

Playfish – Play Together

Kim Daniel Arthur - 25. Januar 2008



Playfish

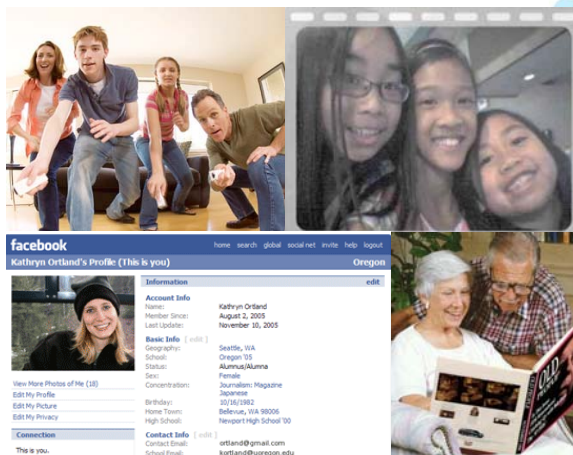
- Established October 2007
- Experienced team from mobile
 - 100+ games published together
 - Project Gotham Racing, Age of Empires 3, Manchester United, Sonic The Hedgehog, Who Wants to Be a Millionaire, Ice Age, Monopoly ++
- Studios in London and Tromsø
- Focus on Social Gaming
 - Web/Online
 - Mobile
- \$3Mill in startup capital



These guys?



Or maybe these?



Why Playfish?

- Casual Gaming has really kicked off
 - Wii, DS, Xbox Live Arcade, Singstar, Buzz...
- Great opportunities in Social Gaming
 - “Everyone” is in a Social Network
 - Mass market trends
 - Virtual worlds
- Direct to consumer publishing
 - Close relationship with gamers
 - Short and efficient route to market
- Enjoy the freedom to innovate and experiment



Social Gaming

- Friends playing together
 - The emotional relationship between gamers already exists
 - The social connections triggers the game (Not visa versa)
 - Lighthearted fun and competitiveness
 - Keeping it simple and instant
- Emotional needs
 - Status and Expression
 - Friendship
 - Competition
 - Cooperation
- User generated content
- Viral spread of content



Distribution in social networks

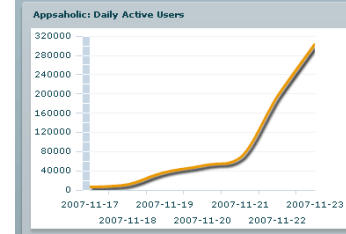
- Example deployment in a social networks
- Large connected user-base, huge potential
- Instant access to usage statistics and demographics
- Viral environment
 - Maximise distribution by use of social hooks
 - Challenge, Gift, Personalise, Upgrade, Unlock, Purchase, Invite
- Microtransactions

Random: The Brain Game

Daily Active Users: 302,988

% Active: 54

Stop Tracking



Development process

- Agile and iterative (Scrum inspired)
 - Weekly sprints
 - Review often
 - Don't be scared of throwing things away
 - Be open to feedback change
- Rapid prototyping
- Feature oriented
 - Features before tech
 - Keep the user experience in focus
- Personal ownership
- A lot of fun!



Online Technology

- Flash 9
 - 96% install base (Flash 9)
 - Actionscript 3
 - “Pure OOP”
 - Type safe
 - Optimise bytecode format
 - JIT
- Flash 10
 - Hardware optimised 3D, custom pixel shaders++
- Papervision 3D
 - Opensource 3D Api
 - [Opening many possibilities in Flash](#)
- Social Networks technologies
 - Facebook: FBML
 - Open Social



Mobile Tech: Java/Android

- Gaming enabled devices standard
- 3D on mobile becoming standard
- Fragmented technology
 - Languages
 - J2ME/MIDP, BREW, Symbian, FlashLite, ++
 - APIs
 - Multiple 3D apis (JSR184, Mascot, JSR239 OpenGL Es)
 - Screensizes (128x128 -> 240x320+)
 - Memory (200kb -> 32MB)
- Porting to 300+ devices
 - Solid build systems
 - Automated tasks



Recruitment

- Playfish growing it's team in Tromsø
- Tromsø is a great city for game development
 - The worlds northernmost university
 - Inspirational nature
 - Thriving local culture
 - Mack Øl
- Looking for coders and artist
 - Mixed nationalities

