

# 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



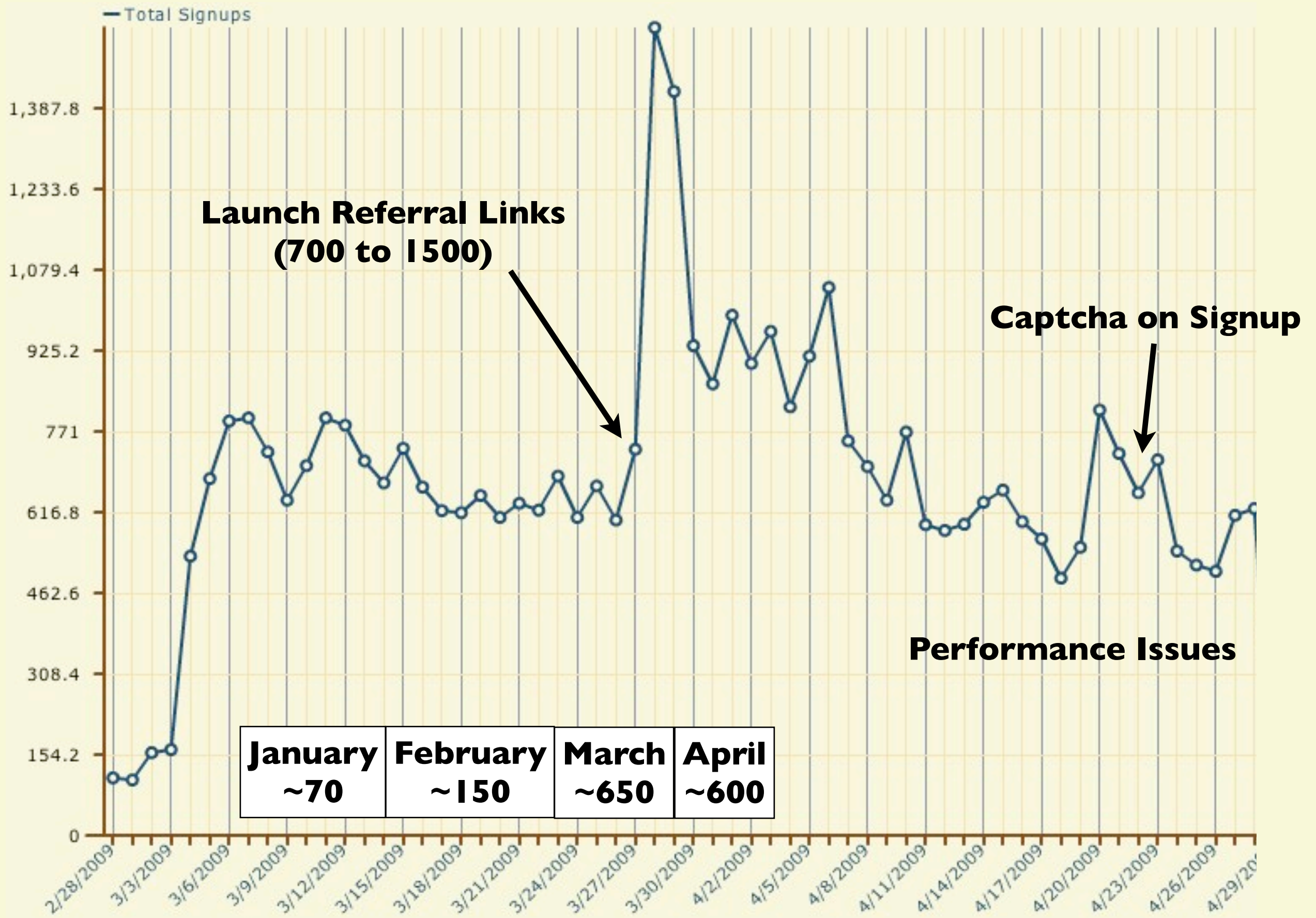
# Since March 25

- Release 0.8
- Tools of Fiction
- CTO Search: CTO Found
- Suspending Surf Badges
- Referral Fraud

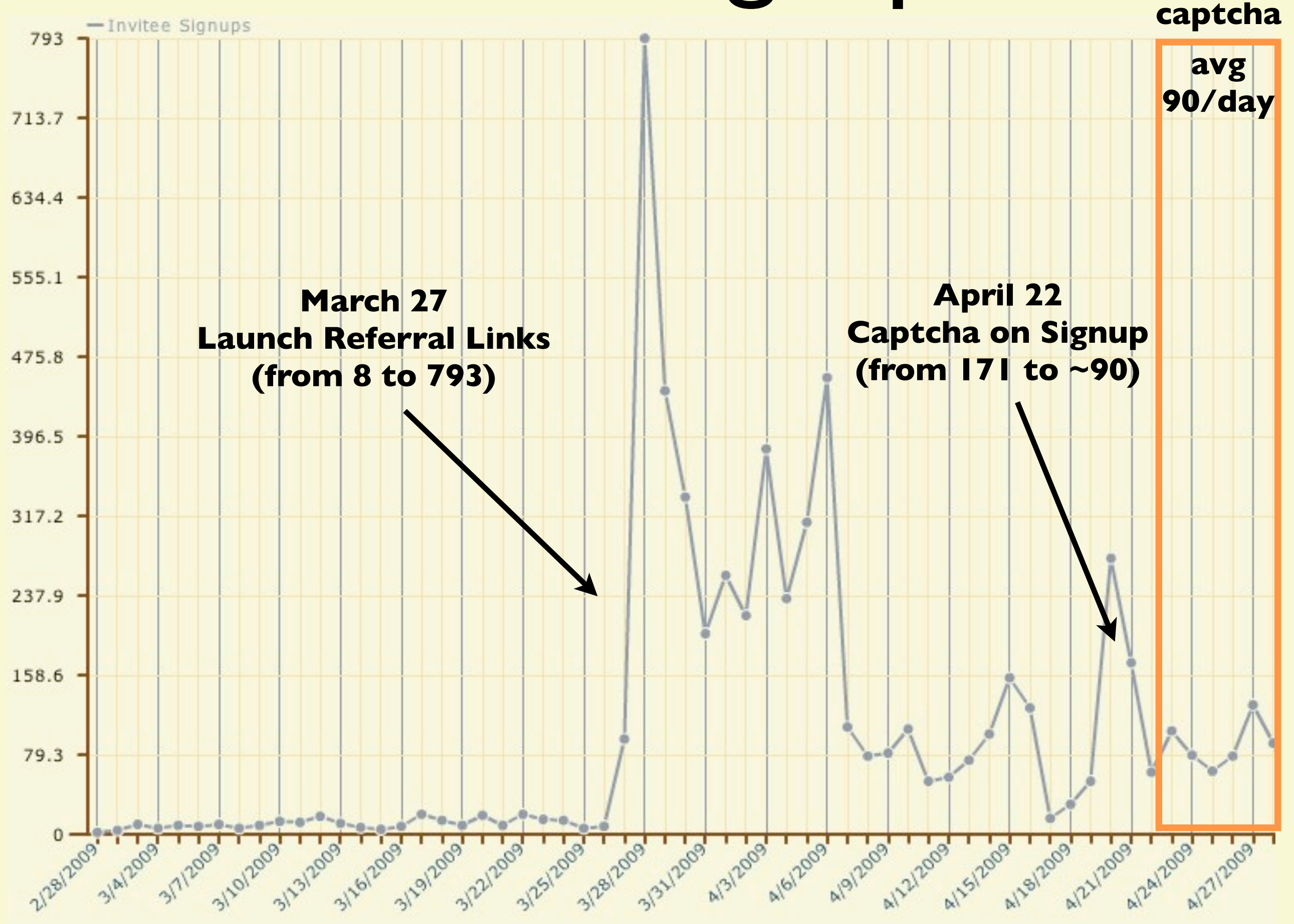




# Accessible: 60 Days of SignUps



# Invitee Signups




# 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

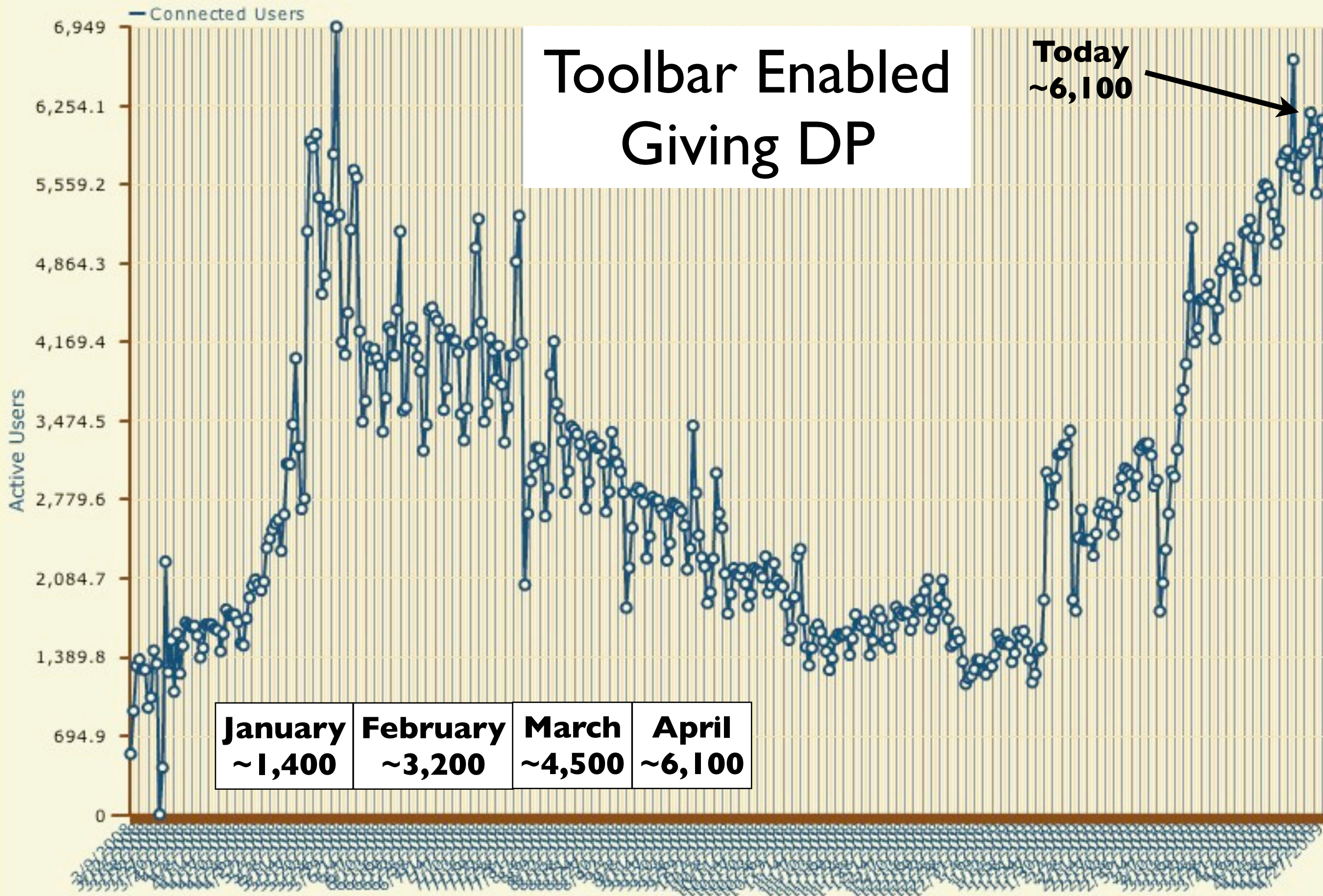


# unique users logging in

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

includes referral fraud  estimated at ~2,700

# Connected Users





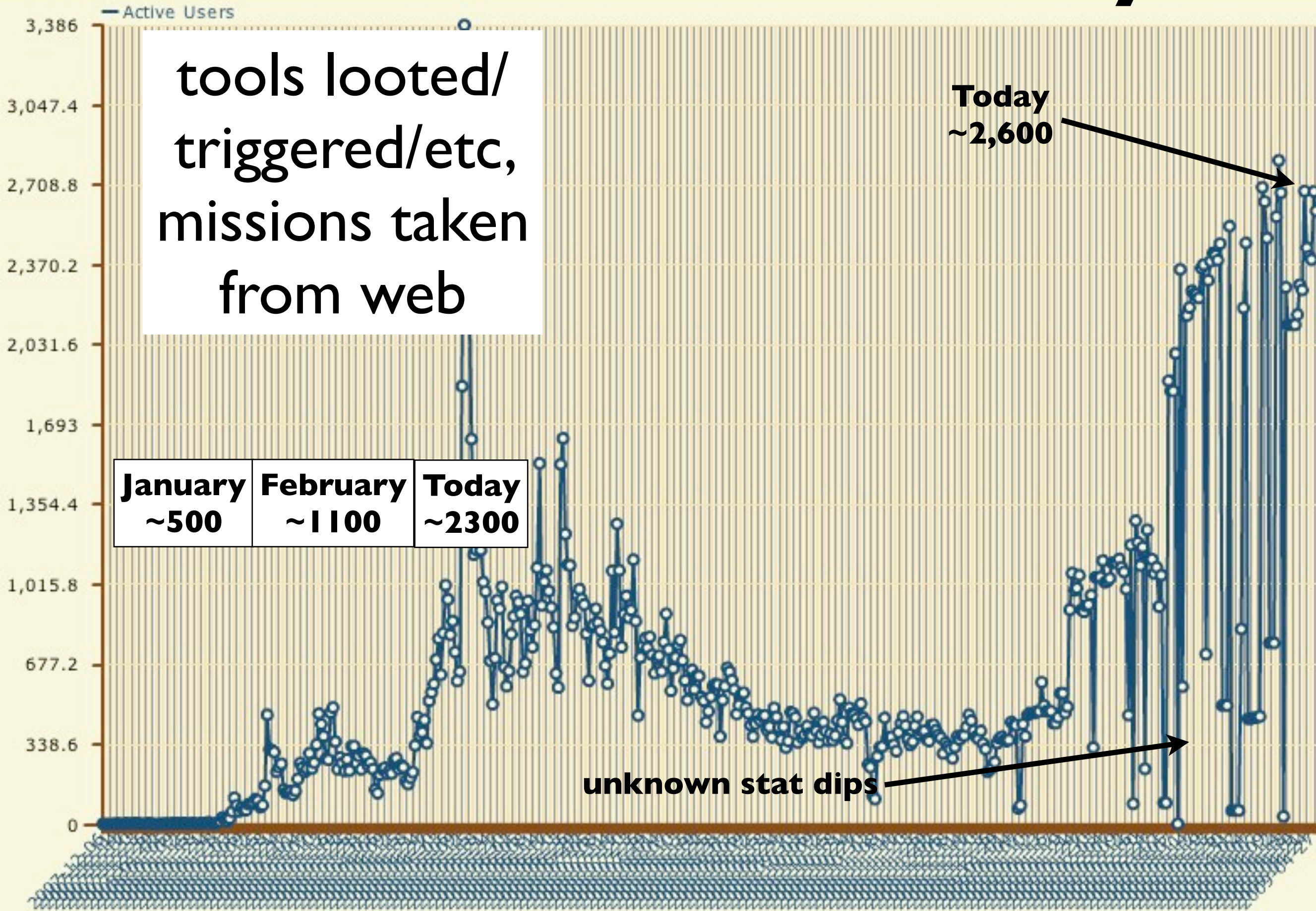
# Reactive Users Per Day

tools looted/  
triggered/etc,  
missions taken  
from web

Today  
~2,600

<b>January</b> ~500	<b>February</b> ~1100	<b>Today</b> ~2300
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unknown stat dips





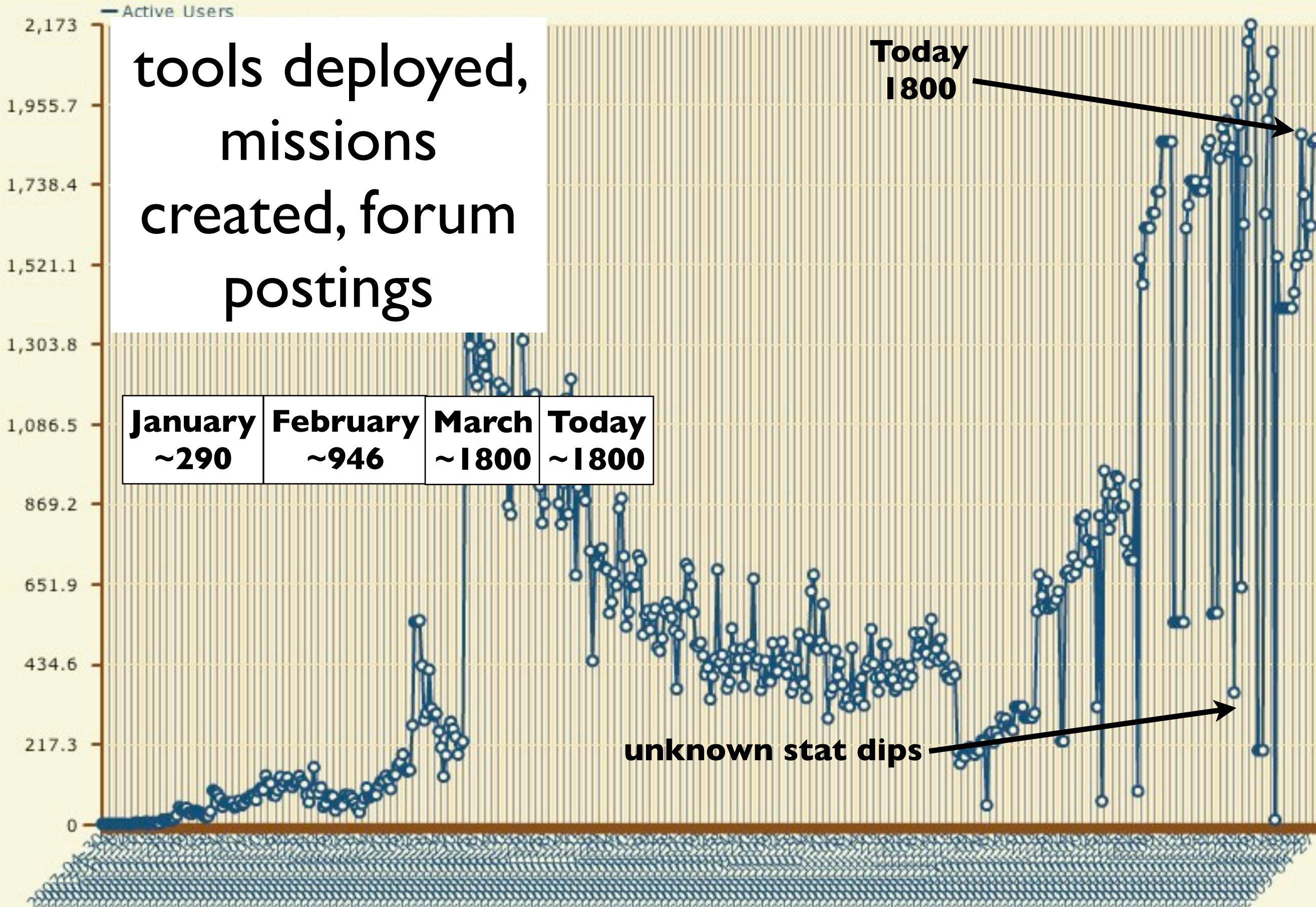
# Active Users Per Day

tools deployed,  
missions  
created, forum  
postings

January	February	March	Today
~290	~946	~1800	~1800

Today  
1800

unknown stat dips





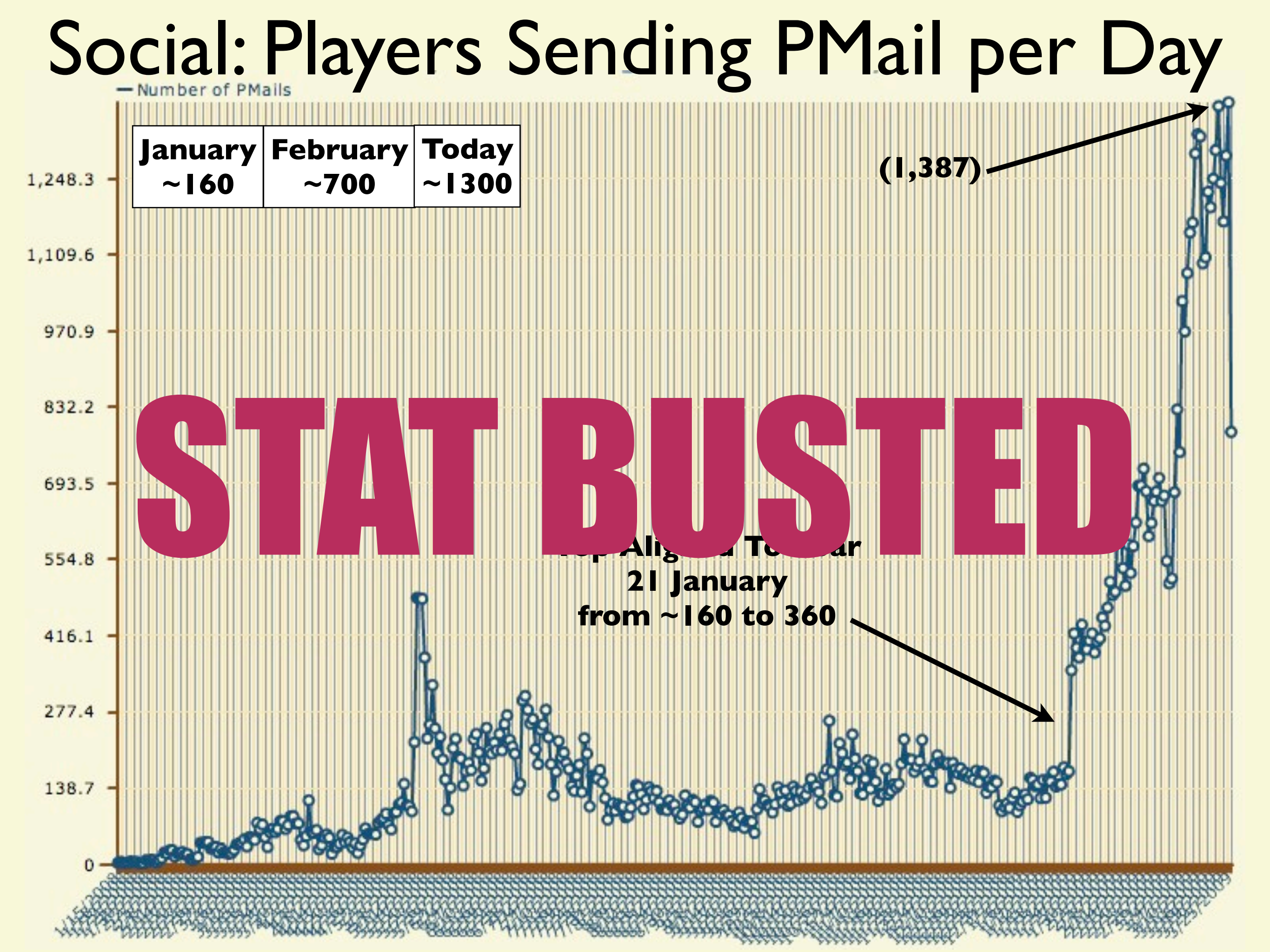
# Social: Players Sending PMail per Day

January	February	Today
~160	~700	~1300

STAT BUSTED

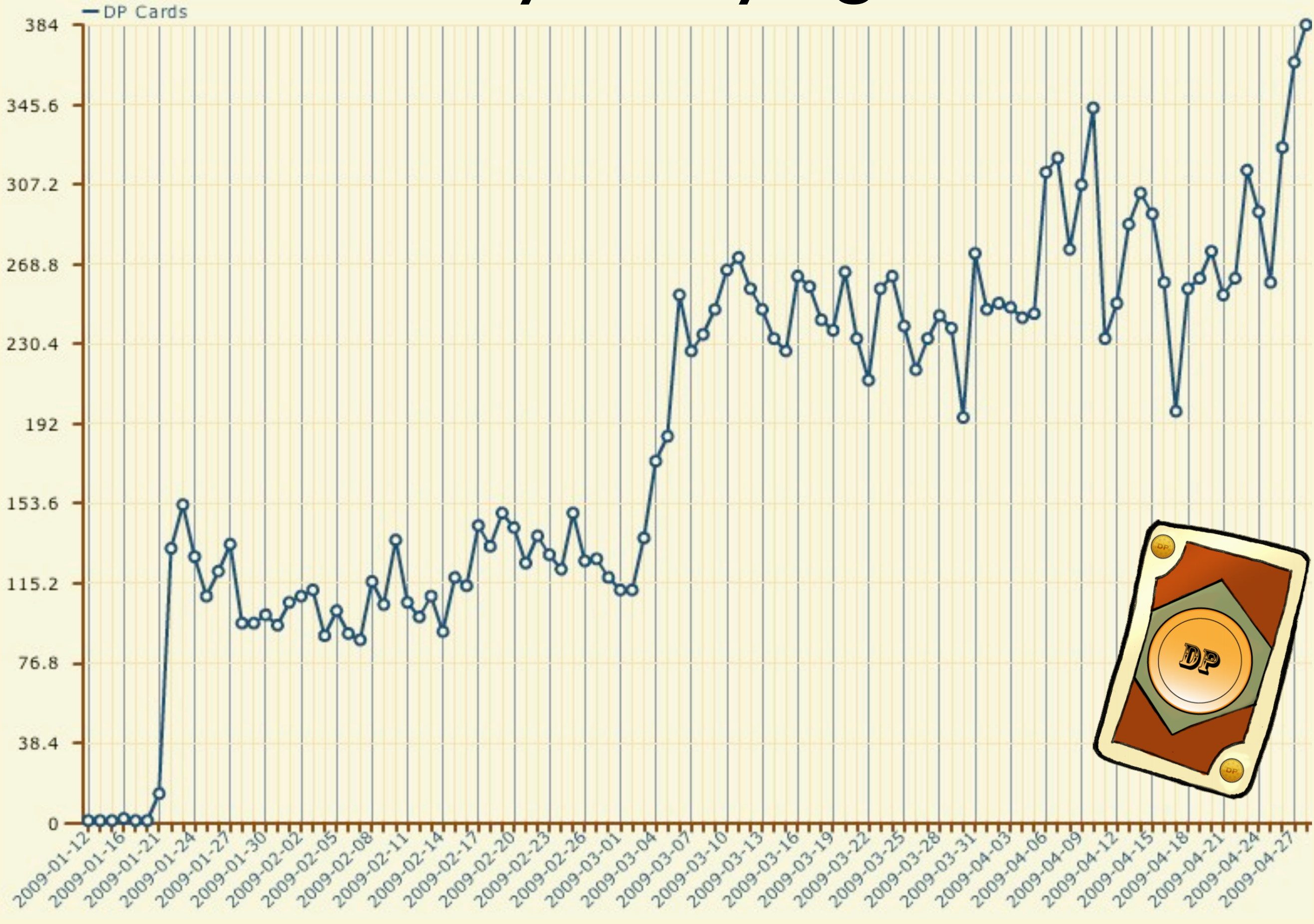
Top Aligned To Year  
21 January  
from ~160 to 360

(1,387)



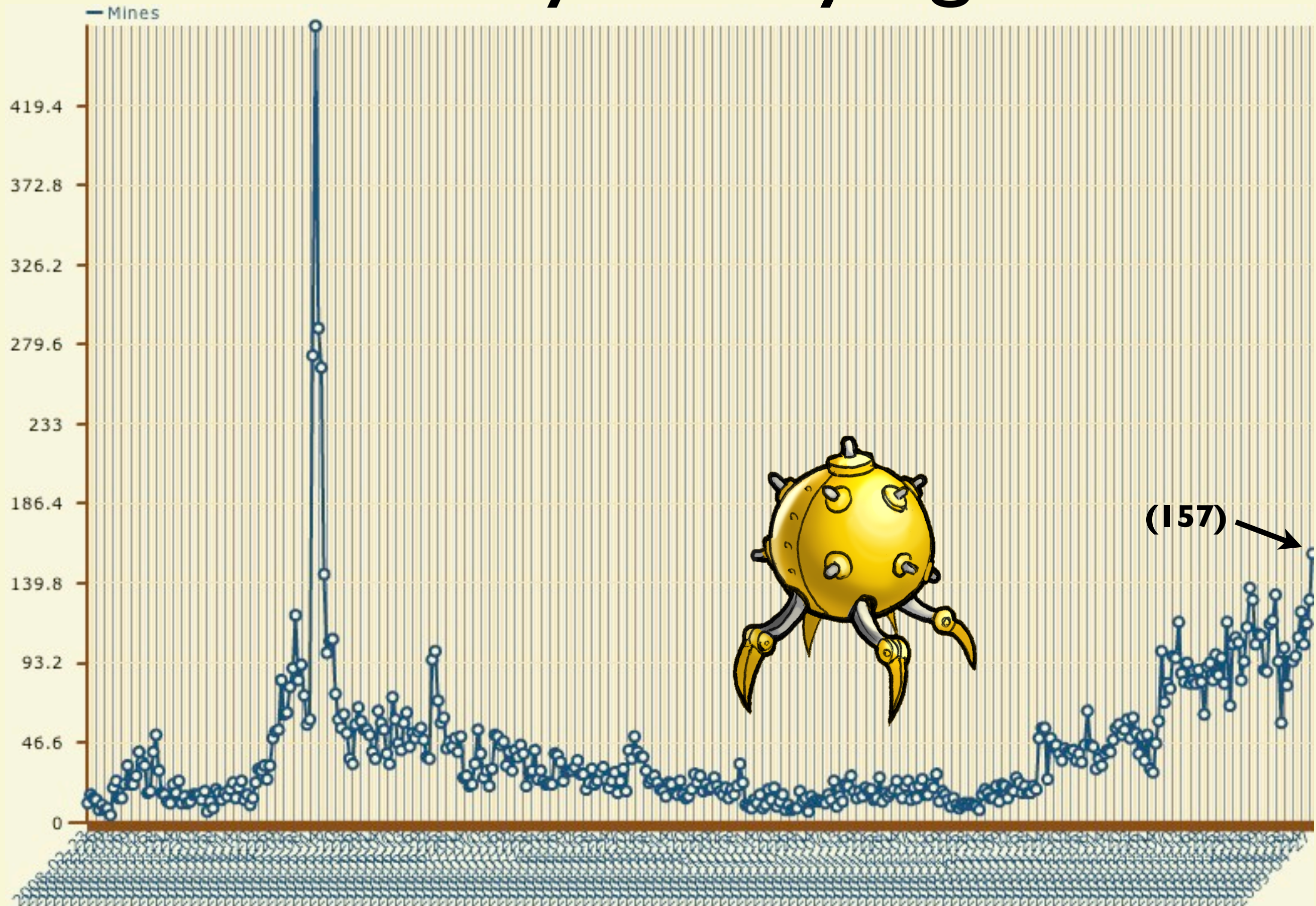


# Awsms - Players laying DP Cards



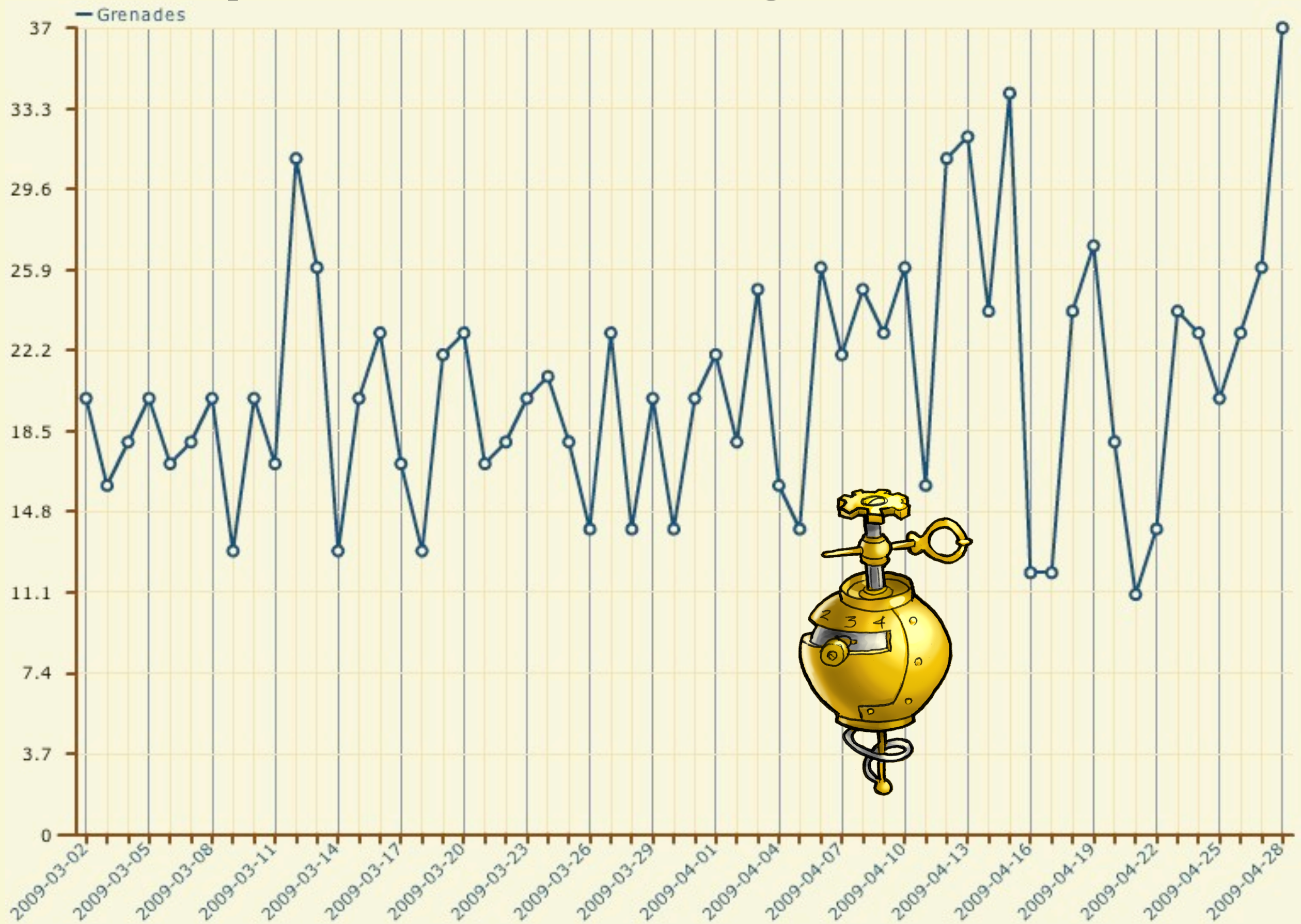


# Attack - Players Laying Mines

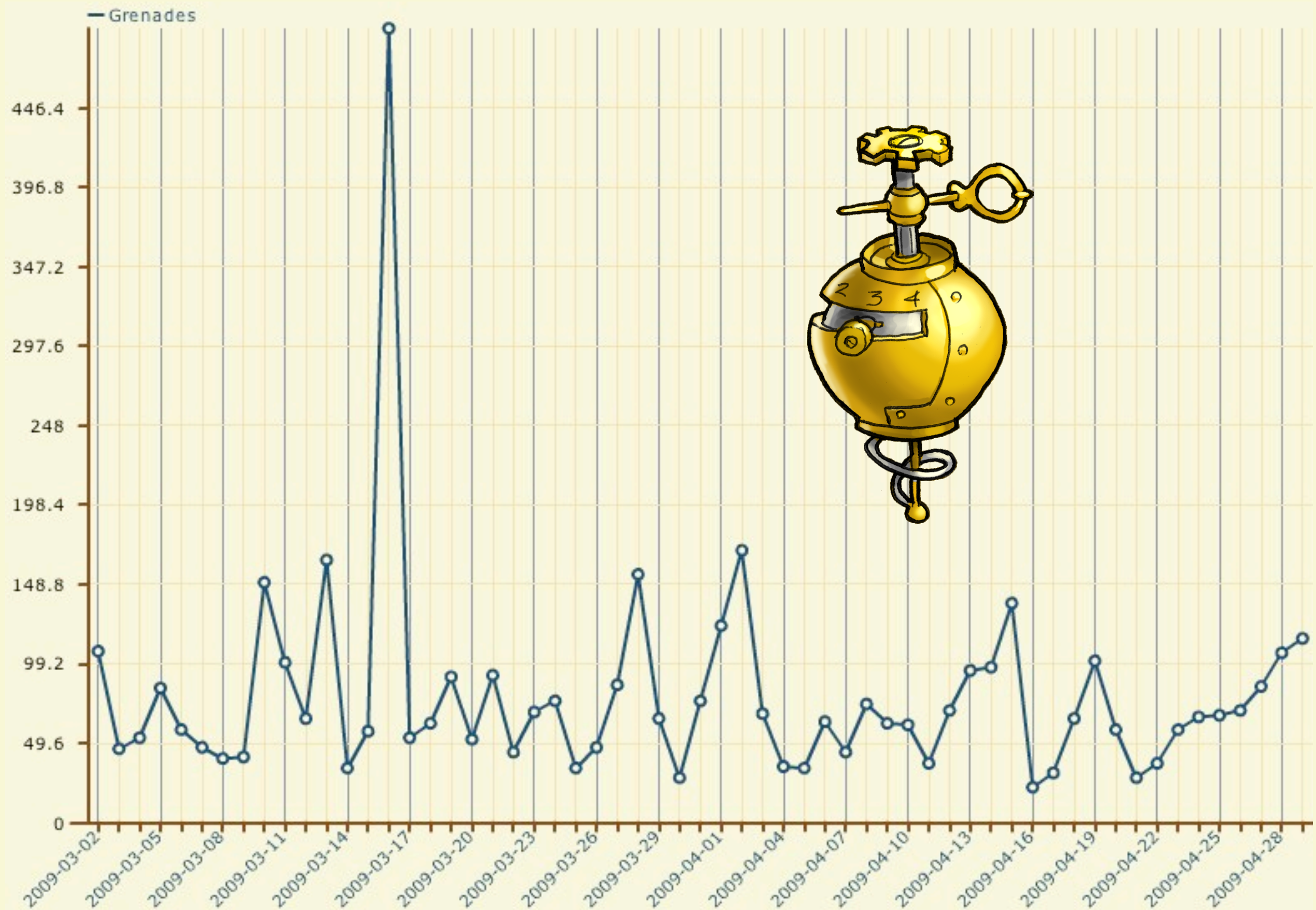




# Players Throwing Grenades

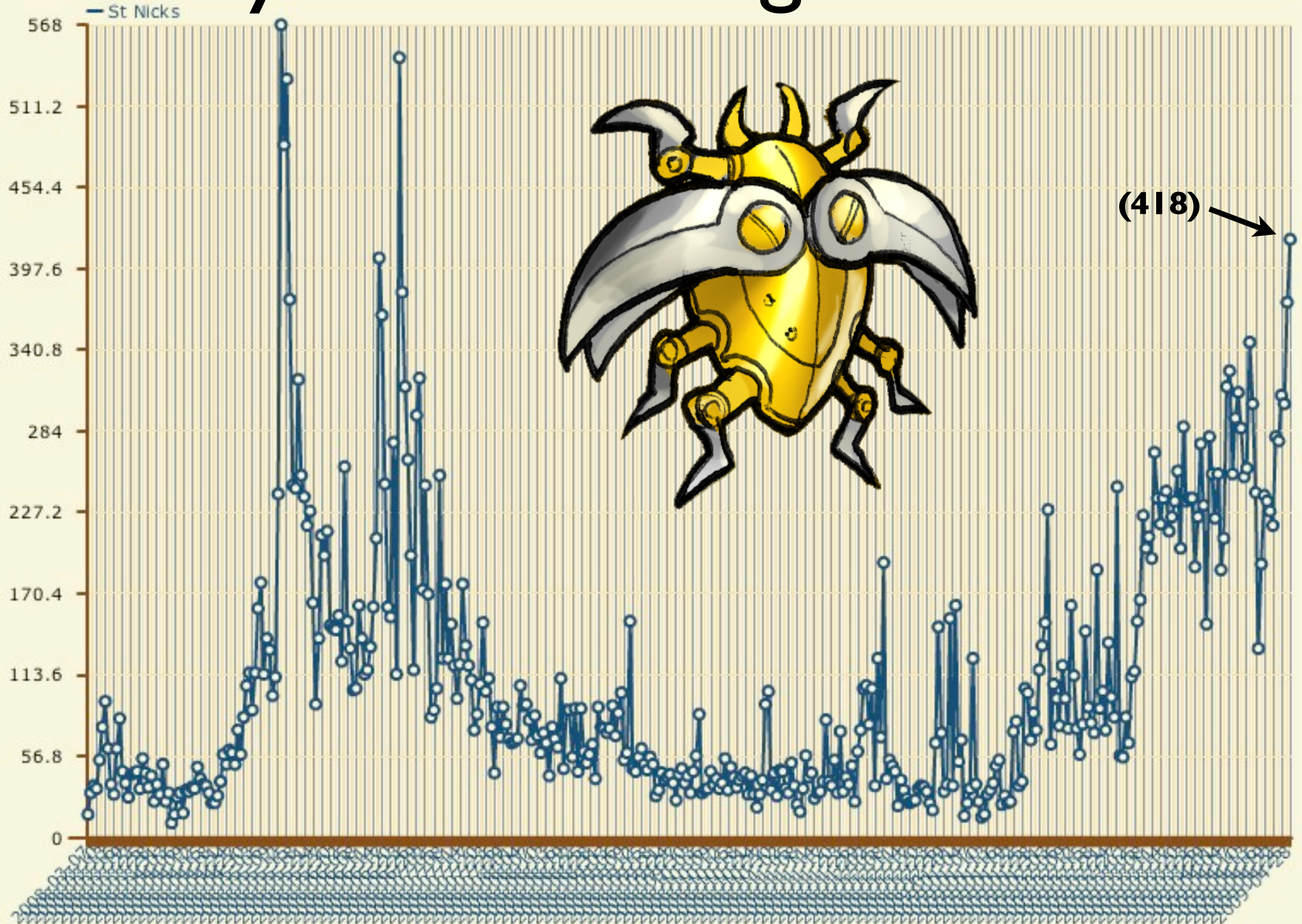


# Grenades Thrown



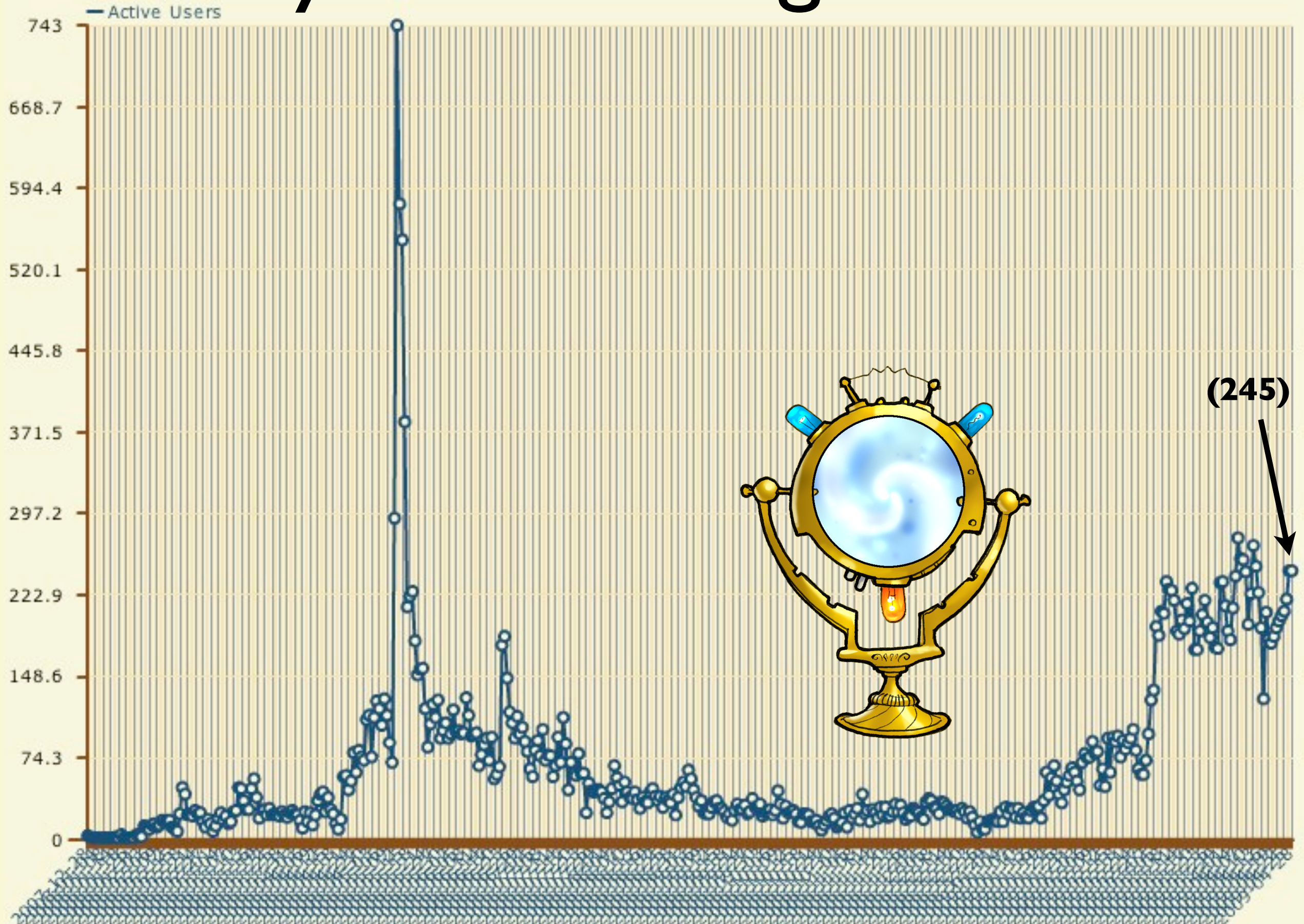


# Players Attaching St. Nicks



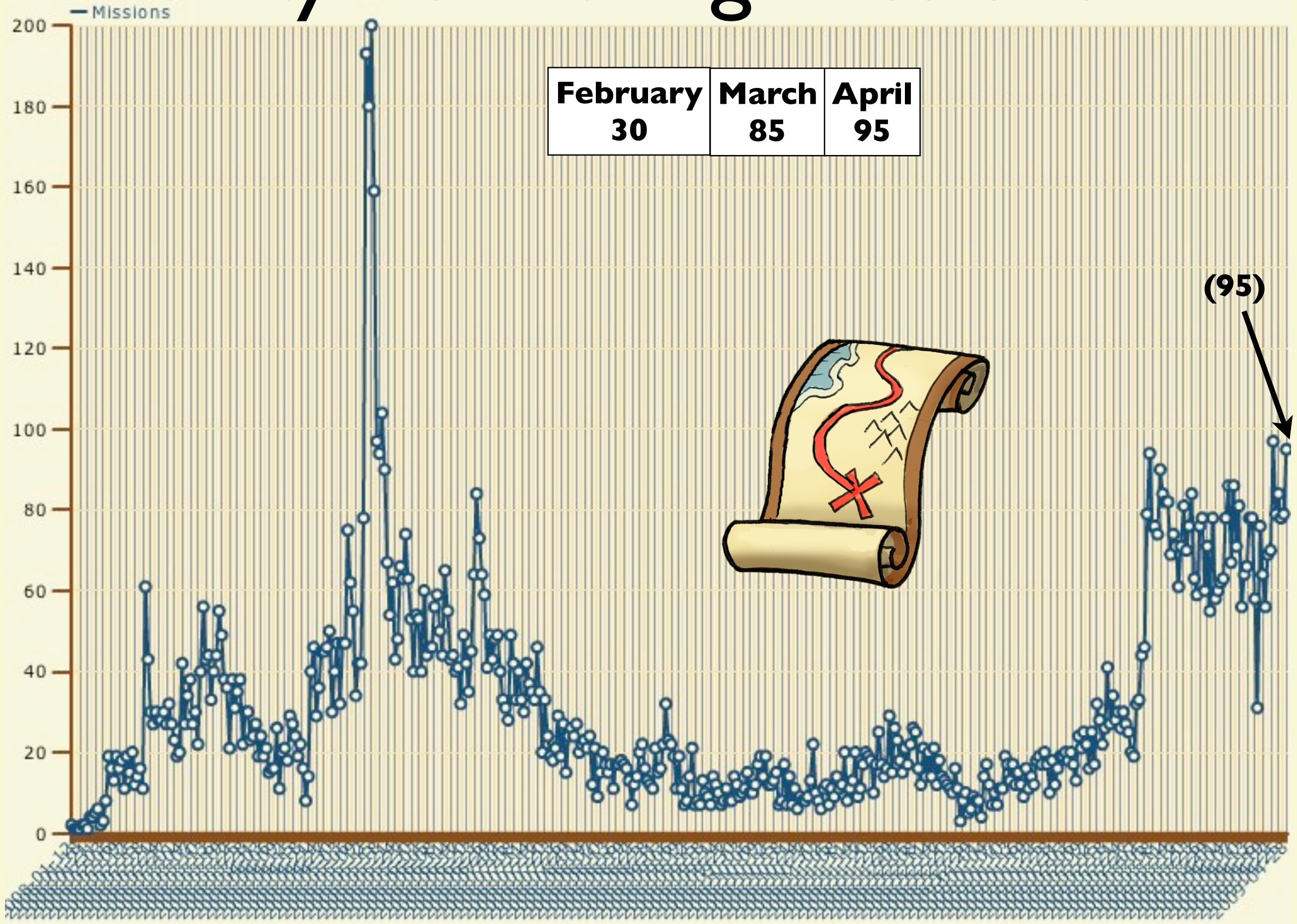


# Players Drawing Portals





# Players Making Missions





# Class Popularity

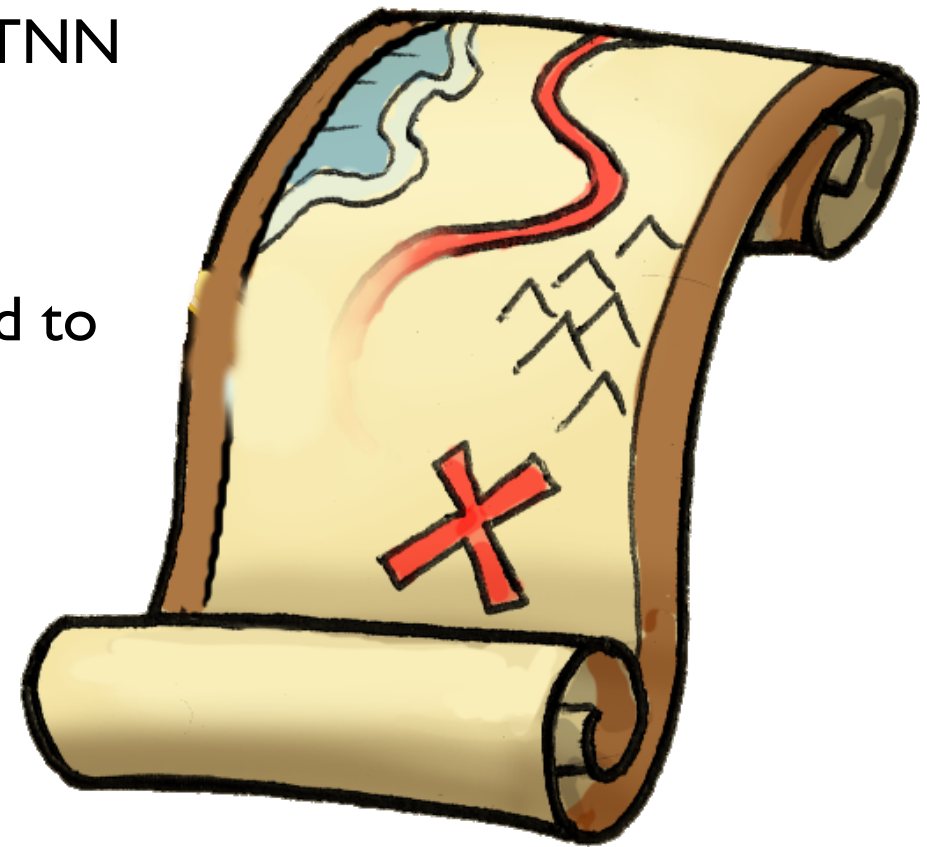
primary class of logged in players within the last week

Seers	2,243	Total Chaos:
Vigilantes	1,895	5,889
Destroyers	1,751	
Benefactors	1,605	Total Order:
Bedouins	946	3,406
Pathmakers	855	
Shoats	2,606	

# 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

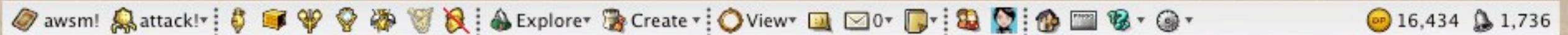




# Web Toolbar Tour

## 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.

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# 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

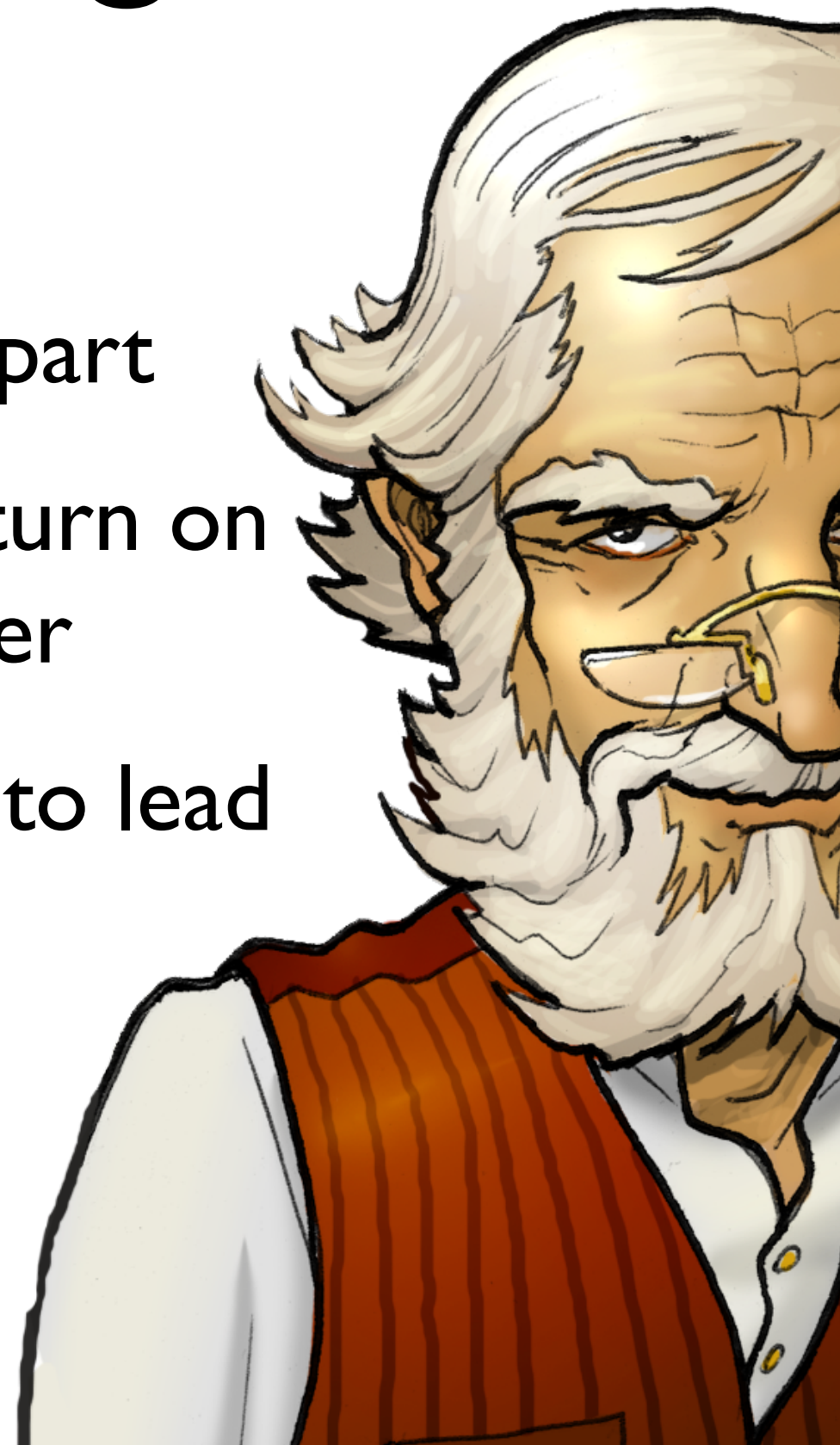
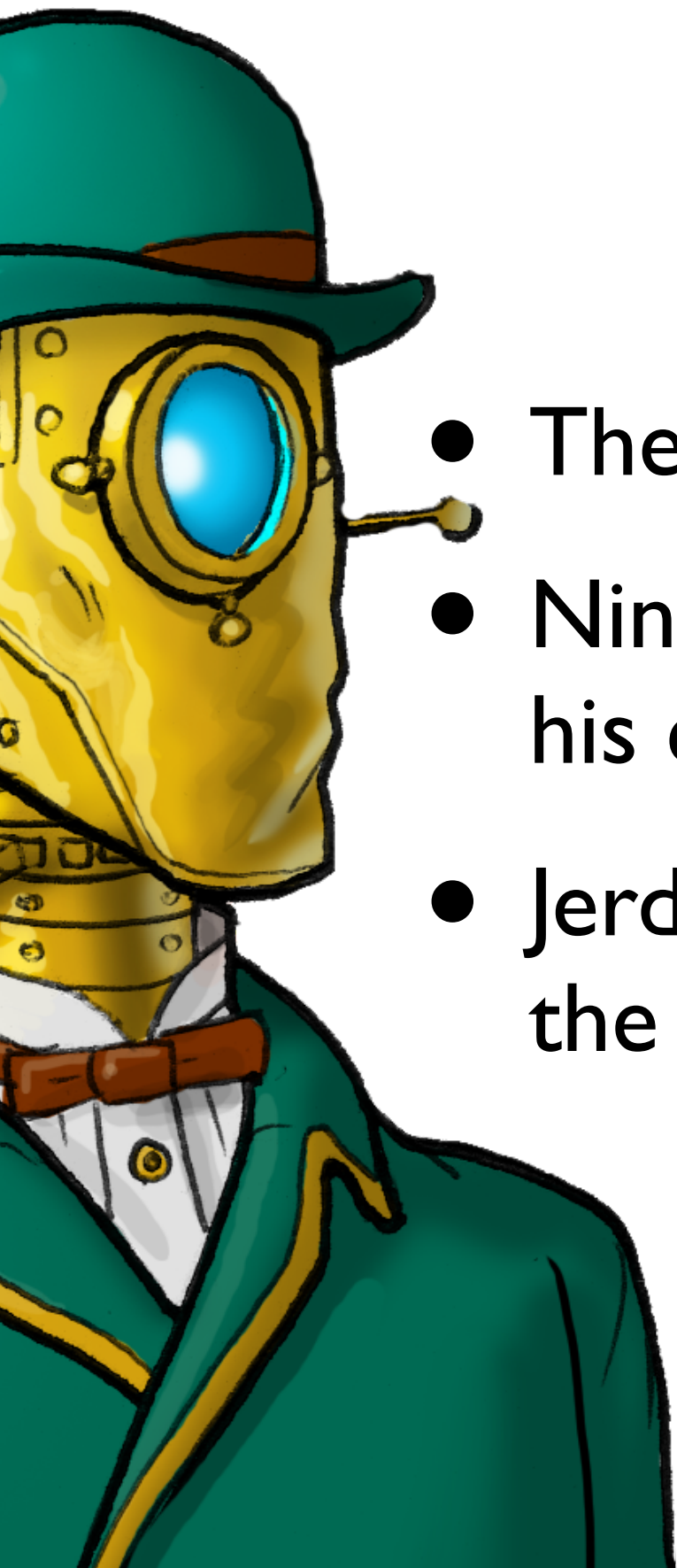
- 3 month story arc
- Weekly “episodes” that include game events and real changes to the rules
- Arc ends with the beginning of another 3 month arc



# “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.





victoria\_ash

▶ ✓ Following - Device updates OFF

Plotting, of course.

25 minutes ago from web

Name Victoria Ash  
Location Wouldn't you like to know?  
Web <http://thenethern...>  
Bio V for Vigilante

0 2  
following followers

Updates 1

- [twitter.com/victoria\\_ash](https://twitter.com/victoria_ash)
- [twitter.com/bloody\\_tuesday](https://twitter.com/bloody_tuesday)
- [twitter.com/sasha\\_watkins](https://twitter.com/sasha_watkins)
- [twitter.com/thomas\\_hoggins](https://twitter.com/thomas_hoggins)
- [twitter.com/ninefinder](https://twitter.com/ninefinder)
- [twitter.com/jerdu\\_gains](https://twitter.com/jerdu_gains)
- [twitter.com/professor\\_esper](https://twitter.com/professor_esper)

# Initial Fictional Expansion

- Blog Fiction with Stewards
  - “The Return of Jerdu Gains”
- NPC PMail
- Short YouTube Videos



Previously viewed

[Battle for The Nethernet](#) HD

A silent film cutscene for the MMO The Nethernet - a game



1 week ago

3,283 views

[GameLayers](#)



Previously viewed

[Inevitable Rise of Jerdu Gains](#) HD

Nethernet at a faster rate! Until Chaos can re-tip the



3 days ago

155 views

[GameLayers](#)





# Next Five Weeks

- Cwikla
- Extension Experience
- First Five Minutes
- User Acquisition



# 0.8.1 - Early May

The image is a screenshot of the Mozilla Firefox Start Page. At the top, the browser's address bar shows the URL `http://www.google.com/firefox?client=firefox-a&rls=org.`. Below the address bar is a toolbar with various icons, including a search bar with the Google logo. The main content area features a large blue banner with the text "Firefox Start". Below this banner is a Google search box with the text "Google Search". To the right of the search box, there is a notification area with several items. The first notification is titled "mattnham's Mission:" and contains the text "Many faces of Google" with a "Take" button and a "Dismiss" button. Below this is a red notification titled "m tripped justin's grenade" with a timestamp "Tue Apr 28 12:35:06 2009". Below the red notification is a white notification titled "in response to m" with a timestamp "1 of 10 (456 total) personal events | See all". At the bottom left, there is a small orange fox icon and the text "New! Dress up your Firefox with easy-to-change skins today.".

**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!

