

rockyou  
asia



# Strategies for Social Gaming Growth in Asia

Jia Shen

CEO and Founder



**“To engage the world through social applications”**

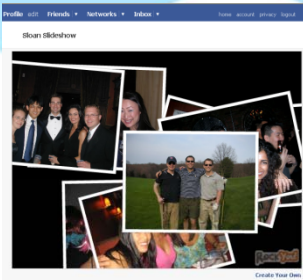


We Develop Social Games



**Plus we have strategic partnership with  
Social Game and Application Developers**





RockYou launches Social Widget Ever on Myspace

facebook

RY Launches Slideshows and Horoscopes on Facebook. Fastest growing social application

RY Creates the RY Ad Network – Biggest Social Ad Network



OpenSocial goes gold

mixi mixi, Inc.

Mixi, Mobage

cyworld

Cyworld / Nateon

Yabage

モバゲータウン

11/05

12/06

05/07

11/07

05/08

11/08

03/11

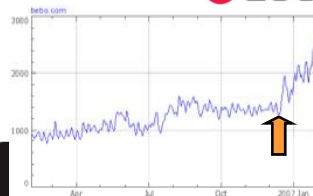
11/09

12/09

10/10

RY Launches on Friendster and Bebo. Takes over 50+% of users

friendster. bebo



校内 xiaonei



# ASIA WANTS SOCIAL AND MOBILE



- Capcom
- Square Enix
- Namco Bandai
- Gameloft
- Nexon
- Shanda
- Giant



Countries in Review

# WHERE THE PLATFORMS AT?



# Japan

- 127 Million People
- 99 Million Internet Users
- 78% Internet Penetration



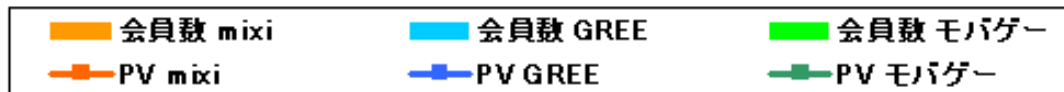
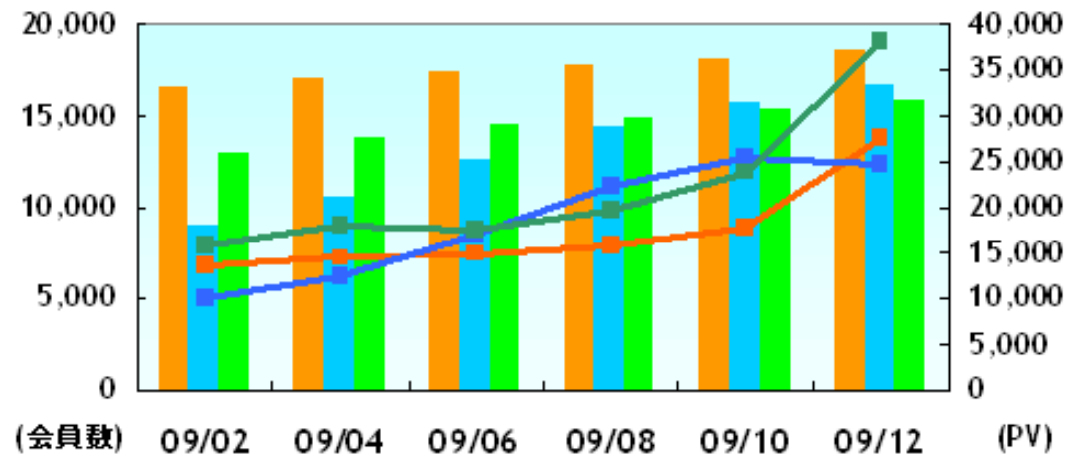


- High ARPU
- Low Virality
- Complicated Platform Environment
- Heavily Mobile
- Rev Shares



# Japanese Social Networks

- Mixi
- DeNA
- Gree



# Mixi – Facebook of Japan



- Total 35 M / Quarter
- MAU
  - 14 M Users
  - Total Reg is 18M
- Demographic Total
  - 48% guys
- Demographic Mobile
  - 46% guys





- \$700 M in Revs
- Bought NgMoco
- Mobage the big Mobile Game platform
- Yabage – New PC Platform



- High ARPU (i.e. 15 cents)

The screenshot shows the Hangame website interface. At the top, there's a navigation bar with categories like 'かんたんゲーム' (Easy Games), 'じっくりゲーム' (Slow Games), 'コミュニティ' (Community), 'アバター' (Avatar), 'ショップ' (Shop), and 'ハンGモール' (Hang Mall). Below this, a banner for 'AVATAR Pure' features the text 'フェイス使い捨て制限解除!' (Face disposable limit解除!). The main content area is divided into 'おすすめゲーム' (Recommended Games) and '話題の掲示板' (Hot Discussion Board). The 'おすすめゲーム' section includes titles like 'エルソード' (Elsword), 'ドラゴンクエスト' (Dragon Quest), and 'エルソード' (Elsword). The '話題の掲示板' section shows a '掲示板' (Discussion Board) with a '話題の掲示板' (Hot Discussion Board) link and a 'ワタシがパスワードを利用しよう!!' (I want to use my password!!) button.



# China

- 1.3 Billion People
- 420 M Internet Users
- 32% Internet Penetration



- Massive Users
- Low ARPU
- Medium Virality
- Volatile Environment
- Government Regulation
- Rev Shares



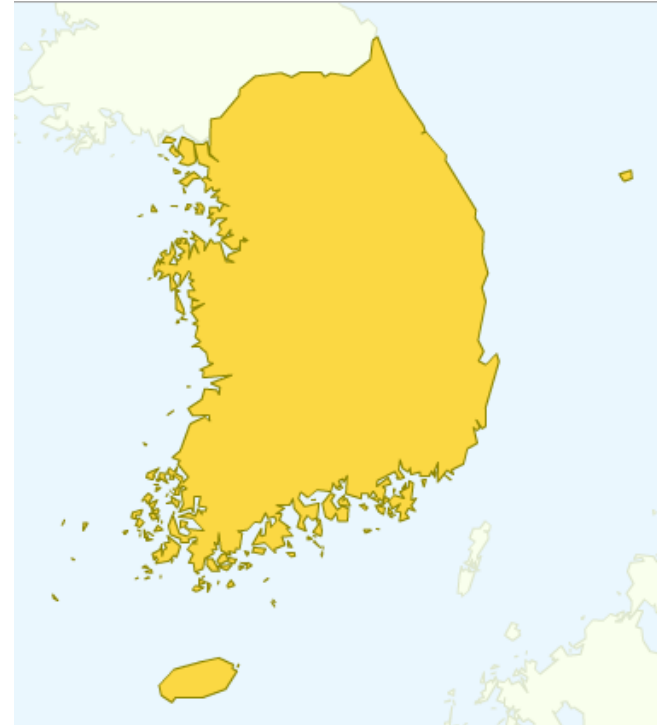
- QQ / Tencent
- Renren
- Kaixing001
- 51.com
- And many more





# South Korea

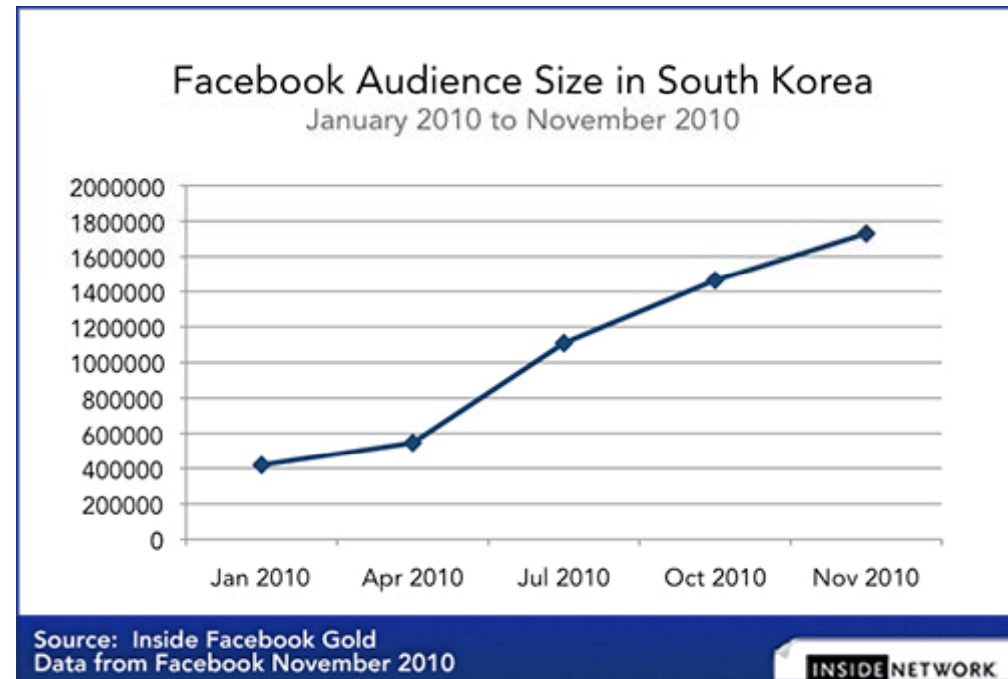
- 49 Million People
- 40 Million Internet users
- 81% Internet Penetration



- Small, but growing
- High ARPU
- Low Virality
- Gaming Society
- Government Regulation
- Rev Shares



- Cyworld
- Nate
- Naver
- Facebook
- Twitter



# Taiwan / Hong Kong

- Taiwan
  - 23 Million People
  - 16 Million Internet Users
  - 70% Internet Penetration
- Hong Kong
  - 7 Million People
  - 5 Million Internet Users
  - 70% Internet Penetration



- Facebook
  - 7 Million Users
  - 30% total penetration
  - 50% of all internet users
  - Essentially a Game Network akin to Hangame or Mobage



## Other Markets

- India
- Singapore
- Malaysia
- Thailand
- Vietnam
- Etc



What to Focus on

# STRATEGIES



# Model Strategies

- Publisher
- Creator
- Mobile





# Publisher Strategy

- Own Distribution
- Many game developers in Asia
- 6Waves



- Strong game talent in Asia
- Low cost development (compared to the west)
- Accentuate strengths
  - China: Cost
  - Japan: Mobile / Quality
  - Korea: MMO's / Depth



# Game Operation

- Events
- Promotion
- Cross-sell
- Engagement



- Feature Phones
  - Japan
- Smart Phones
  - China
  - Japan
  - Etc
  - Android / Iphone



# Mobile Japan

- Feature phones dominate
- Iphone has exploded (Softbank)



# The 1's and 2's

- Barriers
  - Mobile
  - Localization Language and Culture
  - Diverse amount of platforms
- Enablers
  - Larger gaming population (and devs!)
  - Hardcore games work broadly
  - Quality and labor



# QUESTIONS!

and Hopefully Answers

**Jia Shen**

[twitter.com/mekatek](https://twitter.com/mekatek)

[jia.shen@rockyou.com](mailto:jia.shen@rockyou.com)

