Cross-Platform Mobile Game Development: What, Why, and How Much?

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Who we are

Founded in 2010, Game Insight is a fast growing gaming company with focus on both development and publishing of top-quality titles. Original IPs are created and developed by Game Insight’s internal network of more than 300 developers, with external publishing opportunities for valued partner studios. The company is headquartered in Moscow, Russia with additional publishing offices in San Francisco, CA. Find more information on Game Insight at the official Web site: [http://www.game-insight.com/](http://www.game-insight.com/)
Our hit games

- Paradise Island HD
- My Country
- Mystery Manor
- The Tribez
- Airport City
Why mobile

★ Premium and IAP revenue will grow to $6.7 billion in 2012 from $4.5 billion in 2011

★ Mobile game market is expected to increase to $17.6B in 2015
Why freemium

★ 68% of app revenue
★ 3.5% to 10 users will convert to paying users
★ $14 average spent per transaction
★ $62 IAP is made by 23% of users

Source: TechCrunch
Why cross-platform

★ Freedom from domination of an individual platform
★ No “discovery issue”
★ Low “entry” cost for new developers
★ Better quality of “UE”
★ No audience fragmentation
★ Possible solution for “fragmentation” issue
It is challenging

★ HTML5 is not “perfect” yet
★ It is too slow
★ Monetization is too low for majority small developers to stay in business
★ Development takes on average from 6-12 months
★ What works for multiplayer games, doesn’t work for stand alone games with limited social features
★ Lack of professional developers
It is challenging

- USA
- China
- Japan
- United Kingdom
- France
- Germany
- Canada
- Australia
- Italy
- France

Games still need to be localized and customized – but it is more expensive with cross platform ones

- South Korea
- Hong Kong
- Taiwan
- United States
- Singapore
- Sweden
- Israel
- Denmark
- Netherlands
- Norway
Our experience

★ 2 years
★ 80+ developers
★ Huge development budget
★ Over 10 revenue generating mobile titles using the same resources
It is still worth it

- If your heart is in creating great game
- You have time
- You have resources
- You are creating game with exceptional “user experience”
- It is MMO (MMORPG) cross platform product
- Don’t keep it “simple”
Make your choice
Thank you!

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