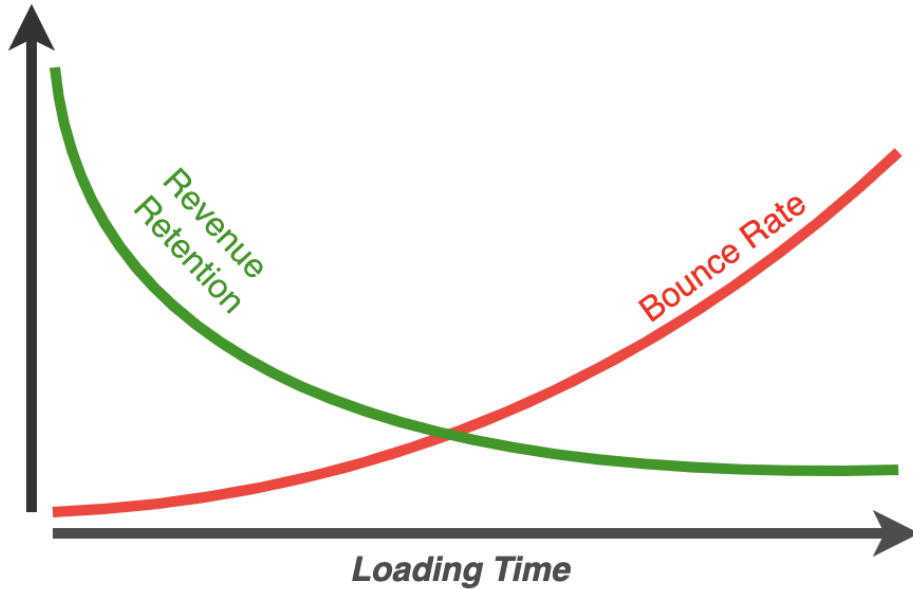


# Report from the trenches of an HTML5 game provider

- A leading developer of the most popular Instant Games for Facebook Messengers
- Operating the world's largest platform for HTML5 games distribution

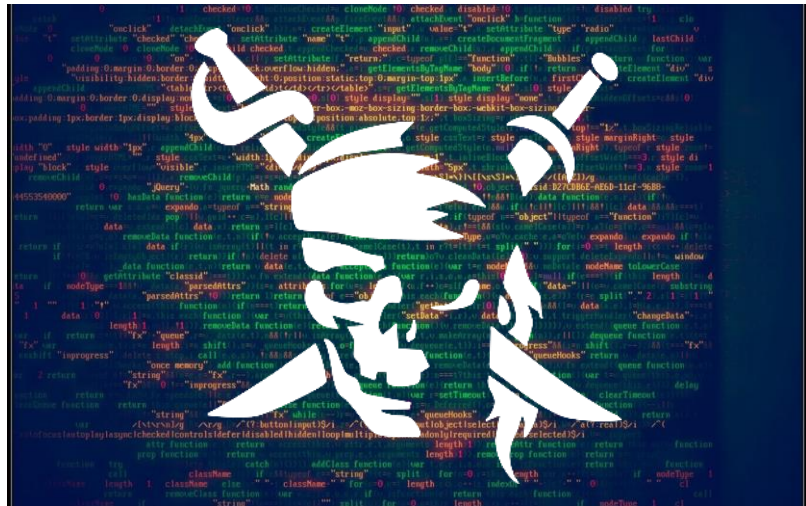


- Platform Goal: <500ms TTFB
- Game Goal: <3s to Start



- Full game but without monetization and backend
- 'Mini game'?





Obfuscation

Uglification vs beautifier

De-obfuscators.

Idea: ‘runtime code’

Result: We don’t care, as it is high effort on casual games.

# Multiple Devices



SOFTGAMES



## Options

- Login
- Fingerprint
- IP-address (location)
- Combination

## Problem

- Interruption
- Privacy



# Discovery



# SOFTGAMES







Where is my game?



# Notifications



SOFTGAMES

44%

iOS opt in rate

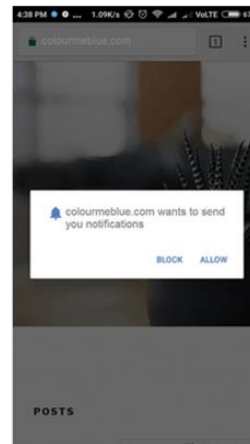
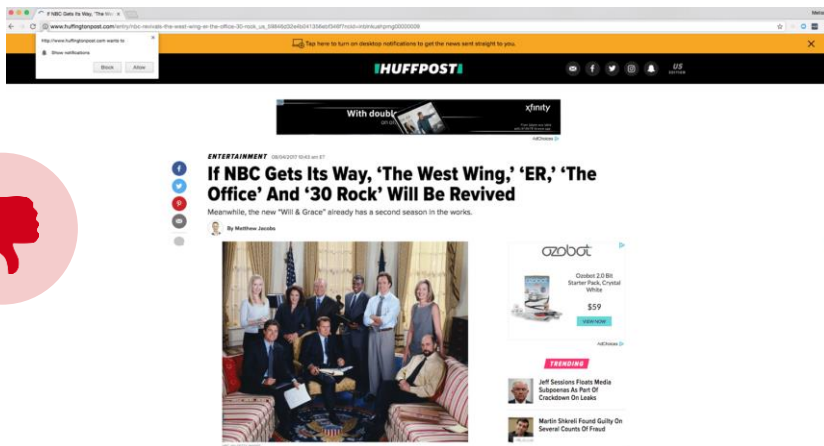
91%

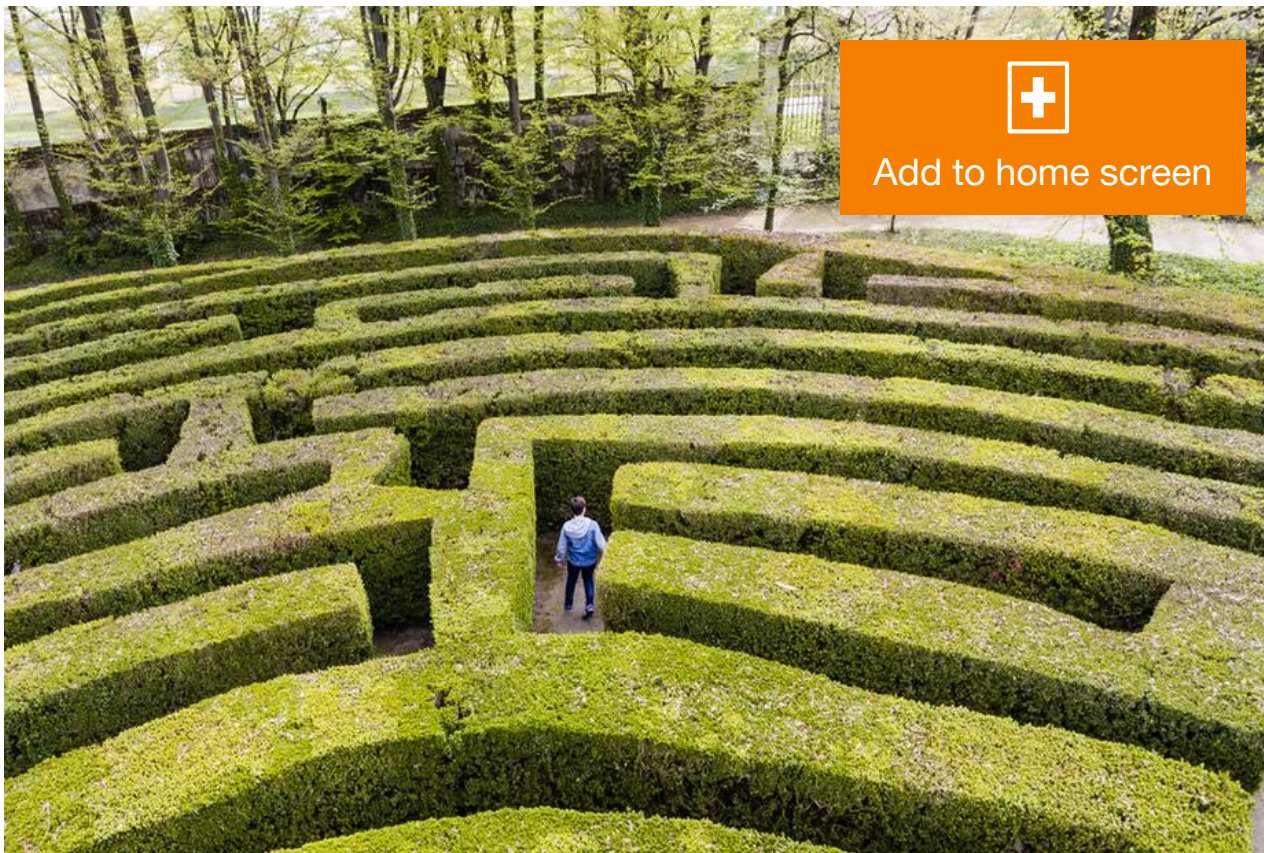
Android opt in rate



5-15%

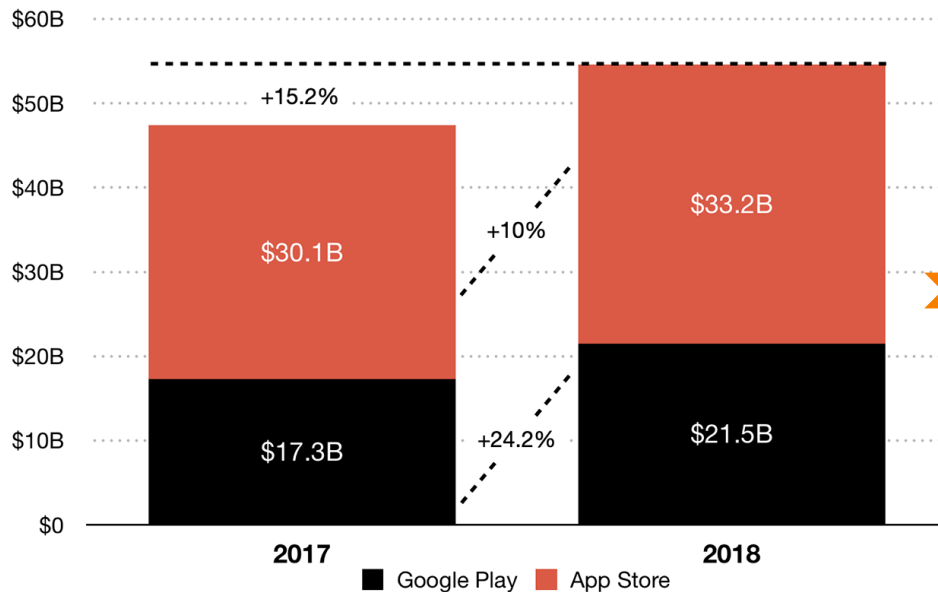
Web opt in rate







## Worldwide Gross Mobile Game Revenue 2018



## Web Games Monetization?

**In app purchase**  
With Payment request API?

**Rewarded Ads**  
Missing support

Thank You!