

# Viral Game Recommendations

## Specifications and Requirements

1. Shockwave flash (.swf) for flash player 8 is recommended. Using flash player 9 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.
2. Never use Java (we are talking sun java here, not javascript) or Shockwave (notice there is a big difference between Shockwave Flash and regular Shockwave). Support for these formats is scarce, and using Java or Shockwave can therefore potentially damage your campaign.
3. If the brand is to be unknown, we need to know in advance since we might use it when promoting the viral game in our seeding.
4. If you do not want your game associated with any well-known brands, concepts, products, etc., we need to know before we accept the material. Any limitations on our well-proven and unique way of promoting your viral game might change the amount of users which will be attracted to the game.
5. We need to be in close contact with the team developing the game as early in the project as possible. We want to make sure that tracking scripts are placed in the game correctly and are working as intended.

## Content and Production

6. We strongly recommend that the game is embeddable, is self-contained and contains an "embed on your own site" function. 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 sizable to 400-500 pixels width in order to fit the majority of the above mentioned game sites.
8. The load time for interactive should not exceed 10 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.

## Timing and Handling

9. 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.
10. The final material needs to be in our hands 10 days 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 10 days after the day we receive material.
11. We need to know the seeding date 10 days before the seeding is to take place to plan the seeding, contact sites etc.
12. We seed Monday/Tuesday/Wednesday only since these have proven to be the best days for launching viral content.