

# Web Game Discovery

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DUET



**HTML5**

What are the biggest barriers to bringing more games to the web?

# Discovery and Monetization

# Discovery and Monetization



## Goals – to improve...

- Discovery
- Rediscovery
- Installability
- Load Time
- Offline Access



Can we align on the **best practices** for web games to improve all of these?

# Goals – to improve...

- **Discovery**
- **Rediscovery**
- Installability
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```
<head>
  <script type="application/ld+json">
    {
      "@context": "https://schema.org",
      "@type": "VideoGame",
      "mainEntityOfPage": {
        "@type": "WebPage",
        "@id": "https://google.com/videogame"
      },
      "name": "Game title",
      "description": "Game description",
      "url": "https://example.com/game.html",
      "genre": "action",
      "accessibilityControl": "touch",
      "operatingSystem": "web",
      "icon": "https://example.com/icon/icon_102",
      "gameBanner": "https://example.com/landsca",
      "about": "https://example.com/about.html",
```

Schema.org Web Game Metadata

# Goals – to improve...

- Discovery
- **Rediscovery**
- **Installability**
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```
{
  "name": "Game title",
  "short_name": "Game title",
  "start_url": ".",
  "display": "standalone",
  "background_color": "#fff",
  "description": "Game description",
  "icons": [{
    "src": "images/touch/homescreen48.png",
    "sizes": "48x48",
    "type": "image/png"
  }, {
    "src": "images/touch/homescreen72.png",
    "sizes": "72x72",
    "type": "image/png"
  }, {
```

PWA Manifest

# Goals – to improve...

- Discovery
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- **Offline Access**

```
<head>
  <link rel="bundle-manifest" href="/files.txt"
        offline-capable="true"
        hash="(hash of the .wbn)">
  ...
```

```
# A line starting with '#' is a comment.
https://example.com/
https://example.com/manifest.webmanifest
https://example.com/style.css
https://example.com/script.js
```

File Manifest and Web Packaging





Open Mini Games

**“OMG”**

<https://github.com/tcmg/open-mini-games>

**Bonus Topic:**

**Cloud Streaming**

# GamePad API Spiking





How can we make Cloud Streamed  
games more **discoverable**?

# Space for Streaming?

- Where does the game run?
- Include URL for 5 minutes free streamable demo?
- Must detail premium access requirements?

```
icon : https://example.com/icon/1
"gameBanner": "https://example.com/
"about": "https://example.com/about
"privacyPolicyURL": "https://exampl
"gameExecutionMode": "serverside",
"image": [
  "https://example.com/screenshot/1
  "https://example.com/screenshot/2
  "https://example.com/screenshot/3
```

Schema.org Web Game Metadata

# Discussion

**Thanks!**

**@tcmg**