



Who am I?

Publishing Experience



Producer / Release



GM Europe

Development Experience



COO & Co-Founder



**Publishers and
Developers:**

**Two sides of the same
game**



What does a publisher do?

➤ Acquisition

- User Acquisition / Channel Optimization
- Marketing Test / Audience Testing
- Competitor Intelligence
- Platform Relations



What does a publisher do?

➤ Retention

- Live Ops Practices / Integration
- Game Design Help
- Game Development Help
- Content Production Help
- QA / Game Testing
- Localization



What does a publisher do?

➤ Monetization

- Live Ops Execution
- Monetization Design
- BI Tools
- Insight & Experience & Benchmarks



**Think like a publisher and
you'll understand publishers**



You have a choice...

Self-Publishing isn't free!

- Opportunity Cost
- Attention Cost
- Risk Cost

Self-Publishing isn't that hard (anymore)

- Outsource UA/LO functions
- Consider UA funding options
- Monetization / Live Ops Consultants



Self-Publish?

Pros

- More Money
- More Control
- More Valuable
- More Learnings

Cons

- More Risk
- More Complicated

**Be realistic with your skills,
team, time, priorities!**



**Self-Publishing means
you're your own publisher!**

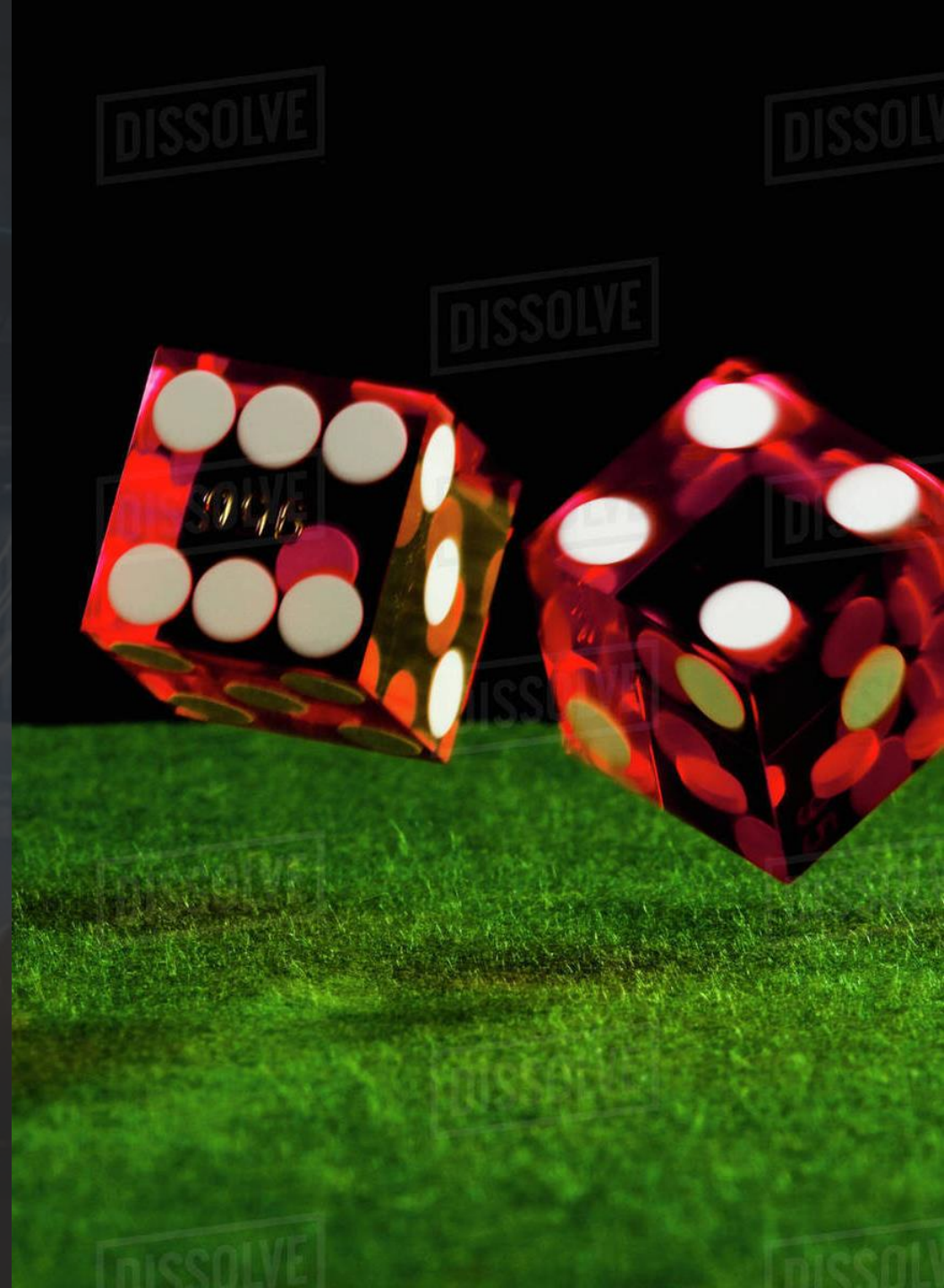


Taking the plunge

Generally, the earlier... the better!

Does the publisher fit with...

- Your game itself
- Genre of your game
- Mechanics of your game
- Your audience and geo
- Your team's skills
- Your company's strategy
- Your investment needs



Ask your doctor...

Good feels?

- Reach out to other devs!
- Meet face2face
- Listen to your gut (mostly)

Check if service profile of publisher is right for you!



...if a publisher is right for you

The Art of the Deal (but write it yourself)

- Review the agreement with Felix
- Push for changes
- Simulate the implications
- Check the numbers



Workshop Topics

- ❑ How and when to chose
- ❑ Self-publishing 101
- ❑ Thinking like a publisher
- ❑ Pitching to publishers
- ❑ What to get from a publisher
- ❑ Contracts & Terms



Takeaways

Consider the costs and take a path

Check fit, credentials and contract

**Thinking like a publisher will
help you in all scenarios!**





Questions?

philipp@metagames.gg



META GAMES