

David Pither, Samsung Electronics

# Samsung Game Ecosystem

# Who are we?

- Samsung's game ecosystem team
  - Supporting games on Samsung's devices
  - EMEA market focused but global reach
  - UK-based. Teams in US, China and Korea
- About us
  - Strong background in game development
  - 40+ combined years of commercial graphics experience, including 15+ years in graphics standardization
  - Development efforts in hardware, middleware and game brands such as:
    - Grand Theft Auto, Sonic The Hedgehog, Metal Gear Solid, Monster Hunter, Football Manager & Total War



Samsung Electronics

Galaxy GameDev

# Galaxy GameDev

- Galaxy GameDev programme announced at SDC 2016

Tech Support

Tools & Resources

Developer  
Events

Device Loaner Program

- We have since collaborated with 250+ partners on 300+ titles
- Expanding this week at SDC 2017 with online resources

# Partners

netmarble  
Games



UNREAL  
ENGINE



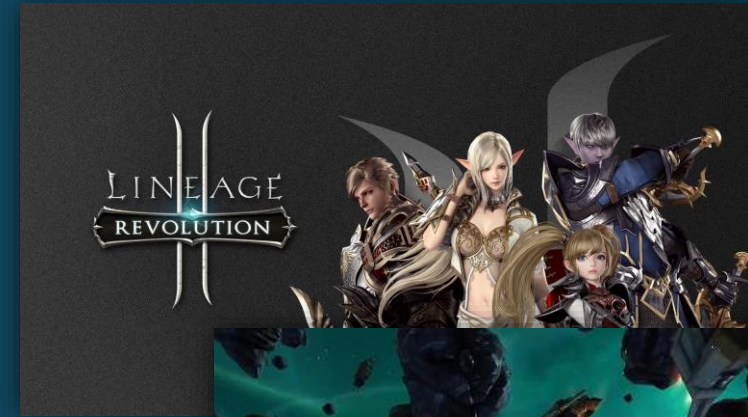
# Developer relations

- Developer outreach
  - Finding developers that need our help
  - Maintaining relationships with key studios
  - Attending lots of conferences!
- Identifying co-promotion opportunities
  - Help games reach their audience
  - Drive content to the relevant channels
- Co-ordinating Samsung's support
  - Reporting issues to the developer operations team
  - Promoting developer feedback within Samsung



# Developer operations

- Technical support
  - First level support for any developer issue
  - Application-level debugging & optimization
  - Performance recommendations
  - OpenGL ES & Vulkan are our specialty!
- Game engine support
  - Support game engine vendors
  - Help drive best practices on Samsung products



# 3D graphics standardization

- Khronos group participation
  - Proactive OpenGL ES, Vulkan & OpenXR spec development
  - Promoting developer requirements within the Khronos group
  - Influencing the industry and our hardware partners

**KHRONOS**<sup>™</sup>  
GROUP

**OpenGL|ES**<sup>™</sup>

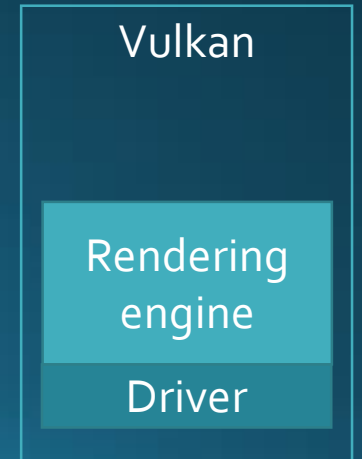
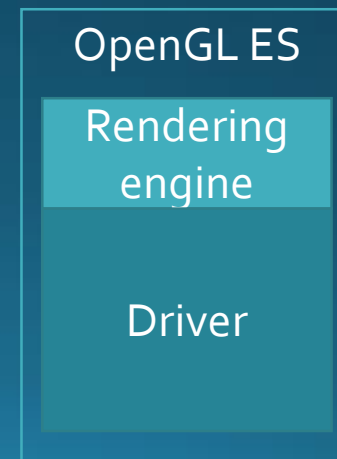
**OpenXR**<sup>™</sup>

**Vulkan**<sup>™</sup>



# Vulkan on Galaxy devices

- Potential for faster games & lower power consumption
- First shipping Vulkan implementation
  - Galaxy S7
- Support today
  - 200M+ devices
  - Galaxy S6, S7 & S8 (inc. variants)
  - Galaxy Tab S2
  - Galaxy A5 2017
  - + more!

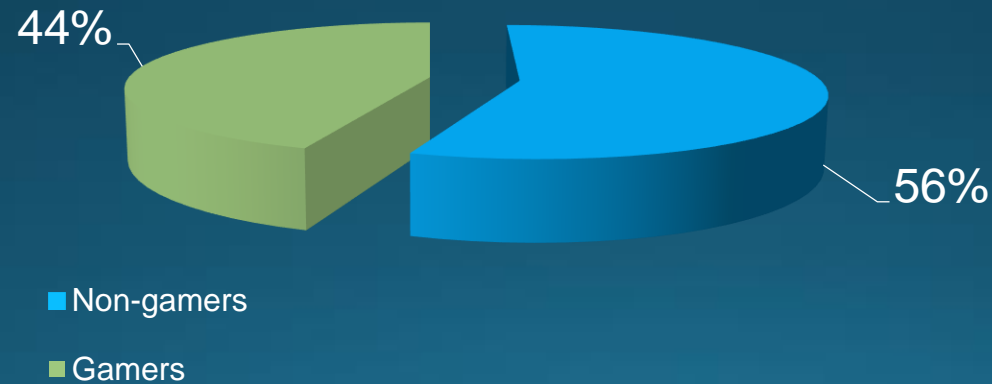


Samsung Electronics

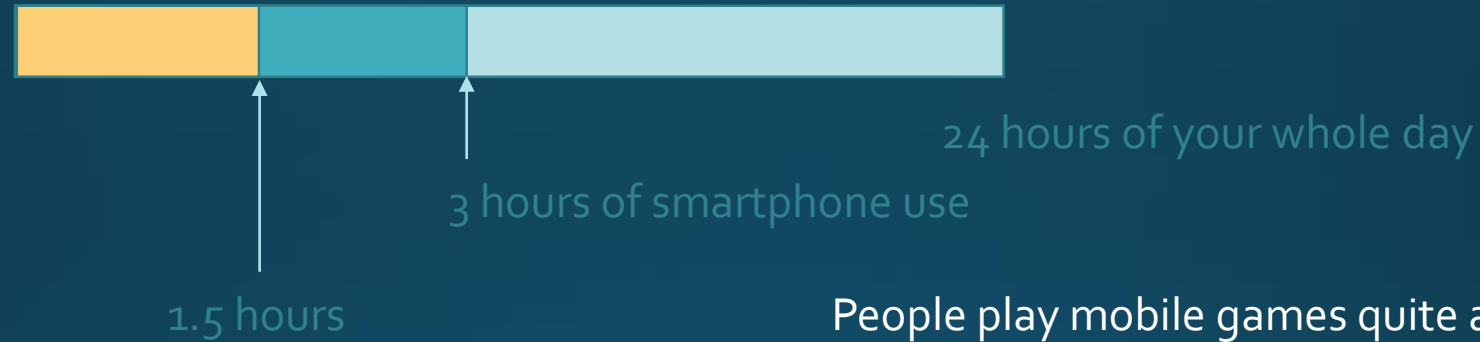
# Mobile Game Market

# Mobile gaming in our daily life

44 percent of Galaxy smartphone users play mobile games and have installed at least 1 game from either Google Play Store or GalaxyApps.



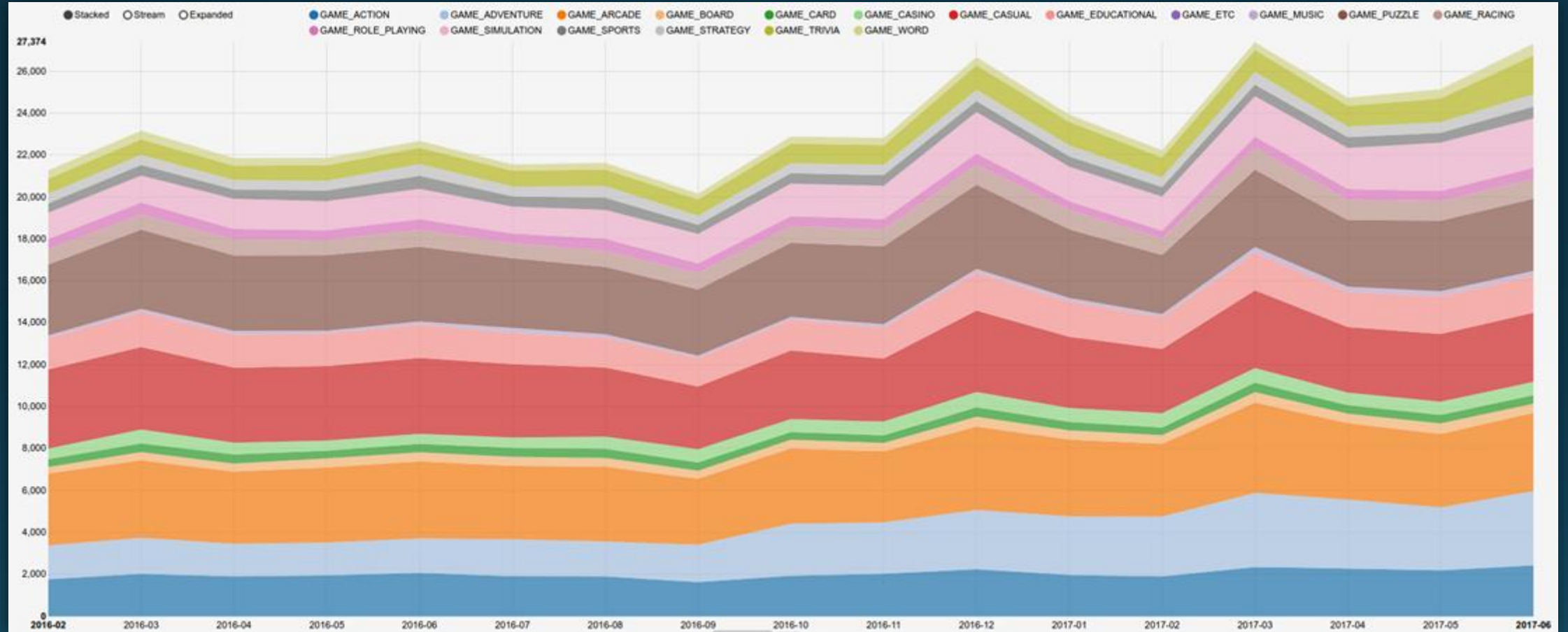
# Mobile gaming in our daily life



People play mobile games quite a lot everyday!

- People spend 3 hours a day on their smartphones
- Mobile gamers play 1.5 hours everyday

# Number of games released monthly



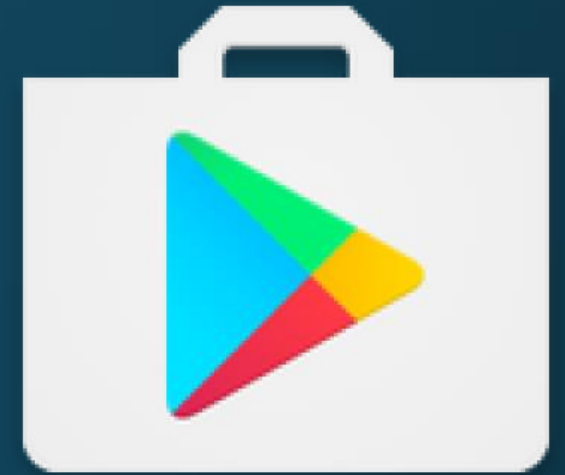
Source: Google Play

Samsung Electronics

# Stores & Discovery Platforms

# Google Play

- The most popular Android app store
  - Biggest app store with great reach
  - Discovery and targeting issues to deal with
- Available in most regions, but not all
- Integrated Analytics
  - Firebase
  - Google Analytics



<https://play.google.com/store/apps/category/GAME>

# Galaxy Apps

- Samsung's app store
- Samsung IAP available
- Device bundling options
- Content is curated
  - Only features high quality apps
  - Fewer games means more opportunities to be featured
- Available in some regions that Google Play is not
  - e.g. China



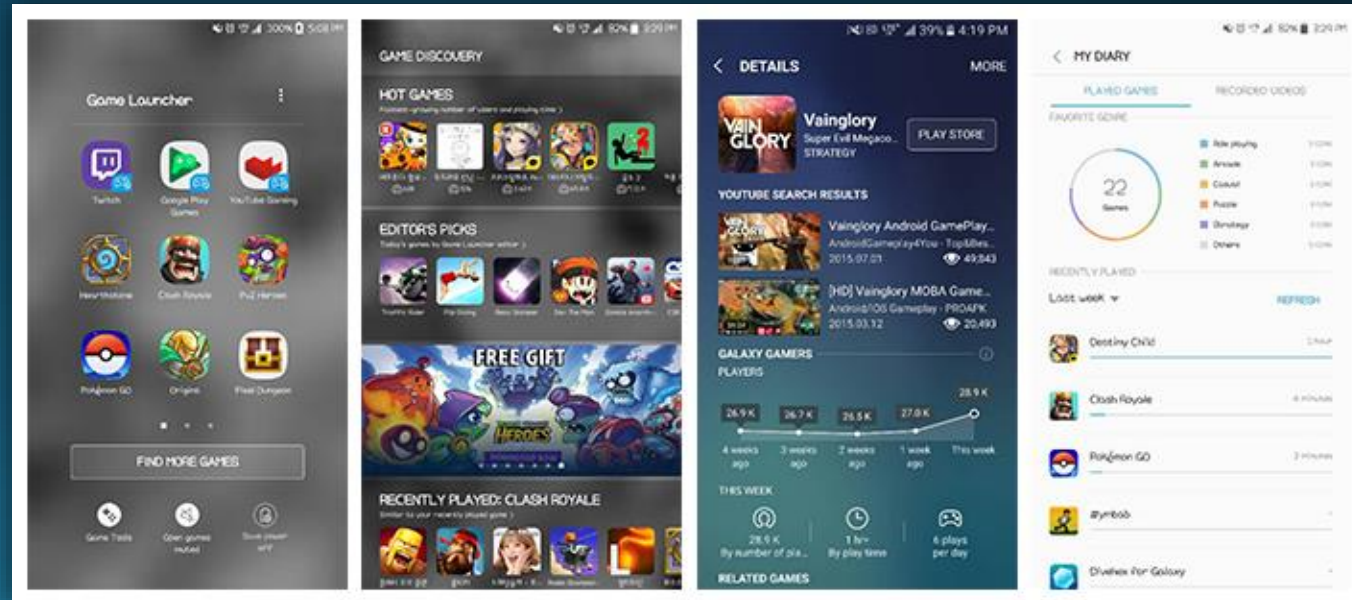
<http://www.samsung.com/global/galaxy/apps/galaxy-apps/>



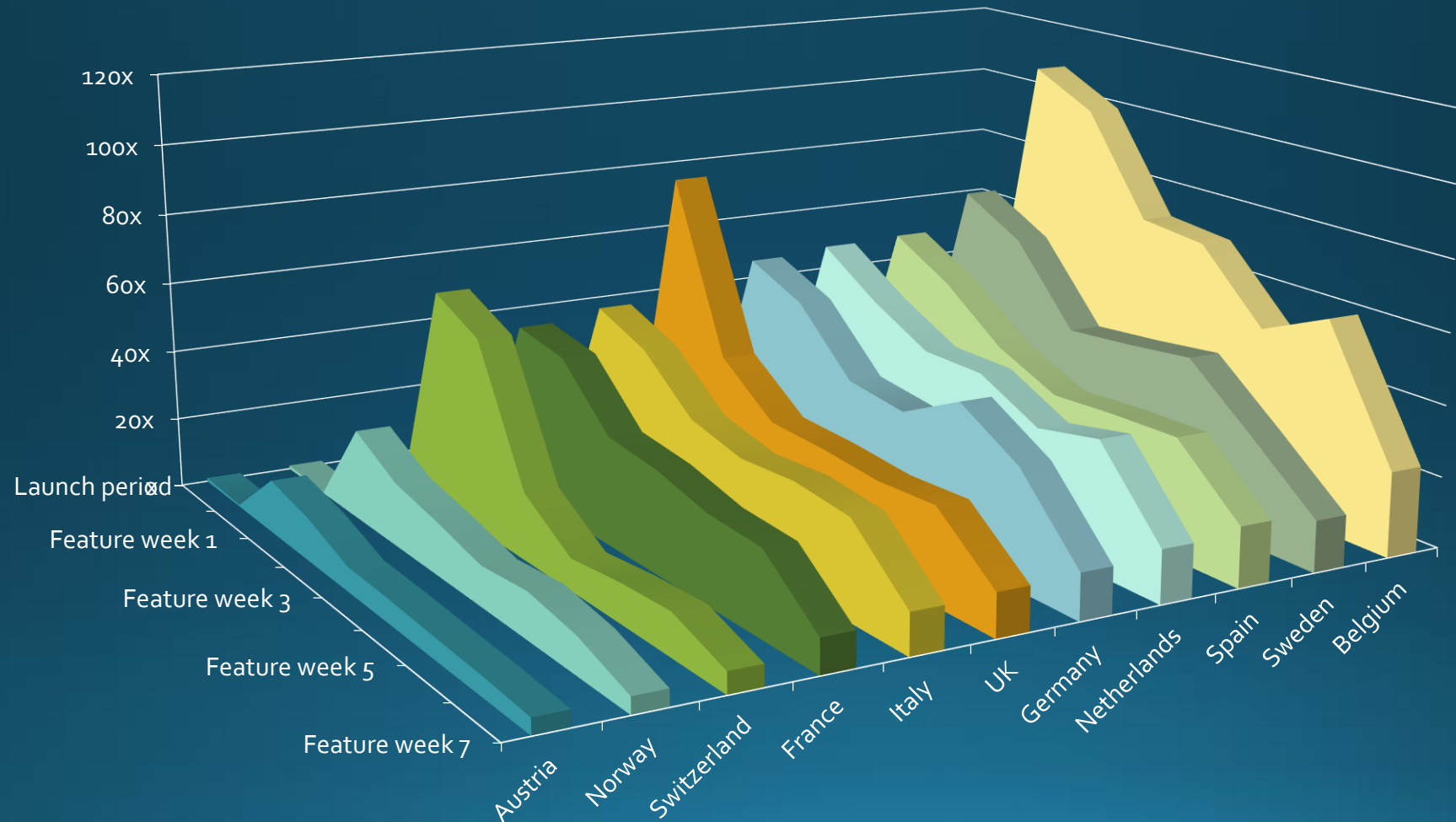
# GameLauncher



- Game discovery platform + user tools
  - Available on all Samsung Android 7.0+ devices
  - Tools for users to reduce power consumption , stream video etc.
- End user can use service as a discovery service
- Game companies can use as a curated marketing channel.



# Typical download increase from Game Launcher featuring



# DeX

- DeX Station
  - Desktop Android experience
    - Multi-window & full-screen apps
    - File drag & drop
    - Access to all phone apps & notifications
  - Devices
    - Galaxy S8
  - Input
    - Wired & Bluetooth
    - Mouse, keyboard & gamepad



# Contact

- Galaxy GameDev
  - [gamedev@samsung.com](mailto:gamedev@samsung.com)
  - <http://developer.samsung.com/game>
- David Pither
  - [david.pither@samsung.com](mailto:david.pither@samsung.com)
- Fred Garnier
  - [f.garnier@samsung.com](mailto:f.garnier@samsung.com)