

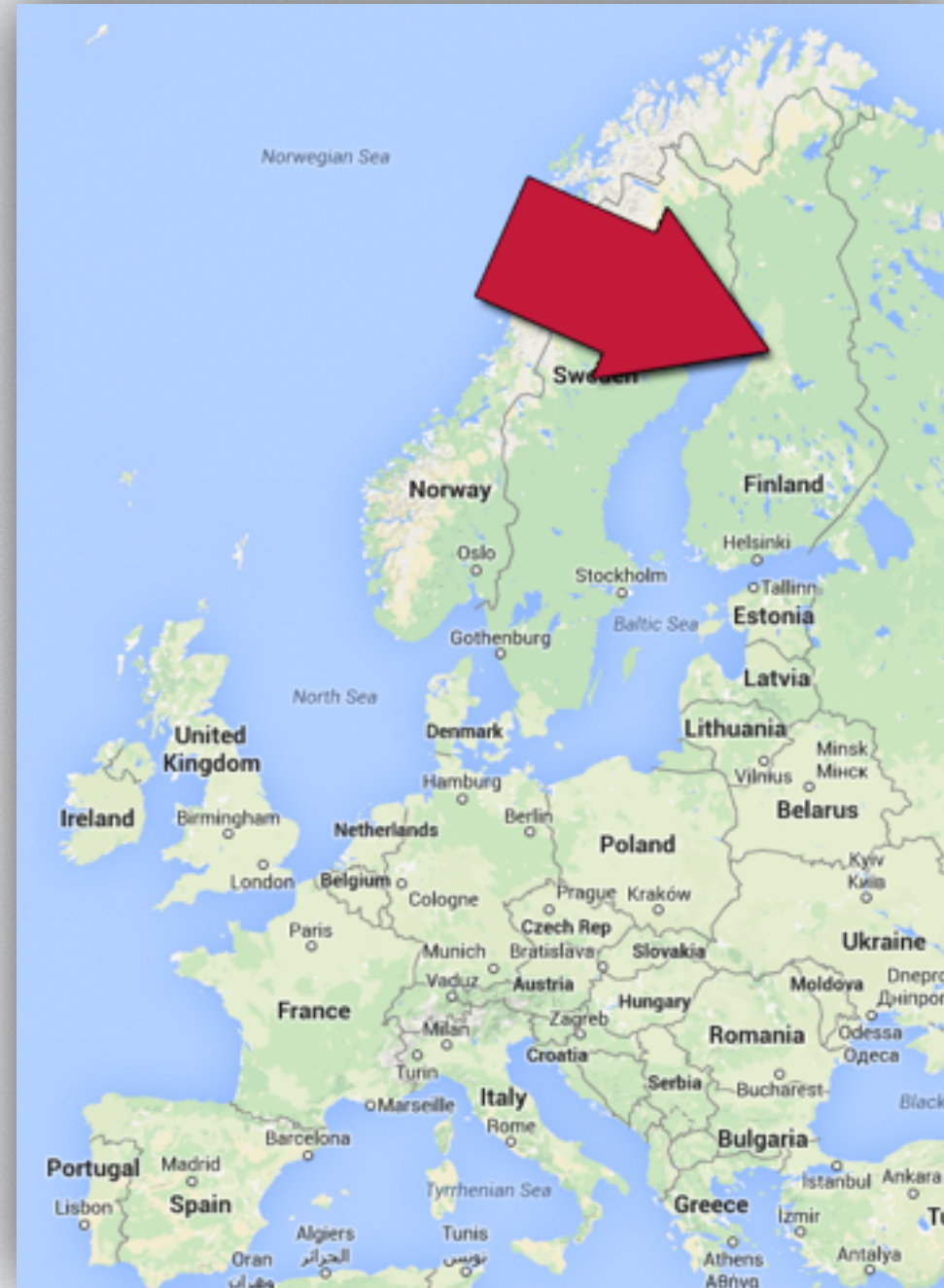
RGB EXPRESS

Not-quite-post-mortem-yet



- 2 years old, 2 games out

FROM HERE



MADE THIS



LEARNED A LOT

- Development
- Publishing & publishers
- Piracy in mobile apps
- App ratings
- ... Today's talk: publishing an indie mobile game

MAKING A PRODUCT

- Late 2013: Five projects in a row to trash - almost 6 months of work
- Lack of muscles: Rejected all ideas that started to bloat and would've required years of work
- Not 100% indie: rejected the most experimental stuff

RGB EXPRESS

- Started as an abstract logic game
- Casual approach with colourful trucks, packages and houses
- 9 months to develop
- Paid title on iOS, hints as optional in-app purchases



A SMALL HIT

- **iOS: 2.9 million downloads** (in 5 months, ~99% free)
- **Android: 1.2 million DLs** (in 3 months, free game)
- US App Store rating average 4.69 of 5.00
- Google Play ratings average 4.12 of 5.00
- Metascore 83/100

HOW DID WE DO IT?

LAUNCHING IN APP STORE

- App Store visibility means everything.
- **Over 2000** iOS games published every week
- App Store has **16 promotion slots** every week

GAME /CASE



Featuring FOTONICA

Editors' Choice

KING OF THIEVES

Editor

W

Best New Apps

See All >



SNL
Entertainment



Darkroom –
Photo Editor by...
Photo & Video



Starbucks
Food & Drink



ESPN
Sports



Legend - Animate
Text in Video &...
Photo & Video
\$1.99



Metamorphabet
Education
\$3.99



Nutshell Camera
Photo & Video



Tinker Tailor
Lifestyle



USA TODAY
Sports
Sports



Zillow Mortgages
- Calculator &...
Finance



Bloglovin'.
Discover b
Lifestyle

Best New Games

See All >



King of Thieves
Games



Tempo™
Games
\$4.99



Mighty Switch
Force! Hose It...
Games
\$1.99



Darklings Season
2
Games



Staying Together
Games



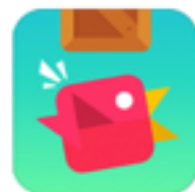
ONE PIECE
TREASURE...
Games



Radical
Games



Gang Nations
Games



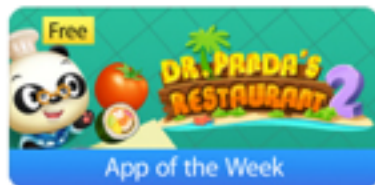
Run Bird Run
Games



Doraemon
Gadget Rush
Games



Auro: A Mc
Bumping...
Games
\$2.99



App of the Week

GAMES

Send iTunes Gifts



Essentials



Buy with Apple Pay

Editors' Choice

APP STORE FEATURE IS VITAL

- It's a brain dead business plan to trust on getting a feature
- But without the feature you won't have a chance ... except if your game is a viral hit (it won't be)

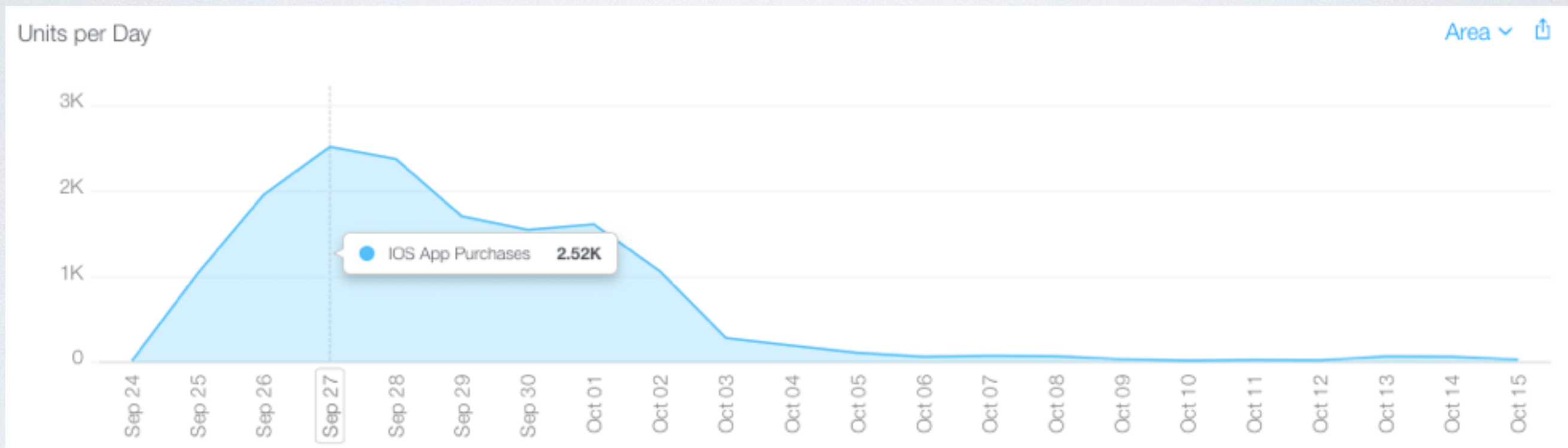
THE LAUNCH

- Apple requests game artwork for the App Store if game has a chance to get a good feature spot
- Launch was just few days away and we didn't receive the request :(

THEY NOTICED US!

- Apple featured RGB Express on the launch week
- No banners, but around the slot **#8 to #10** in the Best New Games section globally

FIRST 3 WEEKS



(QUITE) A BIT OF LUCK

FREE APP OF THE WEEK

- A paid title is free for a week on the App Store
- RGB Express free from October 23rd to 30th
- 2.6 million downloads in 8 days

Best New Games

[See All >](#)



RETRY
Games
Free



**Rival Stars
Basketball**
Games
Free



**Agents of
Storm**
Games
Free



Splot
Games
3,59 €



**Sleep Attack
TD**
Games
2,69 €



**Puzzle to the
Center of the...**
Games
Free



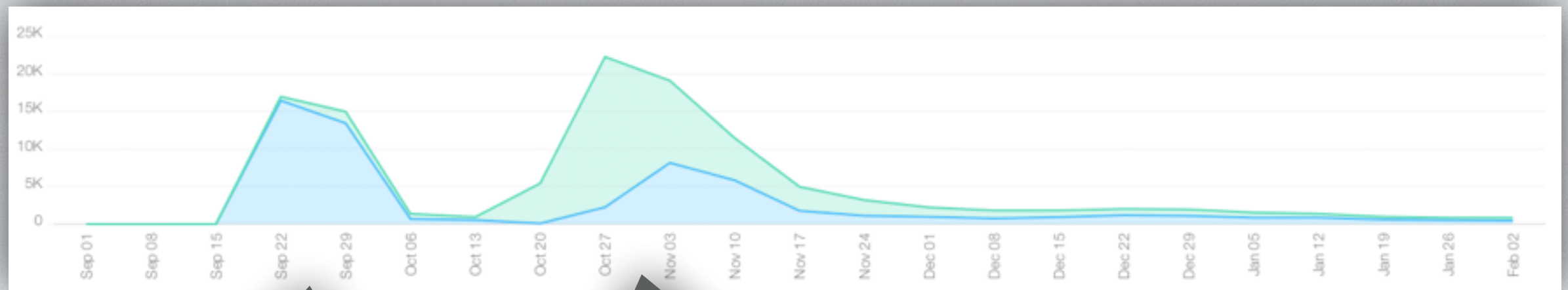
Strun
Gam
Free



=

REVENUE FROM IAPS
+ LOTS OF VISIBILITY!

APP SALES VS IAP SALES



Launch

Free app of the Week

SIX RECOMMENDATIONS

I . KILL YOUR DARLINGS

If you don't love it,
you must kill it.

2. MAKE IT FREE

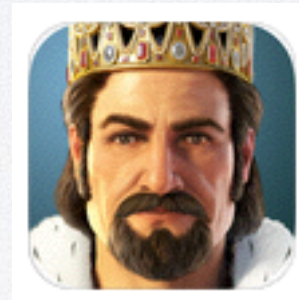
Unless your game is Monument Valley

F2P? PLZ!

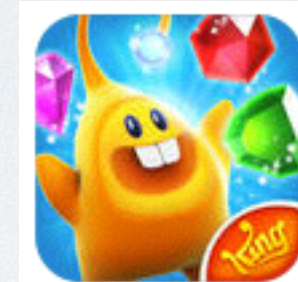
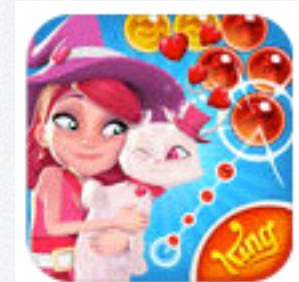
- Making sustainable business on App Store with paid titles is nearly impossible (since 2011-2012)
- ...and on Android it's even harder
- iOS Top 50 Grossing Charts has only one paid game that stays there (Minecraft)

TOP 100 GROSSING LIST...

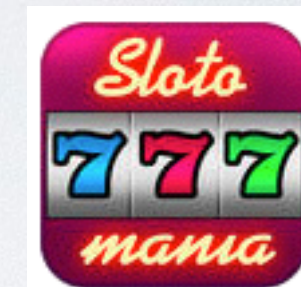
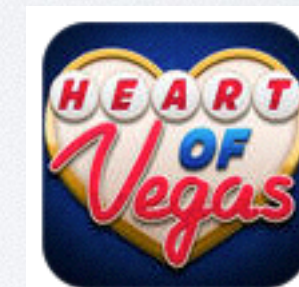
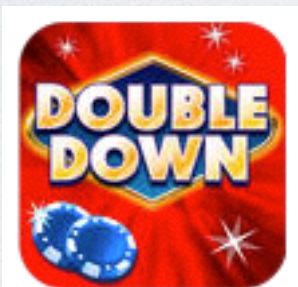
... IS MADE OF THESE



...AND THESE...



... AND THESE



= TOUGH COMPETITION

who spend **\$\$\$** to user acquisition & marketing

BUT STILL...

Easier to make solid ad revenue from smaller titles than one hit

3. LEARN IAPS AND ADS

Well-designed IAPs & opt-in video ads

4. POLISH THE GAME

Exceptional quality + personality!

Create a brand

TO BEAT THE BIG GUYS...

Make your game look as good as theirs

5. MARKETING

Plan from the day zero

Consider a co-op with a publisher

MATERIAL & CONTACTS

Video trailer + Screenshots + Press kit
Press + Youtuber stars + App Stores

6. KEEP IT SIMPLE, STUPID

Plan carefully even when doing DIY

COMPLEXITY WASTES TIME

- Example:
 - RGB Express is localized in 8 languages. App Store has 5 screenshots with text. Apple required screenshots in 5 resolutions. **$8*5*5 = 200$ PNG files**
- Publishing, press, ad networks, in-app purchases, game accessibility, player feedback, bug fixing,...



Icon!



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