

Steel Media Developer Relations, B2B Promotion Solutions for acquiring developers and driving your brand



POCKET GAMER
CONNECTS
global mobile games conference



Steel Media: Who are we?

THE BIGGEST MOBILE GAMES B2B MEDIA

Steel Media produces some of the biggest and best mobile games and apps news sites in the world. This includes Pocket Gamer, 148Apps, Android Rundown, Quality Index, and AppSpy. In addition to our own sites, we also manage the Smartphone Alliance, a network of over 85 mobile content related websites reaching over 45m game consumers per month, on web and mobile.

We have comprehensive packages featuring advertising and editorial sponsorship which are ideally suited to promotion of game and app content, as well as products and services to our audiences.

LEADING B2B INDUSTRY EXPERTISE

With PocketGamer.biz, the leading destination site for mobile game developers looking for comprehensive industry coverage, we provide a wide range of solutions for driving new b2b business, for branding and raising awareness, as well as many options for direct engagement with our developer audience.

In addition to the portal, we produce industry trend reports and listings, including the Top 50 Developer and Top 30 Chinese Developer guides. These channels represent a great platform for engaging developers.

WORLD RENOWNED NETWORKING EVENTS

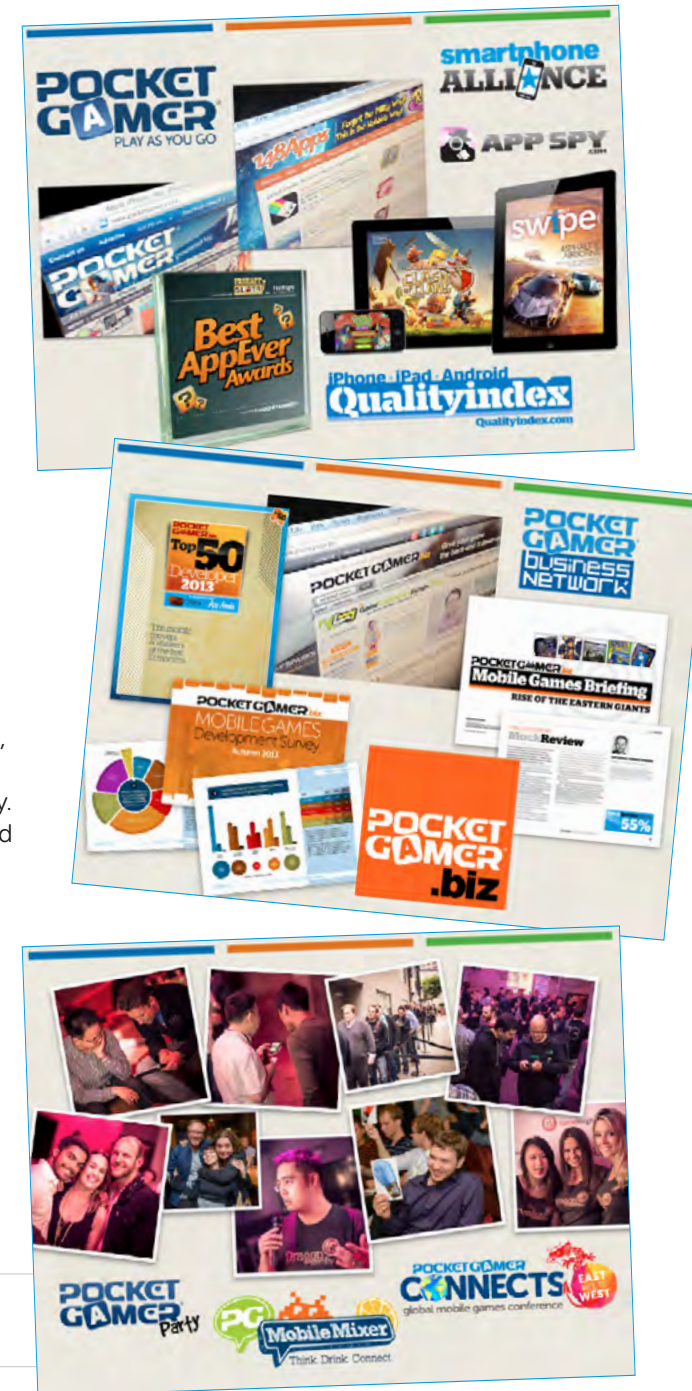
The Pocket Gamer industry parties and events are world renowned, and they offer a great way to engage directly with the cream of the mobile games industry. During 2013, we produced 40+ networking events, parties, mixers, and indie dev pitches with many happy sponsors reaching out to thousands of developers and industry professionals.

GRADE A CONSULTING & CONTRACT SERVICES

Last, but by no means least, Steel Media also offers a range of more direct consultancy and contract business services – whether you're looking for specific developers, wanting expert feedback on your game or interested in bespoke reports or support in a particular area or territory. We've also created websites, magazines, apps, emails, and buzz-building blogs for clients from Sony to Samsung.

“No other team in the world is as committed as the growth of the mobile games industry as Pocket Gamer – they consistently deliver great events. We were blown away by the positive support and feedback from our recent involvement with the recent event on the opening night of GDC.”

Alex Bubb, Nokia - April, 2013



Steel Media EcoSystem: B2B Media

OVERVIEW

Steel Media has a vibrant ecosystem that touches tens of thousands of developers, publishers, and millions of consumers in the mobile games space every day.

We have the ability to reach out to developers in multiple ways digitally through b2b channels and emailers, as well as physically through face to face events. We also have promotional channels to support their games.

DIGITAL OUTREACH

www.PocketGamer.biz, the leading b2b website in the mobile games business with c.100,000 unique visitors per month.



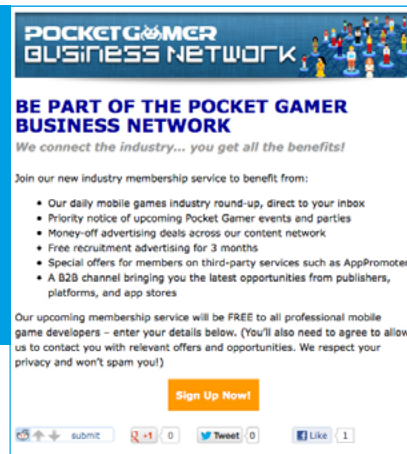
REPORTS & SURVEYS

We provide the industry with reports, surveys, and respected data, such as the annual Top 50 Developer listing.



EXTENSIVE DATABASE

Steel Media's database features over 25,000 leading mobile game developers. Our Business network is designed to provide value and allow other business to connect.



GLOBAL PARTNERS

Our media outreach is broadened further by local partnerships in China, Russia, etc.



Steel Media EcoSystem: Events

OVERVIEW

We are reaching out to developers face-to-face at all the leading mobile games events with networking drinks parties, as well as creating our own Mobile Mixer and Big Indie Pitch events

MOBILE MIXERS

A monthly developer-centric event for 100-250 people held both in Europe and US with panels and networking drinks. Offers an ideal way to talk face-to-face with developers and promote initiatives such as this.



THE BIGGEST & BEST INDUSTRY PARTIES

Steel Media runs the leading mobile games industry parties. These offer a great way to engage directly with up to 1,000 attendees a time. We ran over 40 events in 2013, and will exceed that in 2014.



GLOBAL OUTREACH

So far in 2014 Steel Media has held events in Asia, Europe, Eastern Europe, and the USA.

We continue to be present at every major event, including:

CES, Casual Connect, MWC, GDC, Winter Nights, E3, WWDC, Gamescom, Google I/O, MGF, G-Star, Game Connection, Nordic Game, ChinaJoy, GMIC & GDC Next.

BIG INDIE PITCHES

Since its introduction in 2013, this increasingly regular event continues to match leading indies with journalists and publishers.

Steel Media EcoSystem: Consumer Channels

OVERVIEW

Steel Media owns some of the largest and most respected mobile games media in the world, including Pocket Gamer, 148Apps, AppSpy, Swipe and the Quality Index.

In addition we also represent the Smartphone Alliance, a network of over 90 independent sites in the mobile games and apps space with a total reach of over 45 million monthly uniques and 80 million page views.

POCKET GAMER & OTHER LEADING B2C SITES

Steel Media produces some of the biggest and best mobile editorial sites in the world, including:

- Pocket Gamer
- 148Apps
- App Spy
- Android Rundown
- Quality Index



SMARTPHONE ALLIANCE

Steel Media also runs a network of over 90 mobile content related websites reaching over 45M game consumers per month on PC and mobile web.



PRESTIGIOUS AWARDS

Steel Media delivers two big successful annual awards: the PG Awards and Best App Ever Awards. Both reach millions of consumers and are sought after by a large developer audience!



B2B Solutions: Overview

POCKETGAMER.BIZ ADVERTISING

- We can advise you on how to best support your developer outreach or recruitment drive through a wide range of PocketGamer.biz advertising solutions, which include site-takeovers, sponsored features, banner advertising, newsletter campaigns, and special section takeovers – we can do it all.

See **page 7**
for more >>

POCKETGAMER.BIZ SPONSORSHIP OPPORTUNITIES

- Promote your brand to the entire industry with a variety of options on PG.biz, our Top Developer guides, PG Asia, PG Nordic, and the PG Recruitment page.

See **page 9**
for more >>

EVENT SPONSORSHIP OPPORTUNITIES

- We have a host of event-based opportunities for you to reach out directly to developers, promote your latest recruitment drive, or tell the mobile gaming industry at large about your latest service or product offering.
- From PG Mobile Mixers, to Big Indie Pitch events, to large networking parties and prestigious awards ceremonies – we can create a bespoke event just for your brand. We take care of it all for you: logistics, creative, invites, and we tell the mobile gaming world about you with our Pocket Gamer party hats on.

See **page 12**
for more >>

CONSULTANCY & CONTRACT PUBLISHING SERVICES

- We have extensive publishing solutions, whether you need to expand your developer resources, to build the most newsworthy company blog, the hottest developer portal or hub, or need the latest and most relevant source of content aggregation for your platform, store, or community.

See **page 17**
for more >>



PocketGamer.biz: Advertising

ABOVE THE FOLD

- POSITION 1** **SITE SKINS FOR PG.BIZ HOMEPAGE / INTERNATIONAL PAGES**
(DOES NOT INCLUDE ASIA TAB)
- \$4,000 – 1 week
 - \$6,500 – 2 weeks
 - \$10,000 – 4 weeks
- POSITION 2** **TOP LEADERBOARD (ABOVE CONTENT)**
728px x 90px
- \$2,000 – 1 week
 - \$6,000 – 4 weeks
- POSITION 3** **TOP MPU 1 (BELOW MENU NAV)**
960px x 65px (only when skin not booked)
- \$2,000 – 1 week
 - \$6,000 – 4 weeks
- POSITION 4** **UPPER RIGHT MPU**
300px x 250px
- \$2,000 – 1 week
 - \$6,000 – 4 weeks
- POSITION 5 6** **UPPER CENTRE BANNER 1 (HALF BANNER)**
300px x 100px
- \$1,500 - 1 week
 - \$5,000 - 4 weeks
- POSITION 7** **UPPER CENTRE BANNER (FULL BANNER)**
600px x 100px
- \$2,000 – 1 week
 - \$6,000 – 4 weeks



PocketGamer.biz: Advertising

BELOW THE FOLD

POSITION 8 9 MIDDLE CENTRE PAGE BANNER (HALF BANNER)

300px x 100px

- \$1,250 – 1 week
- \$4,000 – 4 weeks

POSITION 10 MIDDLE CENTRE PAGE BANNERS (FULL BANNER)

600px x 100px

- \$2,500 – 1 week
- \$7,000 – 4 weeks

POSITION 11 MIDDLE RIGHT MPU

300px x 250px

- \$1,000 – 1 week
- \$3,000 – 4 weeks

POSITION 12 LOWER CENTRE BANNER

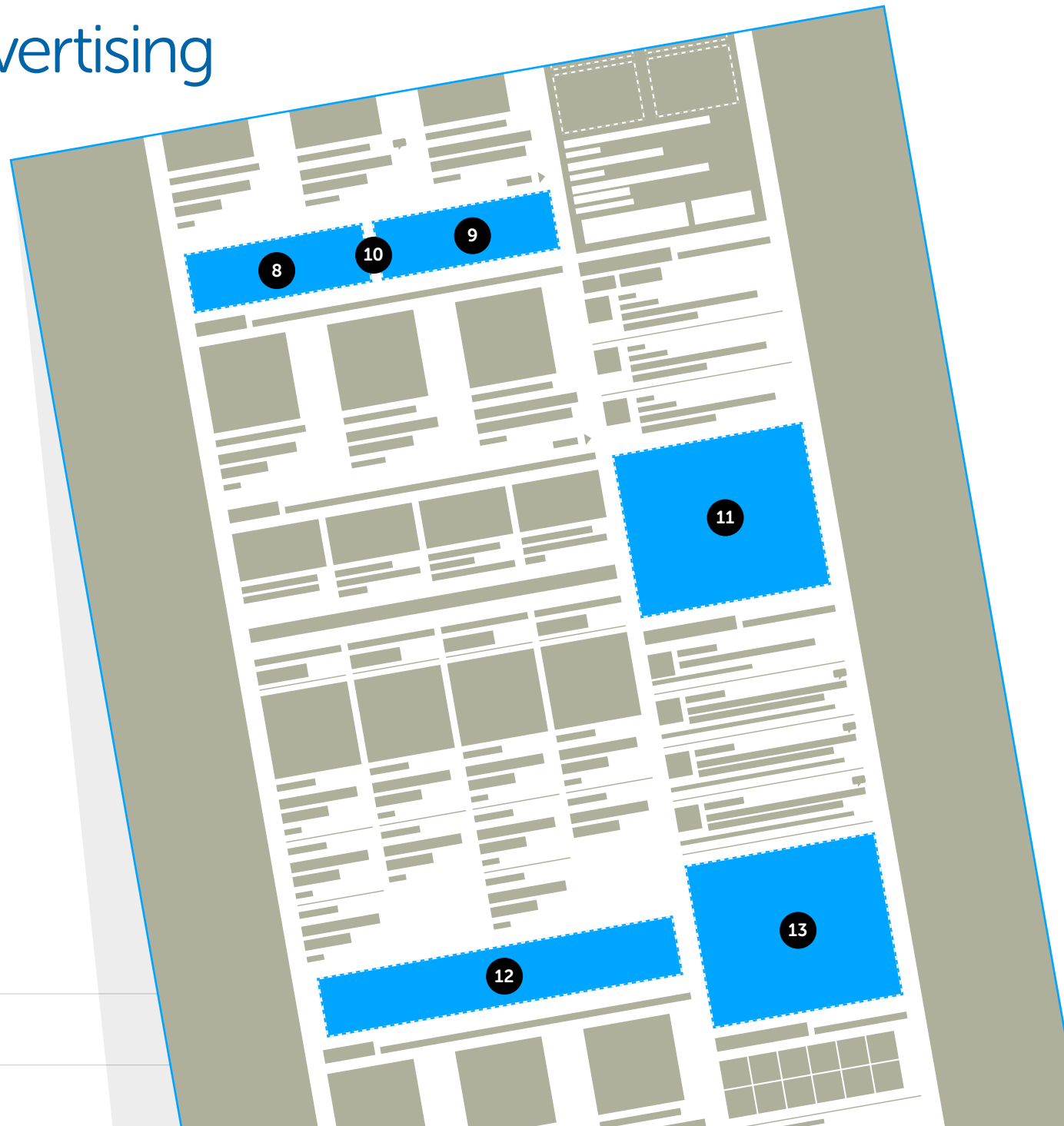
600px x 100px

- \$750 – 1 week
- \$2,250 – 4 weeks

POSITION 13 LOWER RIGHT MPU

300px x 250px

- \$500 – 1 week
- \$1,500 – 4 weeks



PocketGamer.biz: Recruitment

GAMES INDUSTRY JOBS

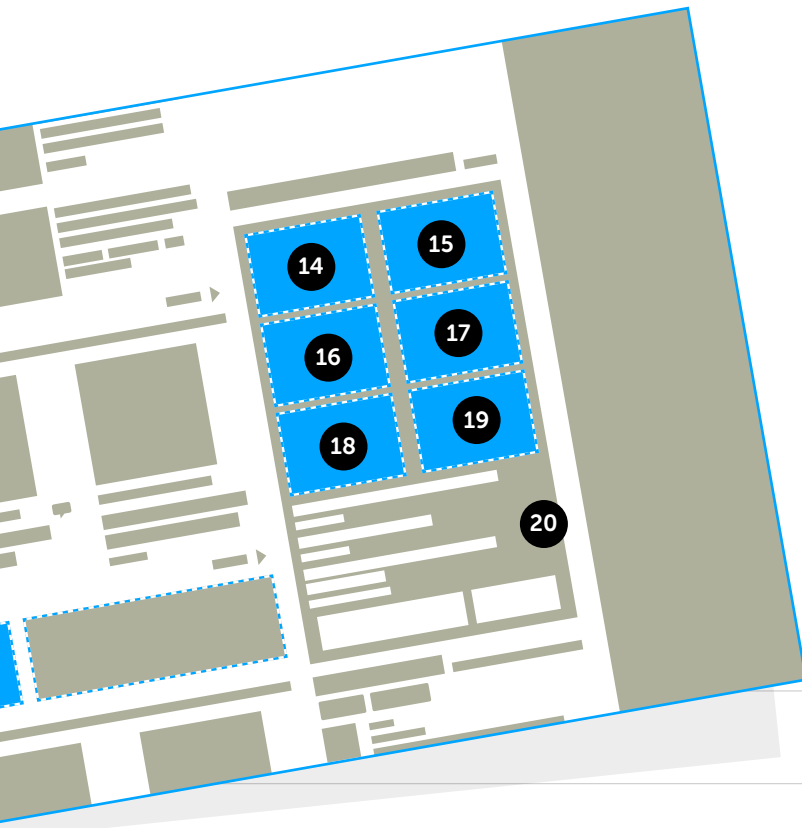
POSITIONS ¹⁴⁻¹⁹ RECRUITMENT MINI BUTTONS

140px x 100px

- \$175 – 1 week
- \$500 – 4 weeks
- \$1,200 – 12 weeks

POSITION ²⁰

RECRUITMENT/JOBS TEXT
HIGHLIGHT (3 HIGHLIGHTED LINKS)
NOT CURRENTLY FOR SALE



Give your Recruitment Drive and job ads the boost that they deserve. Through our recruitment section on Pocket Gamer Biz we can give your company the chance to pitch roles and post job listings to the cream of the mobile gaming crop.

We have a number of different avenues that you can promote your recruitment listings through including, but not limited to:

• Attractive Recruitment Buttons

Our beautifully designed recruitment ads help to highlight special or urgent job positions on the PG Biz homepage, helping your role to stand out to our readership.

• Informative Sponsored Features

By sponsoring a feature on PGbiz, you can spread the word about recruitment drives, new office openings or changes in management to help capture the attention of the mobile movers and shakers.

SPONSORED FEATURES

Our Sponsored Features can be used to promote product launches, build brand awareness or to highlight a recruitment drive. They are a great way of getting your message and company name out to the Mobile Games Industry. Please note that your sponsored feature will be supported by a promotional banner:

For PocketGamer.biz, this will be a 300*100 image which will run across the site for four weeks (rotating with promo banners for other sponsored features live on the site at the same time, if applicable), and also a 320*50 banner for our mobile site.

SPONSORED FEATURE 1 (ROTATING TEXT LINK TO SPONSORED FEATURE ABOVE THE FOLD)

Size n/a

SPONSORED FEATURE 2 (ROTATING TEXT LINK TO SPONSORED FEATURE ABOVE THE FOLD)

Size n/a

SPONSORED FEATURE 3 (ROTATING TEXT LINK TO SPONSORED FEATURE ABOVE THE FOLD)

Size n/a

- \$1,000 per article with 4 weeks highlighted link to story
- \$2,500 series of 3 articles with 4 weeks highlighted link per story

POCKET GAMER BIZ DAILY NEWSLETTER

Our daily newsletter goes up to our subscribers registering through the site. Our contact database has over 30k across our event, newsletter and business networks.

- Newsletter Banner - \$350/week (Mon-Fri)

PocketGamer.biz: Sponsorship opportunities

PocketGamer.biz Tabbed Sub-Section Sponsorships

PG.BIZ ASIA TAB

The home of Asian gaming and hardware giants such as Sony, SEGA, Samsung, Gamevil, CocoaChina... This dedicated sub-section of PocketGamer.biz is focused on developments from the Chinese, Japanese, Korean, and Indian sub-continent markets.

PG.BIZ NORDIC TAB

The heart of mobile gaming in Europe, the birthplace of Angry Birds and Clash of Clans, the home of Nordic Game. This dedicated section of PG.biz is focused on developments from Finland, Norway, Sweden, Iceland, and Denmark.

With a minimum of 40 news items per month for each market – also appearing on PG.biz's main content listing – this is the go-to place for everything related to the Nordic mobile gaming market.

PGbiz ASIA + NORDIC TABBED SUB-SECTION

POSITION 1b SPONSORED TAB PACKAGE (ASIA or NORDIC TAB ONLY)

- Platinum level full section skin
- Secondary MPU ad slot
- A sponsored feature within section
- \$3,000 – 1 week
- \$9,000 – 4 weeks

The screenshot displays the PocketGamer.biz website interface. At the top, there's a navigation bar with 'POCKET GAMER .biz' and 'InterGame Conference Mobile & Social Games Conference'. Below this, a 'Discover' section highlights 'POCKET GAMER CONNECTS global mobile games conference' for June 16th-17th 2014 in Helsinki. The main content area is divided into 'TOP STORIES' and 'ALL ASIA'. The 'TOP STORIES' section features articles like 'In Japan, Quiz RPG is catching Puzzle & Dragons' and 'Which unlikely country was the first to see Boom Beach hit #1 Top Grossing?'. The 'ALL ASIA' section includes a search bar and a list of articles. On the right side, there's a sidebar with 'Speakers Workshops Demos Networking' and a 'Join the \$10 Million RTB Fund' banner. At the bottom, there's a 'Join the \$10 Million RTB Fund' banner with a 'Join Now' button.

PocketGamer.biz: Sponsorship opportunities

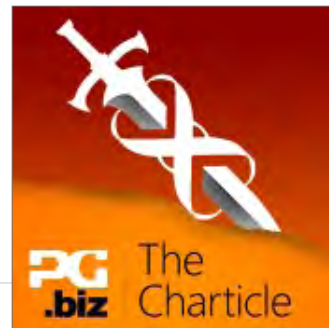
Mobile Gaming Mavens

A popular weekly feature, based upon a group of leading industry figures. Each week we survey their viewpoint on a particular topic (run by the PocketGamer.biz editor) and the resulting article is published on the site.

MAVENS SPONSORSHIP

\$2,000 P/M

- Branding on the homepage Mavens banner (across site with link to section) – 4 weeks
- Link in the Mavens article on relevant page
- Opportunity to pose a question to Mavens for each sponsored week



Monetizer / Charticle

These two regular features focus on the data and trends around the apps market.

MONETIZER OR CHARTICLE SPONSORSHIP

\$1,500 P/M

- Branding on the Monetizer / Charticle banners (across site with link to section) – 4 weeks
- Branding and link in the article on every relevant page
- Opportunity to raise an issue to focus on once per month



PG.biz report sponsorship

PocketGamer.biz brings you the essential guides to the mobile games business using our expertise in tracking the successes and failures of the exploding smartphone market. Choose your topic, be featured on each report (and related PG.biz articles), get a DPS to use for advertorial message, and receive a copy of the report.

SPONSORSHIP PACKAGE

- \$10,000 per report



PocketGamer.biz: Sponsorship opportunities

PG.biz Top 50 Listings

TOP 50 DEVELOPER LIST TOP 30 CHINESE DEVELOPERS TOP 30 NORDIC DEVELOPERS

Compiled annually by PG.biz's Editor-in-Chief, Jon Jordan, these listings are the industry's go-to guides for finding out about the best mobile game developers in the sector. Hosted online by us and distributed in print format via all Pocket Gamer events (40+ events per year). Each spring we launch the Top 50 Developer Guide during an exclusive evening event, where the featured developers are invited along to be presented with their accolade, as well as an exclusive hand-out and gift.



POCKET GAMER LISTINGS – SPONSORSHIP PACKAGES:

- Full sponsorship package including Top 50 Dev guide & exclusive evening Gold / co-sponsor
 - \$20,000
- Top 50 Dev Guide Gold / co-sponsor
 - \$12,000
- Exclusive Top 50 Developer networking / Guide launch dinner event Gold / co-sponsor
 - \$12,000
- Top 30 Regional Guide Gold / co-sponsor
 - \$8,000

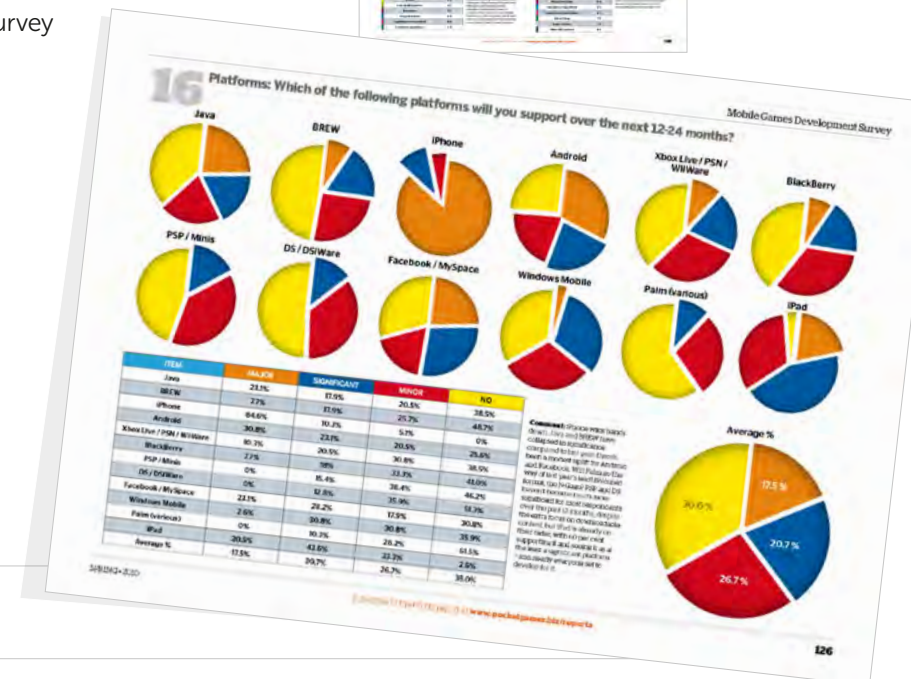
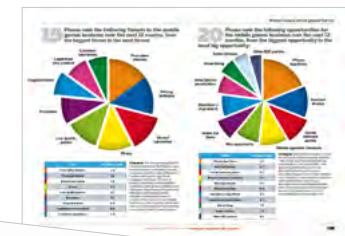
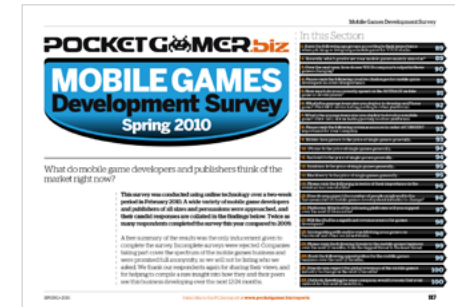
PG.biz Developer Survey

PocketGamer.biz holds a quarterly developer survey collecting feedback about the industry, confidence, and key challenges. This focuses on a highly targeted audience with a strong level of engagement.

Sponsors receive branding on both the survey and in the supporting article. They can also benefit from including two of their own bespoke questions which will be deliberately kept from featuring in the final published survey.

SPONSORSHIP PACKAGE

- \$3,000 per survey



EVENT SPONSORSHIP

The PG Mobile Mixer

Solutions for acquiring developers and driving your brand



The PG Mobile Mixer is fast becoming our top-selling event and is the most budget-friendly option available. We produce these events across Europe and USA and now in Asia. They're often tied around regional conferences in order to reach developer communities in specific cities. We expect to host around 150-250 guests from the cream of the local (and international) mobile industry. Mobile Mixers provides a platform for presenting to the audience and engaging in a hot-topic panel discussion (or Battle Panels, round tables) and begins with a drinks / snacks reception, then a break in the middle for the panel, all followed by a few drinks and networking. As organisers, we'll manage all signage, promotion, event activities, invitations, panel & agenda planning, and venue logistics.

LOCATIONS

San Francisco, NYC, LA, Montreal, London, Helsinki, Stockholm, Tallinn, Kiev, Paris, Barcelona, Cologne, Busan, Beijing... You name the city, we can put it together.

Our up-to-date event list can be found here: <http://bit.ly/1kQ7MoQ>

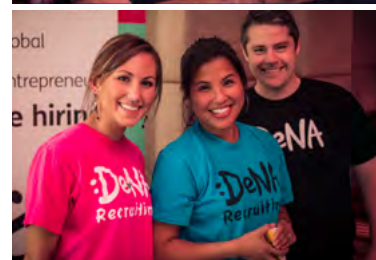
SPONSOR FEATURES & BENEFITS (PLATINUM & GOLD)

- Sponsor presentation to the audience (circa 5 mins)
- Option to sit on the panel (or Battle Panel) discussion
- Sponsor Table at event (if required)
- Digital signage and branding on Eventbrite invitation, PocketGamer.biz announcements, event stories, and via our social media channels. Also on pre- and post-event mailshots which are sent to all invited / all RSVPs (whether they came or not) – you can include a tailored 'thank you' message and links
- Event signage – prominent branding at the event on banners and posters (created and produced by us)
- Networking time with attending developers and guests

SPONSORSHIP PACKAGES

- Platinum (exclusive sponsor)
From \$18,000
- Gold / co-sponsorship
From \$10,000

Think. Drink. Connect.



EVENT SPONSORSHIP

The Big Indie Pitch

Solutions for acquiring developers and driving your brand

The Big Pitch is an afternoon / early evening event where we gather the best of the mobile gaming journalists and give developers the chance to pitch their games in a 'speed dating' format. The indie developers then come along and pitch their games to our panel of journalists (and expert sponsors).

Sponsors receive an excellent networking opportunity throughout the event, with a key benefit, that you'd be able to sit on the pitch panel and see 30+ game pitches and help choose a winner (all on the night). We aim to limit the number of 'non' developer companies attending (2 per company max) to keep the developers and sponsors happy.

LOCATIONS

We're planning to run the BIP on a regular basis in leading cities and relevant events around the world, including:
San Francisco GDC, GDC Europe / Gamescom, AppsWorld London, GDC Next, London, Mobile World Congress, Casual Connect, and more...

Our up-to-date event list can be found here: <http://bit.ly/1erhkZj>

SPONSOR FEATURES & BENEFITS

- Sponsor presentation to the audience at kick-off (5 mins)
- Option to offer a sponsor branded prize to the winner (subject to approval)
- Option to sit on the pitch panel (Platinum & Gold level only)
- Sponsor table at the event with sponsor's own banner and any swag / info you might like to bring
- Branding on digital event signage: Eventbrite, email invite to our database, PG.biz event coverage and post-event photos across PG.biz social channels
- Event signage – prominent branding at the event on banners and posters (created and produced by us)
- Direct networking time with developers and spectators

SPONSORSHIP PACKAGES

- Platinum / Exclusive
From \$17,000
- Gold / co-sponsorship
From \$8,000
- Associate / Co-sponsor
(no pitch panel seat option and reduced branding from Platinum / Gold)
From \$5,000



EVENT SPONSORSHIP

PG Networking Party

The PG Networking Party is our signature event that's produced around all large mobile / games conferences internationally. At these events, we expect to host around 300-500+ guests from the cream of the mobile industry. We only select high specification or quality venues for parties – which are typically a nightclub or large exclusive bar. These events offer you access to a wide industry focused audience and are thus an ideal environment for branding your products and services. As organisers, we'll manage all signage, promotion, event activities, invitations, entertainment planning, and venue logistics.

LOCATIONS

GDC (all versions), Casual Connect, Mobile World Congress, G-Star, ChinaJoy, E3, Google I/O, WWDC, Game Connection...

Our up-to-date event list can be found here:
<http://bit.ly/1kQ7MoQ>

SPONSOR FEATURES & BENEFITS

- Branding on digital event signage: Eventbrite, email invite to our database, PG.biz event coverage and post-event photos across PG.biz social channels, pre- and post-event messages are sent to all invited and all RSVPs (whether they came or not – typically 1,000+) – you can include a tailored 'thank you' message and links

- Event branding on banners and posters (created by us), display video deck or presentations on video screens (if venue allows)
- Sponsors may also distribute their own materials and may have a chance to address the audience (the latter is venue / party dependent)
- Direct networking with developers and top executives from the mobile / games industry
- Sponsors may also have a VIP area (if venue allows) and VIP drinks wristbands / vouchers
- Sponsors may specify a VIP list (as part of PG's invitation list)

SPONSORSHIP PACKAGES

- Platinum & Exclusive
From \$45,000 (not available for all events)
- Platinum / lead sponsor
From \$25,000
- Gold / co-sponsorship
From \$17,500
- Associate sponsor
From \$7,000
(reduced branding, no VIP access)
- Drinks sponsor 'buy-out' options available – **\$POA**

Solutions for acquiring developers and driving your brand



EVENT SPONSORSHIP Awards & Ceremonies

Solutions for acquiring developers and driving your brand



Pocket Gamer Awards

This prestigious award ceremony runs from January through to March, promoted online in a dedicated section of Pocket Gamer. A shortlist of nominees is created by our expert editorial and executive team, and these are then voted on by PG readers. Winners are announced at a ceremony party during a leading conference (typically this is held during GDC San Francisco).

SPONSORSHIP PACKAGES

Prominent branding on the awards site over a 12-month period, as well as in the accompanying app, promotion across sites, news stories on the event, and branding at the event with special 'thank you' address from sponsors and a sponsored feature on the PG site.

- Platinum / lead sponsor
\$17,500
- Gold co-sponsor
\$10,000



Best App Ever Awards

A consumer-focused awards for smartphone apps running from autumn through to the awards' reveal in spring; this event is promoted across a series of international mobile games websites. The nominees are shortlisted by our expert editorial team and voted for by readers, culminating into an award ceremony.

SPONSORSHIP PACKAGES

Prominent branding on the awards site (www.bestappever.com) over a 12-month period, as well as in the accompanying app, promotion across sites, news stories on the event, and branding at the event with special 'thank you' address from sponsors.

- Platinum / lead sponsor
\$17,500
- Gold co-sponsor
\$10,000
(N.B. Prices per format)



EVENT SPONSORSHIP

Solutions for acquiring developers and driving your brand

PG Connects Conference: London 2016

18-19TH JANUARY 2016
THE BREWERY, LONDON

We launched our first full-on conference, Pocket Gamer Connects, in London at the start of 2014. It exceeded all our expectations, with over 700 top-tier attendees representing leading mobile game developers, publishers, and service companies from all over the world.

We followed this up with PGC Helsinki in July, adding a Nordic twist to proceedings.

But we're not stopping there!

In January 2016 we're back bigger and better, with 5 dedicated conference tracks: Core Global Game Publishing, Indie Developer Survival Guides, a dedicated Monetization & UA track, Salient Trends, plus a celebration of the Best of British.

Distinctive lectures for inspiration, honest panel sessions offering frank opinion and advice, and intensive networking will remain key ingredients in the PG Connects recipe. There'll also be the Very Big Indie Pitch and Indie Showcase area giving developers a chance to get discovered, plus an easy-to-use networking meeting system.

In addition to all this we'll also be providing all comers with a PocketGamer.biz Mobile Industry Trends Report (worth more than the basic ticket price). And, of course, as this is a Pocket Gamer event we'll ensure you'll have fun, too!



See www.pgconnects.com for more information

See <http://download.steelmedia.co.uk/digital/PGC2016-MediaPack.pdf> for sponsorship

TICKET & SPONSORSHIP OPTIONS

There are numerous benefits to joining as a sponsor of PG Connects, including:

- Prominent branding in front of the key international players + indie developers
- Display your wares and network directly in the exhibition space and the developer day.
- Free tickets for your team and guests
- Promotion on digital and social channels
- Giveaway materials and messaging to all delegates before and after the conference
- Opportunity to speak at the event

Sponsorship opportunities range from \$5,000 to \$40,000 (Tickets from \$200 for developers)

Contact

Lisa Bisset

VP Business Development

lisa.bisset@steelmedia.co.uk

Mob: +44 (0)7733 267054

To discuss sponsorship opportunities

SM: Consultancy Services

GAME/DEVELOPER INDEXING

The Steel Media network connects with literally hundreds of games and apps every week (we get over 100 coverage submissions to Pocket Gamer alone). Together with our growing business network this puts us in an ideal position to be able to provide regular reports on upcoming titles/developers.

- Regular report on 5-10 titles to fit specific targets – **c.\$2,000 p/ report**
- Bespoke project – **\$POA**

GAME / APP ANALYSIS


We have a database of over 100 game/app experts both internal and external to provide mock reviews, detailed feedback on titles, comparative analysis with other titles, and concise recommendations.

- Mock review (1 title) – **\$500**
- Consultation Report (including multiple expert viewpoints, mock review, competitor app analysis, and concise recommendations) – **typically \$5-10K range**

PRIVATE REPORTS AND RESEARCH

In addition we can carry out a wide variety of research amongst consumers and b2b markets, providing quantitative data (surveys, polls), as well as qualitative data (interviews, market analysis).

- Bespoke project – **\$POA**



Weekly Apps Report

Pirate Legends TD

<http://youtu.be/2jtqGKr-uOE>

Release date: August 15th
Platforms: iOS
Genre: Strategy, Action
Similar games: Kingdom Rush: Frontiers, Plants vs Zombies 2

Pirate Legends TD is a pirate-themed tower defence game from new studio Superhippo Games. The developer has been sharing screenshots and information with the smartphone gaming community since January and the level of anticipation is high. The game looks extremely proficient. Tower defence is one of the most overpopulated genres on the App Store, with *Fieldrunners* being an early landmark title. Even so, it continues to be popular and critically acclaimed thanks to series like *Kingdom Rush*. The pirate theme is always popular among gamers, and so we think that *Pirate Legends TD* has a good chance of critical and commercial success.

IN SUMMARY:

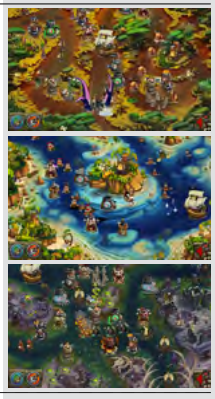
- High level of anticipation.
- Prudent presentation and plenty of gameplay features.
- Potential for compulsion loops as players upgrade towers and obtain new weapons.
- Potential for monetisation here as players pay to expedite upgrade times and acquire weapons and towers - cf. *Plants vs Zombies 2*.

Developer: Superhippo Games
Company details: • Ireland • 40+ team members

Website: <http://superhippo.com>
Contact: Rahat Rashid
PR: rrashid@triplepoint.com

steelmedia CONSULTANCY

APP REPORT



EXPERT OPINION // Matt Diener



Age: 28
Gender: Male
Device: iPhone 4s
Operating System: iOS

Matt Diener got his start writing in music journalism before moving on to cover video games and mobile technology. In the course of his career he has interviewed leading industry figures and Nobuo Uemura and Hiroshi Sakaguchi. Matt holds a BA Cultural Anthropology from Drew University.

1. IS THE TUTORIAL ADEQUATE? WHICH STEPS, IF ANY, ARE CONFUSING?

I felt like the tutorial for *Dragon Bane Elite* was quite adequate. Many games focus on introducing players into the game world straight away and leave the actual mechanics out of the early portion of the game. *Dragon Bane* doesn't do this, and that's both a positive and a negative. On the one hand, it contains a solid tutorial that explains the basics of gameplay quickly and in a manner that's easy to understand. On the other, it doesn't really create a deep sense of investment in the game world and this might lead to player attrition (more on that later). As for confusion, I didn't encounter any - but then I'm quite familiar with mobile games and *MMORPGs*.

2. DO YOU LIKE THE DESIGN OF THE UI? IF NOT, HOW WOULD YOU CHANGE IT?

The UI is definitely on an iPhone's screen, but not to the point that it's a serious distraction. The layout of the UI is very familiar to *World of Warcraft* and I believe it will be familiar and appealing to players who have experience with that game - additionally, it looks good and is stylistically congruent with the game world.

Even on an iPhone screen, the UI isn't too obtrusive. As *Dragon Bane*

competitors (*Dwarf: Real* and two that I named from the towers *Human Mage* and *Umbra* *Berserker*) but saw other players in the chat log mention the exploration system as a viable means of recruiting new allies.

Once in the exploration menu it's all pretty easy to figure out, although it would be helpful to know what chances I stood at finding the allies I was searching for. As it was, I felt like exploration was a good way to earn 20,000 gold in a day, and I'd be surprised if I felt me to an ally I would be more tempted to spend currency on the exploration if I could see a quantifiable effect (percentage increase, etc.).

Training, on the other hand, is a very simple system to understand and its benefits are easy to see when you start dabbling in it. I found that training was a good way to hone my hero's stats, but I was frustrated by my slow progress. Perhaps players would be more tempted to spend money on APs if there were a pain given out for advancing in a letter rank (B to A, for example). I did not feel too tempted to spend on training as it wasn't a gated system, meaning there wasn't a need to pay to speed up progress. This tended to be where I used most of my 'disposable' income in *Dragon Bane Elite*.

4. HOW CLEAR ARE THE DRAGON LAIR, RACK, AND GUILD

probably not outweigh the cost.

For any serious player, however, VIP 2 or greater would be an invaluable way to progress through the game. Perhaps you might consider restricting VIP purchases to players of a certain level or reducing the cost of VIP purchases based on the level of the character. For the price of the VIP 1 -> VIP 2 upgrade by 25 percent when the player has level 30 and 50 percent when they hit level 40. This would create a positive connection between leveling up and the VIP status, and might help convert casual players to serious ones without removing the 'pay to win' stigma.

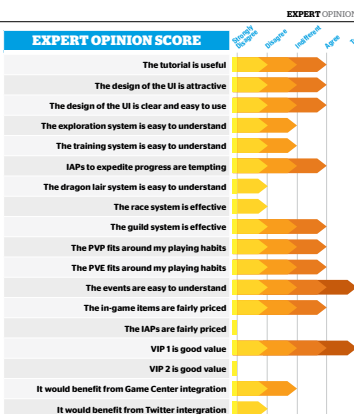
10. TO WHAT EXTENT WOULD DRAGON BANE ELITE BENEFIT FROM INTEGRATION WITH GAME CENTER AND WHY?

I honestly don't see much incentive for *Dragon Bane Elite* to integrate with Game Center. It might help new players find their way to the game, but I think the in-game ratings and leaderboards are really all that player of *Dragon Bane Elite* would care about. Integrating with Game Center would be largely redundant, although allowing players to earn achievements might be a nice touch.

11. TO WHAT EXTENT WOULD DRAGON BANE ELITE BENEFIT FROM INTEGRATION WITH SOCIAL PLATFORMS LIKE TWITTER AND GOOGLE PLUS AND WHY?

Again, I don't see much value in Twitter or Google Plus integration. Facebook integration (which is pleasantly underused) should be sufficient for helping new players discover *Dragon Bane Elite*. I don't think the gameplay of *Dragon Bane Elite* lends itself to Twitter integration, which is usually useful for posting high scores and the like. Google Plus would be redundant given that there's already Facebook integration, but providing the option might be a nice concession to players who are opposed to Facebook for whatever reason.

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Dragon Bane Elite Analysis Report // OCTOBER 2013

ANALYSIS REPORT MockReview

A breezy game that's intended for small children, *Play Hospital* wants to make kids feel a bit about their first trip to the doctor's. It's light for its price, though, and doesn't have most of its educational potential.

Hospital consists of three interactive sets in a hospital, each taking up a single There's the hospital lobby, the waiting room, the doctor's treatment room. Before these rooms you choose the two characters you want to bring with you - a male or female and either a little girl or boy. You play as the characters as such, rather than each of the rooms. They are in the *Play Hospital* play, and you are in the waiting room and cute animated characters, accompanied by music appear on the screen. Tap it off and on again and a new set will appear. However, there are few of these richer elements. The smallest children may be happy with the limited interaction here, but they may be young to comprehend the treatment part of *Play Hospital* that holds meaning. And older children may be disappointed at how many of the items on-screen have no possible interactions other than falling to the floor - or into the bin.

treatment. Once cured, a new malady will pop up after a few seconds. It's this part that's meant to get children used to the idea of going to hospital, but it's the only part of *Play Hospital* that holds any real meaning.

The rest of the app feels disappointingly thin. There are parts of the environment that bear numbers, or are seemingly ordered in some way, but they are never put to good use. Many opportunities to teach children basic object recognition, language and numeracy skills are missed. It feels as though *Play Hospital* is an early version of an app where these features have not yet been implemented. There are neat touches, however. Tap the TV in the waiting room and cute animated characters, accompanied by music appear on the screen. Tap it off and on again and a new set will appear. However, there are few of these richer elements. The smallest children may be happy with the limited interaction here, but they may be young to comprehend the treatment part of *Play Hospital* that holds meaning. And older children may be disappointed at how many of the items on-screen have no possible interactions other than falling to the floor - or into the bin.



REVIEWER // Andrew Williams
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Having started his career working in the mobile games development industry, Andrew has gone on to write for a variety of websites and magazines covering tech, mobile apps, movies, and more. He is currently Reviews Editor at Trusted Reviews, one of the UK's top tech websites.

MockReviewScore
60%

Play Hospital Analysis Report // JANUARY 2013

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SM: Contract publishing & partnerships

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David McCarthy, Metaps - July, 2014



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