



**Arthur Chow**  
**COO – 6waves**

# Monetize Social Games Globally

G-STAR

Busan Korea

19 Nov 2010



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# About 6waves



# Facebook Games Developer Turn Publisher



2008

2009

2010

In-house  
Development

Games Publishing



# Active Users Metrics

INSIDE NETWORK Inside Facebook Inside Social Games Inside Virtual Goods AppData PageData

## AppData

Independent, Accurate Application Metrics and Trends from Inside Network

Home

Leaderboards

- Top Applications
- Top Developers
- Gainers Today
- Gainers This Week

Get Reports

- Application Profile
- Developer Profile
- Compare Apps/Devs

Alerts and Feeds

- Edit Email Alerts
- Edit Feed
- Deliveries

Contact Us

Reports >> Developer Profile

### 6 waves

Go to Developer home page

#### Developer Metrics

<b>2,561,444</b> DAU	<b>30,839,540</b> MAU
+6,099 today	+260,476 today
-125,560 last 7 days	

#### Publisher Metrics

<b>6,995,939</b> DAU	<b>35,383,170</b> MAU
-234,382 today	+65,357 today
-63,419 last 7 days	-141,771,188 last 7 days

**Total MAU: 66 Million**

**Total DAU: 9.5 Million**

Source: Appdata.com - November 4<sup>th</sup>, 2010

# MAU Ranks #2



Combining 6waves published and self-developed applications will be 66 million MAU

6waves self developed games totaling 32 million MAU

Source: Appdata.com - November 4<sup>th</sup>, 2010



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# DAU Ranks #2

INSIDE NETWORK Inside Facebook Inside Social Games Inside Virtual Goods AppData PageData

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- Edit Feed
- Deliveries

Contact Us

- Add Your App
- About

Reports >> Leaderboards

List: Developers By: DAU Find

Filter by: Size Category

### Developer Leaderboard

Add to My Email Alerts

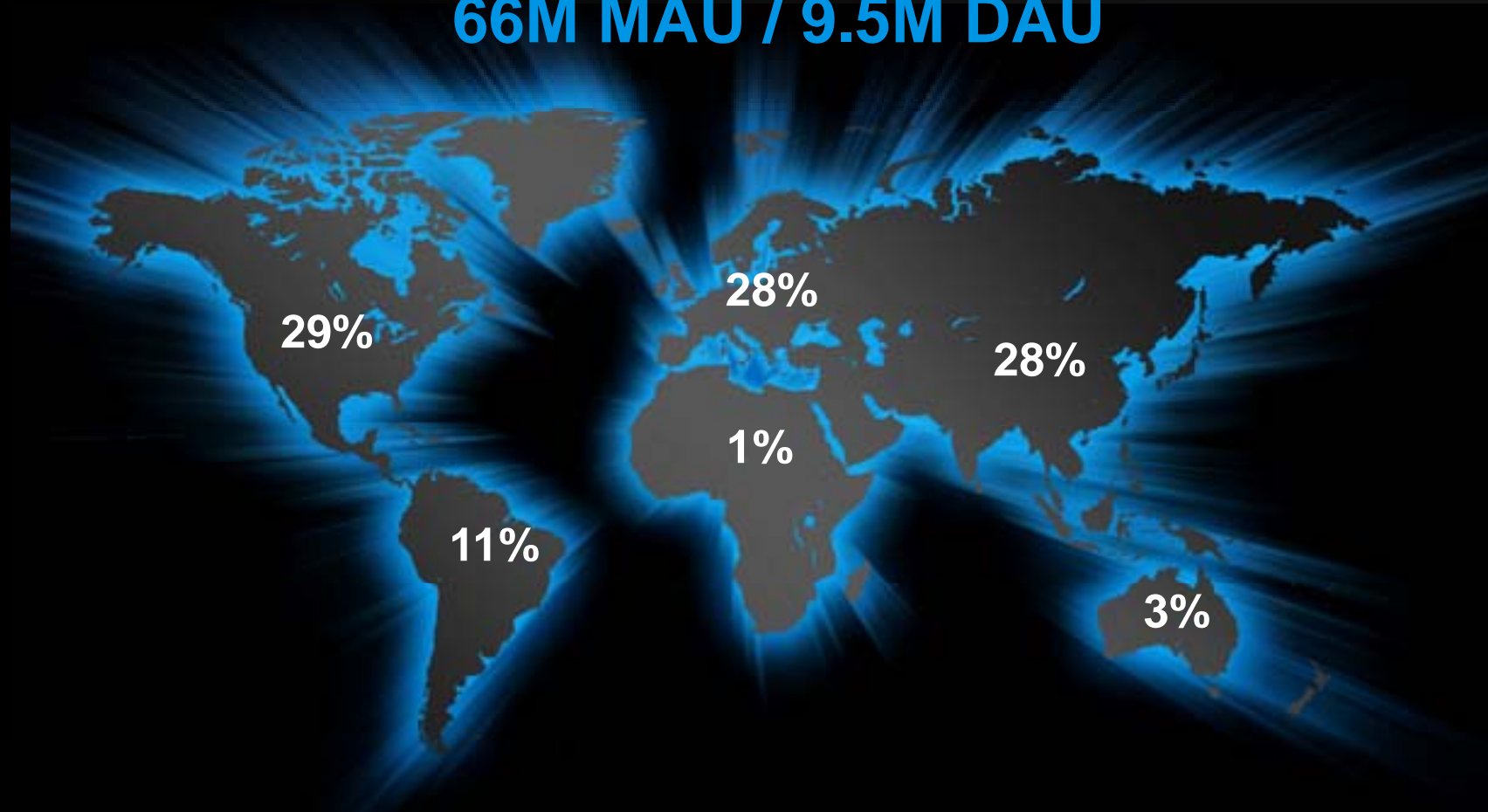
Name	DAU	Applications
1. Zynga	45,171,736	<ul style="list-style-type: none"> <li>Texas HoldEm Poker</li> <li>Pirates: Rule the Caribbean!</li> <li>Blackjack</li> <li>Triumph</li> <li>Duels</li> <li>See All 52 apps from Zynga</li> </ul>
2. Windows Live	8,700,254	<ul style="list-style-type: none"> <li>Windows Live Messenger</li> </ul>
3. Phrases	7,655,119	<ul style="list-style-type: none"> <li>Phrases</li> </ul>
4. Electronic Arts	7,434,244	<ul style="list-style-type: none"> <li>Madden NFL 08</li> <li>Pogo™ Games Fanatic</li> <li>Bowling Buddies</li> <li>Who Has The Biggest Brain?</li> <li>The Simpsons: Minutes To Meltdown</li> <li>See All 35 apps from Electronic Arts</li> </ul>
5. CrowdStar	5,666,348	<ul style="list-style-type: none"> <li>Quiz Planet</li> <li>Social Game Studio</li> <li>World War II</li> <li>Restaurant Life (BETA)</li> <li>Happy island</li> <li>See All 20 apps from CrowdStar</li> </ul>

6waves MAU: 9.5M  
Overall Ranking: 2<sup>nd</sup>

Source: Appdata.com – November 5<sup>th</sup>, 2010

# Well-balanced Global Audience

**6waves Global Audience on Facebook**  
**66M MAU / 9.5M DAU**





# Partnering Developers to Gain Users



Game  
Developers

USA, Canada  
China, HK,  
Singapore, France,  
Finland, Russia



**6waves**

Distribution  
Marketing  
Localization  
Payment API  
Expertise



Facebook  
Users

**66 million MAU**  
**9.5 million DAU**  
**15 languages**

*Users*

*Best games*





# Driving Users to Partners (Effective User Acquisition)



With its global reach, *6waves* has driven *Mall World* to 4+ million MAU in less than two months!

# Partners Relations Development Partners



Our developer partners are from all over the world  
US, Canada, France, Finland, Russia, Eastern Europe, China,  
Korea, Hong Kong, Singapore

# Monetize Globally: Why?



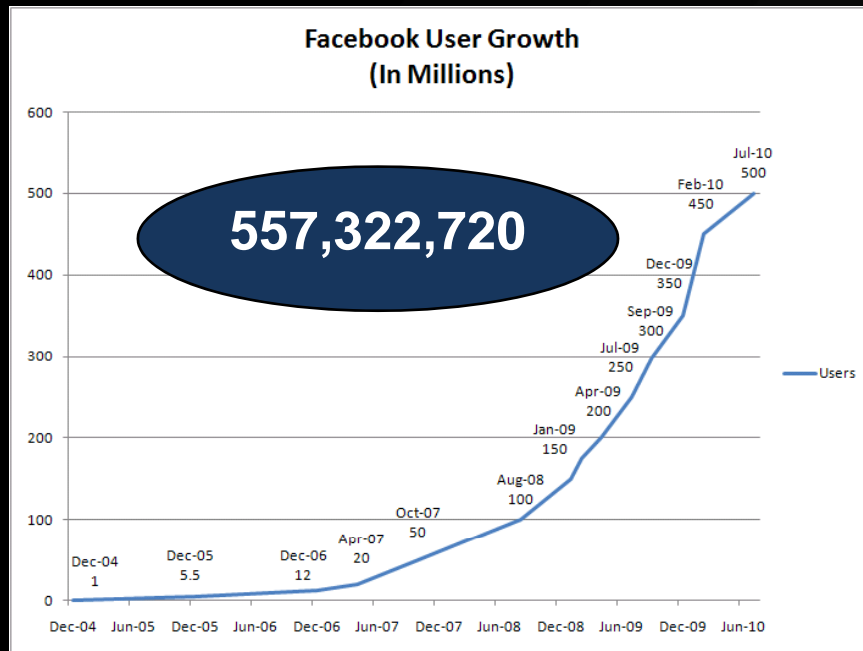


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# Social Networks



# Facebook



50% users log on in any given day

People spend over 700 billion minutes per month

More than 70 translations

About 70% of users are outside the US

1 million + developers from more than 180 countries

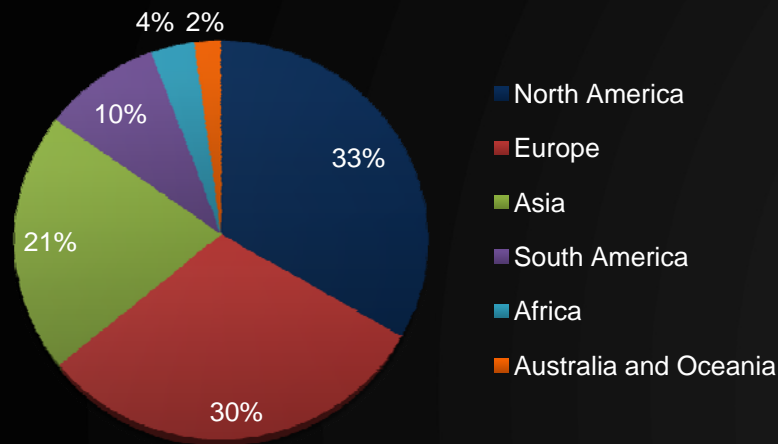
550,000+ active applications currently



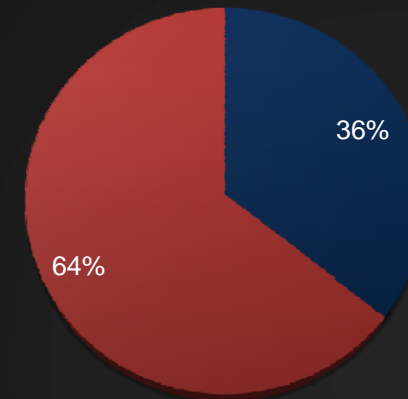
# Monetize Globally: Why?

Two-thirds of Facebook users are on other continents.

North America vs. Other Continents



"Big Four" vs. Rest of World





# Global Growth is Explosive

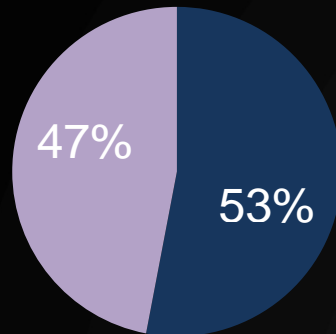
## Recent Facebook Growth (6 months)

#	Country	Users	Growth		Pen.
1.	<a href="#">United States</a>	143 583 400	+24 450 200	+17.03% ↑	46.28%
2.	<a href="#">Indonesia</a>	30 108 220	+7 560 600	+25.11% ↑	12.39%
3.	<a href="#">United Kingdom</a>	28 413 560	+2 878 100	+10.13% ↑	45.57%
4.	<a href="#">Turkey</a>	23 313 440	+1 756 840	+7.54% ↑	29.96%
5.	<a href="#">France</a>	19 755 460	+1 937 360	+9.81% ↑	30.50%
6.	<a href="#">Philippines</a>	18 124 220	+5 116 300	+28.23% ↑	18.14%
7.	<a href="#">Italy</a>	17 309 580	+1 405 000	+8.12% ↑	29.80%
8.	<a href="#">Canada</a>	17 207 140	+1 839 880	+10.69% ↑	50.97%
9.	<a href="#">Mexico</a>	16 975 220	+5 814 580	+34.25% ↑	15.09%
10.	<a href="#">India</a>	15 402 180	+6 341 960	+41.18% ↑	1.31%

# What About Social Games on Facebook?

## Facebook Users

■ Gamers ■ Non-gamers



**56 million  
people play daily**



up to **265 million** Facebook gamers  
x **210 minutes** of gametime per gamer, per month\*

**927 million hours per month**  
of collective game-time.

\*Assuming 50% of log-ins equals 50% of minutes spent.



# Economic Trend for Social Games

John Doerr: “There’s never been a better time than now to start a new social venture.”

Jeff Bezos: “This probably is the golden age of social apps.”

Bing Gordon: “Social Will Grow 10 to 25x in the Next Five Years”



(Oct 21<sup>st</sup>, 2010)

# Monetize Globally: How?



# The Key First Steps



Get a Good Game



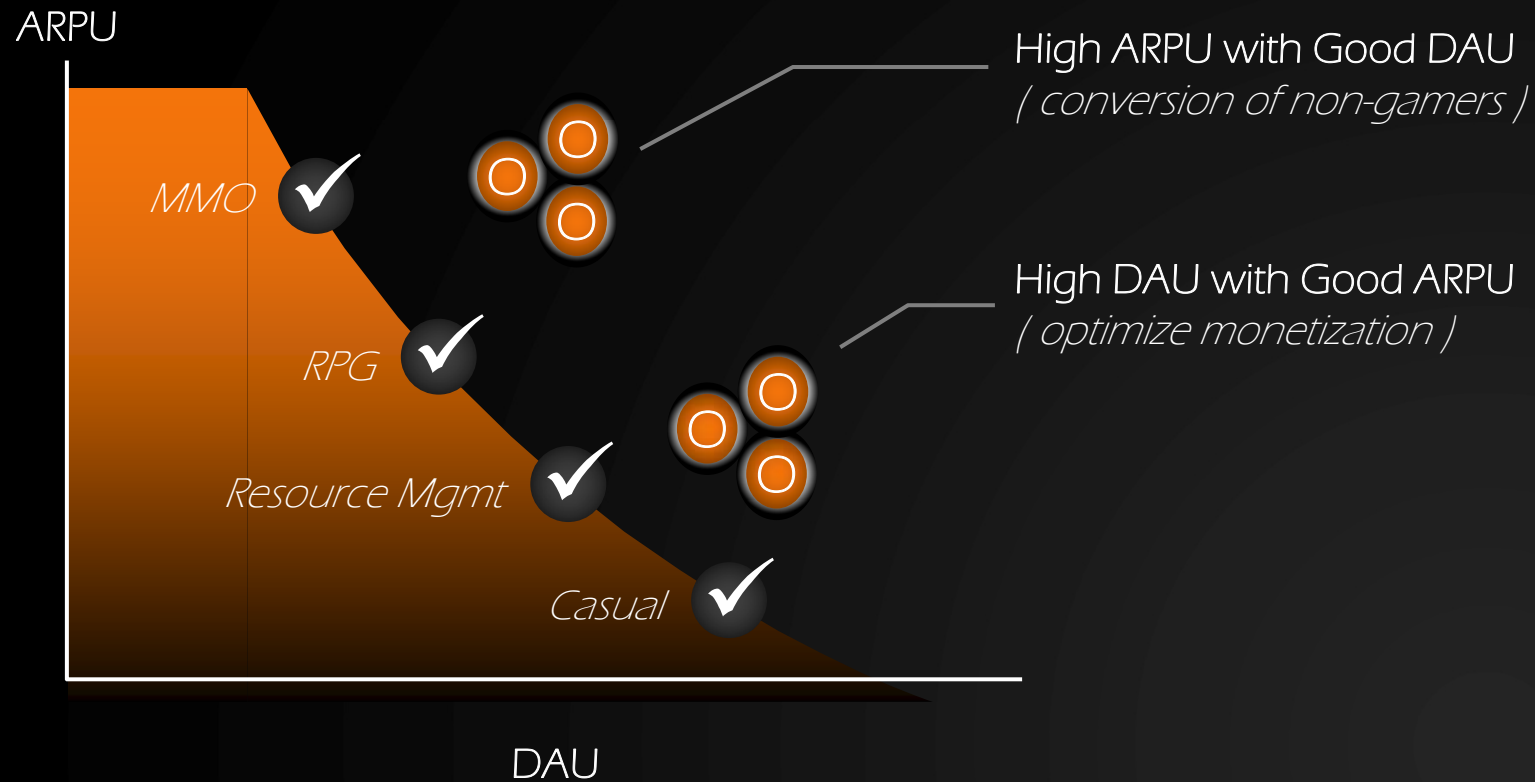
Understanding local sensitivities



DIY vs Enablers



# Choose your Battles



# The Key First Steps



Get a Good Game



Understanding local sensitivities



DIY vs Enablers



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# The Localization Drivers





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# Localize Content – Language

**Resort World** some users told us that s/he cannot pass the tutorial. after the investigation with the issue, we found that those users do not complete the whole tutorial, in which for every time you reload the game, the game would ask you to start over the tutorial. please try to complete the tutorial, while we are coding to provide the "skip tutorial" very soon 於星期日清除

Wall 資料 評論 Contact The Rally Newbie >> +

中 - ENG

**The Rally** **Newbie** **FAQ** **Unable to Load** **Contact**

**Add money:** Here you can  
1) get more dollars in exchange with gold piastres and  
2) get more gold piastres via several payment providers  
(which will link you to the Payment page)

**Experience bar** **Your current level**

Game Invite friends Payments Game help Unable to load?

Your money \$ 3657 11 + Add money

Your gold piastres

**Build roads**

**Build:** Here you will find all the facilities that you can build to establish your resort.

**Demolish Properties:** Here you can remove any unwanted property.  
Note: Fees apply

**Additional Services:** Here are three additional services that may be helpful as your resort gets bigger. And they are:  
1) collect all profits for 2 gold piastres  
2) repair all properties for 2 gold piastres  
3) start the game over for 20 gold piastres

**News:** Here you can track all the activities that have happened in your resort! (e.g. someone has stolen your profits; someone has interrupted your constructions.)

**Gifts:** Here you can send gifts to your friends, but each gift has its own prerequisite.

**Friends List:** Go visit your friends' resorts. You may steal their profits or interrupt their constructions that are in progress.

Full Screen View Layout (Hide properties) FAQ Music Sound Effects Graphic quality Camera: Take a picture of your resort!  
Build roads

	<b>General Gameplay:</b>	You are the owner of the island. You build, collect profit and expand your properties.
		Click on a large Build button which is located in the lower left corner. Choose a building that you want to construct and place it on the map. Construction of each building requires a certain amount of time.

夢想小島 讚好

Wall 資料 評論 夢想島主大會 聯絡客服 新島主資訊 >>

中 - ENG

**夢想島主大會** **新島主資訊** **常見問題** **無法加載** **聯絡客服**

**增加金錢:**  
這裡你可以  
1. 用比阿斯特金幣換更多的金幣  
2. 購買更多比阿斯特金幣

你的金幣 \$ 1397 你的比阿斯特金幣 10 增加金錢 經驗條 現在的級別 2

最大化 最小化 隱藏建築物 幫助 音樂 聲浪 切換圖片品質 給島拍張照片

**建設:** 在這裡你可以找到所有的設施來建立你的度假勝地

**贈送服務:** 在這裡你可以:  
1. 用 2個比阿斯特金幣收集所有利潤  
2. 用 2個比阿斯特金幣修復所有設施  
3. 用 20個比阿斯特金幣並重新開始遊戲一遍

**禮物:**  
1. 一天內可以贈送不超過 10個免費的禮物。其中每個人只能送一個免費禮物。  
2. 您可以給自己的朋友贈送不同類型的禮物。  
3. 贈送收費禮物數量不受限制。  
\*\*如果禮物的級別高於玩家的級別，對方同樣能夠接收這些禮物。但是，只有在玩家達到相應的級別時才可以使用他們。

**建造:** 隨著遊戲得進展，您將會見到更有用和更漂亮的建築物可供選擇，而建造他們可能沒有足夠的空地。

**用戶信息**

**島友:** 快到島友的地方玩玩。你可以協助，轟弄或偷取他人的收入。

	<b>玩:</b>	修建賓館及商店，娛樂中心和餐廳，從中獲取收入，擴大自己的掌權，去找朋友做客，幫助他們維修建築，從事破壞或者偷取他們的收入！
	<b>建築:</b>	在左下角選擇建築物圖標，選擇建築物後便放置到理想點。每一座建築物也有需要一定的施工時間。 並查看以下幾點：



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# Localize Content – Support

陽光海岸 Like

Wall **Info** Reviews 親島VS酷島★show☆ Photos Discussions >>

陽光海岸 + Others **陽光海岸** Just Others

陽光海岸 「更新」讓皮膚晒黑黑的沙灘椅來了~  
★沙灘椅  
★情侶小站  
★貴賓專席



Thursday at 3:02am · Share

160 people like this.

View all 35 comments

陽光海岸 「預告」神奇遊商及冰激凌  
你是否有心儀的裝扮，又苦於手頭不  
你是否有超想買的東西，又發現它鎖  
你是否想得到買也買不到，禮物裡也

...  
See More  
July 6 at 3:39am

173 people like this.

View all 70 comments

## 聯絡客戶支援 - 遺失點數

遊戲:\* 陽光海岸

你的 Facebook 用戶號碼:\*

你的 IP 地址: 69.181.102.160

你的電郵地址:\*

交易日期:\*

供應商:\* Offerpal

你是怎樣得到點數的? \*

直接付款  
方法:   
(e.g. Boku, Paypal, Spare Change, Credit Card, Easocard, Paymo, Dao Pay, Social Gold, etc.)

註冊了優惠或問卷

Preferred Language (通訊語言):\* CHOOSE ONE (請選擇)

快打之王 讚好

Wall 資料 評論 快打之王討論區 / 討論區 聯絡客服 >> +

~~~最新資訊~~~

最後更新: 6/3/2010

6821 responses

摘要

您最喜愛的寵物是...  
狼人!!  
戰魂也很受歡迎，只差 59 票!



有新特殊任務!! 有機會得到新寵物!!  
按這裡看更多關於新寵物資訊。  
快去登入做任務!

| 討論區                         | 遊戲資料 | 常見問題 | 聯絡客服 |
|-----------------------------|------|------|------|
| 遊戲玩法                        |      |      |      |
| 群英地帶<br>來這裡找戰友吧!!           |      |      |      |
| 建議<br>對快打之王有建議嗎? 來這裡一起討論吧!! |      |      |      |
| 遊戲心得討論                      |      |      |      |

~~開新主題~~





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# Localize Content – Events

13 1,301

旗袍



\$1,440

購買

託人送禮

買給朋友



陽光海岸 Like

Wall Info Reviews 靚島VS酷島★show★ Photos Discussions >>

## SHOW! 靚島VS酷島

不管你的島是靚、酷、萌，還是很瞎！  
祇要秀出來就有機會獲得海岸好禮哦！

**第一名**  
ET幣 50  
金幣 50000  
+ 巨龍化石

**第二名**  
ET幣 25  
金幣 25000  
+ 酋長帳篷

**第三名**  
ET幣 15  
金幣 15000  
+ 廣播喇叭

第 1 階段：7月8日(週六)——7月16日(週五)

第 2 階段：7月17日(週六)——7月23日(週五)

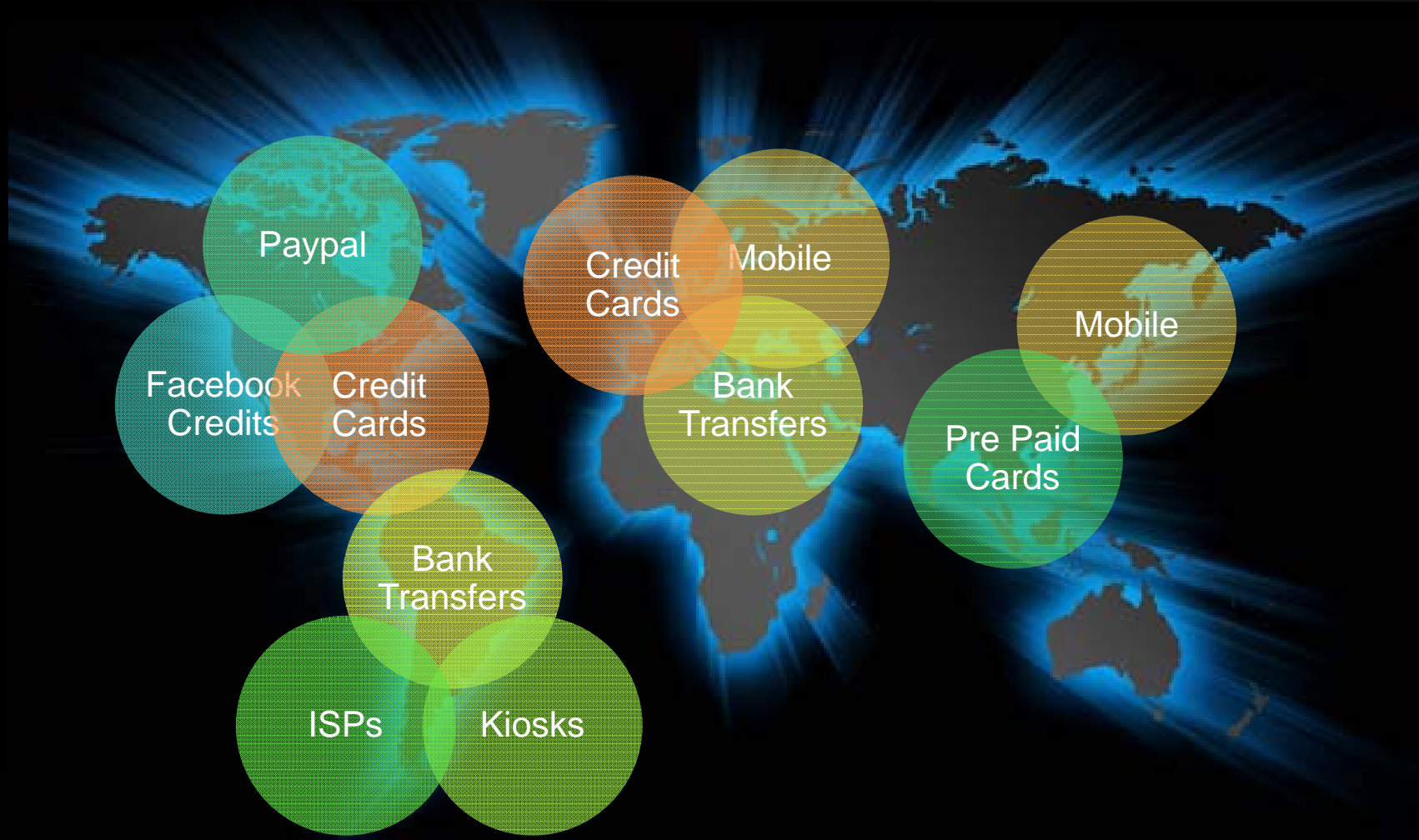
拍下你的海島相片並上傳至粉絲專頁  
在50字內對相片作簡單的特色說明  
拜票咯！請親朋好友來按“讚”投票，  
最多的前二十名入圍決賽

1. 第二階段決賽作品投票
2. 評分比例為粉絲占60%、官方占40%
3. 抽取參與投票的10名粉絲，每人贈送「助人為樂」仙人掌1顆



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# Localize Payment





G waves

# Localize Marketing

The collage illustrates localized marketing for G waves through several channels:

- Website Banner:** Features the G waves logo and navigation buttons for '線上遊戲專區' (Online Game Special Area), '精心水族箱' (Careful Aquarium), '寶島' (Treasure Island), and '寵物助手' (Pet Assistant). It promotes '最新facebook G waves遊戲' (Latest Facebook G waves games).
- Magazine Page:** Titled '別再偷菜、偷花啦!' (Don't steal vegetables or flowers anymore!), it discusses game mechanics and includes a table with columns for '遊戲名稱' (Game Name), '遊戲類型' (Game Type), and '遊戲平台' (Game Platform).
- Magazine Cover:** Promotes '2000 Game LIVE' and '幻月之歌' (Song of the Moon). It features a character illustration and text like '獨家 戰鬥經驗藥' (Exclusive Battle Experience Pills) and '擴音器 庫瑪熊娃娃' (Speaker Kumabear Doll).
- Facebook Page:** A screenshot of a Facebook page for 'MALL WORLD' with a '請點專區' (Click Special Area) button. The page content includes promotional posts for 'Mall World' and 'Cafe World'.
- Facebook Post:** A post titled 'Cafe World 可愛家園' (Cafe World Cute Home) with a 'Cafe World 可愛家園' button. It includes a '客戶服務' (Customer Service) section with contact information: 'E-MAIL: info@6w-g.com' and 'TEL: 02-2617-4567'.

Powered by B&B. Copy



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# The Difference in Marketing

Comparison Summary Chart





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# The Key First Steps



Get a Good Game

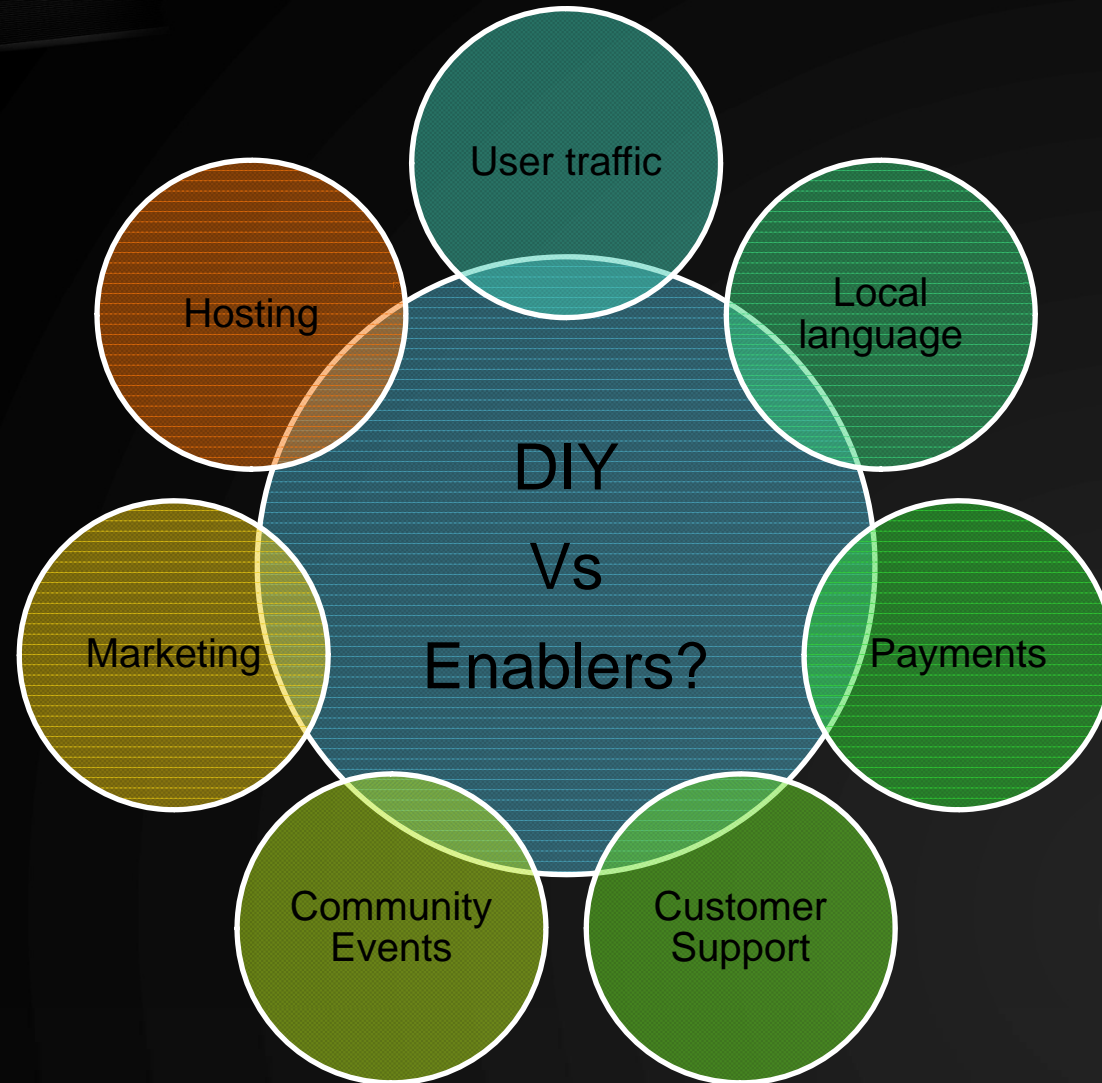


Understanding local sensitivities



DIY vs Enablers

# Do-It-Yourself vs Enablers





## CASE STUDY



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# Resort World



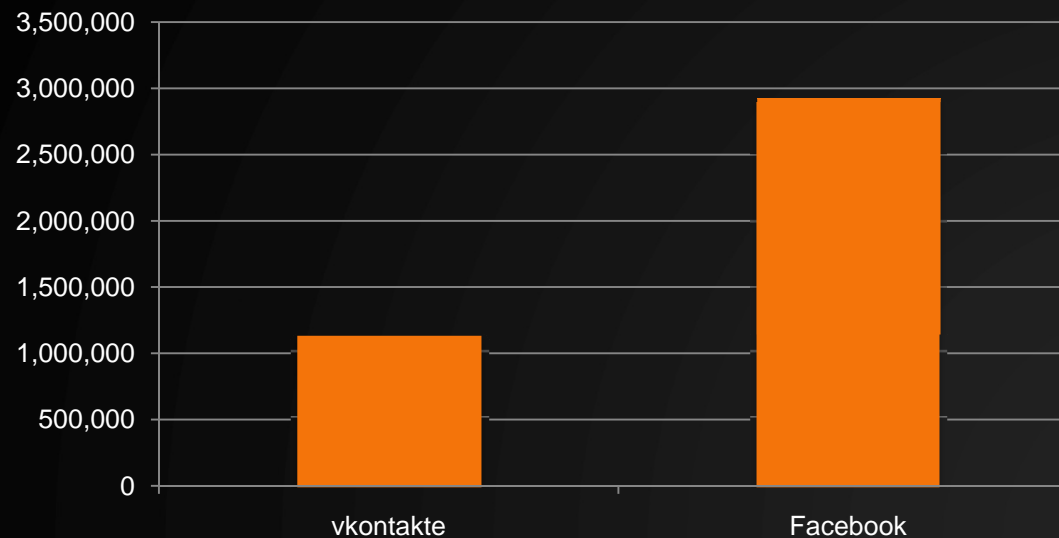


# After Publishing

Surpassed Russian SNS in less than two months

Growing more than twice as quickly

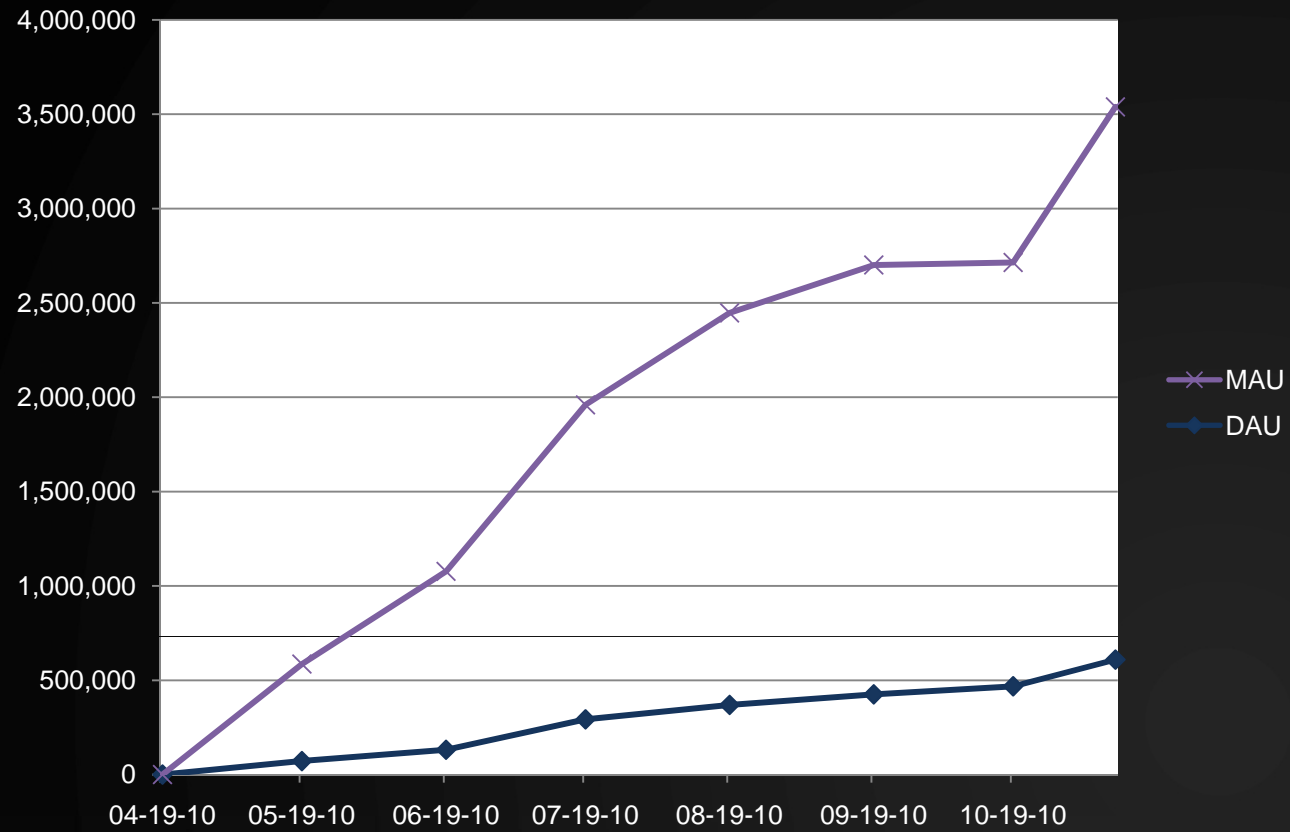
Resort World Users



Number of users: over 2.5x

# After Publishing

## Resort World Growth

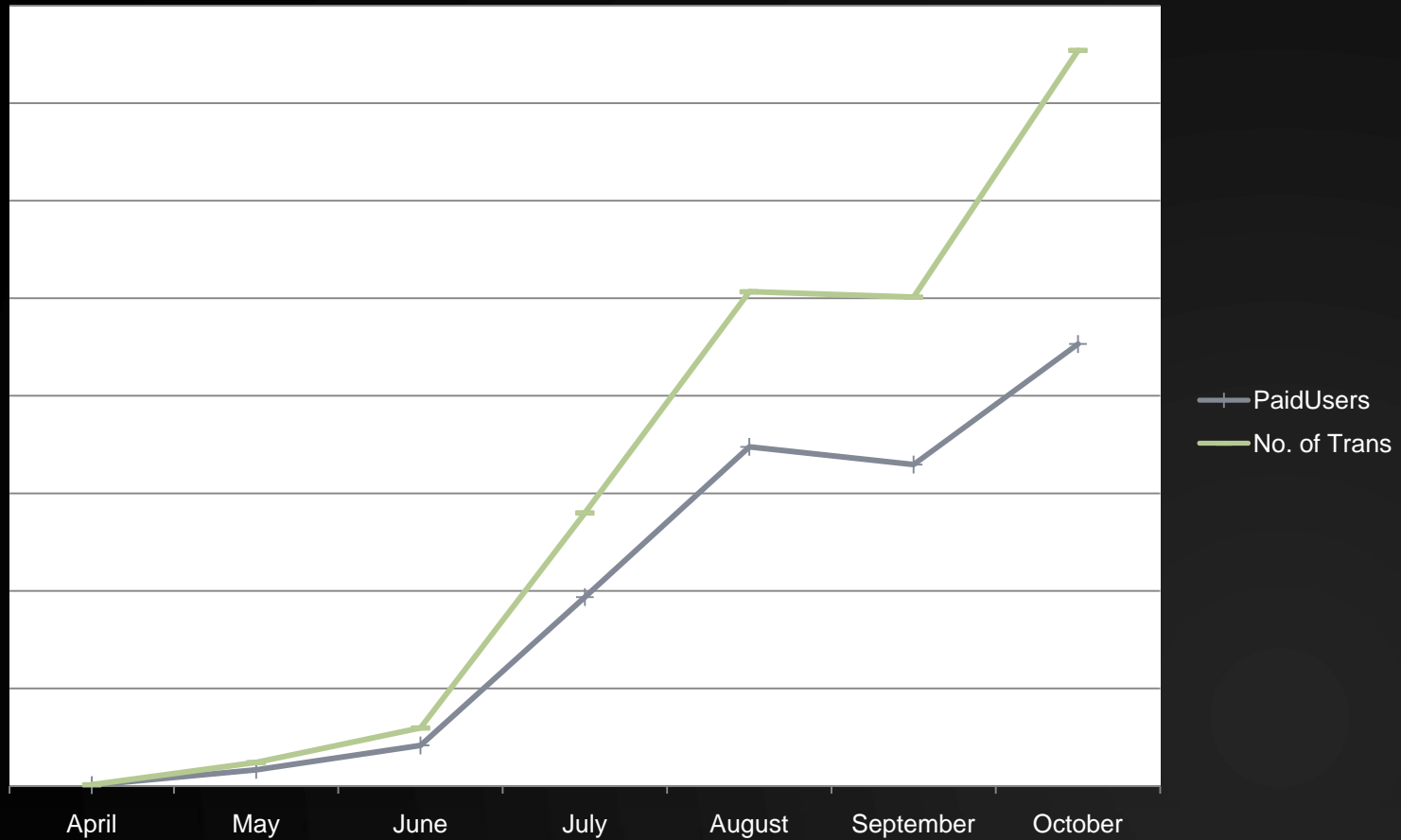




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# After Publishing

## Transactions and Paid Users



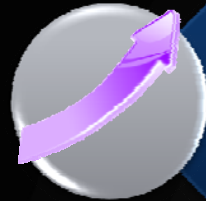
# Summary





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# The World is a Big Playground



Social games growth  
remains strong



Design with Global in mind



Differentiate and generate  
a buzz

Thank You!

