

Mobile Games: A Practical (Business) Approach

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About Me

- Tiago Loureiro
 - Academic background in Computer Engineering/AI;
 - Last published paper (IberAmIA - WIVE 08):
 - Creating a Better World: Thoughts on Adapting Virtual Reality Innovation to Massively Multiplayer Online Games
 - CEO & Executive Producer @ vectrLab;
 - Entrepreneur & IT professional since 1994;
 - Amateur historian (Antiquity to Late Middle Ages);
 - Fencer (Historical & Modern);
 - Gamer!

vectrLab

Vision

- vectrLab aims to be a top player in the interactive and entertainment media business areas, surpassing customer expectations through top quality innovative services and products.

Mission

- Through efficient planning and R&D investment, we want to continuously improve the quality of our services and products.
- Customer satisfaction is one of our top premises, one that shall be built on Quality and Trust.

Values

- Innovation
- Quality
- Social Responsibility
- Integrity, Transparency and Ethics

Business Areas

- Core business:
 - Videogame development.
- Other areas:
 - Serious Simulation;
 - 3D design and animation;
 - Interactivity for the web;
 - Augmented reality;
 - Mobile development;
 - Training.

Team

- Fully qualified and proven team:
 - Different backgrounds in:
 - Computer Science;
 - Computer Graphics;
 - Design;
 - Management.

Experience in:

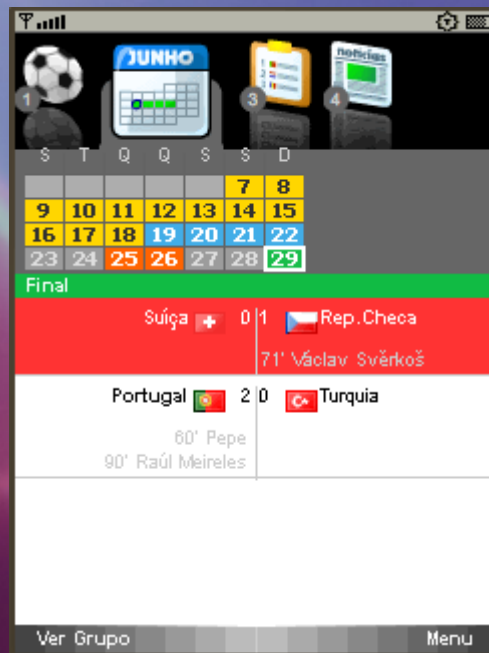
- Software development;
- Project management;
- 3D modelling and animation;
- ...

Definitions

- Casual Games - “Games for Everyone”;
- Hardcore Games - Gamer oriented products;
- RPG - Role Playing Game
- USP - Unique Selling Proposition/Point.

Mobile Products (1/2)

- Mobile Football (NoShape)
 - Mobile Companion for the 2008 European Football Championship;
 - 100,000+ downloads.



Mobile Products (2/2)

- Aryia: Winds of Storm
 - USPs:
 - First ever mobile RPG with full accessibility support;
 - 100% socially inclusive product;
 - Procedural storytelling;
 - Different experiences with the same player choices;
 - + Replay Value => + Value for Money.

Interactive Solutions

- Virtual Reality Tours
 - USPs
 - Thin client;
 - Works on any modern web browser (PC & Mac);
 - Uses modern 3D game engine technology;
 - Real-time 3D rendering;
 - Dynamic lighting;
 - High Dynamic Range rendering;
 - ...
 - Code once -> multiple platforms (PC, Mac, Web, Wii, ...).

Mobile Games

Market

- Worldwide \$6.8 bn by 2013
 - Worth approximately \$1 bn in the U.S. (2008);
 - Source: In-Stat
- Highly fragmented
 - Many mobile operating systems;
 - Different platforms;
 - Blame it on the lack of industry standardization.

Problems

- Rapidly increasing production costs
 - Once again more and more new and different platforms;
 - More processing power & display capabilities;
 - Better graphics;
 - Some platforms excel modern gaming consoles (PSP vs. iPhone);
 - ...

Current Scenario (1/2)

- High expectations from end users
 - Great care on general aesthetics (or else...)
- The naked truth
 - 80%+ of sales represent Top 10;
 - “Every games should be like sports games”:
 - Checklist centred design (3D, check...);
 - IP based development;
 - Every game must be a 'hit', otherwise no one care\$.

Current Scenario (2/2)

- Mobile operators are evil!
 - Top application providers;
 - Couldn't care less about indie developers;
- Some content providers are evil too:
 - Mislead customers;
 - High fees for end users;
- Major producers/publishers:
 - Mostly in-house production – will not fund third party development.

Results

- Innovation ~ 0
 - Publishers not that interested in new concepts;
- Net margins decreasing
 - Unless you are THQ Mobile or Gameloft you will not get a good deal with an operator.

Meaning...

We're screwed!

- Hard to get publishing deals;
- Hard to get a deal that has no IP licensing;
- Very hard to become Gameloft;
- Developers loose IP ownership;

Gamers and developers should care because:

- The games industry is built on creativity;
- Some of the most successful games have been built on new concepts.

What We Need

- Basically, break the current value chain:
 - Take some risk in order to expect more income;
 - Search for new distribution models;
 - Have an open mind to new business models;
- A new business approach
 - Educate users to use other channels (like Apple Store);
 - Create new distribution channels - works for the casual market.

"Our main business is not to see what lies dimly at a distance but to do what lies clearly at hand."

-Thomas Carlyle (1795 – 1881)

Questions

