

Hello!

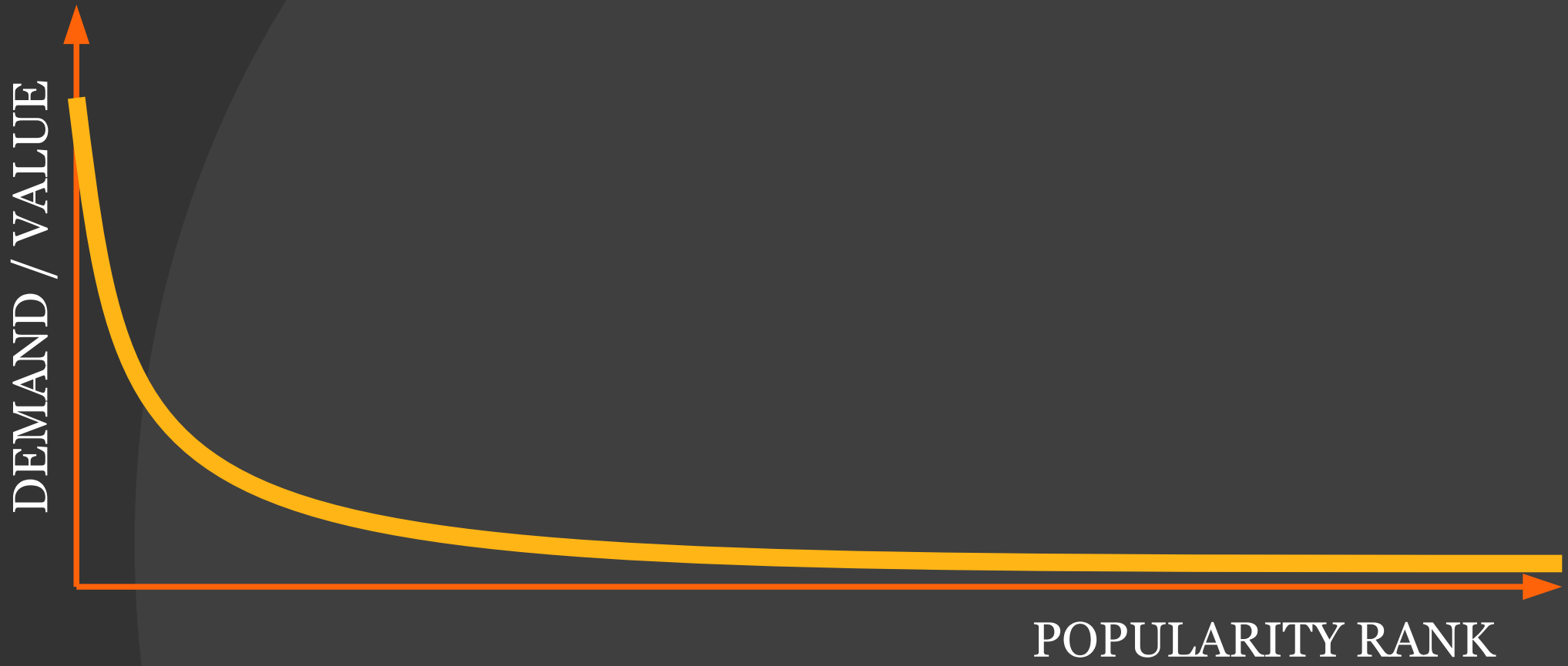
I am not a professional game developer.

I am not a hardcore gamer.

So why am I here?

Because I am in far end of
The Long Tail of Game Development.

Long Tail?

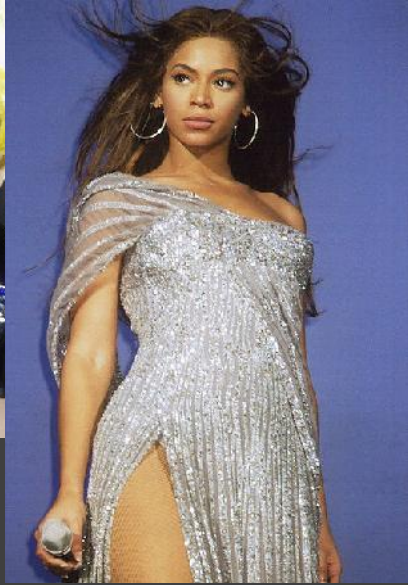
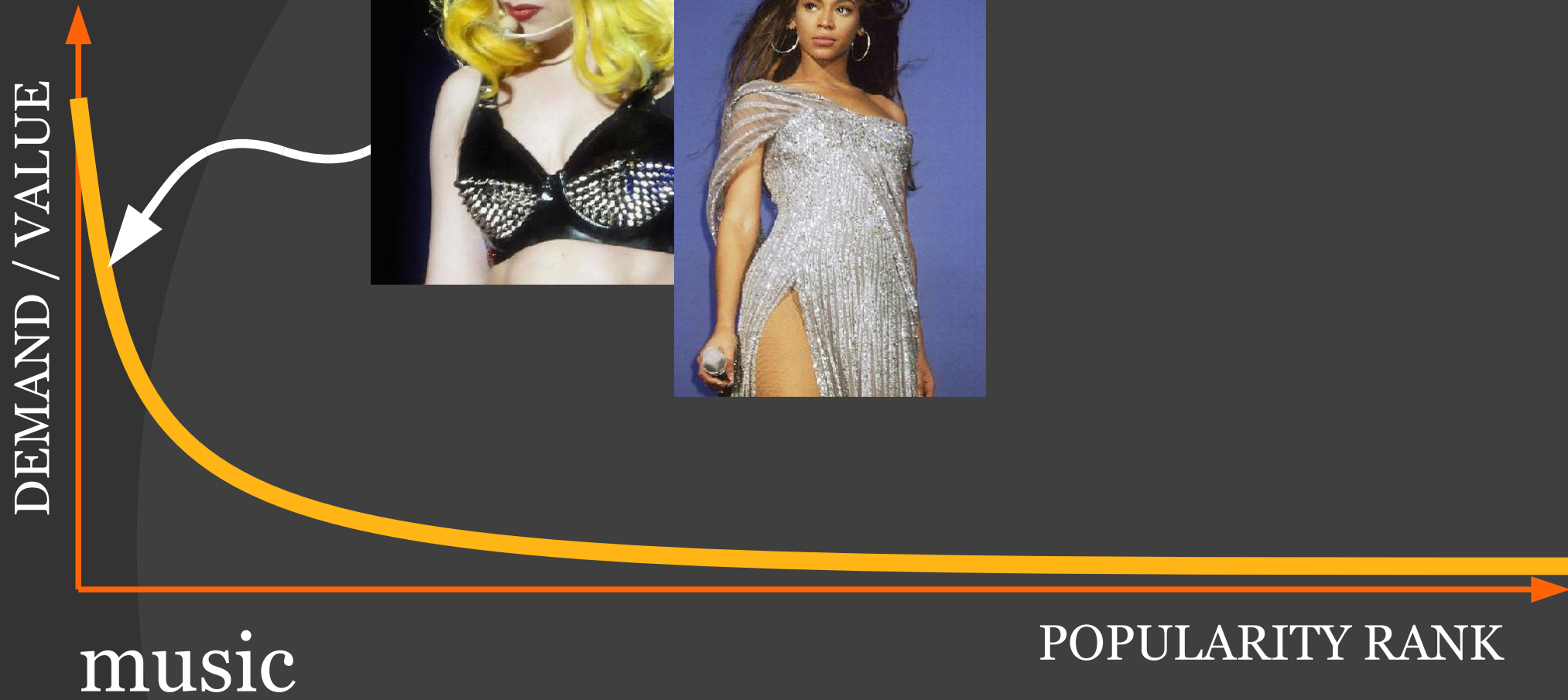


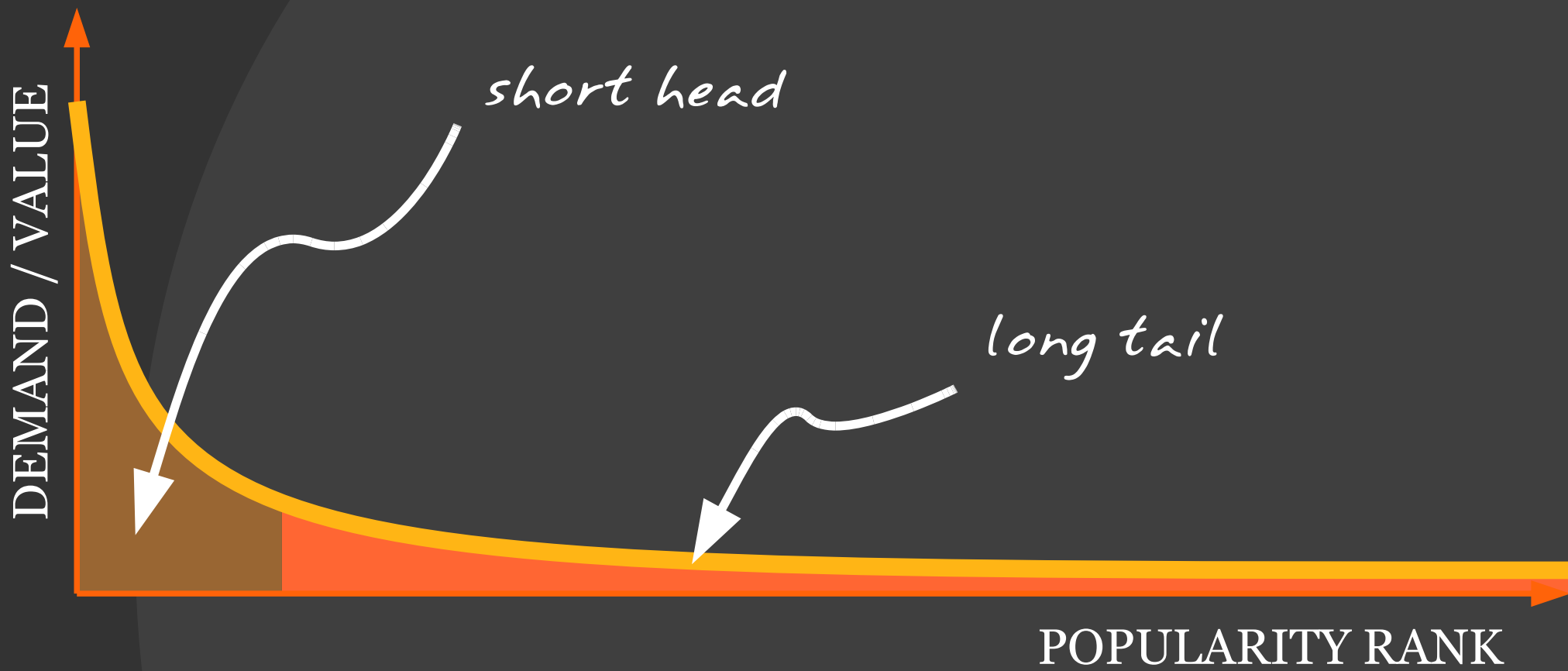
DEMAND / VALUE

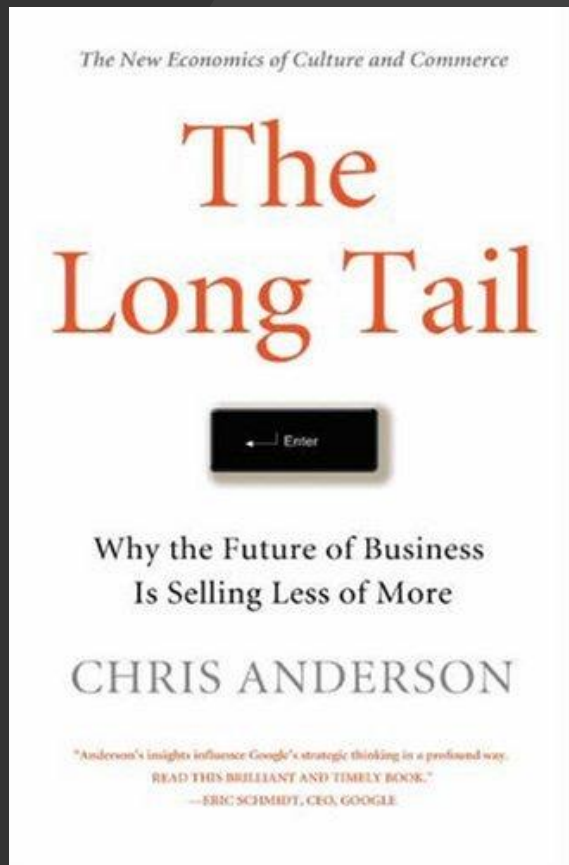


books

POPULARITY RANK







Chris Anderson
editor-in-chief, *Wired* magazine

“The Long Tail”
2004 article

*The Long Tail:
Why the Future of Business
Is Selling Less of More*
2006 book



Amazon.com makes a lot of revenue in
the long tail.

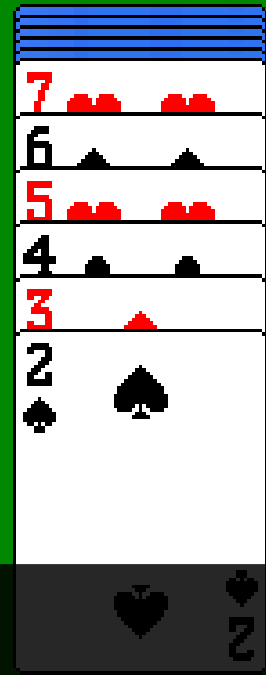
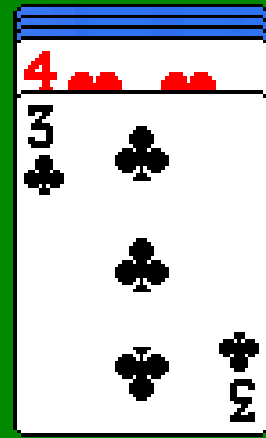
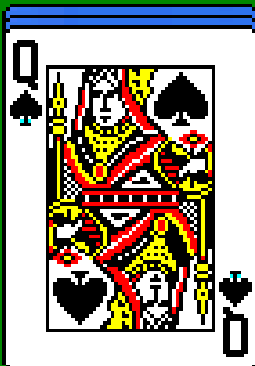
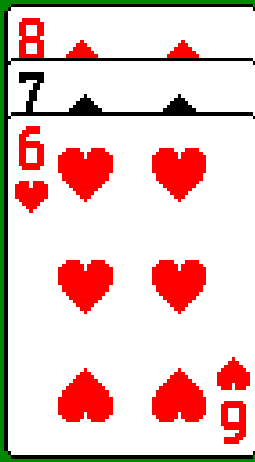
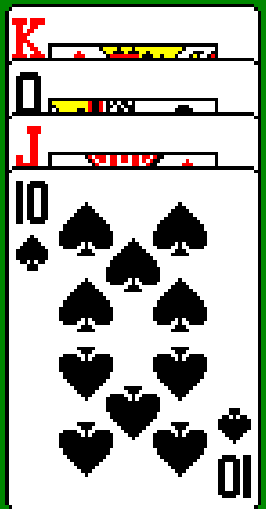
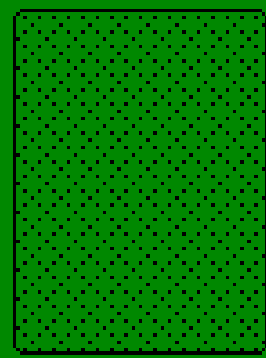
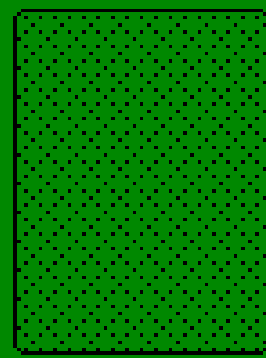
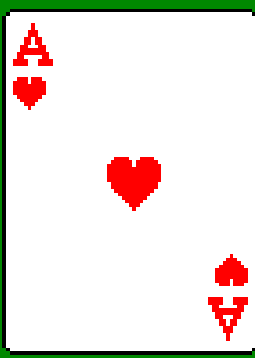
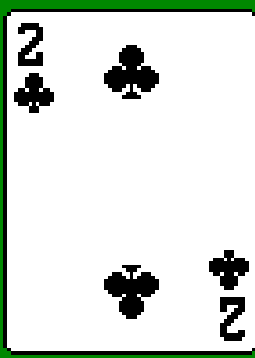
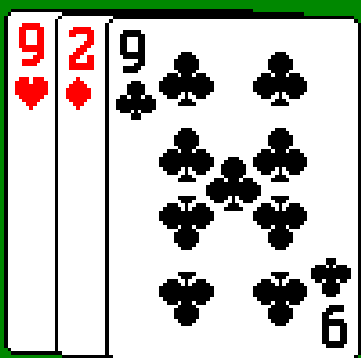
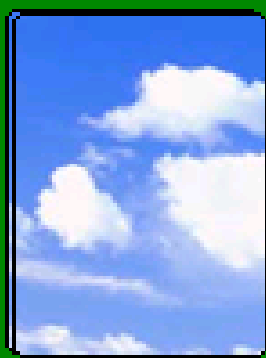


video games

POPULARITY RANK

Long tail + video games = ?

Casual games!



Microsoft Solitaire

BEJEWELLED

score

1405

NEW GAME

NORMAL

TIMETRIAL

OPTIONS

+45

QUIT GAME



15

30

Bejeweled



websites

Flash or HTML5/AJAX

Facebook apps

Flash or HTML5/AJAX

Apple's iOS (iPhone, iPod Touch, iPad)

Objective-C

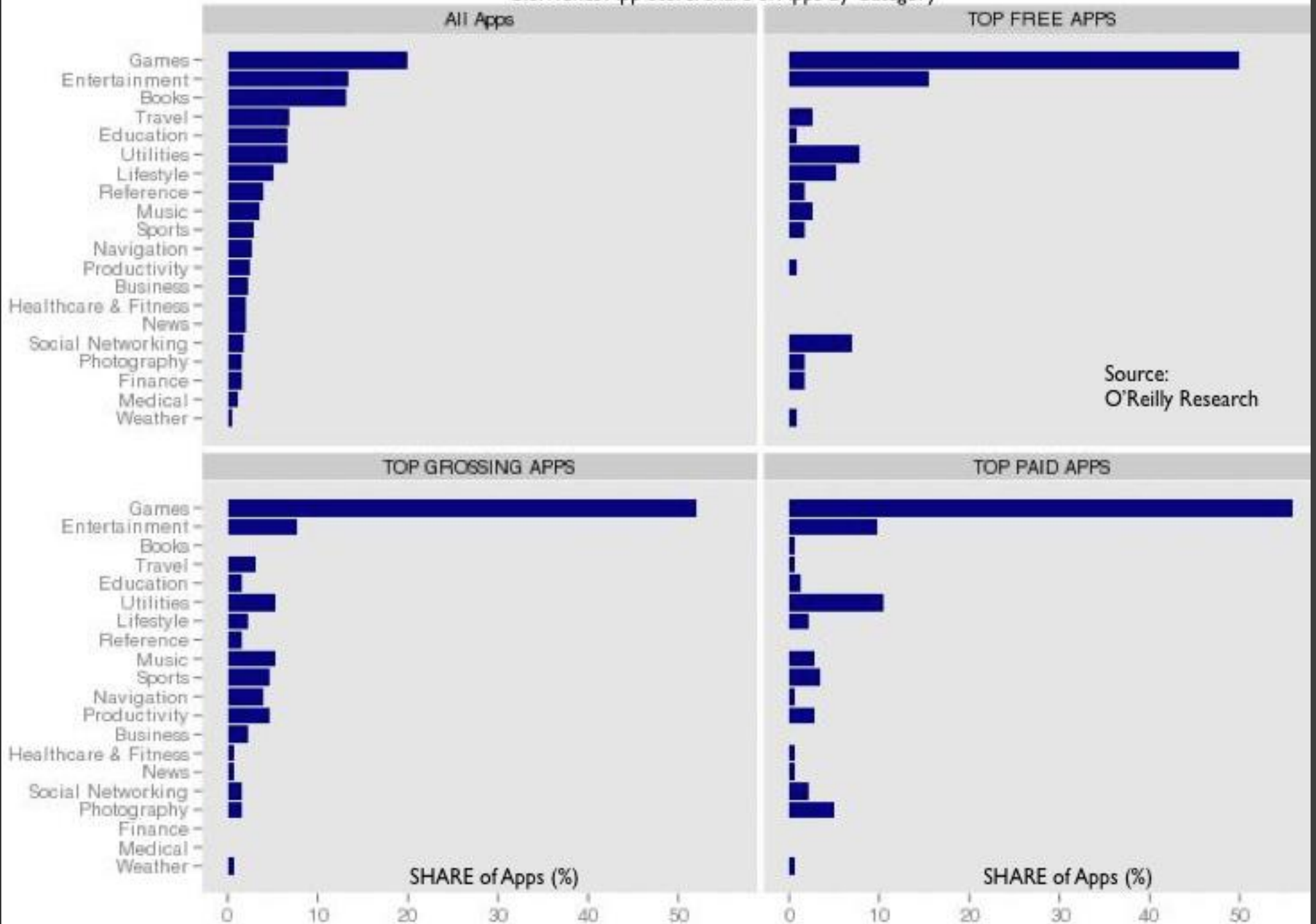
Google's Android OS

Java Dalvik

Legacy mobile phones

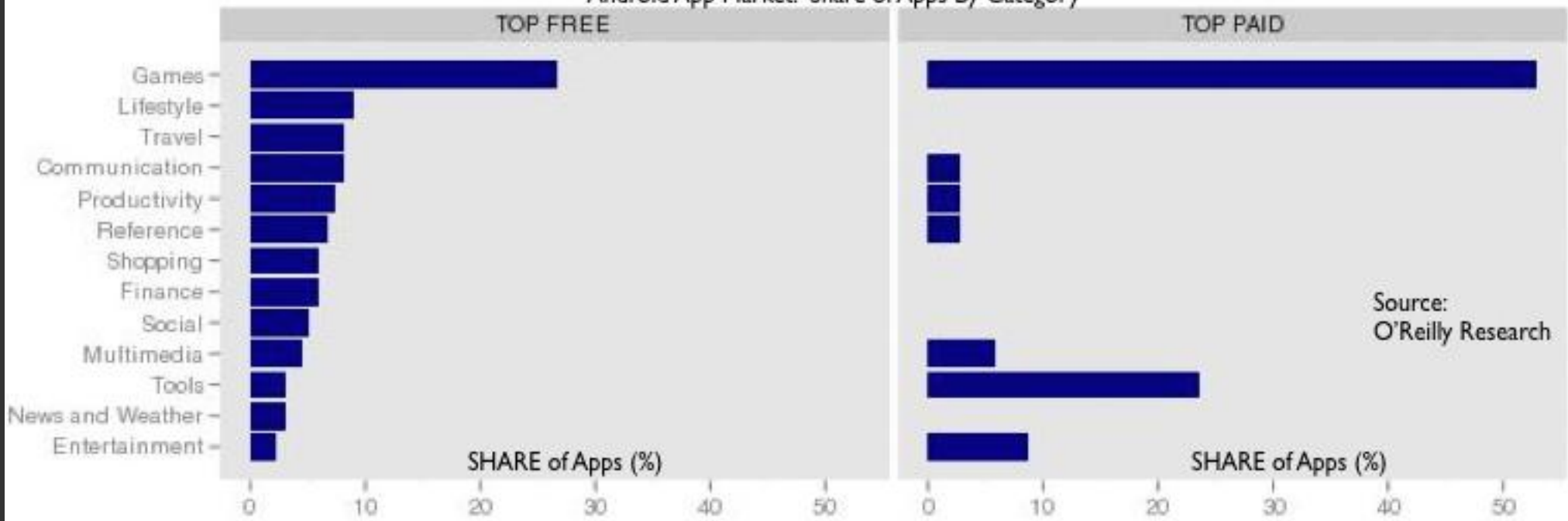
Java Mobile

U.S. iTunes App Store: Share of Apps By Category



Source:
O'Reilly Research

Android App Market: Share of Apps By Category



Source:
O'Reilly Research

Score: 13117 +4392

27

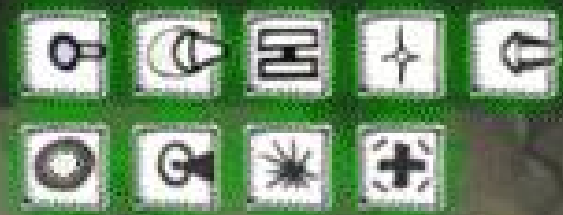
3

391

MUTED

MENU

Send Next Level+54



Desktop Tower Defense

FLYING NORMAL IMMUNE MORPH DARK BOSS SPAWN FLYE

KONGREGAT
play more games
KONGREGAT

Desktop Tower Defense was created by
Paul Preece in March 2007.

The game made around \$100,000 in a year through ads.

Preece quit his job and started **Casual Collective**, a game development company.



Block



DICTIONARY INFO

- ▶ 2 LETTER WORDS
- ▶ BUT THIS WORD IS VALID!
- ▶ PLEASE ADD THIS WORD
- ▶ WHAT IS SOWPODS / TWL?

To check if a word is valid or not, please enter it in the box below.



PLAY WORD

CHALLENGE

SWAP TILES

PASS TURN

Scrabulous was created in 2005 by brothers Rajat and Jayant Argawalla from India.

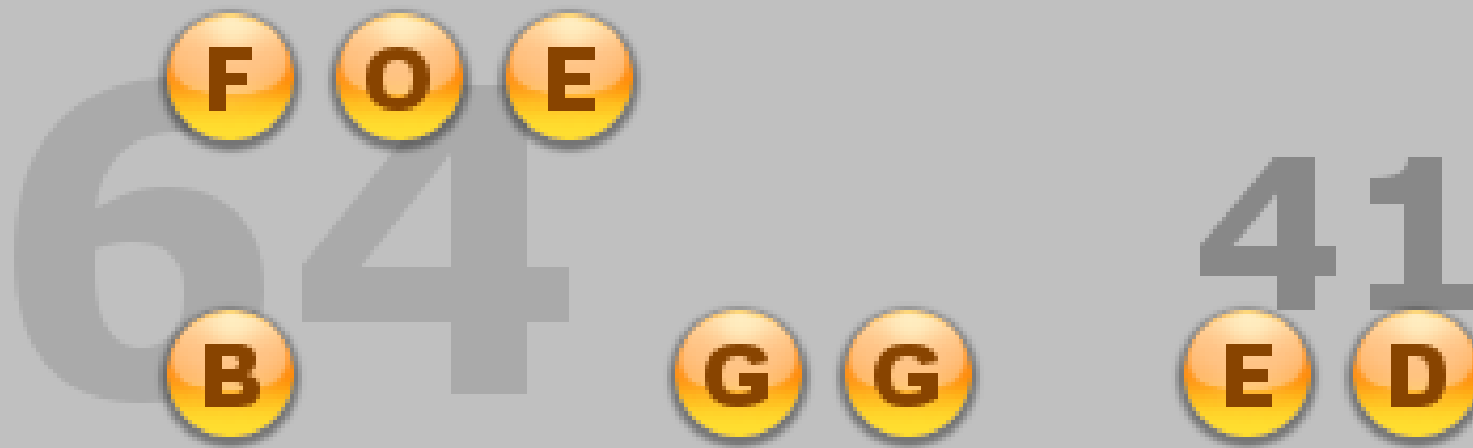
It became the most popular game in Facebook and earned \$25,000 per month in ads.

Scrabulous was hit by a lawsuit by
Hasbro, owner of Scrabble.
The game was closed down and later
brought back as **Lexulous**.

What about myself?

I enjoy developing simple
casual games for fun.

My platform of choice is DHTML.



F	O	G

F	E	E	D

F	O	G	G	E	D	
B	E	E	G	G	E	D

Text Twist

There's more to the video game industry than Starcraft, Halo, and Street Fighter.

You can make a living from creating
simple, casual games.

(There's a lot of value in the long tail.)

All you need is passion, dedication,
and some really good ideas.

*Always be on the look-out
for opportunities.*

Questions?
(Be nice, I'm not an expert!)