

Viral Game Recommendations

Specifications and Requirements

GoViral recommends that we have close contact with the team developing the game as early in the project as possible. This is to ensure that the following checklist is completed. GoViral can only officially begin the 'launch' of a campaign when all of these conditions have been satisfied:

1. The file should be one flash file (.swf) - flash player 9 is recommended. Using flash player 10 functions will reduce accessibility and many users will be prompted with a request to upgrade their flash player. Many users will not do this and instead click away from the game. (Source : http://www.adobe.com/products/player_census/flashplayer/version_penetration.html)
2. Never use Sun Java or Shockwave. Support for these formats is scarce and using Java or Shockwave can therefore potentially damage your campaign. (http://www.adobe.com/products/player_census/flashplayer/)
3. GoViral needs to know in advance if the client wants the name of the brand to be unknown. This is because we might use it when promoting the viral game in our seeding.
4. We want to make sure that tracking scripts are placed in the game correctly and are working as intended. The game should be able to run on any kind of web server that can serve a .swf file. If it is possible avoid loading of external images or data files (xml and loadVars).

Specifically, the tracking code needs to be implemented into the game during production. If this is not possible, than the client will need to add the tracking script into the code of the game and republish a new version of the swf file before launch.

5. The game is embeddable, is self-contained and contains an "embed on your own site" function.
6. The game should not be part of a site. If the game is part of a site, it is not possible to feature it on dedicated online game sites, and these are important platforms for promoting online games.

7. The game should be resizable. This allows publishers to adjust the size of the content in order to fit into their site. The game should be resizable down to 250 x 300 format.
8. The load time for interactive should not exceed 5 seconds on a standard internet connection in the seeded territory as many people will otherwise lose interest and leave the game before even getting started. If the game is load intensive place preloaders throughout the game itself.
9. If there is more than one button on the game to play the game, GoViral should be able to track on an 'interaction' with the game content. This means that any click into the content should be tracked. Alternatively, a 'play' button should be the first and only button on the content to activate the start of the game.
10. Once the game is seeded on the internet, it will stay out there. Since good viral content spreads to a great number of sites and blogs, we have limited control over content on the web after seeding. Material can therefore not be removed from the web after a certain amount of time or after reaching a certain amount of views.
11. The final material needs to be in our hands 48 hours before the seeding in order for us to have time to prepare material with tracking and set up the campaign. If we have not received the material in due time, we will move the seeding date to the next possible date and at least 48 hours after the day we receive material. When we receive content that needs tracker implementation we also require a technical contact with the ability to add trackers and republish the flash file.
12. We need to know the seeding date 48 hours before the seeding is to take place to plan the seeding, contact sites etc.