Arthur Chow
COO – 6waves

Monetize Social Games Globally

G-STAR

Busan Korea

19 Nov 2010

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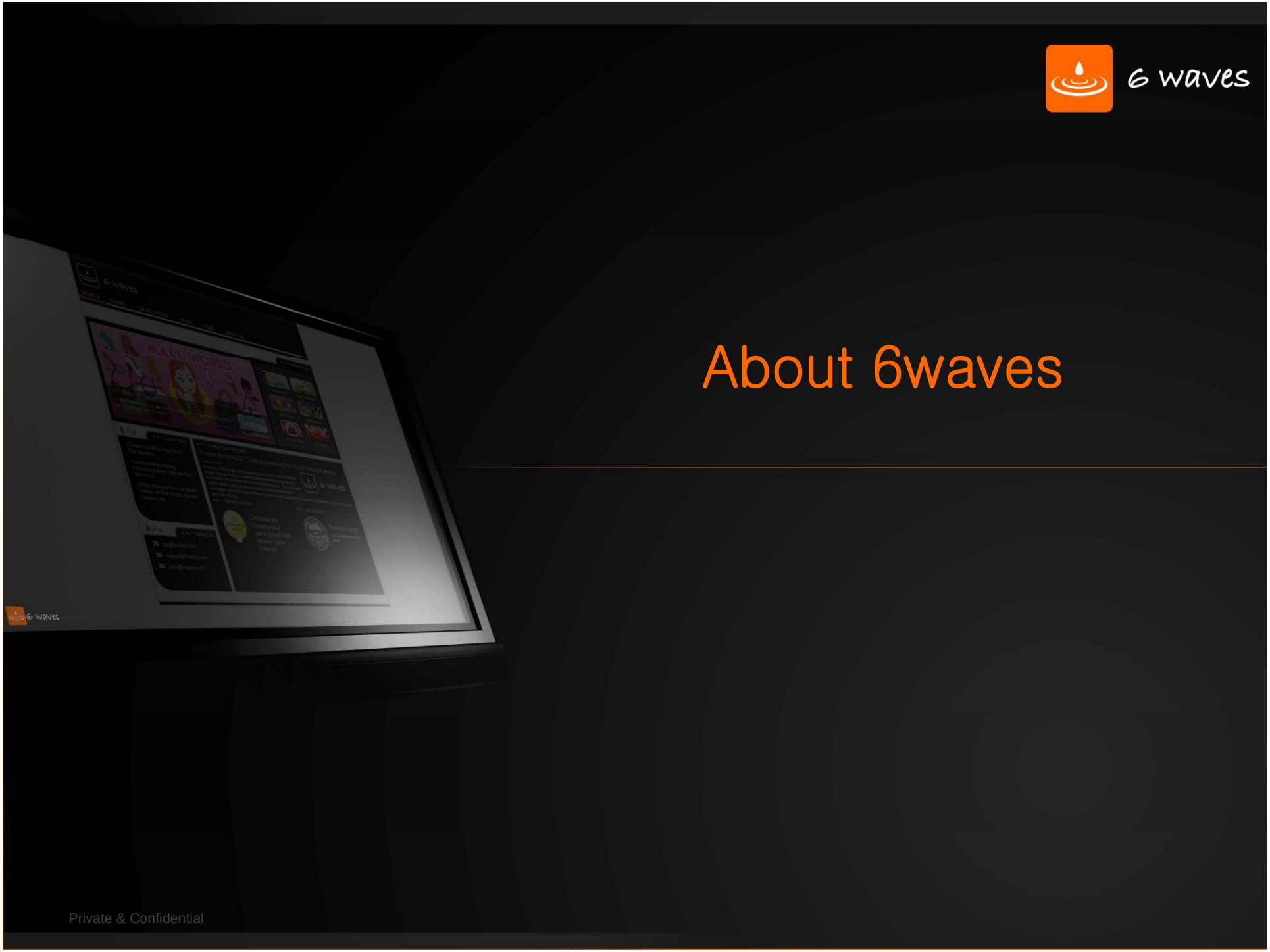
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About 6waves
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Facebook Games Developer Turn Publisher

2008 2009 2010

In-house Development

Games Publishing

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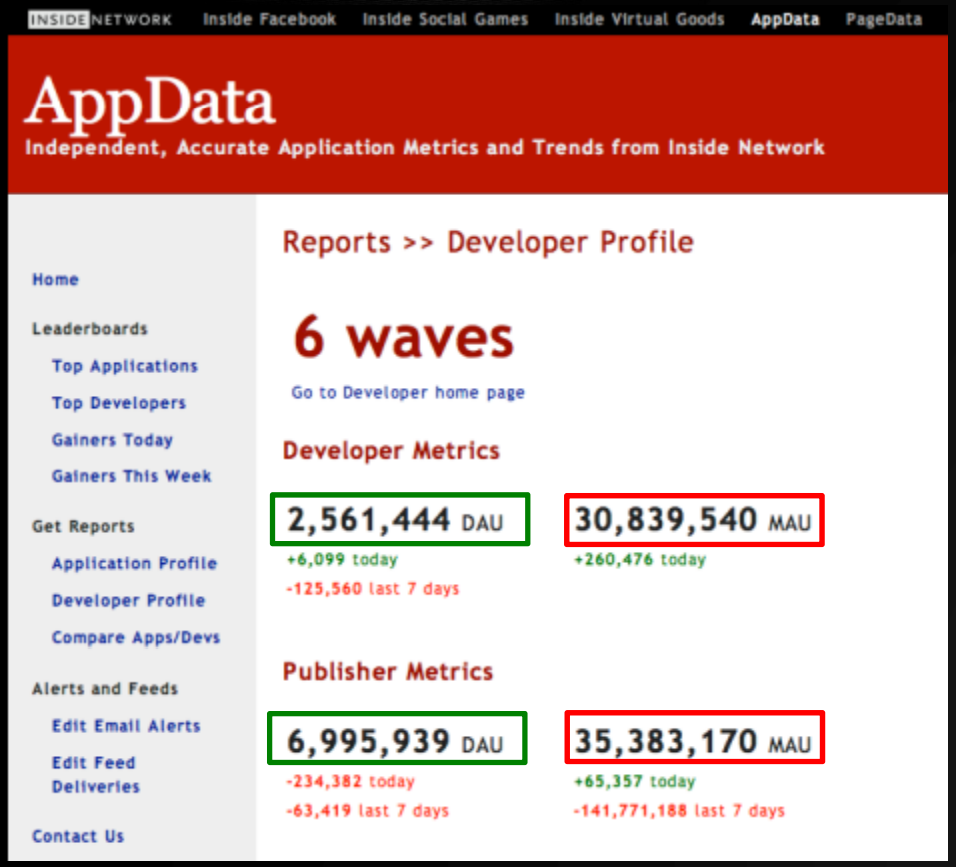
Active Users Metrics



Total MAU: 66 Million

Total DAU: 9.5 Million

Source: Appdata.com - November 4th, 2010

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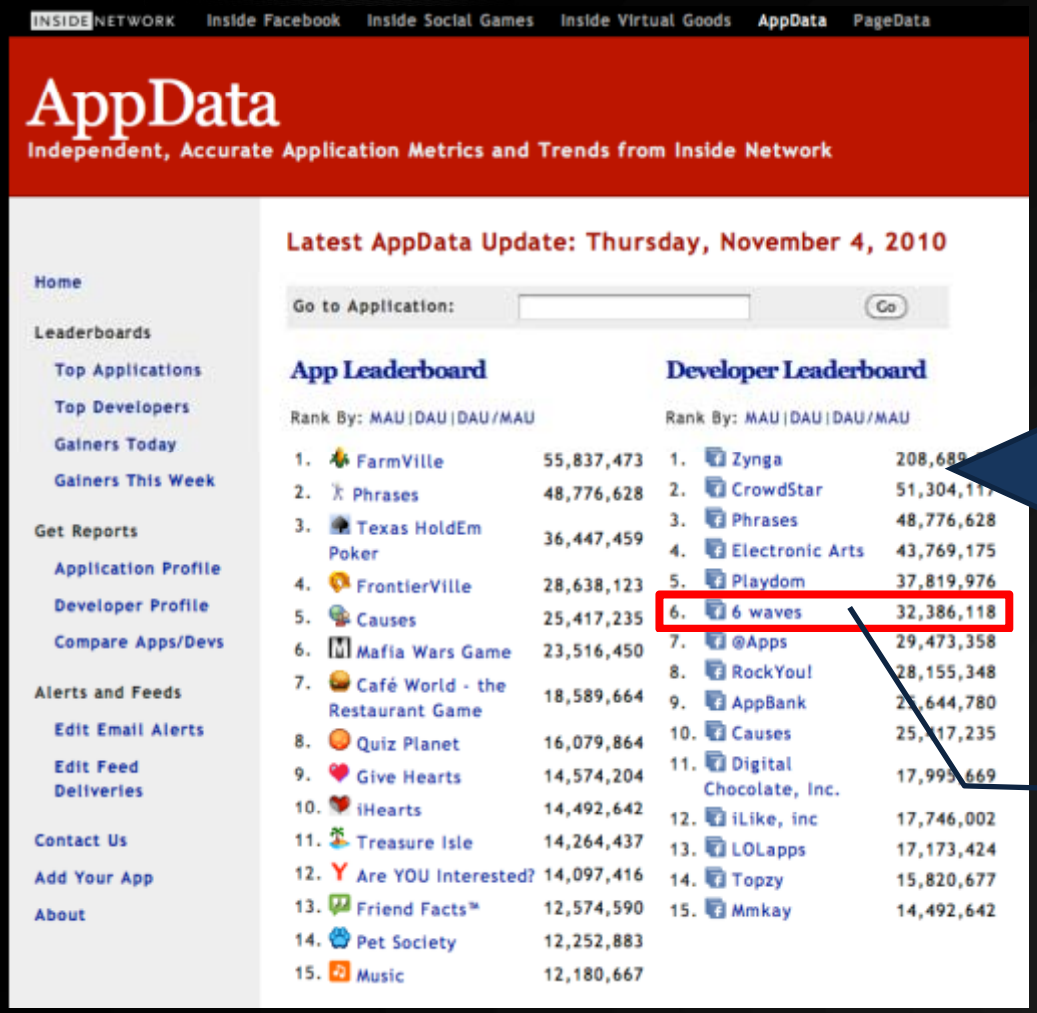
MAU Ranks #2



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

AppData

Independent, Accurate Application Metrics and Trends from Inside Network

Latest AppData Update: Thursday, November 4, 2010

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App Leaderboard

Rank By: MAU | DAU | DAU/MAU

1.	FarmVille	55,837,473
2.	Phrases	48,776,628
3.	Texas HoldEm Poker	36,447,459
4.	FrontierVille	28,638,123
5.	Causes	25,417,235
6.	Mafia Wars Game	23,516,450
7.	Café World - the Restaurant Game	18,589,664
8.	Quiz Planet	16,079,864
9.	Give Hearts	14,574,204
10.	iHearts	14,492,642
11.	Treasure Isle	14,264,437
12.	Are YOU Interested?	14,097,416
13.	Friend Facts™	12,574,590
14.	Pet Society	12,252,883
15.	Music	12,180,667

Developer Leaderboard

Rank By: MAU | DAU | DAU/MAU

1.	Zynga	208,68
2.	CrowdStar	51,304,11
3.	Phrases	48,776,628
4.	Electronic Arts	43,769,175
5.	Playdom	37,819,976
6.	6 waves	32,386,118
7.	@Apps	29,473,358
8.	RockYou!	28,155,348
9.	AppBank	25,644,780
10.	Causes	25,417,235
11.	Digital Chocolate, Inc.	17,995,669
12.	iLike, inc	17,746,002
13.	LOLapps	17,173,424
14.	Topzy	15,820,677
15.	Mmkay	14,492,642

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

6waves self developed games totaling 32 million MAU

Source: Appdata.com - November 4th, 2010

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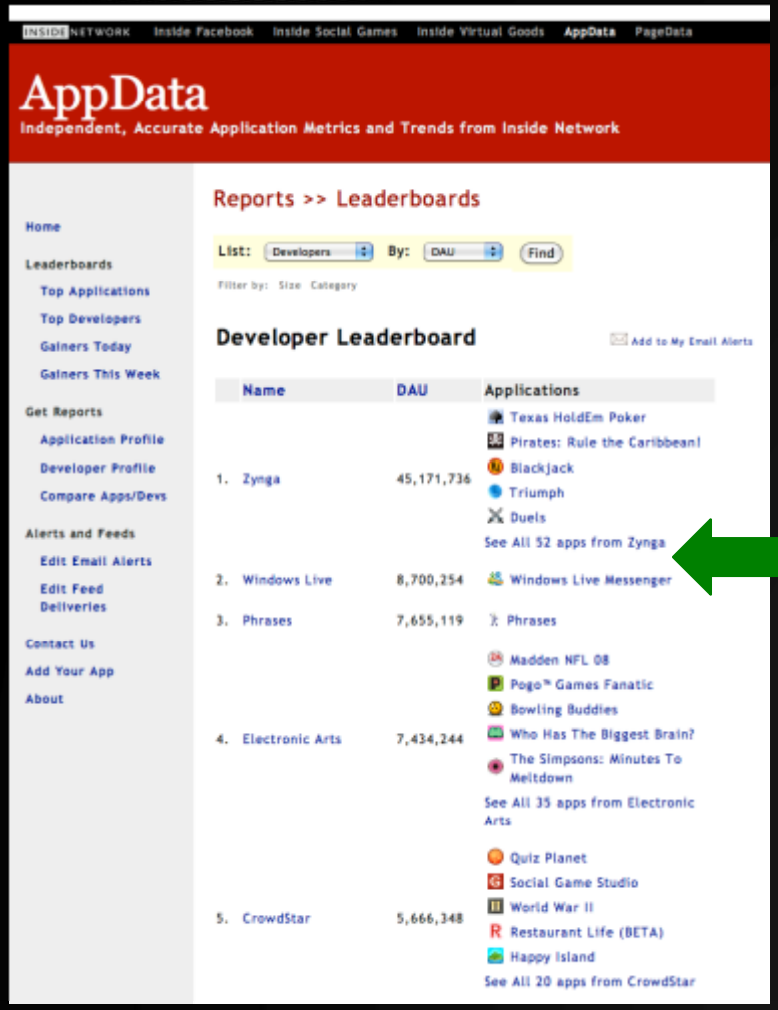
DAU Ranks #2



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List: Developers By: DAU Find

Filter by: Size Category

Developer Leaderboard

Add to My Email Alerts

	Name	DAU	Applications
1.	Zynga	45,171,736	Texas HoldEm Poker Pirates: Rule the Caribbean! Blackjack Triumph Duels See All 52 apps from Zynga
2.	Windows Live	8,700,254	Windows Live Messenger
3.	Phrases	7,655,119	Phrases
4.	Electronic Arts	7,434,244	Madden NFL 08 Pogo™ Games Fanatic Bowling Buddies Who Has The Biggest Brain? The Simpsons: Minutes To Meltdown See All 35 apps from Electronic Arts
5.	CrowdStar	5,666,348	Quiz Planet Social Game Studio World War II Restaurant Life (BETA) Happy Island See All 20 apps from CrowdStar

6waves MAU: 9.5M

Overall Ranking: 2nd

Source: Appdata.com – November 5th, 2010

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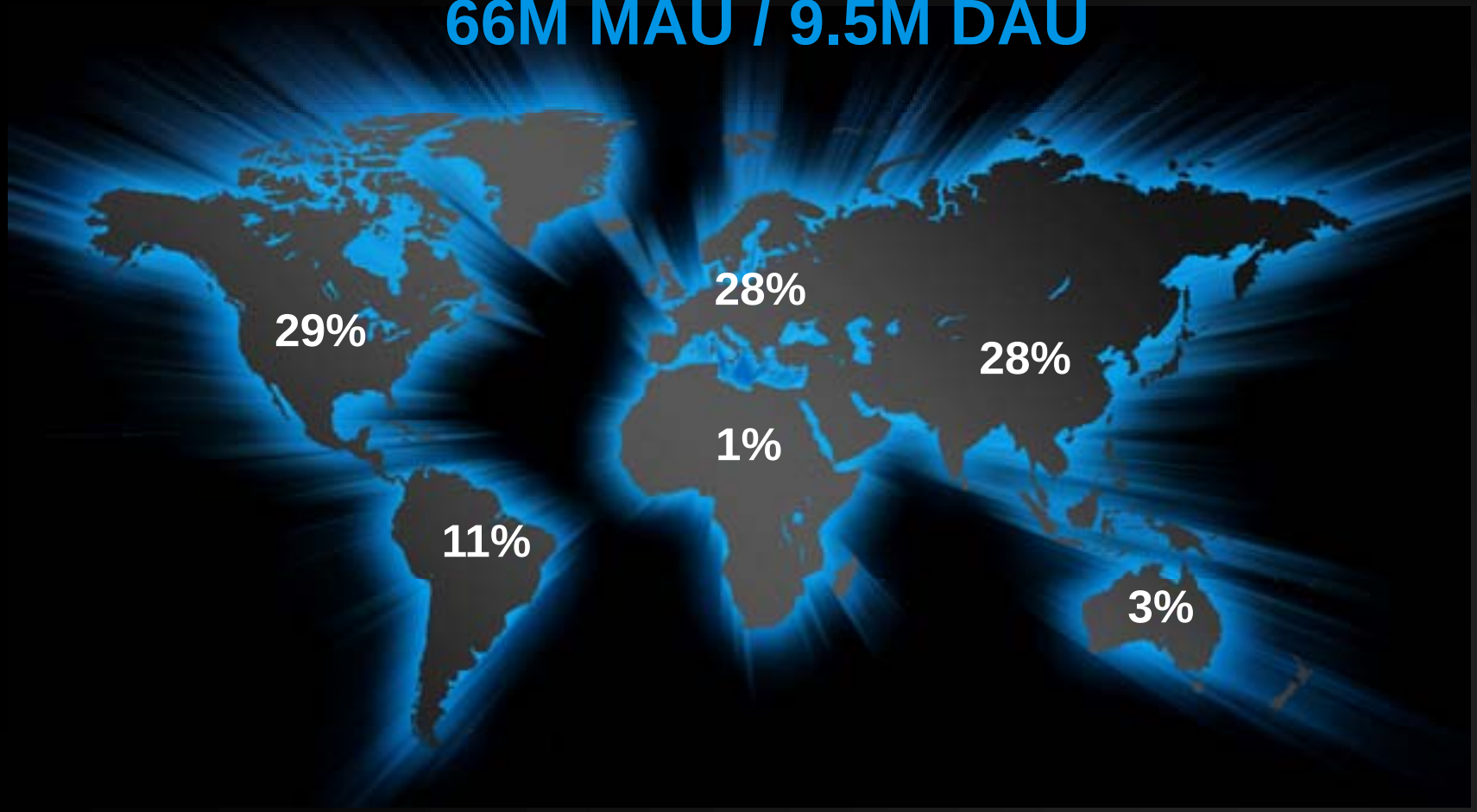
Well-balanced Global Audience

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



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Partnering Developers to Gain Users

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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!

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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

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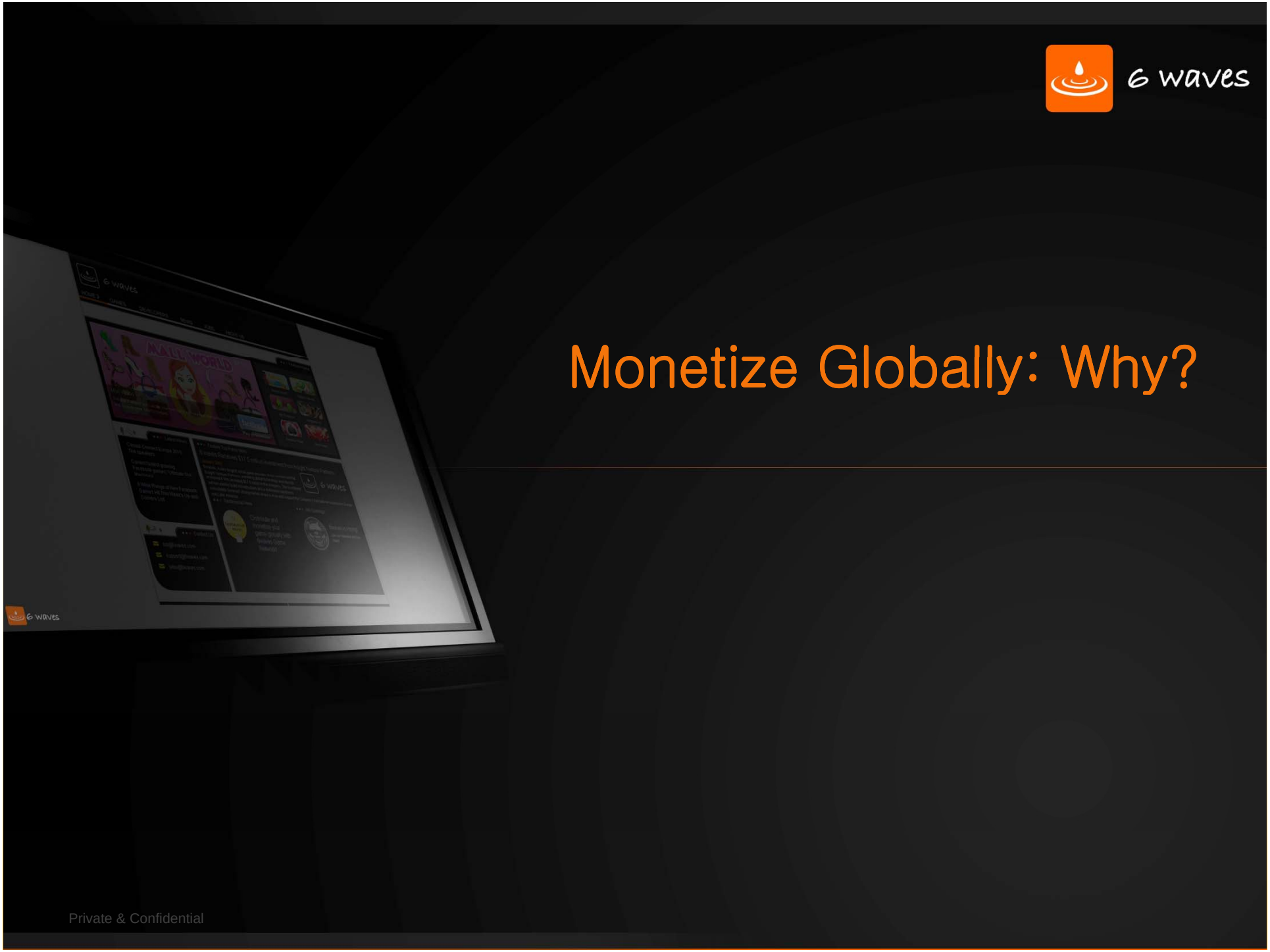
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Monetize Globally: Why?
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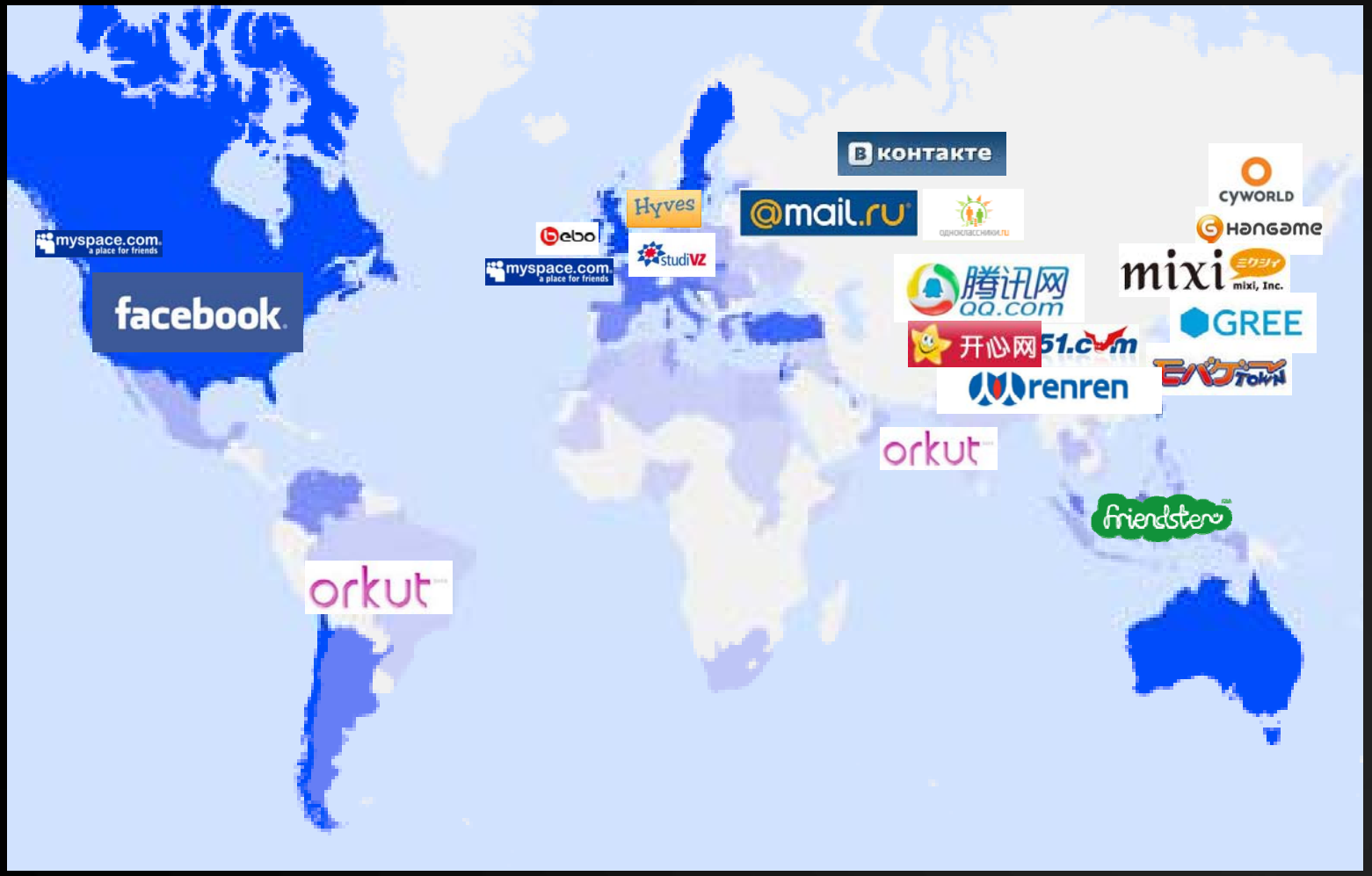
Social Networks



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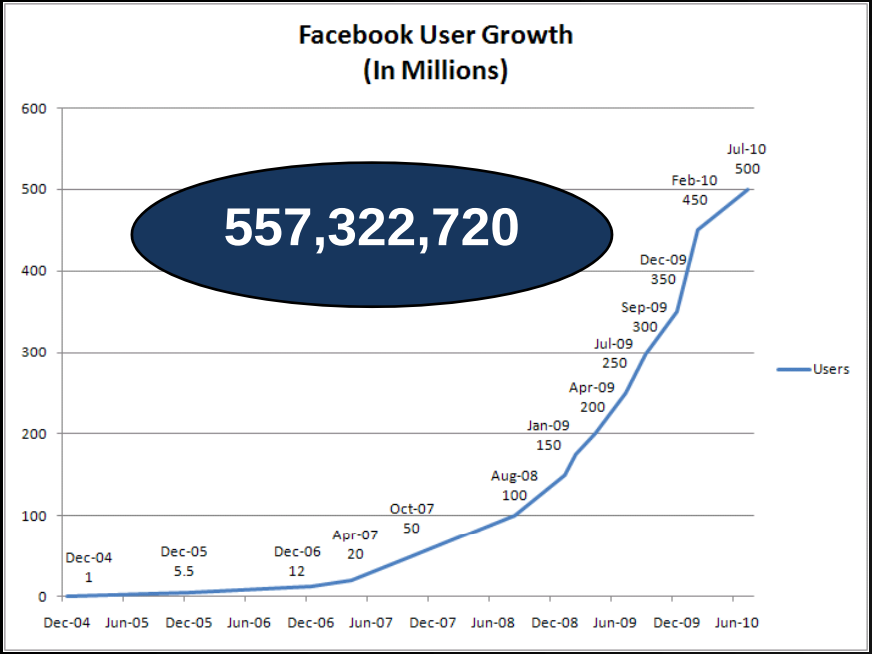
Facebook



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

Source: www.facebook.com

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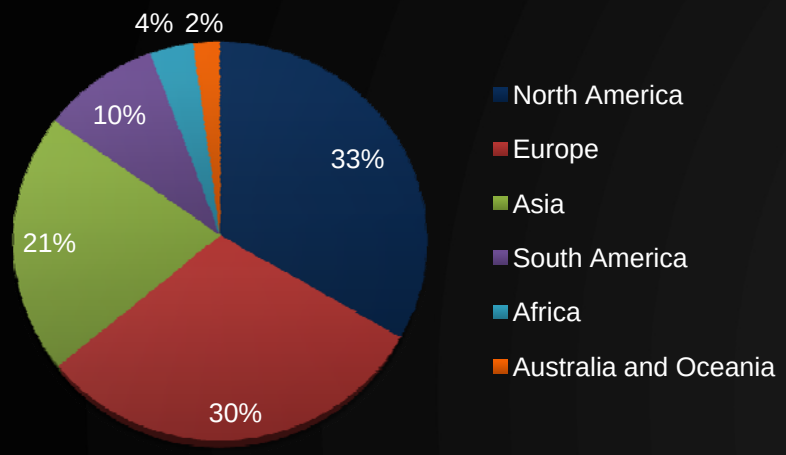
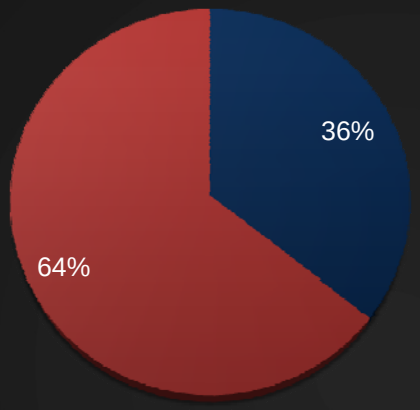
Monetize Globally: Why?

Two-thirds of Facebook users are on other continents.

North America vs. Other Continents



"Big Four" vs. Rest of World



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Global Growth is Explosive

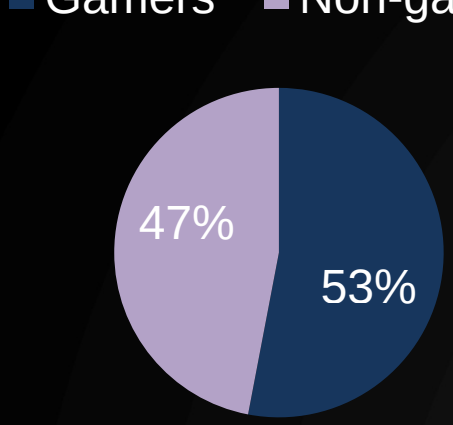
Recent Facebook Growth (6 months)

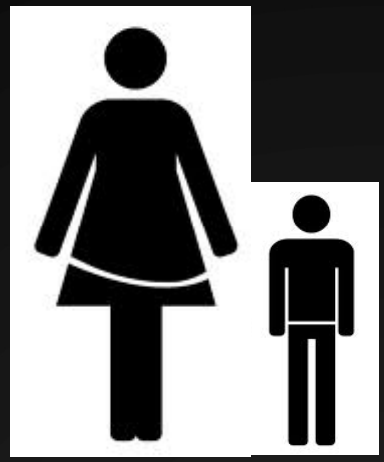
#	Country	Users	Growth		Pen.
1.	United States	143 583 400	+24 450 200	+17.03%	46.28%
2.	Indonesia	30 108 220	+7 560 600	+25.11%	12.39%
3.	United Kingdom	28 413 560	+2 878 100	+10.13%	45.57%
4.	Turkey	23 313 440	+1 756 840	+7.54%	29.96%
5.	France	19 755 460	+1 937 360	+9.81%	30.50%
6.	Philippines	18 124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

Source: facebakers.com

What About Social Games on Facebook?

Facebook Users





69% 31%

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.

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Source: http://www.allfacebook.com/facebook-games-statistics-2010-09

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 21st, 2010)

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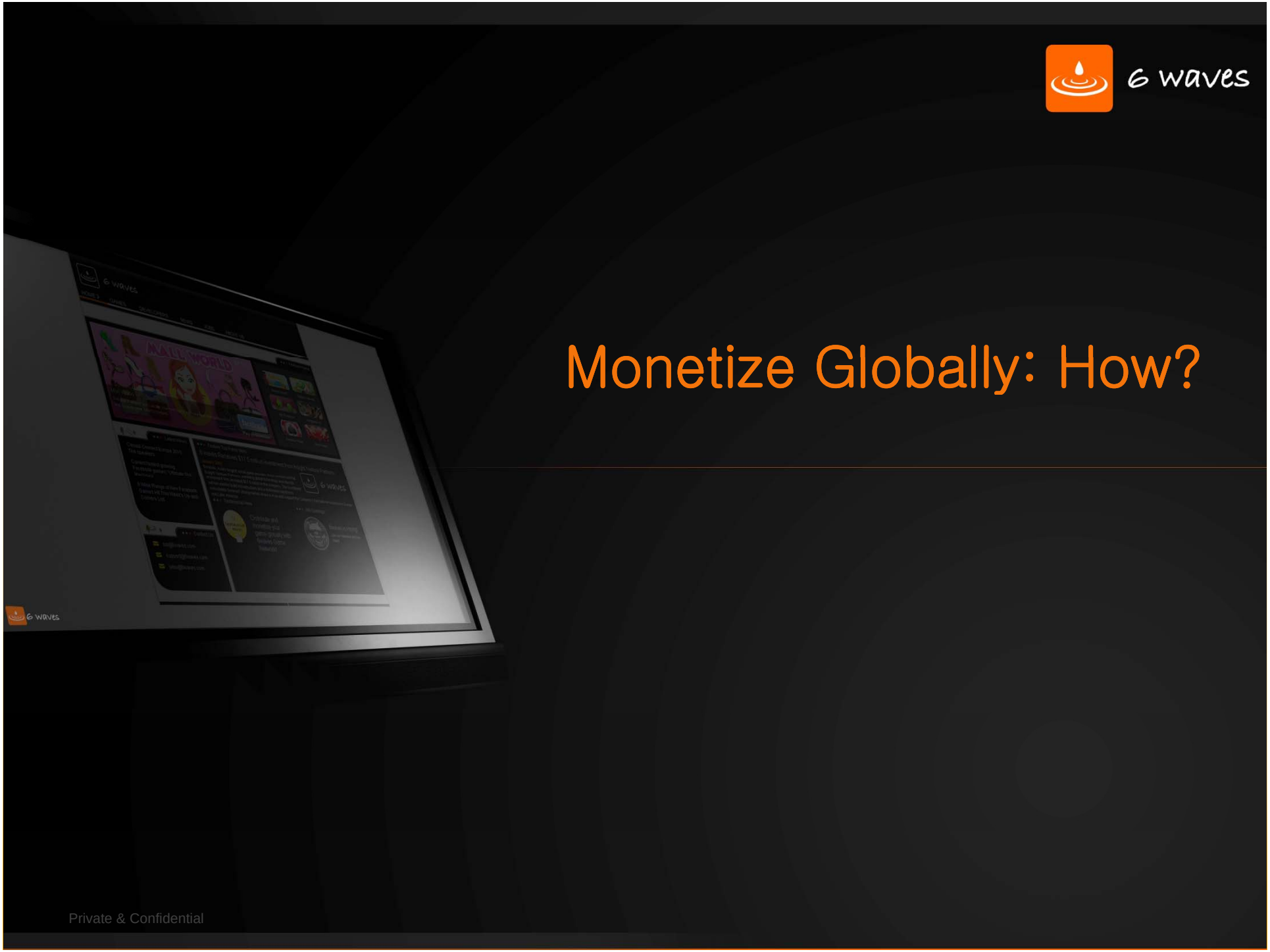
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Monetize Globally: How?
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The Key First Steps

- Get a Good Game
- Understanding local sensitivities
- DIY vs Enablers

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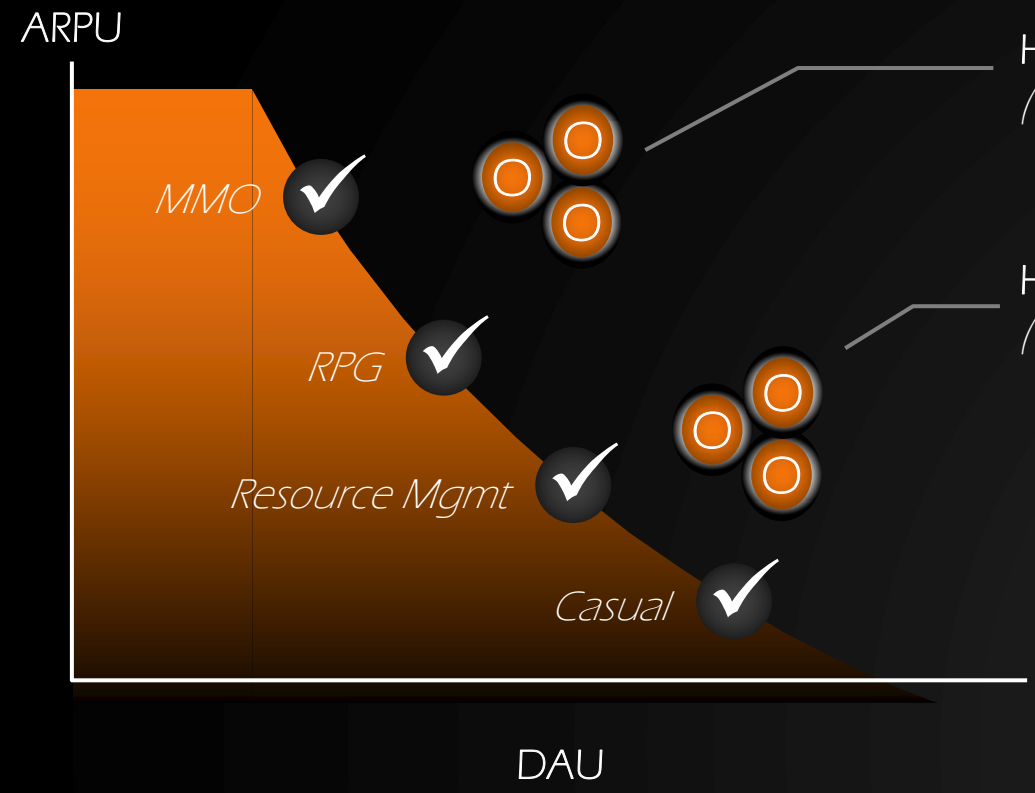
Choose your Battles



High ARPU with Good DAU
(conversion of non-gamers)

High DAU with Good ARPU
(optimize monetization)

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Observation from 6waves internal data

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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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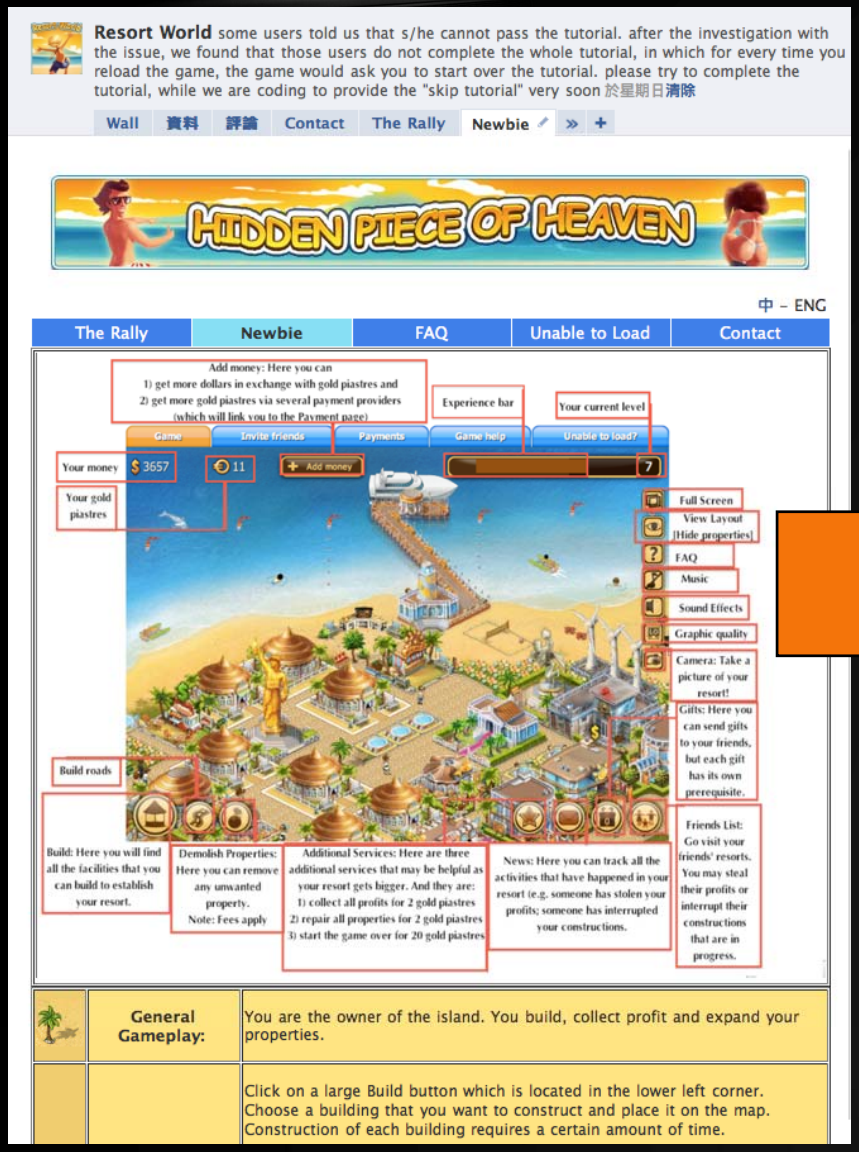
Localize Content – Language



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Localize Content – Support

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Localize Content – Events

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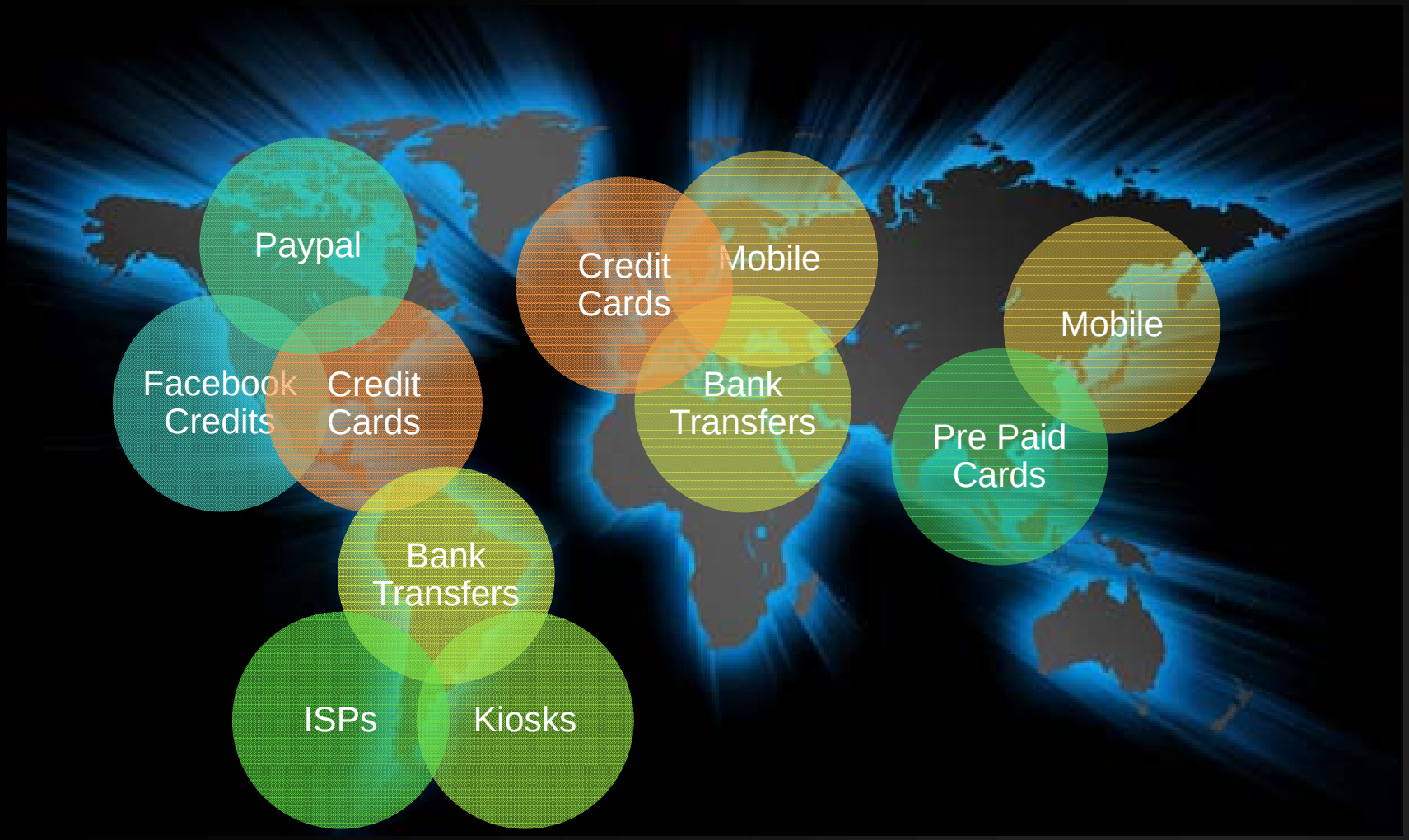
Localize Payment



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Localize Marketing

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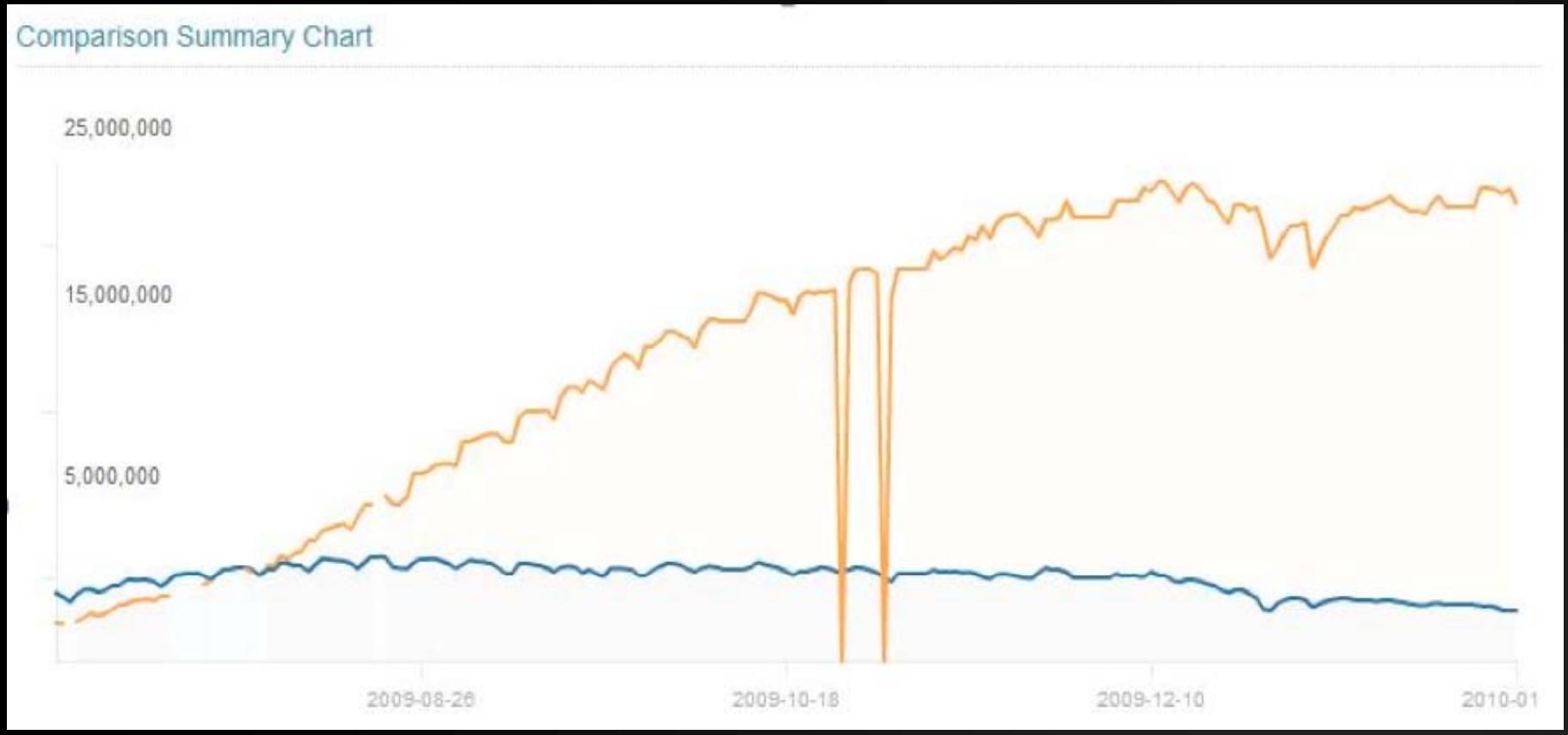
The Difference in Marketing



The Key First Steps

- Get a Good Game
- Understanding local sensitivities
- **DIY vs Enablers**

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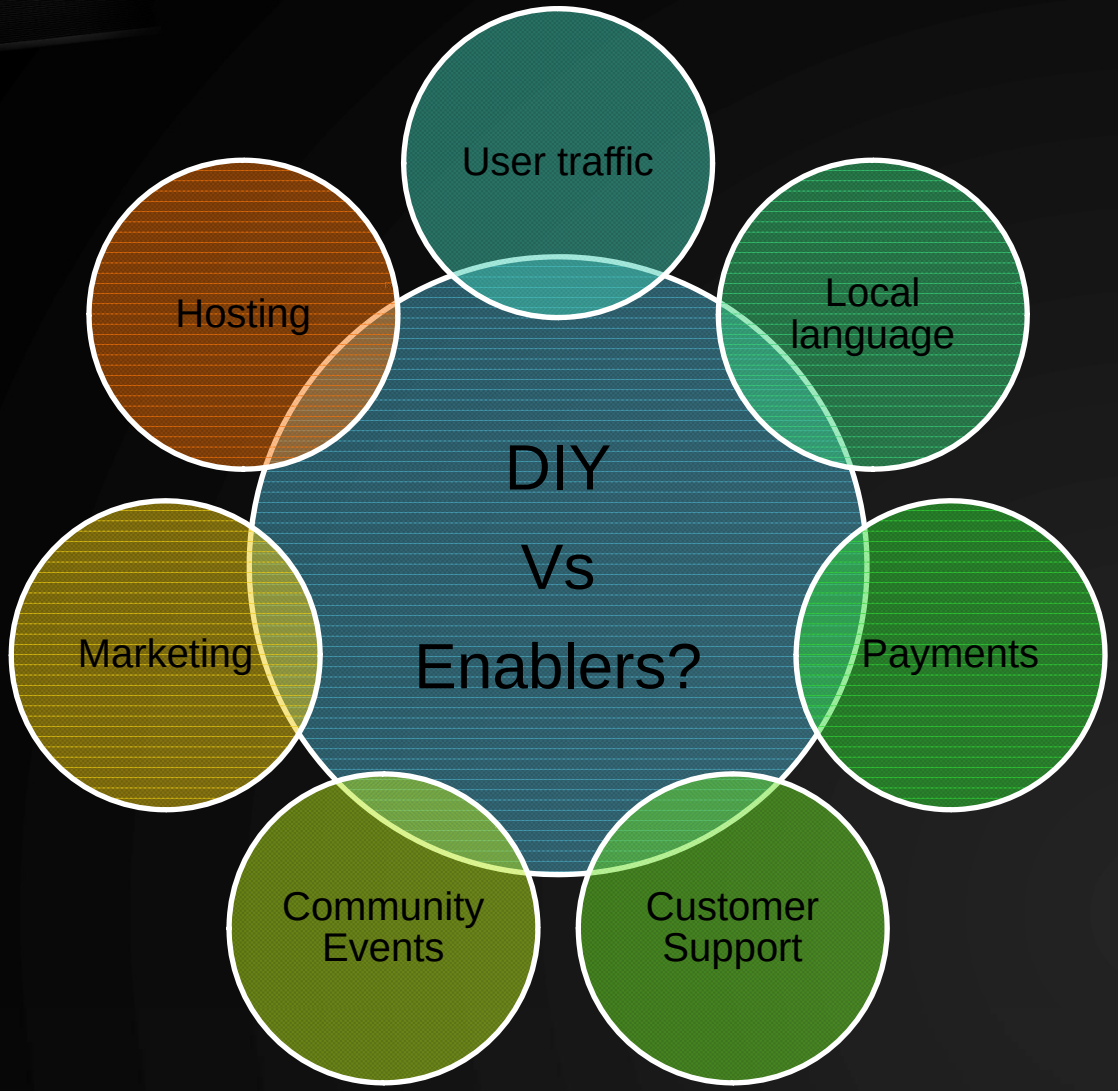
Do-It-Yourself vs Enablers



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CASE STUDY

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Resort World

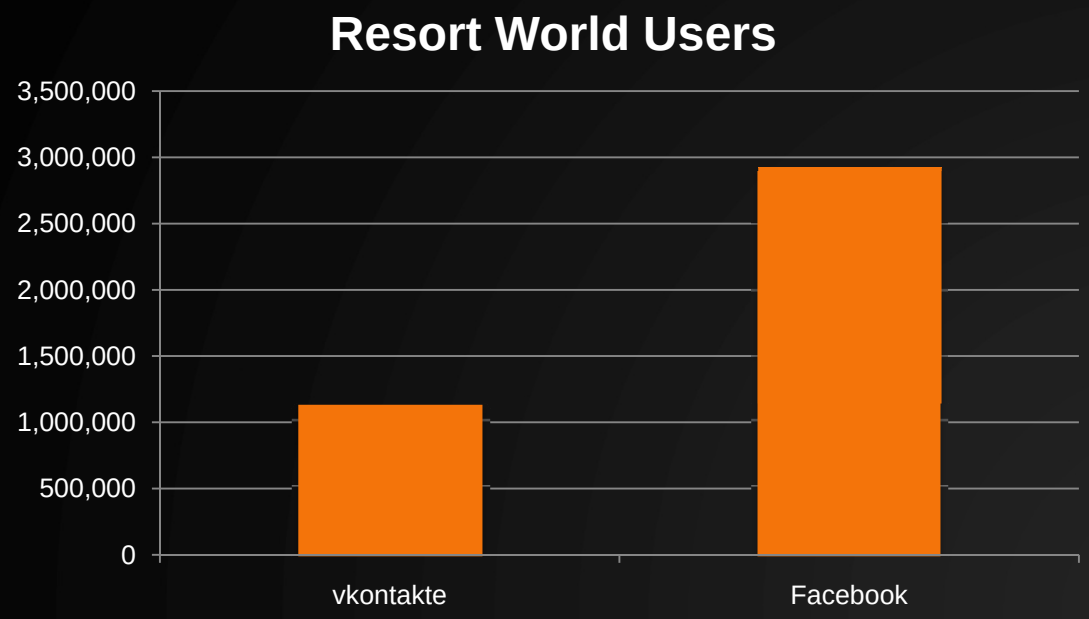
ВКонтакте

facebook

After Publishing

Surpassed Russian SNS in less than two months

Growing more than twice as quickly



Number of users: over 2.5x

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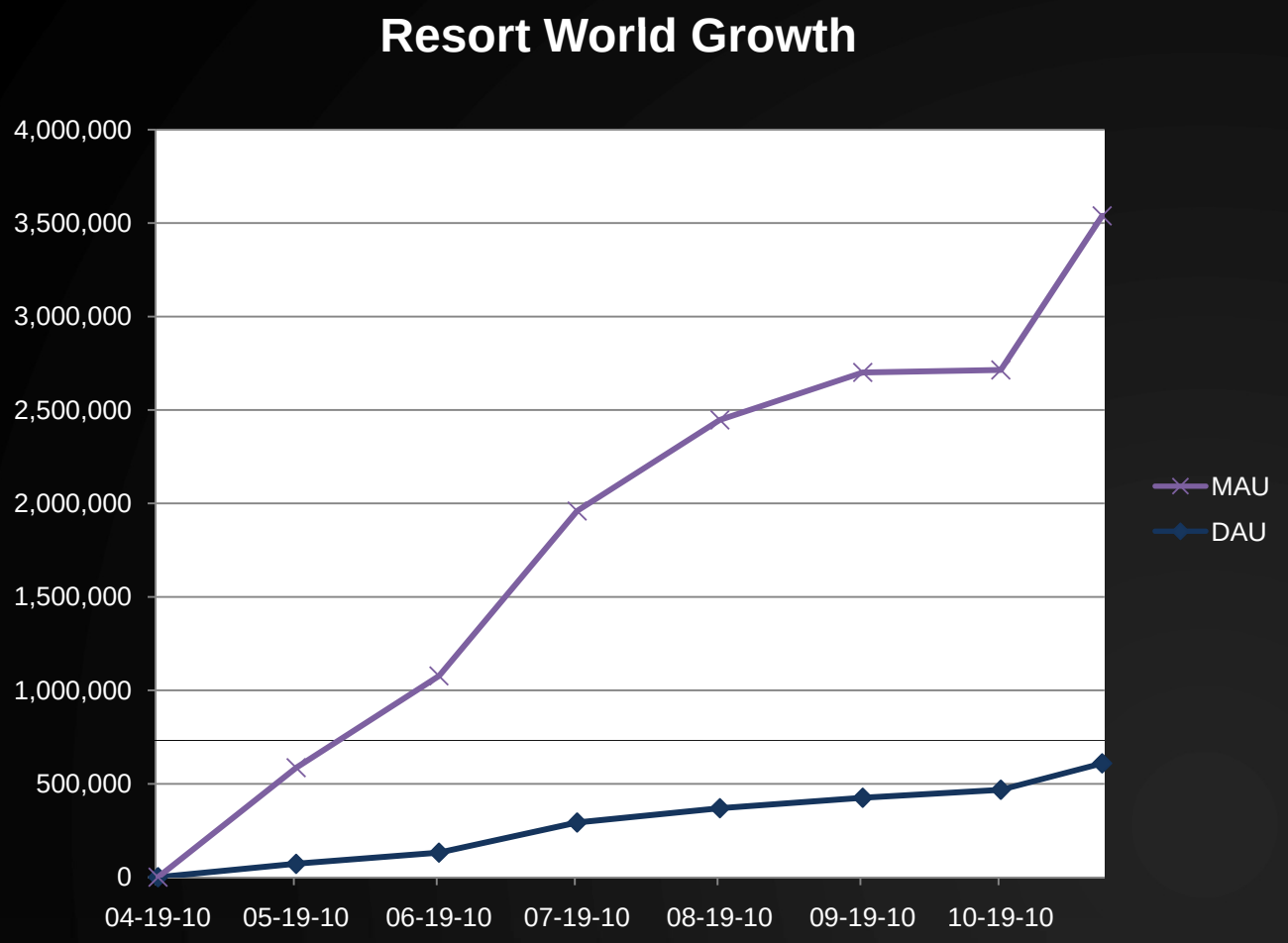
After Publishing



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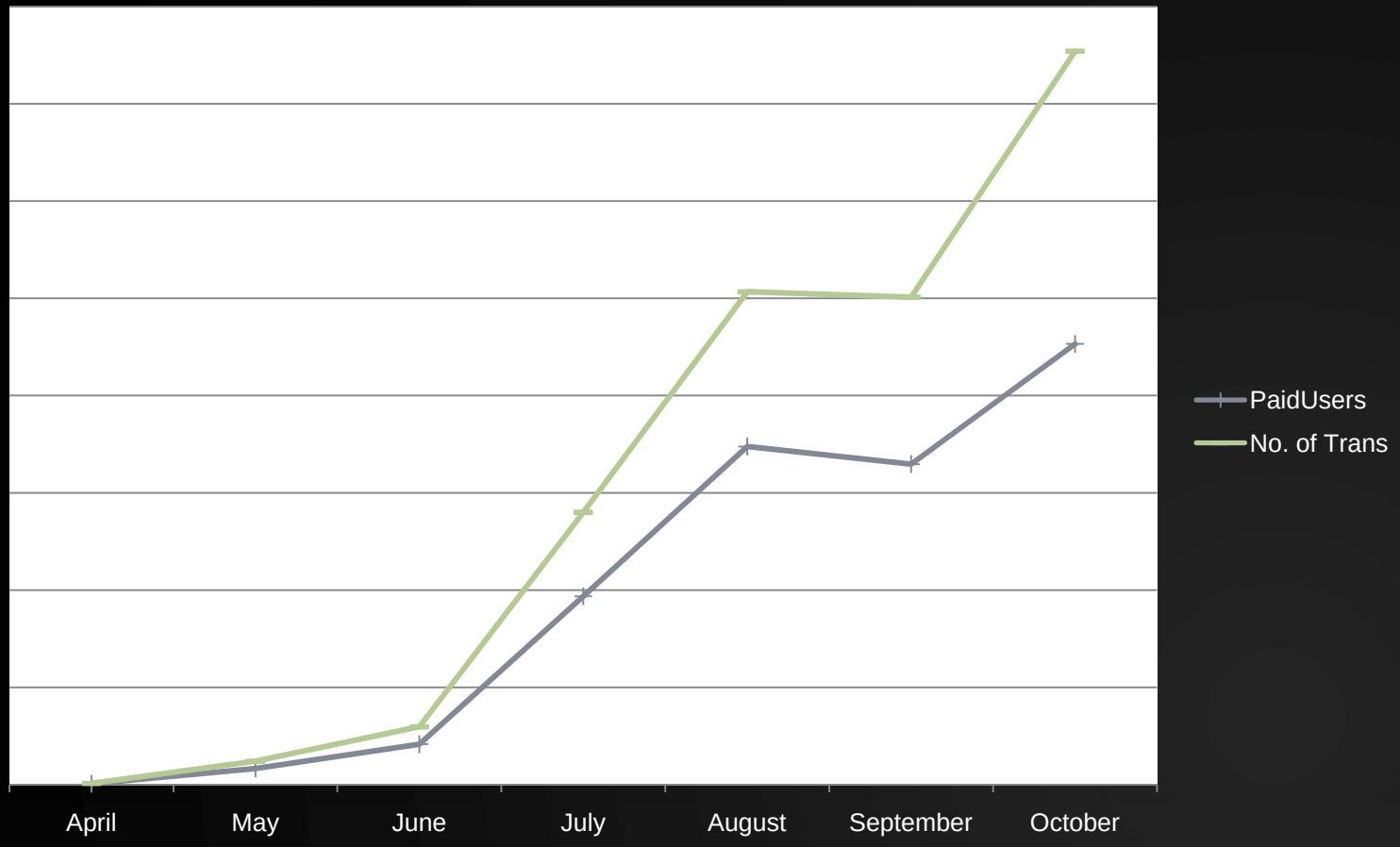
After Publishing

Transactions and Paid Users



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Summary

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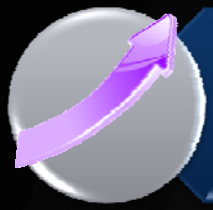
The World is a Big Playground



Social games growth remains strong

Design with Global in mind

Differentiate and generate a buzz

Thank You!

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