

# THE POWER AND TERROR OF USER GENERATED CONTENT

Northern Game Summit 2023



# TOMI TOIKKA



- Entrepreneur, game developer & karaoke king
- Making games since I was eight years old, approximately
- Used to be CEO of Catland
- Now CEO, Founder & Creative Director @ Makea Games
- In the world of UGC since...2001??



# THE POWER OF USER GENERATED CONTENT

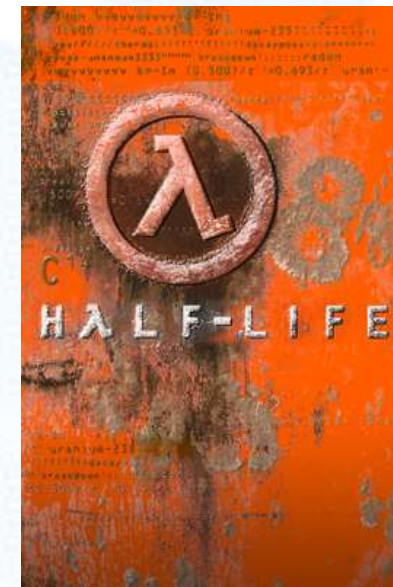
- Allows anyone to make a game or contribute to it
- Practically endless content to consume in your product
- As extendable as you allow it to be
- Players get attached to the product because now it's also theirs
- Proven and battle-tested (a lot of games have level editors or similar)
- Share your UGC in an UGC platform like Reddit, Twitch, YouTube, X...



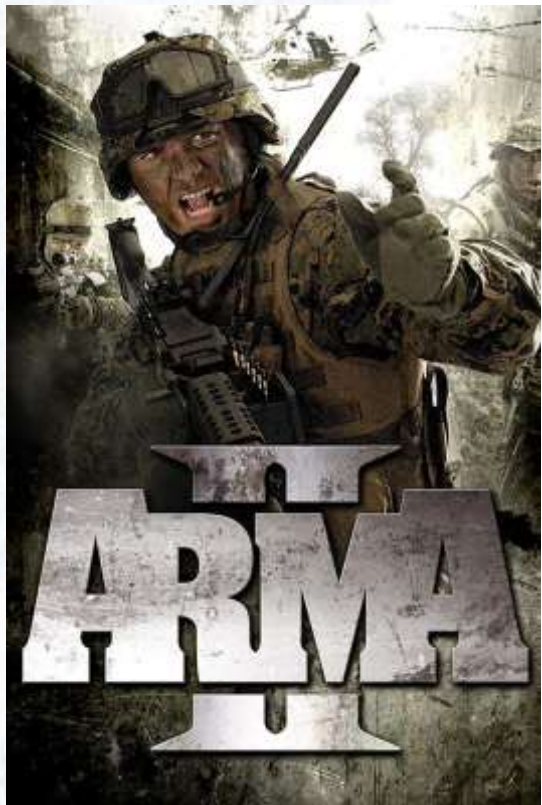
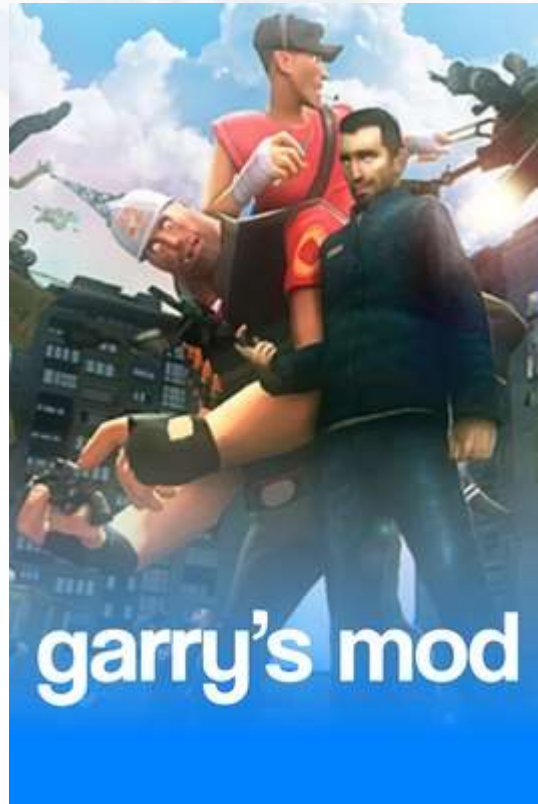


# THE POWER OF USER GENERATED CONTENT

- The creativity knows no bounds
- Someone can make a better game than you can!
- Modding can extend your UGC further or can even resurrect a dead game
- Community building with zero effort
- Even new genres can spawn out of your initial game
- It's your walled garden and your money if you lock creators into it!

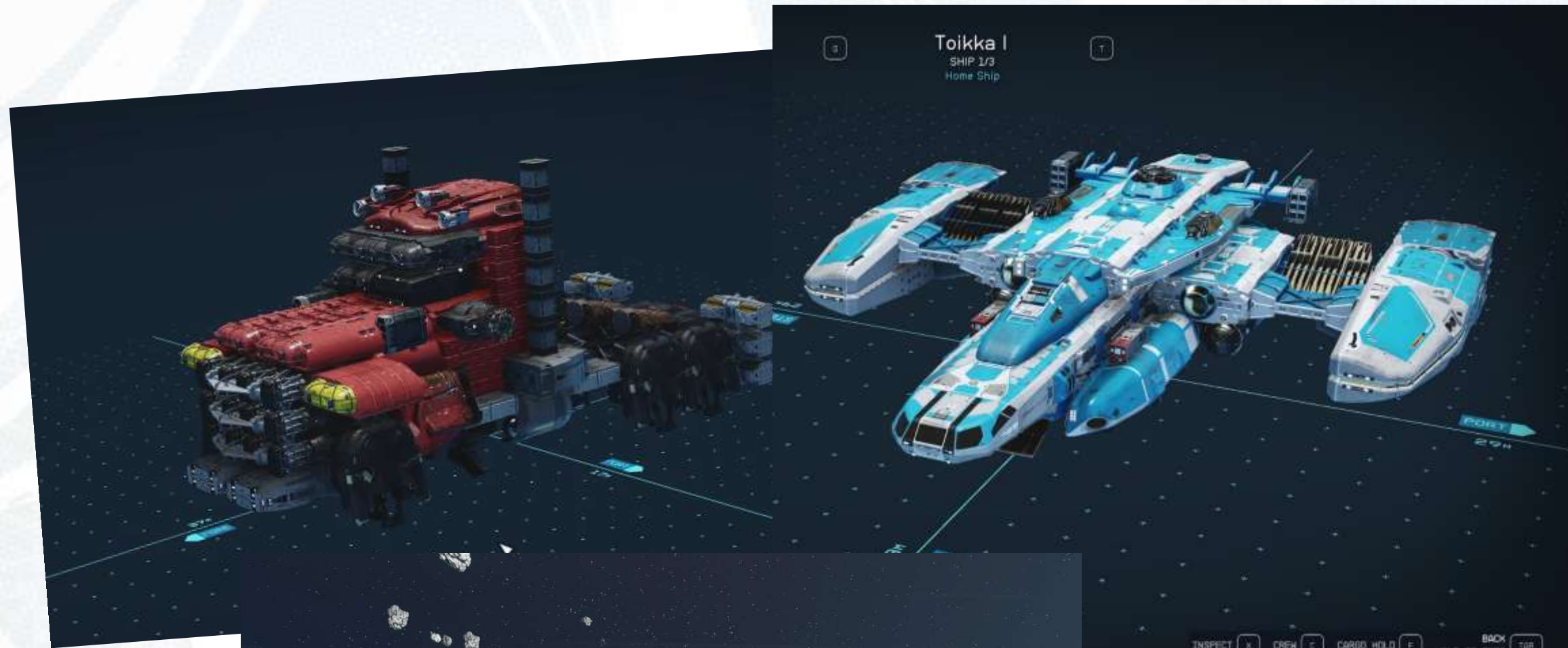








# WE WANT THESE





# WE WANT THESE

- Fun content that keeps players coming back!
- Innovative content that pushes the boundaries of the gameplay
- Sticky content that is fun to watch on Twitch
- Shareable content that is easy to show to other people
- High effort content that draws you in
- Repeatable content that lets others add their own stuff in to it!





**WE DON'T WANT THESE**





# WE DON'T WANT THESE

- Weirdo content designed to troll or cause offense
- Political content in any form (rated E for everyone)
- Promotional content (e.g. crypto or similar scams)
- Elsagate –content (e.g. Spiderman Elsa tooth removal bathroom –tier content)
- Low effort content
- XP Farm content designed to exploit progression
- Violent content





# THE TERROR OF USER GENERATED CONTENT

- You want Starfield, they want Star Wars. IP infringement trouble!
- People are weirdos and they need to be moderated, like it or not
- You're doing something extremely risky, trying to control a firehose that is on
- Platform holders like Xbox and PlayStation hate your text chat and your voice chat
- You must make sure it is a safe space for your age rating



# PLATFORM RISKS

- For PC, basically anything goes. But...
- Xbox and PlayStation do not like UGC platforms.
- Xbox and PlayStation will moderate voice chat for you – but not text chat
- They do not want user-hosted servers
- It's your responsibility to moderate player-made creations completely
- They WILL pull your game from the platform if you do not oblige
- You must moderate this yourself. There is no way around it.



# SOCIAL UGC RISKS

- You must have volunteer or paid moderators in social spaces and a crisis response team.
- Prevent grooming, bad actors, spambots, and more.
- Basically your responsibility is to make any space into a place where it's safe for kids to play.
- Report flows for user complaints.
- Robust support system for all cases, in all supported languages!



# WHAT ABOUT MODS FOR YOUR GAME?

- Easiest way to find out if you can support modding is to mod your game yourself.
- How much are you willing to reveal of your codebase? Are assets accessible?
- Is it extendable? Is it easy to mod (ie. Unreal 5 ~mods folder or BepInEx for Unity?)
- Are you aware of the risks of unmoderated UGC?
- Can you help modders and UGC creators promote their content?
- The tools exist. Are you ready to integrate them?





# IT MIGHT NOT WORK FOR YOU...

- Letting people mod or modify your live service title may compromise your monetization.
- If your game is streaming or mobile-based it is not possible to be easily moddable.
- This is 90% a PC thing and only recently possible to mod console games (Skyrim: Anniversary, Fallout 4, Snowrunner)
- Will spawn cheats and exploits
- Is it worth your dev time?











# We enable creativity

- Tools that enable creativity are not very accessible or user friendly
- Easy to use level editor with level kits as simple building blocks
- No need for programming or game dev skills
- Let players feed into the ecosystem – an ever-evolving universe of new levels, worlds, gamemodes and games
- Drop new content in the forms of level kits, cosmetics & seasonal content
- Elevate exceptional talent and feature them in liveops updates
- Build a community around creation



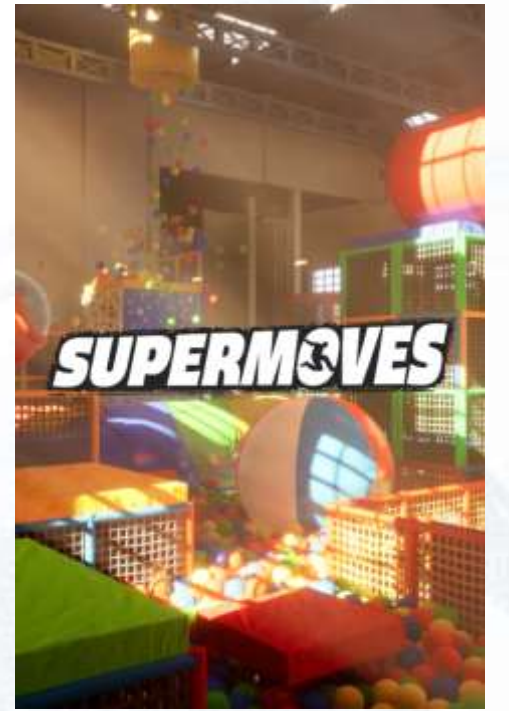
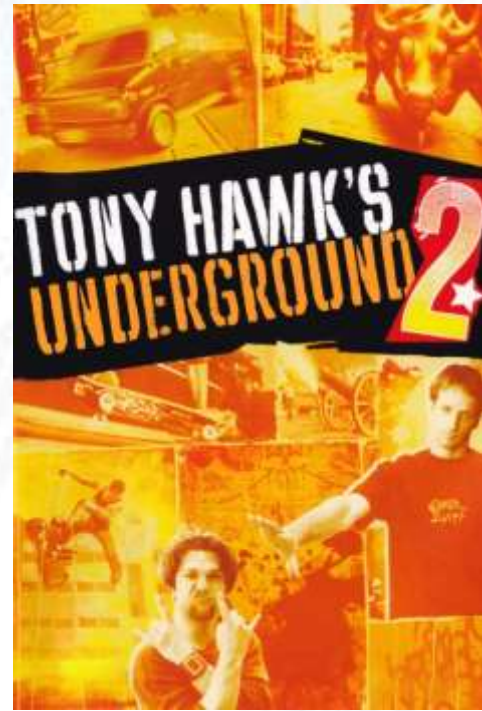
# SUPERMOVIES

Action Sports Universe from Makea Games











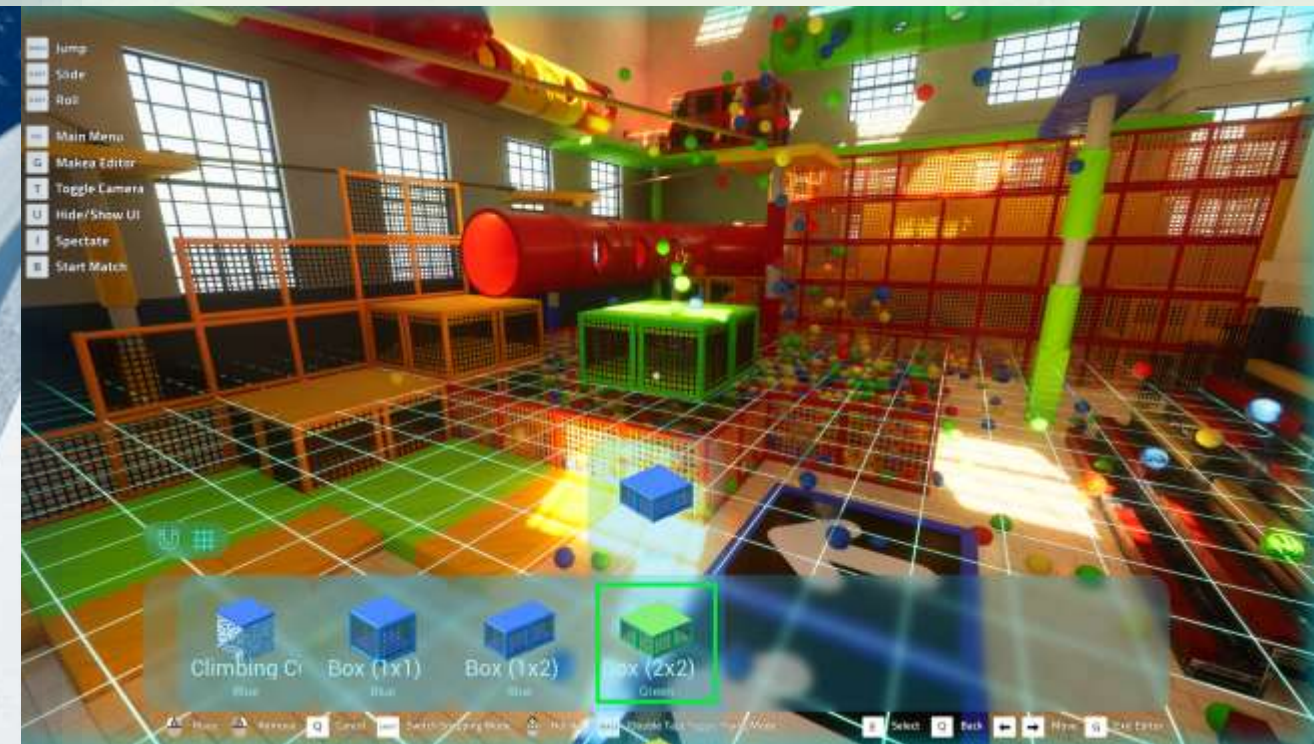
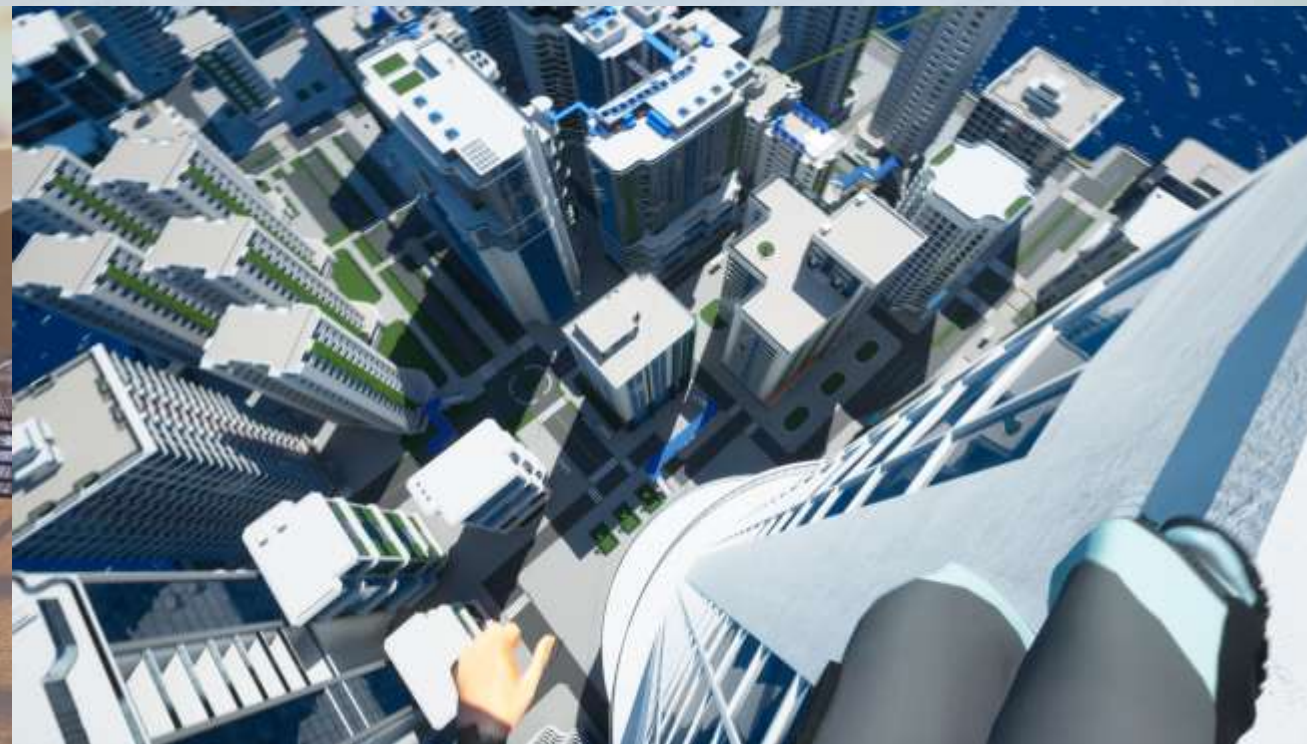
# What is Supermoves?



- First-person action sports game, like Mirror's Edge meets Fall Guys
- Both online and singleplayer – with a focus on multiplayer
- High octane experiences built with the community for the community
- Accessible editor tools that are intuitive and easy to use with a low barrier of entry
- Remix existing worlds or make your own multiplayer levels with hundreds of players – by just holding down one button in any level.
- Publish your levels and gamemodes for all players for an endless flow of user generated content



# The Supermoves Experience



**Be the best.**



**Run. Vault. Climb.**



**Make it your own.**





PLAY

**MAKE**

EXPLORE

CUSTOMIZE



# Makea Editor

Best in class UGC editor. You only need your controller!

> MAKE A NEW LEVEL

## SELECT LEVEL KIT



**ROOFTOPS**



Soar through the skyline of Singapore in Rooftops, where Freestyle City awaits you. Don't look down.

**SELECT**



PROTOTYPE. NO ART ASSETS OR GAMEPLAY IS FINAL.











# Monetization: Level Kits & Cosmetics

Think of Level Kits like LEGO kits full of pieces that you can build levels from. Each season has its dedicated Level Kit, with content to match for player cosmetics as well.





# Best In Class Game Editor

	Edit without mouse & KB	Code-Free	Accessible for kids to use	Editing on Consoles	Multiplayer Editor	Remix Levels	Central Social Hub
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	—	✓	✓	—	—
	—	—	—	—	—	—	—
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	✓	✓	—	—	—	✓	—
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# THE DREAM...

- People will use our tools to make a better game than we could ever come up with
- It brings in hundreds of thousands of players
- These players make Twitch streams and YouTube videos with millions of views
- We monetize the crap out of it
- I buy a tall tower and a big yacht

## ~~NÄSINNEULA~~ **TOIKKA TOWER™**





# Thank you!



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