

# Cross-Play Enablement Blueprint (CEB)

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# Why is cross-play becoming the new standard for live service games?

## Greater engagement

Epic Games found that cross-players on Fortnite played an average **570%** more than non cross-players, and the monthly ARPU of cross-players was **365%** higher than non cross-players.

## Increased longevity

By aggregating players into one cross-platform pool, you can keep matchmaking times below acceptable thresholds for longer, enabling you to sunset your game or specific game modes later, delighting loyal players.

## Faster & better matchmaking

With a unified player base there is a larger matchmaking population, enabling reduction in wait times and improvements in play experienced with more specific matchmaking rulesets.

## Maximise reach

A prerequisite to cross-play is enabling multiple platforms, and in order to maximise your player reach you should release on every platform that makes sense for your game.



# Enabling cross-play requires specialist expertise, and is another burden for studios to solve

1.

Need to port game to all platforms

2.

Need to use cross-play compatible networking and online services

3.

Players need ways to interact with their friends across social graphs

4.

Need to build, pass certification and distribute separately to each store/ platform



# IMS

## Improbable Multiplayer Services

Tailored solutions from experts for specialist multiplayer backend problems and complex backend tech, so you can keep your team lean and focused on what you do best.

Our areas of expertise:

- Online Services (incl. cross-play)
- Gameplay enablement
- Game server operations
- Developer Effectiveness

Selection of our partners:





# Cross-Play Enablement Blueprint (CEB)

## Who is it for?

Studios with live or in-development games that aren't currently setup to support cross-play

## How long does it take?

10 days

## What do I get?

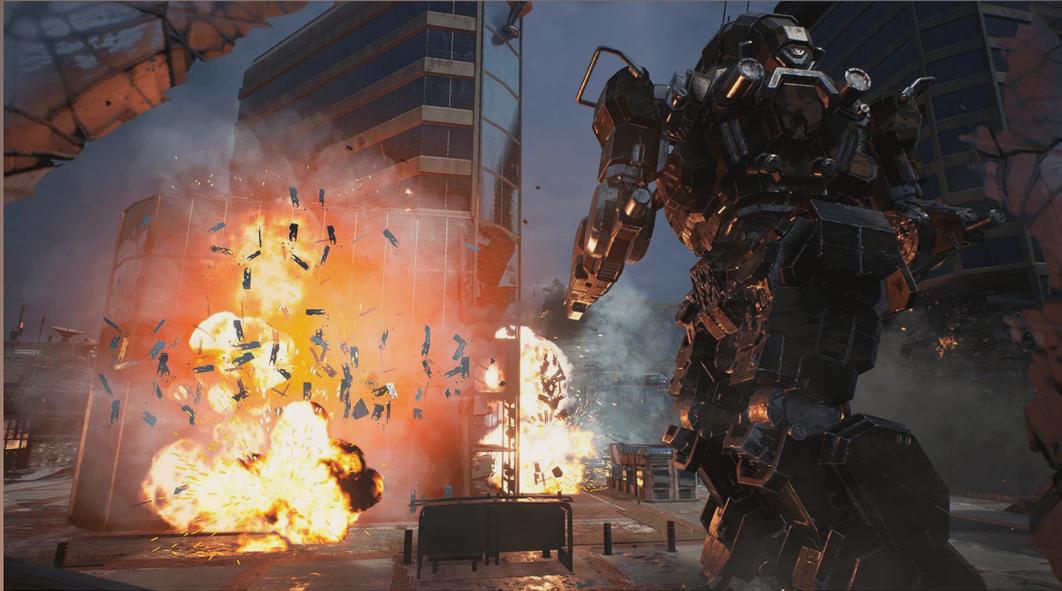
A .pdf with a technical breakdown of what's required to enable cross-play for your project

## Pricing?

30k USD

Piranha Games

# MechWarrior 5



## Objective

After completing the exclusivity period on the Epic Games Store, Piranha Games wanted to release on all other major PC stores (Steam, GOG) as well as Xbox and Playstation with full cross-play.

## What we did

As well as implementing the identity solutions for each of the platforms, our dedicated team built a fully custom service that changed the way friends are represented and accessed. We also extended Piranha's use of the EOS P2P Interface across storefronts. All work was completed with minimised disruption and impact to existing players.

## Result

*Mechwarrior 5: Mercenaries* launched on Steam, GOG and Xbox in May 2021, with cross-play enabled. A few months later, it also launched on Playstation with cross-play.

Thank you!

To ask questions or to get started:  
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