

Parallel Session 6: ECHA L1-430 Meeting the Creator: New Ideas for the Industry

6.1 The effect of Interactive promotion for Indie games - Using the Social Media

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With the development of download platforms, we can see the growth of the independent games, so called indie games. However, difficulties accompany the chances, as hundreds of new games are released every month, making it difficult for newly released games to be known by players. This research attempts to find effective ways for indie game promotion, especially while indie-developers are in the situation of lack of funds.

First, we will investigate 10 successful indie games (5 in Japan indie game industry), to see their promotion methods by comparing the data of SNS related numbers with the download numbers. In doing so, we will see which period of the promotion method earns the most new players, and what can be most useful to reduce the loss of players, what kind of information can be more attractive for players. Second, we use the methods above-mentioned while releasing several new games, to verify the effect of 'no- social media promotion'(traditional media like newspaper, magazine, TV commercial, event display), 'official SNS account promotion'(such as Facebook fan page, Twitter official account) and 'developer-player interactive promotion'(especially developers trying to communicate with players to get feedback and new ideas). In the present paper, several successful indie games will be provided with comparative trend data analyzing. Then we discuss the superiority of each method and the advantages of using the social media to find out what real interactive promotion means.