



基于Unity3D的iOS开发三件宝

张家
Fostudio
2013年9月

自我介绍

- 程序猿、独立游戏开发者
- 爱好：曼联、剪辑、摄影摄像等
- 2012年毕业于首都师范大学科德学院
- 先后在Gameloft、泰圣思参加工作
- 业余时间与同学创办Fostudio工作室



现场调查

- 移动开发者？
- 手机游戏开发者？
- iOS开发者？
- Unity3D开发者？

Q: 游戏共同的功能都有哪些？



Unity3D新闻

- Unity Cloud: 推广、游戏商业化
- Unity 2D工具: 不再只是Unity3D
- Unity3D将支持一键发布至16大平台
- Untiy3D将免费发布至所有移动平台

1. Game Center的接入

Game Center(游戏中心)是专为游戏玩家设计的社交网络平台，类似于iTunes中专为歌迷设计的Ping，从核心功能上看基本等同于微软的Xbox Live，当然它仅适用于iOS和Mac OS X 用户群。

简单地说，使用 Game Center 可以玩游戏、与朋友共享游戏、通过排行榜跟踪进度等等。





1.1 为什么开发者需要接入 Game Center

主要原因就是可以很方便的实现排行榜的功能



1.2通过Unity3D的API接入 Game Center功能

Unity3D提供了网络交互的Social类
它为XBox Live和Game Center提供了统一的接口

```
void Start () {  
    // Authenticate and register a ProcessAuthentication callback  
    // 验证和注册一个ProcessAuthentication回调函数  
    // This call needs to be made before we can proceed to other calls in the Social API  
    //这个调用需要在其他网络交互API调用之前使用。  
    Social.localUser.Authenticate (ProcessAuthentication);  
}
```

1.2.1 Unity3D中的成就 系统配置

```
// achievements
public void ReportProgress (string achievementId, double progress)
{
    if (Social.localUser.authenticated) {
        Social.ReportProgress (achievementId, progress, HandleProgressReported);
    }
}

private void HandleProgressReported (bool success)
{
    Debug.Log ("*** HandleProgressReported: success = " + success);
}

public void ShowAchievements ()
{
    if (Social.localUser.authenticated) {
        Social.ShowAchievementsUI ();
    }
}
```


1.2.2iTunesConnect中的 成就系统配置

Manage Game Center

Achievement

Achievement Reference Name	<input type="text" value="开发者设置的检索名称"/>	<input type="button" value="?"/>
Achievement ID	<input type="text" value="成就的名称"/>	<input type="button" value="?"/>
Point Value	<input type="text" value="完成此成就获得的分数"/>	<input type="button" value="?"/>
	NaN of 1000 Points Remaining	
Hidden	Yes <input checked="" type="radio"/> No <input type="radio"/>	<input type="button" value="?"/>
Achievable More Than Once	Yes <input type="radio"/> No <input checked="" type="radio"/>	<input type="button" value="?"/>

1.2.3 Unity3D中的排行榜 系统配置

```
// leaderboard
public void ReportScore (string leaderboardId, long score)
{
    if (Social.localUser.authenticated) {
        Social.ReportScore (score, leaderboardId, HandleScoreReported);
    }
}

public void HandleScoreReported (bool success)
{
    Debug.Log ("*** HandleScoreReported: success = " + success);
}

public void ShowLeaderboard ()
{
    if (Social.localUser.authenticated) {
        Social.ShowLeaderboardUI ();
    }
}
```

1.2.4 iTunesConnect 中的 排行榜系统配置

Single Leaderboard

Leaderboard Reference Name ?

Leaderboard ID ?

Score Format Type ?

Score Submission Type Best Score Most Recent Score ?

Sort Order Low to High High to Low ?

Score Range (Optional) To ?

2.内购的接入

IAP(In-App Purchase): 即在应用内购买

最大的特点即是: 玩家无需离开应用软件, 便可以方便的花钱购买
相关功能



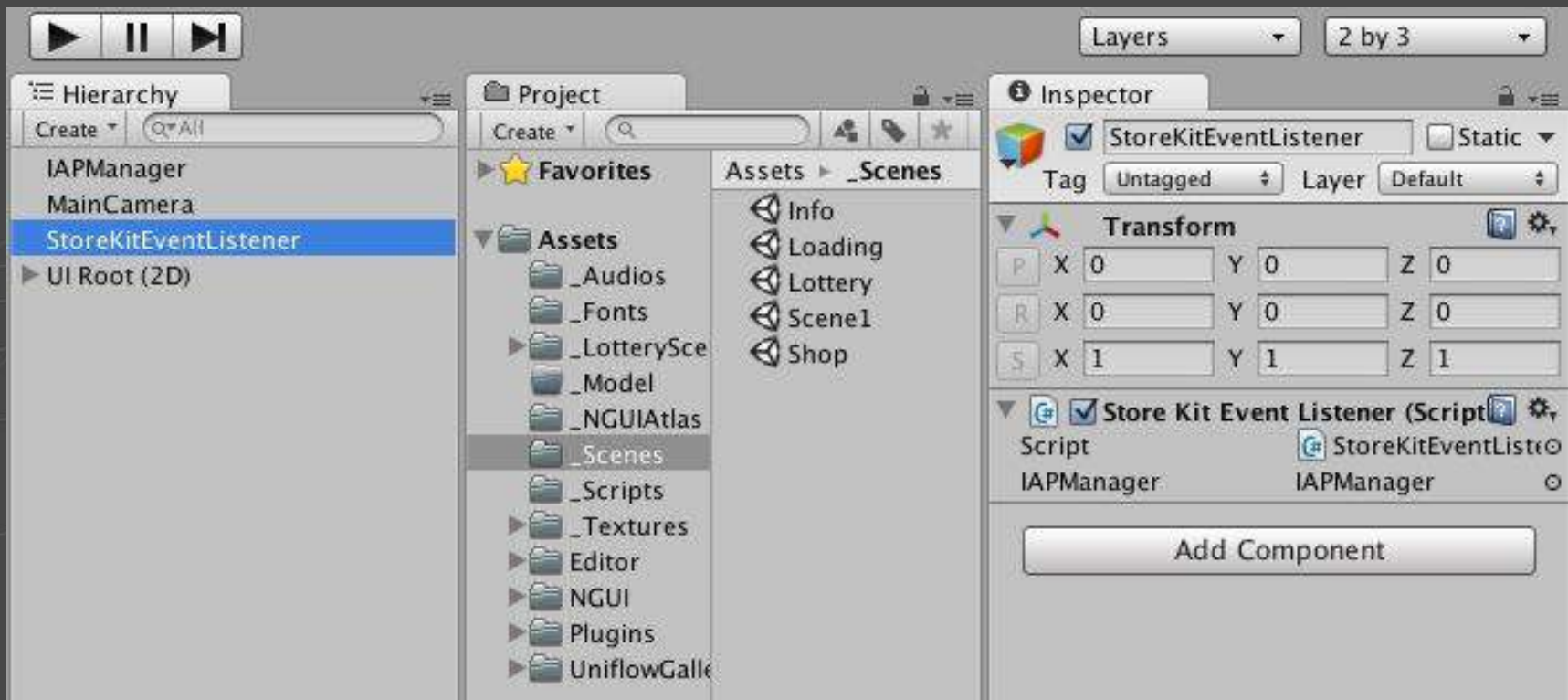
2.1 通过Prime31插件接入 内购功能

prime[31]

可以在Unity Asset Store或是Prime31.com购买此插件



2.2 Unity 3D 编辑器中的配置



2.3 Unity3D 中代码的编写

IAPManager

```
const string IAP_PROD_Coins2800 = "com.Fostudio.PocketMonstersShow.Coins2800";
```

```
void Start ()
```

```
{  
    productIdentifiers = new string[]{IAP_PROD_Coins2800};  
    StoreKitBinding.requestProductData (productIdentifiers);  
}
```

```
void DoBuyCoins2800 ()
```

```
{  
    StoreKitBinding.purchaseProduct (IAP_PROD_Coins2800, 1);  
}
```

```
public void PurchaseSucceed (string productIdentifier)
```

```
{  
    switch (productIdentifier) {  
        case IAP_PROD_Coins2800:  
            break;  
    }  
}
```

StoreKitEventListener

```
public GameObject iAPManager;
```



```
void purchaseSuccessful( StoreKitTransaction transaction )  
{  
    Debug.Log( "purchased product: " + transaction );  
    iAPManager.SendMessage( "PurchaseSucceed", transaction.productId );  
}
```



2.4 iTunes Connect 中的 内购系统配置

Manage In-App Purchases

In-App Purchase Summary

Edit

Reference Name: **Coins2800**

Product ID: **com.Fostudio.PocketMonstersShow.Coins2800**

Type: **Consumable**

Apple ID: **██████████**

Pricing and Availability

The pricing and availability details for this In-App Purchase are shown below.

Cleared for Sale **Yes**

Price Tier	Price Effective Date	Price End Date
Tier 1	Existing	None

3. 广告的接入

iAD: 苹果广告

AdMob: 谷歌广告

多盟、有米

Revmob、Vungle、Tapjoy、MdotM、NativeX、Aarki等等



3.1 Chartboost介绍



Chartboost是专门专注于提供交互推广的社区，通过使用交叉推广工具支持开发商创建启动式插页广告（boot-up interstitials），也就是说当用户开始运行游戏，每当进入一个全新关卡，或者处理一个基于时间的游戏任务时，其Loading界面就会显示这些插页广告，这是一种全新的广告形式。

3.2 交叉推广介绍

交叉推广的核心思想就是交换流量、互利互惠。

比如公司有两到三款游戏，两到三款游戏之间可以增加推广，有一款游戏达到很高的数量级，通过交叉推广，可以把用户带到新的游戏里面去，这是一个方法。第二个方法就是可以在不同公司的游戏里面做交叉推广，然后达到共赢的目的。

交叉推广广告可以有几个插入点：一个就是在游戏开始的时候进行交叉广告推广，另外一种就是自然暂停的形式，当用户在游戏暂停的时候，在不影响用户体验的前提下可以适当弹出游戏推荐广告，如果是大家都乐于接受的游戏的话，这种方式还是能获得不错的点击率和安装率的。

3.3 成功案例

Chartboost PLATFORM ABOUT SIGN UP LOGIN

More Users, More Money

With the only technology platform created by game developers, for game developers

Cross Promotion
Use the power of your own network to make each new game a success

Direct Deals
Buy and sell traffic directly developer-to-developer, without the middleman

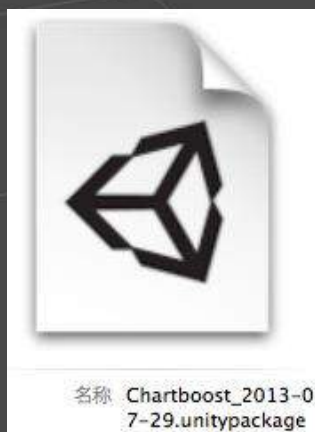
Game Network
Make money promoting other games or spend money to acquire quality users

zhangjia517@hotmail.com

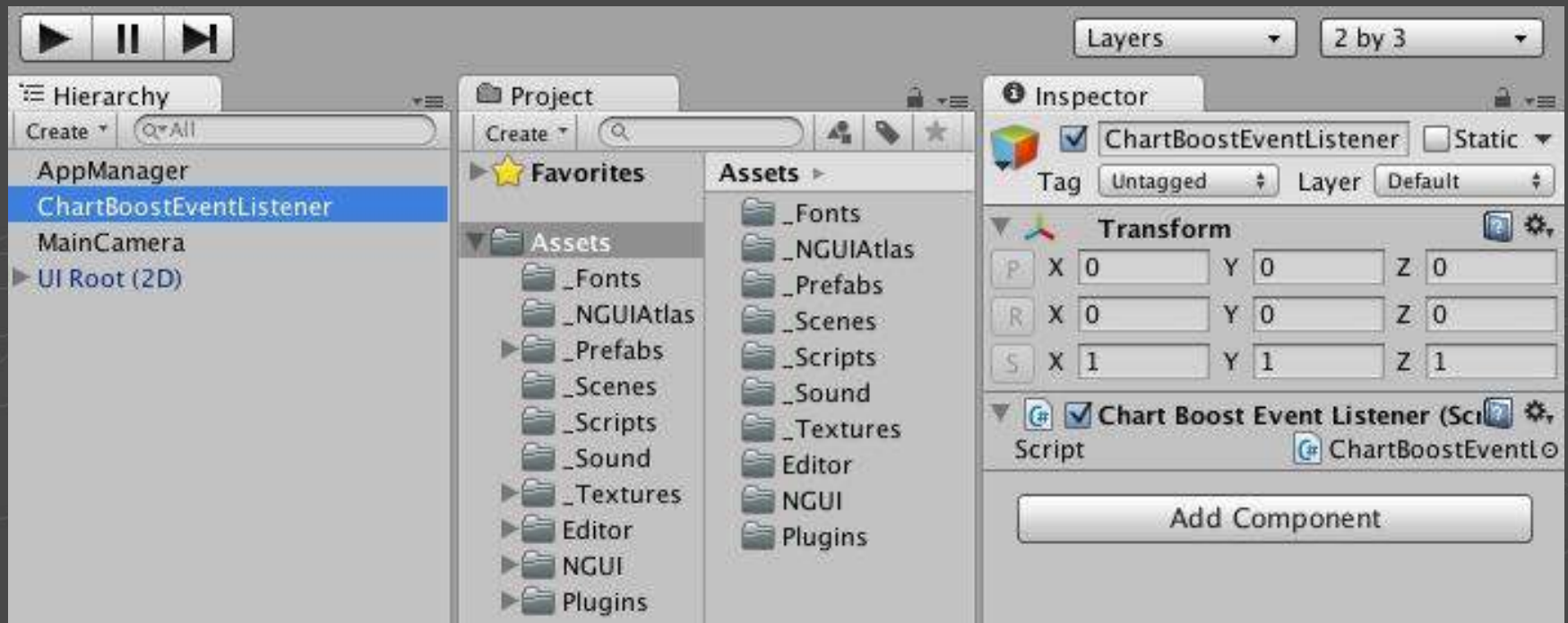
3.4通过Prime31插件接入 Chartboost功能

prime[31]

可以在Unity Asset Store或是Prime31.com购买此插件



3.5 Unity3D编辑器中的配置



3.6 Unity3D 中代码的编写

ChartboostManager

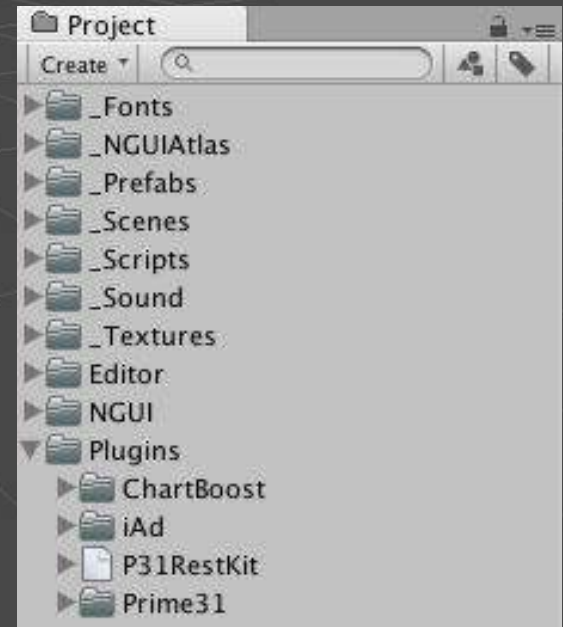
```
void Start ()
```

```
{  
    ChartBoostBinding.init( "YOUR_APP_ID", "YOUR_APP_SIGNATURE" );  
    ChartBoostBinding.cacheInterstitial( "default" );  
}
```

```
void ShowInterstitial()
```

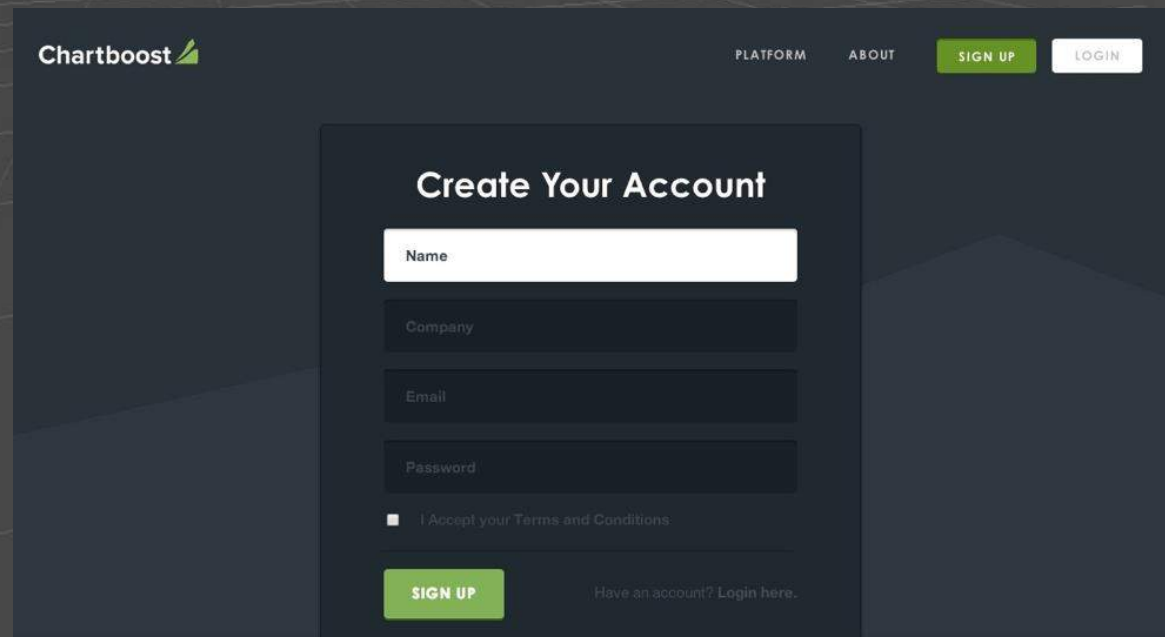
```
{  
    ChartBoostBinding.showInterstitial( "default" );  
}
```

Tips: 千万不要删除或是移动Plugins
文件夹下的任何文件



3.7 Chartboost Dashboard 中的配置

Chartboost官网地址：chartboost.com



The image shows a screenshot of the Chartboost website's account creation page. The page has a dark blue background with a grid pattern. At the top left is the Chartboost logo. At the top right are navigation links for 'PLATFORM' and 'ABOUT', and two buttons: 'SIGN UP' (green) and 'LOGIN' (white). The main content is a 'Create Your Account' form with the following fields: 'Name', 'Company', 'Email', and 'Password'. Below the password field is a checkbox labeled 'I Accept your Terms and Conditions'. At the bottom of the form is a green 'SIGN UP' button and a link that says 'Have an account? Login here.'.


3.7.1 App 的配置



Edit App

Edit App

Platform *	IOS
App Name *	ToMyDarling <small>This is the name that will be referenced in the dashboard.</small>
App Orientation *	<input type="checkbox"/> Portrait <input checked="" type="checkbox"/> Landscape
Official Name	ToMyDarling
iTunes ID	620265087
iTunes URL	https://itunes.apple.com/us/app/tomydarling
Deep Link URL	



App ID:
11162201718417184000111

App Signature:
e71c05c0f2e7b020c0a2f3ca14852400e75b5f12d

[View current campaigns this app is showing.](#)

Setup App

Apps Campaigns Direct Deals Marketplace Store Help

Setup (You can return to this step later by clicking on Edit in the Overview panel.)

- Promote other apps** Set up this app to promote other apps (if any). +
- Promote this app** Upload creative(s) to promote this app in other apps (if any). Note: the maximum number of creatives you can upload for this app is 60. +
- More Apps page** Customize your More Apps page. +

Promote other apps: 推广其他的Apps

Promote this app: 推广此App

More Apps page: 更多Apps页面

Promote other apps: 推广其他的Apps

Promote other apps Set up this app to promote other apps (if any).

iPhone / iPod iPad

Frame ?

Landscape 480x320px

Use Default

[Browse](#)

Suggested size: < 50 Kb

Button ?

Close Button

Use Default

[Browse](#)

Suggested size: < 10 Kb

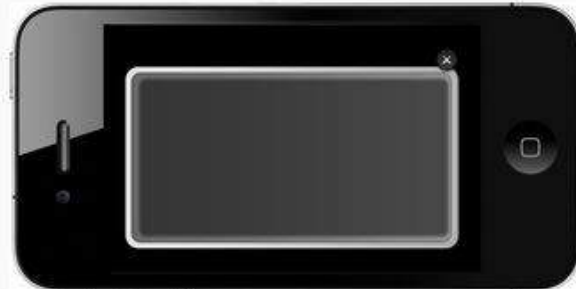
Button Offset: ?

Left: 0px

Top: 0px

Advertising Logic +

PREVIEW





Promote this app: 推广此App

Promote this app Upload creative(s) to promote this app in other apps (if any). Note: the maximum number of creatives you can upload for this app is 60.

Ad Creative

[+ ADD ANOTHER CREATIVE](#)

iPhone / iPod **iPad** [Delete Creative](#)

Edit Creative ?

Name ToMyDarling_Creative

Creative Link (If different from the one above)

FORMAT (Phone):

Interstitial


Portrait 240x350px [Browse](#)

Landscape 390x200px [Browse](#)

Suggested size: < 35 Kb

Current size: 14.92 Kb

Suggested size: < 35 Kb



PREVIEW



More Apps page: 更多Apps页面

More Apps page Customize your More Apps page.

Guide:
 Select Apps and Campaigns from your account to fill in your More Apps page.

Apps:
 Specific Apps are always displayed, regardless of whether or not the user has installed the App. Please note that we use the Official App Name when displaying Apps.

Campaigns:
 Campaigns follow the Campaign logic that is controlled in the Campaign editing interface. (i.e. Only show if the user has not installed, etc)

Sorting:
 Drag the Apps/Campaigns in the order which you want them displayed.

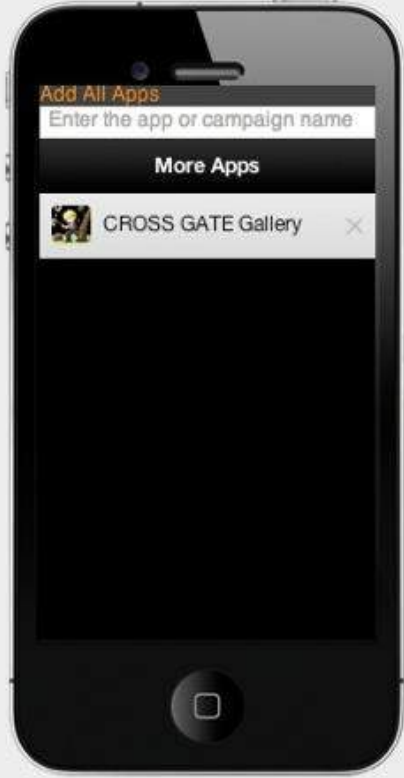
Customize the text that will accompany this game's icon in other More Apps pages:

Button Label:

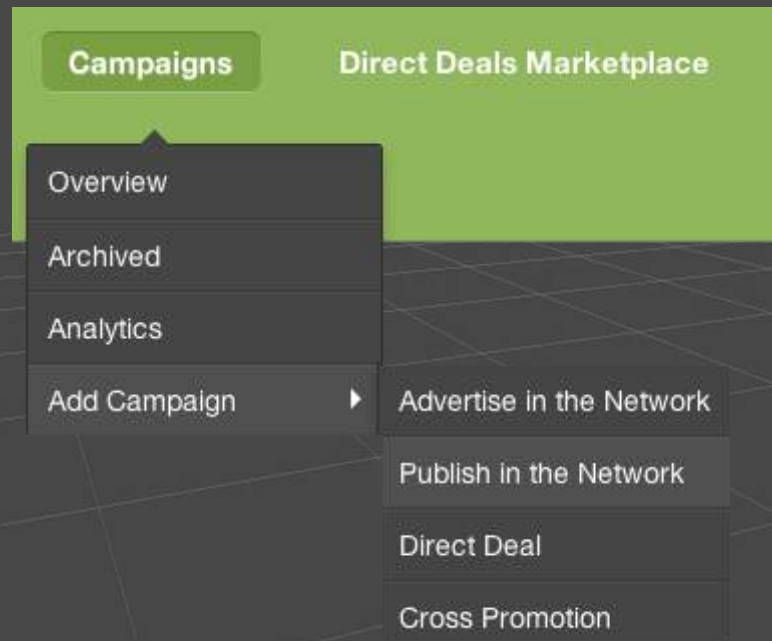
 This is the text that goes in the button when this app is advertised in a 'More Apps' page list.

Featured Label:

 This is the text that goes in the button when this app is advertised in a 'More Apps' page in a featured spot.



3.7.2 Campaigns 的配置



- Advertise in the Network: 广告商
- Publish in the Network: 发行商
- Direct Deal: 直接交易
- Cross Promotion: 交叉推广

Cross Promotion Campaign

Cross Promotion Campaign

[Duplicate Campaign](#)[Archive Campaign](#)[Delete Campaign](#)

Simple Settings

Advanced Settings

App Filtering

Campaign is

Name of campaign *

Campaign Id: 5218c5c717ba47fd38000002

Campaign Start



(PDT / GMT -0700). Leave this field blank to start this campaign now.

Campaign End



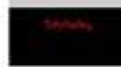
(PDT / GMT -0700). Leave this field blank to run this campaign until you turn it off.

Reengagement Campaign

Reengagement campaigns target users who already have your app and link directly into the app instead of to the App Store. You need to set up a **deep link** and bid CPC only. [Learn more here.](#)

App to promote *

Preview ad unit:



ToMyDarling_Creative
[Preview Creative](#)

Select Apps *

Choose the apps to advertise this campaign in:

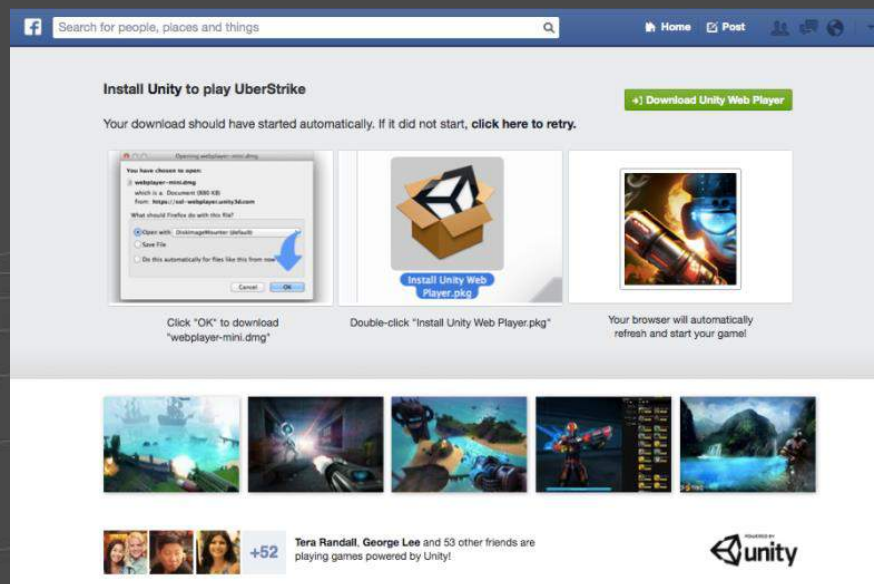


CROSS GATE Gallery



ToMyDarling

4.其他功能的接入

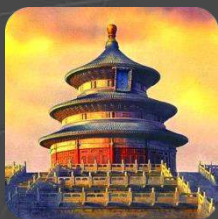


友盟统计Unity插件

友盟统计Unity插件是友盟针对Unity3D游戏开发引擎定制统计插件，现已完美支持iOS和Android平台的所有统计功能。



5. 产品推广



你不知道的中国往事



宠物小精灵收集版



写给我爱的人



魔力宝贝画廊



谢谢观看

张家

北京**Fostudio**

<http://www.fostudio.cn>