

# *The biggest challenges in mobile games*

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## Company Portrait

HandyGames™ is a creative and innovative German **developer** and **publisher** for quality mobile games since 2000!

Huge portfolio of **J2ME** games

Development focus on innovations like **motion sensing** and **touch screen** games

Developments for new platforms: **iPhone**, **Blackberry**, **mobile internet**

Strong international distribution network:  
More than 150 partners worldwide

Official content aggregator for Sony Ericsson



## ***Challenges in the Production and Delivery***

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- Handset coverage – different platforms
- Deployment for all partners worldwide is different
- Languages / Localization
- “A global release date” for mobile phone games is close to impossible!
- Development costs are slightly increasing (touch screen, motion sensor, ...)

=> Solvable issues for nearly all established publishers!

## General Challenges

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- Operators outsource the games business or concentrate on very few partners
- New deals at some Operators are only allowed over existing partners / publishers
- Partly no real channel management at Portals
- High traffic charges (killing point for consumers)
- Brands still count more than quality at most Gatekeepers

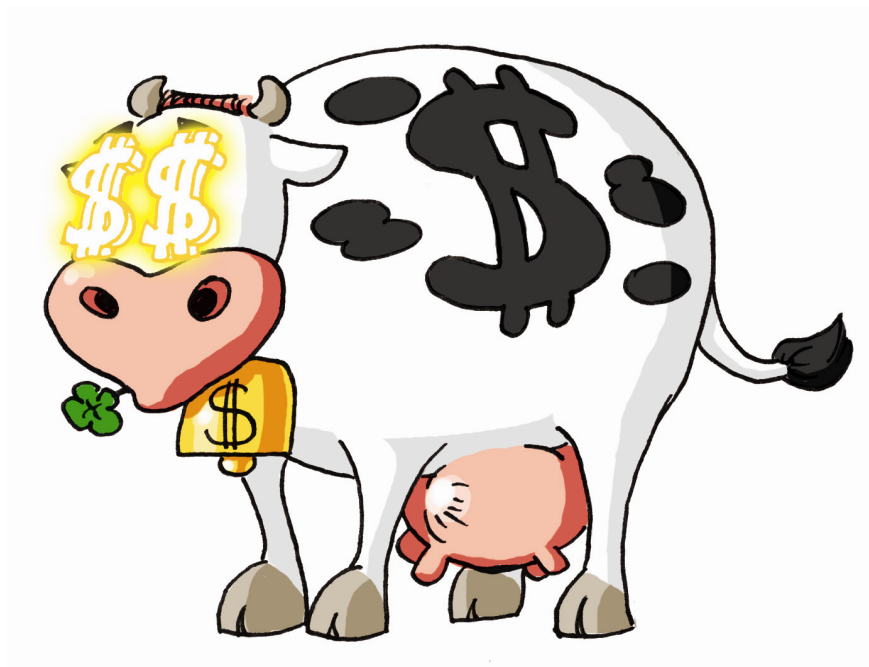
If brands count so much => Why are they not making significant more downloads?

## *How to make money?*

Don't put all eggs into one basket!

- Operators shouldn't work only with the "Duo-poly"
- Publishers shouldn't concentrate only on iPhone, Ad-wrapped or 3D.

=> A good mixture is the best way to make money!



## *How to make money?*

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From a publishers point of view:

- Release game titles which are “fun” and which are worth paying for it. At the end the consumers are buying the products not the gatekeeper!
  - Forget about “me-too” titles - make unique and innovative applications/games!
  - Keep your costs low and invest in technology to speed up the development, porting, localization, delivery, ...
  - Keep the revenue and development chain small.
  - Try to build up your own IPs or they will end up at EA ;)
  - Do not try to develop a better FIFA, NFS, PoP, ....
- ⇒ J2ME is the bread and butter business (plan able) – iPhone is the fantasy (not plan able)

# Contact



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