

Rebooting a four year old game to the top of the charts

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GAME DEVELOPERS CONFERENCE[®] NEXT
FEATURING APP DEVELOPERS CONFERENCE[™]
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Our portfolio



- Very diverse, high quality
- Sporadic updates and coverage
- “I loved the game, but I’m done”



Continuous improvement

Do we create newer, better games?

Can we reinvent our games?

New questions:

- Why cancel a game?
- Why limit its potential?
- Why make sequels?



Realisation

Miyamoto:

“A delayed game is eventually good. A bad game is bad forever”.

In the context of Games as a Service:

- A “bad” game can be a great foundation!

Age of Zombies?



- Halfbrick's oldest live title (2010)
- Originally for DS, then PSP, then iOS
- Last meaningful update in 2011
- 50 units per week (but happy users)

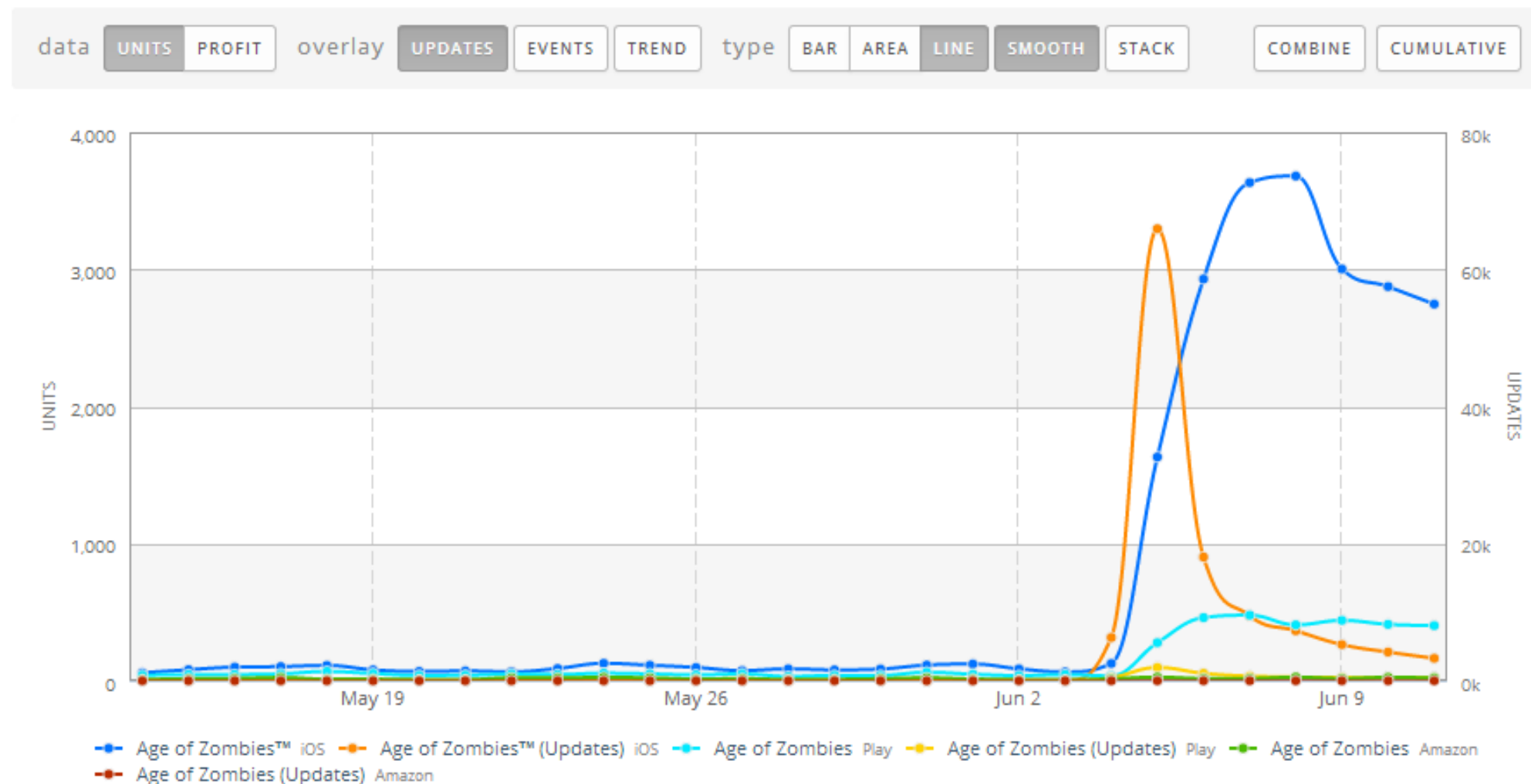
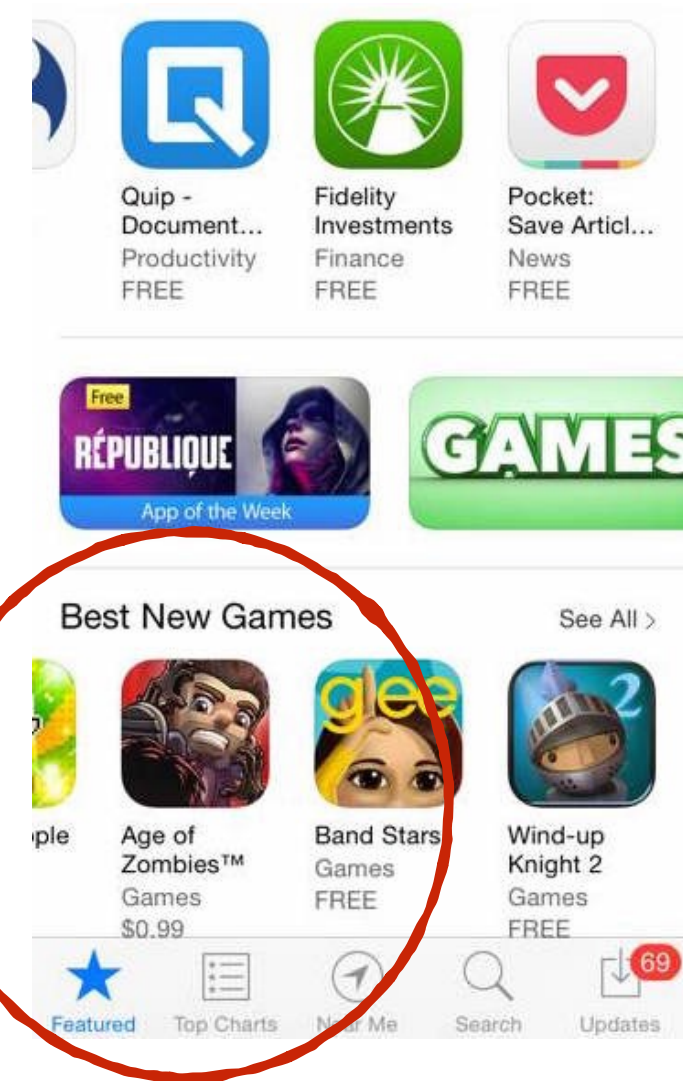
Update 1

- Ride the T-Rex!
- MFI controller support (+ Razer, TV)
- Streamlined story (less exclusive)
- Support more platforms
- Promise a series of experiments





and then this happened



- #11 Top App on App Store charts



What we learned

- People are happy to get a 4 year old game if they feel it's valuable
 - Most people don't realise the game is old
- Getting featured is super important
 - Make your update marketable
- Very few people use gamepads
 - But it got us a lot of press



Update 2 - Late June



- Rapid update made to get featured
- Define the lowest spec for an update
- Ouya as a test for TV platforms



What happened



- Featured again!
 - Small updates work if super targeted
- Bottlenecks
 - Art (sprite sheets)
 - Need app updates for new content
 - Lack of replay value
- Staying paid while preparing for F2P is valuable to stand out



What next?

- Test maximum release speed
- Try to not depend on featuring
- Remove the bottlenecks
- Continue push towards TV platforms





3 updates in 1 month



- #1: Content bottleneck: OTA updates. Co-op.
- #2: Horde mode
- #3: Switch to 3D art
- Weekly new maps
- Weekly contests with Razer, Nvidia

and then this happened

**AGE
ZOMBIES**
**ZOMBIE
MONTH**
POST MORTEM

5
GAME UPDATES
IN ONE MONTH

OVER **50%** 
PLAY MULTIPLAYER

**1 BILLION
ZOMBIES KILLED**



 **TOP
1 RANKING
ACTION GAME**
FOR THE PAST 5 MONTHS

 
4.5 STARS
AVERAGE RATING

**1.3 MILLION
GAME UPDATES**

FRANCE  **USA**  **GERMANY** 

TOP 3 COUNTRIES



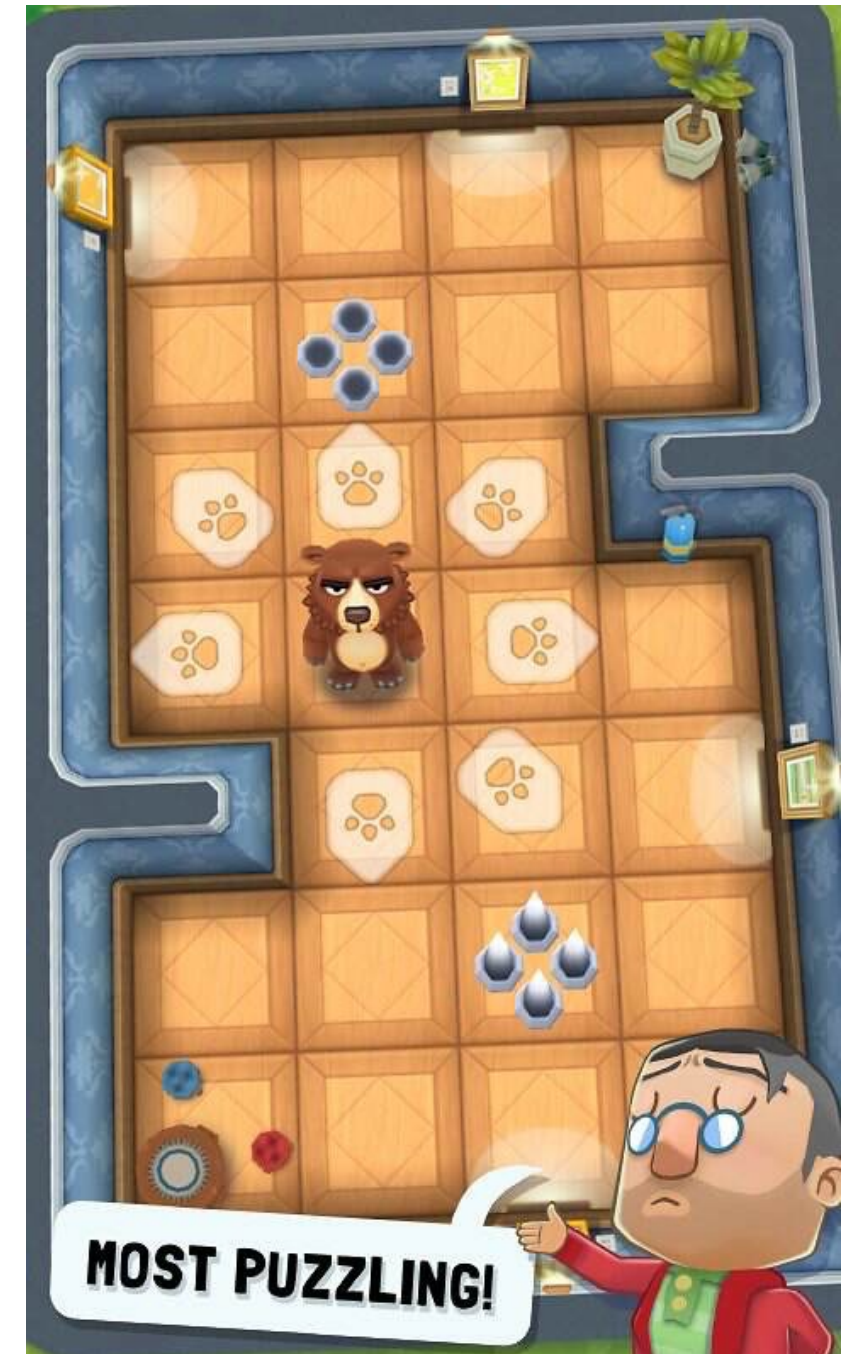


Lessons learned



- Pace requires process changes
- Requires robust technology stack
- Identified bottlenecks in production
- Continuous updates improve BI

Many more to reinvent!





Questions?



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