

# The Definitive Guide to Mochi

How to use the Mochi extensions for Multimedia  
Fusion 2 and make money!



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## Introduction

Times are changing! It wasn't so long ago that the poor, hobbyist game developer would upload their latest Multimedia Fusion 2 game onto the internet and see it, their pride and joy, downloaded perhaps two hundred times in a year. But since the advent of the Multimedia Fusion 2 Flash Exporter, that poor, hobbyist game developer is downhearted no longer! See him standing triumphant, for not only is his game being played thousands of times daily but he is also *making money*. He is a happy developer.



## Introducing Mochi Media...

Mochi Media is a games network that do a lot more than host a large number of games on Mochigames.com, oh no, they offer a range of free services for the game developer that wishes to monetize their creations! Let's take a look at the services they provide:

### Mochi Ads

Mochi Ads is Mochi Media's flagship service. Developers can use it to embed advertisements whilst the game is loading, at the end of the game. Whenever a player **clicks** on an advertisement, the developer gets a cut of the money. We'll take a closer look at this later.

### Mochi Coins

Microtransactions are optional purchases for a game that are low in price. These can be game items such as a more powerful gun or perhaps a fancy hat. Or perhaps open up a bunch of new levels. They are always optional, usually below £5.00 and very likely to be less than £1.00. Just like Mochi Ads, the developer gets a cut of the revenue.

### Mochi Analytics

Not all Mochi features offer a way to make money. Don't be so disappointed, greedy developer, Mochi Analytics offers a way to keep track on your players. You can see upon what websites your game is being played upon, where in the world they are, how long are they playing for. You can even set up your own custom events, so you can track exactly things that you want to track. Want to know how many people get to the end of the fifth level? You can track it! Want to know the sum total of all the enemies killed over every game ever played? You can track that too.

### Mochi Scores

Adding online highscores to games can be fiddly. The old way to do it often involved hosting an SQL database and writing some PHP code to capture sent scores. It wasn't secure and it wasn't easy. Mochi Scores though, is delightful. It does it so much better. I'm looking forward to telling you about it!

### Mochi Social

Mochi have a social networking thing going on at [Mochi Games](#). Players can have accounts and so they can track the Highscores they get and post on the Mochi Leaderboards, they can make friends, become fans of developers and post on the forums. You can integrate some functionality into your games too.

## Mochi Distribution and Live Updates

Two little bonus services that Mochi operate. Mochi have a huge distribution network of hundreds of websites. By uploading your game to the distribution, they spread it over as many of them as they can, so more people play your game and more people click on the ads. The thing about Flash games is, that once you've uploaded your game file and had it spread around a bit, it can be really tricky to update them all if you fix a bug or add another feature. Impossible, even. Mochi Live Updates lets you host the game file on their server and update all copies at once, should you ever need to. Note that Live Updates automatically sticks ads and their preloader on the front of your game.

## First Things First...

You can't do a lot without a Mochi developer account. This will give you access to a powerful Control Panel from which you can manage your games, check ad revenue, inspect analytics and quite a lot more. Head to <http://mochimedia.com/register/> and fill in the form.

Mochi Media - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://en.mochimedia.com/register/

Mochi Media

DEVELOPERS · ADVERTISERS · PUBLISHERS · GAMES · COMMUNITY

LOGIN REGISTER SUPPORT

# REGISTER

Create your MochiPass Account below to get started

Username: \*   
Use only numbers, letters, hyphens and underscores.  
Your username is available. You're good to go!

Email: \*   
We'll send you an email to verify the address  
Your email address is available. You're good to go!

Real Name:

Password: \*   
Use six characters or more please

Re-type Password: \*   
Just making sure it's right

Language:

Terms of Service: \*  I agree to the [Terms of Service](#)  
By checking the box next to "I agree to the terms of service" you agree that these terms of service are an agreement that is enforceable like any written negotiation agreement signed by you and you agree to be legally bound and to abide by this agreement just as if you had signed this agreement.

\* Indicates required field

And look, you're in!

## Welcome To Mochi for Developers!

You are now logged in to your account. Here's a few things to help you out for your first time.

### Some Things To Get You Started...

- 1 Add a game to your account**  
Tell us a bit about your game, then download and add our code to it. Once we approve the game for our advertisers, you're ready to roll.
- 2 Complete your account information**  
Select a method of payment and complete your account information.
- 3 Join the community**  
You're one click away from the most active flash game community online! Read through [the forums](#) or you can [edit your profile](#) to let others know you're here.

You should click through your Account Information and fill that out a little more, then, it's time to set up your first game. Click the **Add Game** button along the top to begin. Now, perhaps you have a game already made and want to make it ready for Flash, but if you don't, that's fine, you can just fill in some dummy values and experiment with Mochi's services. Games can be deleted later, you see. Personally, I've made a brand new game to upload to Mochi. It's called *CMYK Attack*, and so I fill in the Add Game form with all the information. Remember, all this information can be changed later from the [Game Profile](#) screen.

### Add A New Game

Setup Game → Insert Ad Code → Fill out Profile

**Title:**

---

**Dimensions:**  [Why is this important?](#)  
(width by height in pixels, example: 550x400) [Which resolutions work best?](#)

---

**Live Updates:**  Yes  No [What is this?](#)  
Push live updates and encrypt your game! If you're not sure if Mochi Live Updates is right for you, you can always enable it at a later time.

---

**Terms and Conditions**  By checking this box you agree to the [MochiAds Terms and Conditions](#) and signify that this work consists entirely of content you created yourself or have received explicit permission to use.

IMPORTANT NOTE: **Do not** upload any games without permission unless they consist entirely of content you created yourself. Games should not include copyrighted material, including characters like Sega's Sonic or Nintendo's Mario, unless you are the owner or have permission from the owner. Pornographic, hateful, or obscene games will not be accepted.

---

or [cancel](#)

**Tip:** Games must be at least 300x300 to show paid ads. Games 500x400 and larger will produce even more opportunities for you to make money.

It's good to pay attention to little messages like the Tip at the bottom. Games must be a certain size for ads to be displayed, but if you make the game have a width greater than 640, some game websites won't accept it, and if you make one larger than 800, that cuts the number down substantially.

## The Game Control Panel

Overview
Reports
Game Settings
Analytics
Ads
Coins
Scores
Link Tracking

Once you hit that **Create Game** button you'll be taken to a new section of your dashboard, a control panel for your game. For every game you add to Mochi, you get an individual control panel. I really think the web interface Mochi Media give you is great, it's very powerful and it's worth taking a closer look at all the elements.

This panel to the right is the navigation. It will be present on every screen so you can always jump to different sections.

## Mochi API?

*Sweet, a new game? We can't wait to see it!*

Below you'll find all the Mochi API's and services available to you. Click on any box to activate the feature and you're on your way. Make sure to download our latest API as well.

[Mochi API v3.9.1](#)

Mochi have also written you a little welcome message! How nice of them. But it might be a little confusing to a Multimedia Fusion developer because it is talking about an API. What is the Mochi API? Do we need to download it? The answer is no. Most Flash games, you see, are written in a language called Actionscript, and the Mochi API allows Actionscript game developers to access Mochi features easily. We're MMF2 users though, and we don't need to mess around with Actionscript because there are a set of extensions which let us use the Mochi API, and therefore the Mochi services, from within our familiar Event Editor. Hurrah!

## Game Totals

Below the navigation lie the Game Totals. Sessions, Gameplays and Impressions are some standard metrics that are recorded by Mochi for your games. You should keep a very close eye on these. The sum total for each of them are shown here, because we haven't uploaded anything yet, they are all zero. But what do they mean?

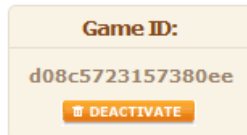
Game Totals:
0 Sessions
0 Gameplays
0 Impressions
\$0.00 Earnings

- When a player loads your game, that is a **Session**.
- The number of Sessions by itself isn't that useful to know, you need to look at **Gameplays** too. Someone might just stumble onto the page that your game is on, the game might load and they might navigate off it. Or they are so bored by the look of your game's Main Menu they go to play something else. This is why Gameplays are useful. Using Mochi Analytics you can specify when your game is really and truly being played (we'll look at doing this later) and if the number is greater than the sessions, then great! This could mean that on average people are playing multiple rounds of your game, or multiple levels, every session. If it's less than the sessions, then you really need to do something about your Main Menu. Add an explosion or something.
- We also have the number of **Impressions**. Impressions are the amount of ads that have been loaded and seen by players.

- The last statistic that is offered in the Game Totals box is **Earnings**. You don't need me to explain that! Hopefully you'll see this total rise into the thousands.

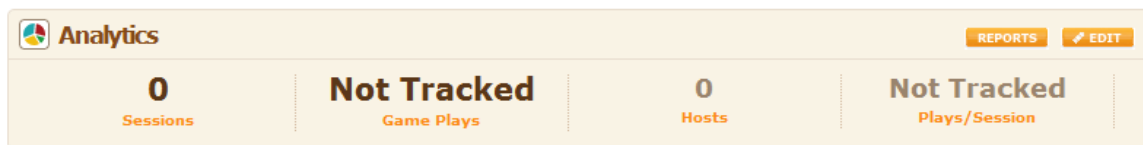
The important thing to mention about the Game Totals box is that these are statistics *at a glance*. This is really, how your game is doing from 10,000 feet. To get really useful metrics, you need to click through to the Analytics link in the navigation.

## Game ID



A little box that is easy to miss is the Game ID box. It contains a crucial code that you'll need to use any of the Mochi features. Every game gets a unique ID. Make a note of where to find it, we'll be using it later!

## Analytics



The Analytics bar is very similar to the Game Totals box we've looked at above. Don't be fooled though, the values shown are based on the day so far, not the total number. There's also a new variable **Hosts**. Very rarely are Flash Games only on one site, they are often spread as far around as possible. So the number here represents the number of websites upon which your game has been played today. We can also look at the **Plays/Session**. This is a ratio, so expect to see a decimal value here once your game is up and live. The higher the better!

## All the other boxes

The image shows a grid of seven feature boxes:

- Social**: Shows 0 Fans and 0 All Messages. Includes a 'REPORTS' button.
- Coins - Not Active**: Includes an 'ACTIVATE' button and a description: 'Profit by selling game upgrades and items directly to the players of your game. [Learn More...](#)'
- Link Tracking - Not Active**: Includes an 'ACTIVATE' button and a description: 'Track each click from all your in-game links. Our simple API let's you see exactly where your traffic is going. [Learn More...](#)'
- Scores - Not Active**: Includes an 'ACTIVATE' button and a description: 'Our complete high score solution is simple to implement and gives you a complete package for scoring and medals. [Learn More...](#)'
- Game Profile**: Shows 'Your profile is incomplete: You need to complete your profile before you are eligible for ads, coins, or distribution.' and a progress bar at 43% complete. Includes an 'EDIT' button.
- Distribution - Not Active**: Includes an 'ACTIVATE' button and a description: 'Get extra traffic by allowing MochiAds to distribute your game to all of our Publisher Partners. [Learn More...](#)'
- Live Updates & Game Files**: Includes an 'ACTIVATE' button and a description: 'Use version control to update your game live across the web. Fix bugs, add new Coin items, or add new features at any time. [Learn more...](#)'

Still below this are a whole lot of boxes. For most games, you won't want to be implementing all the Mochi Features. Sometimes you won't need to add microtransactions, so you don't activate Mochi Coins, and you won't always need Highscores, so you won't activate Scores. But it's good to know they are here, ready to be activated when you need them.



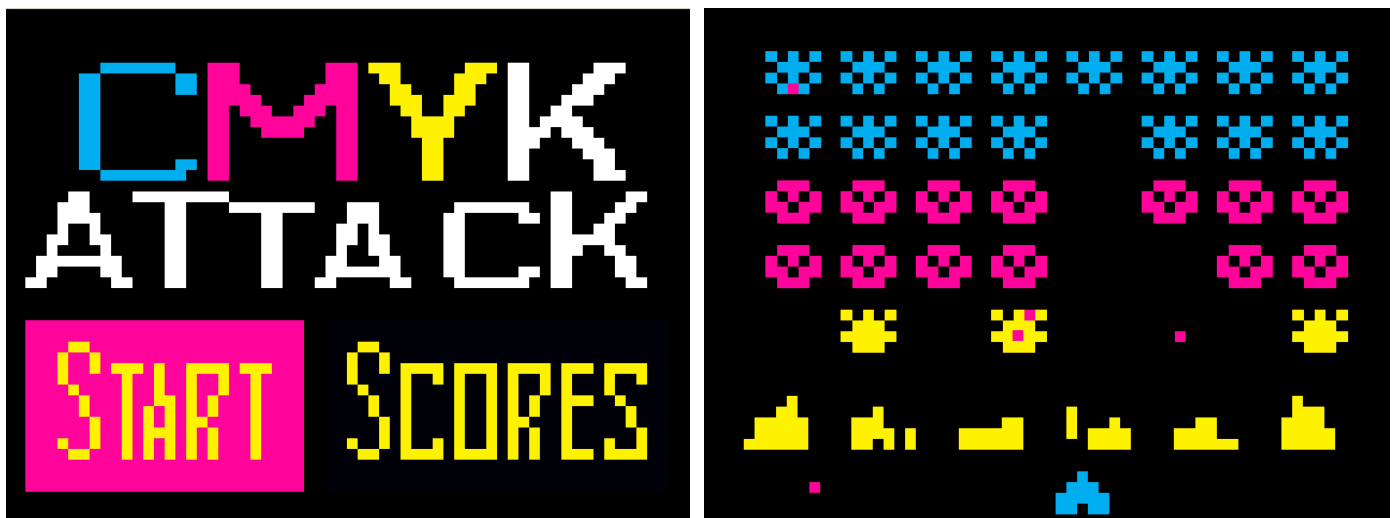
The **Social** box is the only box that is activated right now. I've mentioned the Social features that Mochi offers before, but here's your first contact with them. Right now, it tells you, you have no Fans. Don't look so sad! if you write a fun game, people can follow your Mochi account and be updated when you release a new flash game. They can also send you messages! You have none of those either.

The **Game Profile** box there is important to mention as well. Right now, CMYK Attack's profile is at 40%. It needs to be at 100% before you can make any money from ads or coins or see Mochi spread your game around. Doesn't need to be done now though, so let's crack on.

## Let's Get Started!

Well, the time has come to start adding Mochi features to your game. It's really easy to do! If you're following along with a game you've made, great, if not, then that's fine too, you can create a test app and follow along that way.

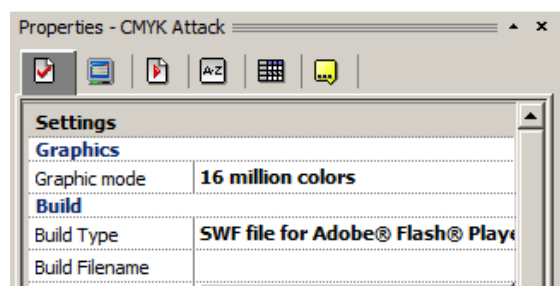
The game I've constructed is really very simple, I built it in two hours. It's a Space Invaders clone, nothing very fancy at all.



The resolution is 640x480, there are three levels and the game uses the keyboard to play. The game records a highscore, which is displayed once the player dies.

If you are thinking of developing a game to release on Mochi, *start small!* Just make a little arcade game so that you can learn Mochi. When you know how to implement the features (and you shall, by the end of this tutorial) you can plan your next game to make use of them.

To get your game ready for Flash, make sure you've changed the Build Type in the application properties to *SWF file for Adobe Flash Player*. If you've ever Built to SWF before, you'll know that only extensions that have been converted to Flash can be used. If you have any that aren't compatible, you'll get an error when you build your game.






## How to implement Mochi Ads

Mochi Ads allow you to put ads within your games. When a player clicks on them, you make some money. It's really easy to add them to your MMF2 games! If you click the Ads link in the navigation column on your game's control panel, you'll see something like this:

Analytics
Ads
Coins



### CMYK Attack Is On Hold Until...

Before we can show paid ads in your game, each of the requirements below must be met. Once everything is done, you can return here to view and change your settings for the game.

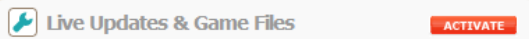
- ✘ Test your game – No pings yet**  
Insert our code into your game and run the swf. If you added the code properly, we'll receive the ping verifying your game is ready to show ads. If you need any help, visit the [code instructions page](#).
- ✘ Fill out your game profile – 40% Complete**  
You'll need to tell us some important information about your game so we can provide ads for it. Visit your [game profile page](#) and fill out the form to start earning money with paid ads.
- ✘ Your game must be reviewed and approved**  
We review and approve every game to ensure it's meets our advertisers' requirements and the [Mochi Ads Program Policies](#). You won't be able to earn any money until we have approved your game. This process usually takes **less than 24 hours**.

**Mochi Ads Code:** Get the [ad code and installation instructions](#)

Hmm, apparently advertisements for my game are on hold until three criteria are fulfilled. The first one is *Test your game - No pings yet*. A ping is what happens when the game asks one of Mochi's servers for an ad to display. Mochi registers that ping, and sends an ad back.

### Method 1 - Live Updates

The first of two methods which implement ads, involves uploading it to Mochi Live Updates. It's quick and painless. If you want to be able to update your game across the entire web at any time and you don't mind what your preloader looks like, then this method is the one you want. Go to your game's Control Panel and click the red *Activate* button next to *Live Updates & Game Files*.



Use version control to update your game live across the web. Fix bugs, add new Coin items, or add new features at any time. [Learn more...](#)

**Upload Game**

Use Live Updates?  Yes  No

---

**UPLOAD GAME** or [cancel](#)

Scrolling down on this new page, you can select *Yes* to the question *Use Live Updates?* and then click the *Upload Game* button.

### ① Authenticate Your Game:

Copy the following line of code and paste it anywhere in your game that ActionScript is allowed and then re-publish your SWF.

```
var _mochiads_game_id:String = "d08c5723157380ee";
```

Next, you are asked to *Setup Live Updates*. Step one is apparently to Authenticate your Game. **Ignore what it is telling you to do!** This is because authentication is done inside MMF2, as explained on the following page.

Authenticating your game with Multimedia Fusion 2 is very easy. Just go to your Application's Properties and make sure your selected build type is *SWF File for Adobe Flash Player*.

Next, scroll down to where it says **Mochiads** and tick the *Use Mochiads* box.

<b>Mochiads</b>	
<input checked="" type="checkbox"/> Use Mochiads	
Mochiads game ID	<b>d08c5723157380ee</b>

Finally, enter your Mochi Game ID, which you can find on the left of your game's Control Panel. **Don't click Start of Game Ads if you are using Live Updates! Otherwise two ads will be displayed because Live Updates adds that ad already.**

**Preloader Bar Colors:**

Background:	FFFFFF	<input type="color"/>
Bar:	FF049A	<input type="color"/>
Outline:	030100	<input type="color"/>

Build your MMF2 game and it's ready to use Liveupdates.

The next step down the page is to select your Preloader Bar colours. One restriction to using the Live Updates service is that you cannot use your own preloader. You still get some options however, so pick a few colours that match with your game, and upload a background image if you like.

**Background Style:** [what's this?](#)

Use default background

Upload custom image

The last step is uploading your game file. Click the *Browse* button to locate the .swf of the game which you have built. It also asks you for a *Version Number* and a *Description*. You can enter whatever you like here, because this is just for you to keep track of if you have multiple versions.

**Select game SWF:**

E:\My Dropbox\Prototype

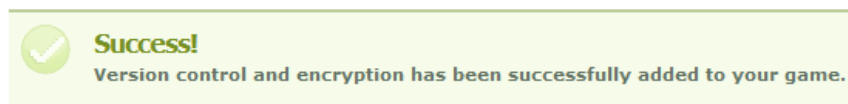
**Enter a version number:** [what's this?](#)

0.90

**Enter a description:** [what's this?](#)

A first test upload! Not the final version, still got to add coins,social,etc

Finally, click the *Upload* button. Provided you've filled in everything with no errors,



Returning now to the game's Control Panel overview, you should see that the *Game Files & Version* box is now activated, and filled in with data. Click the permalink button to test it out!

**Game Files & Version**

**Version:** 0.90      **Date:** 2010-09-16 07:22:10

**Message:** A first test upload! Not the final version, still got to add coins,social,etc

**Hosted game url:** [permalink](#)

**Game Zip-Pack:** [cmyk-attack\\_v1.zip](#)



## Method 2 - No Live Updates

If you want full control over what your preloader looks like, or are not bothered about using the Live Updates service, then you can use this method.

This will automatically append a loading bar and ads to the beginning of the game. If you don't want to do this, implementing ads into your game is easy, here's how:

1. With your game's Build Type changed to *SWF File for Adobe Flash Player*, scroll down your Application Properties to the **Mochiads** section.
2. Tick the Use Mochiads box.
3. Enter your Mochiads game ID. You can find this on your game's Control Panel Overview on the Mochi website.
4. If you want Start of Game ads (you probably do) then tick *Start of game ad*.
5. If you want End of Game ads, then tick *End of game ad*.


Mochiads	
<input checked="" type="checkbox"/> Use Mochiads	
Mochiads game ID	<b>d08c5723157380ee</b>
<input checked="" type="checkbox"/> Start of game ad	
<input type="checkbox"/> End of game ad	
<a href="#">No ID? Sign-up here</a>	



Opening your built .swf in your browser, you should see a congratulatory image being displayed. When your game goes live on the internet, this should be replaced by all manner of ads. Before this can go live, you must fill in your Game's Profile fully, onto the next page!


## Check the ping has registered!

Double checking that the ping has been received by the Mochi Servers, just click the *Ads* link in the Navigation again and you'll see the success:



### CMYK Attack Is On Hold Until...

Before we can show paid ads in your game, each of the requirements below must be met. Once everything is done, you can return here to view and change your settings for the game.

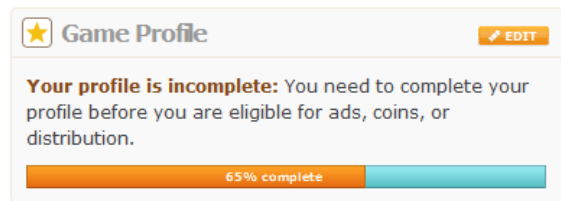
 **Test your game** – Success!

We have successfully received a ping from your game. If you want to switch ad formats or take another look at the code, visit the [code instructions page](#).

Still got to fill in that game profile, so we should do that now.

## The Game Profile

When you have a game on Mochi, it has a Game Profile. To be eligible for Ads, Distribution or Coins, it has to be 100% complete. Click on the *Edit* button of the *Game Profile* box on the main overview to proceed to the editing page.



Now, only the information with a red label is required, but fill in as much as you can because it will help when it comes to distributing your game everywhere.

✔ **Public Game Title:**   
Users will see this title.

---

✔ **Game Dimensions:**   
The width and height of your game. Such as 550x400.

---

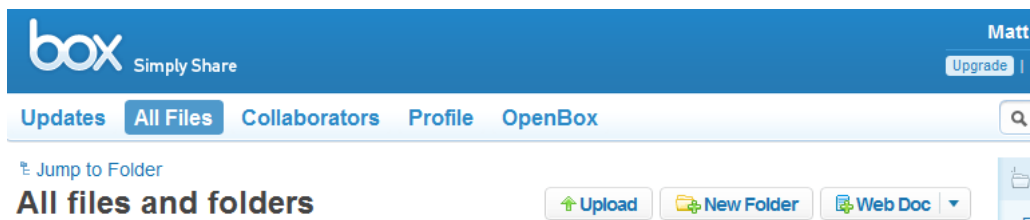
❗ **Approval URL:**   
Enter a url where we can test your ad placement and play your game.

---

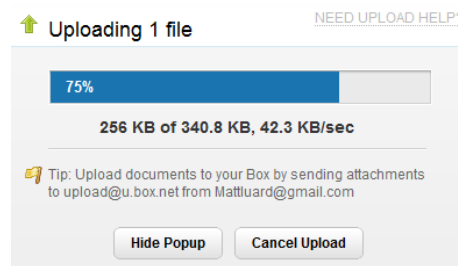
❗ **Public Description:**

The *Game Title* and the *Dimensions* of the game you have already filled in when you first signed up.

The *Approval URL* is a location on the internet, accessible by the people at Mochi when they come to approve your game for Ads or Distribution (or both). If you have your own web host, you can upload the .html and .swf files that MMF2 generates when you build and link them to the .html file. But if you don't, don't worry! You can get it online for free by signing up at [Box.net](http://Box.net). Box is a service online that allows you to upload any kind of file, and make it available to download. Certain file types, like .swf, can actually be viewed online with no download, making it perfect to fill in the *Approval URL* box.




Once you are signed it, just click the *Upload* button and browse for the .swf and then click Upload.



Once that is complete, you can click on your newly uploaded file, now in the list and you'll be taken to a viewing page.



 [Link to this Item](#)

HELP

Web address to share this item:

Allow visitors to update files

The final and **very important** step is to make that file sharable. It's no use linking to the URL currently in your browser's address window because it will just ask the user to log in as you. Click the *Get Link to this File*

text and the file is made sharable, and you are given a public link which you can paste into the *Approval URL*.


Oh, and once you've uploaded, it's a good idea to update using the *Upload New Version* button under *File Options* rather than deleting and uploading a new file because then you'll have to make it sharable again and the URL will change.

**Approval URL:**   
Enter a url where we can test your ad placement and play your game.

---

**Public Description:**

Enter the Public Description as well. Fill in some instructions, and control, if you can.

 **Game thumbnail**  
(100x100):

Mochi would also like a Game Thumbnail. This is an image sized

100 pixels by 100 pixels. It will be displayed on MochiGames.com and on the sites that Mochi distributes your game too. It's important to try and make an image that is exciting, so your game gets more plays. I hope you can do a much better job than me!



Mochi would also like to know the *Content Rating* of your game. It's very similar to how films and video games are rated, click the *Ratings and Content Guidelines* link to the right there to find out more. Note that a game with excessive violence or mature themes may be eschewed from portals in Mochi's distribution network. Select the categories that your

**Content Rating:** Everyone [Ratings and Content Guidelines](#)

---

**Primary Category:** Action

---

**Secondary Game Categories:**

<input checked="" type="checkbox"/> Action	<input type="checkbox"/> Fighting
<input type="checkbox"/> Adventure	<input type="checkbox"/> Puzzles
<input type="checkbox"/> Board Game	<input type="checkbox"/> Pimp my / Customize
<input type="checkbox"/> Casino	<input type="checkbox"/> Shooting
<input type="checkbox"/> Driving	<input type="checkbox"/> Sports
<input type="checkbox"/> Dress Up	<input type="checkbox"/> Rhythm
<input type="checkbox"/> Education	<input type="checkbox"/> Other
<input type="checkbox"/> Strategy	

---

**Keywords:**

CMYK, Space, Invaders, shoot, war

Separate keywords by commas. Example: poker, cards.

---

or

game most closely fits in to. In the case of CMYK invaders, I would ideally want to categorise it under 'Arcade' due to the graphical feel and gameplay but the closest I can get is 'Action'. Finally, enter some keywords in the last box. I don't know how much this helps, but I guess if a player was to Search for a tag on Mochigames.com, they might find your game! Your game and all the other games with that tag. Do it anyway, Mochi require it and it might just help.

Hit the Save button once you are done! The Game Profile box on your game's Overview should now be activated. If it still shows a percentage, you've missed something out, go and check!

★ **Game Profile**

---

**Created on:** 2010-09-16 (2 days ago)  
**Public Url:** [Add one](#)

## How to implement Mochi Scores

Mochi offer a great little highscores system. I need to add these to my game, there are buttons on the Main Menu frame and on the Game Over frame that do nothing! If you would like really easy leaderboards then you can follow along too!

Firstly, we need to click the *Activate* button on the Scores box on the Game Overview window.

🎮 **Scores - Not Active**

---

Our complete high score solution is simple to implement and gives you a complete package for scoring and medals. [Learn More...](#)

You can actually have more than one highscores list per game. I wrote a game that had various modes, and each one had its own leaderboard. On the next page that loads, click the Create Leaderboard to create your first one.

**Create leaderboard** CMYKAttack

**Title:** (required)  
  
Name your leaderboard. Ex: 'Highscores', or 'Track 1'.

---

**Description:**  
  
Optionally describe your leaderboard

The first two bits of information Mochi want from you are a Title for the highscores and a description.

The Title will be at the top of the highscores window when it opens in your game, but the description will only ever be seen by you. It'll help you to tell highscore lists apart if you have more than one!

**Type of Scoring**

**Data Format:**  
 Number  
 Time ?

**Sort Order:**  
 Highest is best  
 Lowest is best

**Score Label:**  
 [what's this?](#)  
Ex: 'Points', 'Gems', or 'Track Time'

**Set Achievement Values:** [what's this?](#)  
 Yes  
 No

**Achievement Values:**  
 Top Achievement  
 Middle Achievement  
 Lowest Achievement  
Numerical values should be entered **without commas**. Time values are measured in **milliseconds**

The next bit is the game specific stuff. Most games will have a *Number* type score, but if your game is a racing game or similar, then you can select *Time* in the *Data Format*. The *Sort Order* is also important, should the highest score or time be the best? The *Score Label*, for me is just 'Score'. You can change this to whatever suits your game best. If your game has you collecting tiny owls, then change that to *Tiny Owls*. Someone should make a game about collecting tiny owls. The final bit of information that Mochi would like is the *Achievement Values*. You can award good scores with Medals by selecting yes and then entering the Achievement values for Gold, Silver and Bronze medals.

**Time Period Display**

Choose the time period you want to show by default when the player views the leaderboard.

**Default Tab:**  
 Daily  
 Weekly  
 Monthly  
 All Time

**Style Your In-Game Widget**

**Background Style**  
 Color  
 Transparent

**Background Color**

**CREATE LEADERBOARD** or **cancel**

You can add some preferences to how the highscores are displayed too. Do you want the *Daily* high scores to be shown first? I've selected *All Time* because, to me, that's more retro and fits the game better. I also like setting the Background style to Transparent, that way the highscores overlay the game and it feels more cohesive. You can always come back and edit these settings, so feel free to experiment. Click the Create Leaderboard button to finish up.

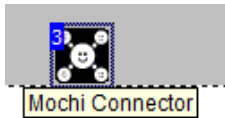


Well, that all looks in order. How do we get our game to be sending highscores then? Let's jump back to MMF2 and take a look.

First of all, we have to enable Mochiads. Somewhat confusingly, this doesn't mean your game has to have Mochi Advertisements in, but you have to enter your Game ID, like I have opposite.

### Mochiads

Use Mochiads  
 Mochiads game ID **d08c5723157380ee**



Next, we need to add in the Mochi Connector extension. **This is rather important!** The Mochi Connector object lets the other Mochi extensions communicate with Mochi. Just place it in the very first frame of your game. You don't need to do anything else with it.



Now, in a frame where you want the highscores to be shown, stick in the Mochi Scores object.

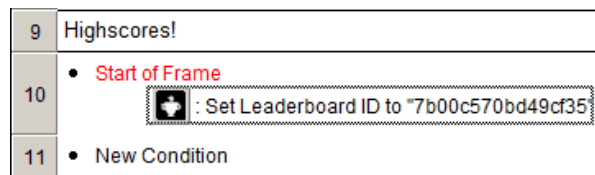
Let's head into the Event Editor.

For the first event, we need our Leaderboard ID. To do this, flip back to your browser and navigate back to the Mochi Scores part of your game's control panel. Remember, it looked like this:

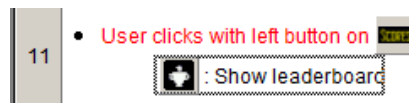
Do you see that small link underneath the name of the highscores list which says *Actionscript Code*? Click that. A panel will drop down. Ignore all that Actionscript code, we're only after the Leaderboard ID, which should be on your screen now. Copy that, we'll paste it into MMF2 in a second.

**Leaderboard Id:** 7b00c570bd59cf35

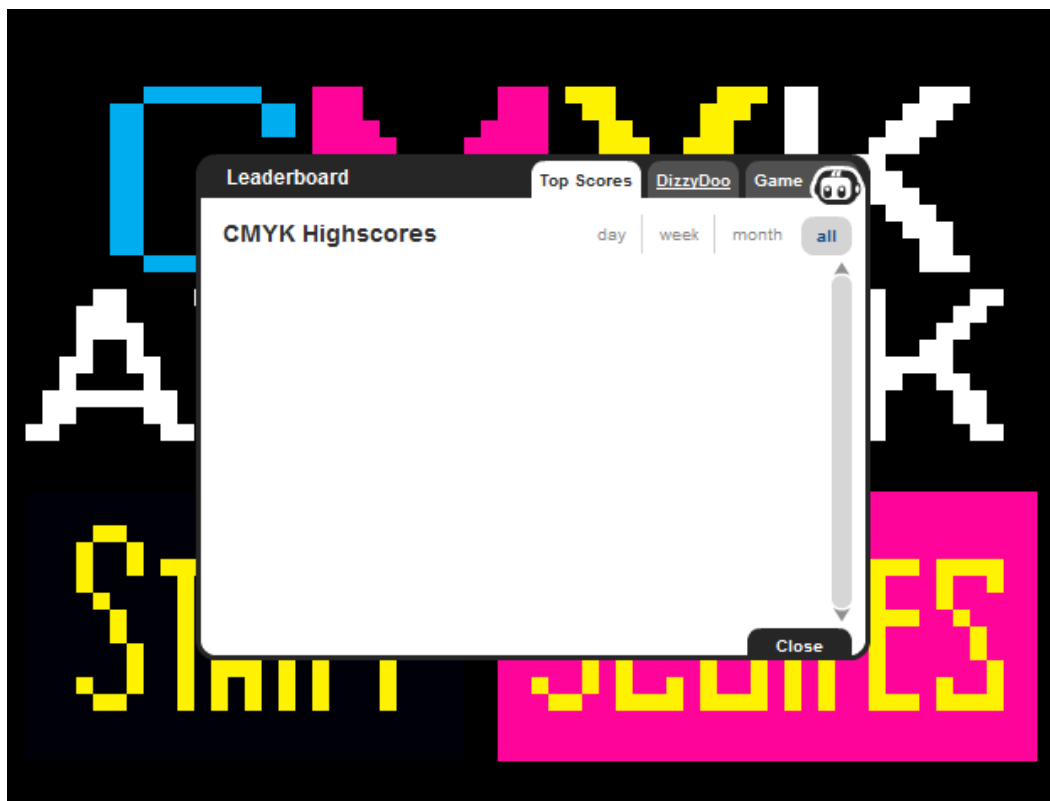
Back in MMF2, we need a Start of Frame event to connect the Scores extension to Mochi. In the Start of Frame condition, select the action *Set Leaderboard ID*. It should look like this, except with your own Leaderboard ID.



Great! Do this at the beginning of any frame you need to use the Highscores object. I've got this object in my Main Menu frame and I want to be able to check the highscores from here. I have an Active Object I'll be using as a button to display the Highscores. The *Show Leaderboard* action is exactly what I need!



If you're doing something similar with your game or test application, I encourage you to export now and check it's working.





Great! Upon clicking the Scores active object the Highscores List (albeit, an empty Highscores List) Mochi Highscores object kicks into action and displays the it.

If nothing happened, try a few things. Make sure that the Mochi Connector object is in a frame previously accessed, or in the same frame as the Mochi Highscores. Check you have Mochiads enabled with the correct Game ID entered in the Application Properties. And double check the Leaderboard ID as well.

Okay, so we can display the Highscores, which means that we can connect to the Mochi servers. But how do we send them a score? For my game, I'm going to do this from the Game Over frame. So I insert the Mochi Scores object again here, and again, perform a Start of Frame, Set Leaderboard ID action. Things are set up now!

I want a Score to be submitted only if the *Submit* button I have in my frame is clicked. I add in a *On Submit Button Clicked* condition and use the Submit Score (Ask for Name). Only use the Submit Score (Specify a Name) action when the user has entered a name earlier in the game, maybe you've got one stored in the Global Strings or somewhere. Here's what my highscore events look like in the Game Over frame:

9	More Highscores!
10	<ul style="list-style-type: none"><li>• <b>Start of Frame</b> : Set Leaderboard ID to "7b00c570bd19cf35"</li></ul>
11	<ul style="list-style-type: none"><li>• <b>User clicks with left button on</b>  : Submit score score("  ") and ask for a name</li></ul>
12	<ul style="list-style-type: none"><li>• <b>New Condition</b></li></ul>

Don't give out your Game ID and your Leaderboard ID! Otherwise people can impersonate your Game and cheat by sending scores.

You have to be using these Leaderboard IDs because you have the option to use multiple leaderboards per game. If you need to access different Leaderboards in the same frame, you can just specify the Leaderboard ID each time you want to deal with a leaderboard, it doesn't just have to be at the Start of Frame.

Test it out, check it works.



If you are already signed into Mochi then you won't have to enter a name, and neither will your players.

If you visit your game's Scores section of its control panel, you can view the latest scores there.



Here you can Ban players from your game or Delete scores. Only do this if you are 100% sure the cheater has cheated.

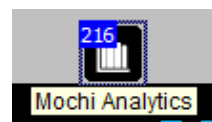
A final word on Highscores. Even if you made the game, it'll only take a few hours for another player to beat your score. Embarrassing!

## How to implement Mochi Analytics

Being able to track statistics about your players and their performance in your game is very important if you want to improve your games or make better games in the future.

What if you could see that 70% of your players got to Level 4, but only 15% got to Level 5? For some reason, most players never got to the end of Level 4. Is it because they got bored half way through? What if you could see that the Gameplay times were, on average, about 3 minutes in length? It's possible to finish the level in that time. What if you could see how many times players died on this level? Ah ha, loads of players died on this level. It seems that the level isn't too boring, it's because Level 5 is disproportionately hard. You can go back into MMF2, tweak a few things, remove an enemy or two and re-upload the game to Live Updates (provided you are using those) and hopefully watch your players play for longer. Success!

Thankfully, Mochi Analytics lets you track any kind of data you want. **Just make sure you've stuck the Mochi Connector object anywhere in the frame or a frame accessed previously!**



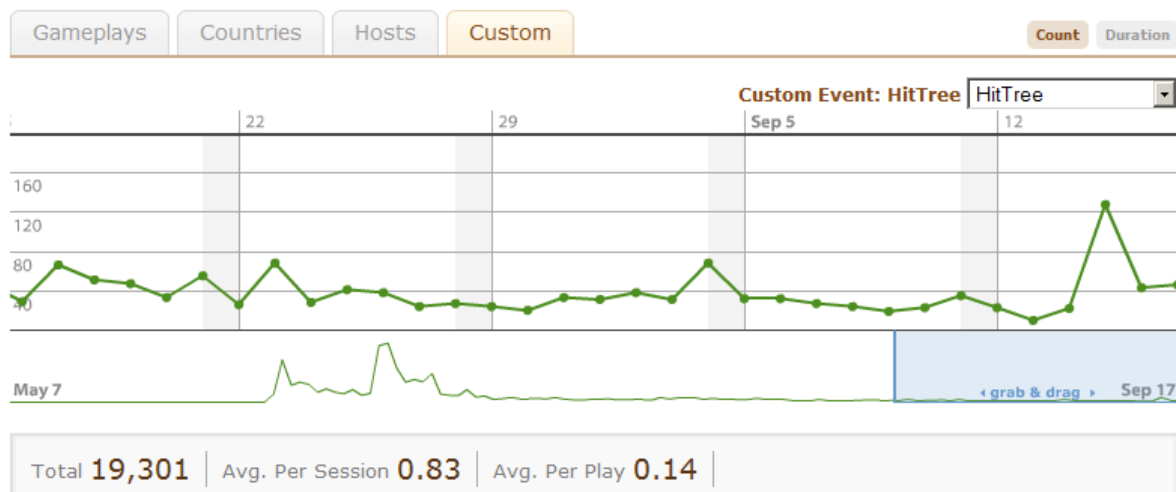
I'm going to add the Mochi Analytics object into the First Level of my game.

To be able to track anything, you've got to use the Start Play action. I do this on a Start of Frame condition, like so:

28	Analytics	You can specify a tag to show which Level is being played.
29	<ul style="list-style-type: none"><li>Start of Frame Mochi Analytics : Start play (tag "LevelOne")</li></ul>	You must also end the play as well. This is easily done with a End of Frame condition.
30	<ul style="list-style-type: none"><li>End of Frame Mochi Analytics : End play</li></ul>	

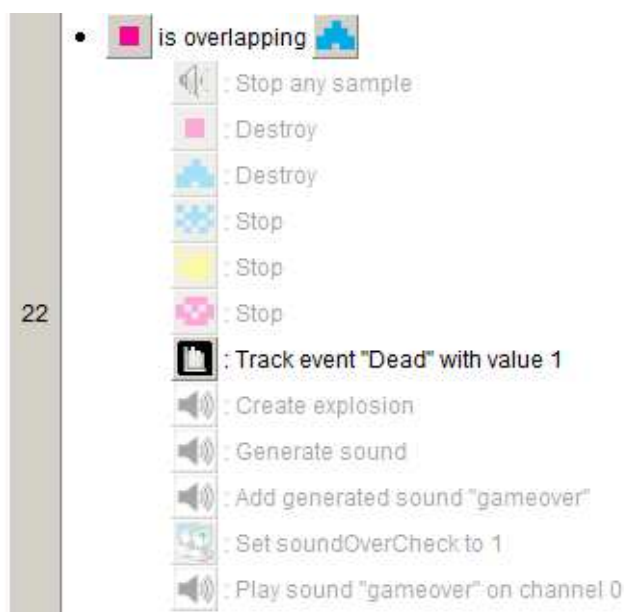
When a Play is triggered (by starting a level, in this case) the Total Gameplays goes up. Not immediately, takes a while for the data to be processed by Mochi.

Okay, so when a Play is being tracked, you can also fire off all kinds of values to be recorded. Did an enemy just die? Tell the server. Then you can look at the Analytics panel and see the total number of enemies killed by your player base. That's pretty cool. For example, I wrote a [game](#) once and tracked how many times the player was killed by trees. You can check your own custom data by visiting the Analytics section of your game's control panel and clicking the small 'Reports' button there. This'll give you access to a whole host of data, in what countries your game has been played, how long, etcetera, etcetera. But clicking the Custom tab gives you the data that you have set it up to track. Here's a screen of the 'Number of Penguins killed by Trees' from my other game, so you can see how it looks:



19301? That's a lot of dead penguins.

So how can you track these Custom events? There's an Action in MMF2 called *Track Event*. I'm going to add one to my game, it'll ping the Mochi server whenever the player dies. You can just add the condition into your game, here's how I've done it:



This is the Event when the player dies. There's a bunch of other actions there, I destroy the player object and the bullet that hits it, generate an explosion noise and more, but I've just added a *Track Event* action. You get to specify an ID, I've called this one 'Dead'. It seemed appropriate.

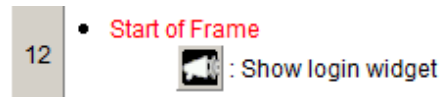
**The value that you can specify does not increment the Total!** It actually counts the amount of times each recorded number has been tracked. That's just a little detail though, don't worry about that. Track whatever you want, as often as you want!

## How to implement Mochi Social

Mochi Social! Connect your game up to Player's Mochi accounts with this object. If you the player has a Mochi Account, then you can actually save game data to their account, which might suit your game. The main use for the Mochi Social object though, is to allow Mochi Coins to be used, by letting Users sign in.

**Remember to have placed the Mochi Connector object in the current frame of a previously loaded frame!**

In my game, I display the Log in Widget on Start of Frame like so:



You can hide it using the very similar Hide Login Widget action. Let's take a look at the newly built game:



Notice the Login Widget in the top right of your game? It's probably only suitable to be displayed on the Main Menu. I'll add it to the Game Over screen too, but would definitely look out of place in the level frames. It would be too distracting.



The Mochi Social object also lets you save data via Key and retrieve data via key. It's only going to be needed by a few people, and since it's also very straightforward and obvious, I'll skip those two actions here.

## How to implement Mochi Coins

The Mochi Coins object is currently a little broken! Don't worry, it'll be fixed in the next Flash update, so muster all the patience you possess and wait. This guide will be updated when it is fixed, don't worry!

## And we're done!

So here we are, having discussed the implementation methods of just about every Mochi function that there is! And we've done it without ever once having to touch that nasty Actionscript thing. Wasn't that easy?

If you've been following along with your own game, you just have a few last steps to push it out onto the internet.

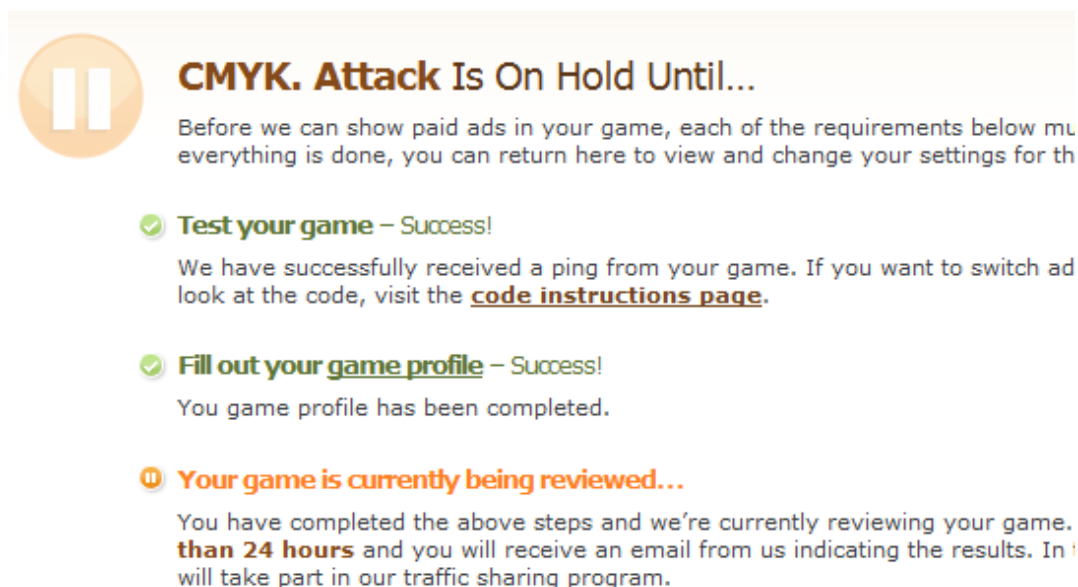
1) Firstly, build your final version to .swf and test it. Test it a lot! Find bugs and fix them, make sure all the Mochi bits are working just like they should.

2) Upload it to the internet! If you're using Live Updates, push the latest version on there.

Now, Mochi has two different approval mechanisms for two separate features.

### Mochi Ads

If you're using Mochi Ads in your game and have filled in your profile, click through to the Ads part of the site, you'll see something like this:



**CMYK. Attack Is On Hold Until...**

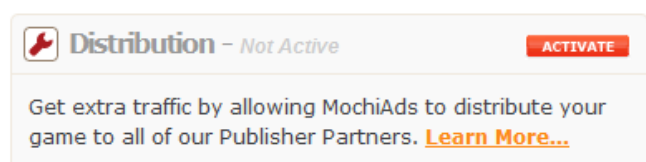
Before we can show paid ads in your game, each of the requirements below must be completed. Once everything is done, you can return here to view and change your settings for this game.


- ✓ **Test your game** – Success!  
We have successfully received a ping from your game. If you want to switch ad settings, visit the [code instructions page](#).
- ✓ **Fill out your game profile** – Success!  
Your game profile has been completed.
- ⏸ **Your game is currently being reviewed...**  
You have completed the above steps and we're currently reviewing your game. It will take **less than 24 hours** and you will receive an email from us indicating the results. In the meantime, your game will take part in our traffic sharing program.

Having uploaded a few games before, it really doesn't take long for the Mochi staff to get around to approving it. Your game doesn't even have to reach a certain standard of quality, it's mainly checking for mature content, stolen flash files or duplicate .swfs.

### Distribution

Want to give your game the best start possible? Using Live Updates? You can use the Mochi Distribution network to get your game on thousands of arcades and portals across the internet! If that sounds good, then click the red Activate button on your game's dashboard page.






 **Distribution** – Not Active ACTIVATE

Get extra traffic by allowing MochiAds to distribute your game to all of our Publisher Partners. [Learn More...](#)



Next, click the little Edit button on the Game Distribution panel:

**Game Distribution**

-  We are currently **not distributing** your game  EDIT  
Mochi can help distribute your game to get you more traffic!
-  Your game is currently **not published** on MochiGames.  
Mochi can help your game get more traffic by publishing it on [MochiGames!](#)

And select **Yes!** on the options that open up, and just to be sure enter a public URL where people can play. I've linked it back to a page on my website:

**Get more traffic with Mochi Game Distribution!**

Mochi will distribute your game to our partners, increasing your game plays and earnings.

- Yes!** Distribute my game to help me get more traffic.
- No!** Do not distribute my game through Mochi Game distribution.

**Game Publish Status**

Mochi will show your game on [MochiGames](#), sending traffic your game's public URL.

- Publish this game!** Show my game on MochiGames increasing my game plays and earnings.
- Do not publish this game!** My game is in **Beta** or I do not want it shown on Mochigames.



**Set Public URL**

Enter a public URL where users will play your game on MochiGames if it is published but not in distribution.

or

Just hit save! You'll see that each entry there has a green tick next to it but it hasn't been approved. That'll happen by Mochi staff within the next 24 hours. Patience!

**Game Distribution**

-  Your game is marked for distribution, but has **not yet been approved.**
-  Your game is set to be published on MochiGames, but has **not yet been approved.**

And there we go. Just sit back and wait for approval, and once that done, you can keep an eye on your analytics and watch your game spread over the internet. Submit it on Newgrounds.com as well, that'll get your game some important extra views and extra clicks on ads. Unfortunately, ads aren't shown on Kongregate, but upload it there anyway and let people play your game.

What's next? Start working on your next game of course!

- by *Matt DizzyDoo Luard*