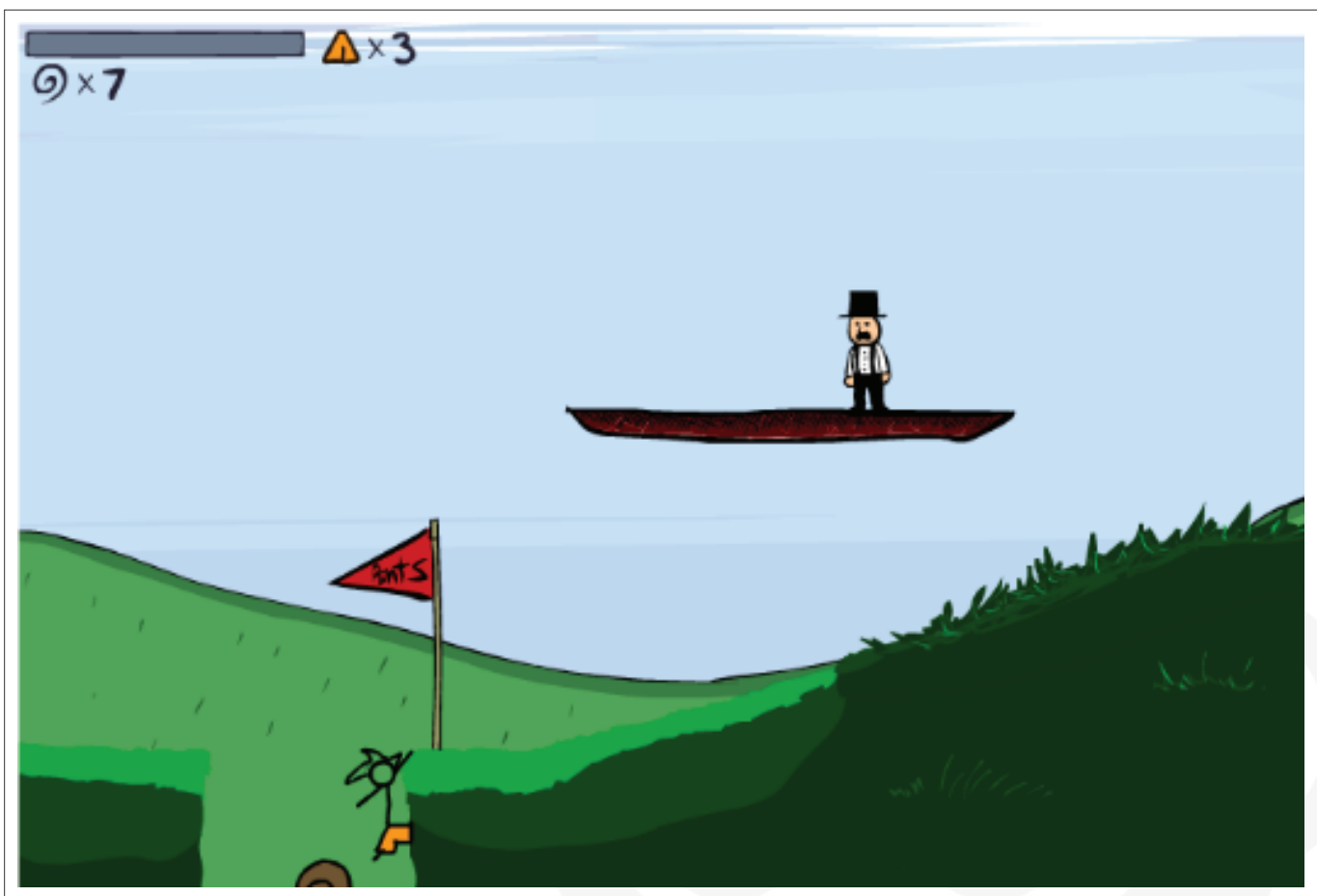


# Brad Borne - Developer Case Study

## Who is Brad Borne

Brad Borne is the creator of the well-known Fancy Pants Adventure games. He first started making games in college, creating many small experimental games. One day, he bought a small drawing pad and developed a keen interest in stick figure animation. Through this interest, the seed of his well-known Fancy Pants series was planted. He started experimenting with simple stick figure concepts, like a guy in a circle running, and thus the first Fancy Pants Adventure (FPA) was born.

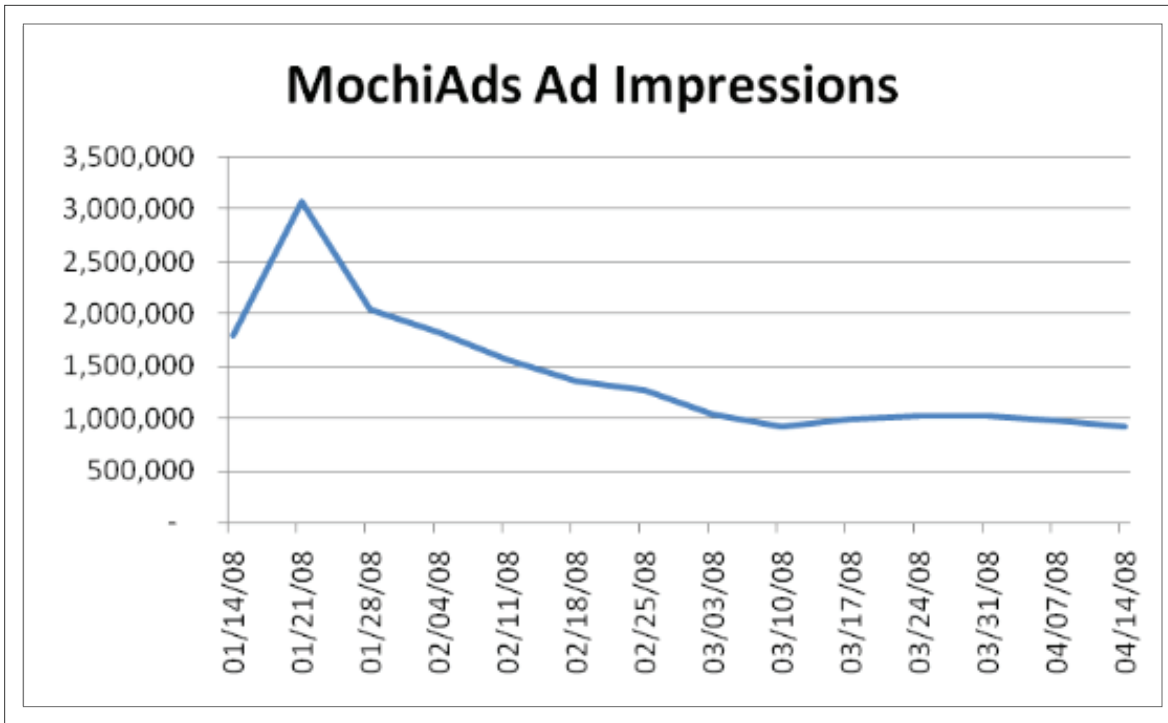
The first FPA game was what helped establish his reputation in Flash games. The creative game was quickly snapped up for a non-exclusive sponsorship through ArmorGames. When he was ready to create Fancy Pants Adventure 2, the sequel to his initial game, Brad chose a different strategy. FPA 2 was also sponsored by ArmorGames, however this time, he negotiated to launch the game with MochiAds and set it free on the world.



Screenshot from *The Fancy Pants Adventure: World 2*

## The Story of Fancy Pants Adventures 2

In its first months in MochiAds network, FPA 2 has received nearly 20 million plays which earned Brad income. Since then, traffic has leveled off to 1 million game players per week. Brad routinely nets a paycheck from the MochiAds service, receiving a share of ad revenue from every time the game is played. Below is a brief overview of traffic to date, with data from MochiAds' analytics tools.



MochiAds Ad Impressions for The Fancy Pants Adventure: World 2

The ad-based model changes the incentives for developers building games. Instead of selling a one-time sponsorship, a developer's payments are tied to the life and popularity of a game. The high-quality games in the MochiAds network often sustain a high level of traffic over time, generating regular income each month for the creator. "MochiAds should be getting people to spend time on their games," argues Borne. "Advertising likes this means that investing time into making a great, replayable game is worthwhile."

This isn't the only way that Brad is making money based on MochiAds. "MochiAds provides more independence and leverage for the developers," says Borne. Not only has the advertising provided extra ways to make money, but the game stats available through MochiAds and Mochibot ensure that the developer can communicate the value of his games and negotiate stronger sponsorship and license deals. Due to the popularity of FPA 2, many smaller gaming portals are willing to pay for a site-locked version free of sponsorship and ads. Deals like these are often able to net developers like Brad several hundred dollars per license.

What is Brad up to now? Making games now, of course. He's recently graduated from college and working on creating games full time. You can read the latest Fancy Pants updates at <http://www.bornegames.com>.