
Creating MMO' s for Social Platforms

Presentation / KABAM

Creating MMO's for Social Platforms

For GSTAR



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Fundamentals: MMO's vs. Social

Object Hierarchy

Interaction Models

Social is the new MMO

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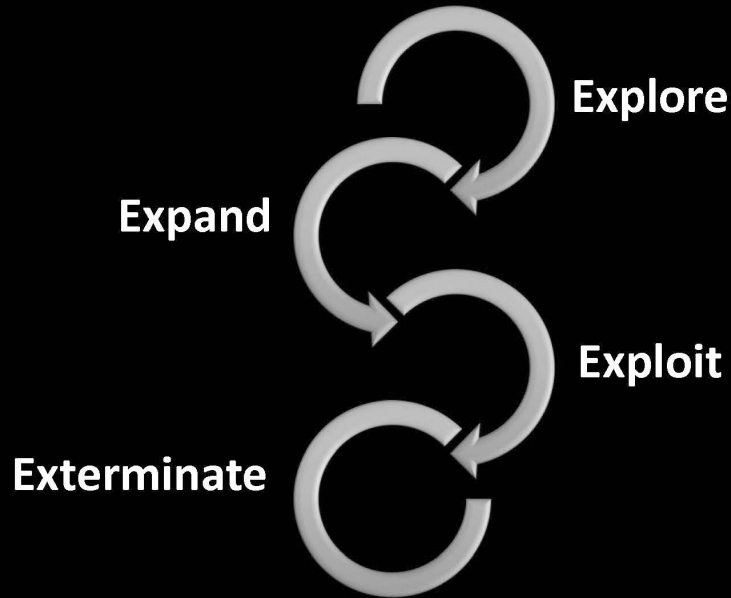
The Godfather[®] FIVE FAMILIES

The Godfather[®]
FIVE FAMILIES

- Released: Fall 2011
- Genre: Strategy/Empire Building
- Theme: Mafia/Crime – 1935 NYC
- First major movie franchise to expand to social gaming
- Persistent, massive multiplayer world
- Multiple levels of engagement, collaboration and competition

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Core Game Loops – 4X



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Collaboration – Factions & Guilds



Realm (Faction) System
in Dark Age of Camelot



Guild in Everquest 2

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Mafia Family System



CHOOSE YOUR FAMILY

All players select one of the Five Families



Family Rank

- 1 Corleone
49% territory
Enoch
- 2 Tattaglia
16% territory
SPARTAN
- 3 **Barzini**
15% territory
Marquesa/Angels
- 4 Cuneo
12% territory
spish
- 5 Stracci
5% territory
Darkain Stracci

1 Barzini
FAMILY RANKINGS

Cash Production 2%

Cement Production 2%

Family Bonus

Food Production 2%

Steel Production 2%

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Crews in Each Family



Crews allow smaller groups and another level of gameplay



Rankings

Tattaglia

Player rankings are updated every hour.

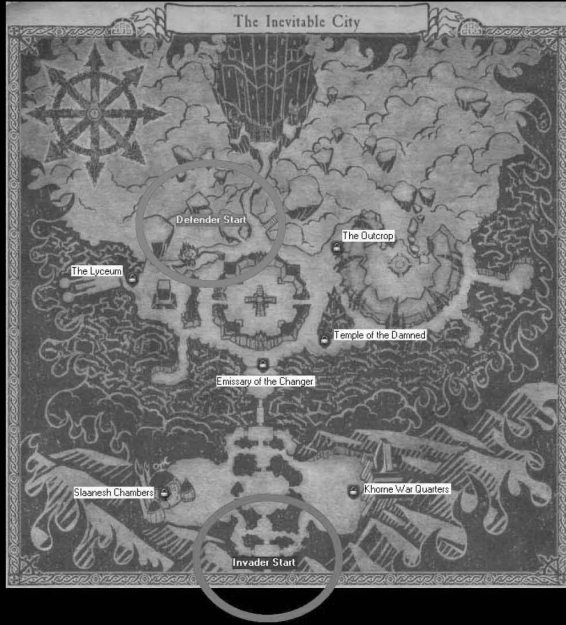
Larry
Rank: 672
Title: Lieutenant
Crew: OIF Veterans
Respect: 2023

Individuals
Crews

Crew Name	Crew Leader	Members	Respect
1 Straight Ca\$h	Nicky Santoro	50	249481
2 Straight Ca\$h II	Boondox	50	188450
3 Bust A Cap	Frank Sinatra	50	171827
4 Trinkerbande	CapOnE	50	166123
5 Porcelli	Violent Vito	50	158420
6 OIF Veterans	Suicidal DON	41	130362
7 HangemHigh	Maddog	50	116726
8 Boardwalk Empire	MacSteel	50	109295
9 Tattaglia Cleaners	BigRed	50	108846
10 La Musical Mafiosa	Roscoe D	50	103313

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Collaboration – Control Points



Warhammer Online
Realm control highlighted
by different colors

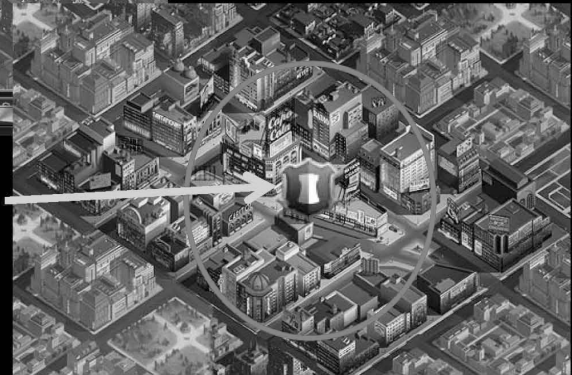
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Collaboration - Landmark System



NYC landmarks serve
as control objects
that benefits *all*
Family members

Crests designate
controlling Family



Collaboration - Landmark System



NYC landmarks serve as control objects that benefits all Family members

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PvE – Loot Drops



Via MMO Champion

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PvE – Loot Drops



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PvP - Competitive Mode



PvP in World of Warcraft

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PvP - Competitive Mode



Combat on multiple levels:
Family, Crew & Player

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Class Specialization



Each class of characters offer unique benefits in World of Warcraft

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Class Specialization

Special Units impact army strength



The Godfather
FIVE FAMILIES



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Games = Context

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Games = Context

Social Drives Entertainment

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Social *IS* the New MMO

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THANK YOU!

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Questions & Discussion

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