

FILANTROPICKÝ PRÍSTUP K VÝVOJU MOBILNÝCH HIER A ICH POTENCIÁLNY VPLYV NA SPOLOČNOSŤ.

UTB FMK ADD 2020 // EMA STOLIČNÁ

V AKOM STAVE JE HERNÝ PRIEMYSEL?

AKÉ HRY SÚ ÚSPEŠNÉ?

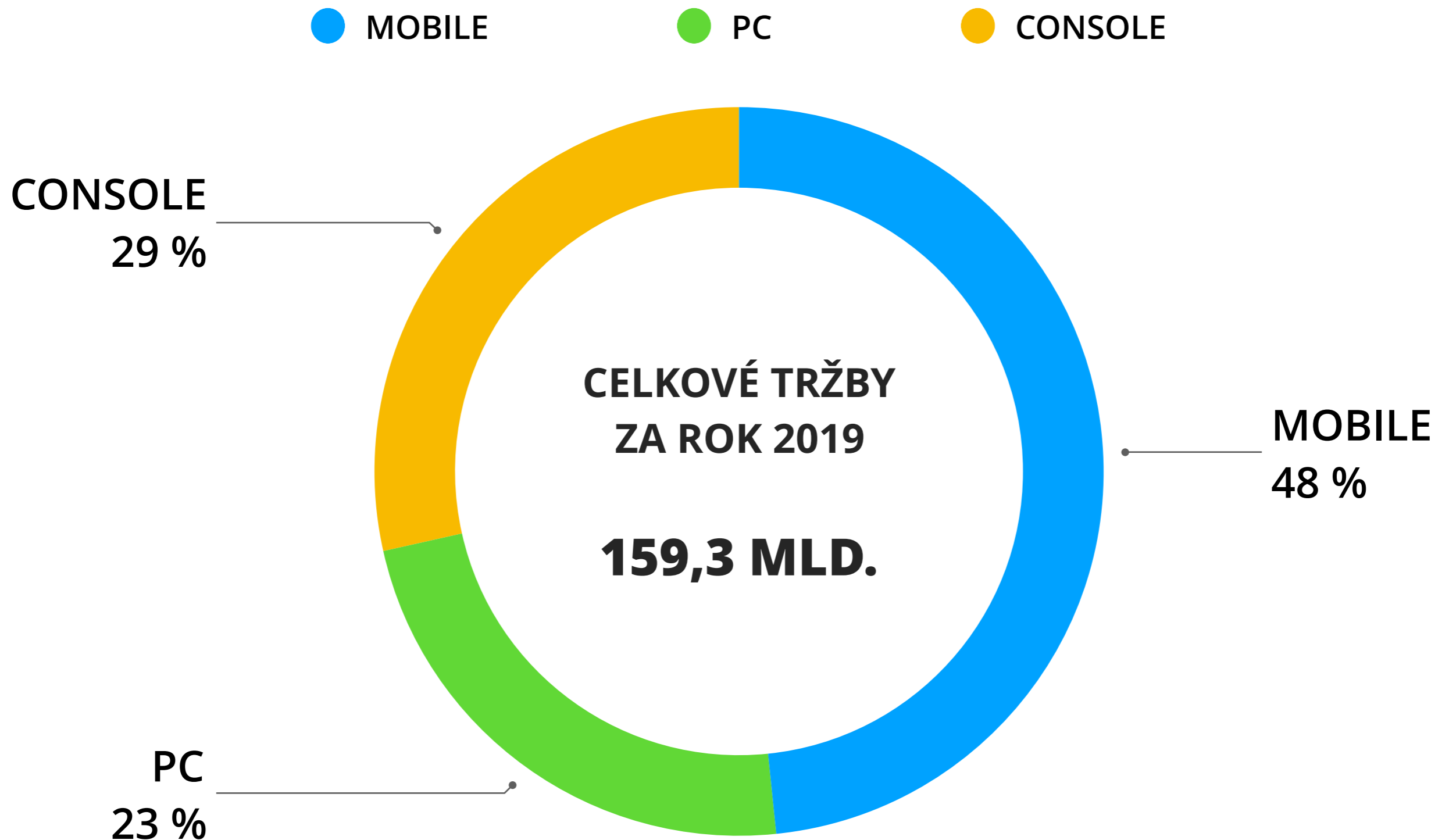
AKÉ PROCESY PREBIEHAJÚ PRI VÝVOJI HIER?

VENUJE SA HERNÝ PRIEMYSEL FILANTROPII?

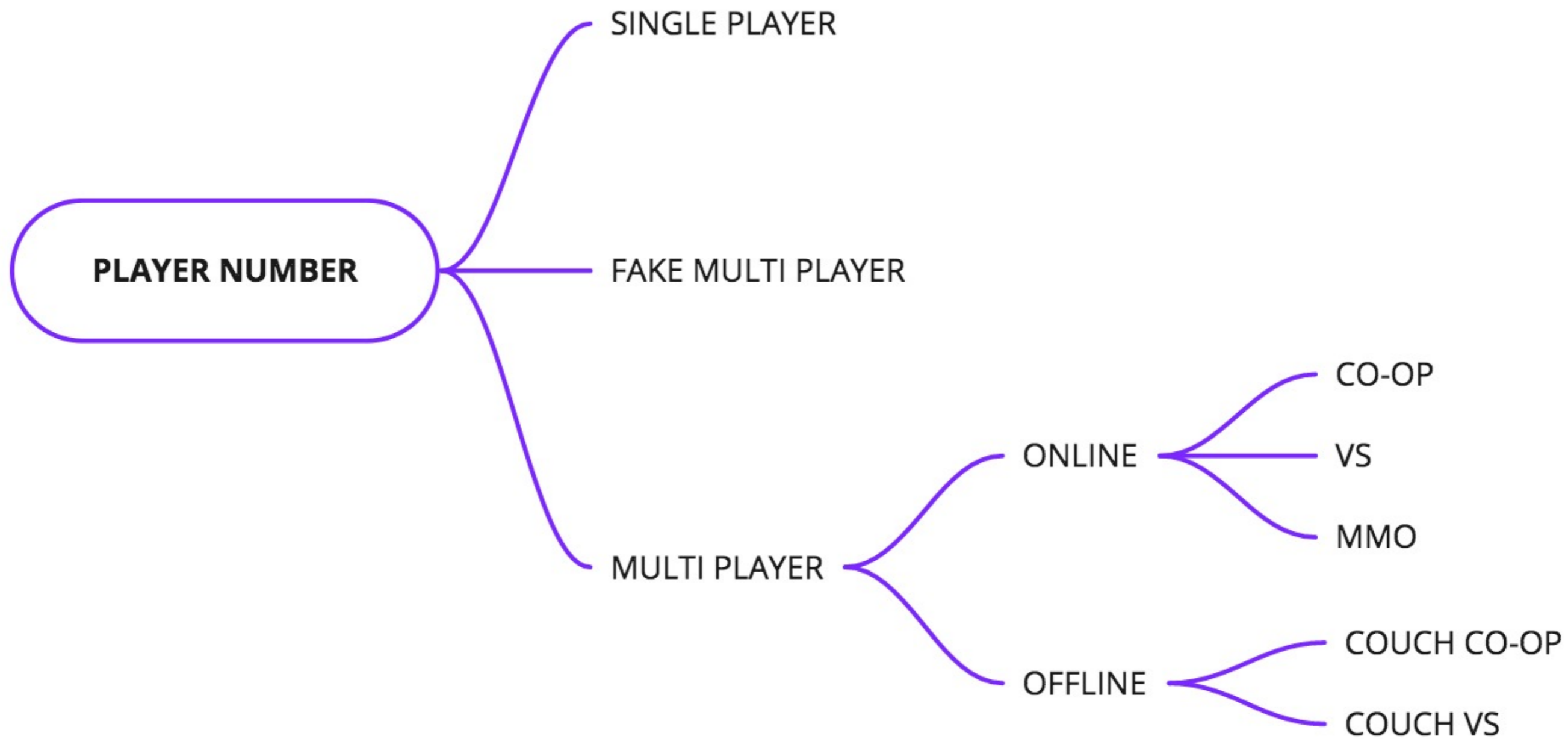
AK ÁNO, AKO?

**JE MOŽNÉ VYTVORIŤ HRU POSTAVENÚ NA
FILANTROPII?**

SÚČASNÝ STAV HERNÉHO PRIEMYSLU



TYPY HIER PODĽA POČTU HRÁČOV



14 NAJOBĽÚBENEJŠÍCH ŽÁNROV HIER

ACTION

ADVENTURE

FIGHTING

**REAL-TIME
STRATEGY**

NARRATIVE

FPS

BATTLE-ROYALE

SPORT

SIMULATION

PUZZLE

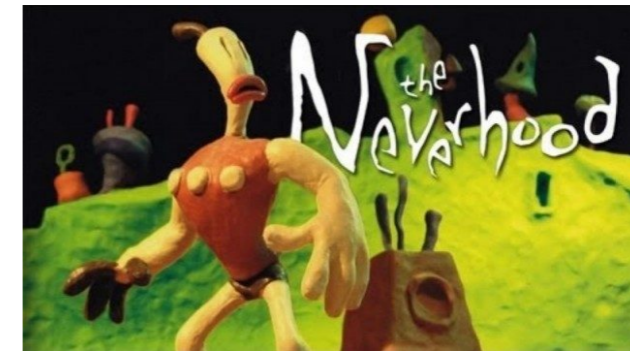
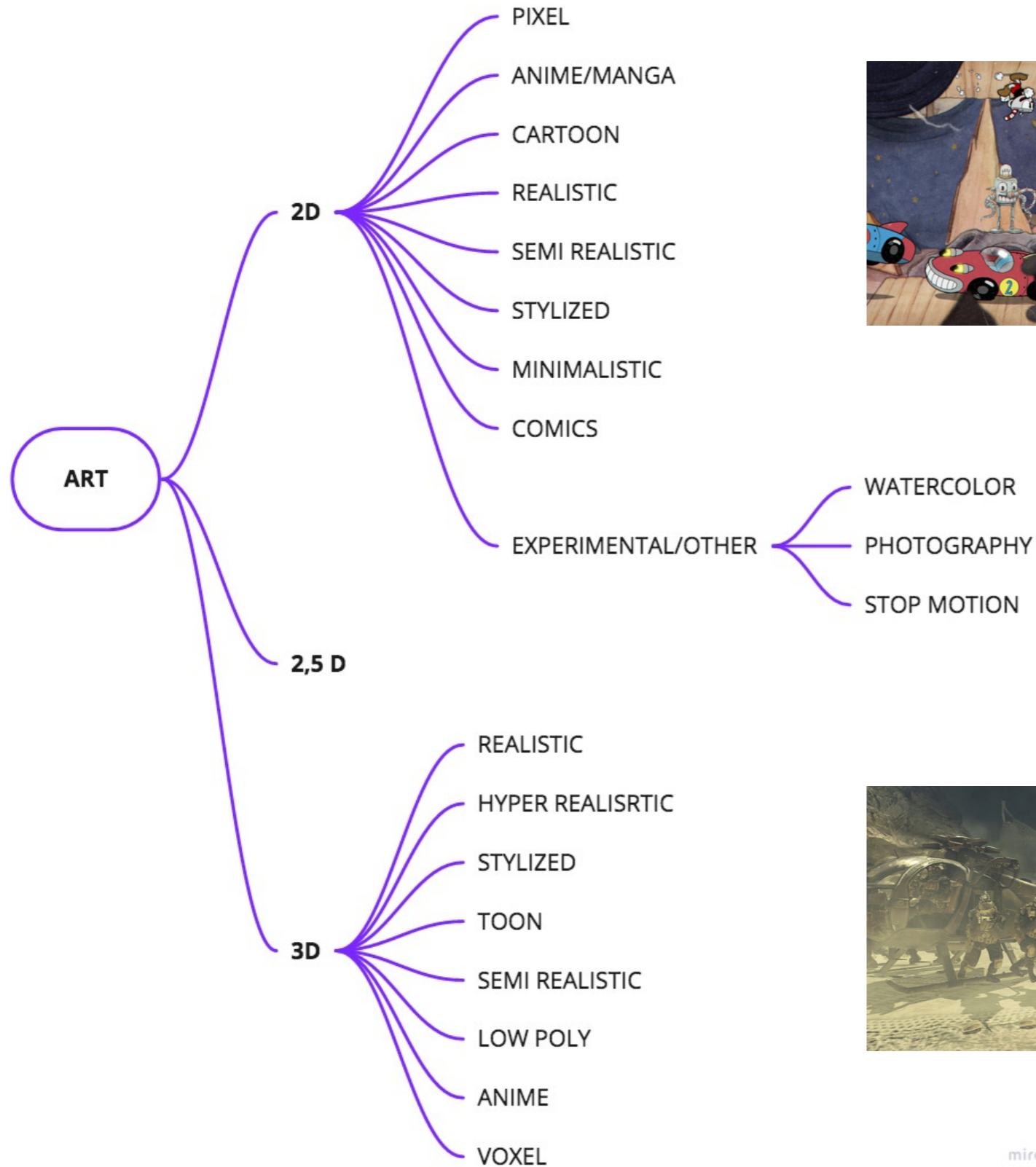
BOARD

RPG

HORROR

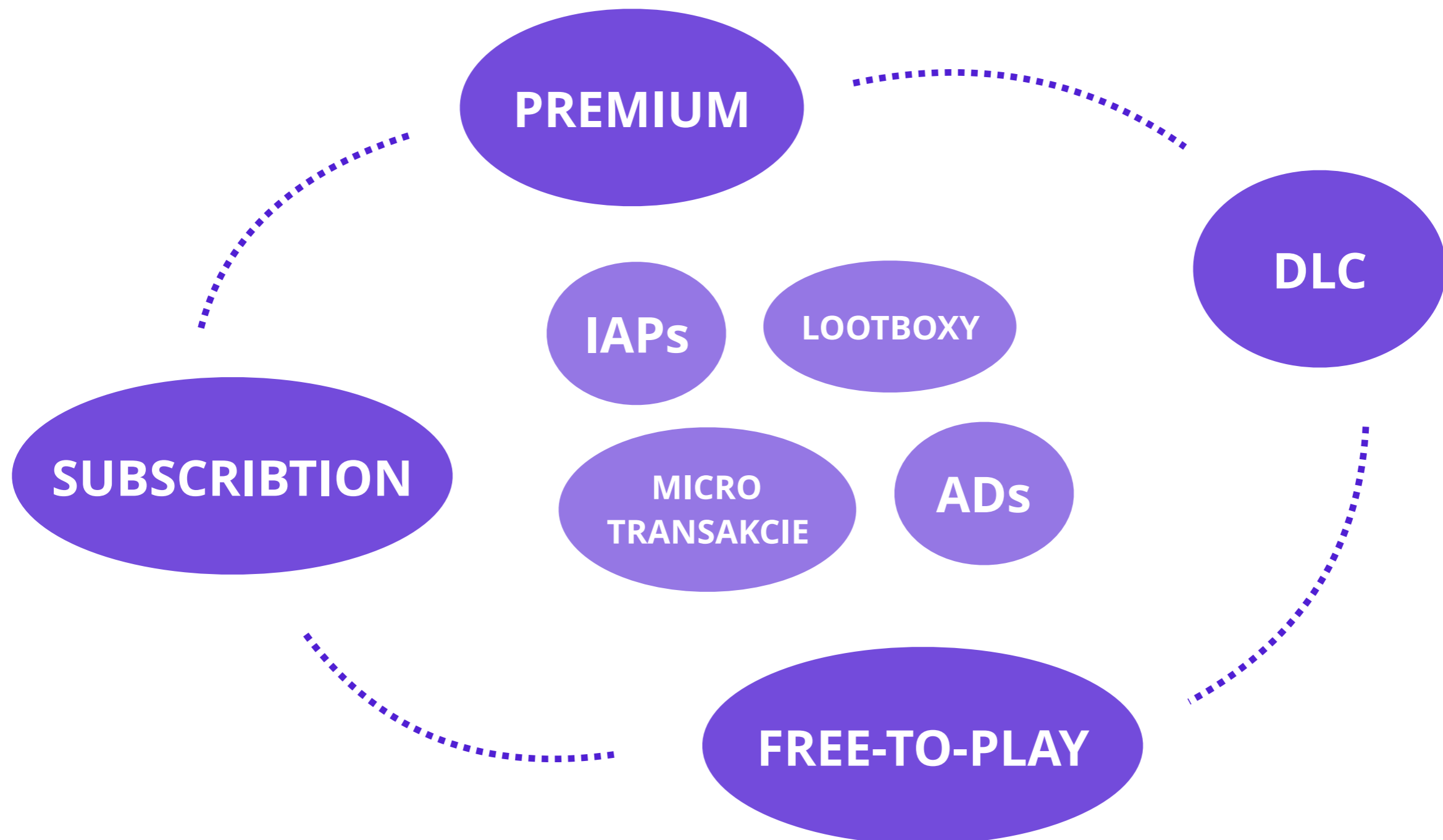
RACING

TYPY HIER PODĽA UMELECKEJ ŠTYLIZÁCIE

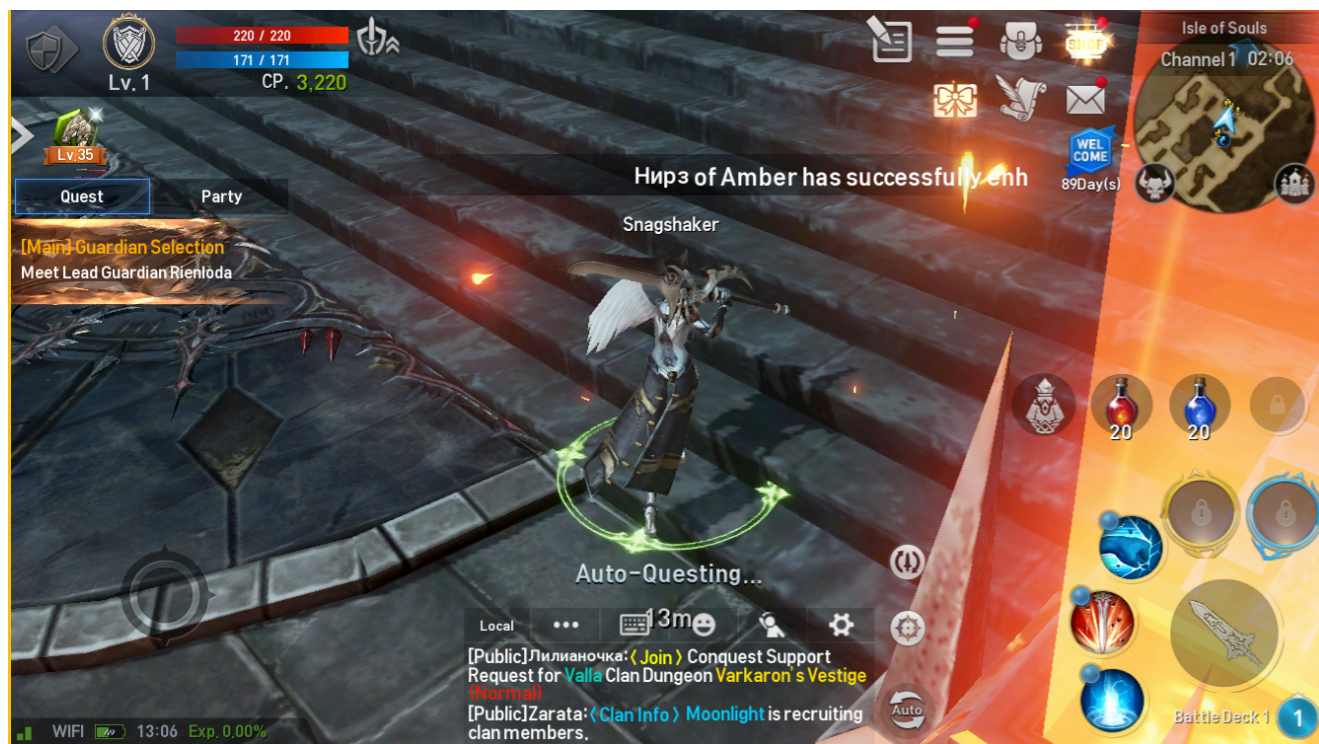


MONETIZÁCIA

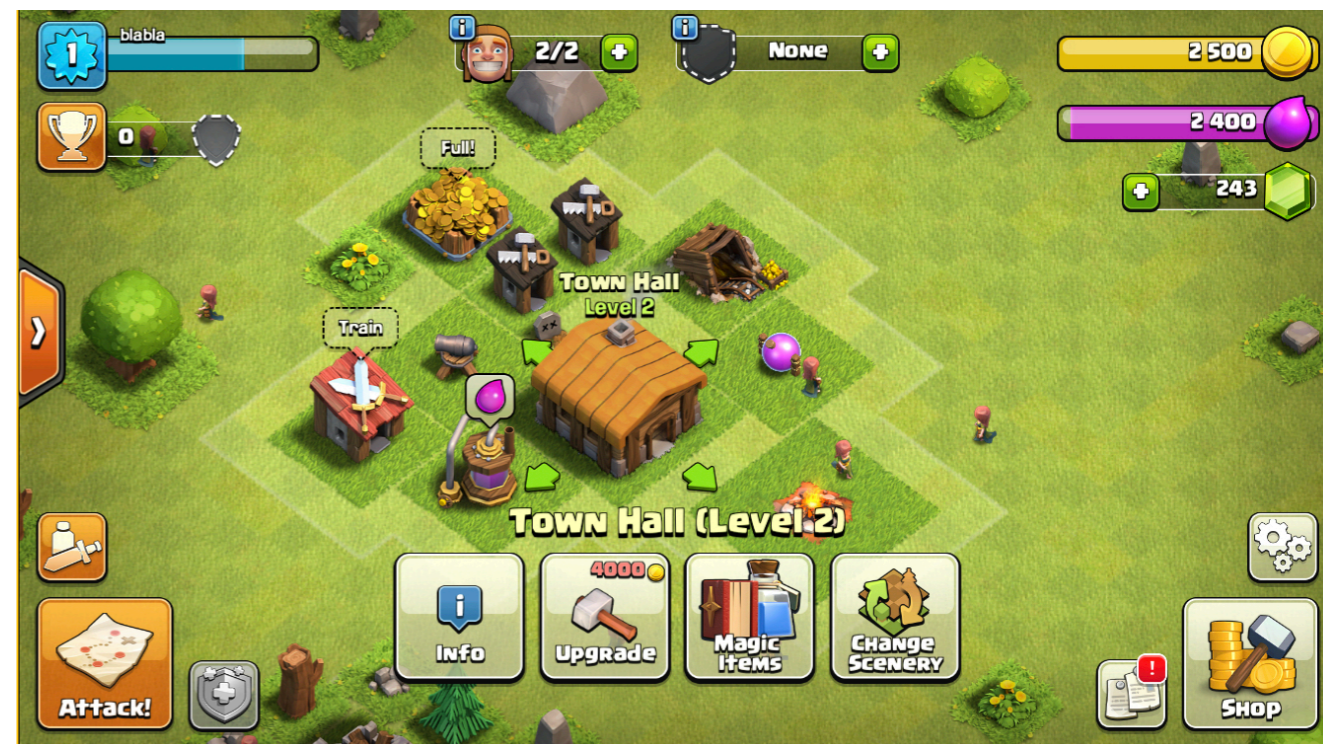
Spôsoby akým vývojár generuje zisk. Jednotlivé modely využívajú rôzne funkcie ako motivovať hráča aby utratil skutočné peniaze do danej hry.



MOBILNÉ HRY

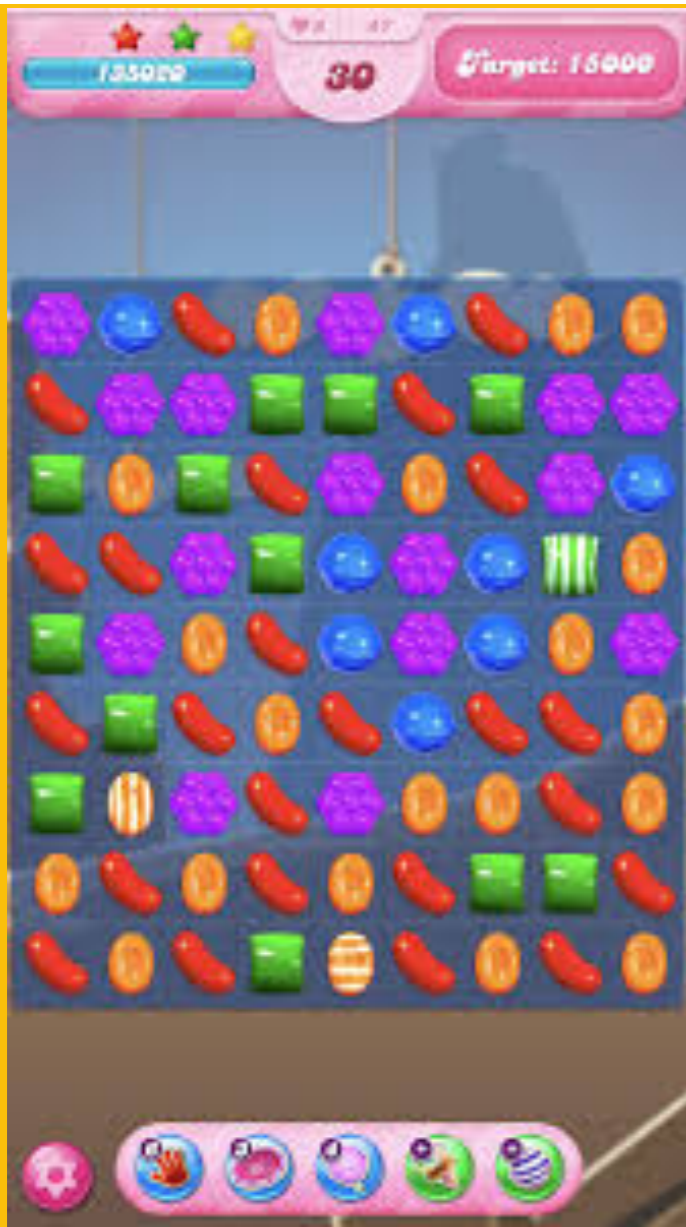


HARD CORE



MID CORE

MOBILNÉ HRY



CASUAL



HYPER-CASUAL



IDLE

ÚSPEŠNOST MOBILNÝCH HIER

Top Mobile Games by Worldwide Revenue for June 2020



Overall Revenue

1		Honor of Kings Tencent	▲
2		PUBG Mobile Tencent	▼
3		Monster Strike Mixi	▲
4		Roblox Roblox	▼
5		Pokémon GO Niantic	▲
6		Brawl Stars Supercell	▲
7		Coin Master Moon Active	▼
8		Rise of Kingdoms Lilith Games	▲
9		Gardenscapes Playrix	▼
10		Fate/Grand Order Sony	-

App Store Revenue

1		Honor of Kings Tencent	-
2		PUBG Mobile Tencent	-
3		Roblox Roblox	▲
4		Brawl Stars Supercell	★
5		Three Kingdoms Strategic Alibaba	▼
6		Fortnite Epic Games	▲
7		Pokémon GO Niantic	▲
8		Monster Strike Mixi	▼
9		Fantasy Westward Journey NetEase	▼
10		Rise of Kingdoms Lilith Games	★

Google Play Revenue

1		Lineage 2M NCSOFT	▲
2		Monster Strike Mixi	▲
3		Coin Master Moon Active	▼
4		Pokémon GO Niantic	▲
5		Fate/Grand Order Sony	▲
6		Lineage M NCSOFT	▼
7		Garena Free Fire Garena	▲
8		Rise of Kingdoms Lilith Games	▼
9		Gardenscapes Playrix	▼
10		PUBG Mobile Tencent	▼

Note: Does not include revenue from third-party Android stores in China or other regions. ▲ = Rank up over last month ▼ = Rank down over last month ★ = New to top chart

(CORE) MECHANIKY A METAGAME

MECHANIKY

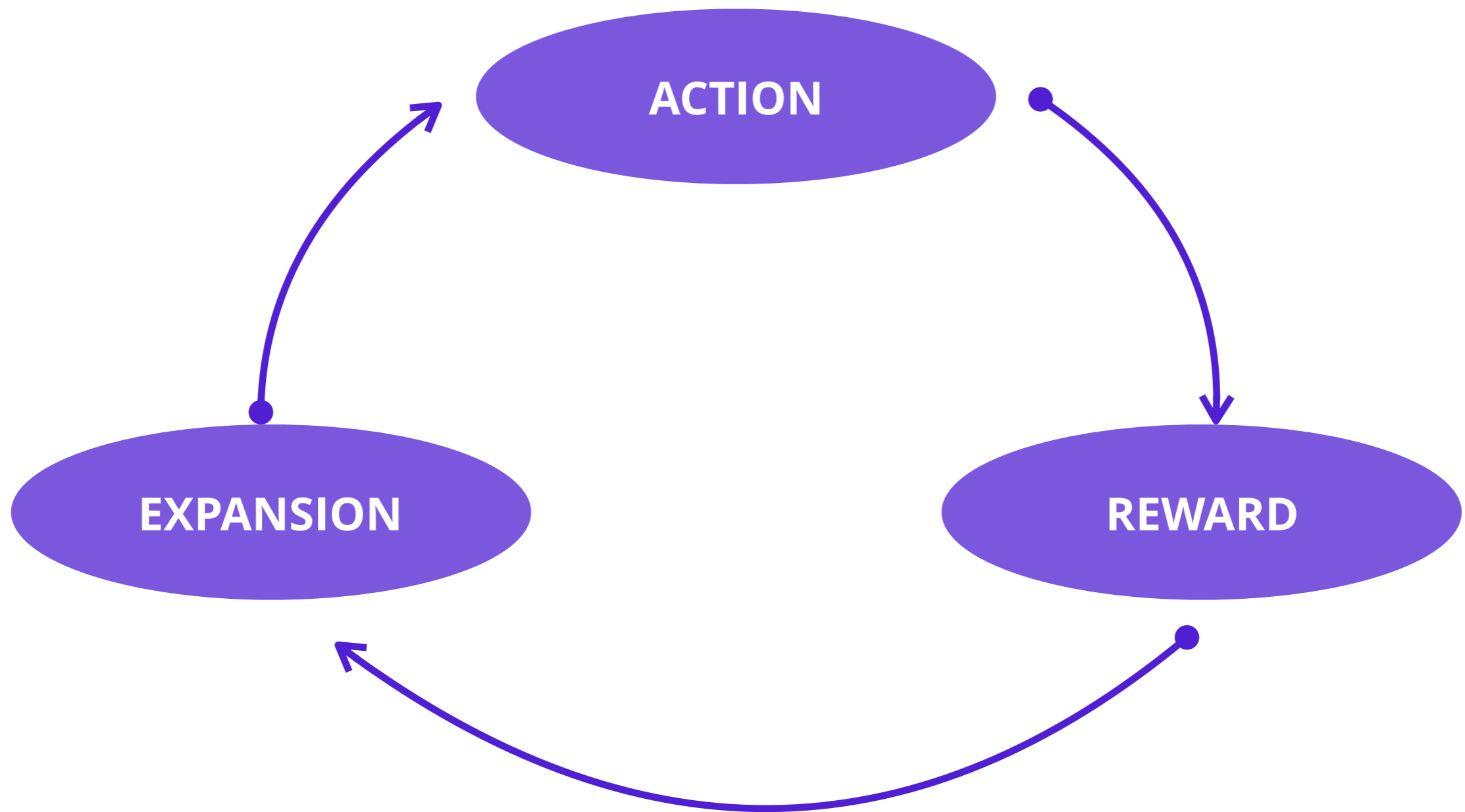


CORE GAME

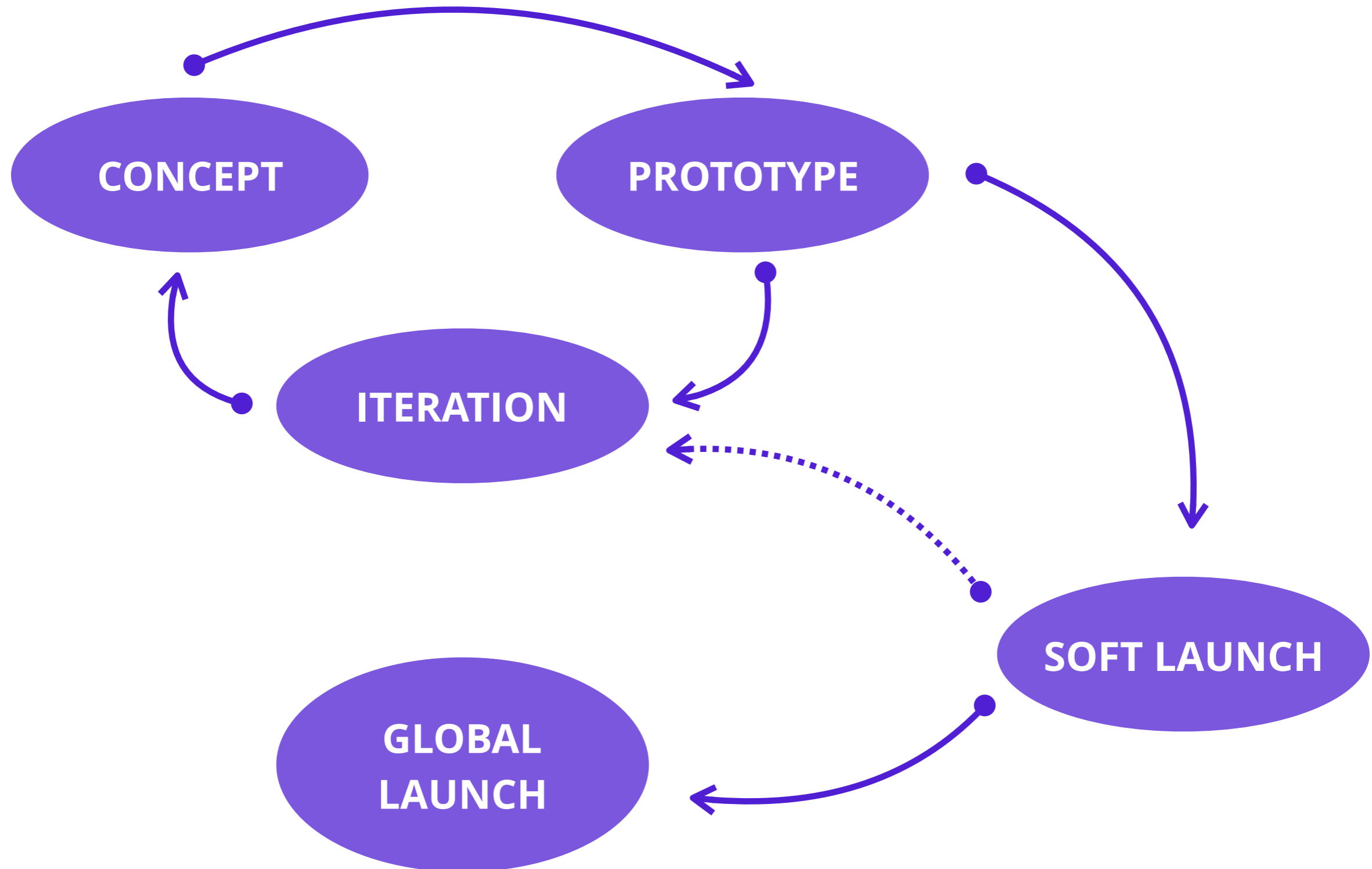


METAGAME

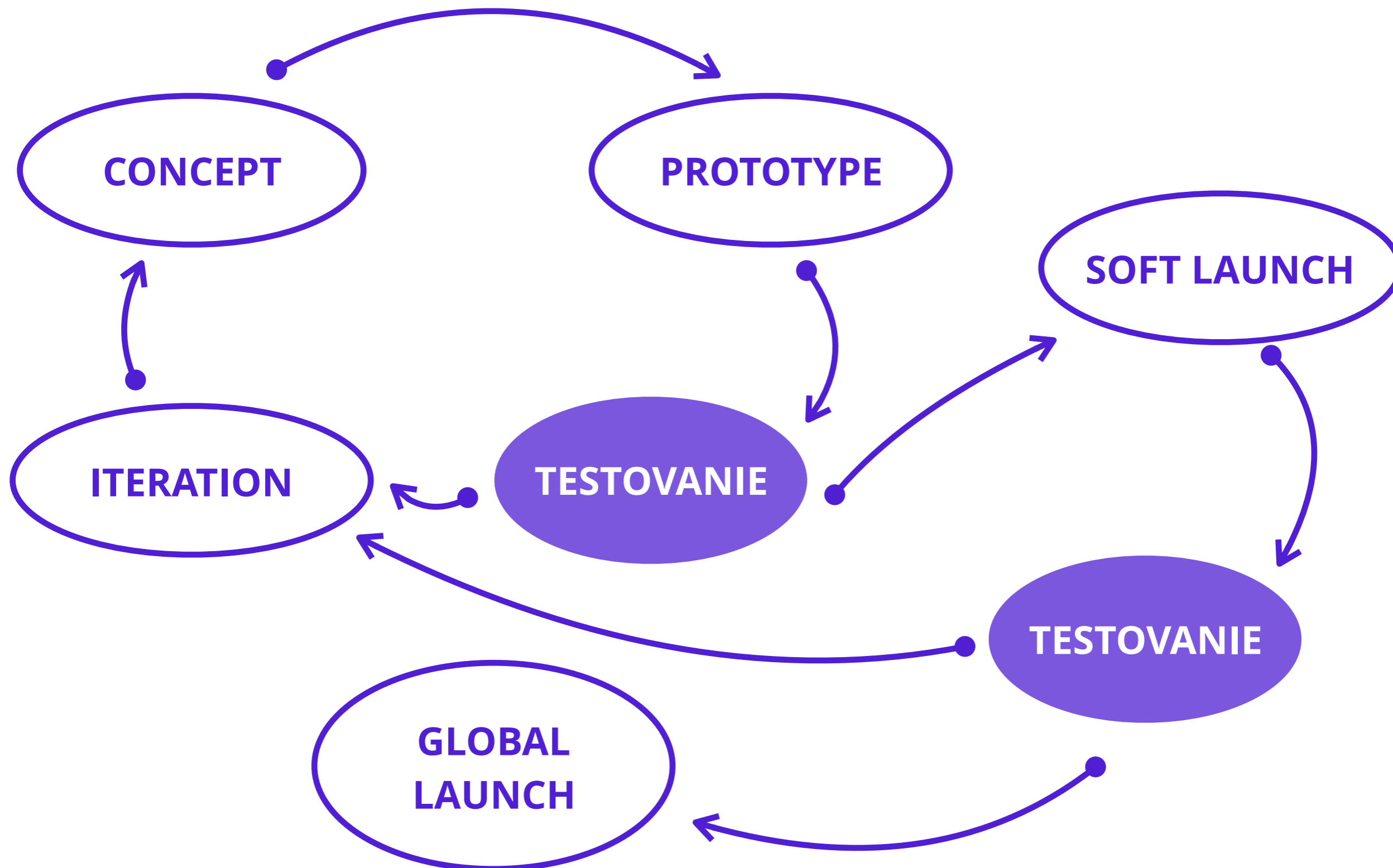
CORE-LOOP



POSTUPY VÝVOJA MOBILNÝCH HIER



TESTOVANIE A KPIS



MARKETING A UA

02 - SK 05:08 74%

Two Dots
Sponsored ·

We can't get past level 17! Can you?

How smart are you?

Draw this without lifting your finger or overlapping lines



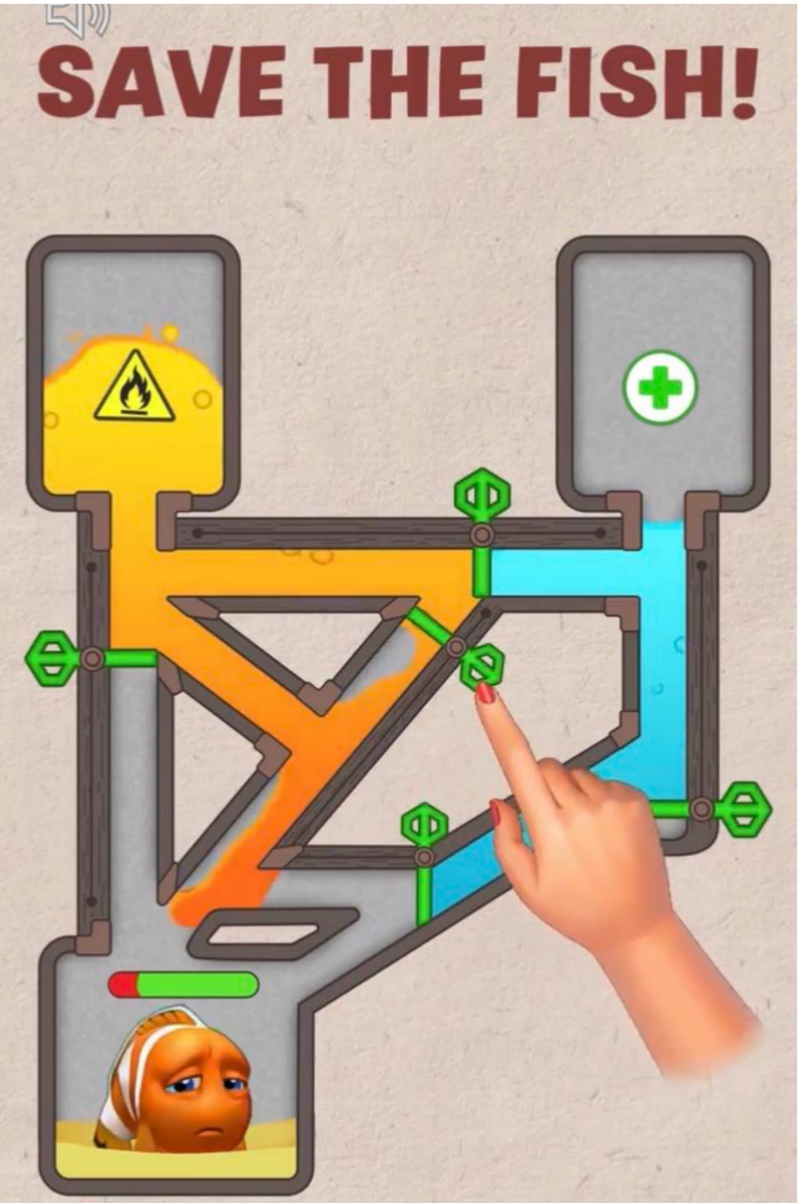
OVER 8 MILLION PLAYERS

[Two Dots](#) [Play Game](#)

Home, Video, Store, Friends, Notifications, Menu icons



SAVE THE FISH!



FILANTROPIA

Jedna z moderných foriem darcovstva či dobročinnosti, ktorá sa snaží riešiť problémy spoločnosti podporou vzdelávania, inovácií a rozvojom schopností ľudí, aby si boli schopní sami pomôcť a neboli odkázaní na almužny. Snaží sa podporiť tie schopnosti ľudí, ktoré im pomôžu naštartovať proces na dosiahnutie vyššej kvalite života. V ideálnom prípade sa snaží selektívne riešiť problémy spoločnosti tak, aby bola spravodlivejšia a lepšia. Jedná sa teda o isté nesebecké činnosti, ktorých hlavný účel je pozitívny vplyv na rozličné problémy v spoločnosti.

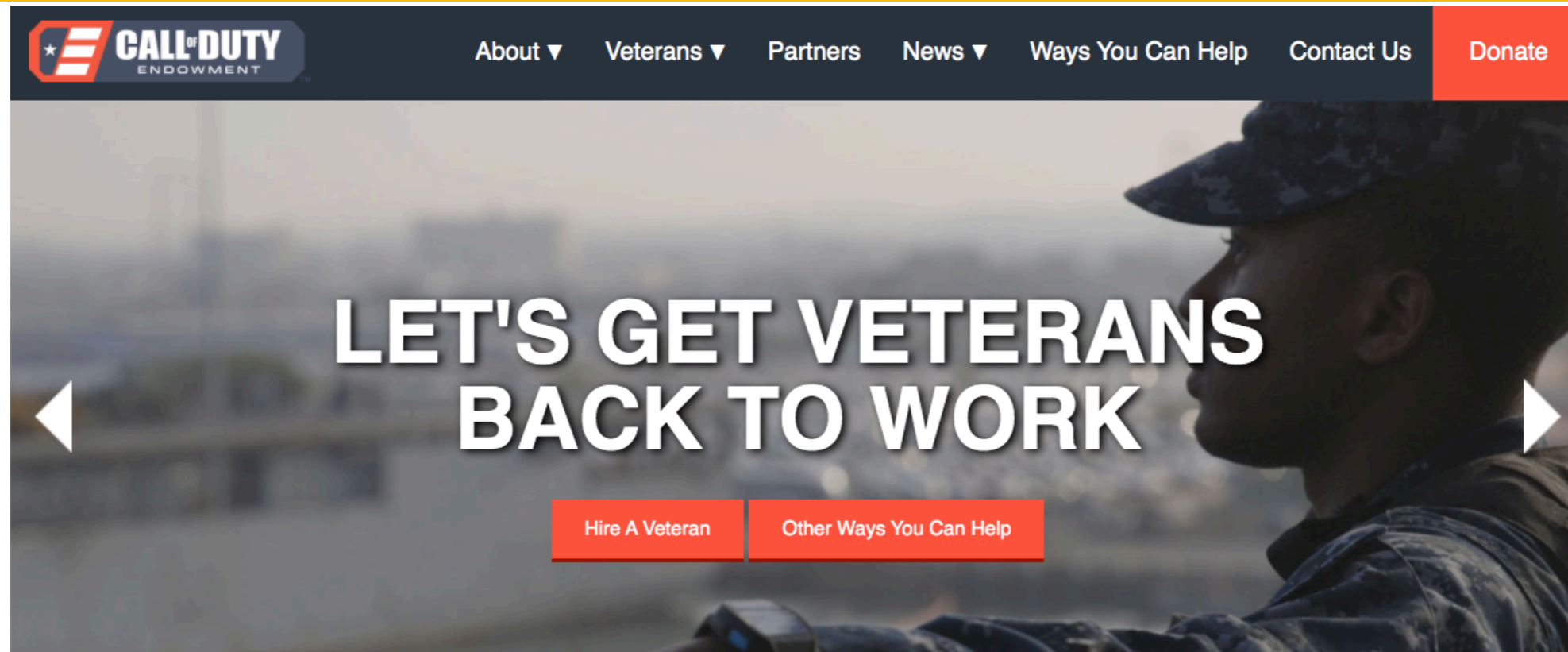


FILANTROPIA OSOBNOSTÍ



TIM SWEENEY, MIKE MORHEIM, BOBBY KOTNICK, MA HUATENG

FILANTROPIA SPOLOČNOSTI



CALL OF DUTY
ENDOWMENT

About ▼ Veterans ▼ Partners News ▼ Ways You Can Help Contact Us Donate

LET'S GET VETERANS
BACK TO WORK

Hire A Veteran Other Ways You Can Help

A banner for the Call of Duty Endowment website. The top left features the Call of Duty Endowment logo. The top right has a navigation menu with links for About, Veterans, Partners, News, Ways You Can Help, Contact Us, and a red 'Donate' button. The main content area has a background image of a soldier in profile. Large white text reads 'LET'S GET VETERANS BACK TO WORK'. Below this are two red buttons: 'Hire A Veteran' and 'Other Ways You Can Help'. Navigation arrows are on the left and right sides.



LAST CHANCE

OVERWATCH[®]

NEW CHARITY SKIN

PINK MERCY

ENDS 5/21

GET IT NOW

BCRF BREAST CANCER RESEARCH FOUNDATION

A promotional banner for the Overwatch 'Pink Mercy' charity skin. The background is a light blue and white gradient. On the right is a 3D render of the Mercy character in her pink and black 'Pink Mercy' skin. Text on the left includes 'LAST CHANCE' in blue italics, 'OVERWATCH' in bold black, 'NEW CHARITY SKIN' in blue, 'PINK MERCY' in pink italics, and 'ENDS 5/21' in grey. A pink button with 'GET IT NOW' is at the bottom left. The BCRF logo is at the bottom right.

FONDY, CDE, PINK MERCY SKIN, MAKE A WISH

FILANTROPIA GEEKOV



GAMES DONE QUICK, DESERT BUS FOR HOPE, NINJA, DR. LUPO

GAMES FOR GOOD

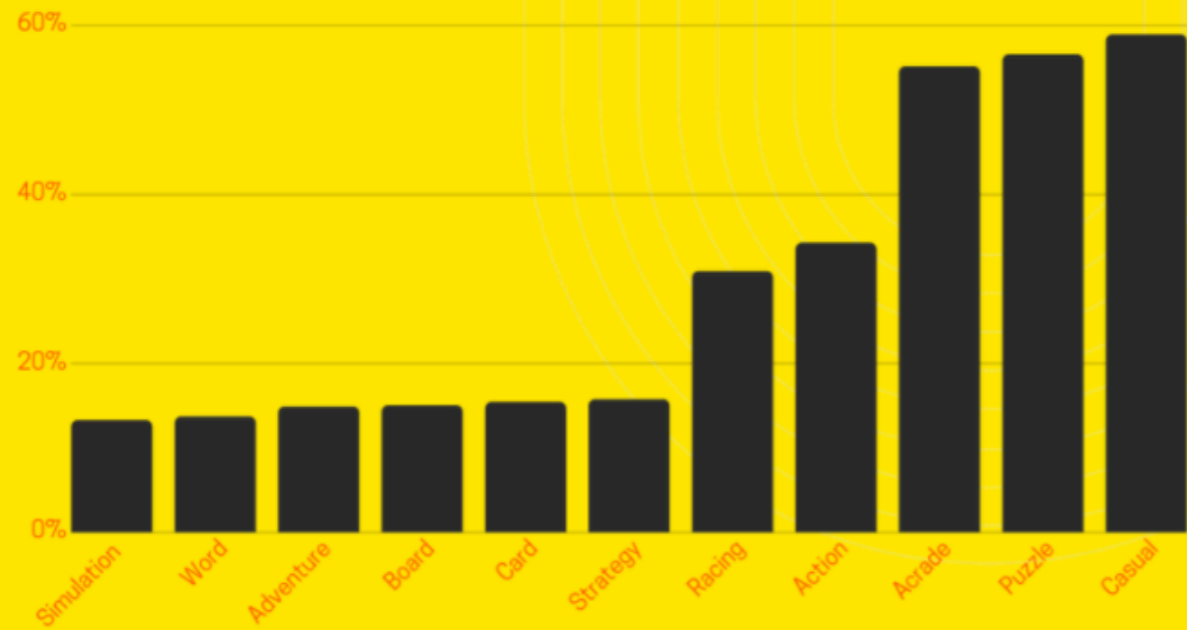


ENDEAVOR RX, SEA HERO QUEST, GRIS, TLOU2, GOW

NÁVRH MOBILNEJ HRY S PRVKAMI FILANTROPIE

TYP, CIEĽOVÁ SKUPINA

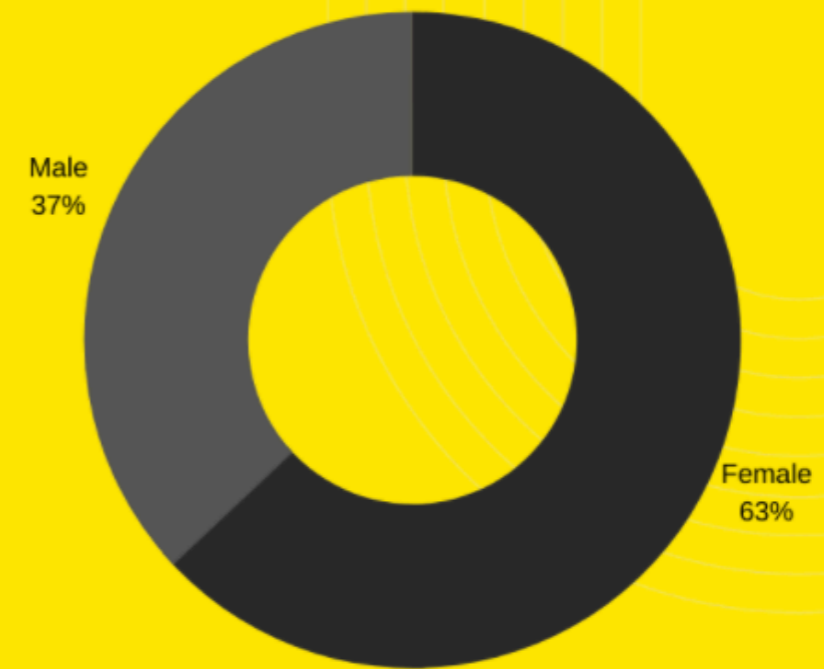
MOST POPULAR MOBILE GAME GENRES



udonis.

CASUAL

2019 Mobile Gamer Gender Statistic



udonis.

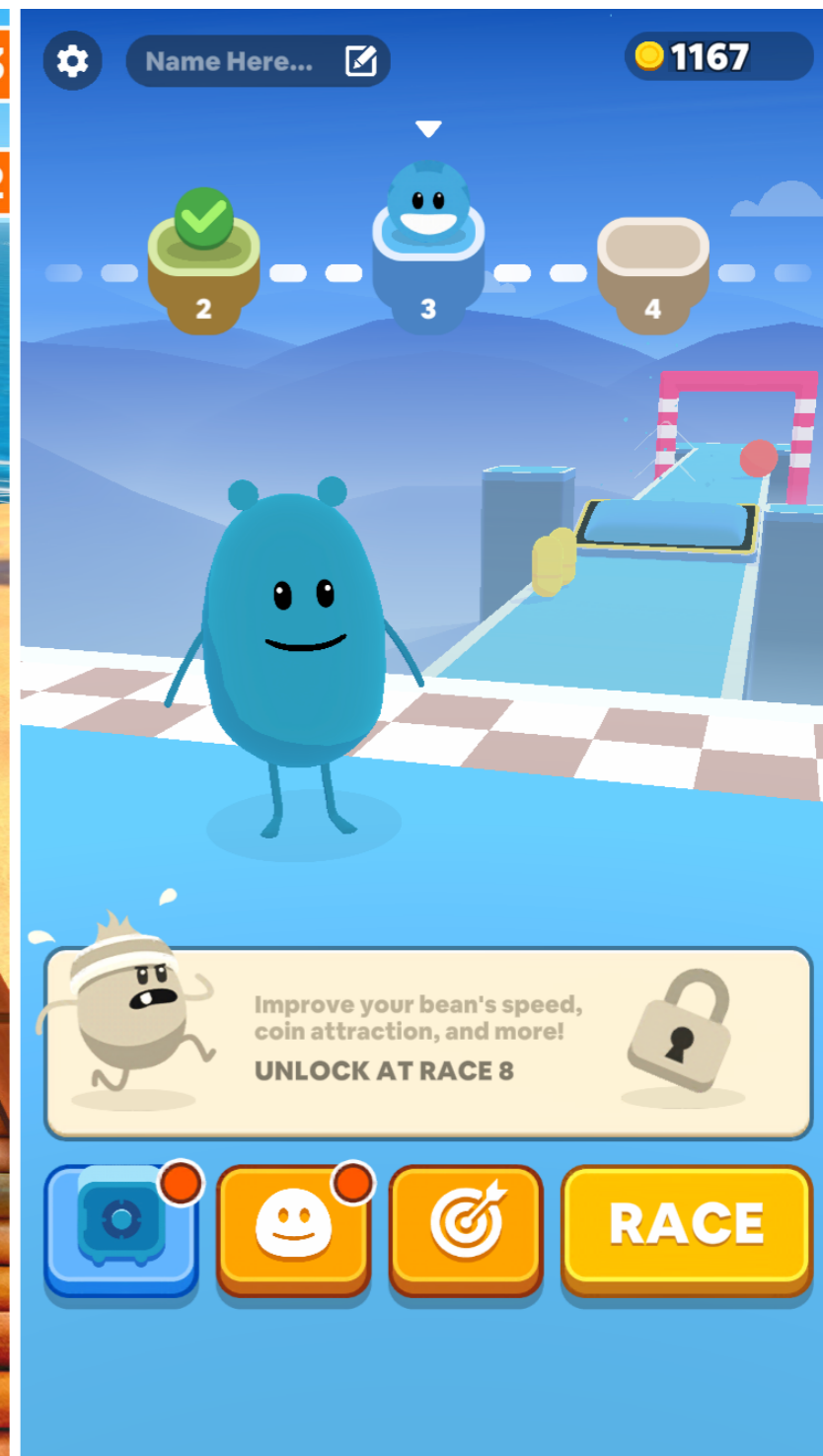
ŽENY 25-45

TÉMA

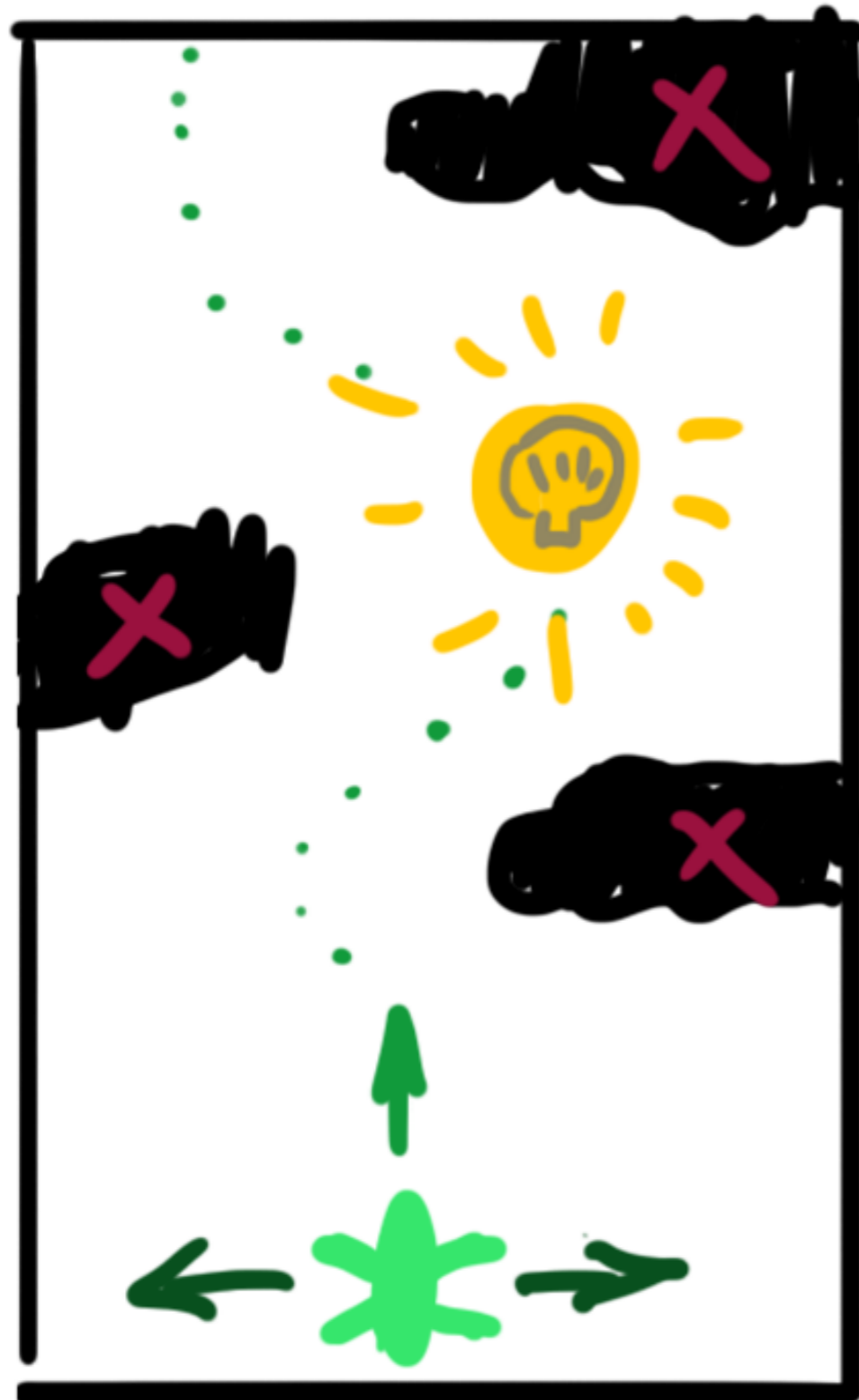


ZNEČISTENIE OCEÁNOV

ŽÁNER- ENDLESS RUNNER/ SWIMMER

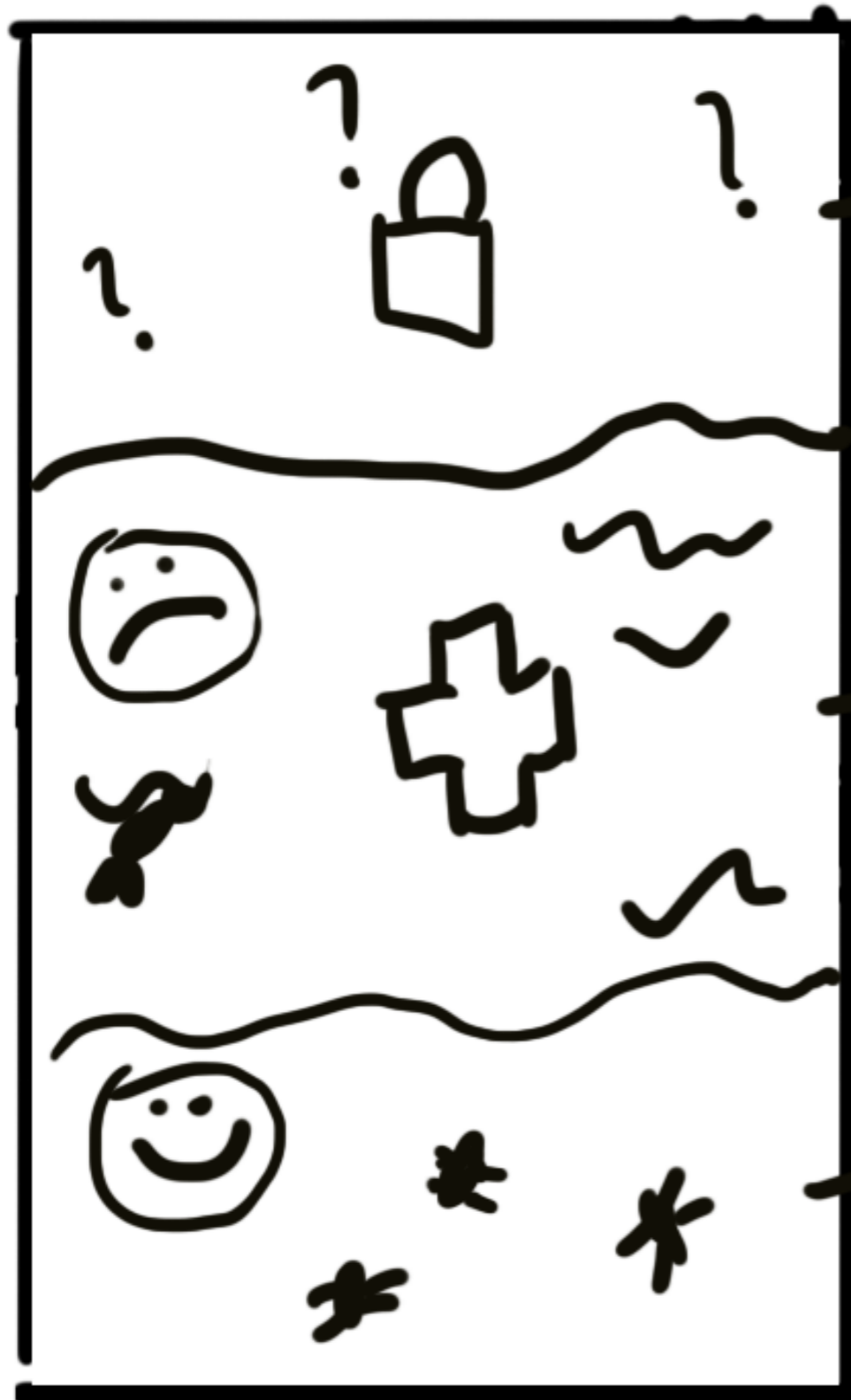


MECHANIKY



-  **CHARACTER**
-  **AUTO MOVEMENT**
-  **PLAYER MOVEMENT**
-  **IDEAL ROUTE**
-  **AVOID DANGER**
-  **COLLECTABLE ITEM**

METAGAME



LOCKED REGION

USE SHELLS TO UNLOCK, AFTER CLEANING PREVIOUS REGION

DIRTY REGION

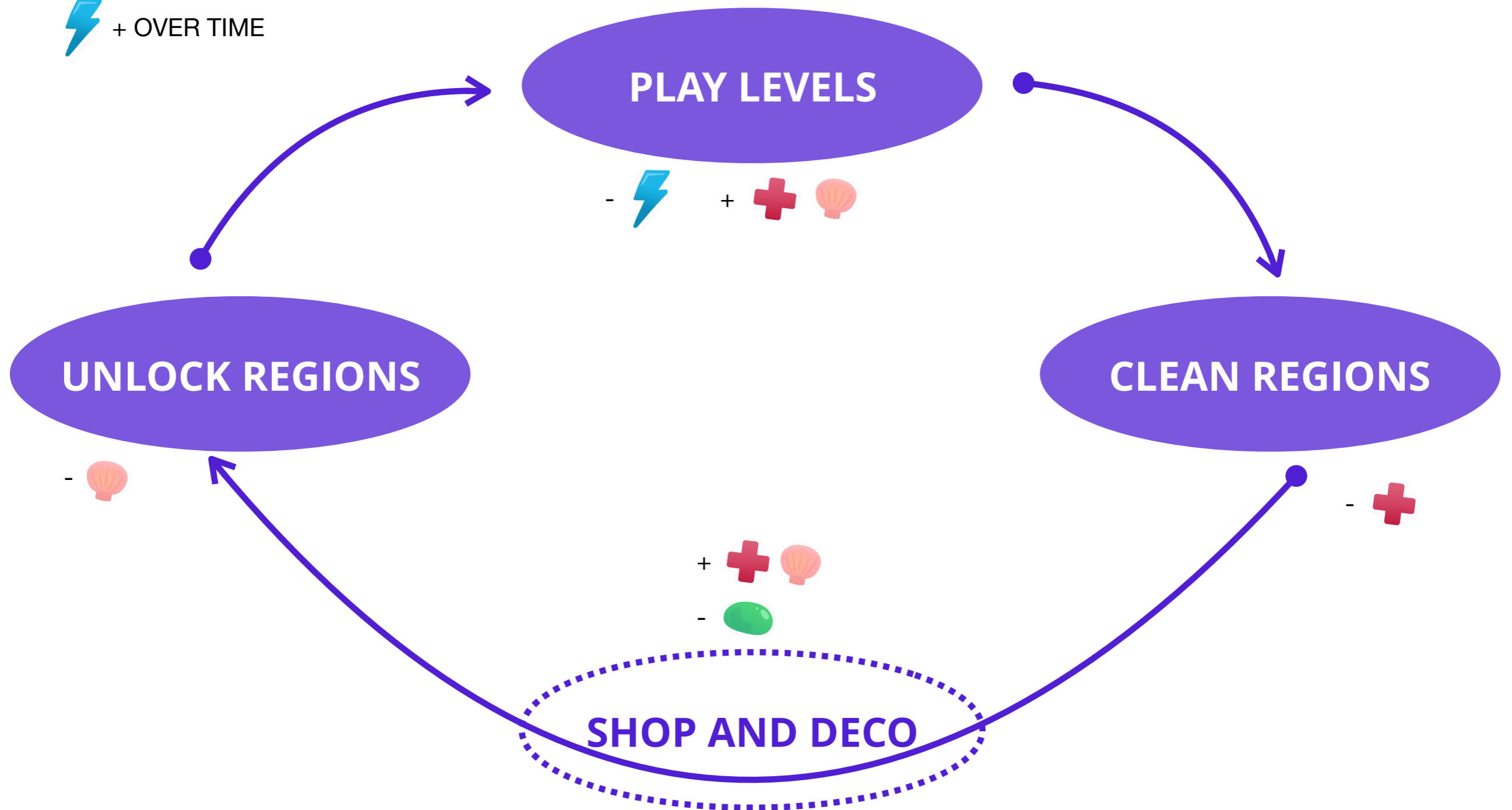
USE REDCROSSES TO CLEAN THE REGION.

CLEAN REGION

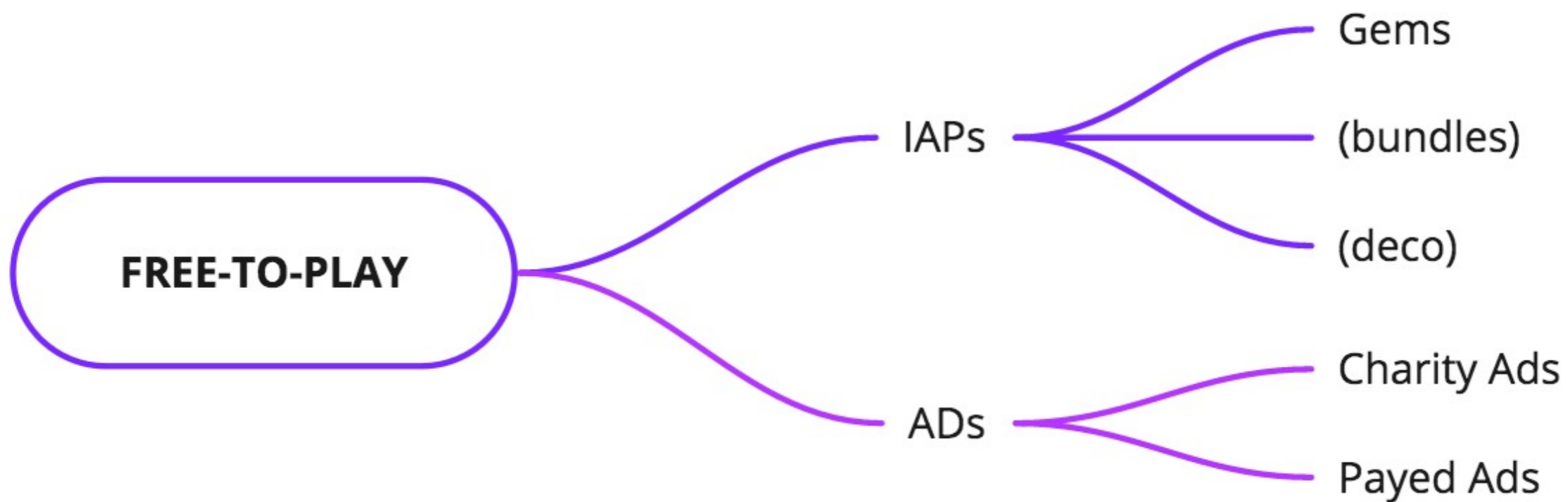
(CAN BE DECORATED AND CAN GENERATE REWARDS)

CORE LOOP

 + OVER TIME



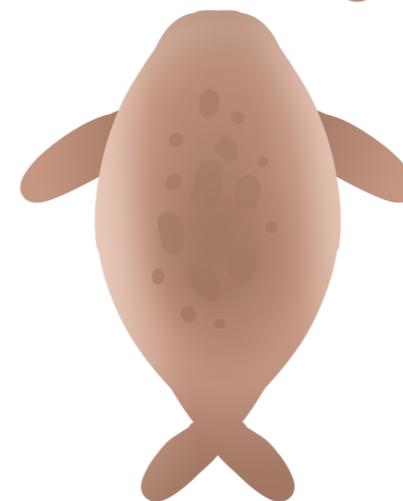
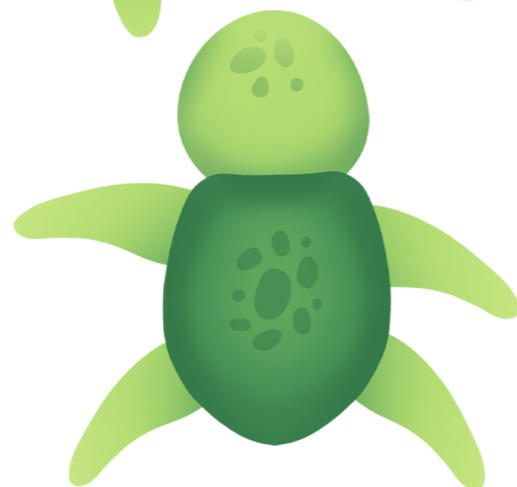
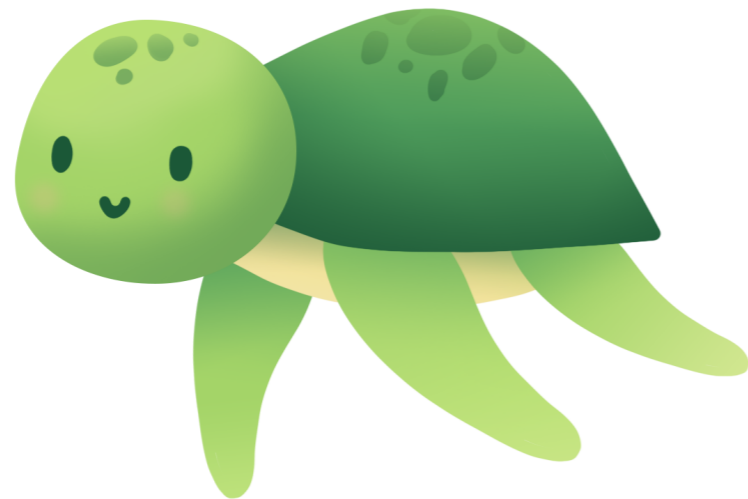
MONETIZÁCIA



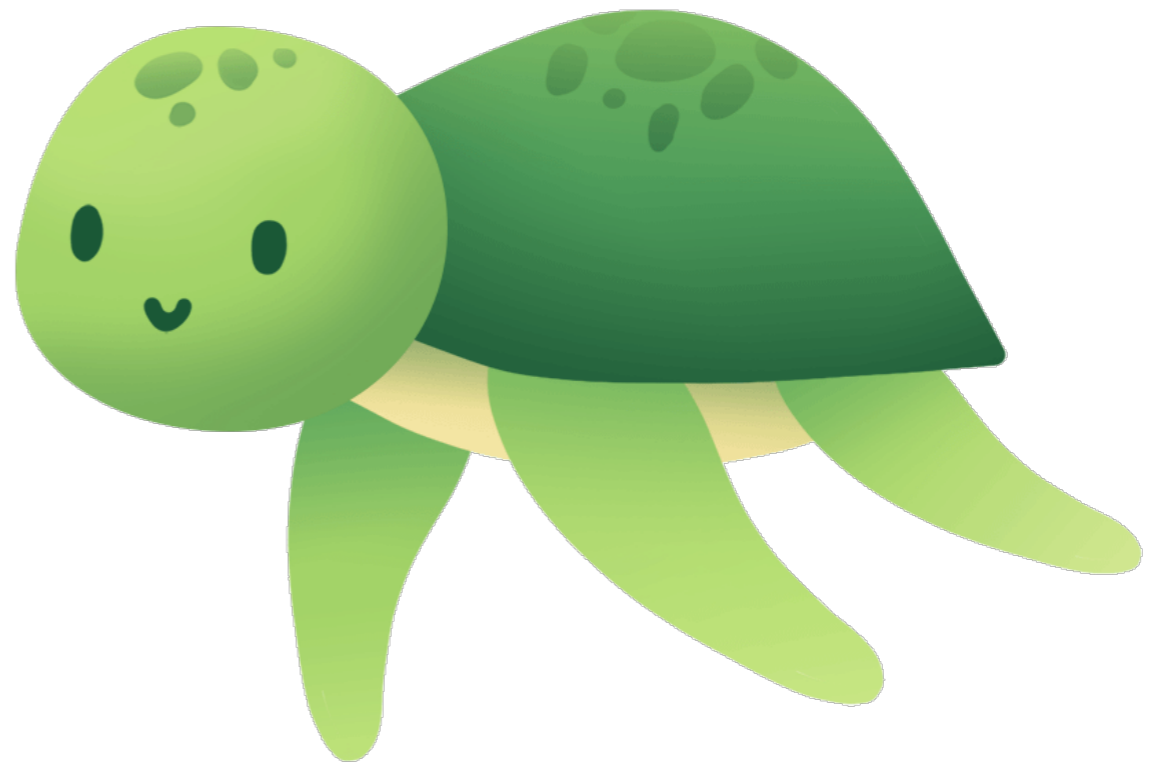
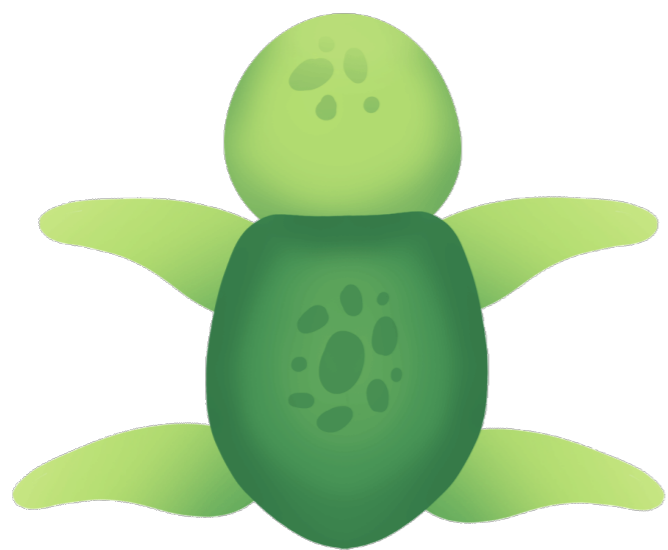
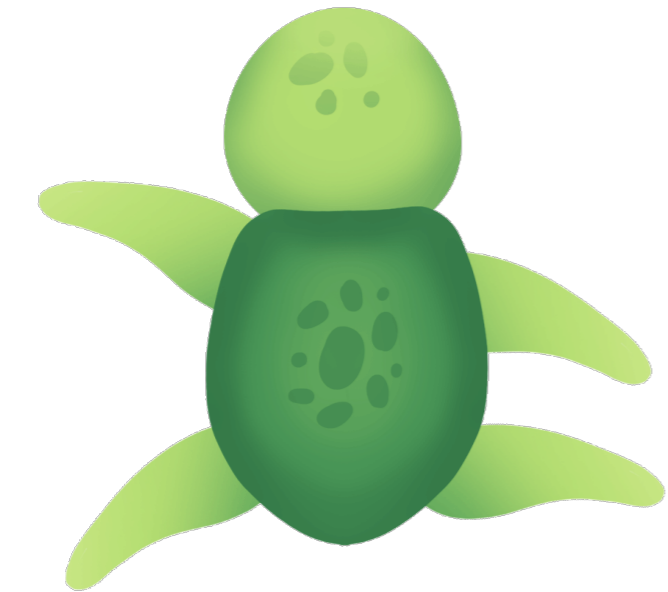
UMELECKÁ ŠTYLIZÁCIA



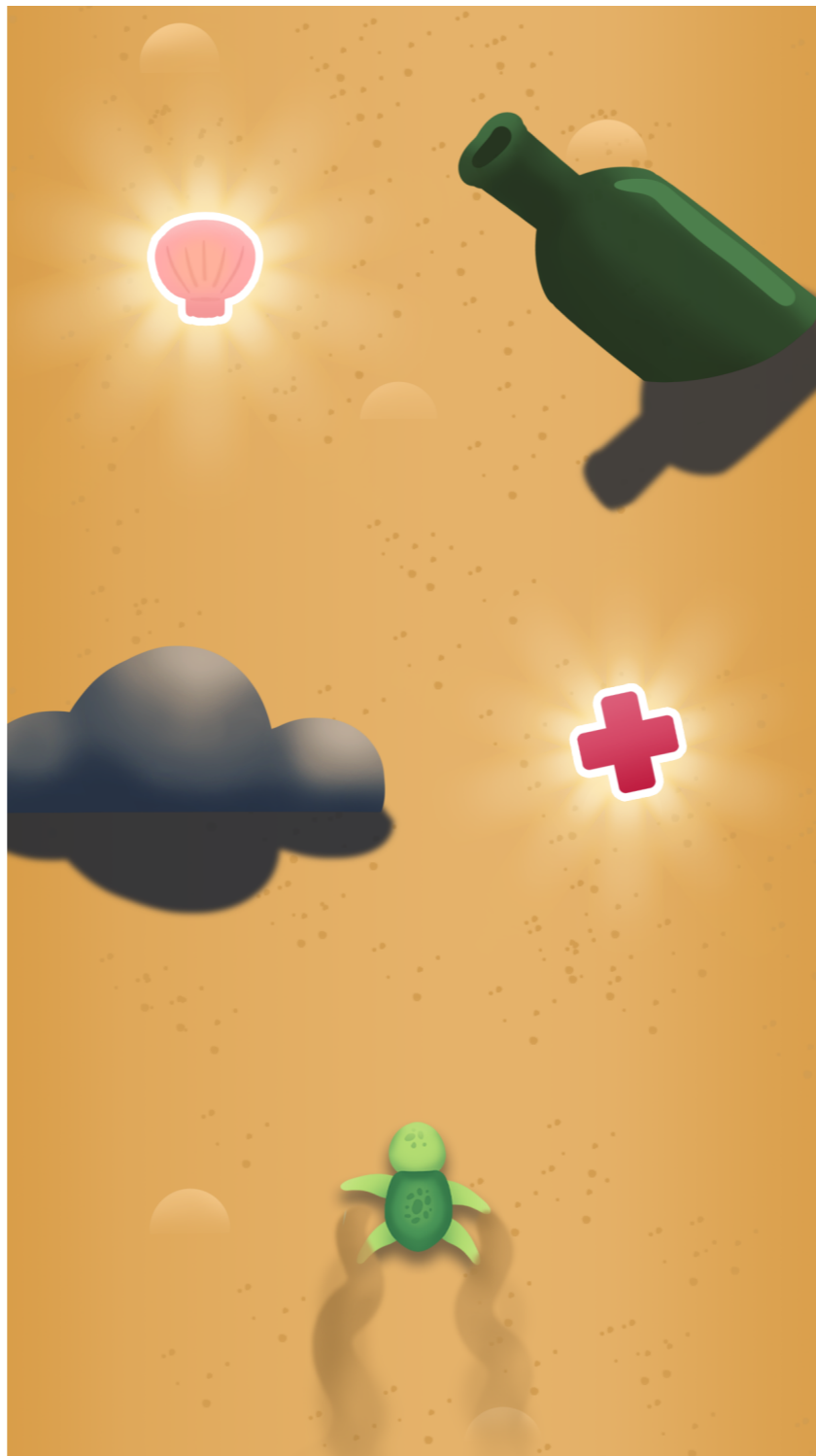
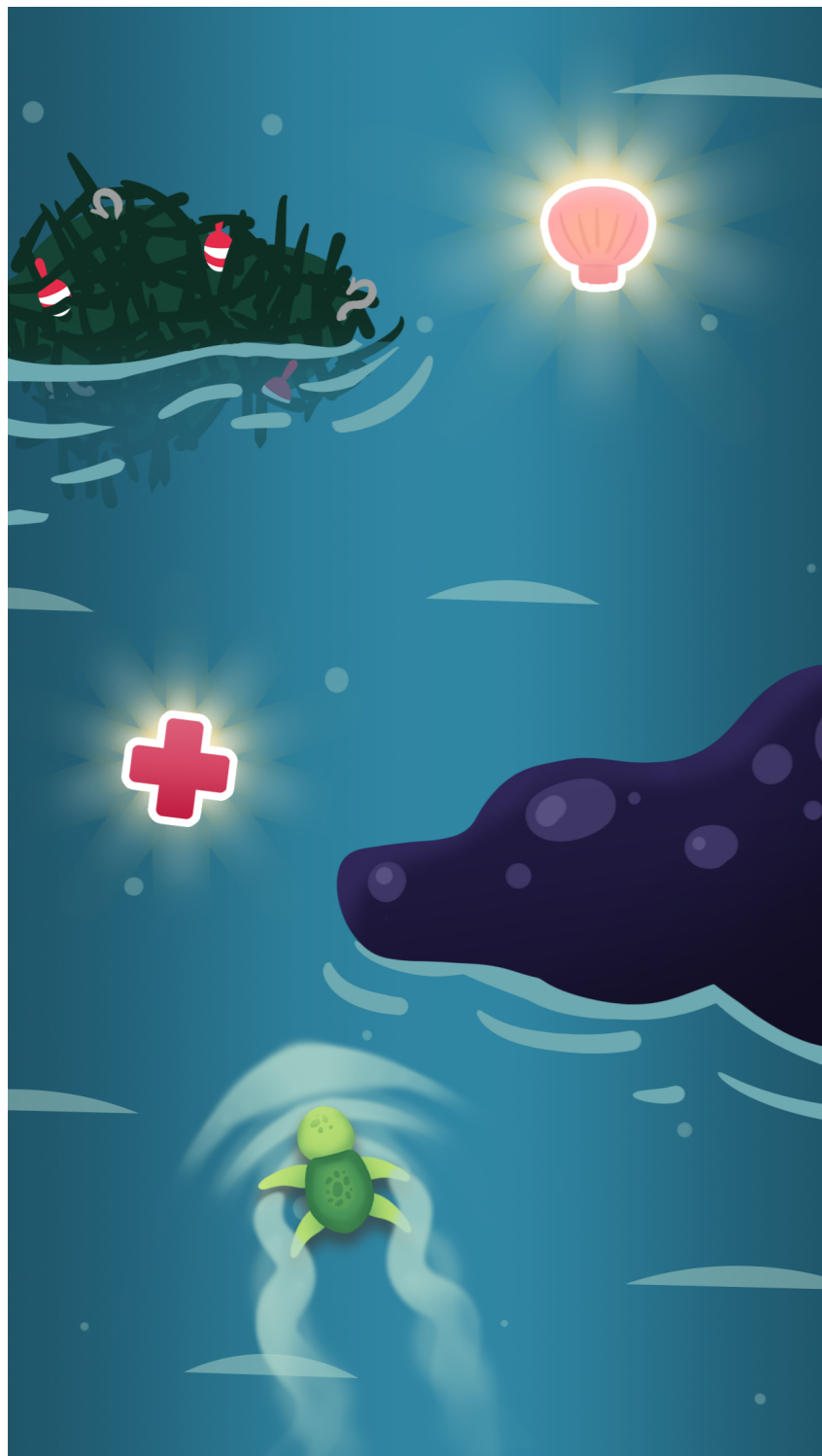
POSTAVY



ANIMÁCIE POSTÁV



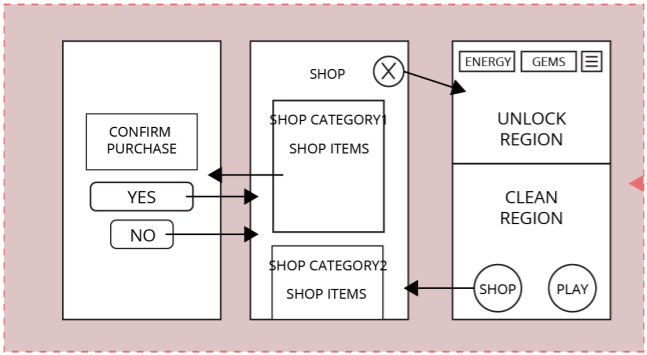
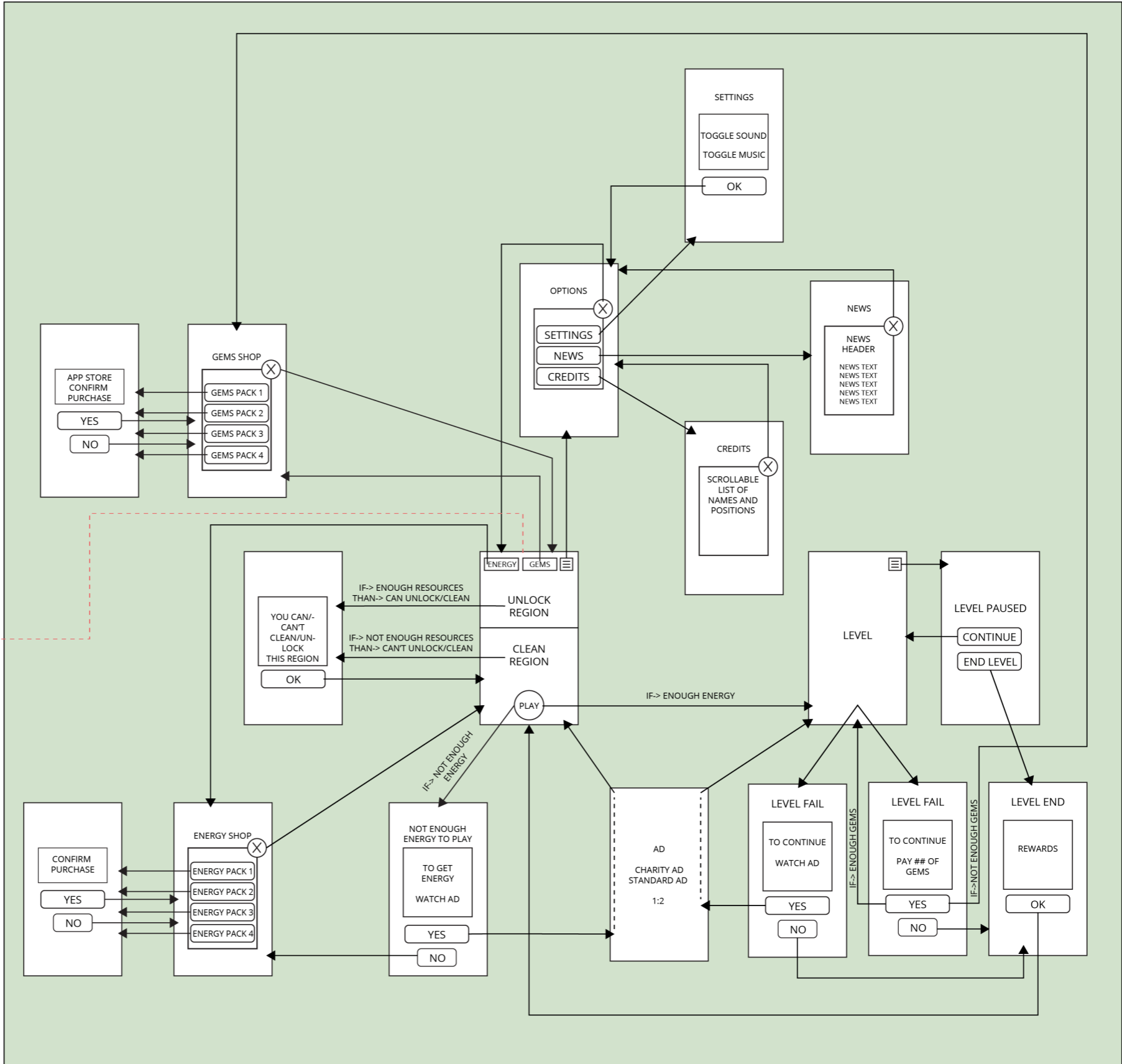
PROSTREDIA



PREKÁŽKY



UI: WIREFRAME



UI: FONTY A FARBY



#FFFFFF

OUTLINES



#FDEDDF

POP-UP BG



#FABF0B

HEADER BG



#501FD3

TEXT



#509C5A

POSITIVE



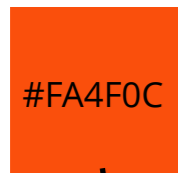
#DB5A76

NEGATIVE



#8E8E8E

NEUTRAL



#FA4F0C



#C334A0

FREDOKA ONE

abcdefghijklmnopq
rstuvwxyz

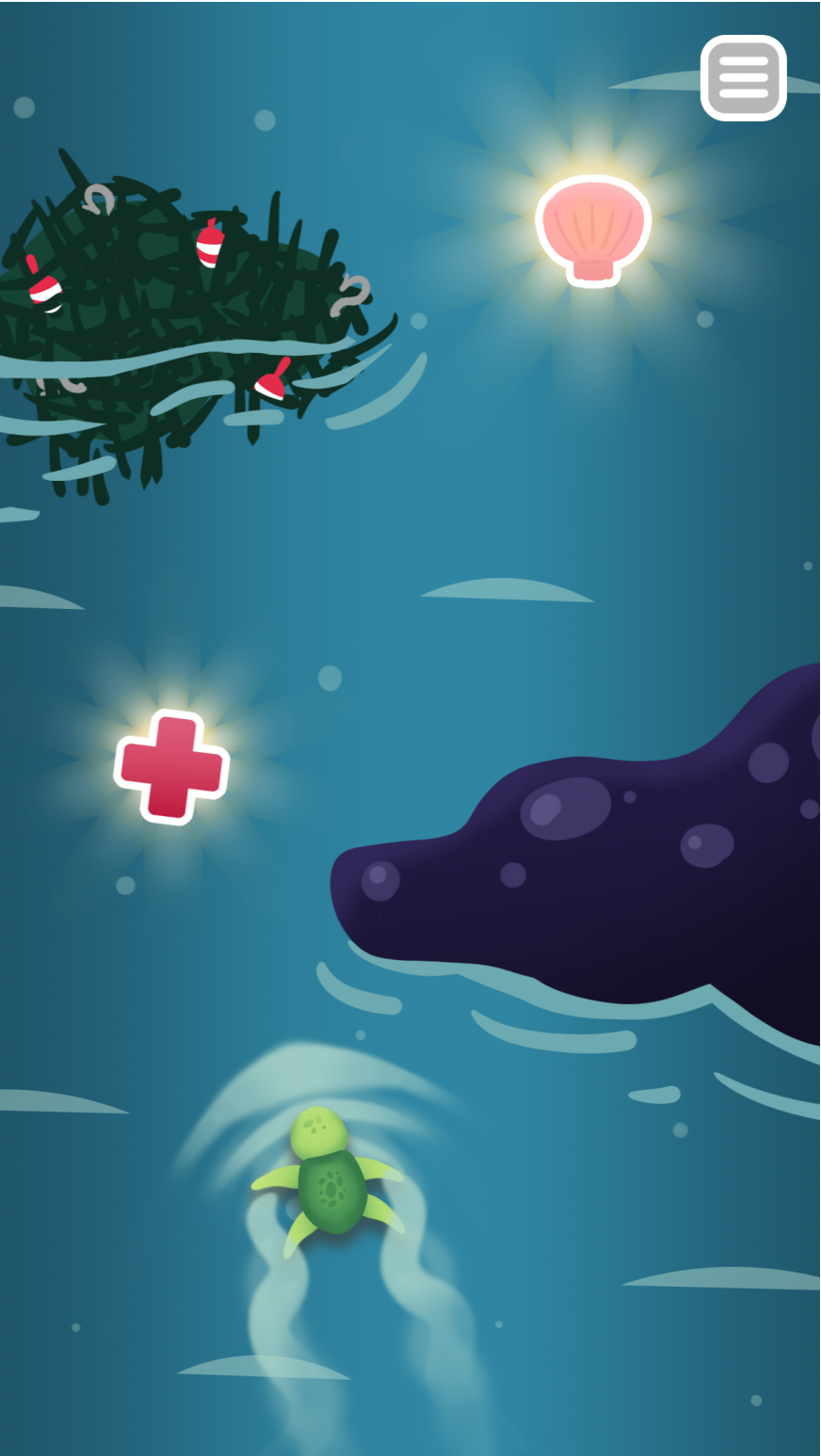
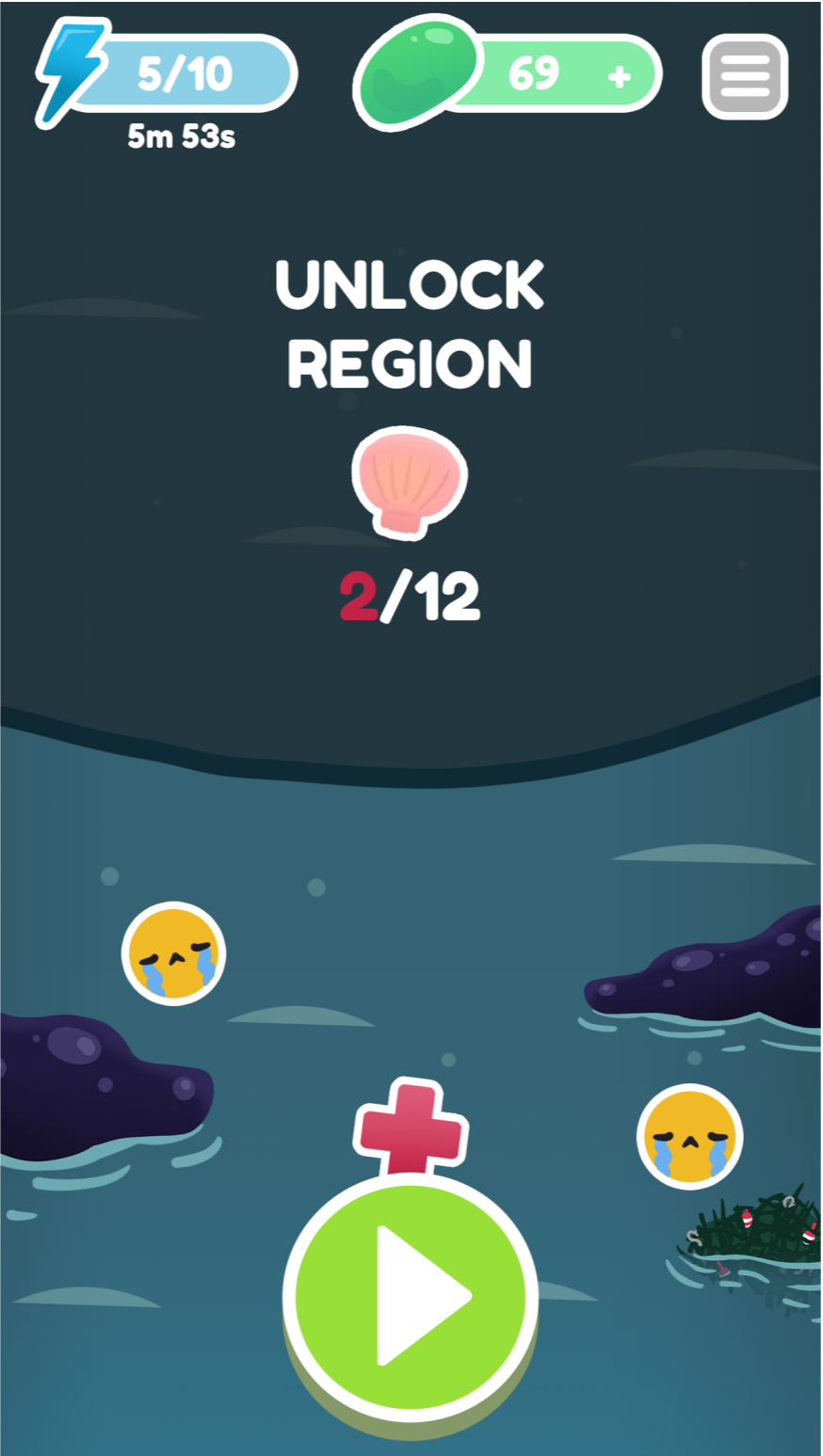
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

,.!?()&#@+
=%<>[];”_{}°^`*’”~

UI: IKONYKY A BUTTONY



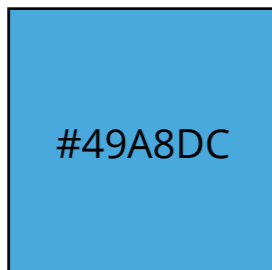
UI: SCREENNY



UI: POP-UPY



LOGO



Fredoka
ONE



KEY MARKETING VISUALS



APP STORE



Mac

iPad

iPhone

Watch

TV

Music

Support



App Store Preview

This app is available only on the App Store for iPhone and iPad.



Ocean Rescue 9+

Charitable Endless Swimmer!

[PinkBunny Studio](#)

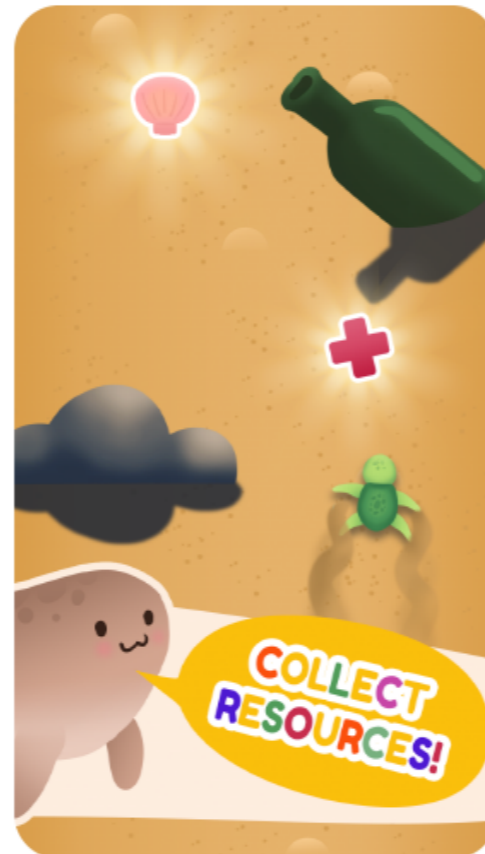
★★★★★ 4.7, 1.4M Ratings

Free · Offers In-App Purchases

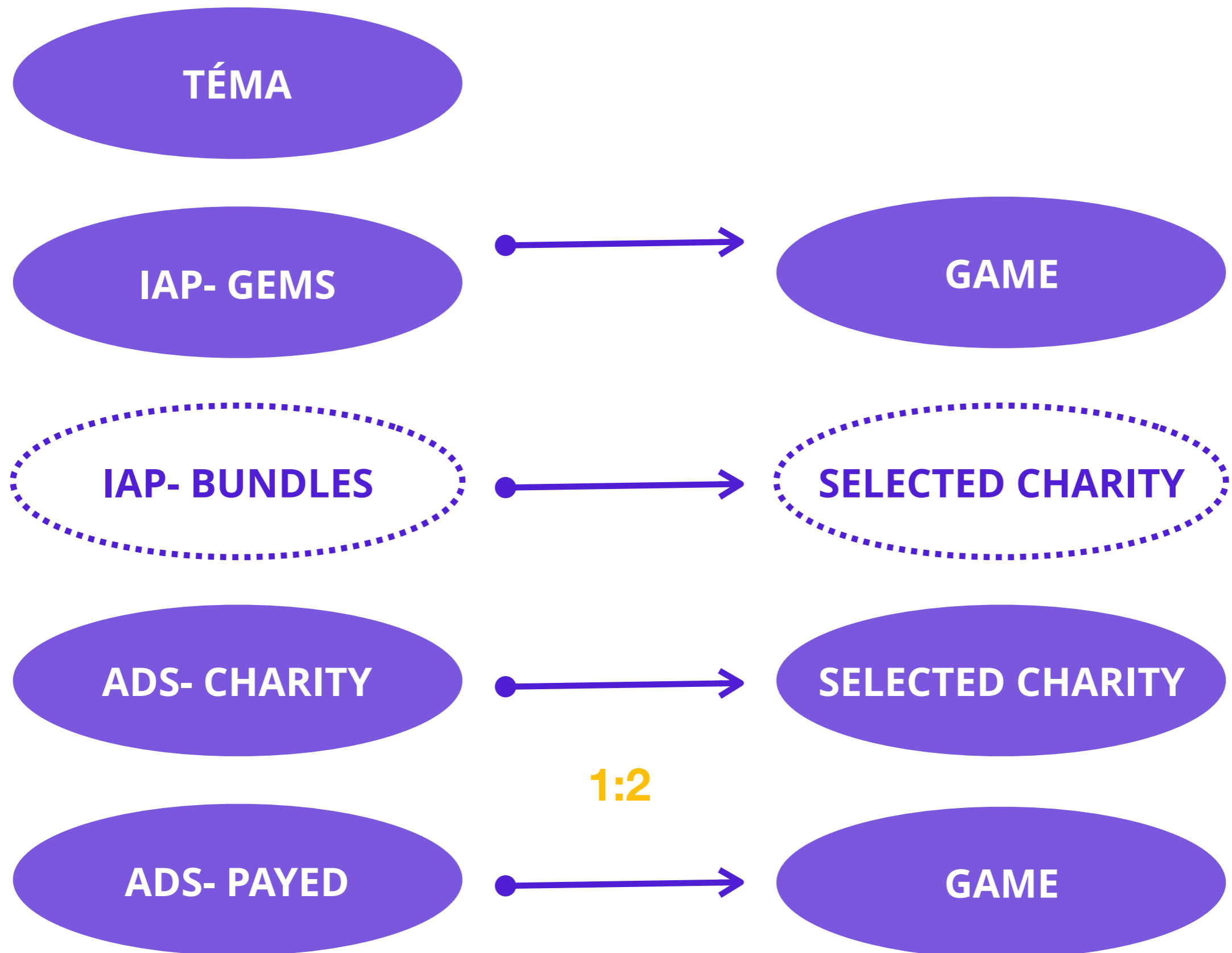
Screenshots

[iPhone](#)

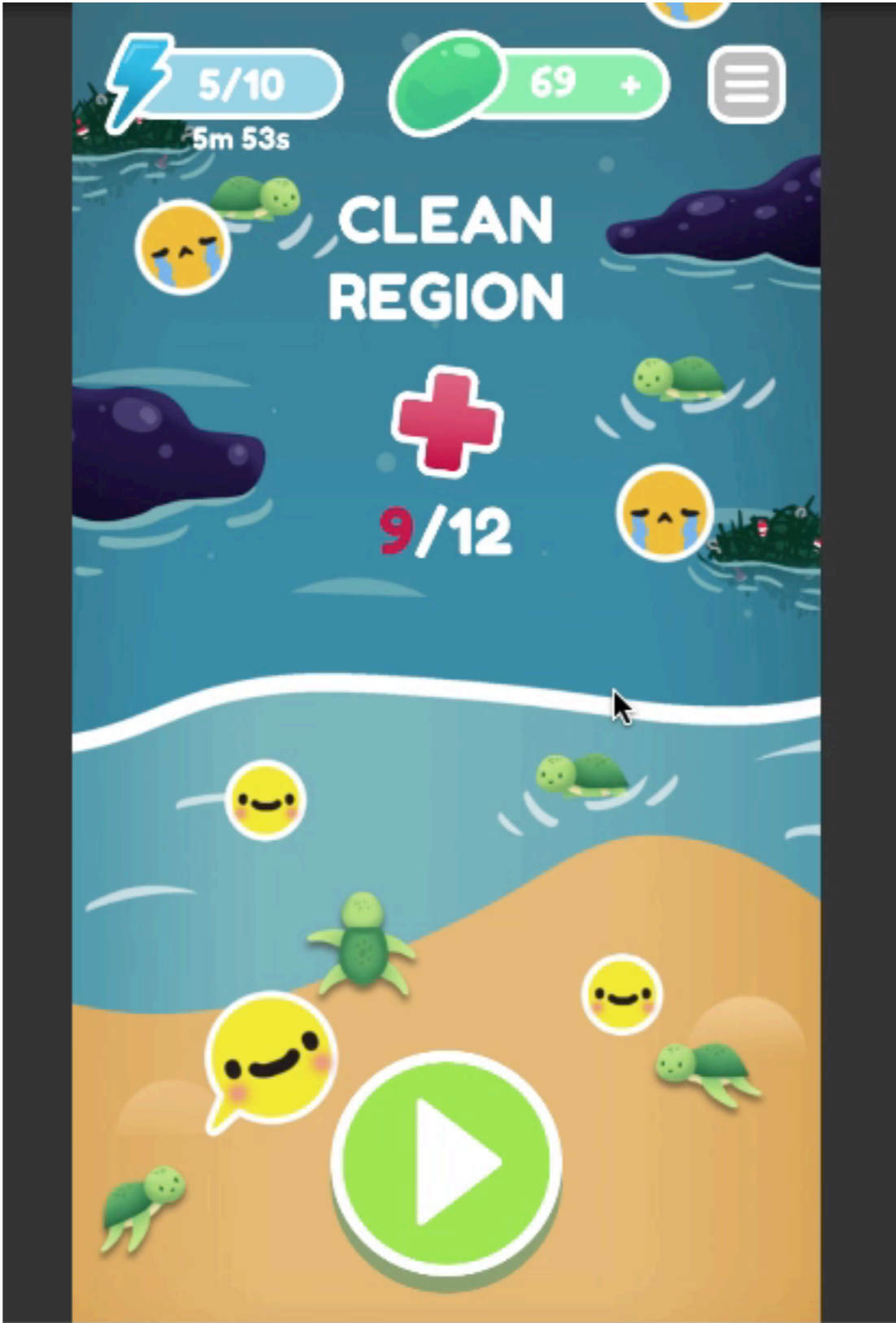
[iPad](#)



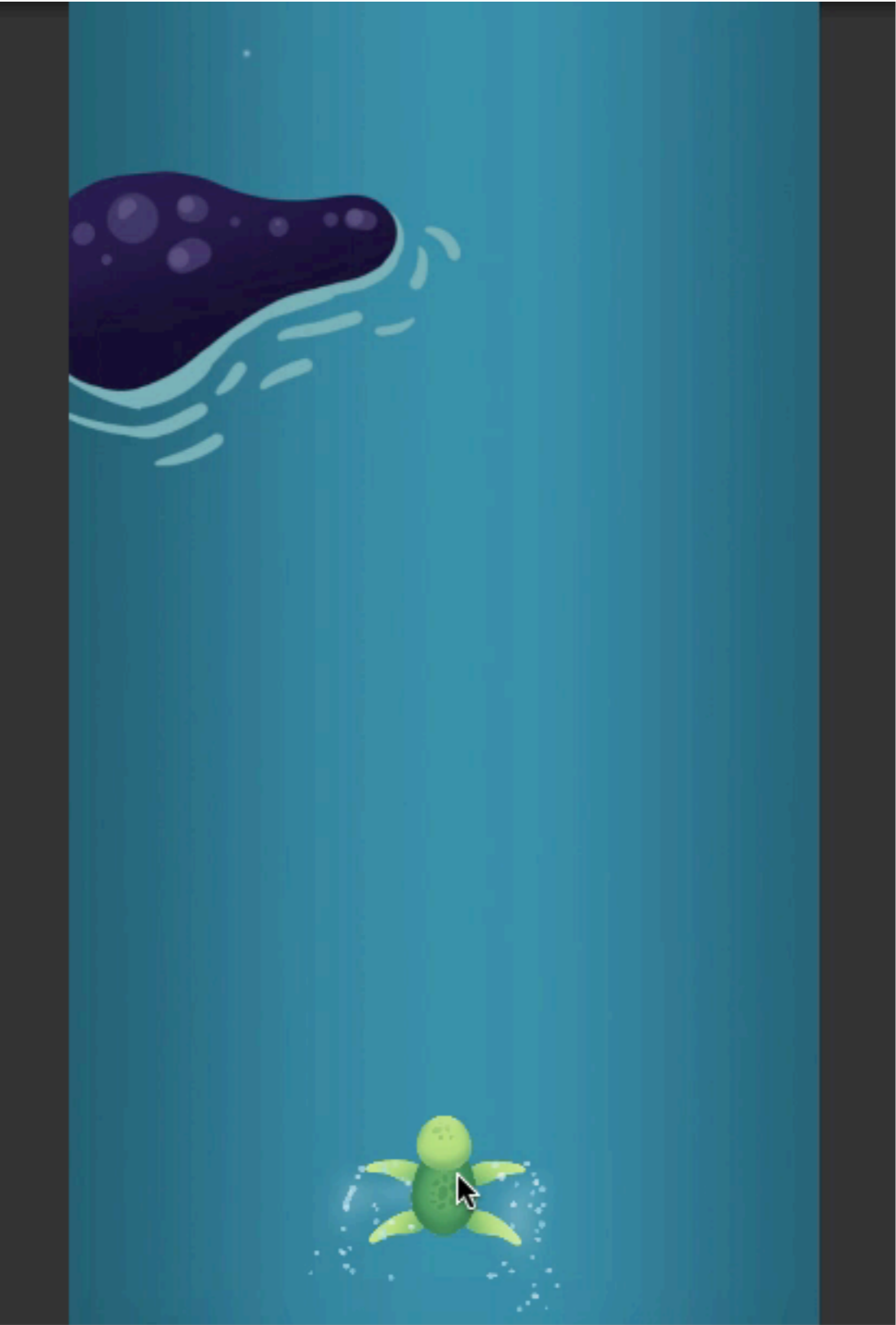
FLANTROPICKÝ ROZMER HRY



DEMO



DEMO



ĎAKUJEM ZA POZORNOST

UTB FMK ADD 2020 // EMA STOLIČNÁ