We Make the Web a Multiplayer Game:

GameLayers Board Meeting

30 April 2009
@ GameLayers - 76 2nd Street
30 April Agenda

Business Update

Strategic Priorities

Telling the Story of The Nethernet

Next Five Weeks
Highlights

• Growth
• Engagement
• Cwikla, CTO

Lowlights

• Scaling
• Performance
• Referral Fraud
Since March 25

- Release 0.8
- Tools of Fiction
- CTO Search: CTO Found
- Suspending Surf Badges
- Referral Fraud
Accessible: 60 Days of SignUps

Launch Referral Links (700 to 1500)

Captcha on Signup

Performance Issues

January ~70  February ~150  March ~650  April ~600
Invitee Signups

- March 27: Launch Referral Links (from 8 to 793)
- April 22: Captcha on Signup (from 171 to ~90)

Captcha average 90/day
Referral Fraud Estimates

• average # of accepted invites per day, post-captcha = 88

• total # of sign-ups between releasing referral links and implementing captcha = 5,142 over 28 days

• at a rate of 88 per day for 28 days, we can assume that 2,464 of those 5,142 sign-ups were plausible

• that leaves us with plausible fraud at 2,678 accounts
unique users logging in

<table>
<thead>
<tr>
<th>in the last</th>
<th>25 March</th>
<th>% reg</th>
<th>29 April</th>
<th>% reg</th>
<th>variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>day</td>
<td>5,495</td>
<td>8%</td>
<td>6,944</td>
<td>8%</td>
<td>26%</td>
</tr>
<tr>
<td>week</td>
<td>9,973</td>
<td>15%</td>
<td>11,897</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>fortnight</td>
<td>14,389</td>
<td>22%</td>
<td>16,641</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>month</td>
<td>20,356</td>
<td>31%</td>
<td>29,497</td>
<td>32%</td>
<td>45%</td>
</tr>
<tr>
<td>reg’d</td>
<td>66,186</td>
<td></td>
<td>92,044</td>
<td></td>
<td>39%</td>
</tr>
</tbody>
</table>

includes referral fraud estimated at ~2,700
Connected Users

Toolbar Enabled Giving DP

January ~1,400
February ~3,200
March ~4,500
April ~6,100

Today ~6,100
tools looted/triggered/etc, missions taken from web

Reactive Users Per Day

Today ~2,600

January ~500
February ~1100
Today ~2300

unknown stat dips
tools deployed, missions created, forum postings

Active Users Per Day

<table>
<thead>
<tr>
<th>Month</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>~290</td>
</tr>
<tr>
<td>February</td>
<td>~946</td>
</tr>
<tr>
<td>March</td>
<td>~1800</td>
</tr>
<tr>
<td>Today</td>
<td>~1800</td>
</tr>
</tbody>
</table>

unknown stat dips
Social: Players Sending PMail per Day

<table>
<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>~160</td>
<td>~700</td>
<td>~1300</td>
<td></td>
</tr>
</tbody>
</table>

Top Aligned Toolbar
21 January from ~160 to 360

(1,387)

STAT BUSTED
Awsm - Players laying DP Cards
Attack - Players Laying Mines
Players Throwing Grenades
Players Attaching St. Nicks
Players Drawing Portals
# Class Popularity

primary class of logged in players within the last week

<table>
<thead>
<tr>
<th>Class</th>
<th>Count</th>
<th>Total Chaos:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seers</td>
<td>2,243</td>
<td></td>
</tr>
<tr>
<td>Vigilantes</td>
<td>1,895</td>
<td>5,889</td>
</tr>
<tr>
<td>Destroyers</td>
<td>1,751</td>
<td></td>
</tr>
<tr>
<td>Benefactors</td>
<td>1,605</td>
<td></td>
</tr>
<tr>
<td>Bedouins</td>
<td>946</td>
<td>3,406</td>
</tr>
<tr>
<td>Pathmakers</td>
<td>855</td>
<td></td>
</tr>
<tr>
<td>Shoats</td>
<td>2,606</td>
<td></td>
</tr>
</tbody>
</table>
Class Mission Contest

Ending 8 May; here are the Rules:

• The Mission must be geared towards Shoats and explain the basics of the Class including their role and function in TNN
• The Mission must be completely SFW
• The Mission must be written with standard spelling and to the best of your ability with good grammar
• The Mission must contain links outside of TNN; it may contain relevant links inside TNN, too
• The Mission may contain Puzzle Posts
• The Mission may not be an “old school” Puzzle Mission
• The Mission may not contain more than 10 Lightposts
• All entries must adhere to these guidelines
Version 0.8

April 16:

- Events Window
- Event Notices
- New Tools
- Puzzle Posts
Web Toolbar Tour

**Toolbar:** The Keys to The Nethernet's Awesomeness

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. *Nullam sit amet enim.*

**Social**

This area allows you to keep track of your future Nethernet friends' activities as well as your own progress. Clicking on your avatar reveals your inventory, levels, and other basic information.

Lorem ipsum dolor sit amet, [books](#) consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco [sites](#) laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure [terminal](#) dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Strategic Priorities:
Make The Nethernet

Accessible

Social

Engaging
Accessible Initiatives

1. Where is the Game Happening?  
   Events in the Toolbar

2. Referral Link for Casual Invites

3. Blog Widget

4. Changes to the Landing Page

5. Streamlining Signup

6. Web Toolbar Tour
Social Initiatives

1. Closing the Social Circle
2. Other Players in your Toolbar - "Presence"
3. Groups
4. More Player to Player Tools
Engaging Initiatives

1. Events Stream from the toolbar
2. Additional New Tools and Upgrades
3. Revised Badges & User Generated Badges
4. Perks - in-game boosts for sale
Ally with Friends.
Fight for Order or Chaos.
Explore The Nethernet!
Arc

• 3 month story arc

• Weekly “episodes” that include game events and real changes to the rules

• Arc ends with the beginning of another 3 month arc
“Order Rising”  
Summer 2009

• The Nethernet is falling apart
• Ninefinder has begun to turn on his creator, Professor Esper
• Jerdu Gains has returned to lead the forces of Order
The struggle continues...

- Chaos’ hold on the Nethernet begins to slip: Pathmakers, Bedouin, and Benefactors get more powers and their numbers grow.
- Missions improve and are better protected.
The final weeks...

• Mines and St. Nicks could be artificially limited, to mimic a shortage in weaponry
• Bloody Tuesday is killed in battle
• Ninefinder finally defects from Order to join the nearly lost cause of Chaos
And the End

• A new NPC arises: Jerdu Gains’ daughter allies with Ninefinder and Victoria Ash to lead the fight against Order
Steward Puppetmasters

- The Stewards role-play as the NPCs
- They respond personally to PMail
- They co-create the weekly storylines and have a lot of great ideas
Messaging as NPCs

- NPCs can send mass PMails to entire classes, as well as individual PMails. In this way they can “recruit” players that have appeared on the Leaderboards to their cause and entice mass actions like attacking specific websites.
Plotting, of course.

• twitter.com/victoria_ash
• twitter.com/bloody_tuesday
• twitter.com/sasha_watkins
• twitter.com/thomas_hoggins
• twitter.com/ninefinder
• twitter.com/jerdu_gains
• twitter.com/professor_esper
Initial Fictional Expansion

• Blog Fiction with Stewards
• “The Return of Jerdu Gains”
• NPC PMail
• Short YouTube Videos
Next Five Weeks

- Cwikla
- Extension Experience
- First Five Minutes
- User Acquisition
0.8.1 - Early May

Click these buttons to see your other recent events.

Click these buttons to take action.
New Tools for May

overclock (a “buff”)  plus:  ever-mine
summon-revised  nick-swatter
We will make the best game of the web more stable, with a richer story and more social tool use!

And we will signup scads of new users. Hurrah May ’09!