

Playtime's Over HPTS & Online games



James Gwertzman
CEO (Asia/Pacific)
@gwertz









唇印

相片雕刻

唇印

ENGRAVE

非常游戏光盘
Wonderful Games
给你一次玩不够的游戏

热门流行游戏

格斗射击游戏精选

迷你休闲游戏

芝麻开门
ZIMKAI

10^{1CD}元

祖玛 ZUMA

超级耐玩游戏



附送 400 款经典小游戏!

山东电子音像出版社 出版



注册 请登录 设为首页 加入收藏 帮助



2009年全球最风靡的单机游戏!

基本信息

出品公司: PopCap Games
发行年: 2009 - 5 - 5

相册(3)

[查看全部](#)



僵尸家族show
2009-10-26
18:45更新



葵花
2009-10-22
17:54更新

植物大战僵尸

e.. 偶真不是忘记带桶乐啦这次... 只是顶一只破桶给人伴舞真的好逊...囧 一一僵僵... 3天前

交流区

资料

相册

日志

植物大战僵尸的新鲜事

好友留言

植物大战僵尸的回复

植物大战僵尸 上传了 4 张照片至 僵尸家族show 2009-10-26



植物大战僵尸 : e.. 偶真不是忘记带桶乐啦这次... 只是顶一只破桶给人伴舞真的好逊...囧 一一僵僵(村里第二帅) 收起回复 2009-10-24



席♥蓉☆ 10-24 13:02

.....

显示1377条中的最新100条



常欣 10-27 21:00
我最喜欢小土豆了。。。

植物大战僵尸 发表日志 通关歌曲中英文对照歌词来啦~~~ 2009-10-23

葵葵昨天打了一晚上的小僵僵, 白天补交去了, 醒了就赶紧来发歌词啦~大家一起唱:

好友(247032)

[查看全部](#)



陈旭♥小样。



聂珊珊



韩磊



陈璐~



邬海贝



赵爱琴



肖勇



洋洋



王茜



李莹



胡明高



王竹君



张洁



吴青伊



衣萌

人人的用户还关注

[查看全部](#)

In high-piracy markets, it's not enough to be **FUN**
(Fun just gets your game ripped off by more people)

It's all about **CREATIVE MONETIZATION**
(Who wants to be seen playing golf in boxer shorts?)

If people expect games to be free, make them **FREE**
(But find lots of other things to charge for, like cool pants)

It's not about the game, it's about the **META-GAME**
(Competitions, pets, avatars, community, etc. –
use peer pressure to drive commerce)





Success requires mastering an **entirely new set** of business models.



QQ Show – Virtual Fashion Community

The screenshot displays the QQ Show website interface. At the top, there is a navigation bar with links: QQ秀商城, QQ秀闪装, 3DQQ秀, 照相馆, 搜索, 帮助, 活动, 论坛. Below this is an orange banner with categories: 推荐, 服饰, 美容, 背景, 装饰品, 主题, 品牌, 红钻专区, 我的QQ秀, 购物车. The main content area is divided into two columns. The left column contains a user login section with fields for QQ number, password, and verification code, and a '用户登录' button. The right column displays a grid of virtual fashion items for sale. Each item includes an image, a name, a price, a red diamond price, and buttons for '购买', '赠送', and '他人付帐'.

Item Name	Gender	Price (Q币)	Red Diamond Price (Q币)	Buttons
双刀侠女	女	3.9	2.7	购买, 赠送, 他人付帐
梦柔	女	3.9	2.7	购买, 赠送, 他人付帐
亚美	女	4.3	2.9	购买, 赠送, 他人付帐
熊猫		4.8	3.3	购买, 赠送, 他人付帐
小倩	女	5.9	4.0	购买, 赠送, 他人付帐
玛丽安	女	5.9	4.0	购买, 赠送, 他人付帐

- 200 million+ registered accounts, each has paid experience
- User generated fashion, includes clothes, decorations, hair style, etc.
- Customize your own style and show yourself
- Subscriber 25,000,000

Simple online casual games



Advanced online casual games



Importance of Internet cafés in Asia



Over 100,000 cafés in China alone

- Internet cafés are popular across Asia
 - Modern PC's
 - Broadband connections
 - Inexpensive (\$1/hour)
 - Social (go with friends)
- Key channel to promote and market new games
- Games must support “roaming” users
 - Everything saved on server



Collecting revenue in Asia

How to collect revenue, when players don't have credit cards?



Get creative...

- Pre-pay cards
- Mobile-phone billing
- Broadband accounts

Convert to virtual currency

By the numbers...

	Population	Internet Users	Penetration	Growth (2000-2007)
China	1,338,612,968	338,000,000	25.3%	1402.2%
Japan	127,078,679	94,000,000	74.0%	99.7%
India	1,156,897,766	81,000,000	7.0%	1520.0%
Korea, South	48,508,972	37,475,800	77.3%	96.8%
Indonesia	240,271,522	25,000,000	10.4%	1150.0%
Vietnam	88,576,758	21,524,417	24.3%	10662.2%
Taiwan	22,974,347	15,143,000	65.9%	141.9%
Malaysia	25,715,819	16,902,600	65.7%	356.8%
Thailand	65,998,436	13,416,000	20.3%	483.3%
Philippines	97,976,603	24,000,000	21.1%	932.5%
Hong Kong	7,055,000	4,878,713	69.2%	113.7%
Singapore	4,657,542	3,104,900	66.7%	158.7%
Australia	21,262,641	16,926,015	79.6%	156.5%
New Zealand	4,213,418	3,360,000	79.7%	304.8%
Asia	3,808,070,503	704,213,930	18.5%	516.1%
North America	340,831,831	251,735,500	73.9%	132.9%
European Union	803,850,858	402,380,474	50.1%	282.9%

Regulatory Issues

- Game companies must work with:
 - General Administration of Press and Publications (GAPP)
 - Ministry of Culture (MoC)
 - Ministry of Information Industry (MII)
 - State Copyright Bureau
 - Ministry of Public Security
 - Bureau of State Secrecy
 - State-owned Assets Supervision and Administration (SASAC)
 - State Administration of Radio, Film and Television (SARFT)
 - State Administration of Foreign Exchange (SAFE)

Online in the US: Social gaming

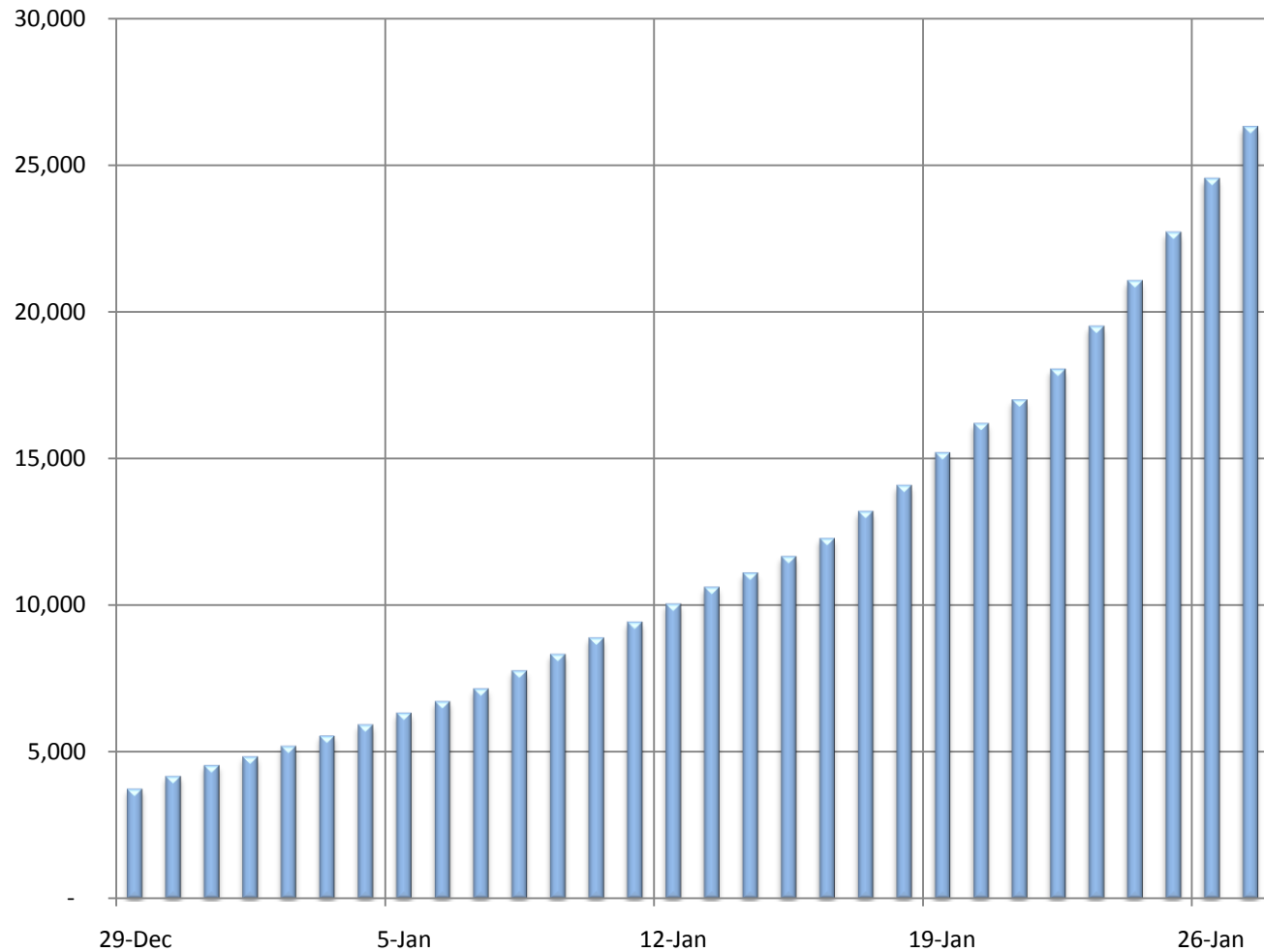


- First social product
- 6 weeks development
- Launched Jan 2009
- Based on our most popular brand



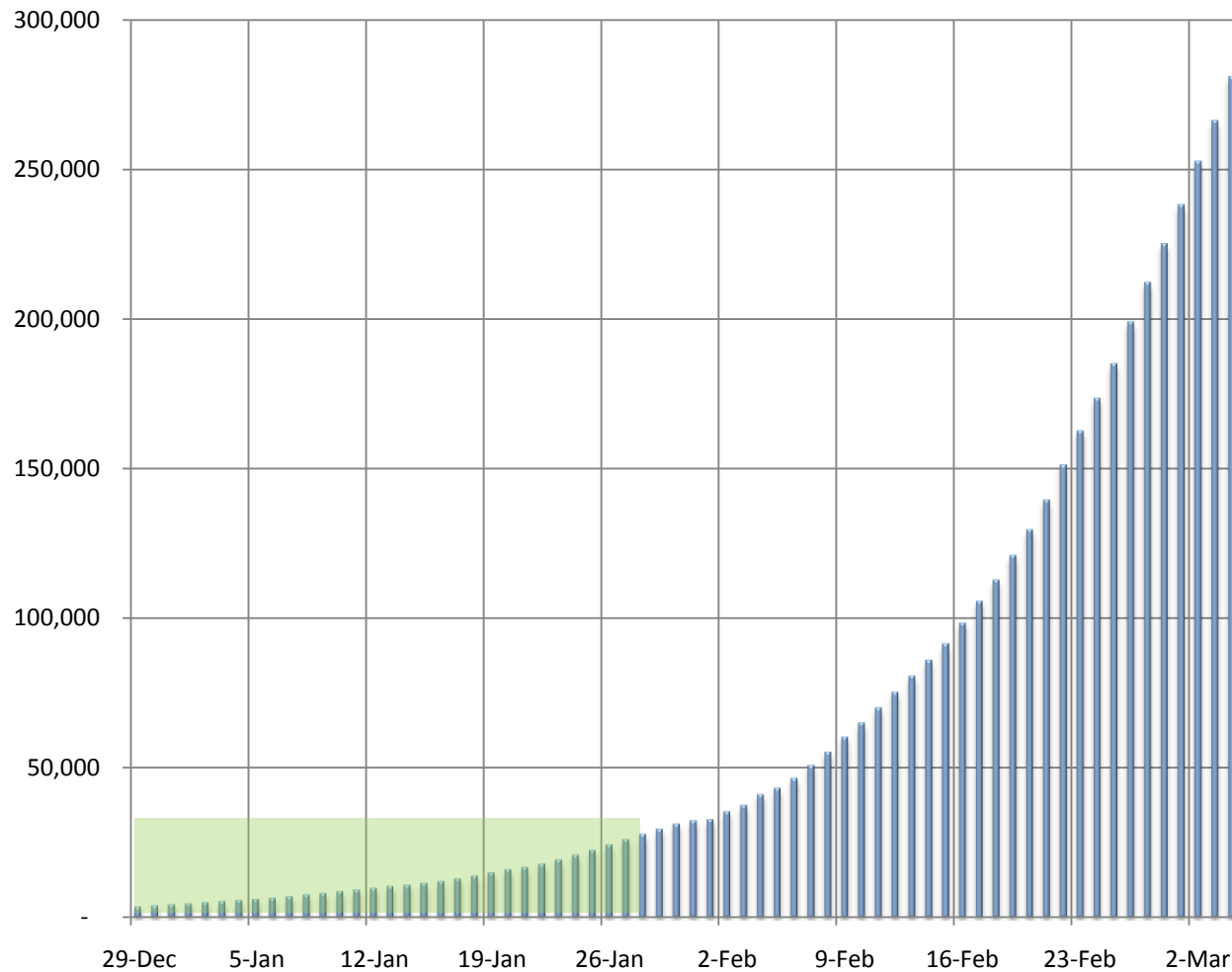
First 30 days

Monthly Active
Unique users
(MAU)



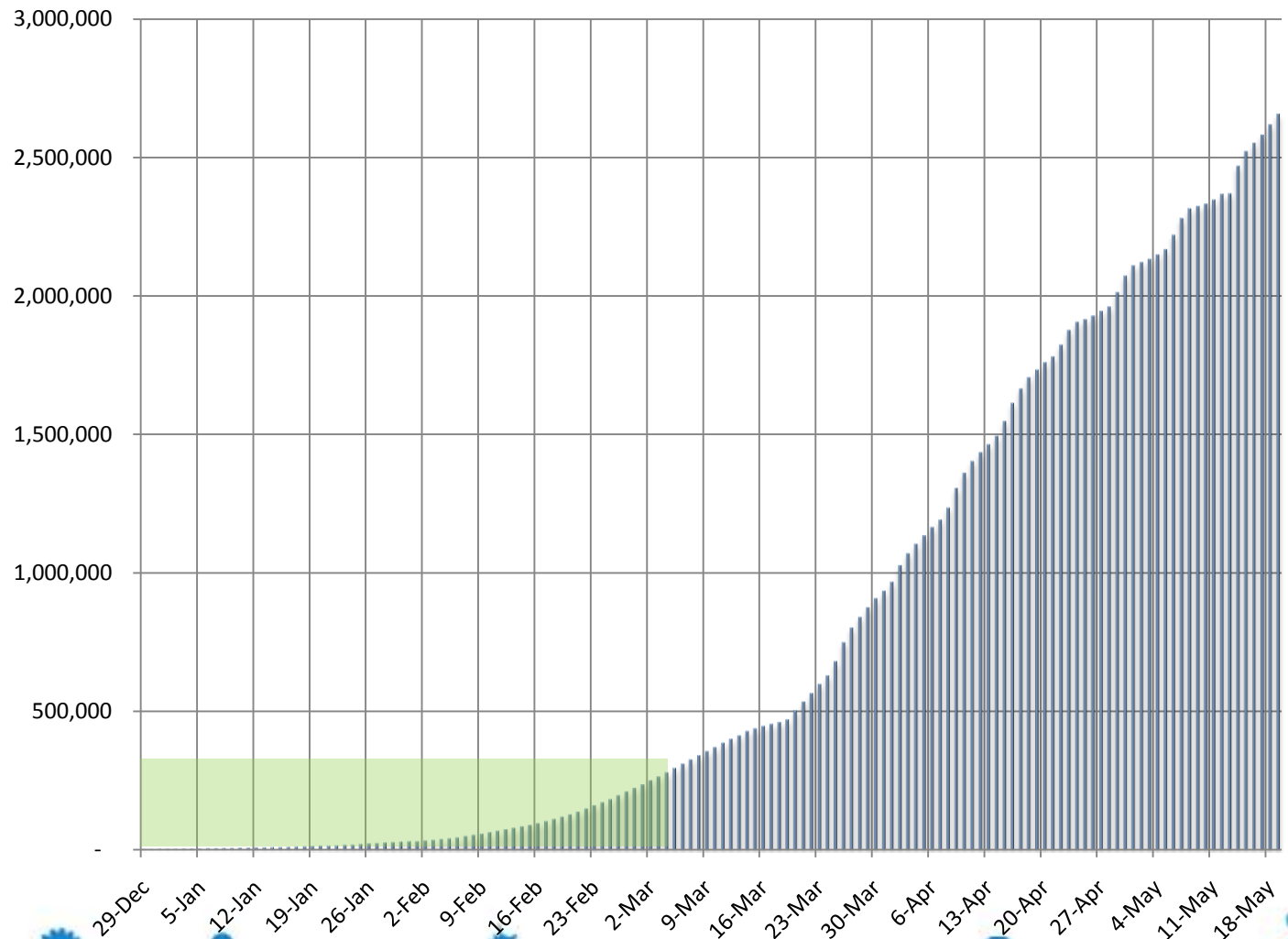
First 60 days

Monthly Active
Unique users
(MAU)



First 140 days

Monthly Active
Unique users
(MAU)





James Gwertzman

Wall

Info

Photos

Boxes



What's on your mind?

Attach



Create an Ad

Start A New Life

James Gwertzman What lessons has PopCap learned building Bejeweled Blitz for Facebook?

2 seconds ago · Comment · Like

Write something about yourself.

Information

Networks:

Harvard Alum '95

China

PopCap Games




James Gwertzman



James just earned a 25k Star Medal in Bejeweled Blitz!

James earned this medal with a score of 33,300. James will earn his next medal at 50k.

 2 hours ago · Comment · Like · Play Bejeweled Blitz!

Scarlet

SCARLET

Join us and enjoy the best nightlife in town. Open bar, Hip Hop night, VIP birthday parties

 Become a Fan  

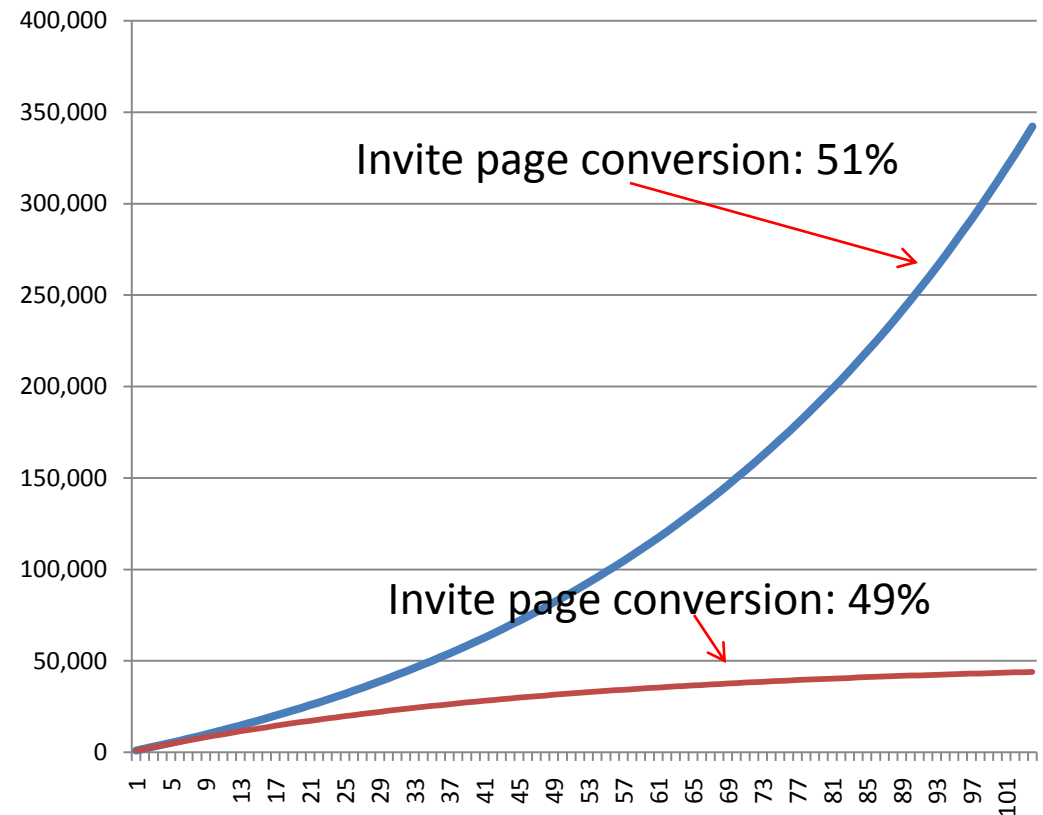
Top 10 Ranked British MBA



Understanding viral growth

ASSUMPTIONS:



Starting users	1,000
% who open new account	25.0%
Invites per new user (w/in 1st week)	8
% of friends who open invitation	X




Continuous updating



Continuous updating

[INVITE FRIENDS](#)[MORE GAMES](#)[GIVE US YOUR FEEDBACK](#)








PLAY NOW!

CURRENT TOURNAMENT 1:00 Minute Game

Score as many points as you can with just 1 minute to play.

Team Score - 345,235

LEADERBOARD

1		Jason Kapalka	23,840
2		Noah Maas	23,840
3		John Vechey	23,840
4		Jon David	23,840
5		T. Carl Kwoh	23,840


← | 👤 | →

Current Contest

Get a Team Score higher than **200,000** by **February 1st, 2009** and you will be qualified for the drawing to win a PopCap **Platinum Pack**.

For more information please see the [Contest Rules](#).

Platinum Pack



21 of PopCap's Best Games



Continuous updating

The screenshot displays the Bejeweled Blitz game interface. At the top, the PopCap logo is on the left, followed by the game title "BEJEWELED BLITZ" in a stylized font. Navigation buttons include "INVITE FRIENDS", "BECOME A FAN", "MORE GAMES", and "GIVE FEEDBACK".

The main play area features the "BEJEWELED BLITZ BETA" title and a large "PLAY NOW" button. Below this, a "CURRENT TOURNAMENT" section specifies a "1:00 Minute Game" with the instruction: "Score as many points as you can with just 1 minute to play."

To the right is a leaderboard with five entries:

Rank	Player Name	Score	Icon
1	Ana Jo	227,800	Question mark
2	James M. Wilson	221,900	Blue diamond
3	100-400-800-1	158,000	Blue diamond
4	James Wilson	152,200	Blue diamond
5	100-400-800-1	126,200	Blue diamond

Below the leaderboard is an "INVITE FRIENDS" button with a dropdown arrow.

The bottom section, titled "DRAWING TAKES PLACE IN", shows a progress bar and four prize packs:

Prize Pack	Score Required
FREE GAME	100,000
PLATINUM PACK	250,000
CHUZZLE PACK	500,000
POPCAP LAPTOP	1,000,000

A green progress bar indicates the current score relative to these thresholds. At the bottom right, a "MY TEAM SCORE: 1,825,400" is displayed with a question mark icon.

Continuous updating

The screenshot displays the PopCap Blitz game interface. At the top, there's a navigation bar with the PopCap logo, 'BEJWELED BLITZ', and buttons for 'INVITE FRIENDS', 'BECOME A FAN', 'MORE GAMES', 'BOOKMARK THIS', and 'TIPS & TRICKS'. Below this is a 'BLITZ ALERT' banner stating: 'As of July 14th our previous tournament has ended and a new tournament has begun.' with a 'SHOW' dropdown.

The main game area features a 10x10 grid of colorful gems (diamonds, squares, triangles, circles). A score of 200 is displayed on the left, along with 'Score x1', a 'BLITZ' medal icon, and 'NEXT MEDAL - 25k'. A 'HIGH SCORE' of 33,300 is shown. A 'HINT' button and a 'MENU' button are at the bottom left. A timer at the bottom center shows '0:54'.

On the right, a leaderboard lists players with their scores and icons for achievements (star, diamond, etc.):

Rank	Player Name	Score
36	James Gwerltz...	33,300
37	Scott Rankin	32,800
38	Steven Meret...	24,700
39	Yang Han	13,700
40	Derrick Mort...	13,400

Below the leaderboard is a 'CHALLENGE FRIENDS' button.

At the bottom, a section titled 'DRAWING TAKES PLACE IN' shows a progress bar and four prize tiers:

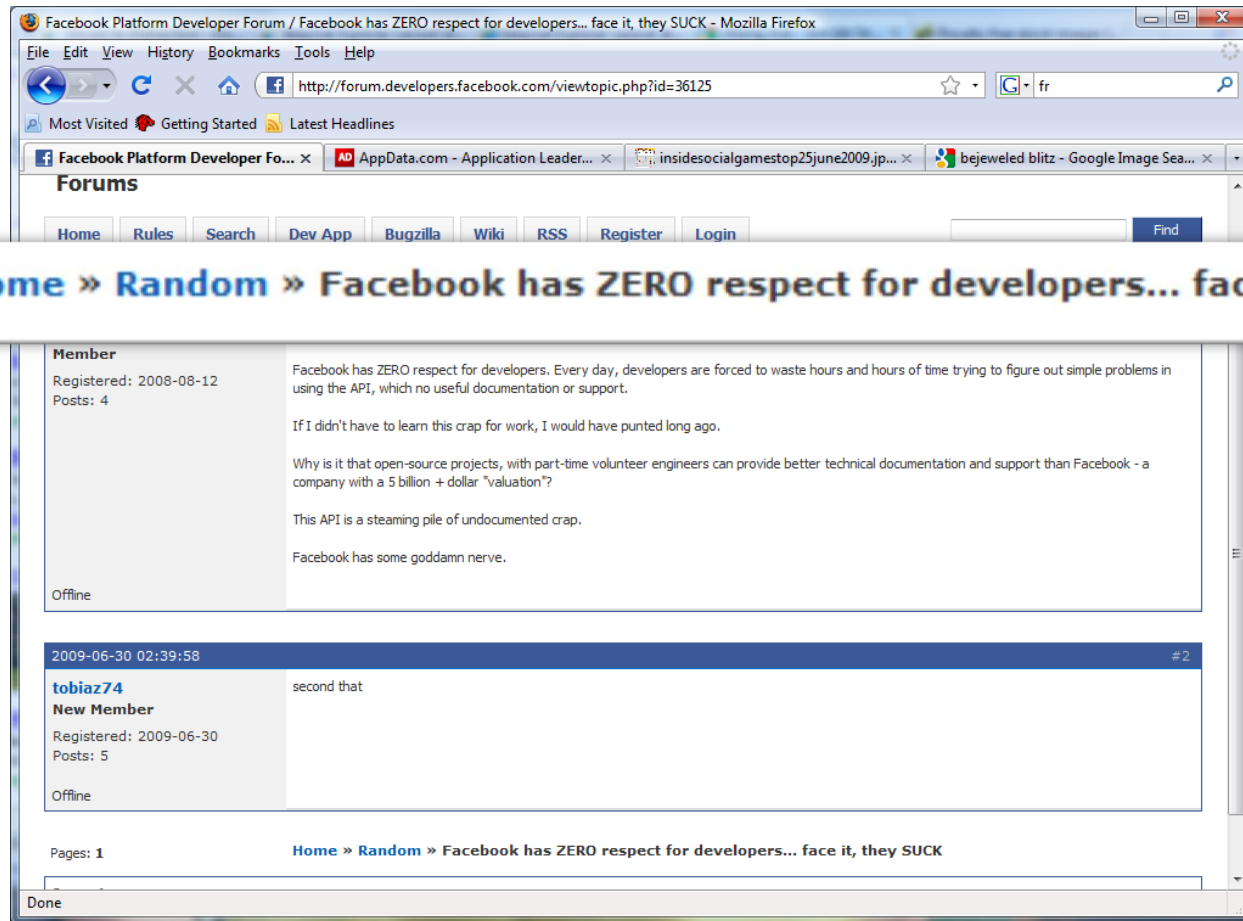
Prize	Score Required
FREE GAME	100,000
PLATINUM PACK	250,000
CHUZZLE PACK	500,000
POPCAP LAPTOP	1,000,000

A 'REGISTERED!' button with a question mark is also present. At the very bottom, it says 'MY TEAM SCORE: 3,743,800' with a question mark icon.

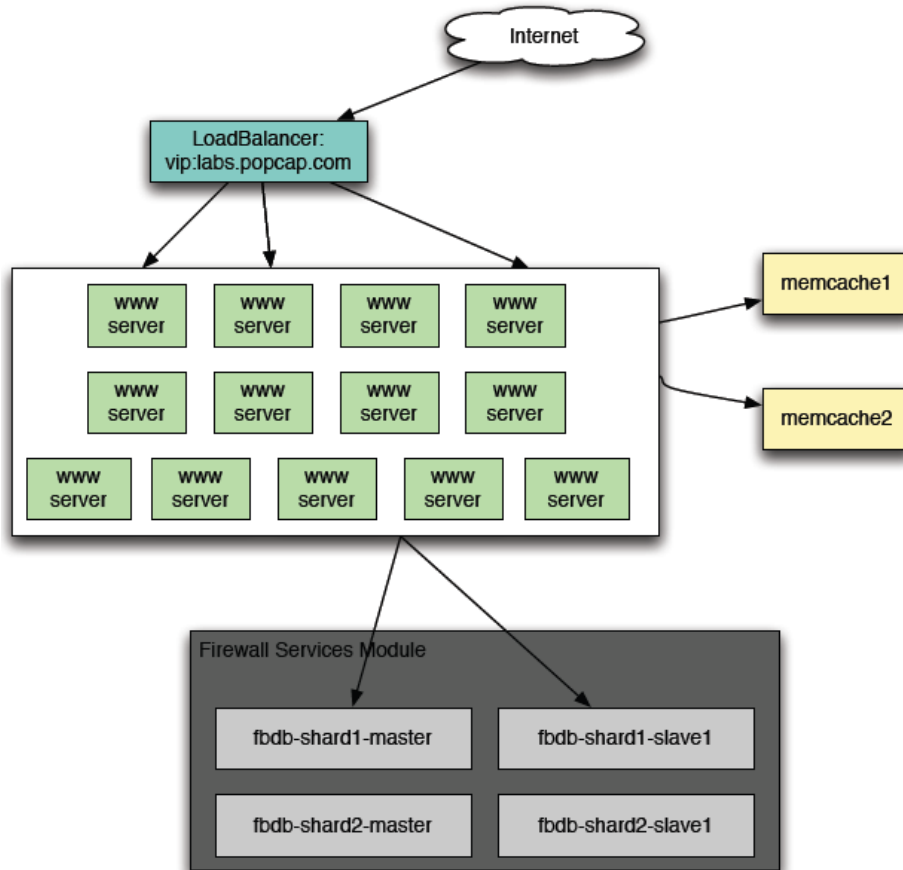
Continuous updating



Dealing with unstable platform



Simple architecture



- Load balancer: ServerIron EGC 16 GT
- Web servers: 4-24GB ram, multicore
- Memcached: 12GB of ram; 100 Mbps per node.
- DB: 8GB ram; running mysql-5.1.x w/ InnoDB. Peak rate around 1000 queries/sec per node.
- Use separate VLANs to segment access to required services.

Cheating

Warzone Tower Defense Results

You scored 6574 points!
Your high score is 6574 points. [Play Again](#)

Congratulations! You have just set a record among your friends!

High Scores

Game Mode: default

Your Friends (This Week)

High Score records for your friends

James Gwertzman	6574 pts
-----------------	----------

Your Friends (All Time)

High Score records for your friends

Chris Early	25474 pts
Nikita Vladimirov	16495 pts
James Gwertzman	6574 pts
Robin Sagacious Ng	2241 pts
Kirk Scott	1198 pts

All of Facebook (This Week)

High Score records for all of Facebook

Luke Travis	9999999999 pts
Yalçın Ustabas	9999999999 pts
Dimitri Alexis	9999999999 pts
Kevin Lagumbay	9999999999 pts
Juven Pajares	9999999999 pts
Andredi Pumarejo Medina	9999999999 pts
Arnaud Piroelle	9999999999 pts
Tristan Avelan	9999999999 pts
Raphael Vasseur	9999999999 pts
Not visible	9999999999 pts
Andreas Auer	9999999999 pts
Joan Artés Coma	9999999999 pts
Alexandre Perrigault	9999999999 pts
Emad Asakli	9999999999 pts
Erwan Kerfour	9999999999 pts
Elcala Gf	9999999999 pts
Josh Ken	9999999999 pts
Jay David Gomez	9999999999 pts

Challenge Your Friends

Start Typing a Name

- ☐ Aaron Nicholls
- ☐ Abha Dawesar
- ☐ Adam Jack Hertzman
- ☐ Adam Oestreich
- ☐ Adam Tratt
- ☐ Alan Shusterman

[Send MindJolt Game Invitation](#)

Cheating against your friends is generally no fun and is self-policing...

Not so cheating against the world... These players are playing a very different game





Predictions



Xbox Live and Facebook Connect



Social network billing



VS

