

A nighttime photograph of the Seattle skyline. The Space Needle is prominent on the left, illuminated with white lights. The city's skyscrapers are lit up with various colors, including yellow, white, and blue. In the background, Mount Rainier is visible under a dark sky. The foreground shows some trees and a building with a red roof.

Trends in Casual Games

From Casual Connect Seattle 2009

by Christopher Cummings

What **is** Casual Connect Seattle?

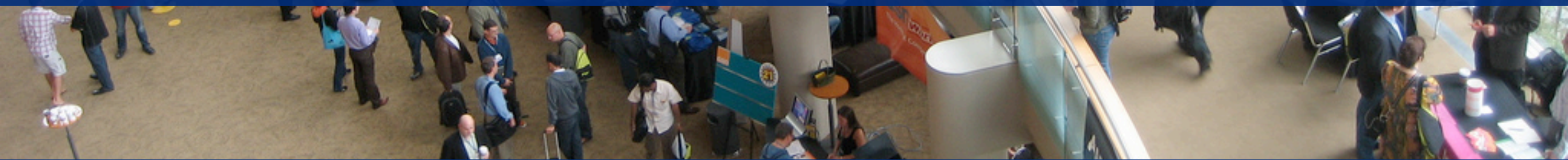
Industry event hosted by Casual Games Association



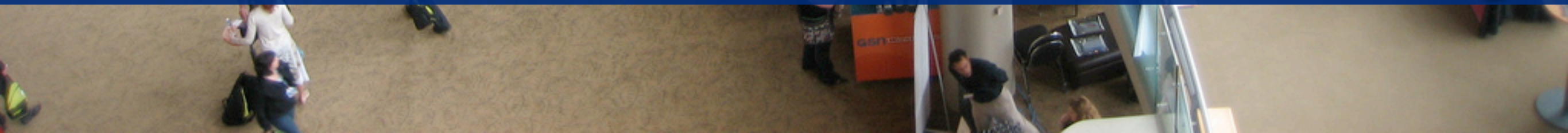
2,000 attendees in 2009



Learning



Networking



Five **General** Trends

Social Games



Zynga's \$50M annual revenues probably drive some interest...

Crossover Games

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[Speed](#) [Memory](#) [Attention](#) [Flexibility](#) [Problem Solving](#)

[Problem Solving](#) > [Raindrops](#) [login to save your scores](#)

Raindrops

It's raining numbers! Solve the equations before they fill the lake.



[How to Play](#) [Play](#)

Personal Best ???

You're exercising Arithmetic

USED FOR	EXAMPLE
Mental calculations	<p>“ I want to improve my grades in school. ”</p> <p>See how your Arithmetic BPI compares to others with a free account</p>
Increased aptitude with numbers	
Making estimates	
Read More	

#1 destination for cognitive training and learning games

over 1 million member community

Existing members [login](#)
New visitors [create your free account](#)

Tip Raindrops Game Tips

“ Familiarize yourself with the numbers on the keypad before you play so you're not constantly looking up and down. ”

—smarty1234

[Suggest a tip](#) ~ [See Another](#)

Growing the market beyond soccer moms...

New Monetization Methods



Developer Center

Ads API

Analytics API

▸ Coins API

Game Distribution

Live Updates

Scores API

 **APPLY TODAY ▸**

 [Coins Docs ▸](#)

MOCHI COINS API

[Log In ▸](#)

[APPLY TODAY ▸](#)

MAKE MONEY FROM PREMIUM FLASH GAMES

The Mochi Coins API is an easy way for Flash game developers to earn money by selling in-game items and upgrades directly to gamers.

[APPLY TODAY ▸](#)

BENEFITS

Profit from your games

The Mochi Coins API enables you to sell in-game upgrades like level unlocks, equipment, special weapons and cheats directly to gamers.

Multiple payment methods

We take the hassle out of payments so you don't have to worry about integration, fraud and customer service.

MochiCoins can be used anywhere

Gamers who buy MochiCoins can spend them in any game that uses the Coins API, anywhere on the web.

Secure login and server-side data

We provide secure login and server side persistence of player data so you can store game state, user data, etc. no matter where your game is played.

HOW IT WORKS

Sell game items and upgrades directly to your gamers

Gamers can fund their MochiCoins wallet and use this virtual currency on any site in any game that uses the Coins API to purchase game items, level unlocks or upgrades. Mochi shares 60% of revenue generated by MochiCoins spent in a game with the developer.

We take the hassle out of virtual goods

The Mochi Coins API is not locked down to any specific website, meaning that gamers can play and purchase in your game no matter where it is on the web. We provide secure login, payment and server-side persistence of player data across all games in the Mochi network. In addition to this, we make marketing and game distribution a breeze through the Mochi network, which powers 10,000+ websites.



Mochi Coins, OfferPal, SuperRewards, TrialPay, etc...

Price Wars



Fierce competition, downward pressure in downloadable games

Premium advertising **booms**...



...as low-end advertising **craters**

Five **Social** Trends

Virtual Worlds & Customization

SORORITY LIFE

DON'T MESS WITH A SISTER





Welcome to Sorority Life - well almost!

As all savvy girls know, you only have one chance to make a first impression. So before you set foot on campus, choose the fiercest outfit, the most memorable name and, of course, the right house. Ladies, this is your chance to create the perfect college you!

Raid the Sorority Life Closet

Skin Tone

Clothes

Hair

Glasses

Shoes





Popular Sisters

Gigi Kim


Kathy Lam


Lauren Watts


Pilar Vega


Renee Landy


Announce changes in your feed to drive adoption

Unlockable Items & Wish Lists

 [Subscribe to Email](#) Let me know when I get attacked.

Mafia Wars CUBA by zynga

[Fly to NY](#)

[Support](#) | [ToS](#) | [forum](#)

 Cuban Pesos ([Bank](#))
C\$497
[Where's my cash?](#)

 Health
200/200

 Energy
64/440
More in 1:20

 Stamina
100/100

 Experience
310634/310807

 Level
222

[Home](#) [Jobs](#) [Fight](#) [Businesses](#) [Inventory](#) [Godfather \(1 !\[\]\(3356a7c089b4e6b11ecdbb76cf615f86_img.jpg\) \)](#) [Profile](#) [My Mafia \(1723\)](#)

BETA Mafia Wars: Cuba is currently in Beta and subject to change. **BETA**

Limited Edition Loot



SWAT Van
\$10,000
★ 7 Attack
🛡️ 26 Defense
Requires 1723 mafia members.

[Buy](#)



Wild West Crates
★ ? Attack
🛡️ ? Defense
20 points for 1
55 points for 3

[Visit the Godfather](#)



WEEKLY SALE
Get rare limited edition items at a discount.

[GO!](#)

Buy Now! Sale inventory changes weekly!

Player Updates [\(clear all updates\)](#)

31 minutes ago:
  You fought as **Sefe Pejci's** Capo. Together you defeated **Archibald Brody** and you received **\$32,500** for doing so.

44 minutes ago:
  You fought as **Don Lindy's** Capo. Together you defeated **Vinnie Nine Fingers** and you received **\$25,000** for doing so.

1 hour, 9 minutes ago:
  You fought as **Don Boles's** Capo. Together you defeated **Cujo** and you received **\$0** for doing so.

1 hour, 9 minutes ago:

[LSM] Capt. Q...

★ Attack: 342
🛡️ Defense: 342
+ Health: 200
⚡ Energy: 440
👤 Stamina: 100

 Time left until next available energy pack: **12:00:44**

Top Mafia




Players can receive one Energy Pack every 23 hours.

Send Energy to Your Mafia 


Complete missions, unlock unique items, create a wish list...


Direct Payments


[Town Square](#) [Supply Shop](#) [Potion Shop](#) [Herbologist](#) [Hops' Haven](#) [Help & D](#)


 Energy: 2 / 4
 Silver: \$ 16
 Gold: \$ 0
[get more gold](#)


[<< Back to the Potions Shop](#)
Support Enchanted Island and receive gold for premium items! We're working hard to make this g
and your support helps make it all possible. **Thank you!**


Paypal








Credit Cards


Amazon Payments


Pay by phone


**Chris the
Mighty**
Level 1 - Worm
5 casts until level-up...
[Open Satchel](#)
[View Your Profile](#)

Donations

199 Gold  Receive a gift of 199 gold for donating \$1.99 Donate \$1.99	499 Gold  Receive a gift of 499 gold for donating \$4.99 Donate \$4.99
999 Gold  Receive a gift of 999 gold for donating \$9.99 Donate \$9.99	1,999 Gold  Receive a gift of 1999 gold for donating \$19.99 Donate \$19.99
4,999 Gold  Receive a gift of 4999 gold for donating \$49.99 Donate \$49.99	9,999 Gold  Receive a gift of 9999 gold for donating \$99.99 Donate \$99.99

Disguise microtransactions as donations; sell limited edition items

Play Anywhere



Same game connected to Facebook, mobile...

User information...



The Prototype website uses Facebook connect to integrate your profile information and photos into the game trailer

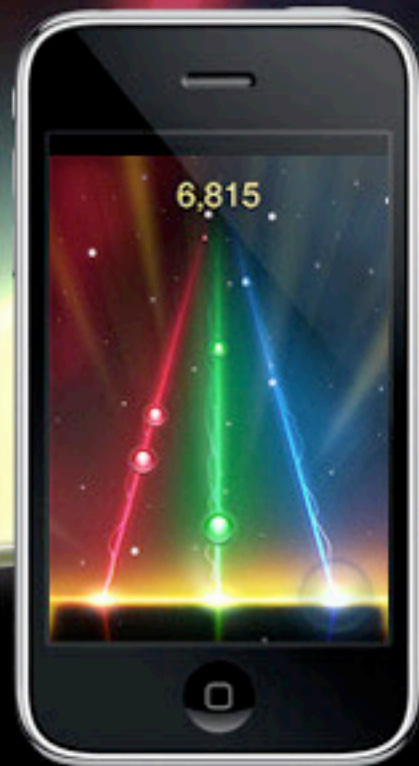
... evolving into **game pieces**

And the **white elephant** in the room?

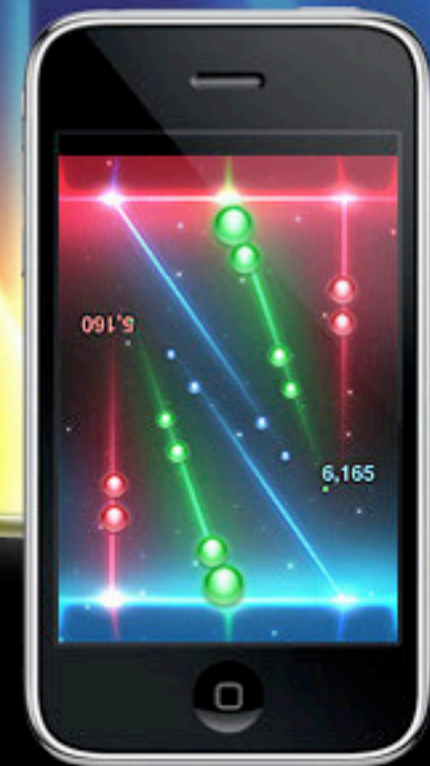


#1 iPhone App!

[Read More...](#)



Tap Tap Revenge



Available on the iPhone
App Store

“We set out to get a million users in a year.
And we got a **million users in ten days.**”

- Bart Decrem, CEO Tapulous

Wide **agreement** iPhone's inspiring.
Exciting. An opportunity. But...

Downward pricing pressure to free or \$0.99



Can you make it up on volume?

300 new games **daily** in the App store



*Very hard to break through the **noise***



Get out of the **rat race** of disposable apps

Use “Free” to **build** your channel

Reward people

Do something **inspiring**



Remember...

Apple's not the only game in town

Being the #1 developer for Nokia probably wouldn't be so bad

The **VC** Perspective

Pitching a VC in 2009?

*“No faster track to the **recycling bin** than anchoring your business model to advertising...”*

- Tim Chang, Norwest Ventures





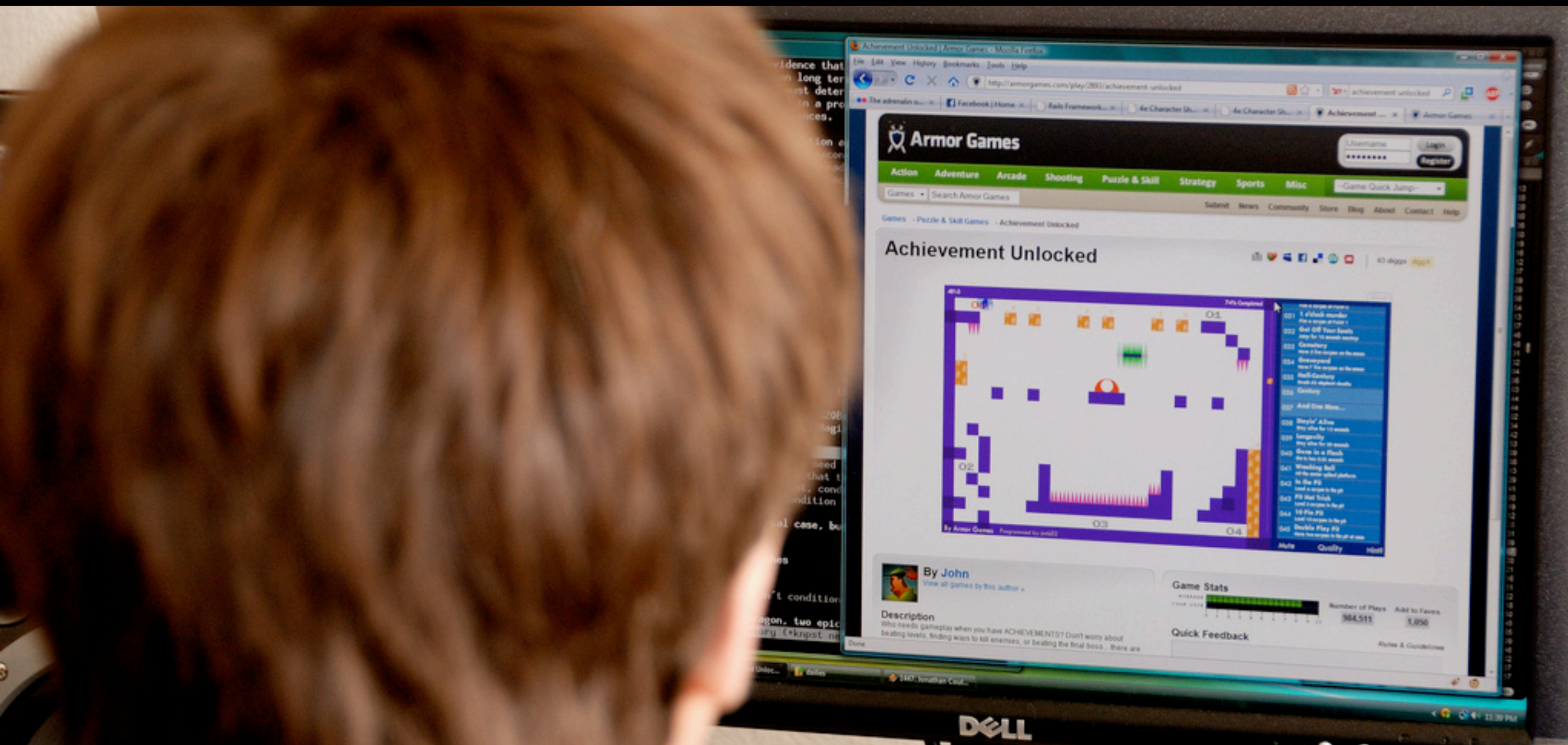
Social is not about the Hierarchy of Needs.
It's about the 7 Deadly Sins.

Extracting **value from free** players



*Recruit
Rate
Review
Promote
Discounts
Chum*

Meta Games *are the* secret sauce



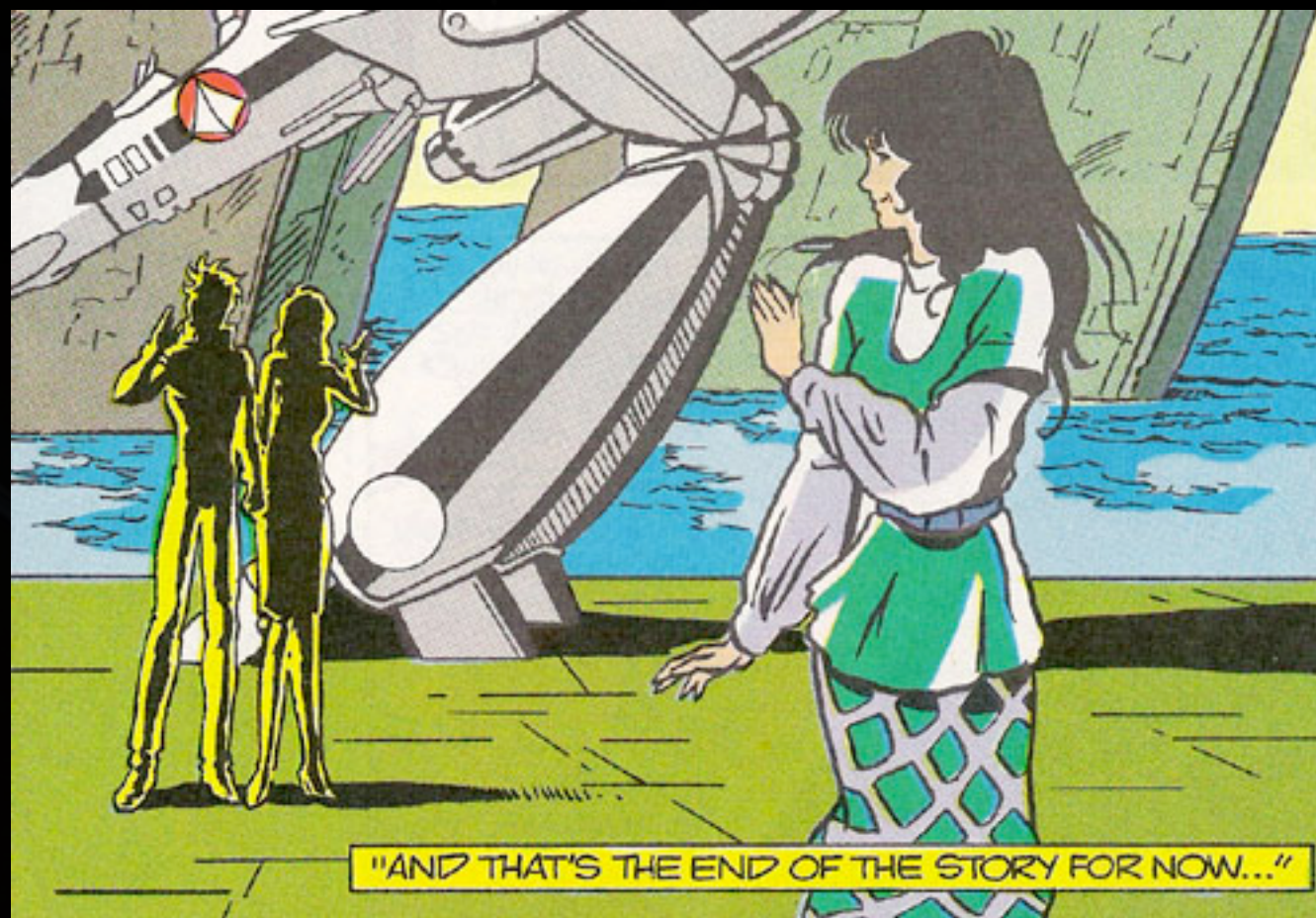
Micro-games = Activities
Meta-games = Activity Drivers
Engagement = Critical

Casual Games 3.0

Cloud-based.

New, inter-changeable currencies.

Mobile gaming overlays real world...



"AND THAT'S THE END OF THE STORY FOR NOW..."

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Meets Pop Culture** at
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View of Casual Connect <http://www.flickr.com/photos/mochimedia/2708837749/sizes/l/>
Take This! And That! <http://www.flickr.com/photos/7533960@N02/3443782849/sizes/l/>
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Pressure <http://www.flickr.com/photos/19751470@N06/3653057132/sizes/o/>
1,000 Mobiles <http://www.flickr.com/photos/gaetanlee/118885444/sizes/l/>
Tapulous <http://www.flickr.com/photos/25419820@N00/2683651321/>
Holding a rat #2 <http://www.flickr.com/photos/bigfatrat/193094202/sizes/o/>
Mafia Wars Cuba <http://www.thecodecave.com/wp-content/uploads/2009/06/mwc.png>
7 Deadly Sins for the Price of One <http://www.flickr.com/photos/dramamath/2659404352/sizes/l/>
Ask 'Merlin' <http://www.flickr.com/photos/ajna6/285222067/sizes/l/>
083 - Achievement Unlocked http://www.flickr.com/photos/el_finco/3386310885/
On A Blue Canvas <http://www.flickr.com/photos/flopper/390208709/>