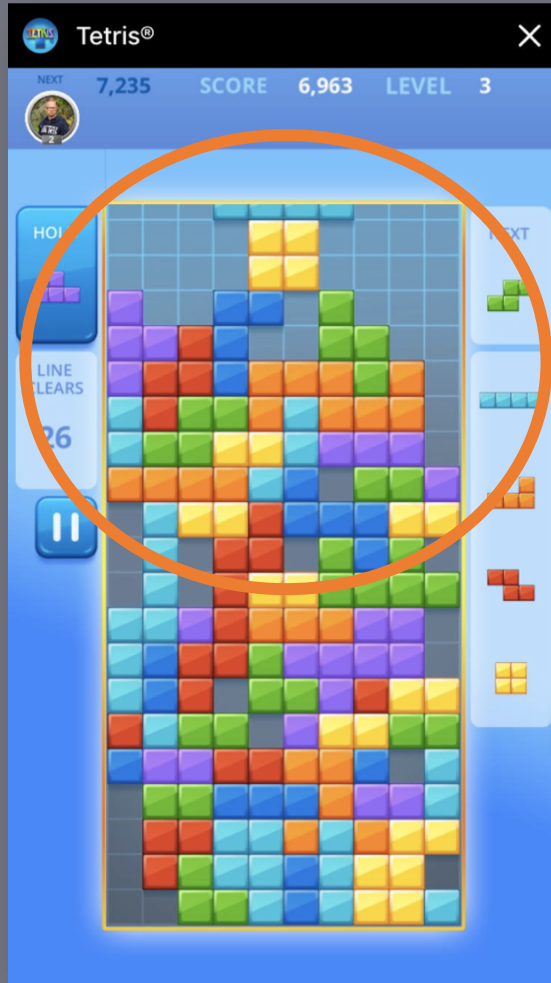


Using the power of the network: multiplayer virality



47%
of new users
come in by
a friend invite

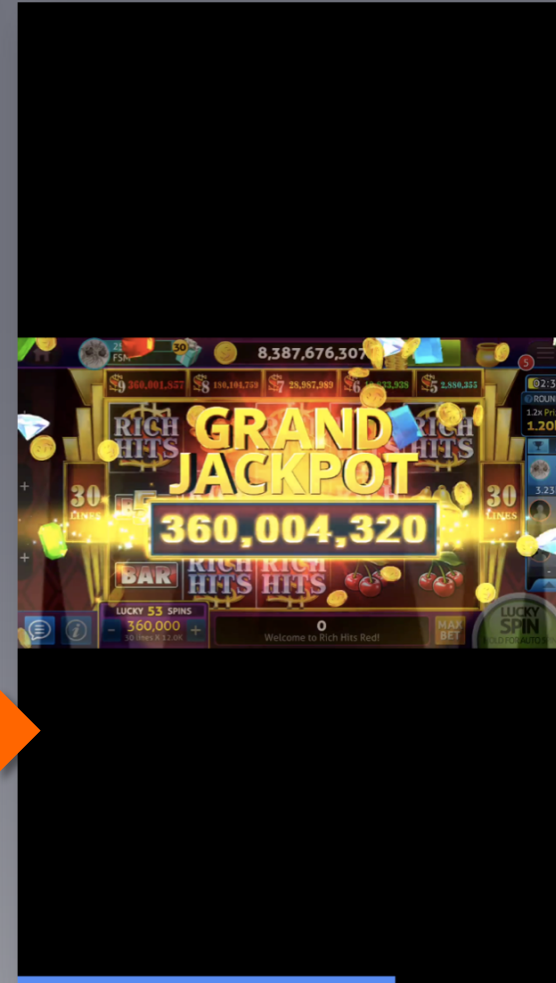
Live ops monetization: find the right flow for rewarded ads



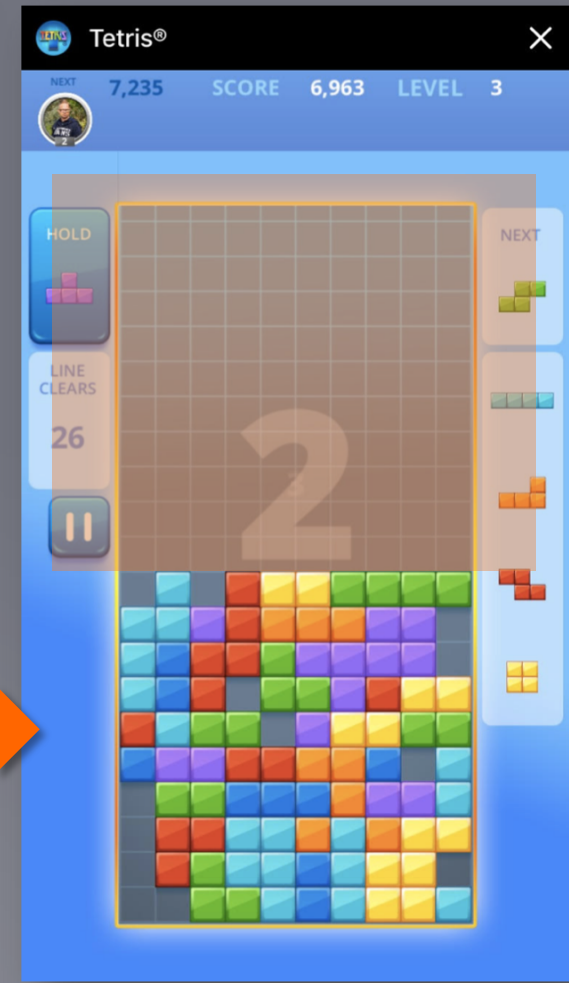
Game over



Want to continue?

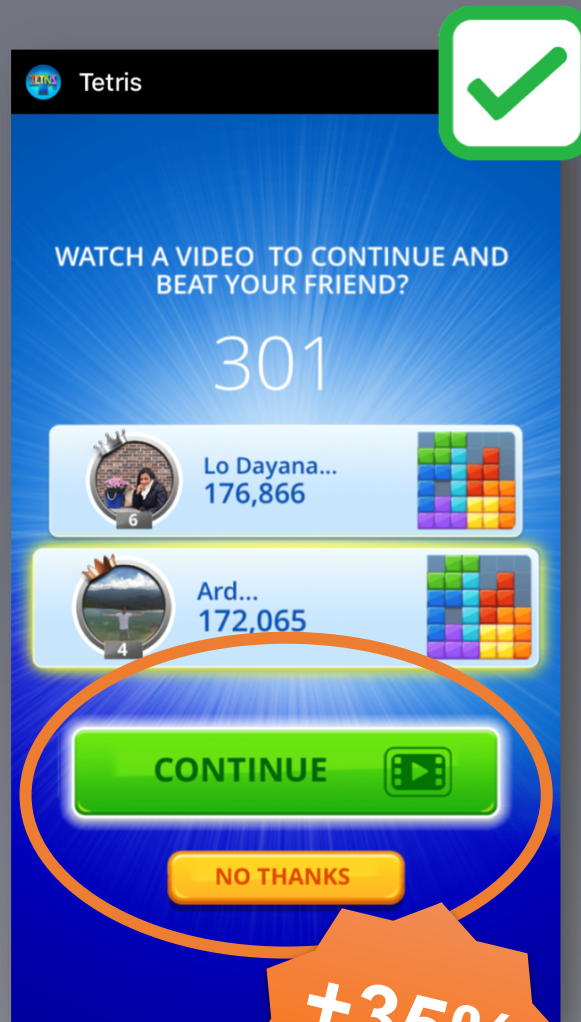


Video plays

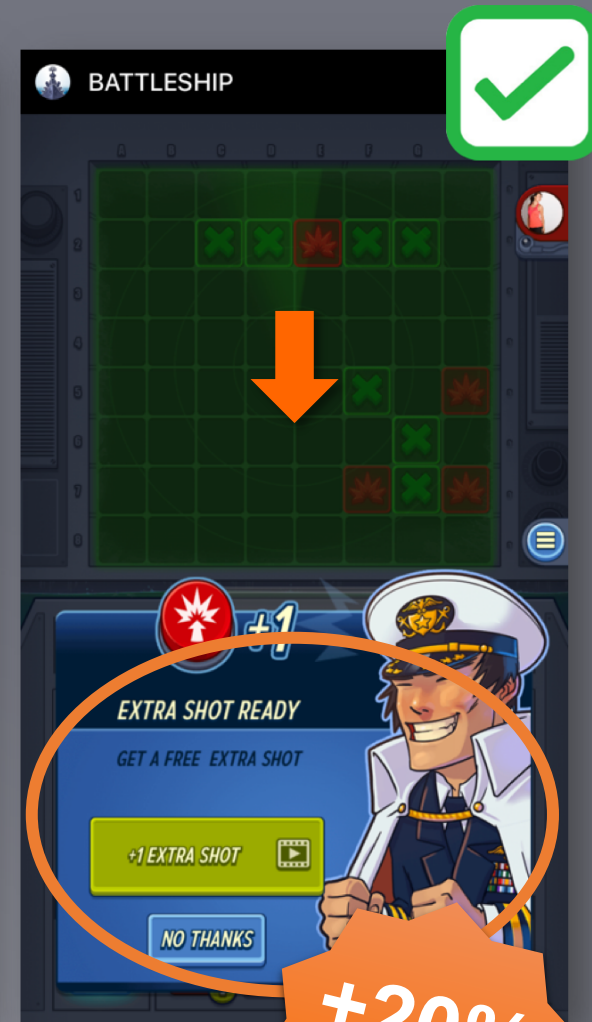


Continue playing game

Live ops: simple UI changes can have big effects



+35%
increase



+20%
increase

AAA IP or no IP?

- Facebook Messenger: most games are **non-famous** IPs (or new IP)
- Also of the top-ranking games, the **majority** is **non-famous** IP
- Benefits of game without IP: **no revenue sharing** and **no 'IP police' involvement**
- However, some **IPs can work very well** on messaging platforms too
- And with so many games released, IPs can help to **stand out from the mass**
- IPs often have **huge fan base** on Facebook already, great for **low cost UA**
- CoolGames has a **portfolio strategy** of in-house developed IP + AAA IP titles



The road ahead

Games for messaging platforms: the road ahead

- Games for messaging platforms will become **ubiquitous**
- In the short run, **relative simple games** will dominate the charts
- Longer term, **'deeper' titles with longer lifetime** will emerge
- Size still matters
- A **mixture of monetization** models
- **User acquisition** will become more important
- The opportunity for **brand-building and virality** is massive

Thank you!



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