

The logo features the letters 'RDC' in a large, bold, black sans-serif font. To the right of 'RDC' is the number '18' in a smaller, blue sans-serif font. The entire logo is centered within a thick, bright blue square border that is slightly rotated clockwise. The background is white with faint, light gray geometric patterns of squares and lines scattered across it.

RDC¹⁸

ROBLOX DEVELOPER CONFERENCE



Building Games for Reach

Claus Moberg

About Me



Claus Moberg
colnago83

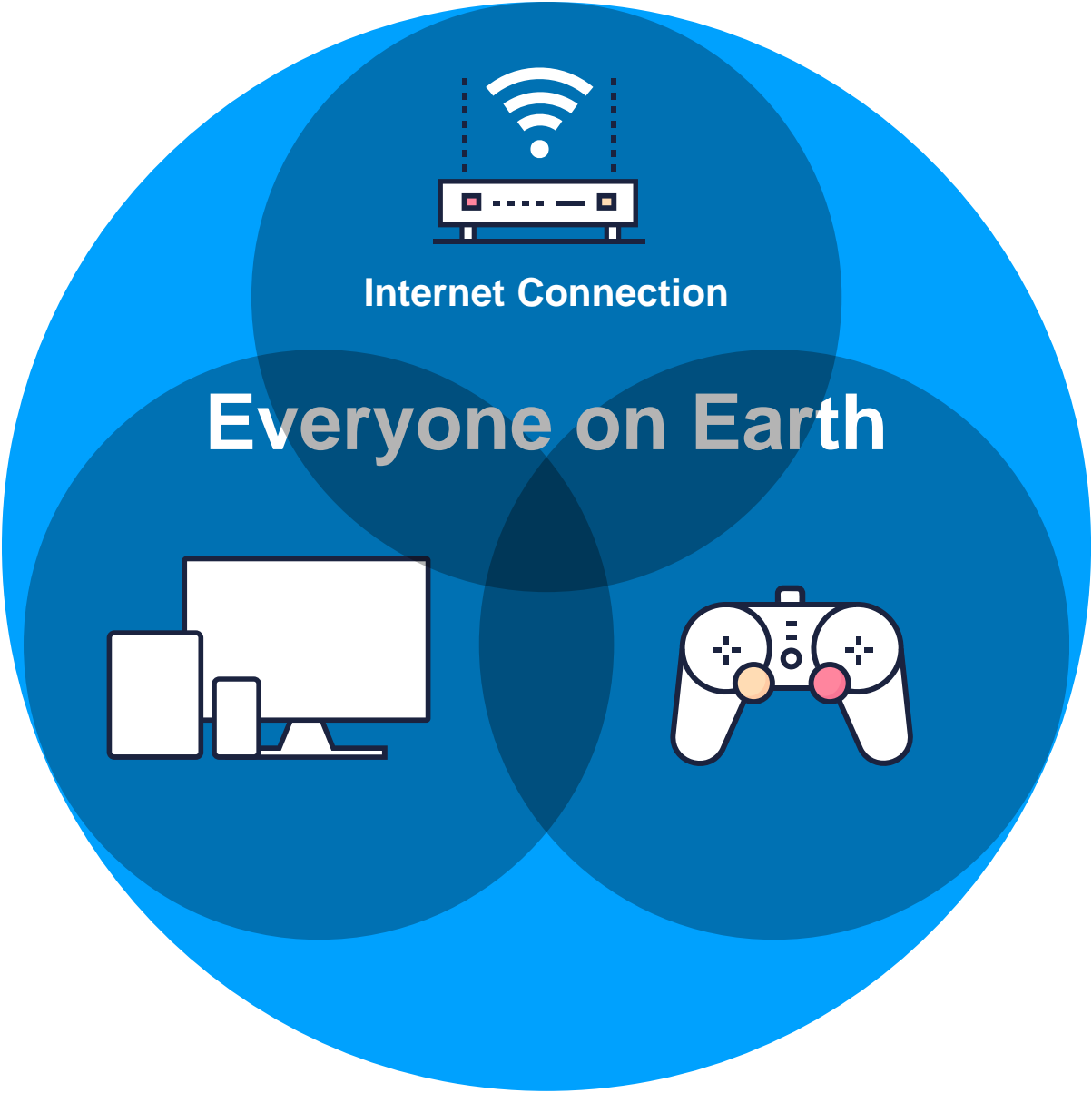




Why should you care about reach?

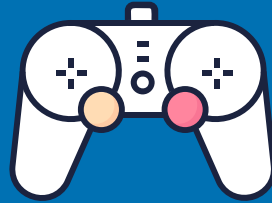
Everyone on Earth

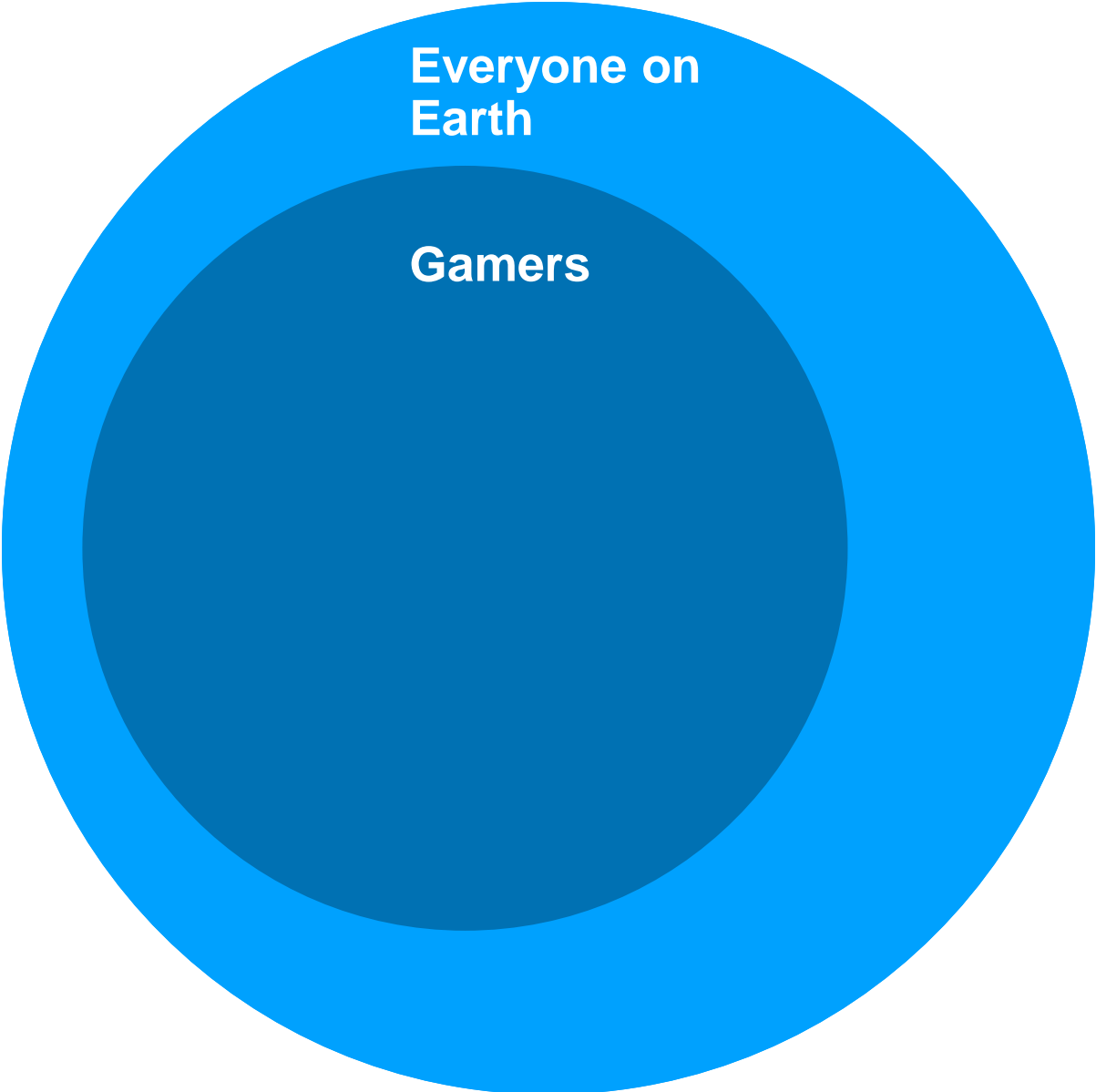


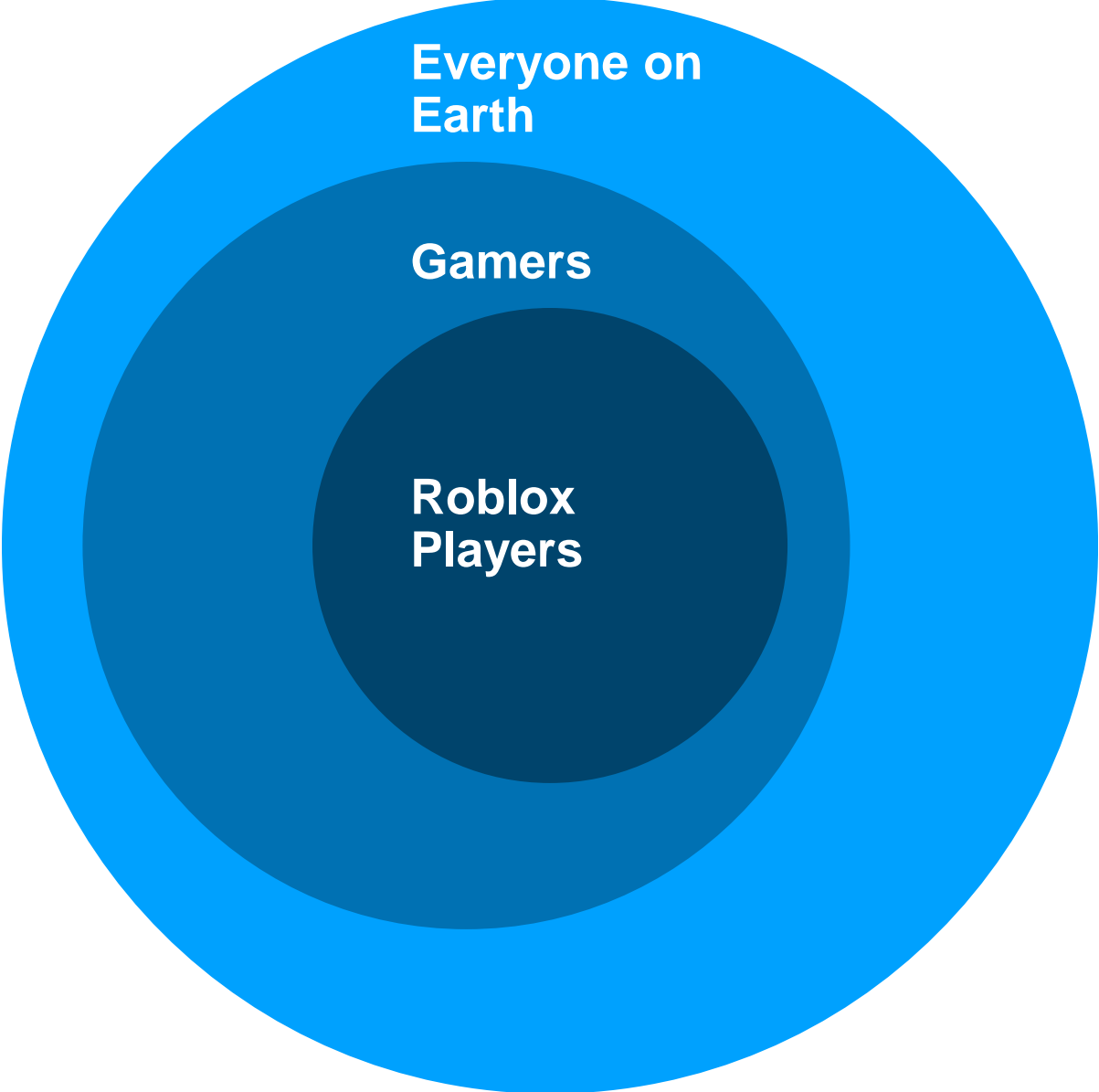


Internet Connection

Everyone on Earth









> 62 Million Monthly Active Users

Gamers

**Everyone
on Earth**

**Xbox
Players**

Roblox Players

**Spanish
Speakers**





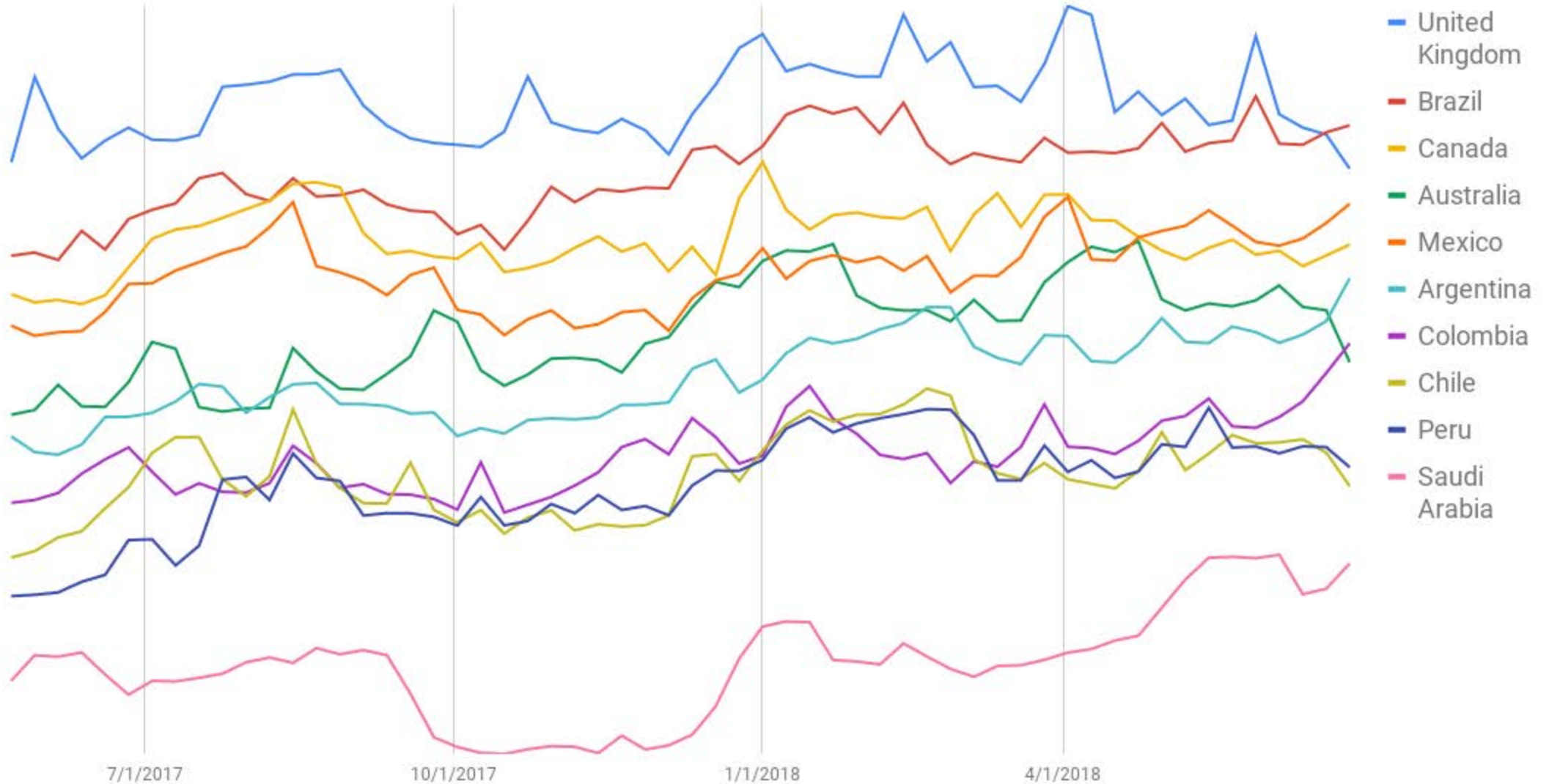
It is *your* game

...be *intentional* with it.

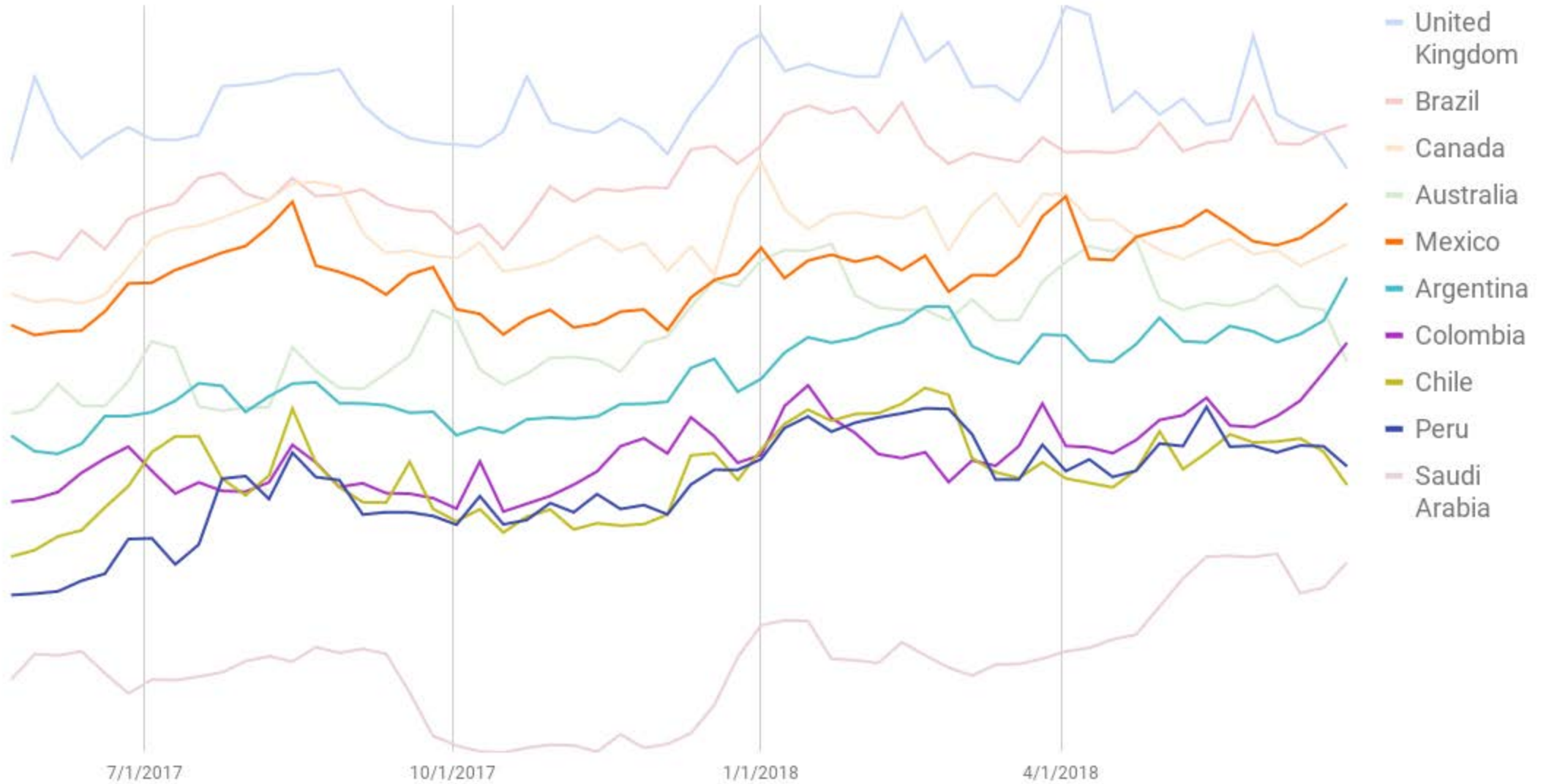


The State of the Roblox Market

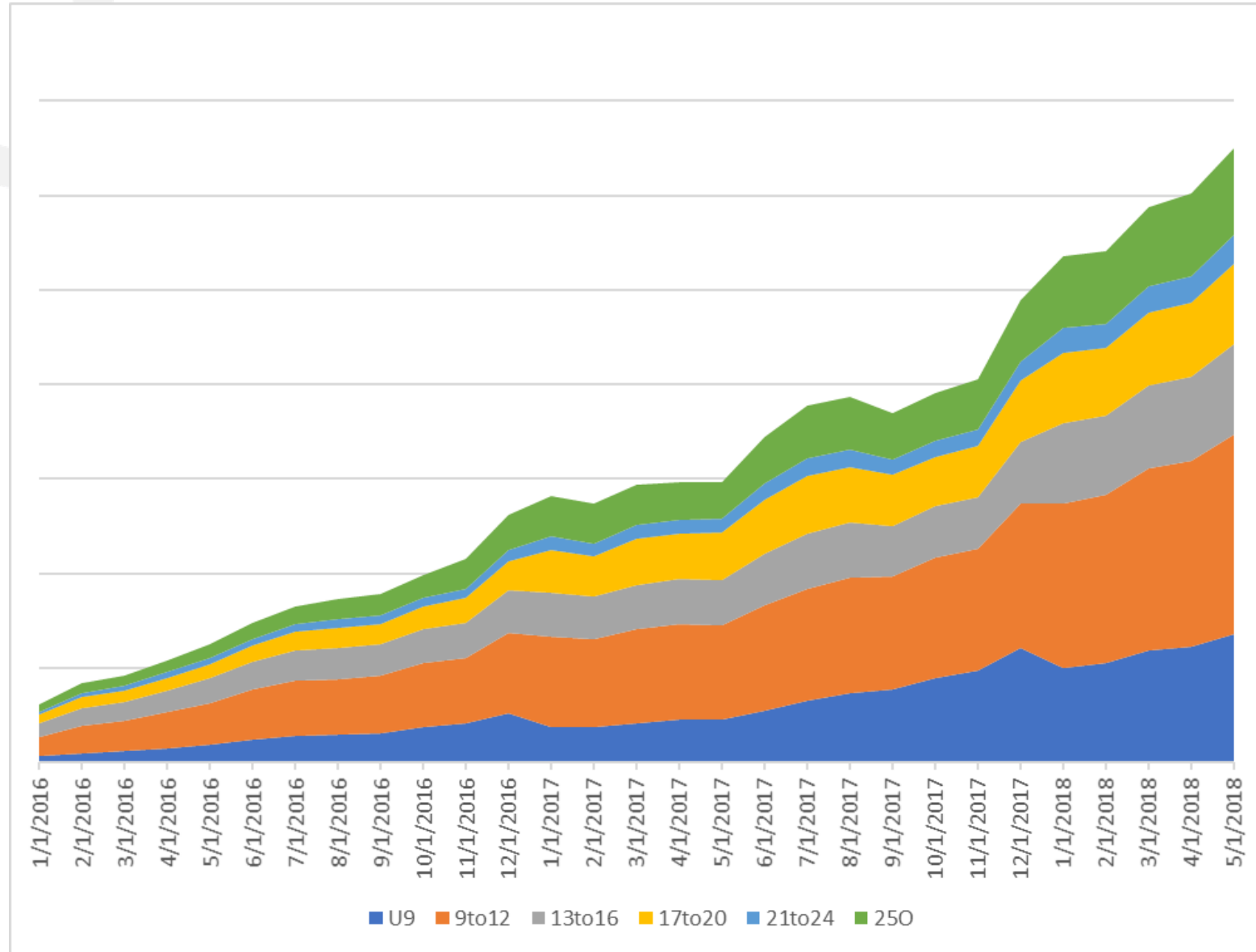
Weekly Average Player Count



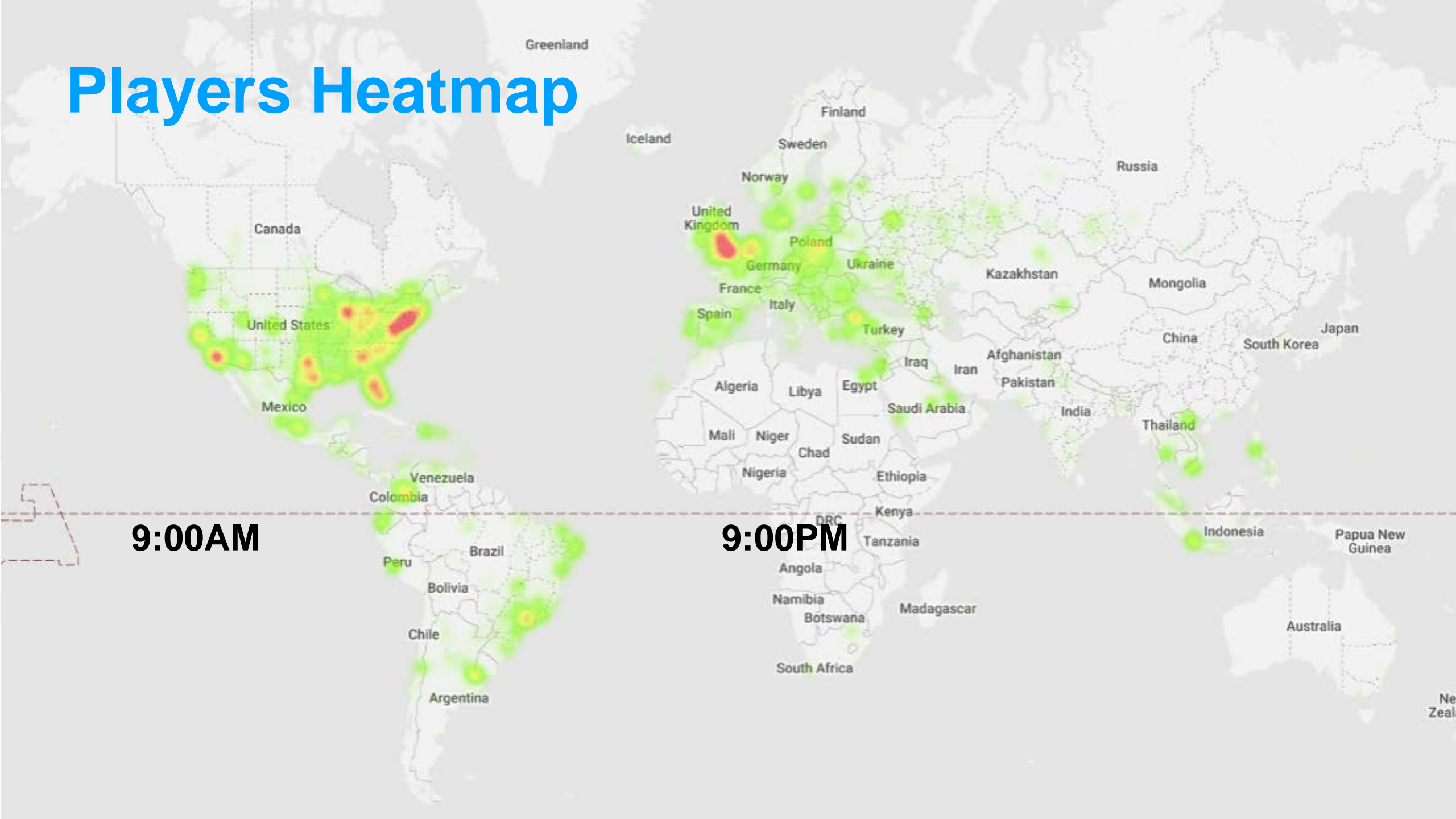
Weekly Average Player Count (Spanish)



User by Age Group

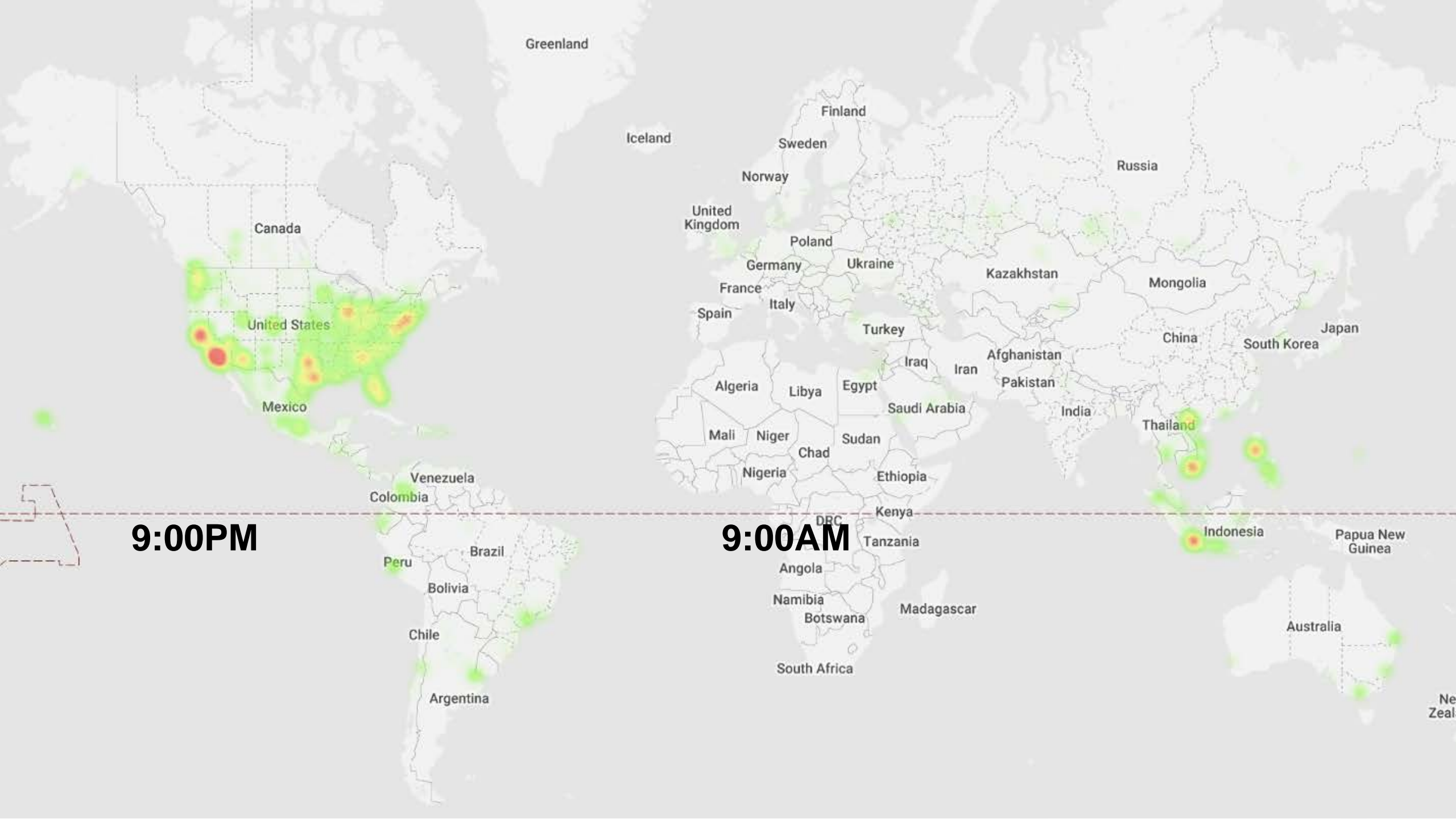


Players Heatmap



9:00AM

9:00PM



Greenland

Iceland

Finland

Sweden

Russia

Norway

United Kingdom

Poland

Germany

Ukraine

Kazakhstan

Mongolia

France

Italy

Turkey

China

South Korea

Japan

Spain

Canada

United States

Mexico

Spain

Algeria

Libya

Egypt

Iraq

Iran

Afghanistan

Pakistan

India

Thailand

Algeria

Mali

Niger

Sudan

Nigeria

Chad

Ethiopia

DRC

Kenya

Tanzania

Indonesia

Papua New Guinea

9:00PM

9:00AM

Venezuela

Colombia

Peru

Brazil

Bolivia

Chile

Argentina

Angola

Namibia

Botswana

Madagascar

South Africa

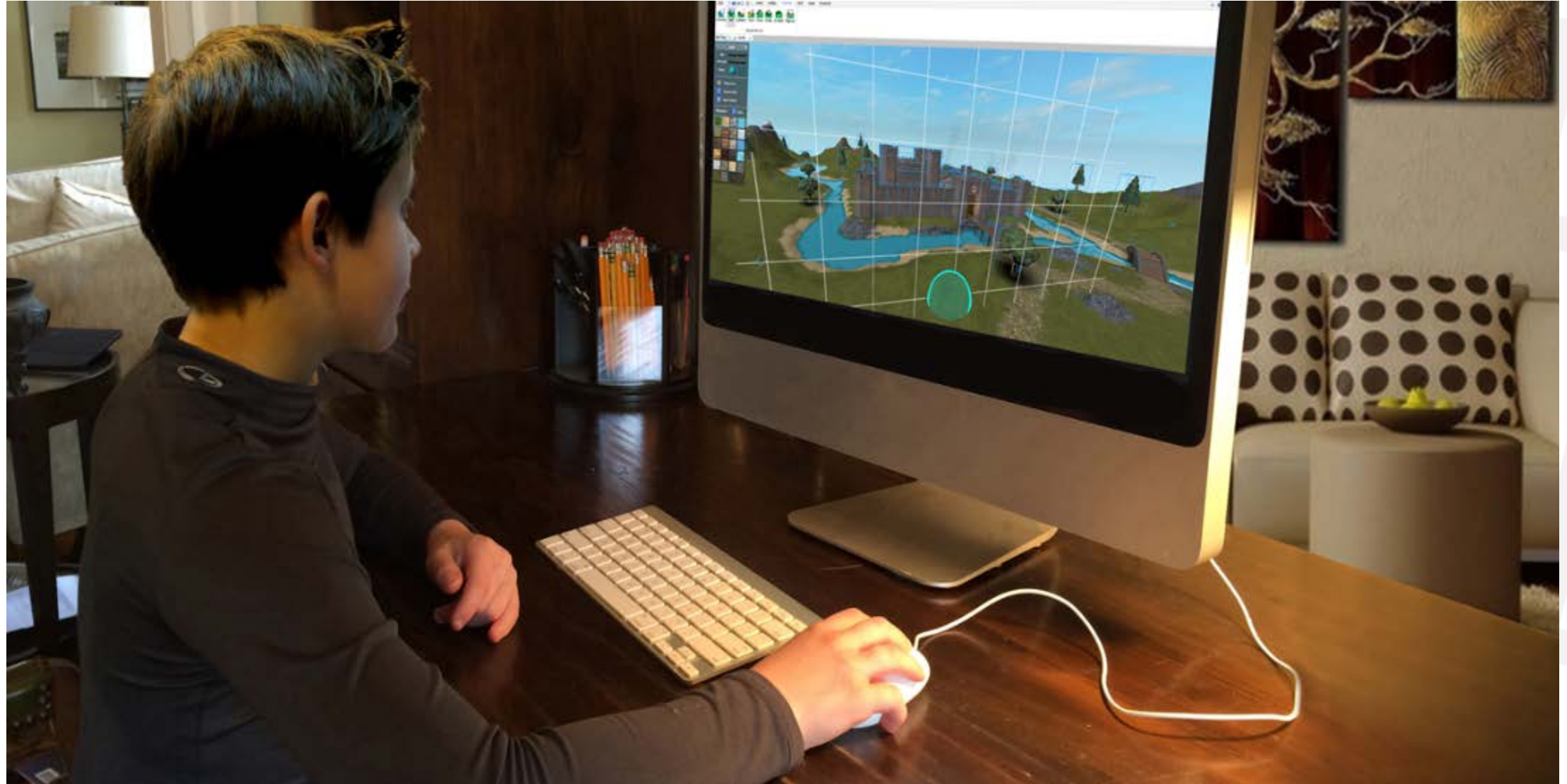
Australia

Ne
Zeal



Building for All Devices

What makes a great Roblox game – for PC?



What makes a great Roblox game – for tablet?



What makes a great Roblox game – for phone?



What makes a great Roblox game – for console?



Q: When are we going to get an API to tell us our player's form factor?

A: Never (probably).

What “form factor” is this thing?



**You build your game once, and it works
on every platform we support today**

...and tomorrow.



Let's Talk About "HOW"



Controls

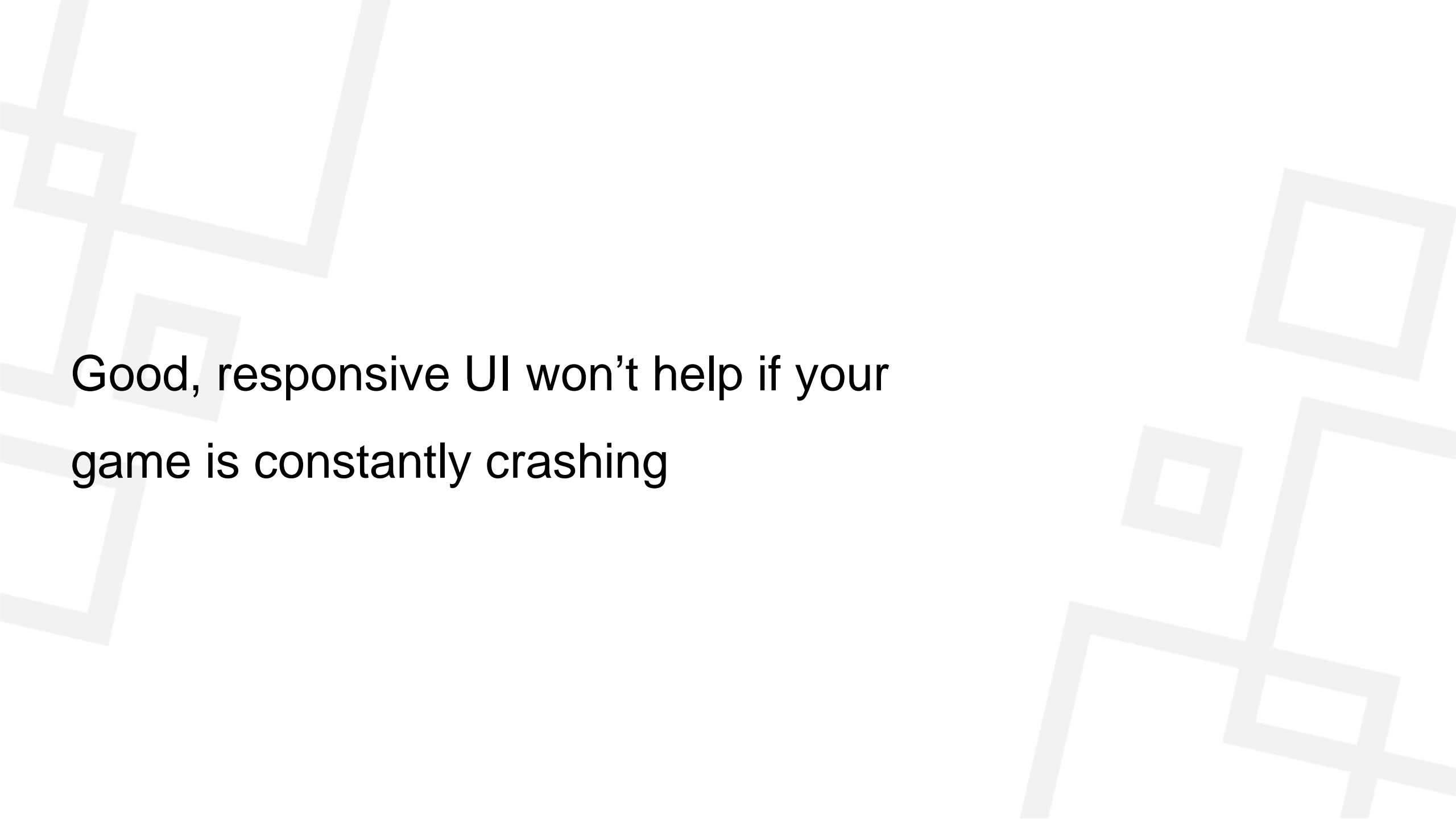


UI

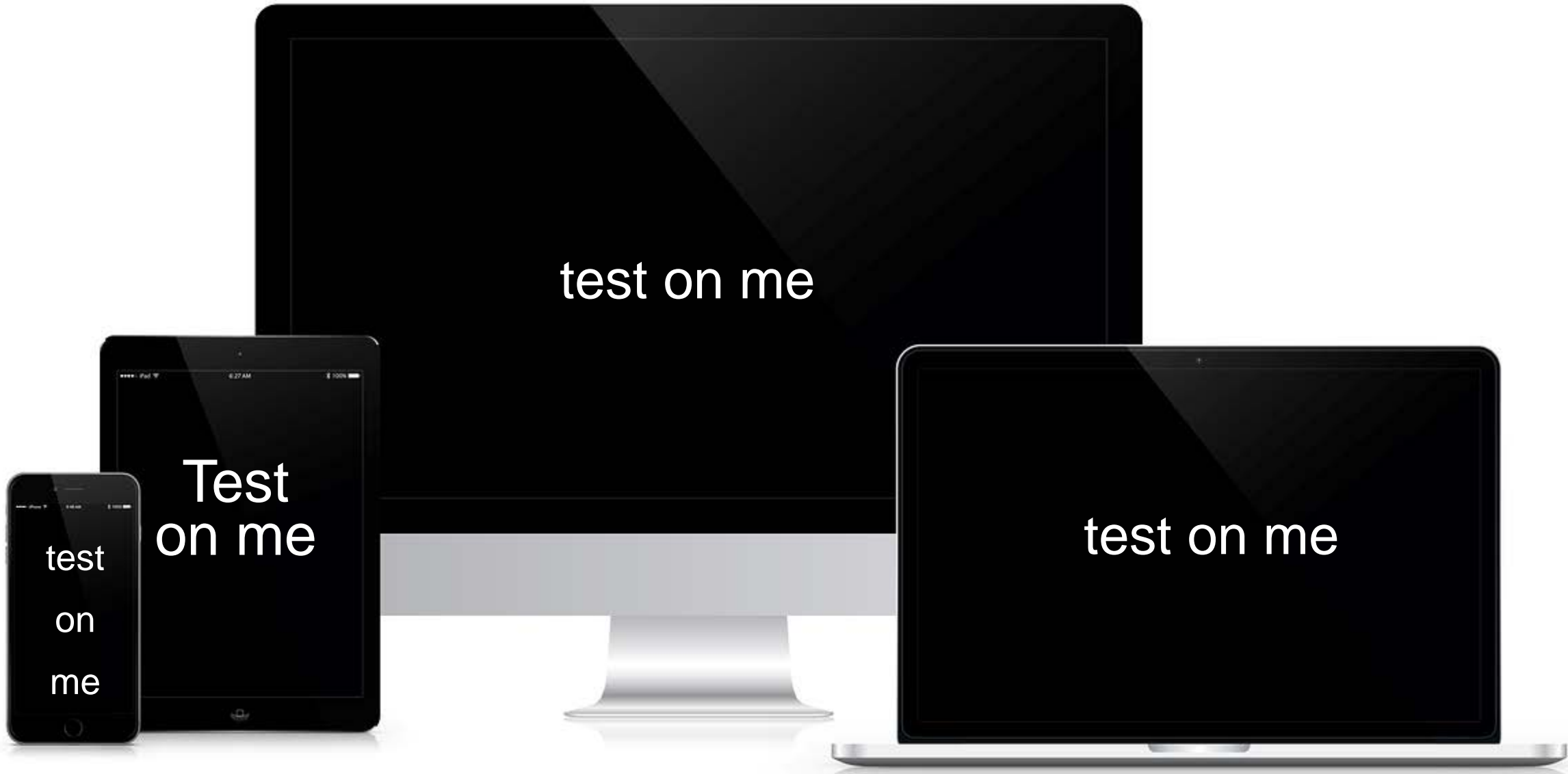


The Roblox UI Toolset Helps You Build Great Cross-Platform UI:

- UI Layouts
- UI Constraints



Good, responsive UI won't help if your
game is constantly crashing



test on me

Test
on me

test
on
me

test on me



Other aspects to consider:

Localization

Age Restrictions

The Future



Q & A