
Economics of Social Games

Presentation /
LIFO Interactive Inc.



A New Adventure Begins

Economics of Social Games

LIFO Interactive Inc.

Jeffrey Lim
CEO of LIFO Interactive Inc.
Nov 2011



들어가며

Jeffrey Lim
임경민
CEO and Co-founder



현재 CEO 겸 공동창업자, 라이프인터랙티브
Present CEO and co-founder, LIFO Interactive Inc.

과거에는:
소프트뱅크벤처스 투자심사역 (Softbank Ventures)
실리콘밸리의 스타트업에서 5년 근무

Internet, mobile, social media, social network geek



Book: "페이스북이펙트" 역자
원저자: David Kirkpatrick
에이콘출판사
492 pages, 152x224 mm
ISBN 9788960771 635

밝혀줄 사항

LIFO Interactive Inc.는
Train City의 개발사입니다.



"Train City contains all of the pieces of the puzzle to making a decent facebook game"

Inside Social Games
Training Associates of the Development of Games and Social Platforms



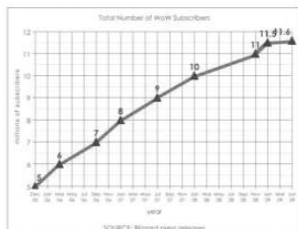
오늘 할 이야기는

- ✓실무적이지 않은 이야기
- ✓거시적, 역사적 관점에서 본 소셜게임
- ✓사실에 대한 주관적엔 해석

Economy of Scale



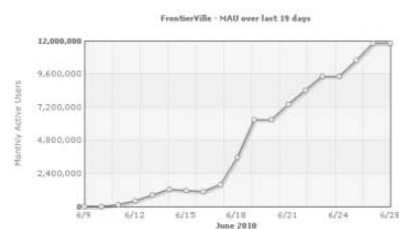
12백만 유저까지 4.5년



VS



12백만 유저까지 19일



Economy of Scale



CityVille

17,966,222 DAU

+61,138 today
+949,017 last 7 days
17,966,222 all-time high

94,905,888 MAU

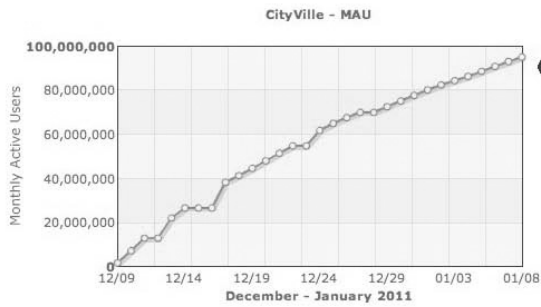
+2,051,284 today
+14,891,702 last 7 days
94,905,888 all-time high

Audience Estimates

Join AppData Pro to access audience age and gender estimates for this app.

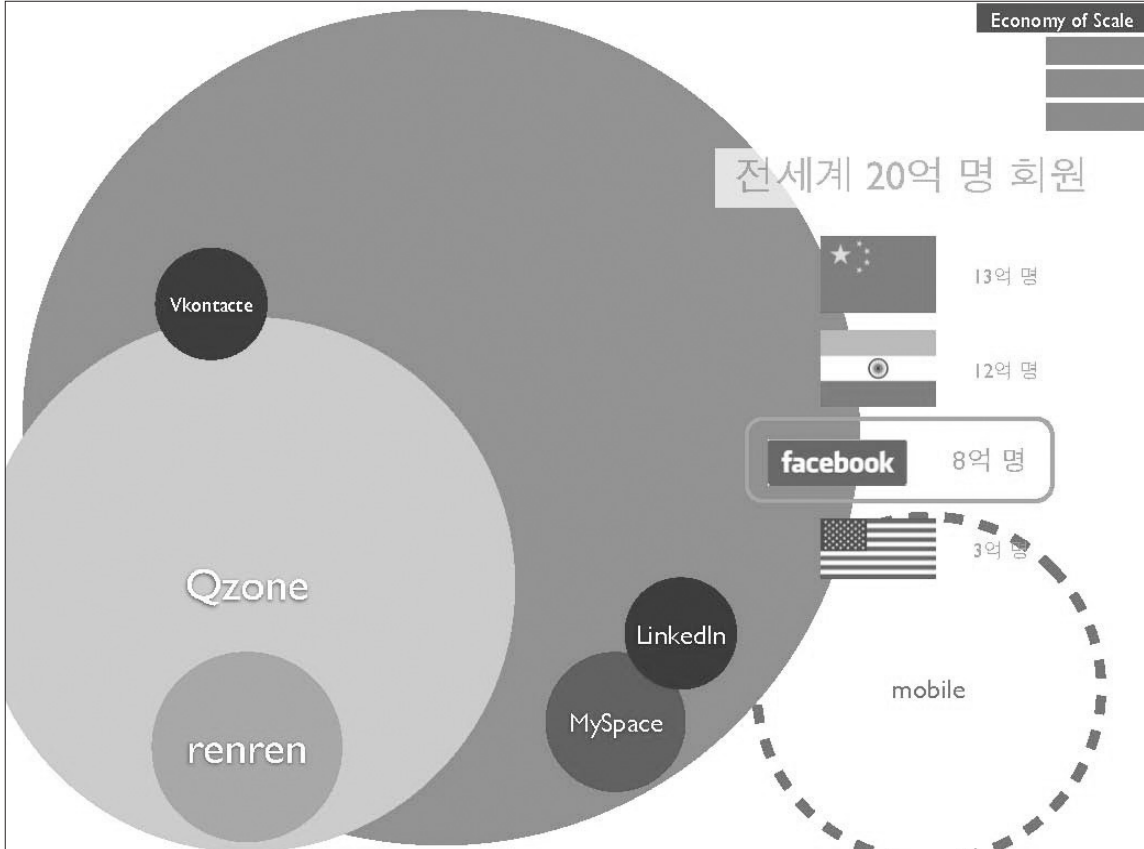
Traffic Trends

PRO Download Full History

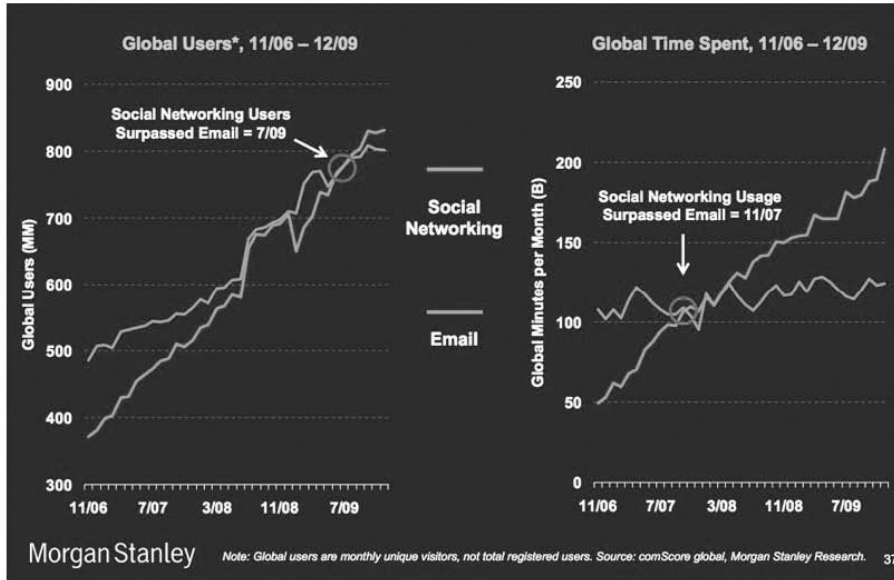


1억 명까지
1달

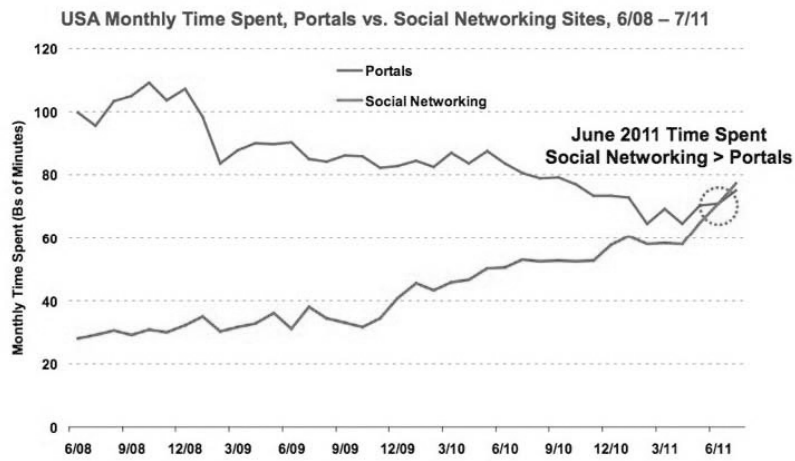
전세계 20억 명 회원



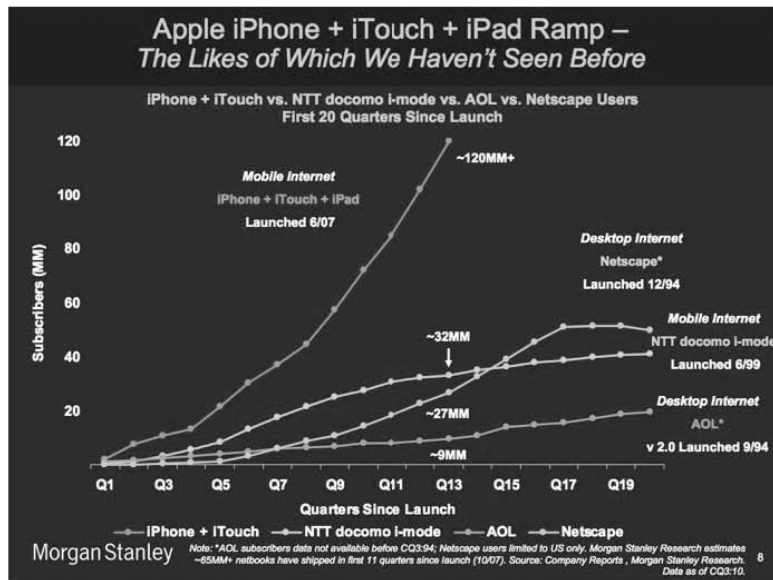
Social network users > email users



Time spent on social network > portals



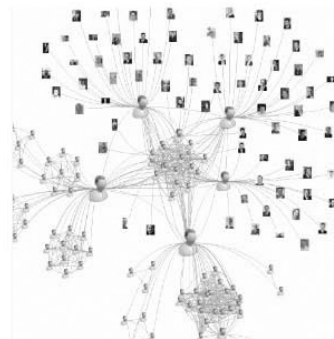
Growth rate is sky-rocketing

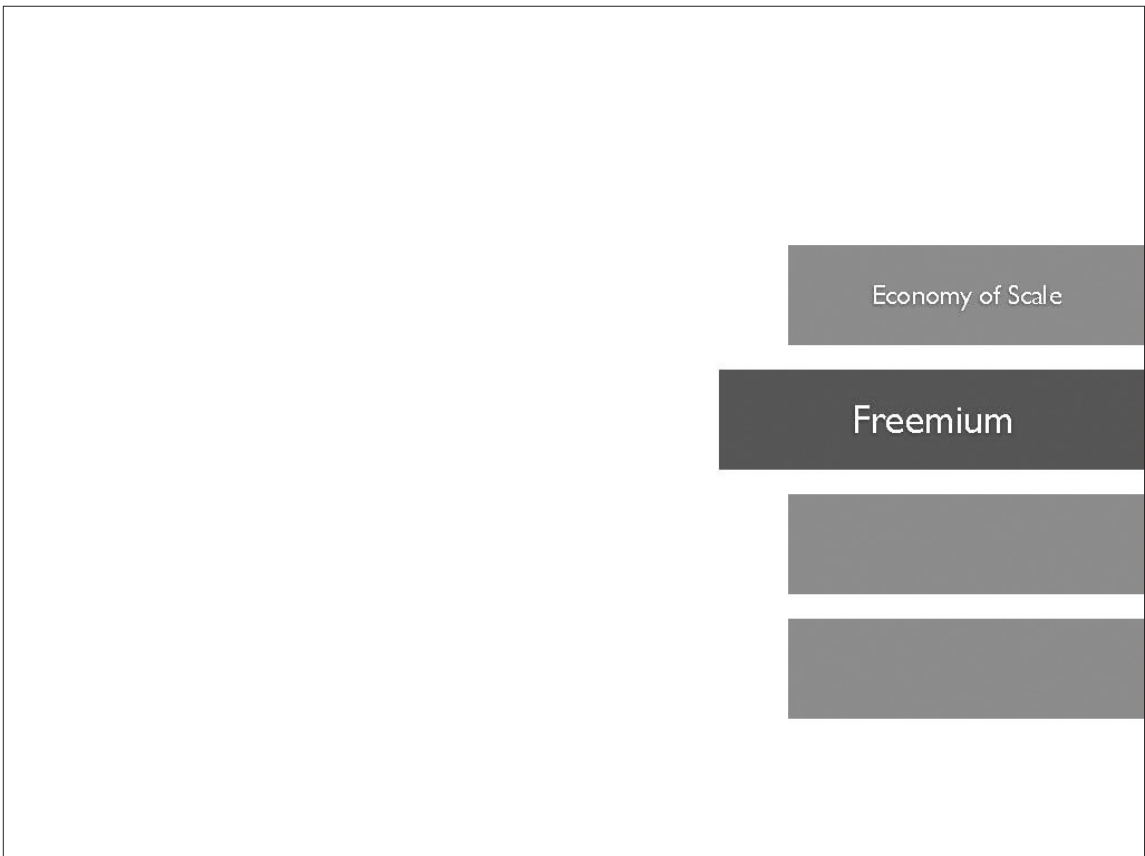


social network IRL (In Real Life)

VS

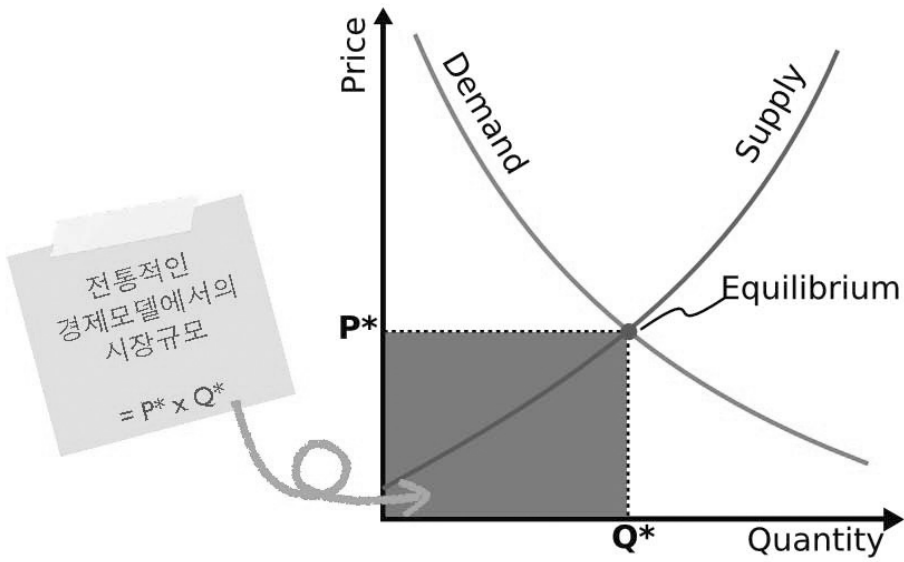
social network in virtual world





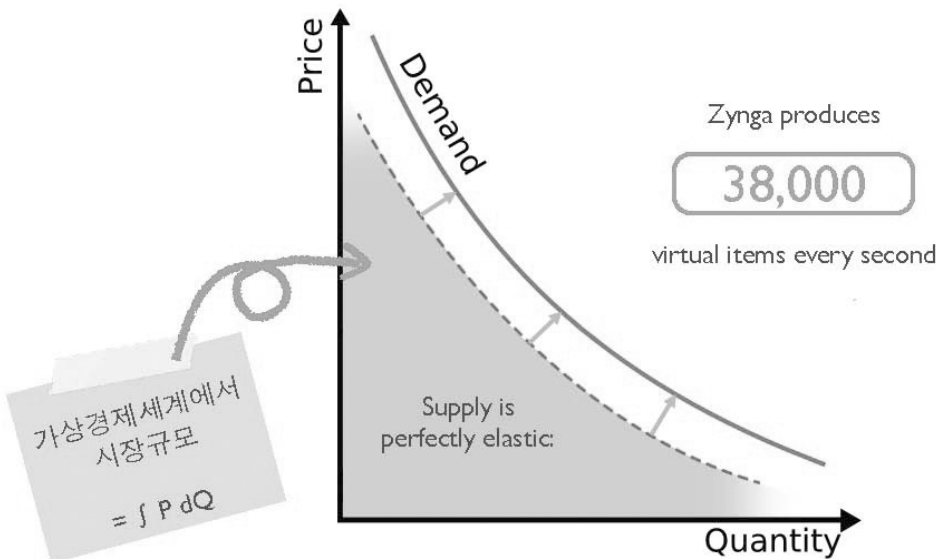
Economics 101

Freemium



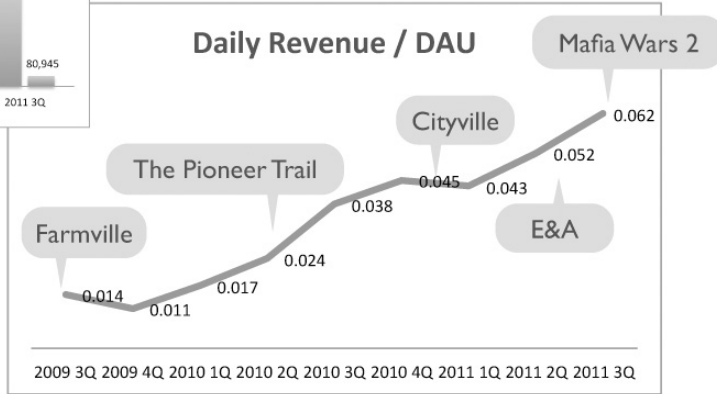
Economics 101

Freemium



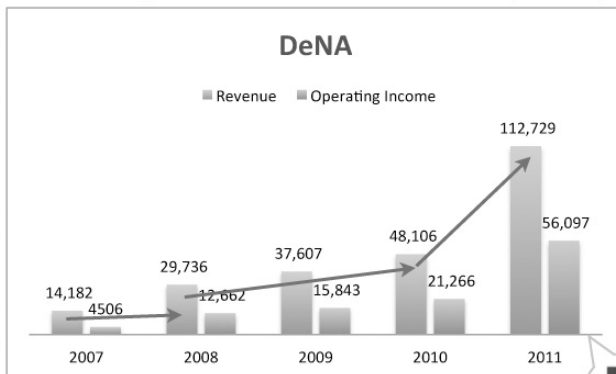


source: Zynga, S-1 filing to SEC, 2011



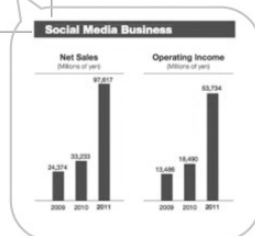
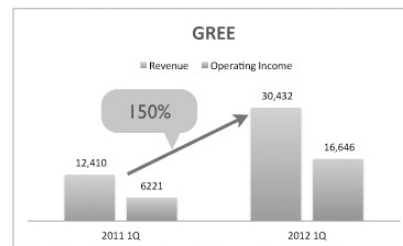
source: Annual report, 2011, DeNA

(in Million Yen)

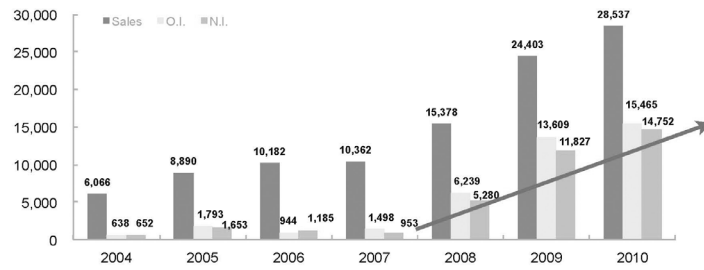


iPhone

Social Games + Smartphones

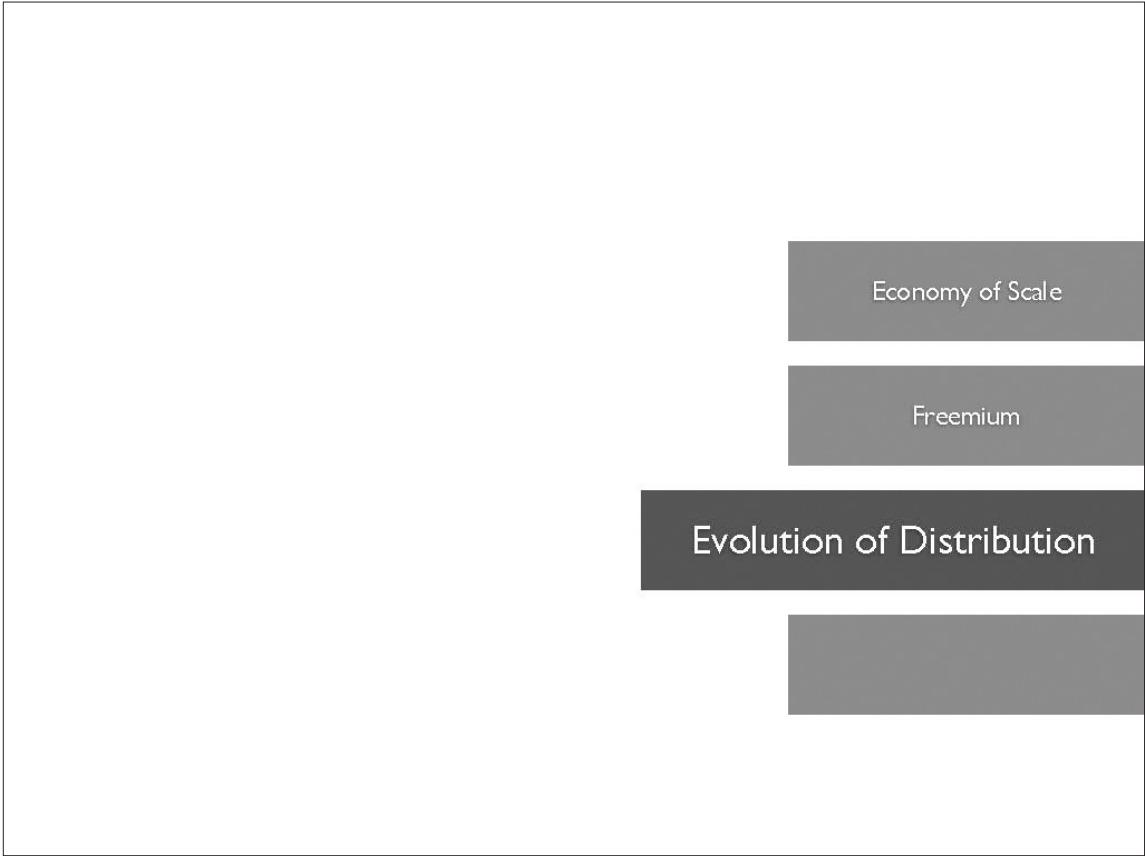


Gamevil



free2play

Evolution of Distribution



게임유통방식의 진화

Distribution

20년 전에는

게임유통방식의 진화

Distribution

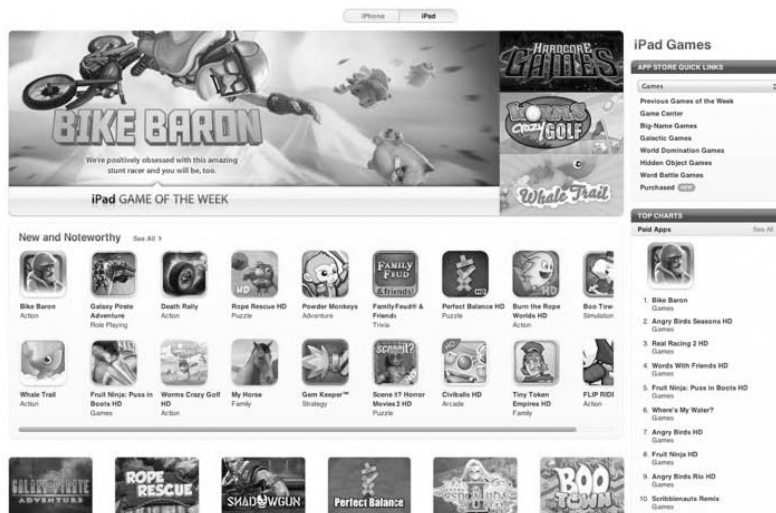
10년 전에는



게임유통방식의 진화

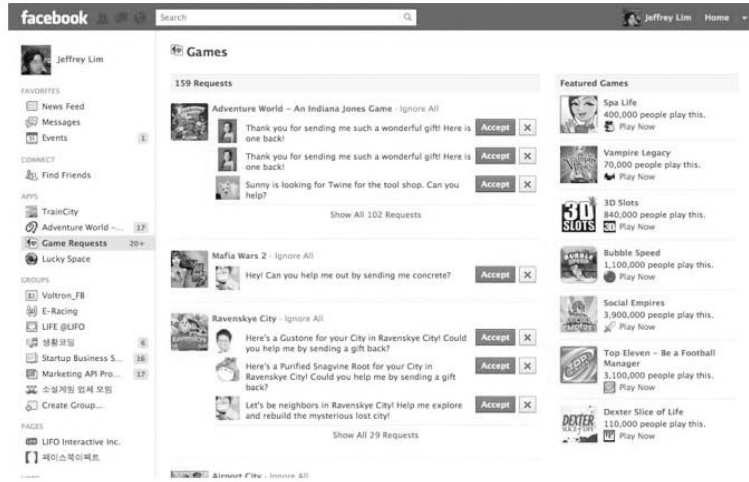
Distribution

4년 전에는



게임유통방식의 진화

현재 : 바이럴과 스토리의 시대



발견(Discovery)의 어려움

Personalized Bookmarks : Virality as retention tool



Platform power

Stories: Requests, Invites, etc.
Virality deeper in engagement funnel

발견(Discovery)의 어려움

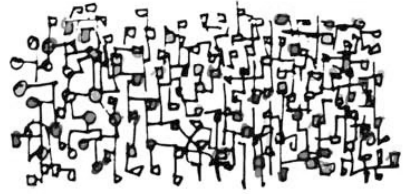
Wall-posts

Requests

발견(Discovery)의 어려움

Personalized Bookmarks : Virality as retention tool

Ticker



Economy of Scale

Freemium

Evolution of Distribution

Gift Economy

Magic of **virtual** gift

Gift Economy

INBOX

We've made your inbox faster!
Accept your stuff and help your friends faster than ever. [Learn More](#)

2 Help Request

- Send Food - Small to Inae Song? [Send a gift](#)
- Send Food - Small to Sunny Kim? [Send a gift](#)

1 Crew Request

- Join Jin's crew and help on the Jungle Run adventure! [Accept](#)

Inbox Tips

Jeffrey's Workshop
Help Jeffrey invent fantastic new attractions for your fair from the secrets of Ravenstone Mine!

Complete the Twirly-gig
You need the following materials to complete this Twirly-gig:

Crystal 8/ out of 10 Collected!	Spring 14 out of 12 Collected!	Cog 13 out of 16 Ask Friends Buy for 1	Platinum Ore 14 out of 8 Collected!
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[Complete Now!](#)

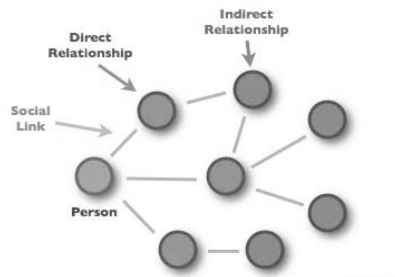
Green House, Purple House, Bakery, Glass, Blue House, Office Building, Rocks, Paper

Proceed to send | Help

Send a FREE GIFT to you. Come to Trojan City and play with your friend!

Social Graphs:

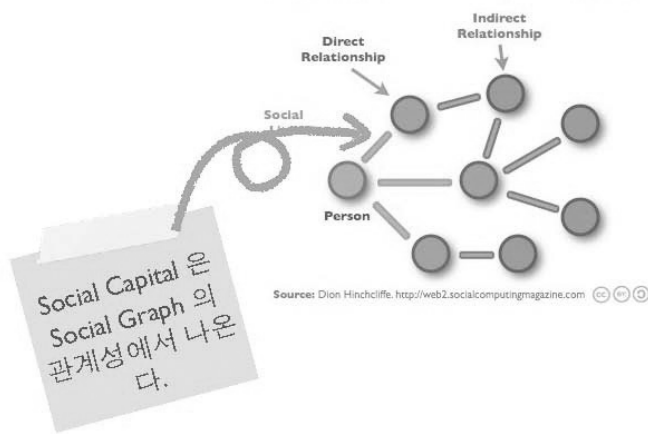
The pattern of social relationships between people



Source: Dion Hinchcliff. <http://web2.socialcomputingmagazine.com>

Social Graphs:

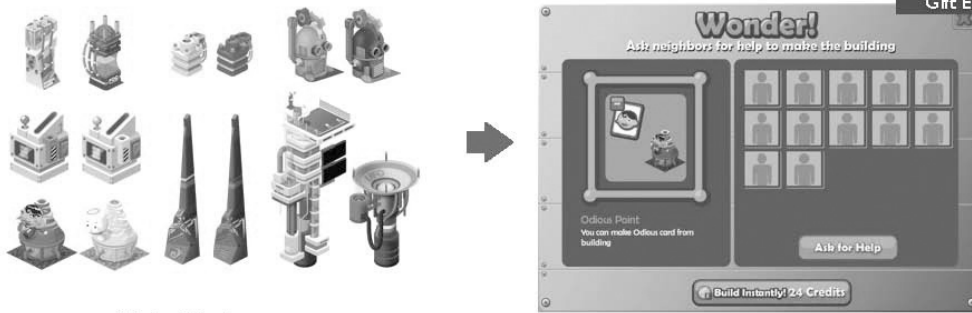
The pattern of social relationships between people



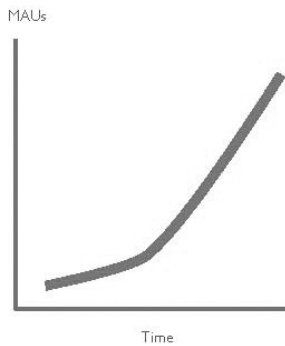
Source: Dion Hinchcliff. <http://web2.socialcomputingmagazine.com>



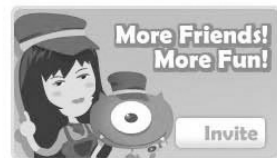
Train City 의 사례



To build these...



You need ...



The Ghost Mechanic



Leads to Social Presence
→ Crossing time and space

Magic of Invitation



Add neighbors to join you on your Adventures!
(Select friends to send neighbor invites.)



Friend optimization

Non-zero Sum Game

Gift Economy



“관계”의 최적화

Gift Economy

- ✓ 소셜그래프를 소셜캐피탈화하기 위해서는 “선”에 집중해야 한다.
- ✓ 소셜게임에서 소셜그래프를 잘 활용하기 위해서는 소셜네트워크에 임베드되어야 한다. (초대, 선물, 메시징, 리퀘스트, 포스트, ...)
- ✓ 소셜그래프는 시공간을 넘는다.
- ✓ 플레이어들에게 제로섬 게임이 아니어도 된다.

Economy of Scale

Freemium

Evolution of Distribution

Gift Economy

