YOU CREATE
WE DO THE REST!

VIVID GAMES
PUBLISHING
ABOUT VIVID GAMES

10 YEAR EXPERIENCE in development and self-publishing

TEAM OF 80+ experienced specialists

NUMEROUS AWARDS and industry recognition

cutting edge TECHNOLOGIES

proven to market record, 49M+ DOWNLOADS of Real Boxing® series

PROFESSIONAL working environment
INTRODUCTION

We’re looking for promising Free2Play mobile games such as yours, targeted at a mid-core audience and ideally with features focused on competitive play.

We’re offering a professional partnership environment in which your games are truly yours at all times. Our role is to help you get out there and succeed. But the product is only as good as the team behind it, so we’re here to support your team as well, giving you access to all the necessary tools, cutting edge technologies, our in-house developed proprietary solutions, and our own experience – whatever it takes to make your games great.

As a developer, self-publisher, and contractor we know and understand the pains and importance of getting out there and making it big. That’s why working with us is as seamless and result oriented as possible.

But don’t take our word for it. Let our success speak for itself.
INTRODUCTION

Vivid Games launched its very first iOS game the same year Apple launched the App Store.

Coincidence? We like to think not.

We consider ourselves true pioneers of the digital frontier, with our vast experience in game development and publishing spanning multiple generations of mobile devices. Think anything mobile - Vivid Games was there.

With over 10 years of experience and 80+ people on board we can truly say we know the market inside out – its global business landscape, customer behaviors, hottest monetization trends, user acquisition techniques, and the importance of analytics. That’s why we can say with 100% certainty that our Publishing is top notch. We build brands and successfully deliver games to market. We make Apple and Google featuring happen.

And we can make all that happen for you, too.
PUBLISHING ECO-SYSTEM

FINANCING
- to market stage
- ip investment
- marketing & ua
- server & data processing

PRODUCTION
- cross-platform multiplayer
- content delivery network
- expertise in game balancing
- localization

MONETIZATION
- analytics
- live-ops
- advertising monetization

PROMOTION
- top charts visibility
- world class marketing
- app store optimization (ASO)
- user acquisition
- community management
- player support

expertise in game balancing
content delivery network
live-ops
CROSS-PLATFORM MULTIPLAYER
Vivid Games' cross-platform multiplayer technology allows *match-making millions of players in real-time across different platforms offering both synchronous and asynchronous online gameplay on a large scale*. Our *Player Ghost system* enables us to match players against AI controlled opponents mimicking behaviors of real players, taking extended match-making periods from the equation and making for a smoother, lag free, balanced online experience.

CONTENT DELIVERY NETWORK
Using our *Dynamic Content Delivery System* we are able to deliver the smallest possible game size and dynamically add content. This also allows us to deliver content to the user in real time, bypassing the traditional time and cost consuming game submission process, and respond immediately to rapid market specific needs.

EXPERTISE IN GAME BALANCING, MECHANICS, UI/UX
We provide extensive expertise in all areas of game production including gameplay, balancing, user interface, and more. This knowledge, supported by experience and real-time gathered data, can dramatically improve the overall value and appearance of the game to players.

LOCALIZATION
To maximize player engagement we manage the localization of our games in a number of key languages. But even more importantly, we're working closely with our worldwide net of partners to create game content that is culturized based on local preferences.
MONETIZATION

ANALYTICS
Vivid Games uses the most efficient analytic tools available on the market allowing us to reach the right player with the right content at any time. Combined with using advanced proprietary prediction algorithms letting us accurately forecast player behavior we are able to create highly effective product monetization.

LIVE-OPS
To maintain high levels of player engagement we iteratively improve the game using data gathered by our analytics systems to modify its economy, balance, effectively increasing the title’s ARPPU. We also deliver new content based on player demand and demographics using our Content Delivery Network – all in real time. Our live-ops activities go even beyond the game to include community management, customer support, events management, and more.

ADVERTISING MONETIZATION
Using our comprehensive ads management system we’re able to successfully monetize a wide range of users. By continuously analyzing the impact of the ads on user performance and using a right mix of different ad types and networks we keep a good balance between high payouts and positive user experience.
TOP CHARTS VISIBILITY
Using our experience and knowledge regarding launch and post launch promotion, as well as well established business relationships we set the best strategy for delivering a high volume of installs, ensuring the title’s continuous visibility in Top Charts. Our previous titles, Real Boxing™ and Godfire™: Rise of Prometheus received Apple Editor’s Choice status and many featuring opportunities in Apple App Store and Google Play across the world, and for a very good reason.

WORLD CLASS MARKETING
At Vivid Games we believe marketing is as important as production. Reaching players via top industry media or at most important game shows like GDC, Gamescom, and E3. Cooperating with the biggest companies in the games industry like Nvidia, Qualcomm, and Razer. Preparing and optimizing high quality marketing materials. Our team of talented PR and Marketing specialists has got you covered in all of the above and more, with a track record to prove it.

APP STORE OPTIMIZATION (ASO)
With 70% of downloads generated organically and increasing competition on the app stores the ongoing process of App Store Optimization is crucial. Whether it’s keywords, store descriptions, or localizing visual assets we create, iterate, and execute numerous tests using a wide range of tools and in-house technologies, leading to top tier store-to-install conversion rates.
PROMOTION

USER ACQUISITION
In order to secure the highest possible long-term performance of our games we’re running tailored UA campaigns using the most sophisticated targeting tools. Combining different advertising methods we can boost our apps in charts or provide them with high-value users. With extensive experience in driving traffic to titles we can flawlessly leverage the success of an app and maximize its ROI parameter.

COMMUNITY MANAGEMENT
Our experienced Community Managers handle continuous communication with players around the world using community channels like Facebook, Twitter, YouTube, Instagram, and tons more allowing for not only support of all marketing activities by engaging users on many levels, but also helping to maintain high retention and conversion rates of a title.

PLAYER SUPPORT
We understand just how important building a long-term relationship with the customers is. That’s why Vivid Games provides instant, high quality game support for all its titles using an intuitive player support portal, while constantly listening and implementing player feedback to make each of our titles worth their time and money.
TO MARKET STAGE
Vivid Games offers a variety of options to help get your projects off the ground, financing the game’s production on later stages of development and delivering it to market with flying colors.

IP INVESTMENT
Promoting your title by having a large IP is becoming more important than ever if you want to reach a global audience, build your brand, lower UA costs, and increase game awareness. Recently Vivid Games managed to partner with MGM to deliver first authentic ROCKY experience for mobile in Real Boxing 2 ROCKY™ and teamed up with Manny Pacquiao, the first and only eight-division World Champion, to bring Real Boxing® Manny Pacquiao to Apple App Store and Google Play. We can do the same for you!

MARKETING & USER ACQUISITION
We cover the costs of all PR and marketing activities needed for the game including user acquisition to make sure it becomes visible for players all around the world.

SERVER & DATA PROCESSING
The quality of your multiplayer service can make or break a game. Vivid Games offers to cover server service, traffic tool, and other online functionality costs for your title, making sure the only thing you break are record numbers of active players.
We put a lot of effort into building new brands. Assuring visibility on Apple, Google, Amazon and other digital storefronts, as well as working hand in hand with leading industry corporations like Nvidia, Qualcomm, Razer, Sony, Samsung are just two examples of how we can make dreams of success a reality.