Gamasutra.com

2006 7 17

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. Microsoft   Xbox Live Arcade

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: **Geometry Wars**

Geometry Wars

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2006   1   13   Microsoft   Geometry Wars   23%   .
2006   3   27   , Geometry Wars   39%   .
                              ?   ?
39%   23%   ?

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              , Microsoft
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Microsoft   , 1   13   Geometry Wars
              .   , Microsoft
                  200,000   .   Xbox 360   (1,500,000)   Live
              (50%)   Live   Live Arcade
      (60%)   450,000   .
              44%   .

Conversion × Penetration = Sales/Customer

$$\frac{45,000}{200,000} \quad \times \quad \frac{200,000}{450,000} \quad = \quad \frac{1}{10}\frac{\text{Sale}}{\text{Customers}}$$

(23%)   (44%)

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3   31   .   39%   ,   1
13   ,
                                                                                          .

                        ,   1   90,000
            150,000   .

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Conversion × Penetration = Sales/Customer

$$\frac{90{,}000}{230{,}000} \times \frac{230{,}000}{960{,}000} = \frac{\sim 1 \text{ Sale}}{11 \text{ Customers}}$$
$$(39\%) \qquad\qquad (24\%)$$

$$\frac{150{,}000}{385{,}000} \times \frac{385{,}000}{960{,}000} = \frac{\sim 1 \text{ Sale}}{7 \text{ Customers}}$$
$$(39\%) \qquad\qquad (40\%)$$

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Geometry Wars   ,

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Real Arcade, Yahoo Games

Reflexive Arcade

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1%   90%   40%

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2%   3%   Big

Kahuna Reef   45%   ,   90%   .

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Big Kahuna Reef   Big Kahuna Reef   1.2%

0.2%   .

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Big Kahuna Reef (mock numbers)

Conversion	x	Proficiency	x	Reach
$\frac{1,380}{69,000}$	x	$\frac{69,000}{150,000}$	x	$\frac{150,000}{12.5 \text{ mil}}$
(2%)		**(46%)**		**(1.2%)**

Chess Game (mock numbers)

Conversion	x	Proficiency	x	Reach
$\frac{560}{18,600}$	x	$\frac{18,600}{21,000}$	x	$\frac{21,000}{12.5 \text{ mil}}$
(3%)		**(89%)**		**(0.2%)**

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