



flight



flight

John Egan

Director of Channel Partnerships, MoPub

@jegania

“Paneltation”

Combining the story arc of a good presentation with the expertise and insights of a good panel





Asher
Vollmer




Ashley
Higgins



Brian
Kealer

Verizon 9:51 PM 28%



Cannonball

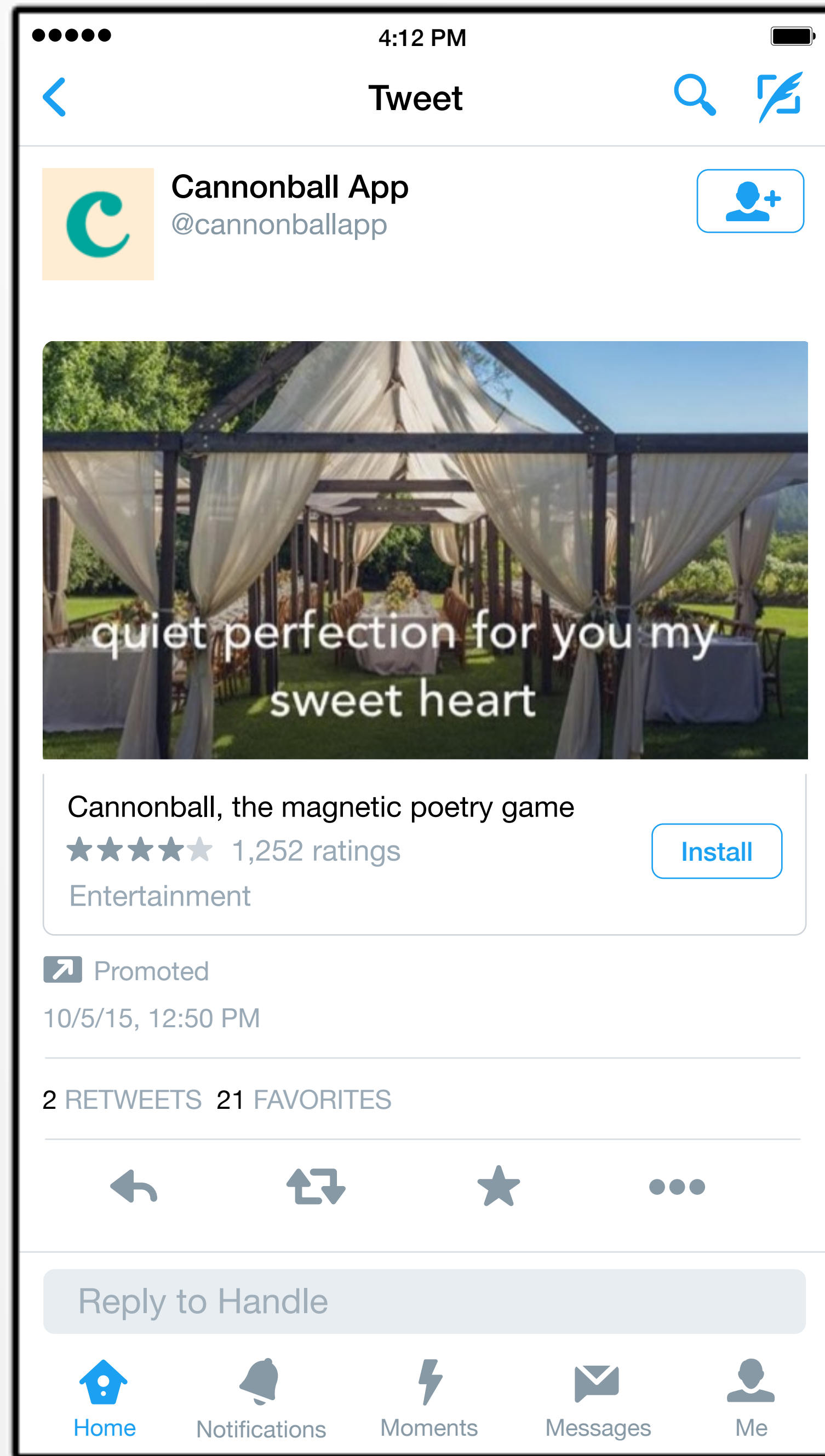
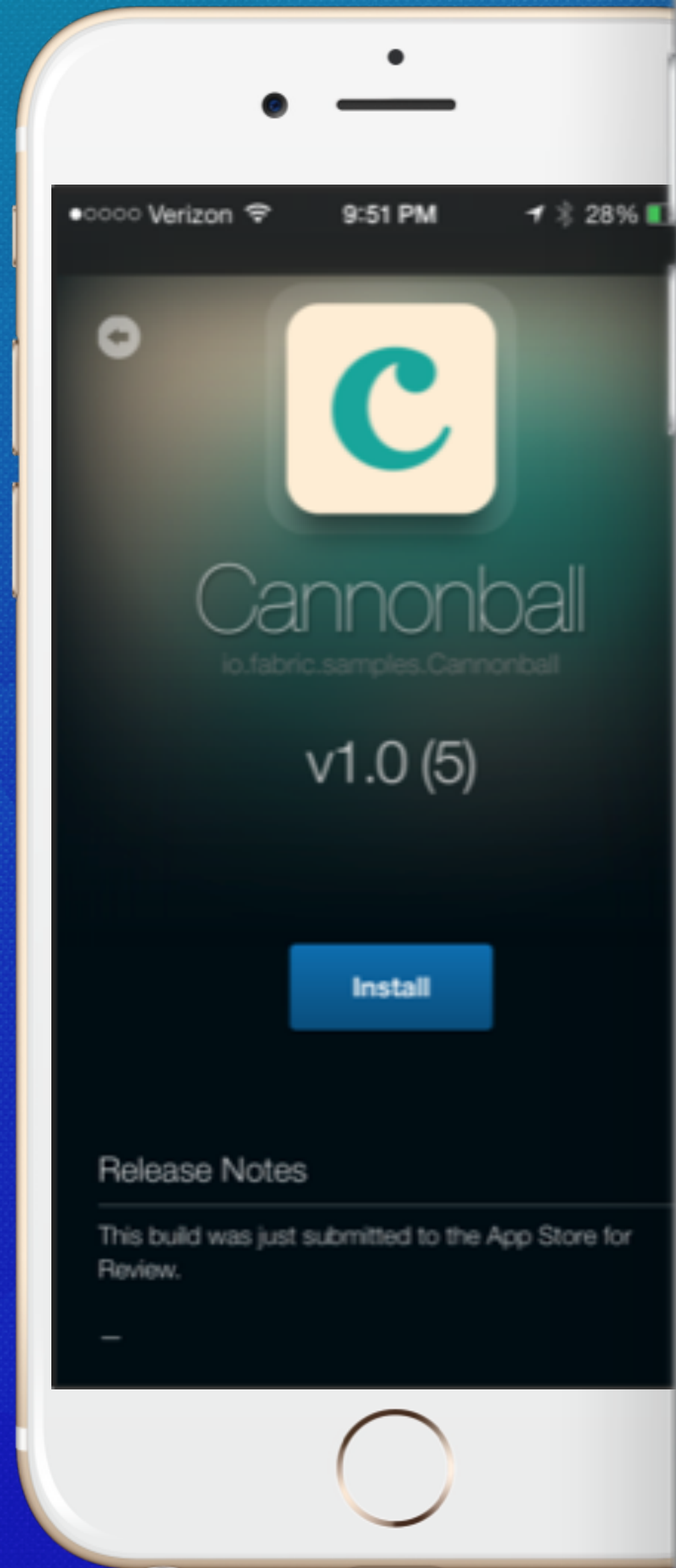
io.fabric.samples.Cannonball

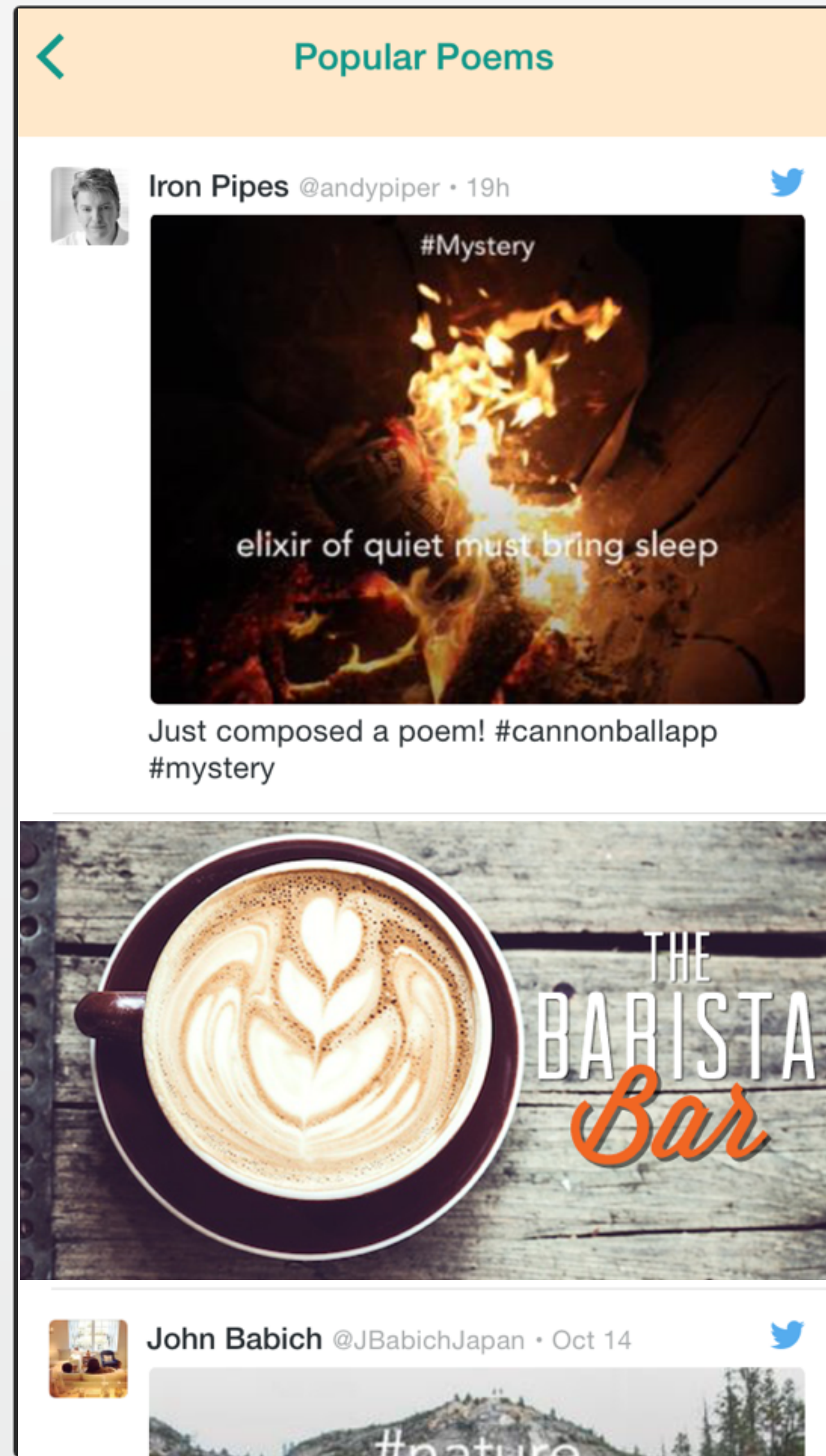
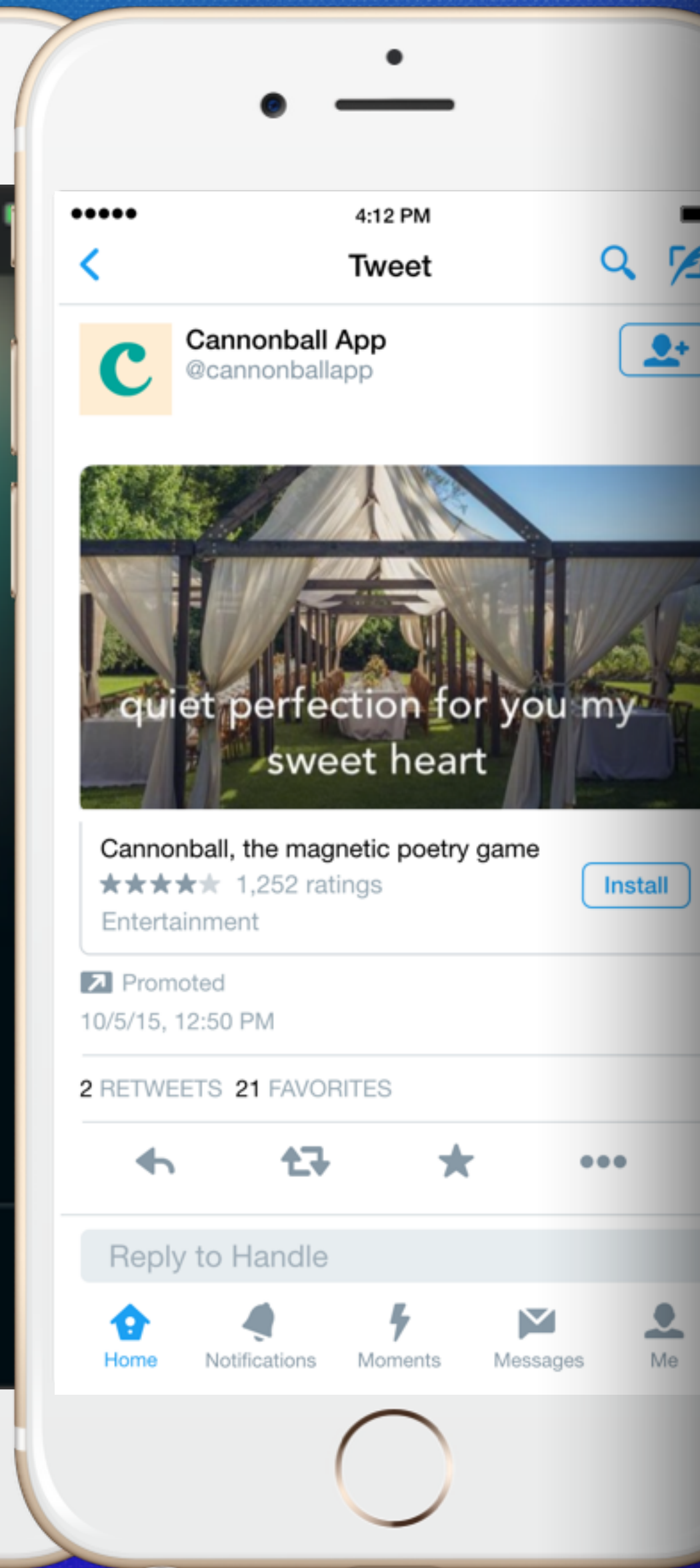
v1.0 (5)

Install

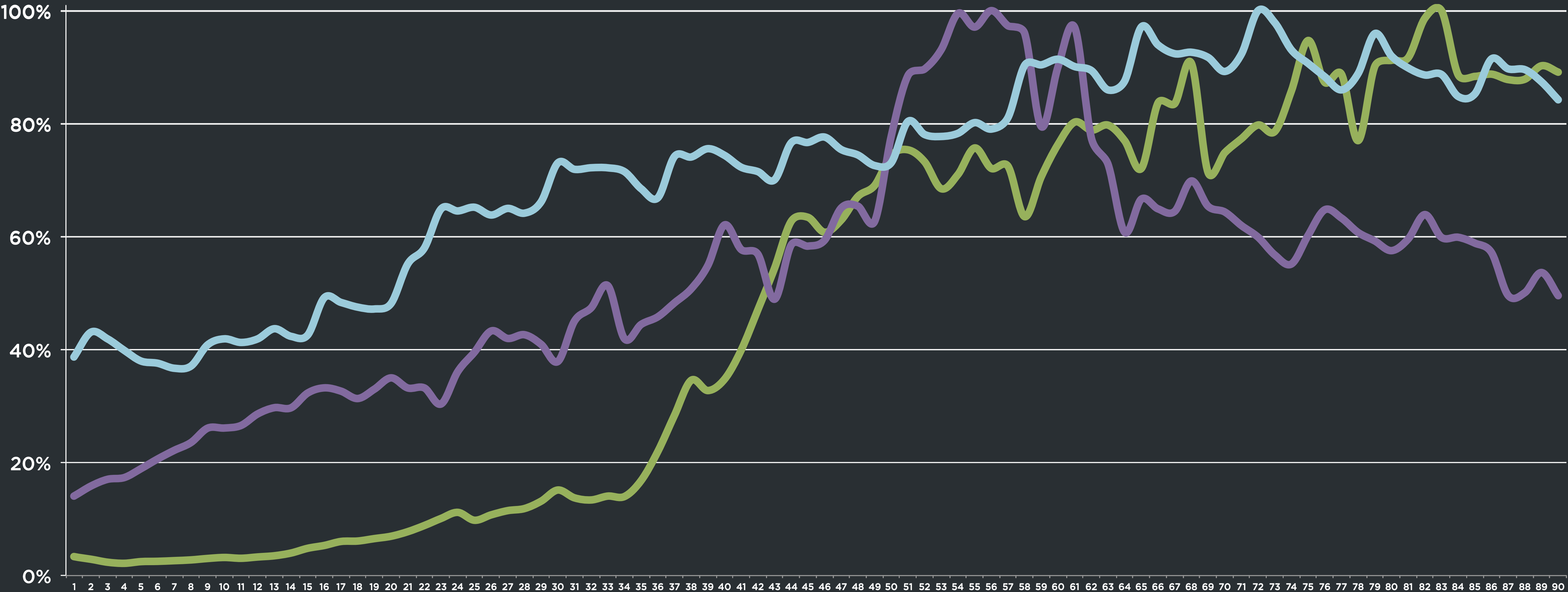
Release Notes

This build was just submitted to the App Store for Review.

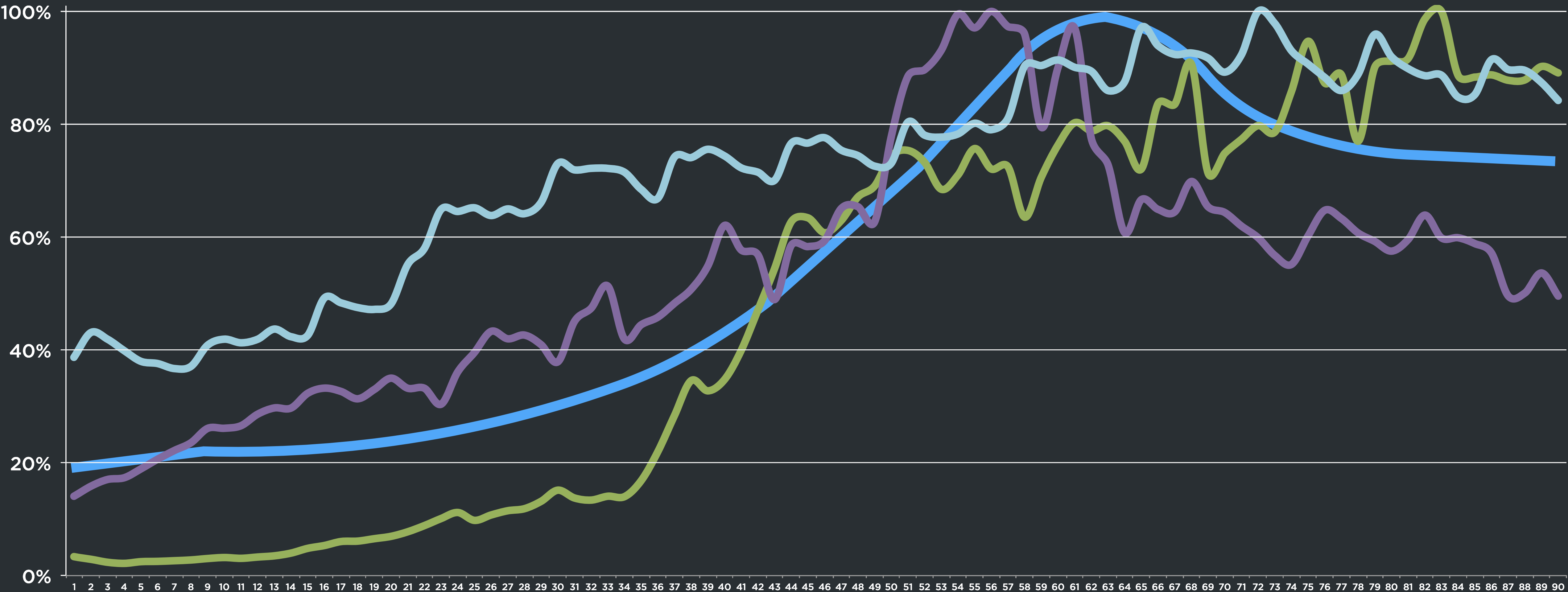




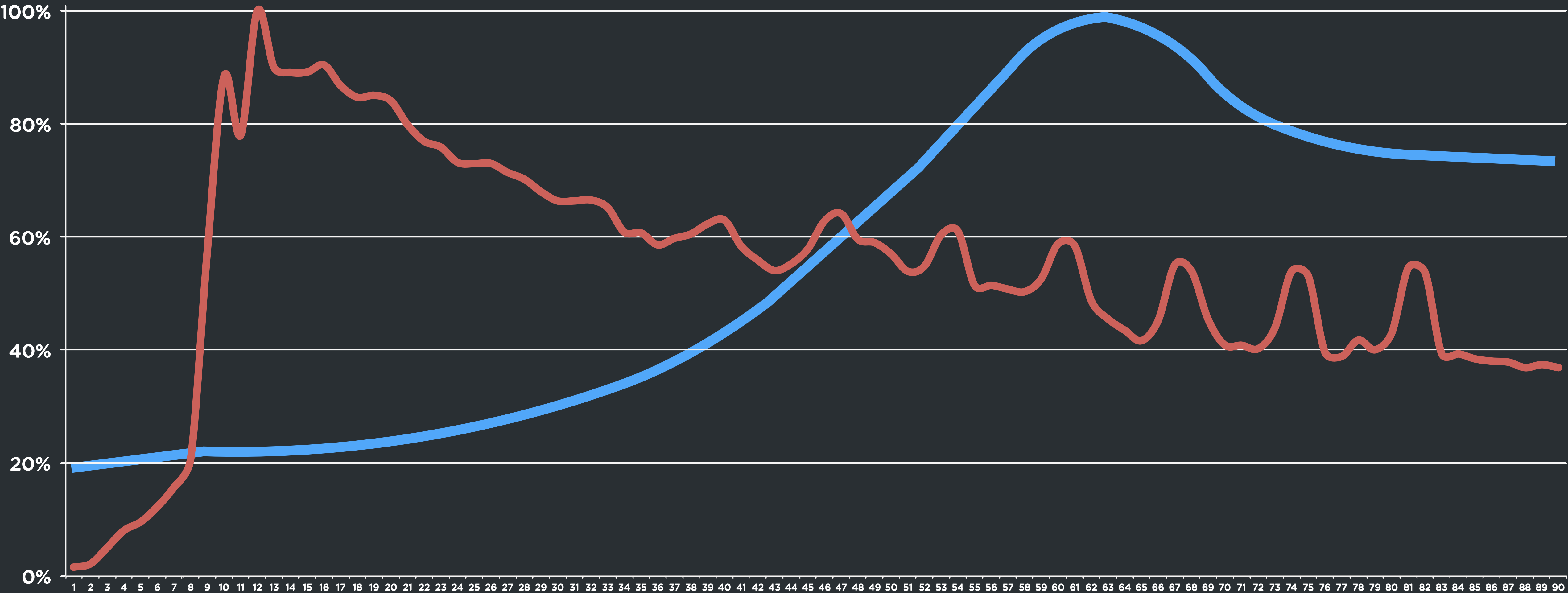
Lifecycle Of A Top 10 App - Steady Climbers (3)



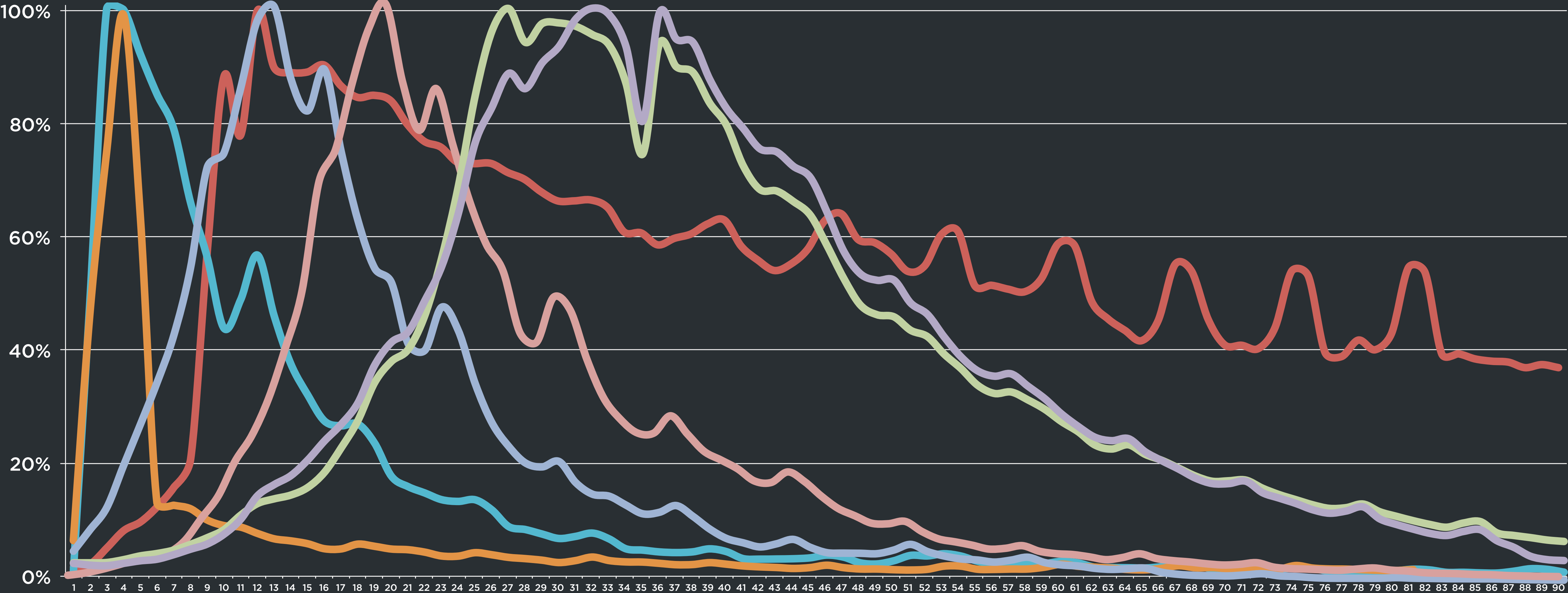
Lifecycle Of A Top 10 App - Steady Climbers (3)



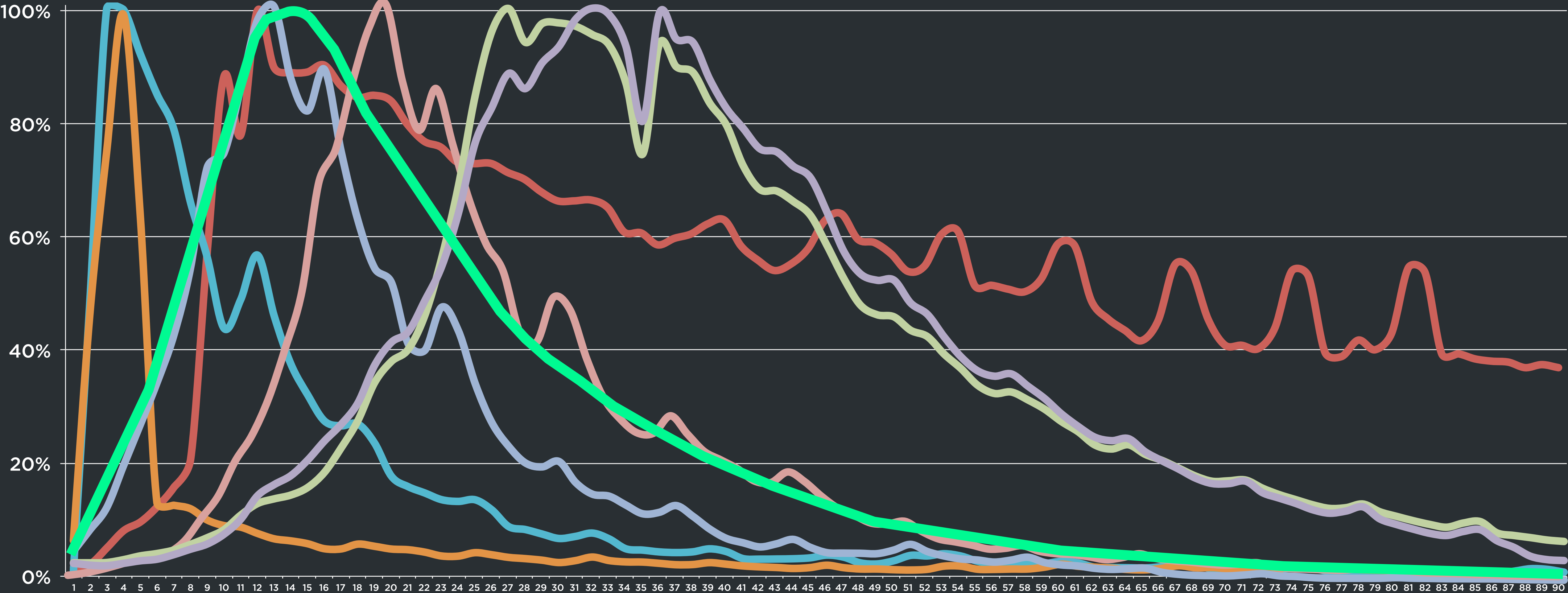
Lifecycle Of A Top 10 App - Peak & Plateau (1)



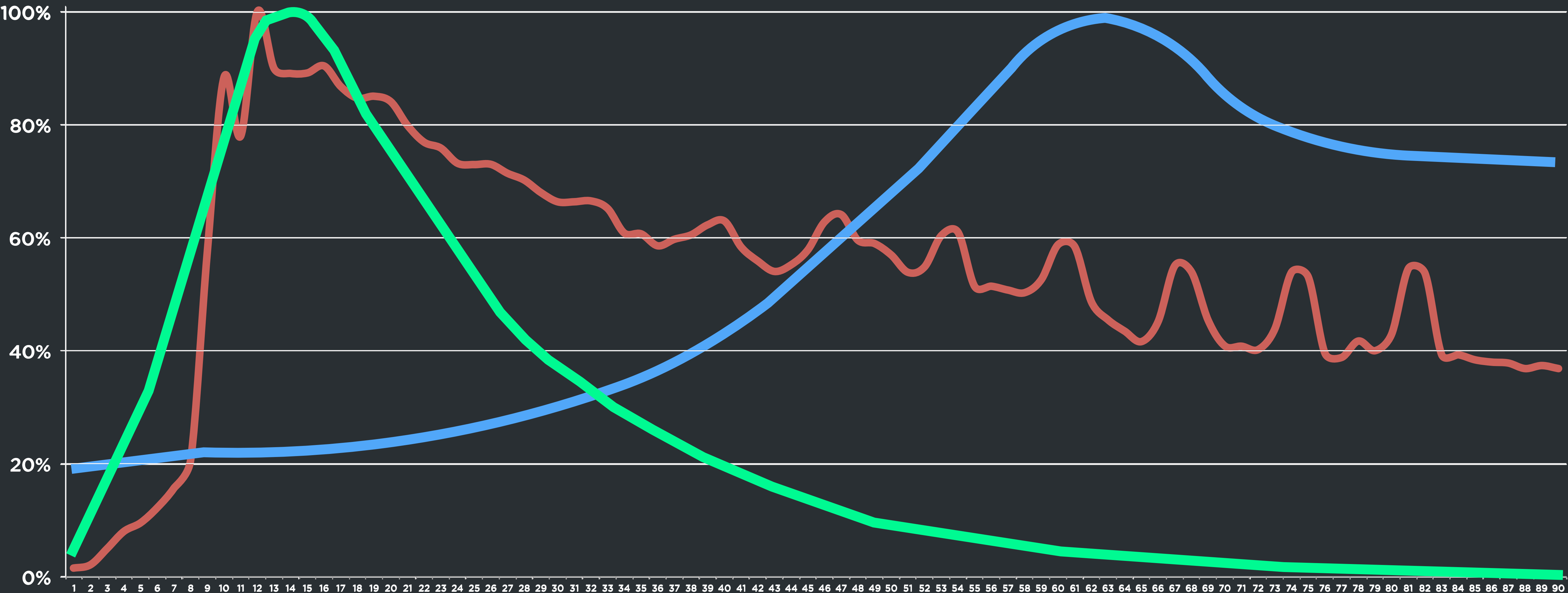
Lifecycle Of A Top 10 App - Shooting Stars (6)



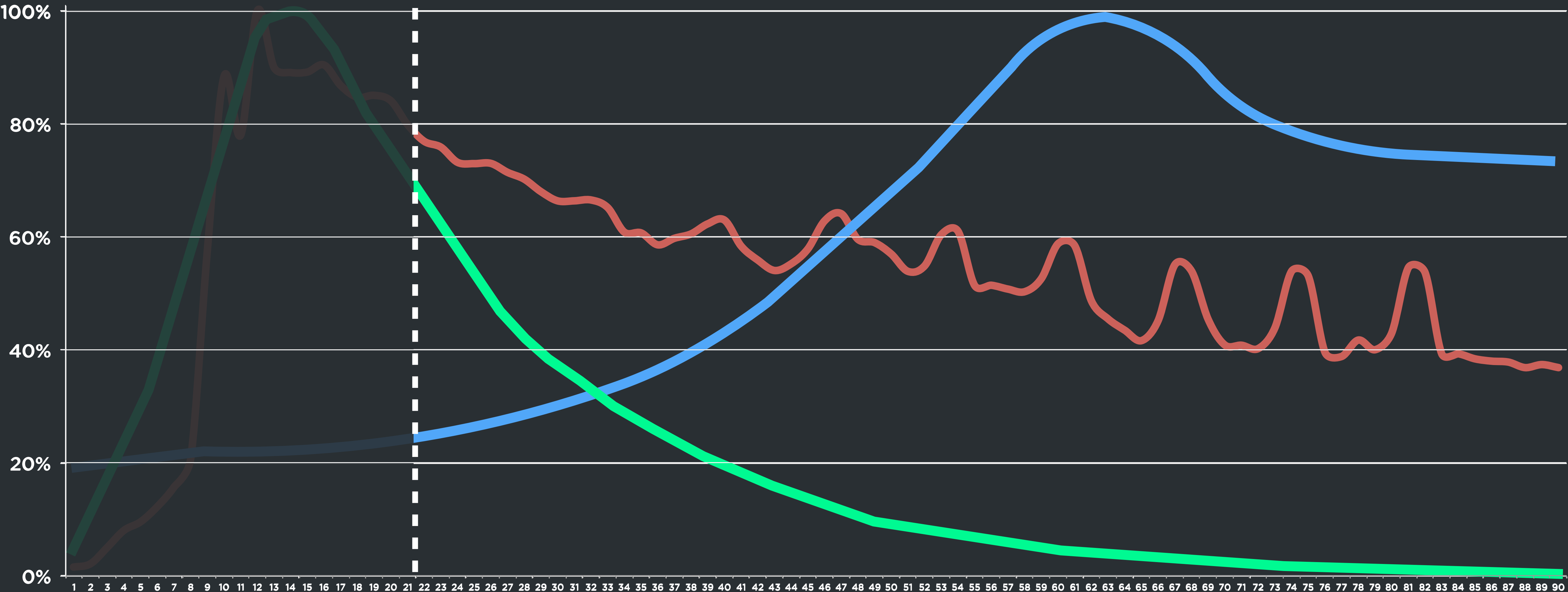
Lifecycle Of A Top 10 App - Shooting Stars (6)



How Does Lifecycle Impact Developer Decisions?



Update Cycle Versus App Lifecycle





Asher Vollmer

@AsherVo



Following

DON'T MAKE COMMERCIAL GAMES IF YOU DON'T HAVE A PLAN FOR HOW TO SELL THEM D:

RETWEETS

15

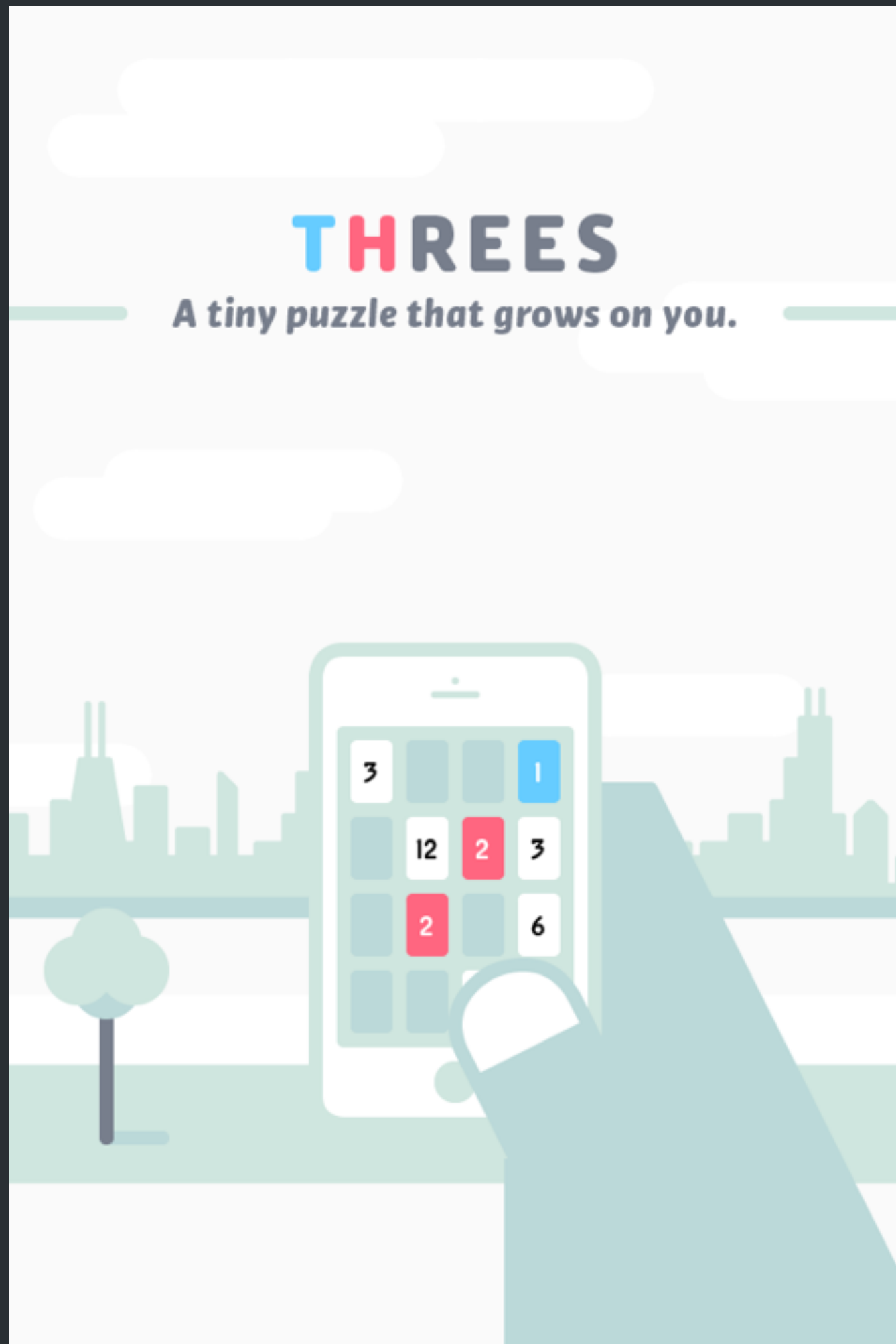
FAVORITES


35



1:03 PM - 24 Aug 2015






 **Asher Vollmer** @AsherVo Following


Been in a bunch of airports this past week. Seen people playing 2048 in all of them. This is frustrating =/

RETWEETS **58** FAVORITES **30**

1:45 AM - 30 Mar 2014

 **Adam Puhl** @adampuhl · 1 Apr 2014

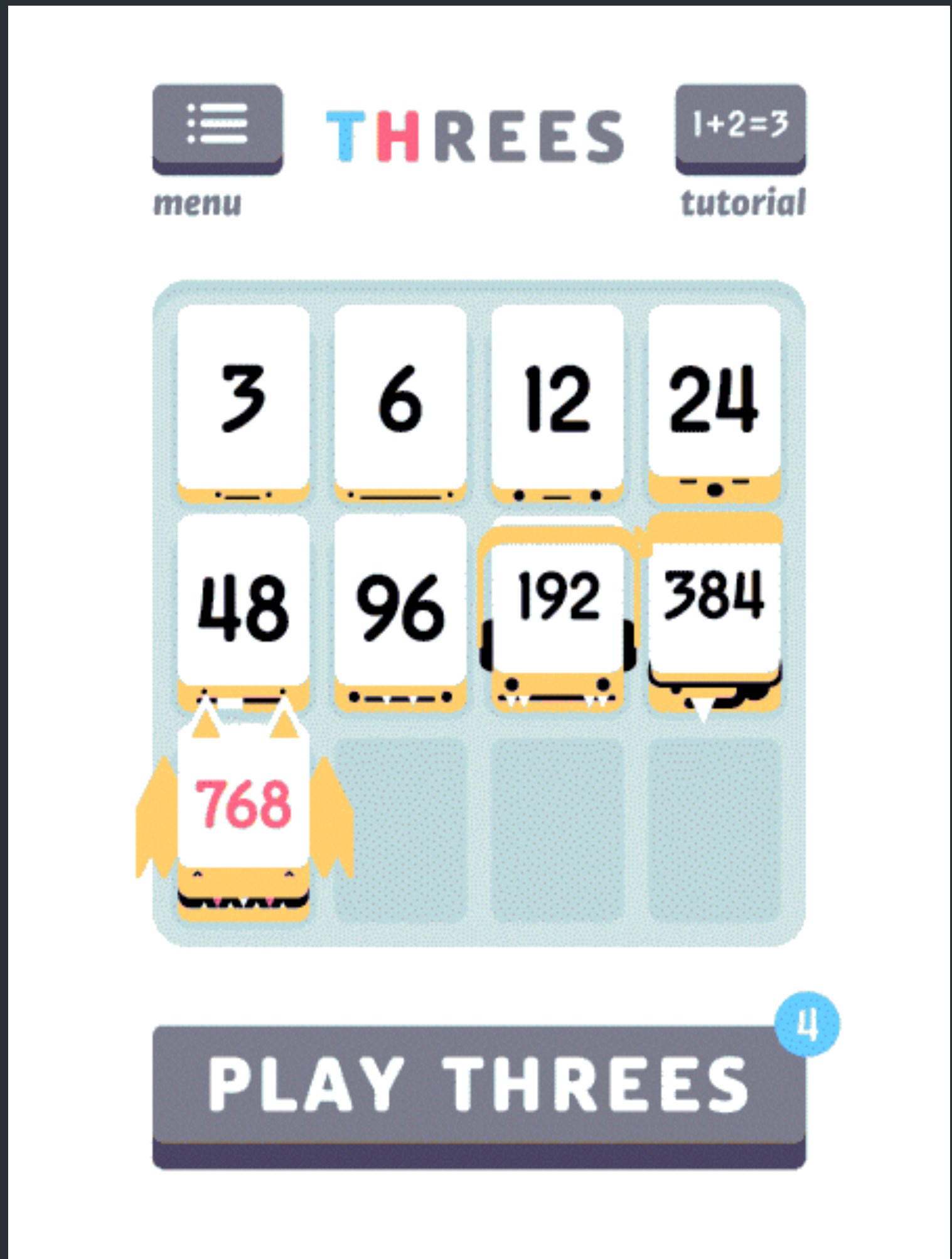
@AsherVo I know this is not that easy. But why not make a free version of Threes with ads or a limit and kill 2048 in the process

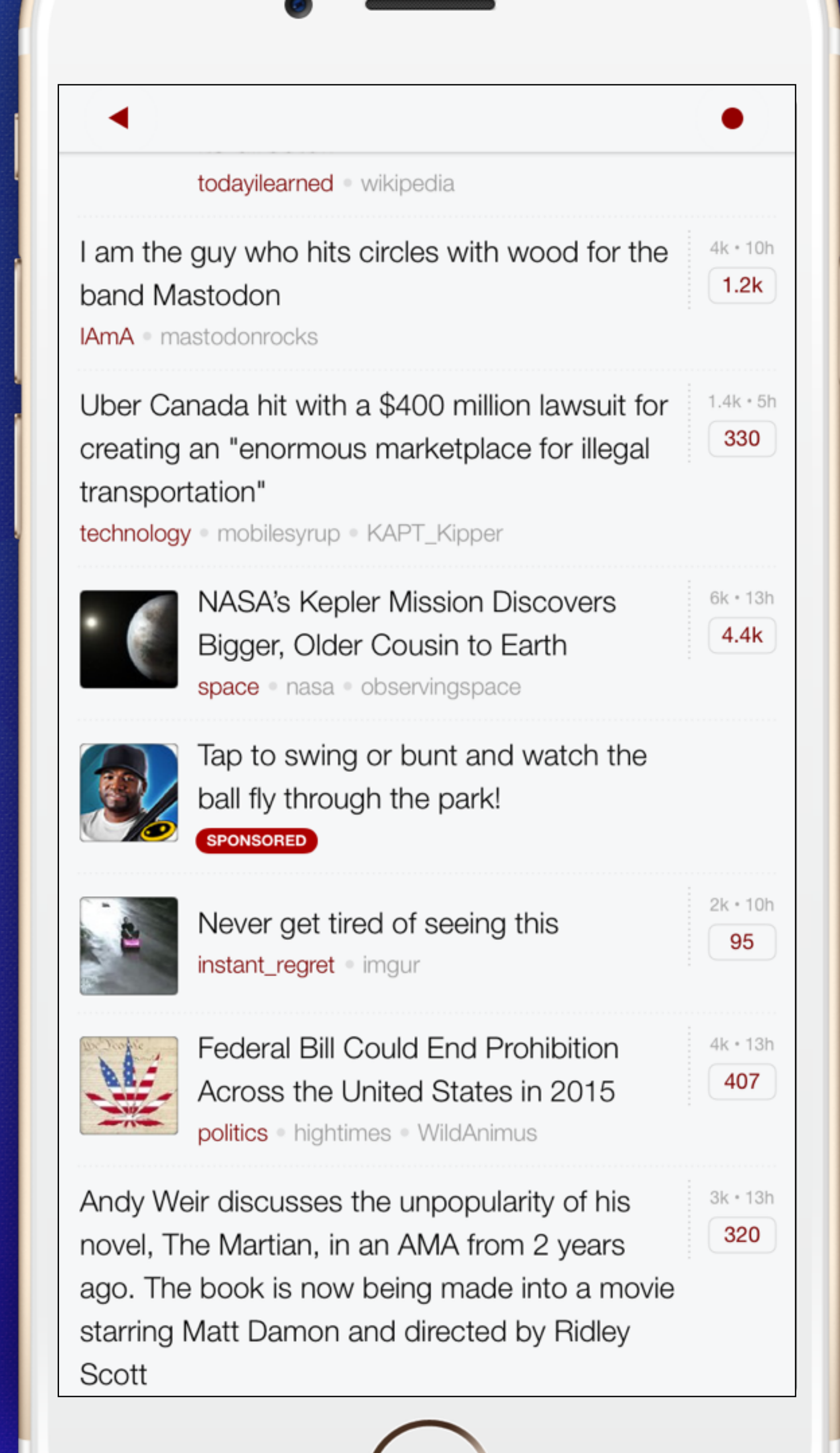
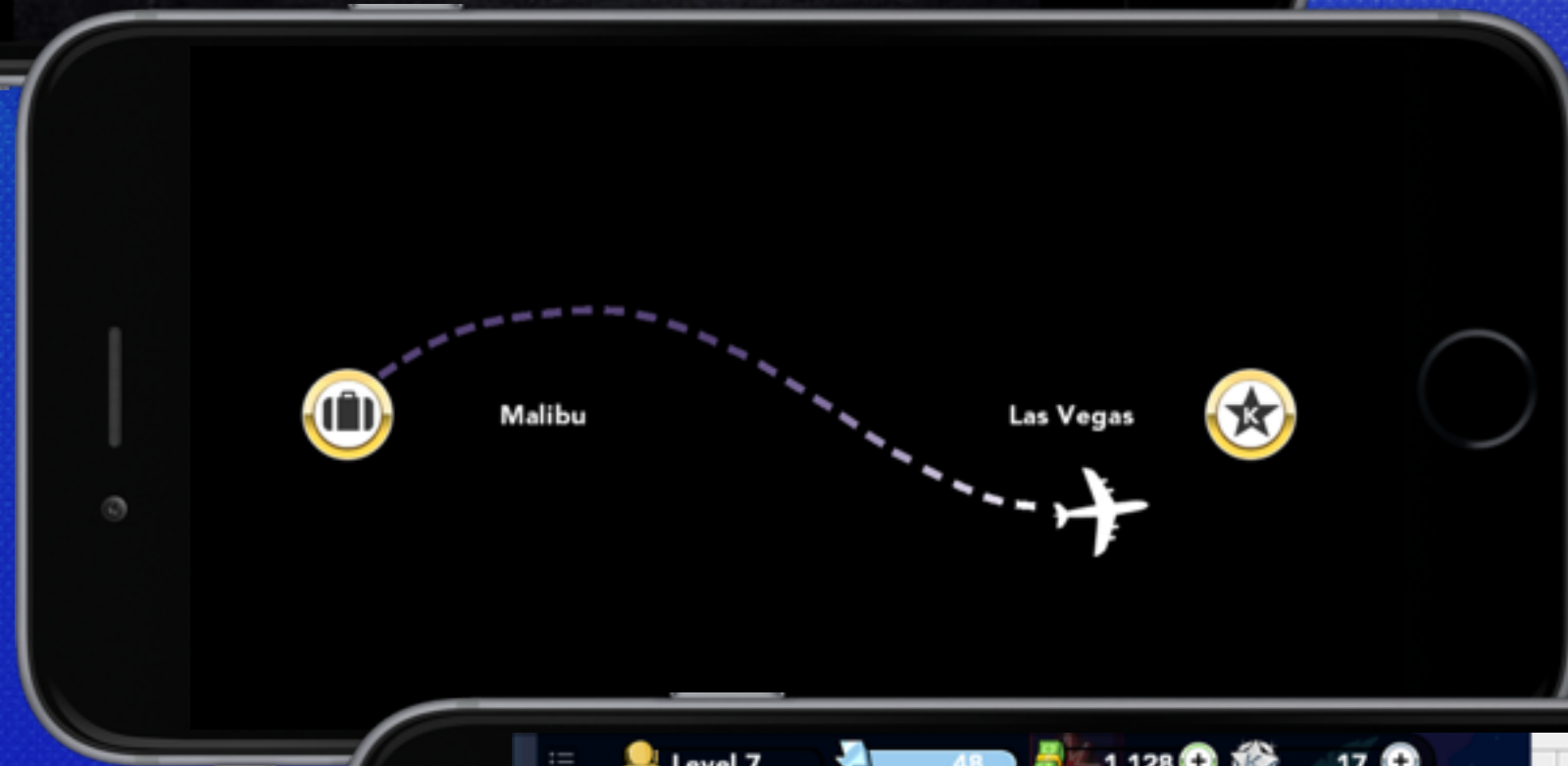
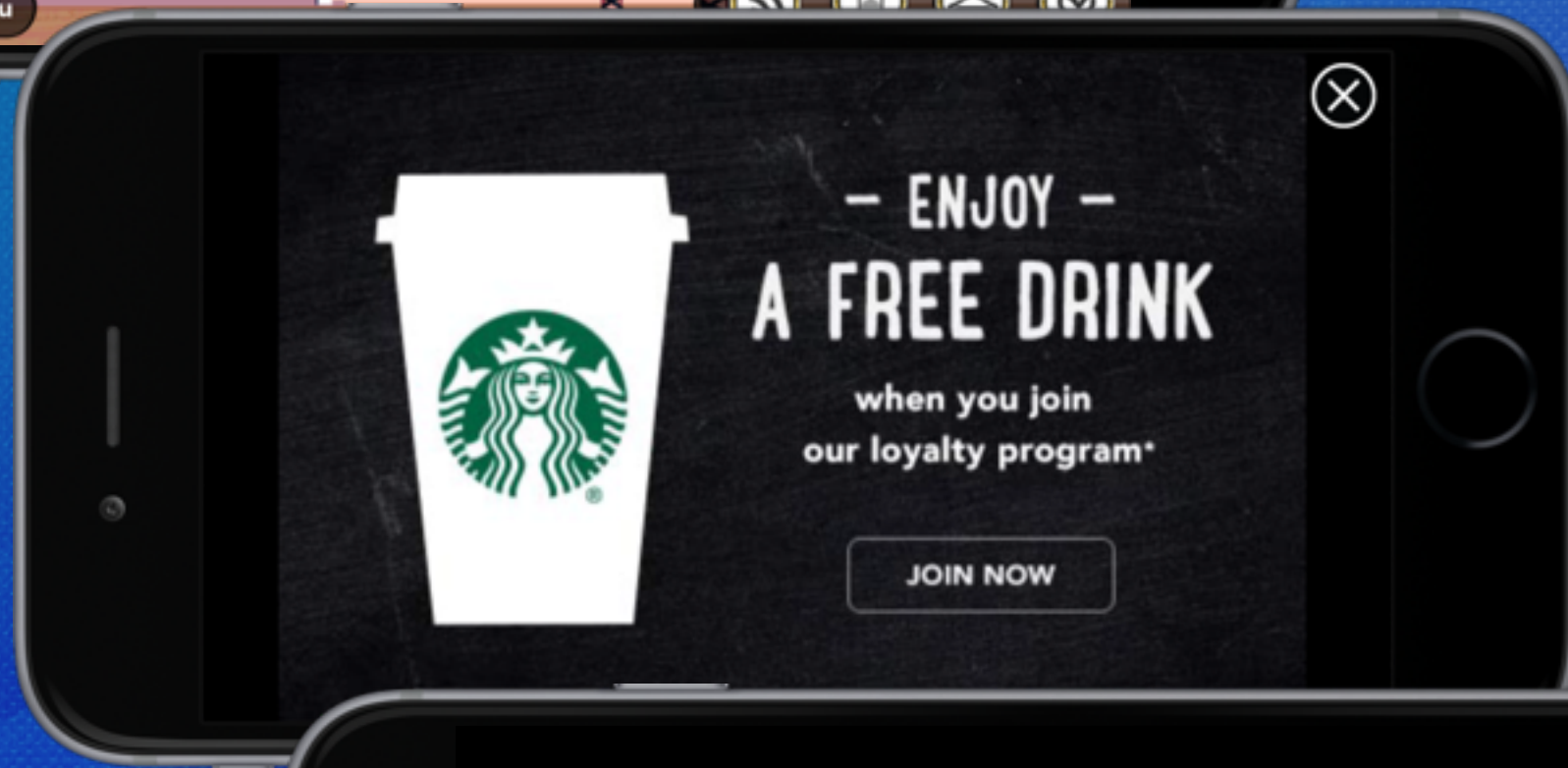
 **Asher Vollmer** @AsherVo Following

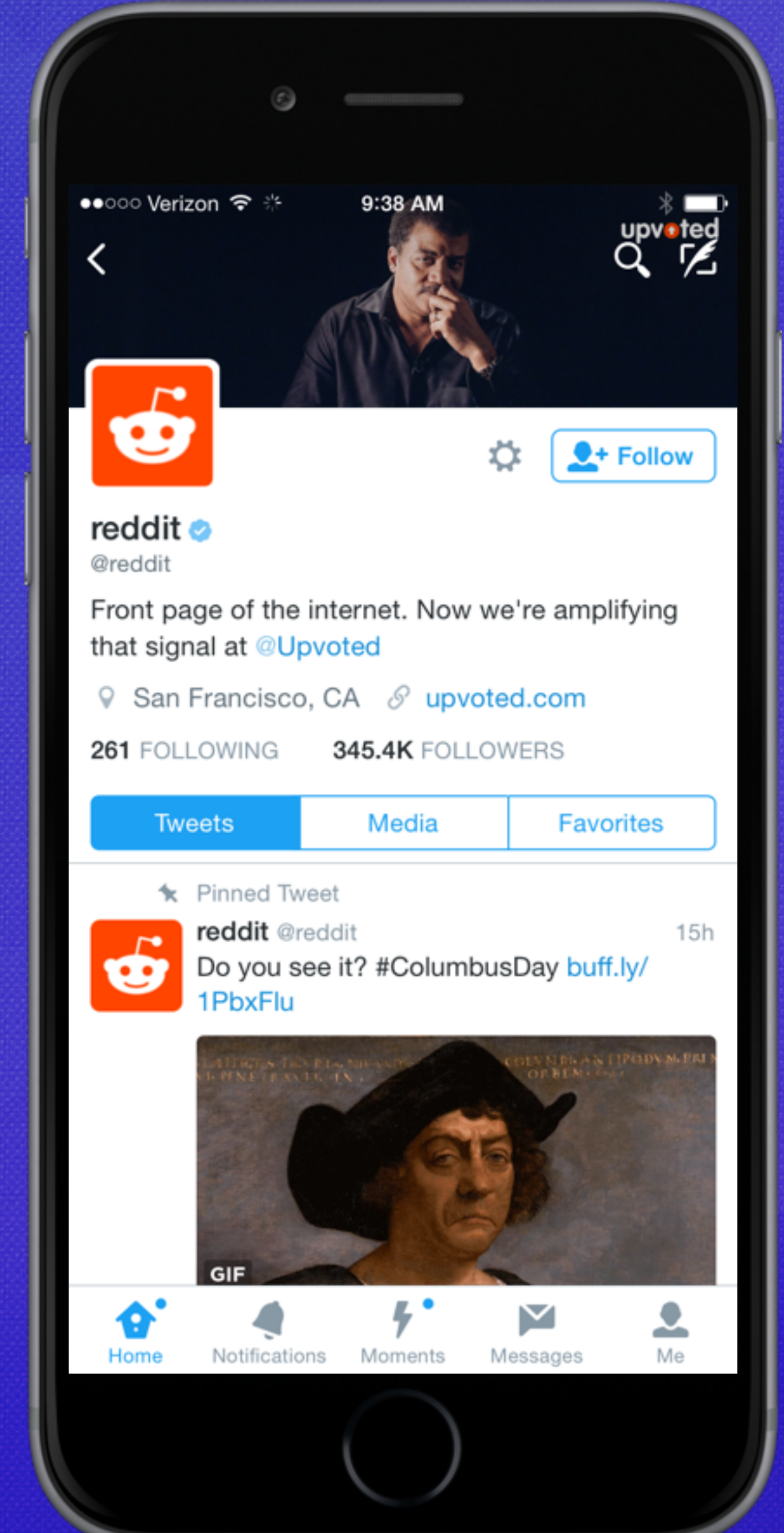
@adampuhl Definitely considering it, but the timing is wrong right now. Both too late and too early.

FAVORITES **2**

1:57 PM - 1 Apr 2014









Thank You

@jegania