

优美缔软件公司

Unity Technologies (China)



Organization

- Sale, Marketing
- Development
- Support

Events

- Unite China April 20-21
- China Joy − July 24 − 26
- Other Community Events
- Unity users over 600K



2012 Chinese Web Games

€unity

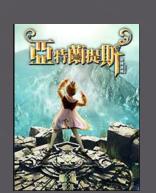
- 《将神》- 上海吉标网络
 - 400K/day, 10M in March
 - Will be more when iOS and Android are released
- □ 《天神传》- 机锋网







□ 《亚特兰提斯》- 中华网龙



2012 Chinese Mobile Games

unitv3d.co

The Legend of King (iOS, Android) - LineKong Online

It is the number one.

PiGod (iOS, Android) - Shanghai CoA

X Waterman (iOS) - aGame

http://www.angamecloud.com/contact.html

MLand2 (iOS, Android) - Shanda Games

Warp Runner (iOS) - Visionaries 777

http://www.visionaries777.com/warprunner/

No Survivors (iOS, Android) - Nanjing IGEEK Technologies













How many hardware in market

Company



30113011 Market Share (%)

Q3 of 2012 Mobile Phone Sold World Wide (Thousand-Units)

30123012 Market Share (%)

Company	3Q1230	Q12 Market Share (90)	JQIIJ	Q11 Market Share (90)
	Units		Units	
Samsung	97,956.8	22.9	82,612.2	18.7
Nokia	82,300.6	19.2	105,353.5	23.9
Apple	23,550.3	5.5	17,295.3	3.9
ZTE	16,654.2	3.9	14,107.8	3.2
LG Electronics	13,968.8	3.3	21,014.6	4.8
Huawei Device	11,918.9	2.8	10,668.2	2.4
TCL Communication	9,326.7	2.2	9,004.7	2.0
Research in Motion	8,946.8	2.1	12,701.1	2.9
Motorola	8,562.7	2.0	11,182.7	2.5
HTC	8,428.6	2.0	12,099.9	2.7
Others	146,115.1	34.2	145,462.2	32.9
Total 4	27,729.5	100.04	441,502.2	100.0

Mobile OS in the Market

Android

Research In Motion

ios

Bada

Symbian

Microsoft

Others

Total



52.5

15.0

11.0

2.2

16.9

1.5

0.9

100.0

Units

122,480.0

23,550.3

8,946.8

5,054.7

4,404.9

4,058.2

683.7

169,178.6

O3 of 2012 Mobile phones with different OS sold worldwide (Thousands Units)

QS 0	1 2012 Woone phone	b with different Ob sold wor	inawiae (inousunas emits)
	Operating System	30123012 Market Share (%) 30113011 Market Share (

unity3d.com

Units

72.4 60,490.4

13.9 17,295.3

5.3 12,701.1

2.6 19,500.1

100.0115,185.4

2,478.5

1,701.9

1,018.1

3.0

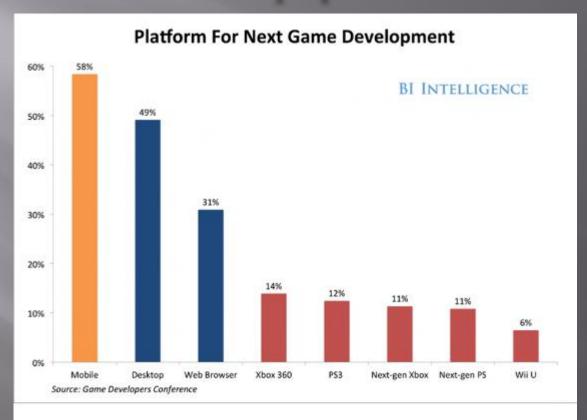
2.4

0.4

(%)

Mobile devices are more popular

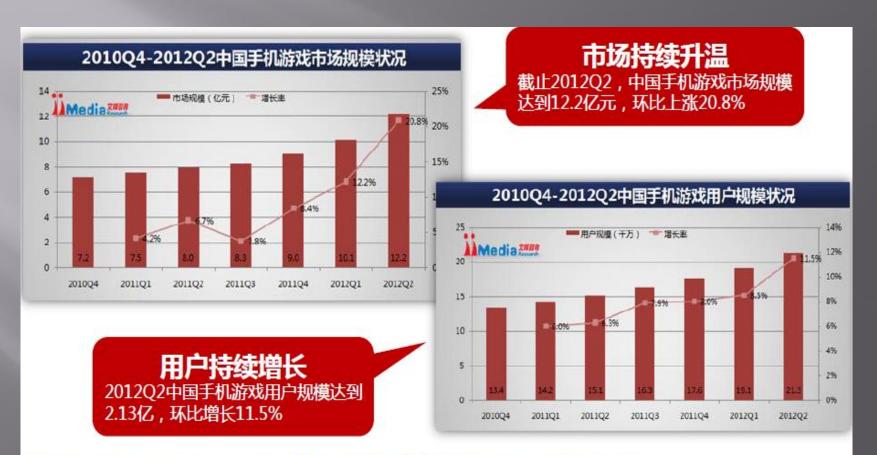




Game Makers Are Picking Mobile Devices Over Consoles

China mobile game market size



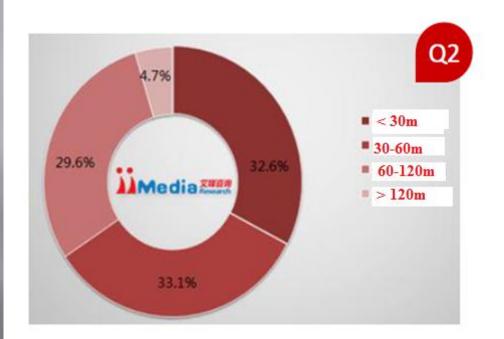


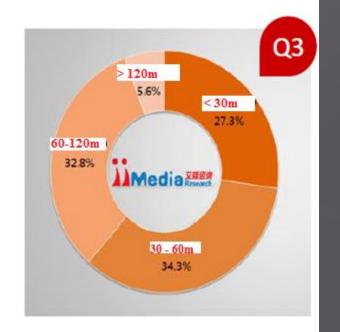
数据来源:iiMedia Research《2012 Q2中国手机游戏市场季度监测报告》

Minutes Spent by mobile game players in China



2012 Q3: 72% of mobile game player spends 30 minutes, much more than in Q2

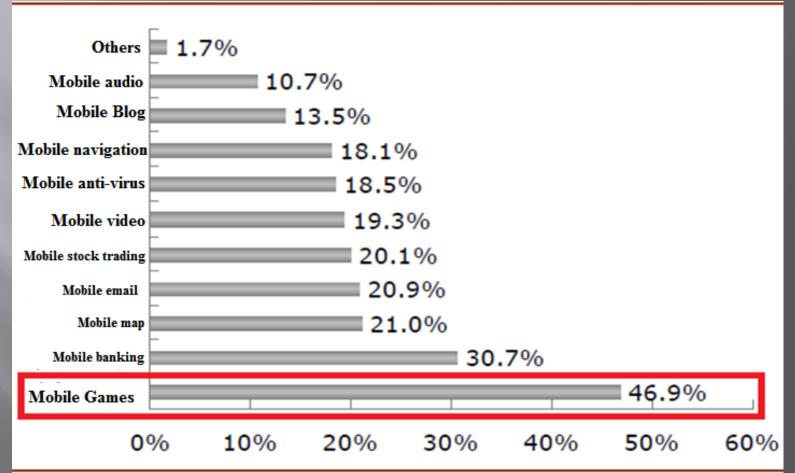




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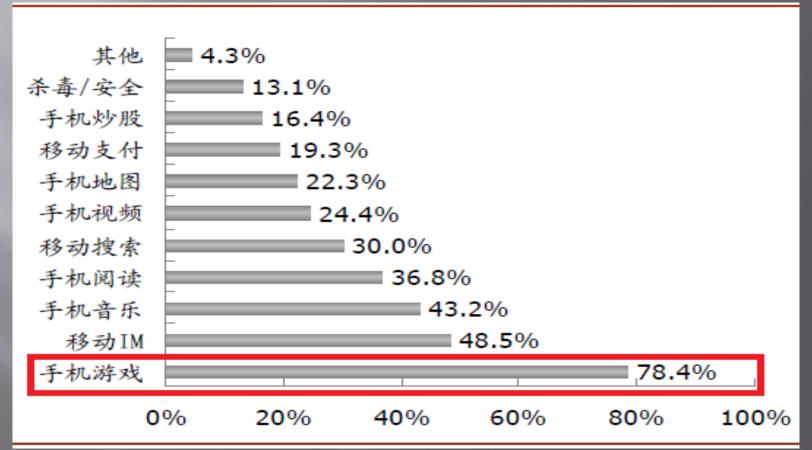
Paid mobile application usage





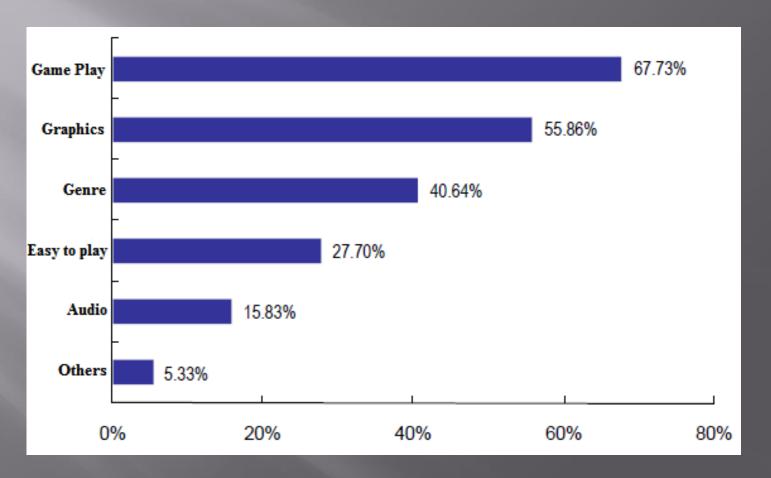
Free mobile application usage





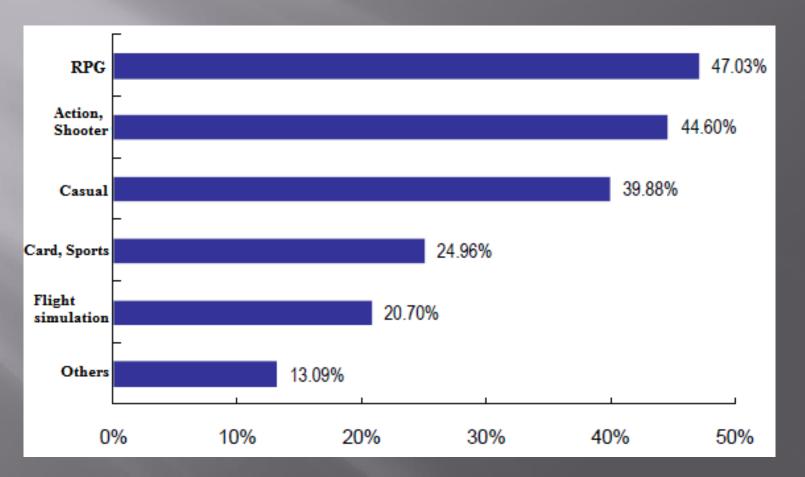
The standard preferences that users select games





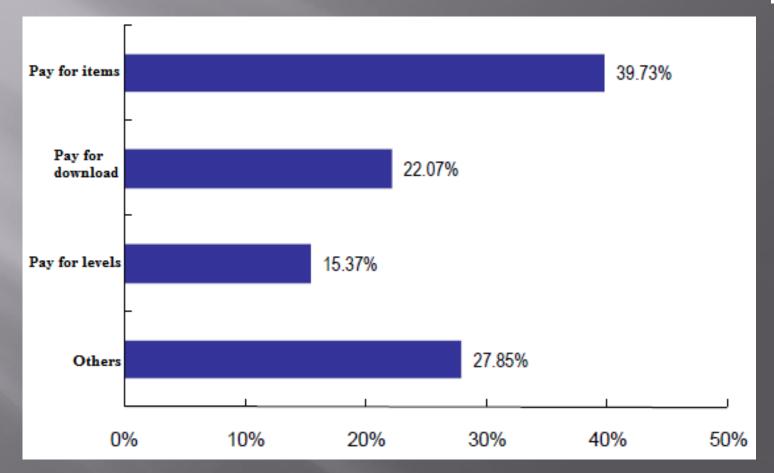
The genre preferences that users select games





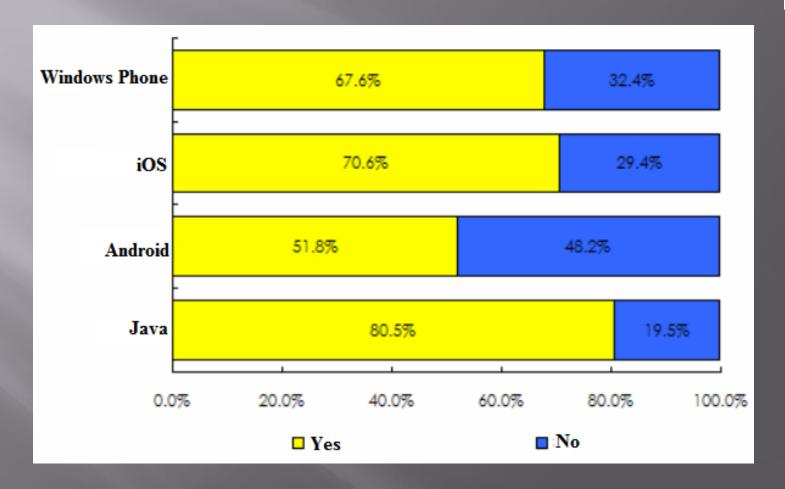
Acceptable payment methods





Do mobile game players want to play mobile online game (2011)?





Summary of mobile online games



- Comprehension, Traditional Martial Arts,
 Western Magic are most welcomed genre
- Most favor games are on Windows Phone and iOS currently
- The feature-rich is the primary reason for users to select the online game
- "Game Cloud" will make game playable with all devices

Some interesting data in China market



- Mobile Network Users is over 303M, and more in the future
- Each mobile device user plays games for 15 minutes in average
- Currently about 80% of mobile games are from abroad
- China has over a 1000 of mobile game developers, only a few dozens of them are considerable size
- Mobile game revenue: 3.9B, will be up 37% in 2014
- Mobile online game revenue: 1.7B, will be up 41.3% in 2014
- For Web game, the total downloading amount has exceeded 11,570GB
- The China Cache server has deployed 4,848,139 unique IPs across China and around 45,000 unique IPs oversea
- Still want to have games from abroad!



Porting Games Using Unity



- Understand what customers need
 - Multi-resolution adaptive (UI layout)
 - Language localization (voice, video)
 - Payment system integration
 - **Advertising system integration**
 - Statistics
 - Operating Adaptation (touch screen -> handle / remote control, or a variety of input)
 - The game package size limit (China Telecom asks < 20M)
 - Understand customization required by customer

Porting Games Using Unity



Setup basic rules

- Customer needs is the first consideration
- Modify the core of a game with caution
- The modules of design can be reusable (for example, English -> Chinese -> other languages)
- Standardize the demands to facilitate the game localization

Porting Games Using Unity



- Review the game to be ported carefully
 - How many target platforms
 - Find out art requirements (for different platform, have to discuss it with customer)
 - Sort out UI layout
 - Does it need localization for text, audio and video?
 - Does it need to modify the game operation such as UI operation, game control?
 - Analyze the difficulty of the localization



- Languages translation
- Input devices and methods integration
- Game assets protection against illegal reproduction
- Payment system integration
- Advertise system integration
- Score system integration
- Player behavior data collection and analysis



- Languages translation
 - In game message, dialog
 - Language in textures
 - Audio
 - Video
- Some examples Case Study in Slide 30
 - Ballistics
 - CritterEscape
 - MultiLanguageDemo



- Input devices and methods integration
 - Touch screen, gamepad, remote control, somatosensory equipment, keyboard, mouse
- Possible solution (adaptation scheme)
 - Virtual Joystick <-> physical joystick
 - Modify UI part of the game operation
 - There is less keyboard keys
 - Integration of adaptive input for multiplatform



- Zirconia for Android prevent illegal copying games
- What Zirconia does
 - Zirconia makes an inquiry to check for a license stored at a device
 - If a valid license is identified, a restriction for the application use will be removed
 - When a license does not exist or is not valid, the information of the device and application will be sent to the license server. (Once license is stored in the storage device, internet connection is not required anymore.)
 - If the application has been purchased for use in the device, the license server transmits the license back to Zirconia of the device
 - Zirconia stores the received license into a storage device
 - Return to Step 1



- Payment system integration
 - Find out how many payment system in the market
 - China Mobile Unity Package
 - China Telecom In Eclipse or write a plugin
 - Google Play Unity Plugin need to buy
 - Amazon Unity Plugin free
 - App Store -
- How to integrate into Unity (Android as an example)
 - Build an Eclipse in Unity Editor, then add functions
 - Eclipse generates jar package for Unity



- Advertise system integration
 - Type of advertising
 - Banners, full-screen, video, pushing, ads-wall
 - Advertising platforms
 - □ Umeng (友盟) , Admob, YaoMai (有米) , KuGuo (酷果) , Domob (多盟)
 - How to add
 - In Unity Editor, export Android project, add ads in Eclipse
 - In Eclipse, build a jar package and use it in Unity



- Score system integration
 - Currently in use
 - Open Feint (IOS, Android)
 - Game Center (IOS)
 - Game operating center may provide API
 - Score and achievement API
 - Standardized package (texture and script)
 - Good for other games
 - Save time and reduce cost



- Player behavior data collection and analysis
 - Good for game operation
 - Good for game optimization and improvement
 - **Good for market analysis**
 - Good for future game design
- Currently used system
 - □ UMeng (友盟)
 - **Lumos Game Analytics (in Asset Store)**
 - PlayRM Playnomics (in Asset Store)

Case Study: Languages Localization



- Create a font texture and a configuration file
 - Configuration data is used for mapping (as TextAsset)
 - Tools can be used
 - Glyph Designer for Mac OSX
 - BMFont (used in EZGUI)
- Create a text file which contains characters for languages
 - User can define the file format, such as

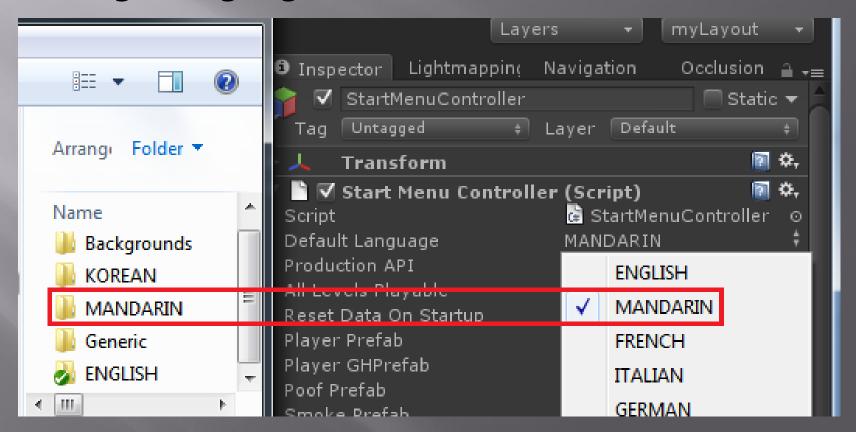
[1Startbt]

Start; 开始游戏;スタート; 출발; iniciar; navano; commencer; stanten;

Case Study: Asset management



Manage Language related assets in different folder



Case Study: Localized textures



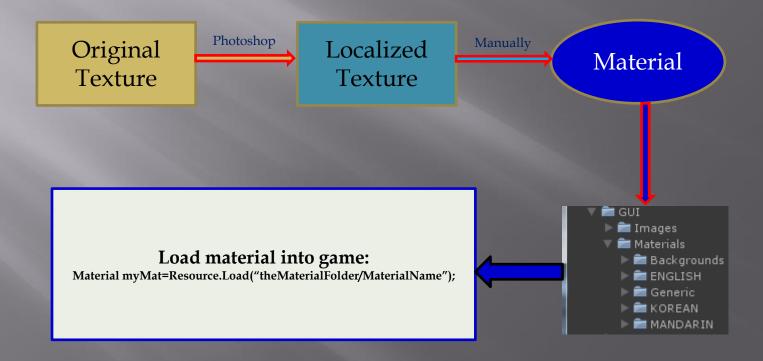
For textures in which there are characters



Case Study: Localized material



A workflow of localizing a material



Case Study: Mapping game control



- Find out what is the current control method
 - Example: Keyboard + Mouse
- Find out what is required control method
 - Example: replace mouse with keyboard
- How the control work in the game
 - Use keyboard and mouse to do selection, control character
 - Which scripts are for game controls
- Mapping
 - Mouse -> Keyboard

Case Study: High score and achievement





请选择成就榜或排行榜

成就榜

排行榜





Case Study: Payment system integration

unity

- Check player info
- In game
 - **Trade virtual goods**
- Outside of game (when game start)
 - Deposit or buy virtual money with real money

Case Study: Collect Data with PlayRM



- PlayRM is in Asset Store
- http://www.playnomics.com/documentation/PlayRM Unity S
 DK Configuration/PlayRM Unity SDK Configuration.html

Thank you

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