

# Game design and free to play

TC6 : Gamification and free to play

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# Game design and free to play

- I. Presentation
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# Gamification

- **Game mechanisms transfer to other domains, in particular Web sites or social networks**
- Purpose: increase applications acceptability thanks to human game predisposition
- Characterization:

- Collect
- Win points
- Feedback
- Players interactions
- Customization

or

- Plot
- Challenge
- Reward
- Status
- Community

Amy Jo Kim

# Casual game

- **Low difficulty** balance
- **Simple** game rules
- Often **short games** (but not always)
- Often **user-friendly** games
- **Subtleties** for hardcore gamer
- Often **free**
- More and more players



# Playful communication

- Make a (boring) information playful:



- <http://youtu.be/DtyfiPIHsIq>

# Advertising on playful model

- It's not a game:



- <http://licencetoheal.com/>



# Widest broadcasting

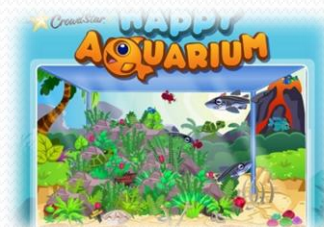
- Captive Media Product:



- <http://youtu.be/WdGRHmxz7PA>

# Social Game

- Online game between friends
- Characteristics:
  - **Multiplayers**
  - **Community**
  - **Competitive/cooperative**
- Economic models:
  - **Advertising/sponsoring**
  - **Microtransactions**
  - **Premium offers/subscriptions**



Social networks + casual games = social games



# Free to play models (F2P)

- **Free access to whole game** (often)
- Remuneration by **virtual objects sales** (microtransactions)
- 90 % – 95 % of gamers play without paying
- **Players x 10** compared to a classic video game  
(blockbuster: 50 millions players)
- Very **important lifetime**
- **Virality** mechanisms (about 85 % !)
- **New market**
- Essentially on personal computer

# F2P assets

- **Low initial investment**
- **Facilitated innovation**
- **Evolutionary games** (self-adaptive to demand)
- Designed for **direct distribution**
- (Completely) **free** for players
- **Several income levers:**
  - Number of players
  - Microtransactions' percentage of players
  - Microtransactions' monthly amount

# Target / key factors of success

- F2P players' profile:
  - **Casual gamers**
  - **MMO players**
- Key factors of success:
  - Immediate **accessibility**
  - Good **technical realization**
  - Encourage **customization** (individualization)
  - Encourage **virality**



# F2P design

- Tutorial mode (FTUE: first-time user experience)
- Mechanism to play slightly but often:
  - **Limitation of game credit**
  - **Rewards** for **regular** connections
  - **Daily tasks**
  - Frequent **new features**
  - **Sponsoring**
- Gameplay **depth**
- Integrated into / linked with **social networks** (Facebook, etc.)
- Propose community tools

# F2P: economic model

- Main income sources:

- **Advertising**
- **Microtransactions**
- VIP subscription (**freemium**)
- Restricted accesses
- **Partnerships**

It is crazy to see that people are ready to pay only because it is free!  
— Dorian Chandelier

Restricted accesses must be as much as possible avoided

- Marketing:

- **“Don't charge players to have fun, entertain them for make them pay!”**
- Closely linked to game design
- Main part is assured by players (virality)



# Microtransactions motivations

- **Facilitate** (game) experience
- Speed up progression
- Stuff **customisation**
- Capability to send (virtual) gifts
- Unlock **advanced possibilities**



Often, microtransactions' reasons are not the will to win!



# F2P type of game

- **MMOSG** (massively multiplayer online social game): Farmville, etc.
- **Theme games**: Mobster, Poney Valley, etc.
- **MMO** (massively multiplayer online): Runescape, etc.
- **Action game**: Battlefield Heroes, etc.



# Go farther

- Buzz marketing
- Subscribers' file exploitation
- Membership modes
- **Brand(ed) content**
- E-learning and promotional games
- Hosting constraints
- Maintenance constraints

# link

- Electronic documents:

- <http://www.journaldunet.com/ebusiness/publicite/conseil/070927-conseils-advergame/1.shtml>
- [http://www.afjv.com/press1103/110310\\_jeux\\_video\\_publicite\\_marketing.php](http://www.afjv.com/press1103/110310_jeux_video_publicite_marketing.php)

- Classic documents:

- Julien Parrou, Agnès le Gonidec. *Organiser un jeu concours dans les règles.*
- Yohan Stern. *Comment réussir un jeu concours.*
- Fabrice Wolf. *Les jeux concours sur Internet.*
- Gabriel Mamou-Mani. *Comprendre et savoir utiliser l'advergaming.*
- Pascal Luban. *Le modèle Free-to-Play.*

# Credits

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