



# Developing Mobile Games – Small Screens Meet Big Dreams

5th September 2006

Jyri Ranki, Producer

Sumea Studio, Digital Chocolate

# Outline

- Who Are We?
- Our Approach on Mobile Games
- Our Vision for the Future



# Digital Chocolate Overview



- Developer and Publisher of mobile phone games
- Focused on creating original, mobile-centric IP
- Founder and CEO Trip Hawkins, former founder of Electronic Arts
- Sumea Studio is an internal development studio published solely by Digital Chocolate
- 180+ employees in Helsinki and San Mateo
- 8,000,000+ games sold

# World's #1 Publisher YTD 2006

	Publisher	Editor's Awards	Average Score	Titles Reviewed
1	Digital Chocolate	8	8.1	10
2	Glu Mobile	5	8.1	7
3	Gameloft	4	7.9	10
4	Namco	1	7.7	3
5	Disney Mobile	-	7.6	2
6	SkyZone	-	7.6	2
7	EA Mobile	2	7.5	8
8	Hands On	2	7.5	5
9	Sonic Branding	1	7.5	2
10	I-Play	1	7.4	4
11	Limelife	-	7.0	2
12	Superscape	1	6.8	6
13	RealNetworks	-	6.5	3
14	Sega	-	6.5	2
15	THQ Wireless	-	6.5	2
16	Konami	-	6.3	2
17	IndiaGames	-	6.1	2
18	Vivendi Universal	-	6.1	3
19	Warner Brothers	-	6.0	2
20	In-Fusio	-	5.5	2




\*As of September 1, 2006, IGN.com





**IGN.COM**  
EDITORS' CHOICE AWARD  
8.9 / 10!  
"Great!"



**IGN.COM**  
EDITORS' CHOICE AWARD  
8.0 / 10!  
"Great!"



**IGN.COM**  
EDITORS' CHOICE AWARD  
8.2 / 10!  
"Great!"



**WGWorld**  
Editor's Award  
EDITORS' CHOICE AWARD  
4 / 5!  
"Great!"



**IGN.COM**  
EDITORS' CHOICE AWARD  
8.9 / 10!  
"Great!"



**mobies** 2005 WINNER  
NET NETWORKS GAMES & ENTERTAINMENT  
**GAME YEAR 2005**  
MOST INNOVATIVE DESIGN  
**WGWorld** Editor's Award  
**MEF** 9.0 / 10!  
"Superb!"  
**IGN.COM** EDITORS' CHOICE AWARD



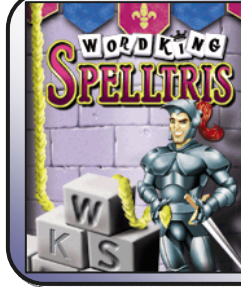
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**GAMESPOT** 9.1 / 10!  
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**Forum Nokia PRO Awards**  
Game of the Year  
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EDITORS' CHOICE AWARD  
8.3 / 10!  
"Great!"



**MOBILE GAMES AWARD**  
9 / 10!  
"Superb!"



**wic** 06 GAME OF THE YEAR  
**WGWorld** Editor's Award  
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**MOBILE GAMES AWARD**  
8.4 / 10!  
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# Outline

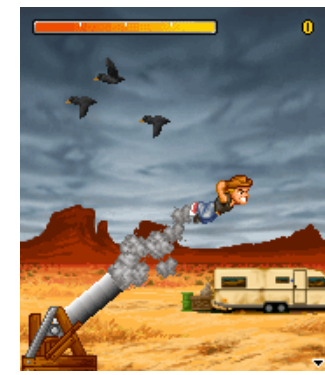
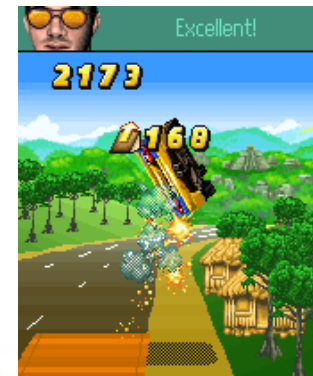
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## High Fidelity Approach

- Console games are about immersion and the thrill
  - High Fidelity visual & aural experiences
- They can be that too on mobile!  
...up to certain extent



## High Fidelity Approach

- Treating the mobile phone as a handheld gaming console
  - Targets Hardcore Gamers
  - Immersion also as a goal in mobile
  - Leverages 3D to create more console like titles
- Squeezing Hollywood licensed movies into mobile games
  - Leverages movie marketing efforts & brand recognition



Gamer Approach



## Low Fidelity Approach

- Mobile can't compete against HDTV when it comes to big thrills
  - Halo 3 on XBox 360
  - Lord of the Rings on DVD
- At the core, mobile experience is **not** about Fidelity!
- We should **not** just "port" content from other media!



Gamer Approach

## Mobile Centric Approach

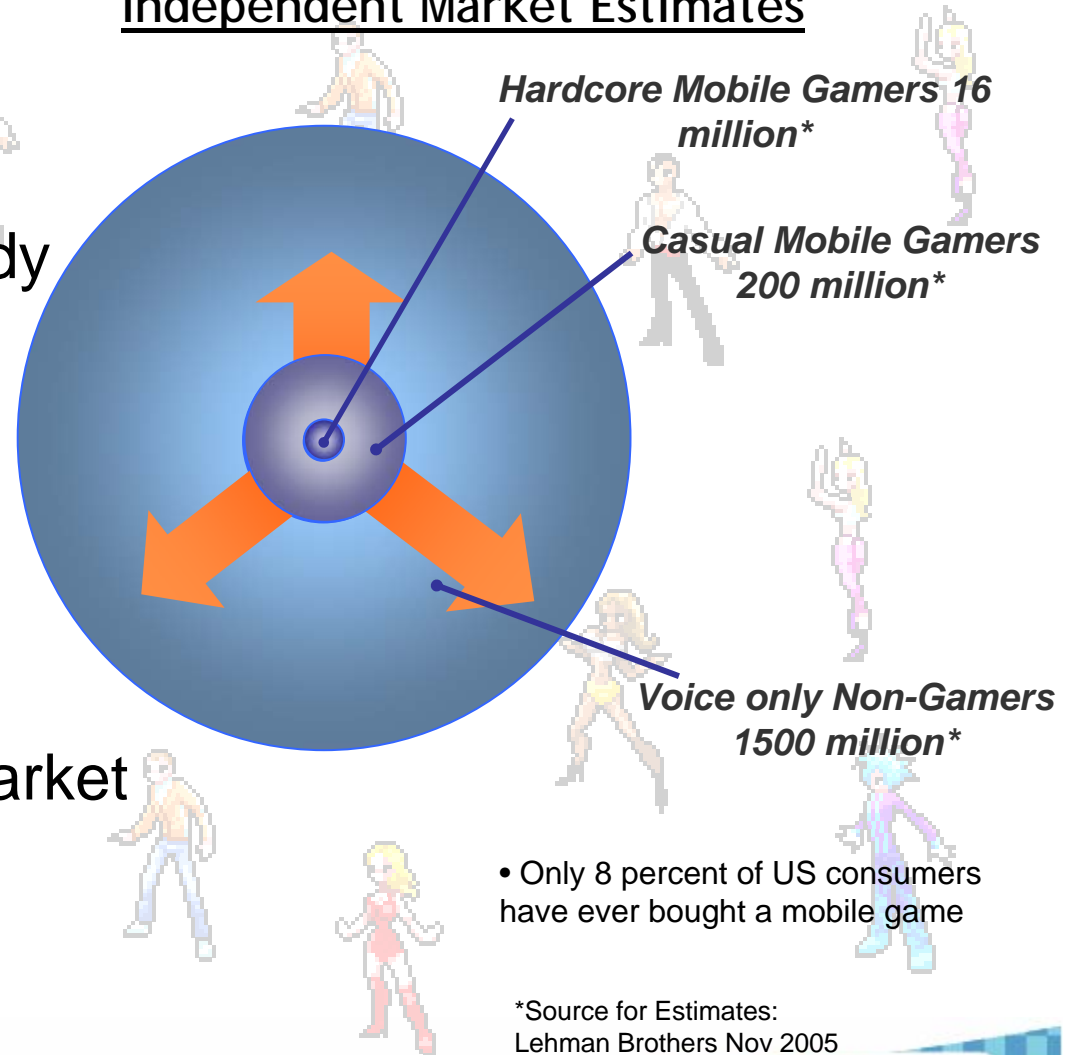
- Take mobile limitations into account
- Embrace mobile
  - Look for concepts that suit the medium
  - Design directly for it
  - Develop only for it
- Mobile is a new medium in it's on right !
  - It deserves content that treats it as first rate platform



# Casual Approach

- Hardcore Gamers already there
- Now the focus is on the Casual Gamers
- Untapping the casual market key to market growth

## Independent Market Estimates



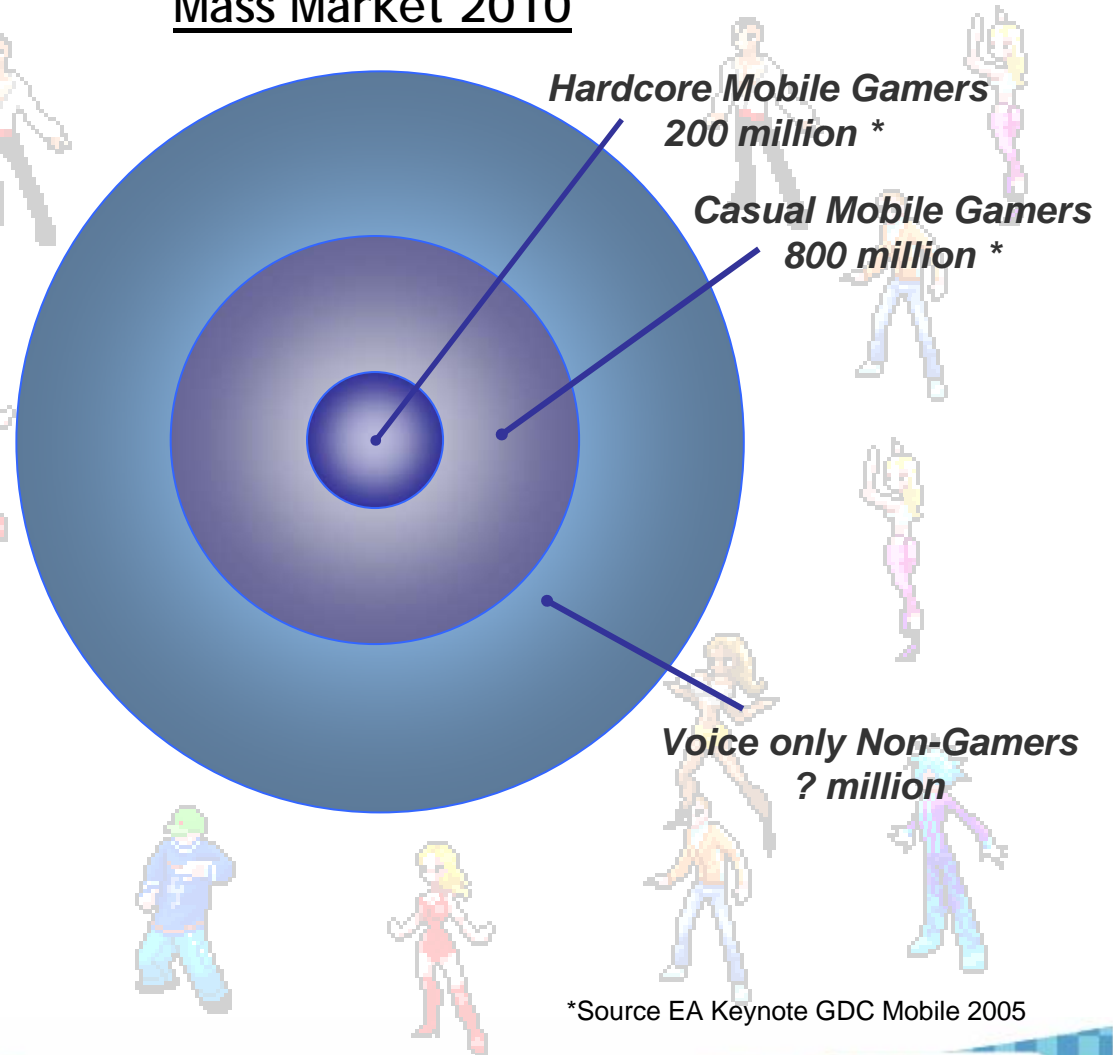


# Casual Approach

- Hardcore Gamers' market going to get tougher to compete in
  - Gamer categories already overcrowded
  - More competitors: Console game publishers, license holders
  - Doesn't leave much room for the "pure-play mobile guy"

→ But why compete in the smaller hardcore gamers market?

## Mass Market 2010



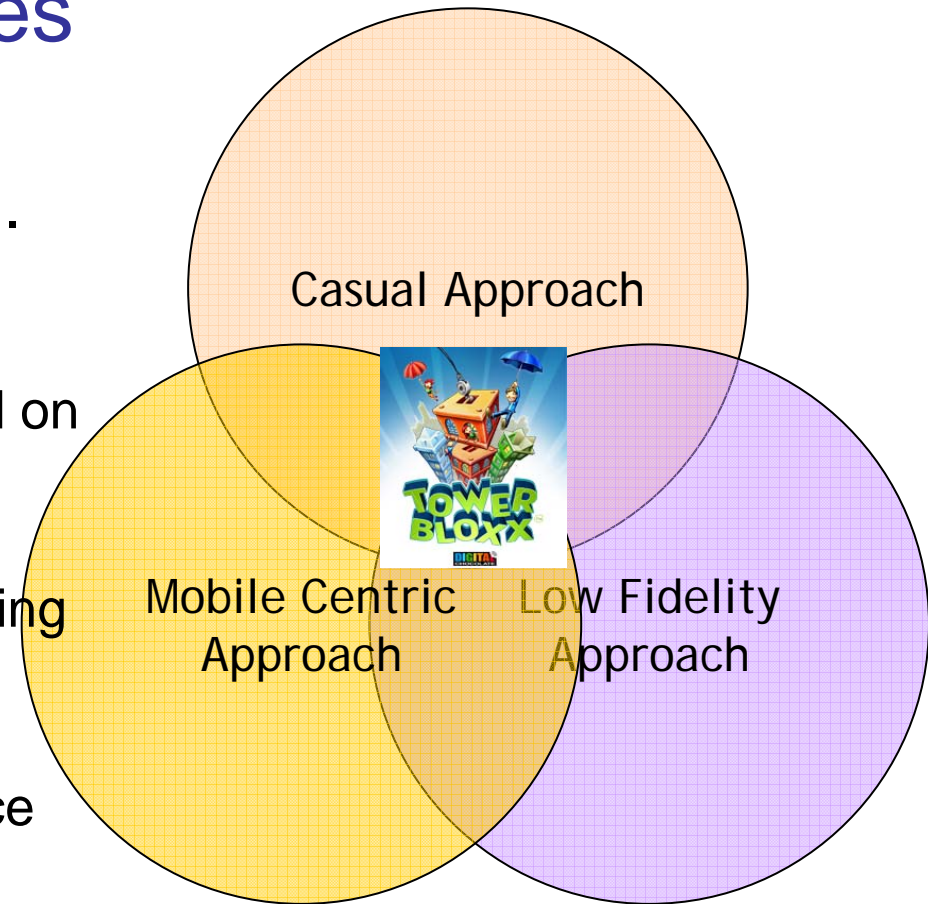
\*Source EA Keynote GDC Mobile 2005

## Combining Approaches

When you succeed in developing something that...

1. Creates a compelling user experience that does **not** depend on high fidelity
2. Is tailor-made for mobile, leveraging this unique new medium
3. Taps into a mass market audience

You have a potential hit on your hands...



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# Mobile - A New Medium

## It's A New Medium!

- Mobile is a new, unique medium – just like radio, tv or Internet was
- In all of these media, the platform has been defined by new start-ups, which have created unique content best suited for this medium.
  - Or can you think of the Internet without Google, Yahoo!, eBay, ...?

# Platform Defining Products

- Gameboy: Tetris
- XBOX: Halo
- Nintendo DS: Nintendogs
- Mobile phone: ???



We aim to create the first product that truly defines mobile phone as a gaming platform AND MAKES IT A FIRST RATE EXPERIENCE.





# What is Mobile about as a media?

# The Era of Social Computing

- Internet
  - Free Consumer Email
  - IM
  - Chat
  - Dating
  - Online Communities
- Mobile
  - Voice
  - Messaging
  - Personalization
  - Photo-sharing

→ **It's about social interaction, not about fidelity!**



## Mobile is **THE** Social Computer

- Mobile phone is **THE** Social Computer
  - Everyone has one!
  - Always with you!
  - Always connected to the network!
- The Lost Village
- Conversation starters
- Virtual villages







# Digital Chocolate's Social Games

## What's a Social Game?

- Networked client-server applications
- Content → Context → Contact
- Digital clubs, virtual villages
- Next generation personalization & messaging
- Casual, mass-market gameplay
- Share with friends, meet new people





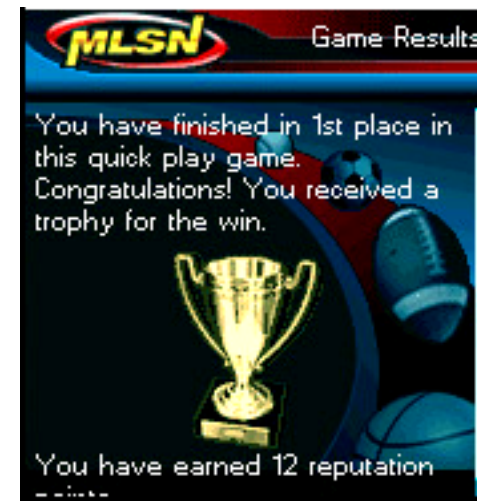
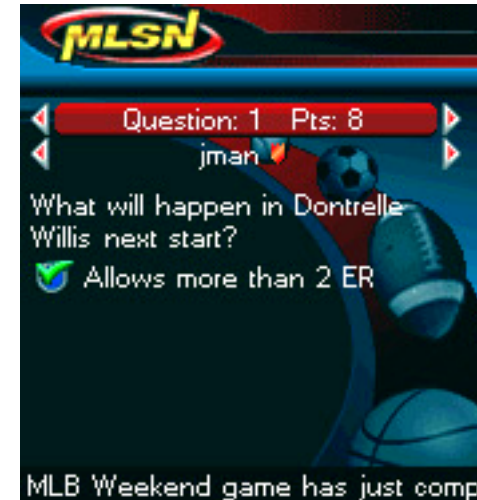
# **MLSN**

**SPORTS PICKS**

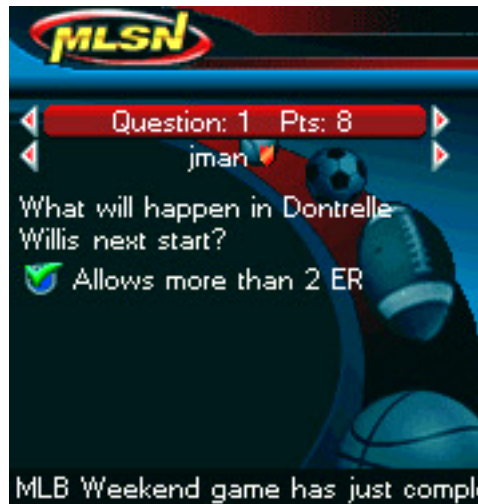


## MLSN in Brief

- **Predict what will happen in real sporting events by answering simple multiple-choice questions**
- **New question packs every day**
- **Pick your favourite sports**
- **Play in Quick Play Mode and Create a League and invite your friends to join**
- **Win virtual trophies**



## View Results & Improve Your Reputation!



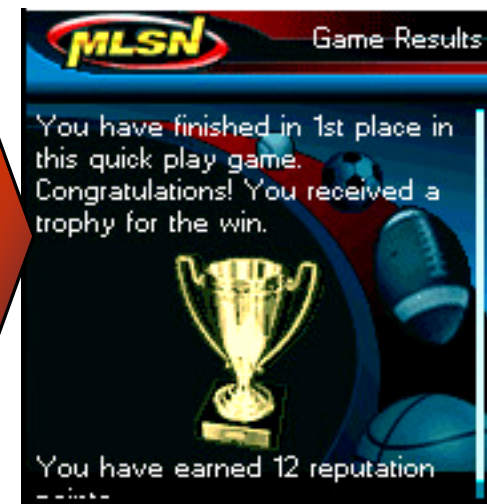
1

*Results updated as they happen*



2

*View real-time standings*



3

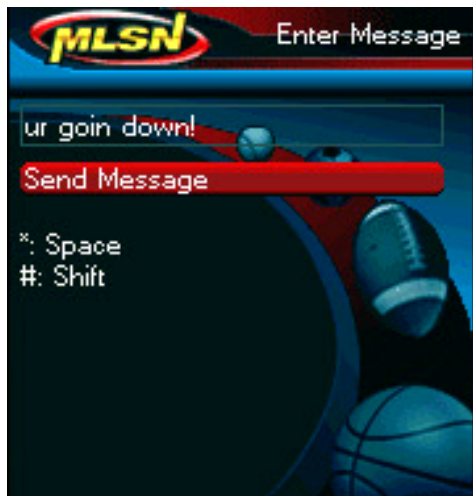
*Better scores improve your reputation / status*

## Create a League to Challenge Friends

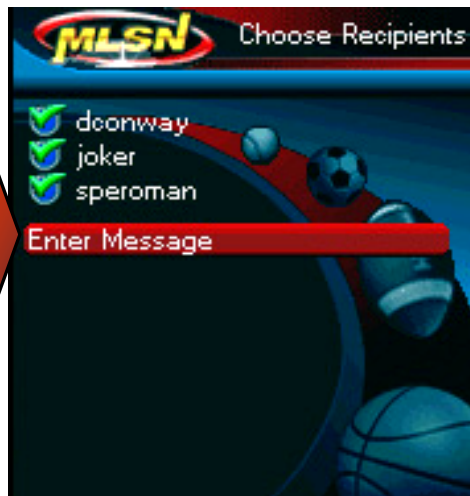




# Trash Talk and Stay Connected!



**1** *Talk smack...*



**2** *...to one or many...*



**3** *...to keep the competition going!*



# **The Hook Up**

## **Ava Flirting**

# Thank You!

## Questions?



- Contact:  
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