

PROJECT #1 – BMC



Bucky Su (Chenbeibei Su)

Tencent Game

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> -Chinese government -marketing agency -payment processing (apple pay / ali pay / wechat pay / union pay etc.) -intel -other game companies (Nvidia, Golden, Blue Hole, etc) -Media and news companies -live-broadcasting platform (Panda, twitch, Douyu, etc.) -Developers -Mobile companies -professional gamers -sub-contractors (disk duplication, packaging, printing, and manufacturing.) 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> -customer services -game and anime expo -offline player meetings -design game -marketing (test the game and pop-up game experience, etc) -Data collection and analysis 	<p>VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> -have fun with friends -Membership level -Self-service system -human customer service 	<p>CUSTOMER RELATIONSHIP</p> <ul style="list-style-type: none"> -Platform (each game has their chatting room) -Community (for players) -Automated -Co-creation -Social 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> -consumers -advertisers -corporates -Genders are almost equal
<p>COST CONSTRUCTURE</p> <ul style="list-style-type: none"> - Operation cost (salary / structure / net device) - marketing / advertising (major cost) - Tax / fee - Data collection and analysis - legal / lobbyist - IT maintenance - software royalties and intellectual property licenses 	<p>KEY RESOURCES</p> <ul style="list-style-type: none"> -Brand / copyright -Reputation -Data collection -IP -Corporation Social Responsibility -sales/marketing staff 		<p>CHANNELS</p> <ul style="list-style-type: none"> -Websites -social network (QQ / Wechat ...) -Payment (WeChat payment ...) 	
	<p>COST CONSTRUCTURE</p> <ul style="list-style-type: none"> - Operation cost (salary / structure / net device) - marketing / advertising (major cost) - Tax / fee - Data collection and analysis - legal / lobbyist - IT maintenance - software royalties and intellectual property licenses 		<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> -personal PC and phone game -connect with social network -Software development -memership -the purchase of virtual items 	

Activision Blizzard

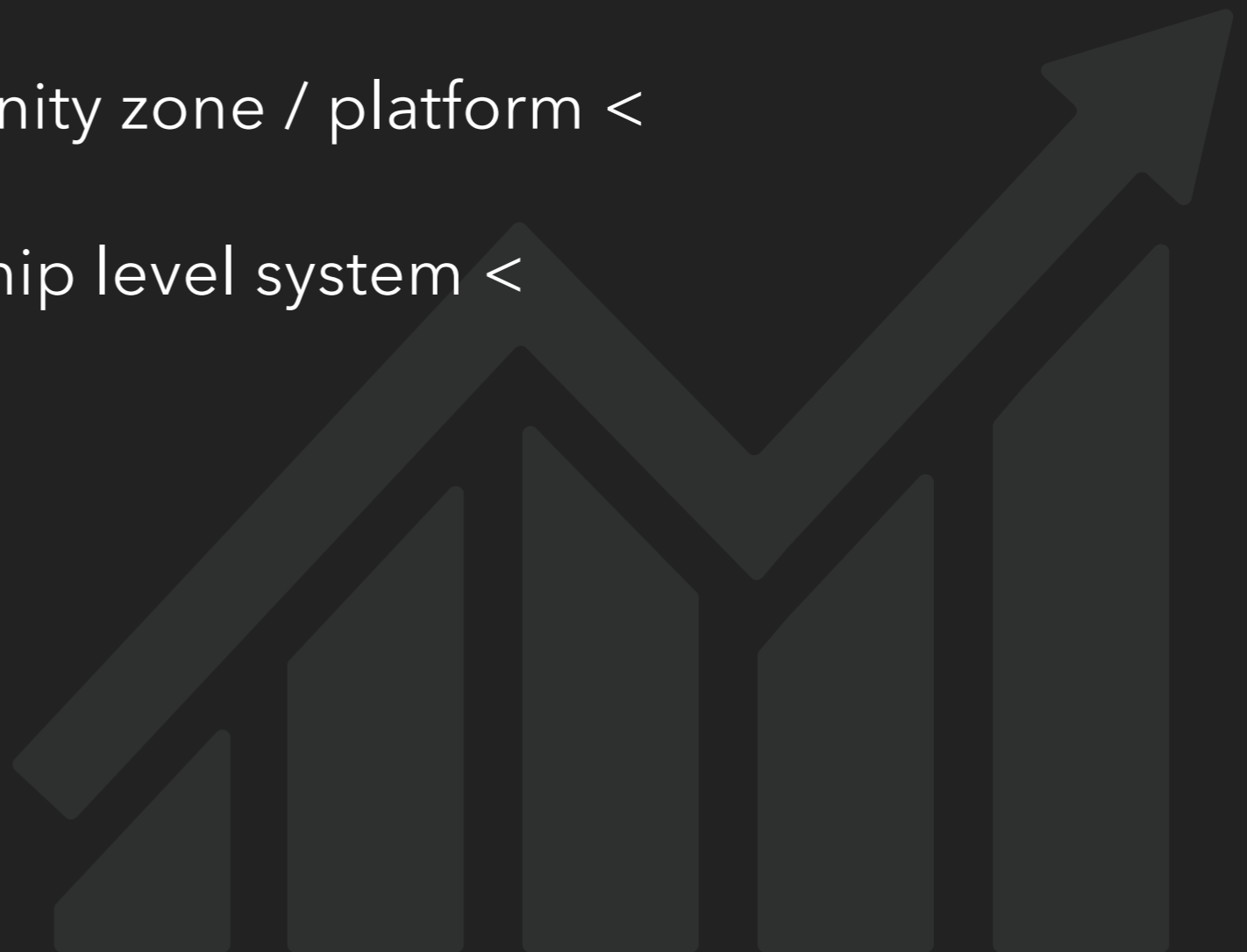
<p>KEY PARTNERS</p> <ul style="list-style-type: none"> -rarely third-party developers (create content, chosen for their expertise in specific categories for specific platforms) -sub-contractors (disk duplication, packaging, printing, and manufacturing.) -Intel -marketing agency -payment processing -professional gamers -government -live-broadcasting platform (twitch, etc.) 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> -entails designing -developing software games -marketing (test the game and pop-up game experience, etc) -Data collection and analysis -Offline gamer meetings 	<p>VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> -accessibility (action/ adventure, simulation, role-playing, and strategy categories.) -risk reduction (“Greenlight Process” / contribute content based on past track record.) -brand/status 	<p>CUSTOMER RELATIONSHIP</p> <ul style="list-style-type: none"> -self-service, automated (limited interaction with employees.) -global phone services -email contact -24/7 online support 	<p>CUSTOMER SEGMENTS</p> <p>consumers, ranging from core gamers to casual players and from children to adults.</p>
<p>KEY RESOURCES</p> <ul style="list-style-type: none"> -Brand -Data collection -IP -human resources (include creative, technical, and production professionals) -sales/marketing staff -Corporation Social Responsibility -Legal / lobbyist 	<p>CHANNELS</p> <ul style="list-style-type: none"> -digital online channels -physical retail outlets. (consumer electronics stores, mass market retailers, game specialty stores, and discount warehouses) -promotes (website, social media, online/print/TV advertising, industry and in-store promotions, direct marketing, and product sampling.) 			
<p>COST CONSTRUCTURE</p> <p>(cost-driven structure)</p> <ul style="list-style-type: none"> - Operation cost (salary / structure / net device) - Tax / fee - Data collection and analysis - legal / lobbyist - IT maintenance - Software royalties and intellectual property licenses 		<p>REVENUE STREAMS</p> <p>Product Revenues — Revenues generated from sales of games, including digital full-game downloads and physical products</p> <p>Subscription, Licensing, and Other Revenues:</p> <ul style="list-style-type: none"> -Subscription Revenues – eg:”World of Warcraft”, a subscription-only basis -Licensing Revenues – Royalties obtained from third-party licensees in China, Taiwan, and Russia that host certain Blizzard games in their countries -Other Revenues – Primarily include revenues from micro-transactions, digital downloadable content (e.g. multi-player content packs), and the licensing of intellectual property other than software to third-parties 		

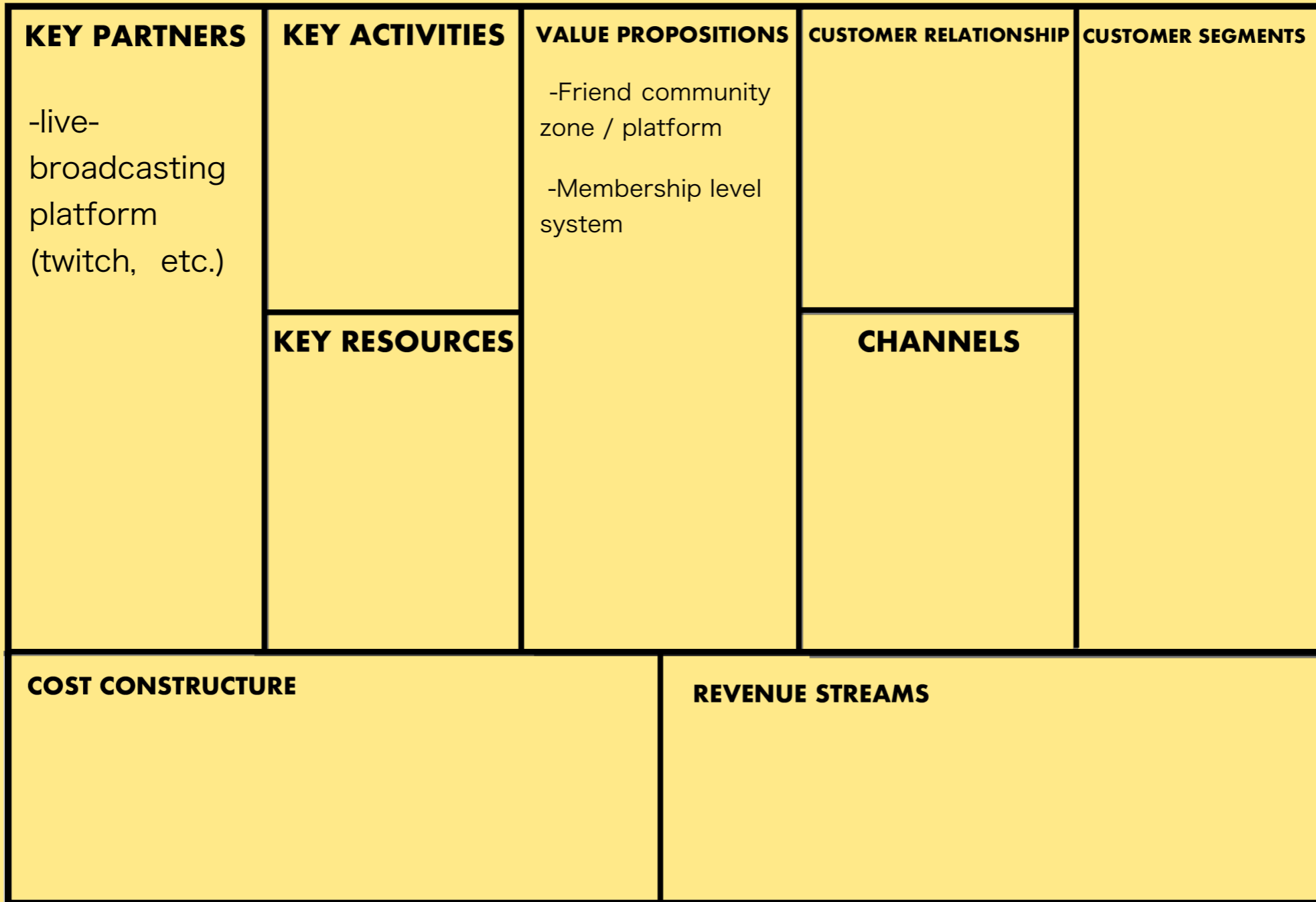
Riot Games

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> -tencent game -Benchmark Capital -Firstmark Capital -marketing agency -payment processing -professional gamers -government -live-broadcasting platform (twitch, etc.) -sub-contractors (disk duplication, packaging, printing, and manufacturing.) 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> -developing game "League of Legends" (Multiplayer Online Battle Arena game) -marketing/advertising -Data collection and analysis -Offline gamer meetings -Global race 	<p>VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> -Reducing player wait times -raising satisfaction -more friendly to new gamers comparing to other MOBA games 	<p>CUSTOMER RELATIONSHIP</p> <ul style="list-style-type: none"> -global phone services -email contact -24/7 online support -self-service (Riot Games help center) 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> -players -developers
<p>KEY RESOURCES</p> <ul style="list-style-type: none"> -Talent Generalist -Data -Legal / lobbyist -sales/marketing staff -player info 		<p>CHANNELS</p> <ul style="list-style-type: none"> -twitter -fb -youtube 		
<p>COST CONSTRUCTURE</p> <ul style="list-style-type: none"> - Operation cost (salary / structure / net device) - Tax / fee - Data collection and analysis - legal / lobbyist - IT maintenance - Software royalties and intellectual property licenses - Prize for the winner of the global race 			<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> -Product Revenues -virtual items (characters / skins etc.) 	

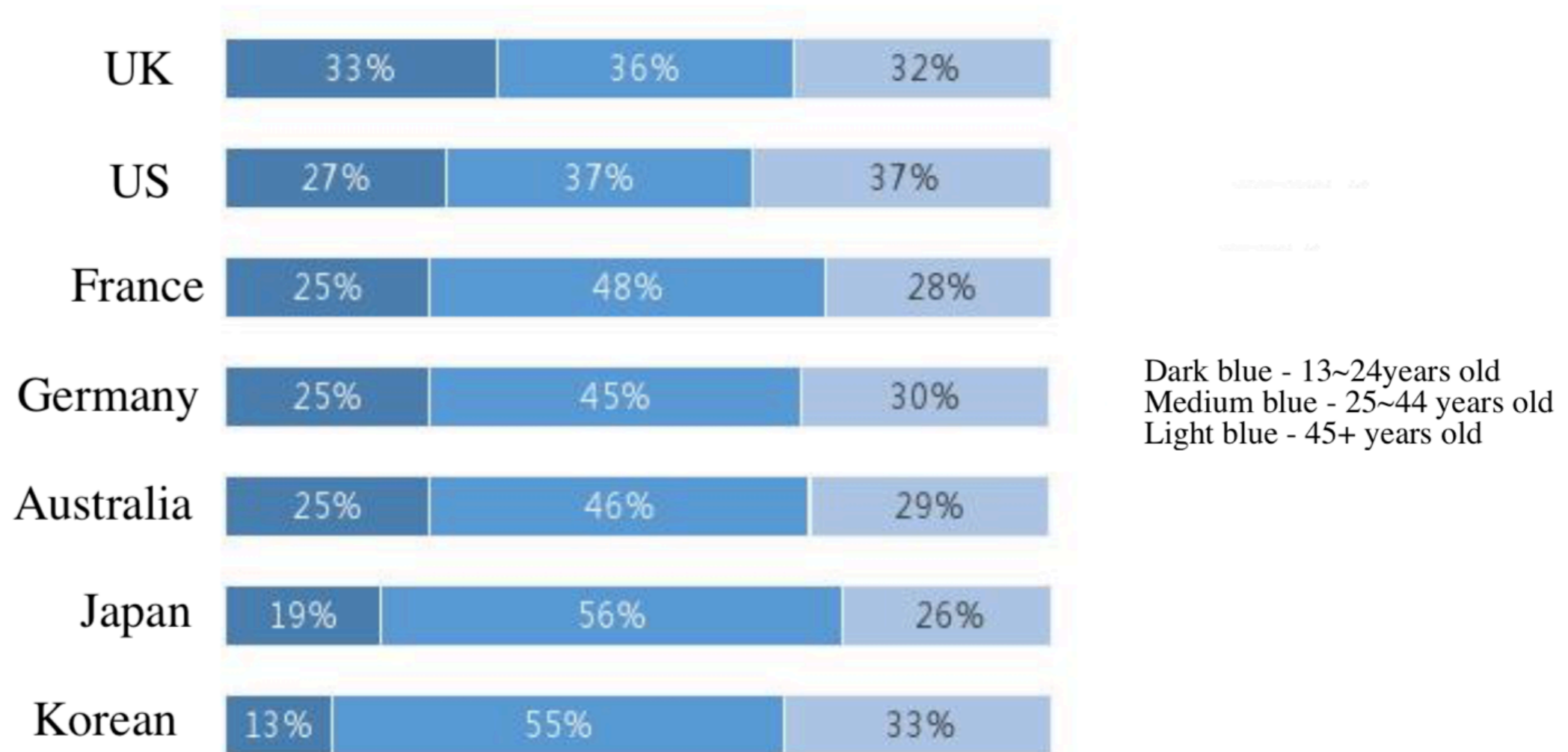
Potential Opportunities

- > Live board-casting <
- > Friend community zone / platform <
- > Membership level system <

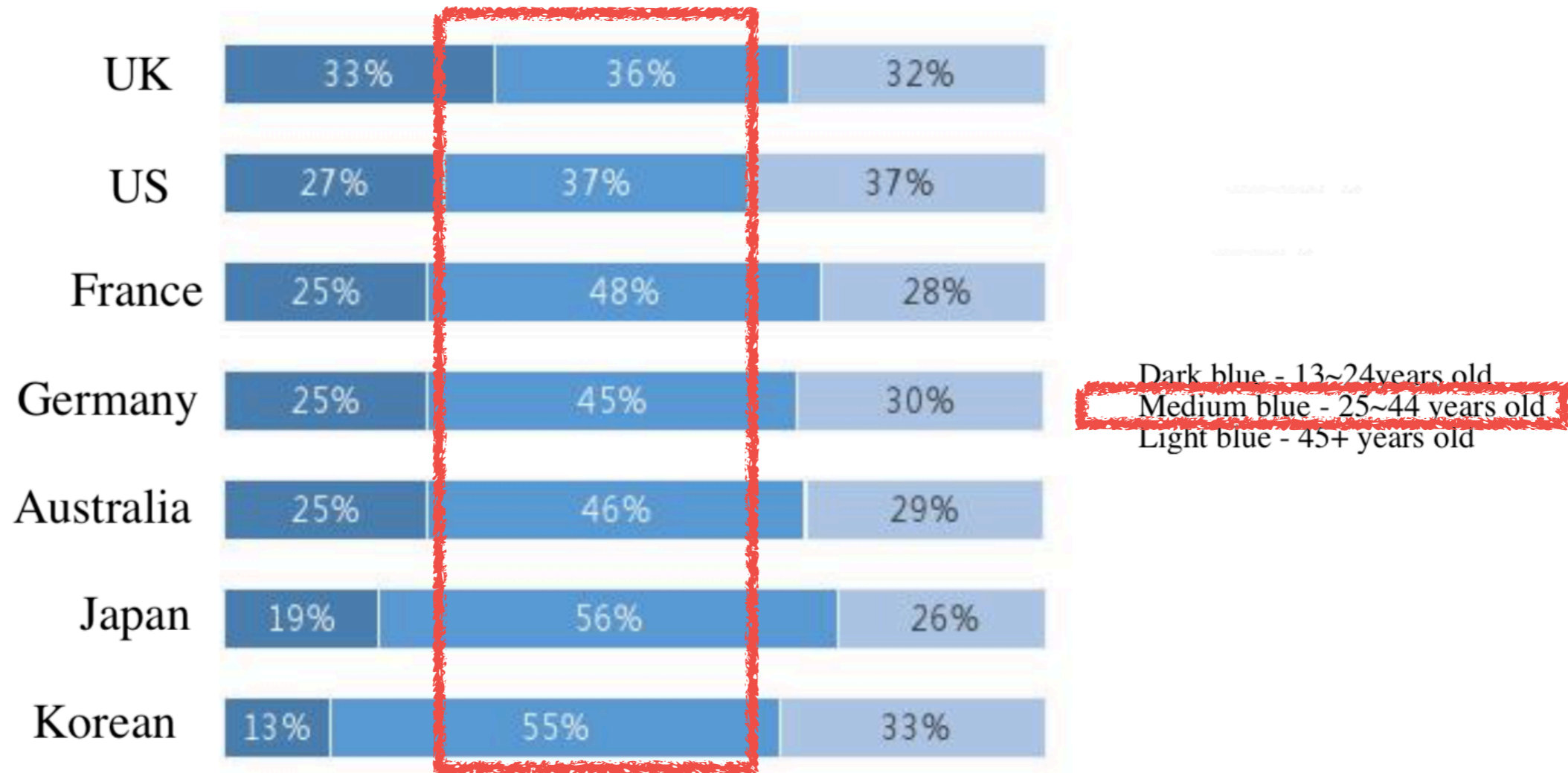




2017-2018 The game time ratios between different ages




2017-2018 The game time ratios between different ages



Segments

> 25 ~ 44 years old <






Country	Less than 1 hour a week	1-2 hours a week	2-4 hours a week	4-7 hours a week	7-12 hours a week	12-20 hours a week	More than 20 hours a week
France	17.4%	18.2%	19.4%	18.0%	11.2%	9.0%	6.8%
Germany	14.6%	19.4%	19.0%	21.0%	11.6%	7.6%	6.8%
Japan	32.0%	16.2%	16.0%	12.4%	9.0%	6.0%	8.4%
South Korea	27.8%	20.4%	20.4%	14.6%	8.4%	3.8%	4.6%
U.K.	14.4%	15.4%	16.4%	17.8%	16.4%	12.0%	7.6%
U.S.	14.6%	19.2%	17.4%	17.2%	16.8%	7.6%	7.2%
Global	20.1%	18.1%	18.1%	16.8%	12.2%	7.7%	6.9%

Figure 1: How many hours each week do you spend playing video games?





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South Korea	27.8%	20.4%	20.4%	14.6%	8.4%	3.8%	4.6%
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Segments

```
graph TD; A[Segments] --- B[> 25 ~ 44 years old <]; B --- C[> game time is less than 4 hrs per week <]; C --- D1[ ]; C --- D2[ ]; C --- D3[ ]; D1 --- E1[ ]; D1 --- E2[ ]; D2 --- E3[ ]; D2 --- E4[ ]; D3 --- E5[ ]; D3 --- E6[ ]
```

> 25 ~ 44 years old <

> game time is less than 4 hrs per week <

25-44: New Adults - Now 24-hour-a-day gaming is no longer frequent, as time is shorter, and minutes become more precious. Here there are many casual gamers with really expensive and powerful devices in their pockets in the past, **playing and spending money on their games**, but also working hard **with responsibilities related to family**, occasionally showing their games to children, nephews and others. Even within this range there is a large number of people who play as their primary hobby, so are great influencers.



“DEMOGRAPHICS: WHAT’S THE DIFFERENCE?”

Segments

> 25 ~ 44 years old <

> game time is less than 4 hrs per week <

> Mobile gamer + PC gamers <

(No extra fee for extra devices)

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“DEMOGRAPHICS: WHAT’S THE DIFFERENCE?”



No video games for family

BUNDOGAME

Bond your families while enjoying the games



Goals

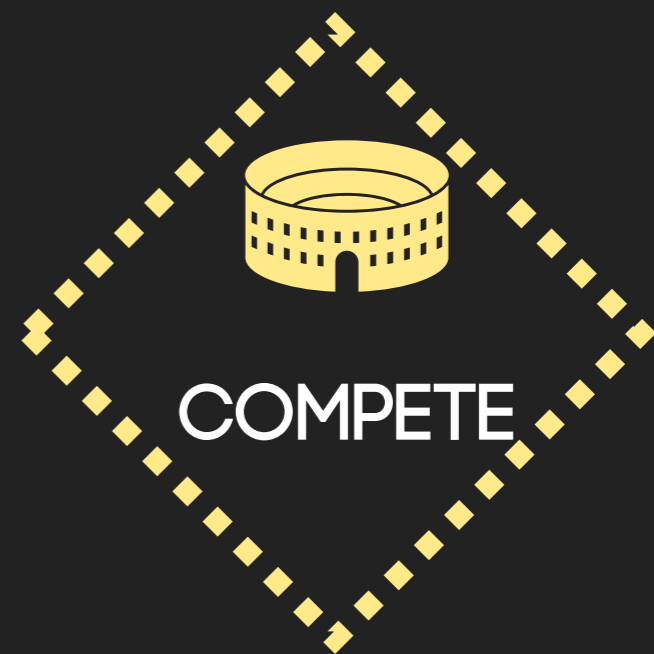
- > Not just for kids or just for adults <
- > Be educational, but not educational <



WORLD



HOME



COMPETE



ADULT VERSION

CHILD VERSION

> need help from kids <

> puzzle game <

> decode game <

> draw something <

> easier game task <

(Teenager version)



-Blizzard, WOW

GAME LIST



SPECIALS

> Racing car game <

> Card game <

> CS <

...

> have tips <

(when compete with parents)

>can battle other family teams<





ADULT VERSION

> research materials <



Zelda

BUNDGAME

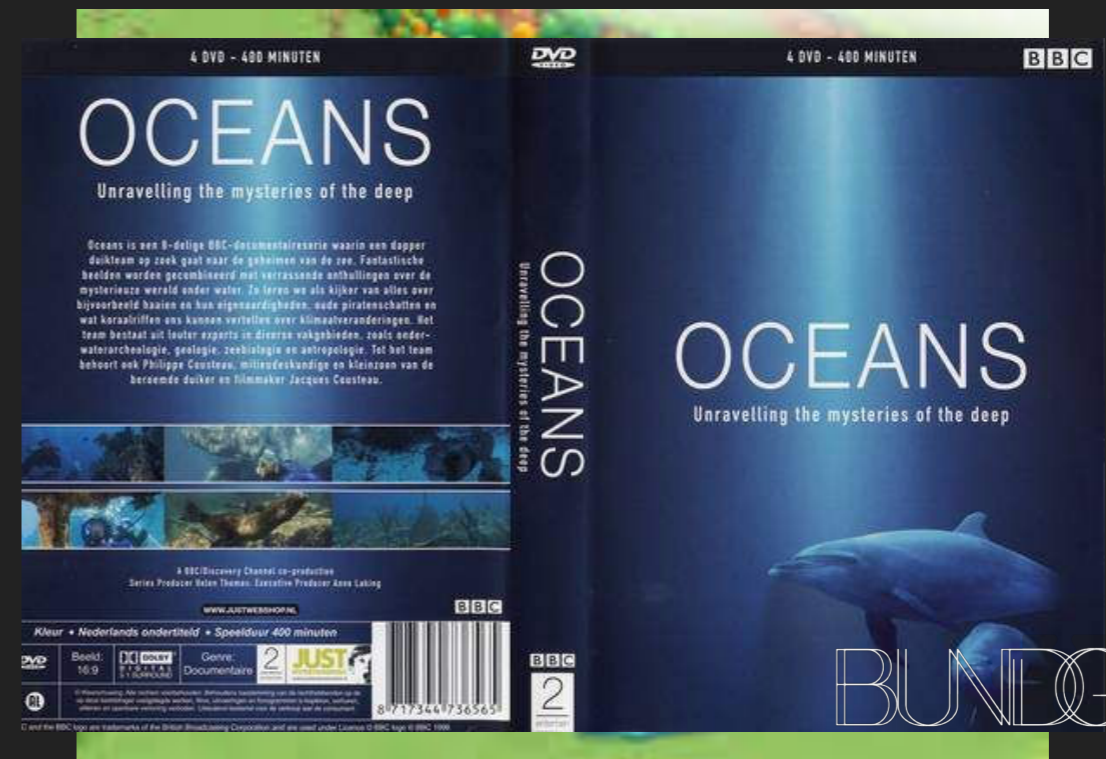
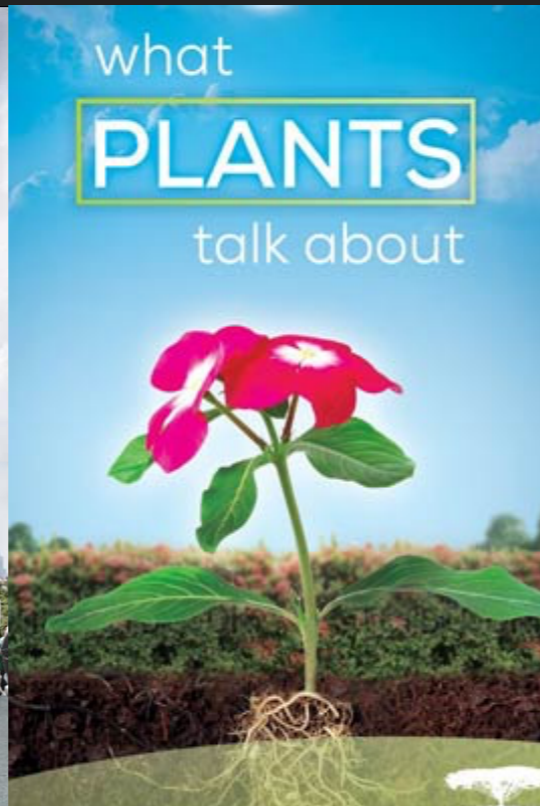


CHILD VERSION





CHILD VERSION



BUNDGAMES



TEENAGER VERSION

> Collaborate with parents <



Zelda

BUNDGAME

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> -Sell the dealership to local companies -live-broadcasting platform (twitch, etc.) -Documentary companies -marketing agency -payment processing -professional gamers -government -sub-contractors (disk duplication, packaging, printing, and manufacturing.) 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> -Race (Family teams) -entails designing -developing software games -marketing (test the game and pop-up game experience, etc) -Data collection and analysis -Offline gamer meetings 	<p>VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> -Create a bonding between parents and their children -Learning through playing 	<p>CUSTOMER RELATIONSHIP</p> <ul style="list-style-type: none"> -Platform (each game has their chatting room) -Community (for players) -Automated -Co-creation -Social 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> -consumers -advertisers -corporates
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Channels

BUNDCGAME

facebook / whats app /
wechat / QQ etc.



- Websites
- social network
(QQ / Wechat ...)
- Payment (WeChat
payment ...)

Key Partners

- Sell the dealership to local companies
- live-broadcasting platform (twitch, etc.)
- Documentary companies

Why Latency and Lack of Throughput will kill a game

Poor Latency or Lack of Throughput Symptoms	User Experience	Game Types effected
Lag	Game play stutters or does not respond to user input realistically	MMO, FPS, Any Real-time Play
Time Jumps	Misaligning Client predictions with Server state causes jumps and sudden changes in Client game state	Shooters and other real-time play
Slow Loading	Delays in initiating sessions or moving to a new map while data is being downloaded	MMORPG, turn based gaming, immersive graphical experiences
Failed Downloads	Download of new game or new module to existing game fails	Any game with a client
Buffering Video	Game Viewing buffers or Video fails to start during event or replay	eSports (all online Game types)

Key Partners

- Sell the dealership to local companies
- live-broadcasting platform (twitch, etc.)
- Documentary companies / scientific departments

Key Activities

BUNDCGAME

Game races (Family team)



Game races



Value Proportions

BUNDGAME



> Friend community zone / platform <

> Membership level system <

> **Creat a bonding** <

> **Learning throw playing** <

> Friend community zone / platform <

> Membership level system <

BUNDOGAME

Bond your families while enjoying the games

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