

## Join the The RPGnet iPhone Store

RPGnet, the largest independent tabletop roleplaying site on the internet, has launched a new iPhone Store which aggregates the sales of **tabletop roleplaying utilities** as well as adaptations of **tabletop board and card games**. Now, you too can join.

### The Problem

You can write the best iPhone App in the world, but there's no guarantee that anyone will ever see it. There were a thousand apps for sale within two weeks and ten thousand within four and a half months. Now there are more than forty thousand. Unless your app is a 1 in a 1000 release that manages to get lucky and stay on a "top" list, it's quickly going to get lost in the noise.

### The Solution

RPGnet's approach to this problem is to leverage its existing community via an iPhone store that links directly to (and is regularly advertised from) RPGnet. It can put your game accessories and game adaptations directly in front of a large group of users all interested in purchasing them ... and you won't be lost amidst the noise, because we'll be offering only a specific set of high-quality apps.

**RPGNet**  
**iPhone Store**

RPGnet's iPhone Store is built atop simple, modular software that creates attractive links to both the actual iPhone Store and to documentation for your app, giving users everything they need to purchase your product. Our Store software also supports branded affiliation, allowing other sites to link to RPGnet iPhone products and earn a 5% fee.

Robust categorization built into the store will allow easy access to all products even as the store grows. It will also give affiliates the opportunity to link to only some of our products. For example, if you've licensed tabletop games from a specific company, they could create an affiliate store that has just their products in it.

And, we don't plan to stop the marketing here; we'll be regularly running ads on other board game and RPG sites, to sell our whole community of products.

### Our iPhone Expertise

The RPGnet iPhone Store offers more than just publicity and an audience. We also have considerable iPhone expertise, as codified in our programming book, *iPhone in Action*. We may be able to offer some suggestions for your own iPhone programming. We'll definitely provide you with some standard libraries, which will help your program to look slicker and more professional. If you're creating a card game, our classes will literally save you months of development time.

#### RPGnet Libraries

*We currently have the following utility libraries available for the iPhone.*

Card Classes  
Card Table  
Dictionary Editor UI  
Graphical Menu UI  
Image Selector UI  
Popup Info Window  
Splash Screen

### The Details

You earn 65% of all net royalties paid out by Apple. If you are in turn paying out royalties to a third-party for a licensed product, we will cover approximately a third of those costs, by increasing your royalty payment accordingly. If you'd like to see a copy of our distribution contract, which has all these specifics, email [shannona@skotos.net](mailto:shannona@skotos.net) to request it.

## About RPGnet

RPGnet is the largest independent tabletop roleplaying site on the internet. Only Wizards of the Coast (publisher of *Dungeons & Dragons* and *Magic: The Gathering* and a subsidiary of Hasbro) is larger in the entire tabletop roleplaying industry.

The site serves about 275,000 users a month and offers a variety of content including: an active forum; 15 columns a month; reviews every Monday, Wednesday, and Friday; and an index of 45,000 roleplaying games, magazines, and articles. But RPGnet isn't *just* about tabletop roleplaying games. It also hosts forums for the discussion of board games, card games, and computer games. Wednesdays' reviews usually include one or more looks at the newest Euro releases.



## About the Best Products

Given RPGnet's user base, the following apps will do best in the RPGnet iPhone Store:

- **RPG Accessories of Any Sort.** Our first releases include several accessories to help GMs run games. One is for 3.5E, while others are generic. We believe that one of the best things that the RPGnet iPhone Store can offer is synergy. If a user buys one accessory of a particular type on the store, he's likely to return and buy more. So, consider building multiple apps for the same system or for some of the systems that we're already supporting.
- **Licensed Euro Games.** We also want to offer board and card games of the sort that our users talk about in our "Other Games Open" forum and read about in our reviews. We think that Euro Games by designers like Alan Moon, Klaus Teuber, and Michael Schacht will do a great job of selling synergistically with our initial Knizia\* releases.
- **Licensed American Hobby Games.** We won't be producing any American hobby games ourselves, but we think that licensed adaptations of games from companies like Steve Jackson Games will do great in our store, as there's always been heavy crossover between those products and the roleplaying community.

At this time, we're *not* looking for totally original games of any sort; we want to stay true to the core vision of the site, because that's what's going to drive cross-sales from one product to another. We don't want to be just any publisher, but instead a publisher that users know they can visit to find roleplaying accessories and licensed tabletop games.

If you have any questions about how your app might fit in, email [shannona@skotos.net](mailto:shannona@skotos.net).

*\* Skotos Tech has an open-ended license with Reiner Knizia. If you're interested in piggy-backing on our license to produce a Knizia adaptation, send us a query. We can let you know the terms, and find out if the game you want is available.*

### RPGnet's First Programs

*The following programs are all in process.*

#### RPG Releases

3.5E Fantasy RPG Experience Calculator  
RPGnet Dice Master  
RPGnet NPC Master

#### Licensed Card Games

Reiner Knizia's High Society  
Reiner Knizia's Kingdoms  
Reiner Knizia's Money  
Eric Vogel's Armorica