

Lessons from social gaming

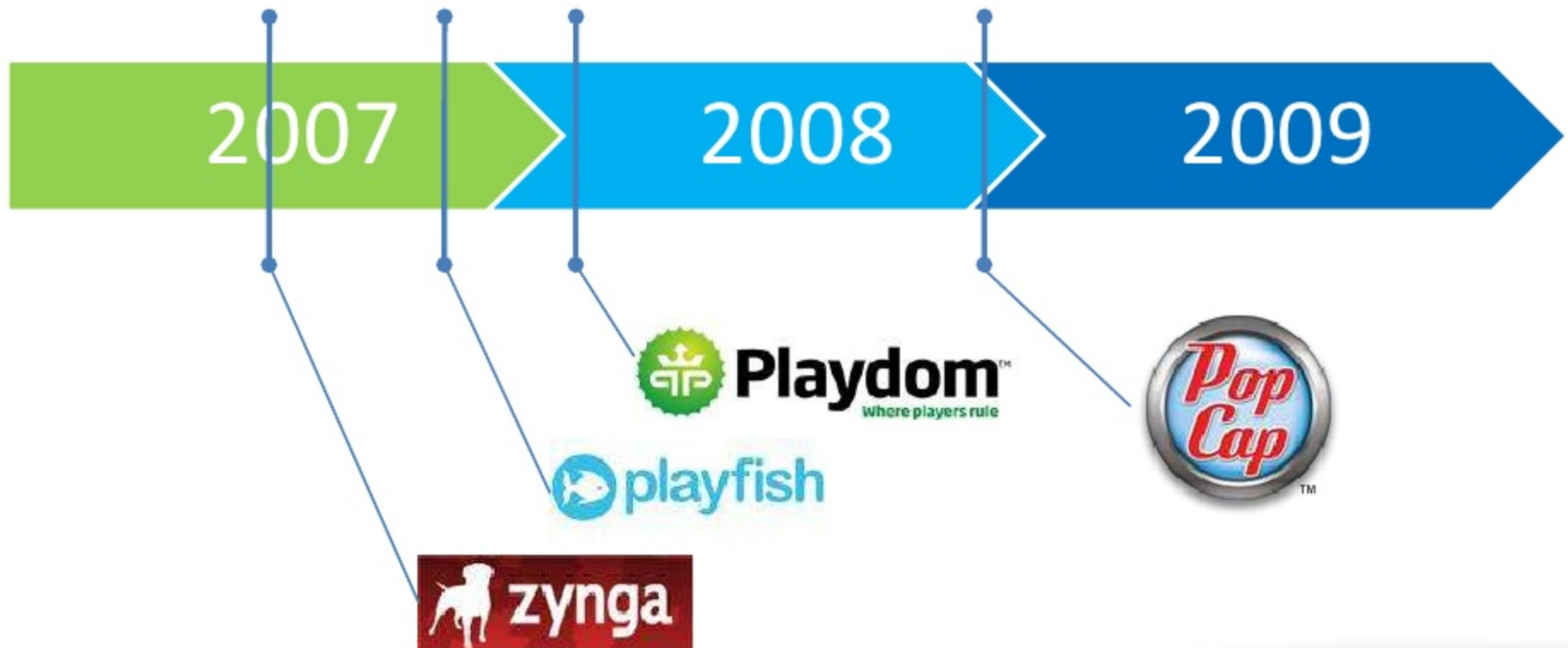
James Gwertzman

Vice President, Asia/Pacific

Twitter: “gwertz”



PopCap was late



Bejeweled Blitz

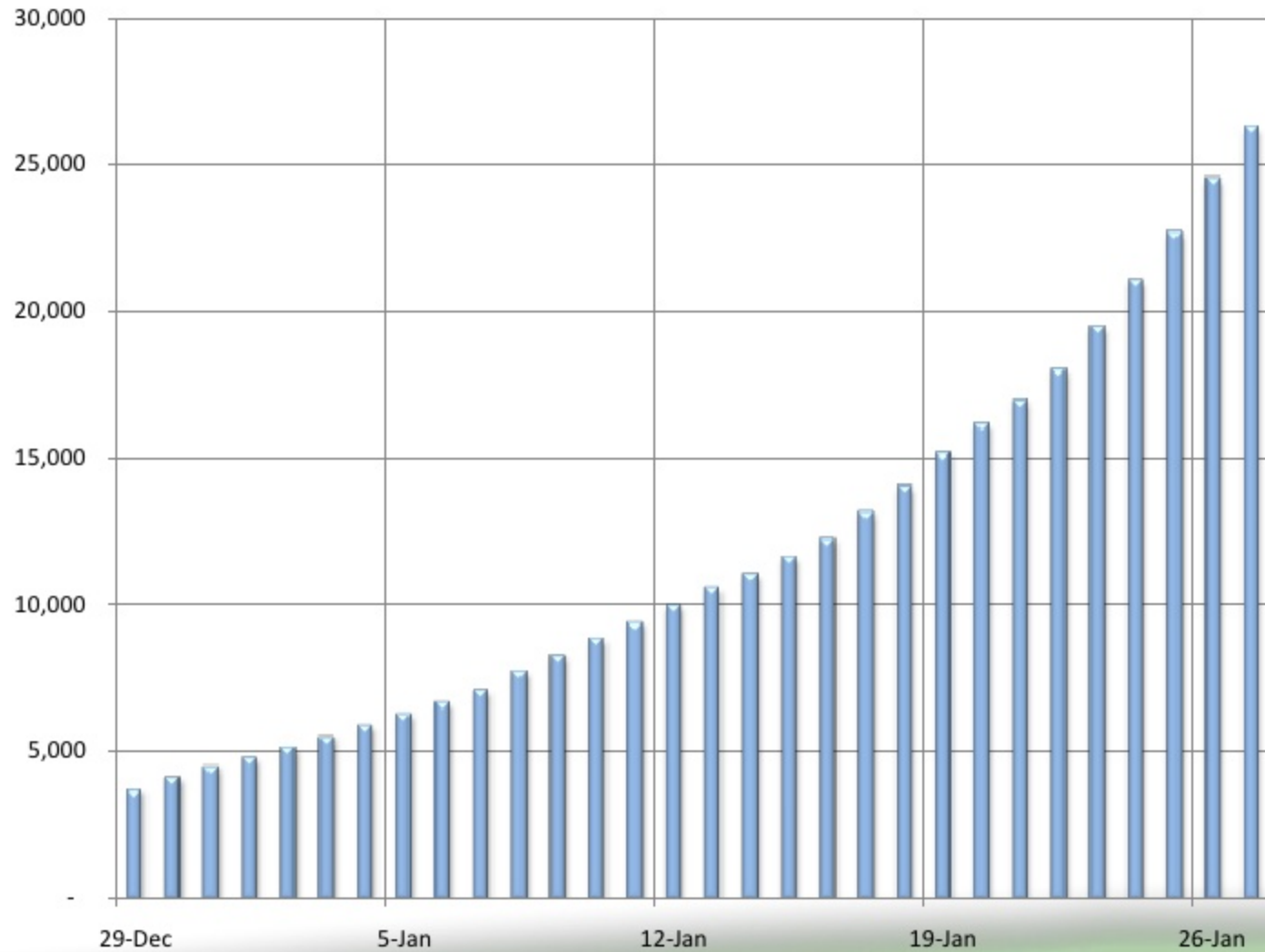


- First social product
- 6 weeks development
- Launched Jan 2009
- Based on our most popular brand



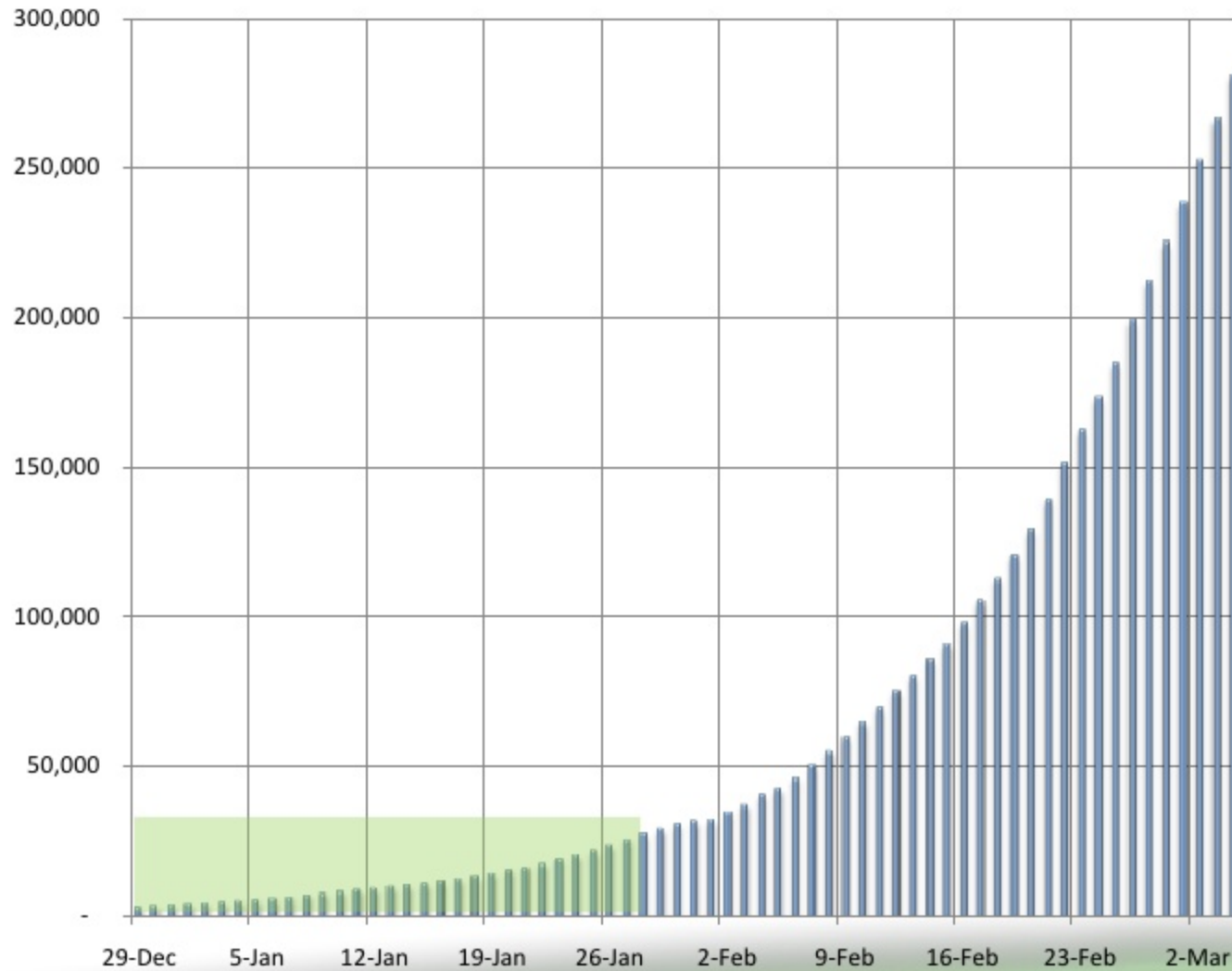
First 30 days

Monthly Active
Unique users
(MAU)



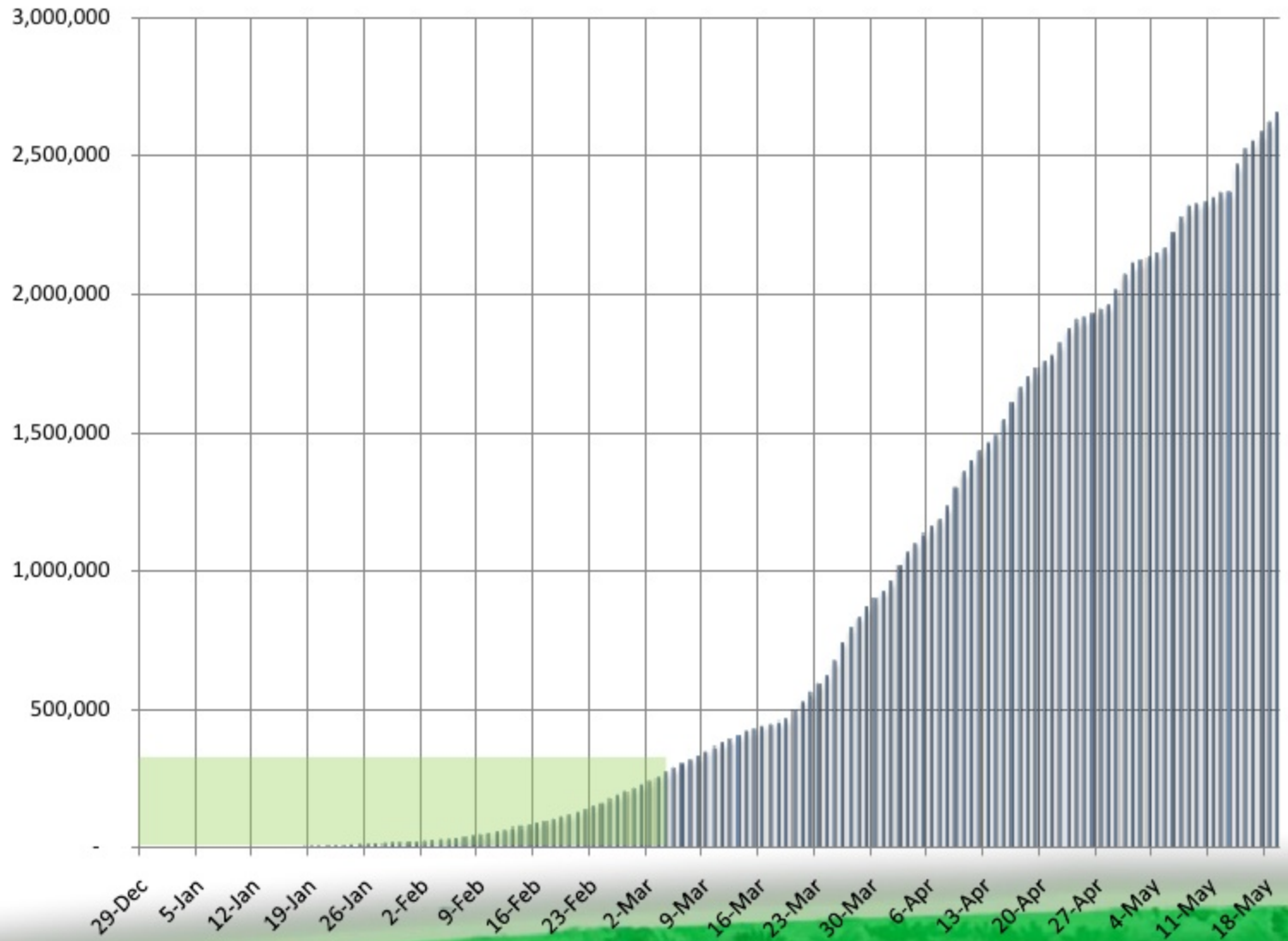
First 60 days

Monthly Active
Unique users
(MAU)






First 140 days

Monthly Active
Unique users
(MAU)



Top Facebook Games (today)

Monthly Active Uniques (MAU)

| | | | | |
|----|---|--------------------|------------|--------------|
| 1 |  | MindJolt Games | 15,573,977 | MindJolt |
| 2 |  | Texas HoldEm Poker | 15,037,277 | Zynga |
| 3 |  | Mafia Wars | 14,308,520 | Zynga |
| 4 |  | Pet Society | 13,625,169 | Playfish |
| 5 |  | Farm Town | 12,968,126 | Slashkey |
| 6 |  | FarmVille | 12,634,789 | Zynga |
| 7 |  | YoVille | 8,954,037 | Zynga |
| 8 |  | Restaurant City | 7,370,692 | Playfish |
| 9 |  | Typing Maniac | 5,313,697 | Metrogames |
| 10 |  | Bejeweled Blitz | 5,115,021 | Popcap Games |



facebook

Home

Profile

Friends

Inbox 3

James Gwertzman

Settings

Logout

Search 

James Gwertzman

Wall

Info

Photos

Boxes

+

What's on your mind?

Attach



 **James Gwertzman** What lessons has PopCap learned building Bejeweled Blitz for Facebook?
2 seconds ago · Comment · Like

Write something about yourself.

Information

Networks:

Harvard Alum '95

China

PopCap Games



James Gwertzman



James just earned a 25k Star Medal in Bejeweled Blitz!

James earned this medal with a score of 33,300. James will earn his next medal at 50k.

 2 hours ago · Comment · Like · Play Bejeweled Blitz!

Create an Ad

Start A New Life

life in Canada.
  

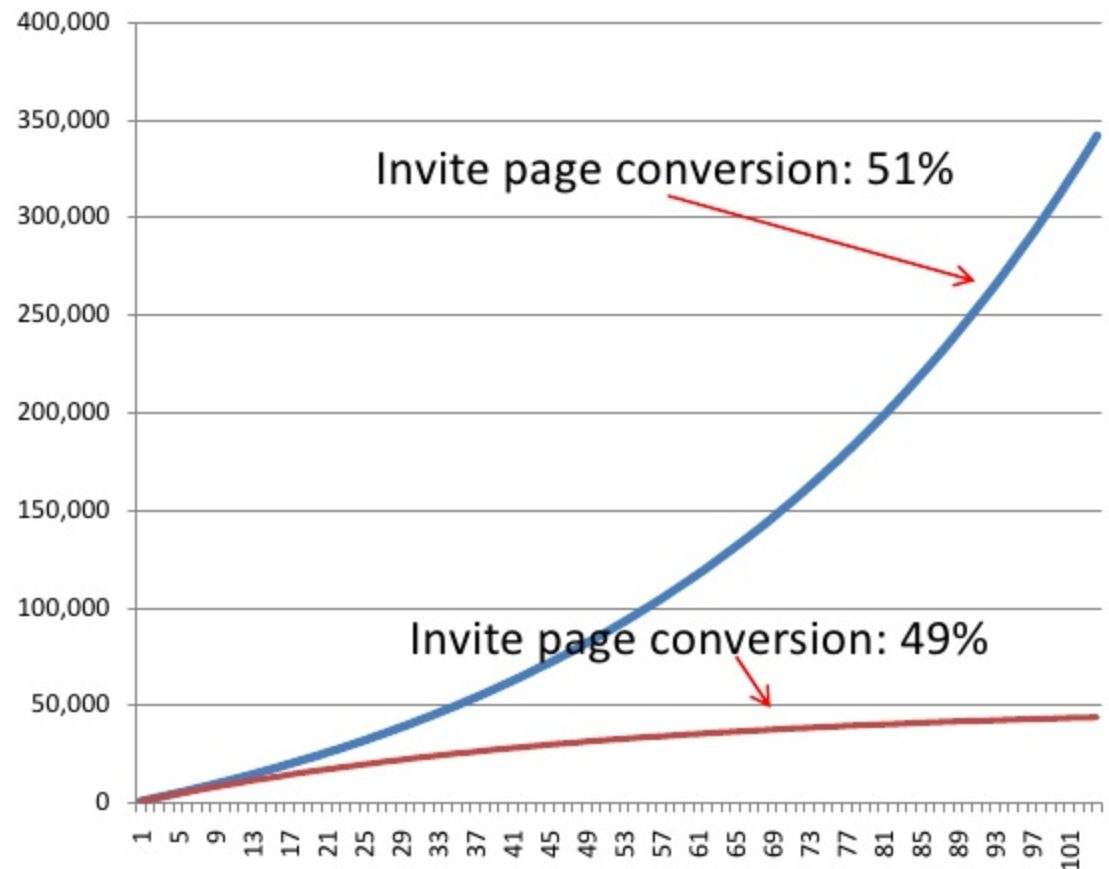
Scarlet

SCARLETJoin us and enjoy the best
nightlife in town. Open bar,
Hip Hop night, VIP birthday
parties Become a Fan  Top 10 Ranked British
MBA

Understanding viral growth

ASSUMPTIONS:

| | |
|--------------------------------------|-------|
| Starting users | 1,000 |
| % who open new account | 25.0% |
| Invites per new user (w/in 1st week) | 8 |
| % of friends who open invitation | ?? |



Continuous updating



Continuous updating

[INVITE FRIENDS](#)[MORE GAMES](#)[GIVE US YOUR FEEDBACK](#)





PLAY NOW!

CURRENT TOURNAMENT 1:00 Minute Game

Score as many points as you can with just 1 minute to play.

Team Score - 345,235

LEADERBOARD

| | | | |
|---|---|---------------|--------|
| 1 |  | Jason Kapalka | 23,840 |
| 2 |  | Noah Maas | 23,840 |
| 3 |  | John Vechey | 23,840 |
| 4 |  | Jon David | 23,840 |
| 5 |  | T. Carl Kwok | 23,840 |

← | 👤 | →

Current Contest

Get a Team Score higher than 200,000 by **February 1st, 2009** and you will be qualified for the drawing to win a **PopCap Platinum Pack**.

For more information please see the [Contest Rules](#).

Platinum Pack



21 of PopCap's Best Games



Continuous updating

The screenshot displays the Bejeweled Blitz game interface. At the top, there's a navigation bar with the PopCap logo, the game title "BEJEWELLED BLITZ", and buttons for "INVITE FRIENDS", "BECOME A FAN", "MORE GAMES", and "GIVE FEEDBACK".

The main area features the game title "BEJEWELLED BLITZ" in large, stylized letters, with "BETA" below it. A prominent pink button says "PLAY NOW". Below this, a "CURRENT TOURNAMENT" section indicates a "1:00 Minute Game" and states: "Score as many points as you can with just 1 minute to play."

On the right side, a leaderboard shows the top 5 players:

| Rank | Player Name | Score |
|------|-------------|---------|
| 1 | Ana Jo | 227,800 |
| 2 | Samuel W... | 221,900 |
| 3 | DO-HER... | 158,000 |
| 4 | Yancy... | 152,200 |
| 5 | ... | 126,200 |

Below the leaderboard is an "INVITE FRIENDS" button.

At the bottom, a "DRAWING TAKES PLACE IN" section shows a progress bar and four prize categories:

| Prize Category | Score Required |
|----------------|----------------|
| FREE GAME | 100,000 |
| PLATINUM PACK | 250,000 |
| CHUZZLE PACK | 500,000 |
| POPCAP LAPTOP | 1,000,000 |

A green progress bar indicates the current score relative to these milestones. In the bottom right corner, it shows "MY TEAM SCORE: 1,825,400".



Continuous updating

The screenshot displays the PopCap Jeweled Blitz game interface. At the top, navigation buttons include "PopCap", "JEWELLED BLITZ", "INVITE FRIENDS", "BECOME A FAN", "MORE GAMES", "BOOKMARK THIS", and "TIPS & TRICKS". A "BLITZ ALERT" banner states: "As of July 14th our previous tournament has ended and a new tournament has begun." with a "SHOW" button.

The main game area features a 10x10 grid of colorful jewels. On the left, a score display shows "200" and "Score x1", a "BLITZ" star icon, "NEXT MEDAL - 25k", "HIGH SCORE 33,300", and "HINT" and "MENU" buttons. A timer at the bottom of the grid shows "0:54".

On the right, a leaderboard lists players with their scores and icons:

| Rank | Player Name | Score |
|------|----------------|--------|
| 36 | James Gwertz.. | 33,300 |
| 37 | Scott Rankin | 32,800 |
| 38 | Sieven Merel.. | 24,700 |
| 39 | Yang Han | 13,700 |
| 40 | Derrick Mort.. | 13,400 |

Below the leaderboard is a "CHALLENGE FRIENDS" button.

The bottom section, titled "DRAWING TAKES PLACE IN 2 DAYS 6 HOURS 15 MINUTES", shows prize tiers with a progress bar:

| Prize | Score |
|---------------|-----------|
| FREE GAME | 100,000 |
| PLATINUM PACK | 250,000 |
| CHUZZLE PACK | 500,000 |
| POPCAP LAPTOP | 1,000,000 |

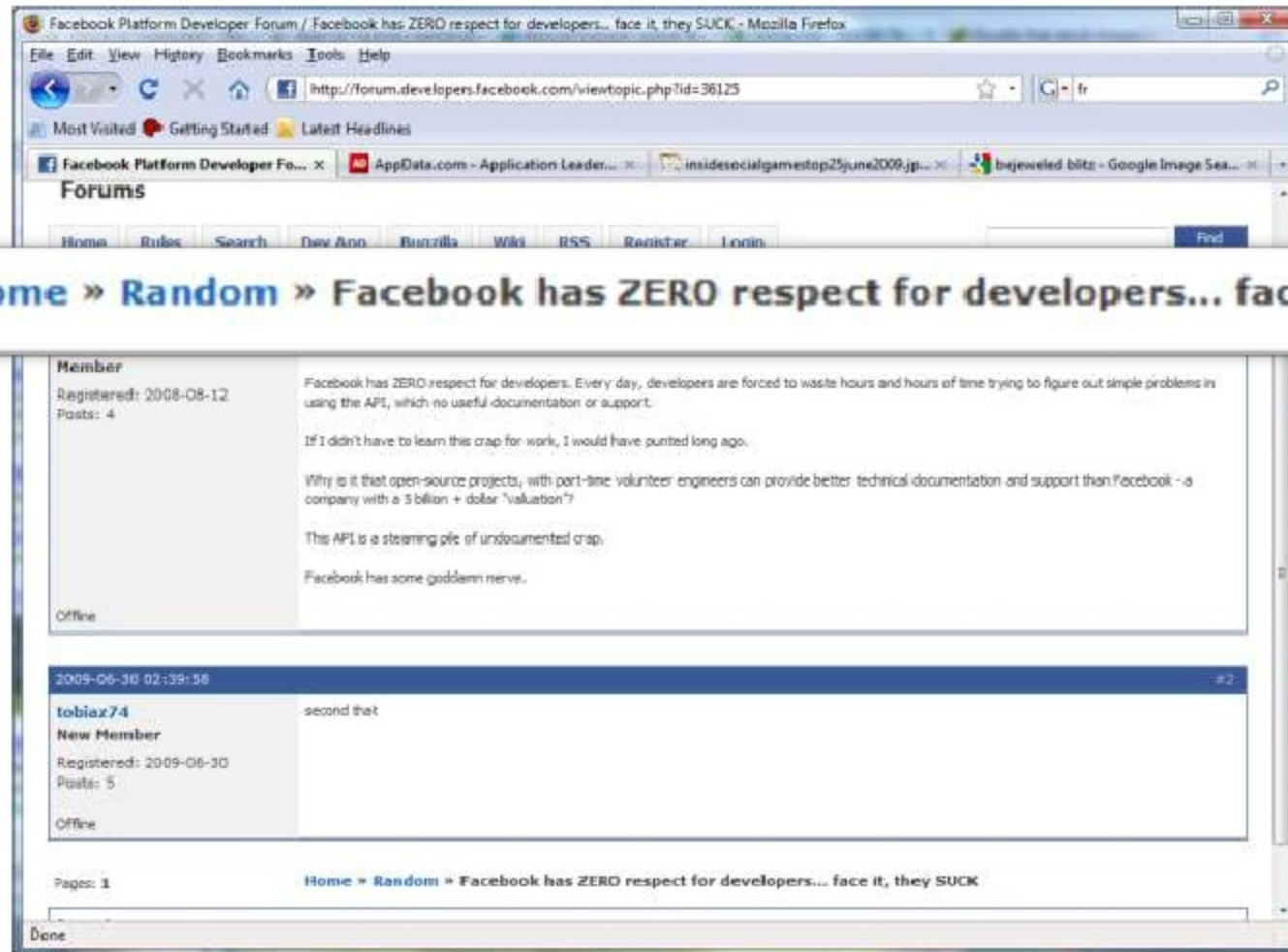
A "REGISTERED!" button with a question mark is also present. At the bottom right, it says "MY TEAM SCORE: 3,743,800" with a question mark icon.



Continuous updating



Dealing with unstable platform




Designing a “social” game

- Social games emphasize relationships
 - Lots of interaction with other users
 - Interaction is integral to the gameplay
- Blitz started with just high-score posting
- Added more “social” features over time
 - “team score” for prize competition
 - Trash talking & showing off



Cheating

Warzone Tower Defense Results

 You scored **6574 points!**
Your high score is 6574 points. [Play Again](#)

Congratulations! You have just set a record among your friends!

High Scores

Game Mode: default

Your Friends (This Week)

High Score records for your friends

| | |
|-----------------|----------|
| James Gwertzman | 6574 pts |
|-----------------|----------|

Your Friends (All Time)

High Score records for your friends

| | |
|---------------------|-----------|
| Chris Early | 25474 pts |
| Nikita Vladimirov | 16495 pts |
| James Gwertzman | 6574 pts |
| Robin Sageacious Ng | 2241 pts |
| Kirk Scott | 1198 pts |

All of Facebook (This Week)

High Score records for all of Facebook

| | |
|-------------------------|----------------|
| Luke Travis | 9999999999 pts |
| Yalgn Listabeg | 9999999999 pts |
| Dimitri Alexis | 9999999999 pts |
| Kevin Lagumbay | 9999999999 pts |
| Juven Pajares | 9999999999 pts |
| Andredi Pumareja Medina | 9999999999 pts |
| Arnaud Piroelle | 9999999999 pts |
| Tristan Avelan | 9999999999 pts |
| Raphael Vasseur | 9999999999 pts |
| Not visible | 9999999999 pts |
| Andreas Auer | 9999999999 pts |
| Joan Artés Coma | 9999999999 pts |
| Alexandre Perrigault | 9999999999 pts |
| Emad Asakli | 9999999999 pts |
| Erwan Kerfourn | 9999999999 pts |
| Elcala Gf | 9999999999 pts |
| Josh Ken | 9999999999 pts |
| Jay David Gomez | 9999999999 pts |

[Bookmark Mind Jolt Games](#)

Cheating against your friends is generally no fun and is self-policing...

Not so cheating against the world... These players are playing a very different game



Cheating

Activate time hack

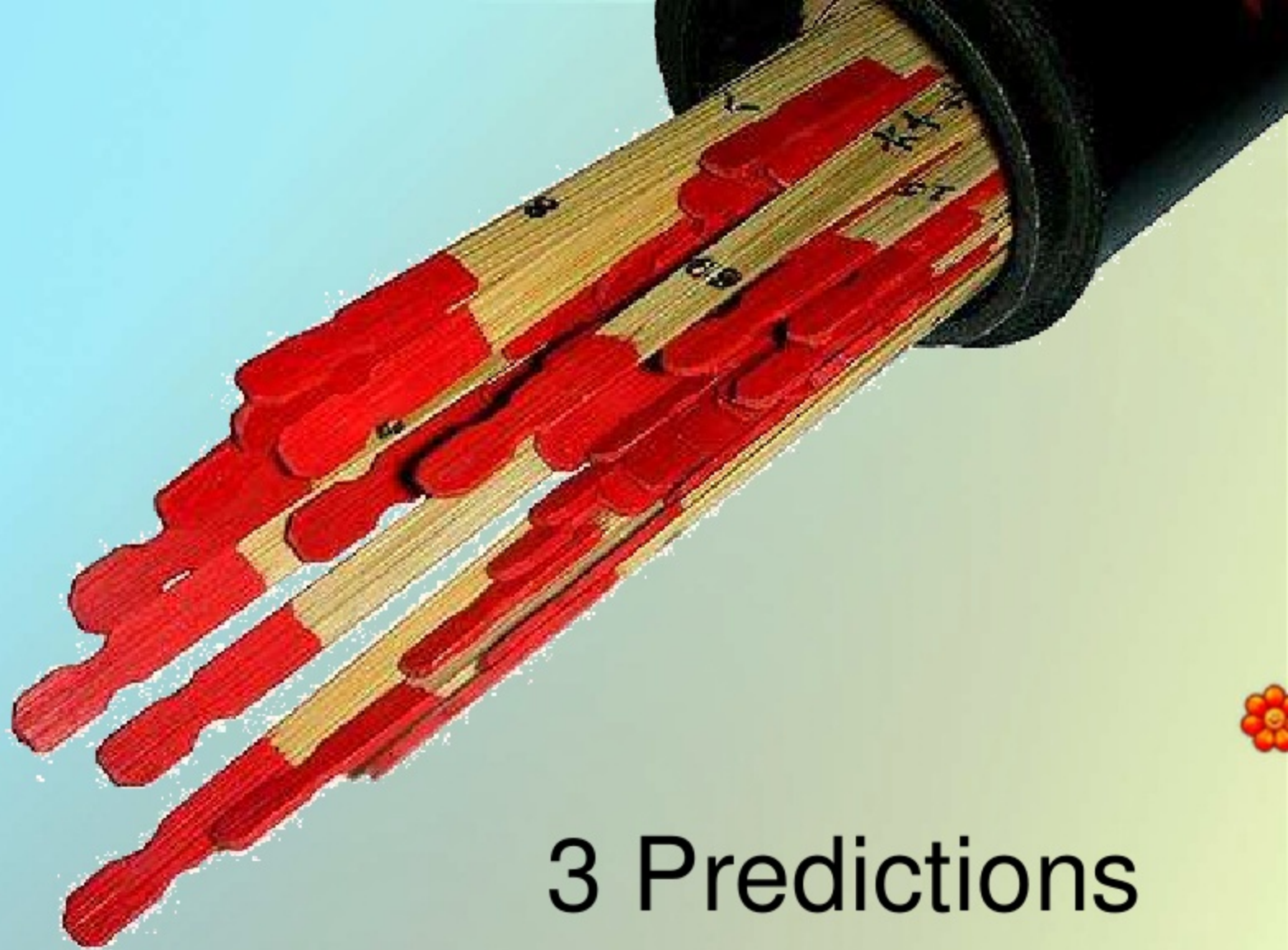
Deactivate time hack

Increase score multiplier

Visit CyberShadow's Bejeweled Blitz page

It's very hard to protect against determined hackers... so design to minimize the impact





3 Predictions



Social interaction w/ all games



Xbox Live and Facebook Connect



iPhone game and Facebook Connect

