



Size Matters

How Loading is Losing You Players



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Poki - Web Gaming Platform



30M

Monthly Active
Users



200+

Game Developers



28

Languages



The background is a solid teal color with several 3D, faceted geometric shapes in various shades of teal and blue scattered across it. These shapes resemble crystals or low-poly polygons.

SIZE MATTERS

1. Exploring Loading Data

2. Opportunities

Exploring Loading Data

Conversion to Play

How many players remain for each player that starts loading a game

Initial Download Size

Amount of megabytes downloaded during initial loading phase




174 games

desktop only

2 weeks of data

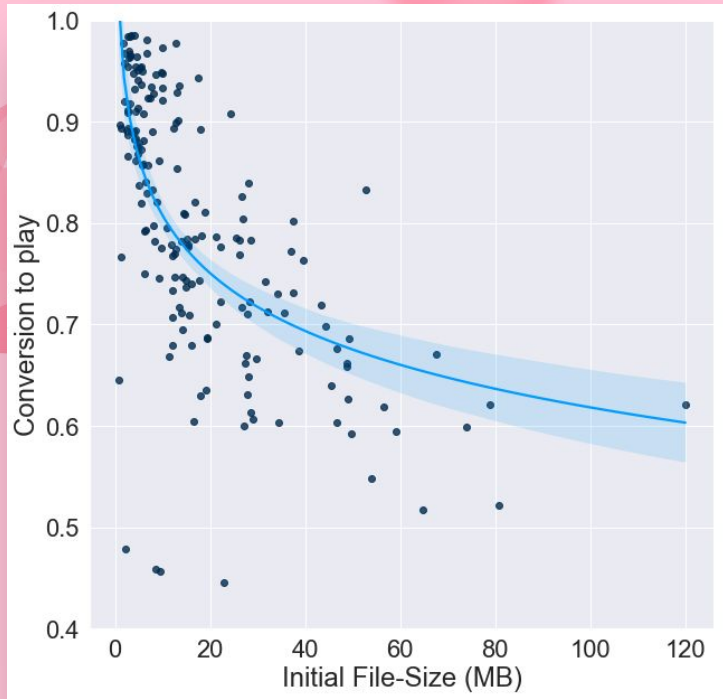


The background is a solid teal color with several 3D, low-poly geometric shapes in various shades of teal and blue scattered across it. These shapes resemble faceted crystals or abstract architectural forms.

Conversion to Play vs. Initial Download Size

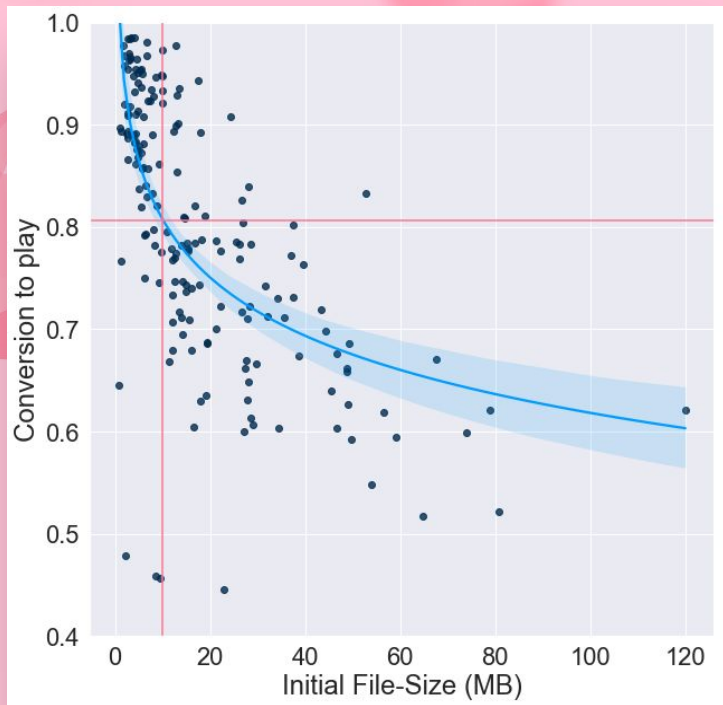
Conversion to Play vs. Initial Download Size

United States



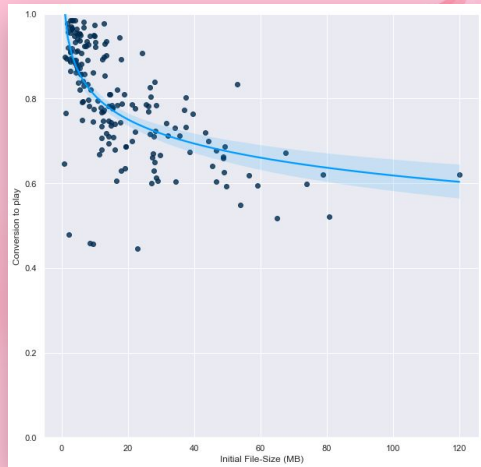
Conversion to Play vs. Initial Download Size

United States

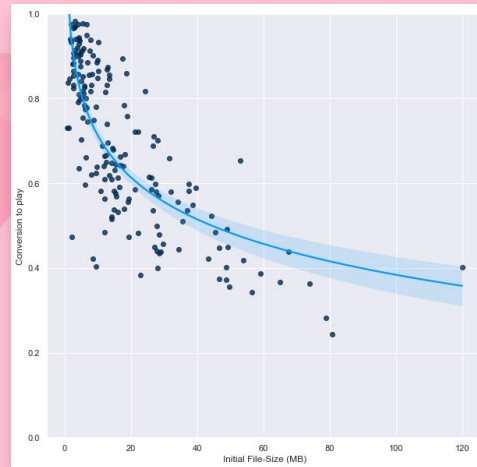


Conversion to Play vs. Initial Download Size

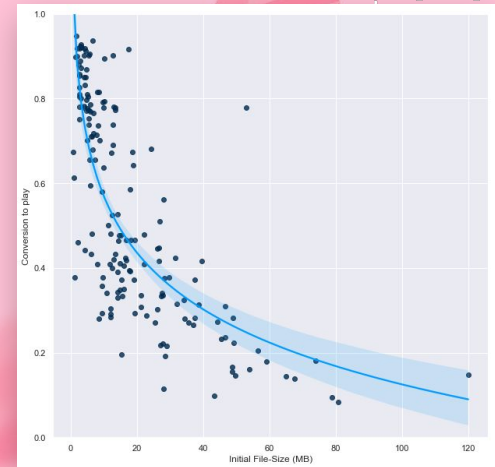
USA



Brazil

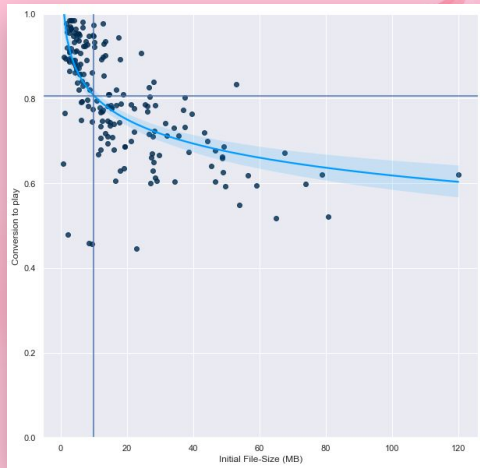


Egypt



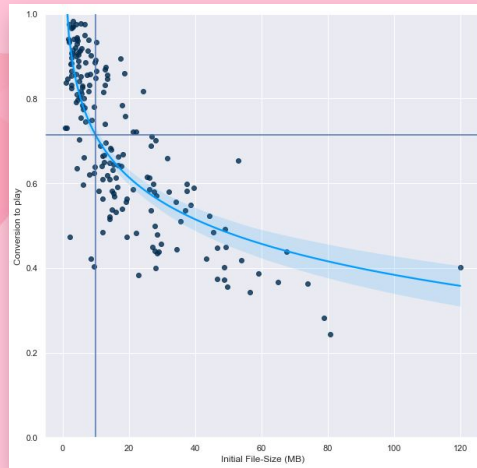
Conversion to Play vs. Initial Download Size

USA



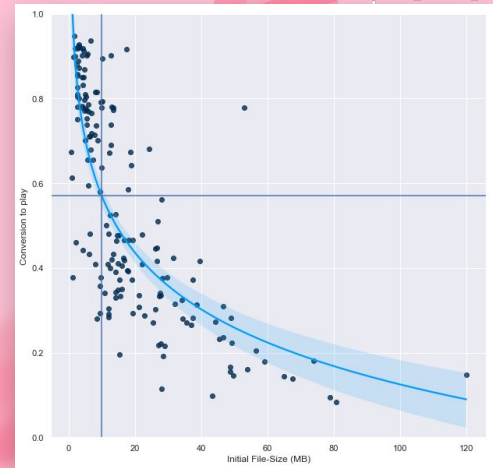
10mb \approx 0.8 CtP

Brazil



10mb \approx 0.7 CtP

Egypt

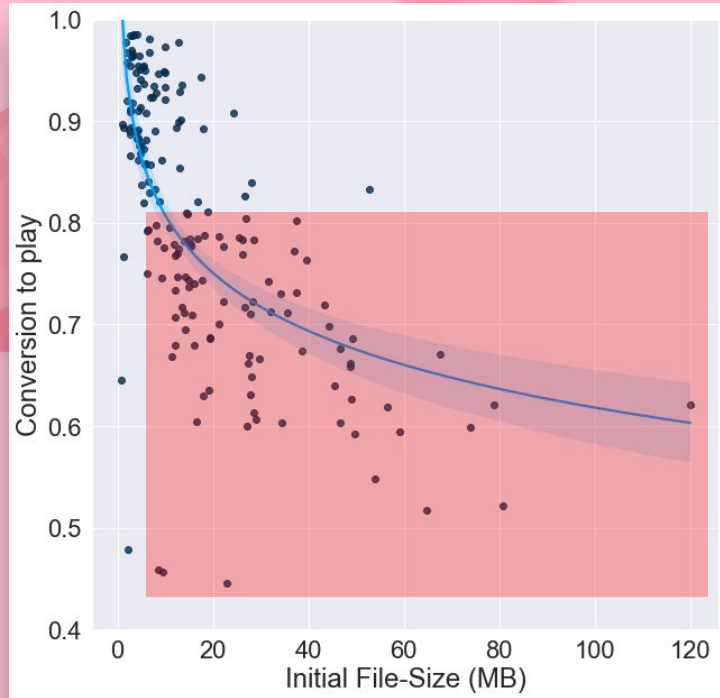


10mb \approx 0.6 CtP

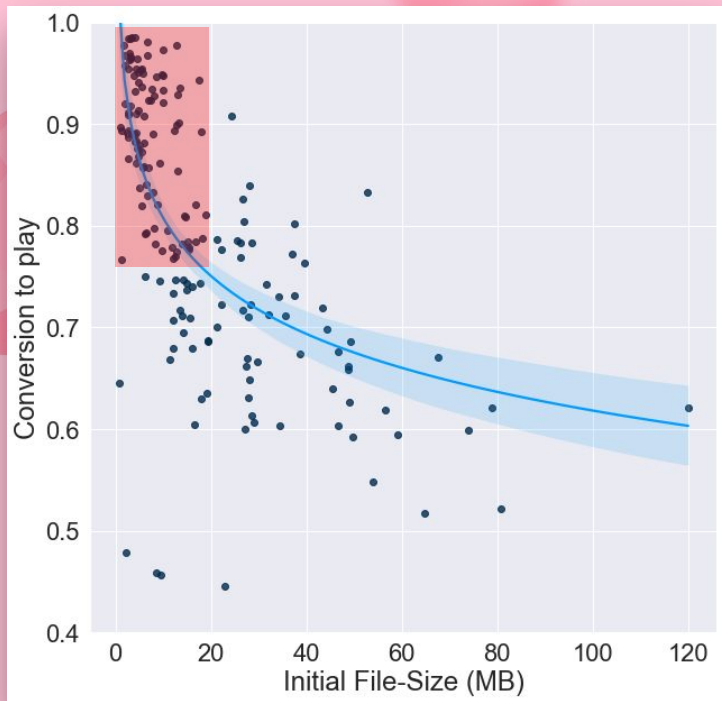


Opportunities

Educating Game Developers



Improving the Web



The background is a solid yellow color. It is decorated with several large, stylized, multi-pointed stars in shades of yellow and orange. In the top right corner, there is a small, pixelated cartoon character with a white body and a yellow hat, surrounded by small white star-like sparkles.

Size Matters

Let's Talk!

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