

# Market Analysis Supporting the Ballpark Baseball Relaunch

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# XenForum outline

- Announcements
  - Section where we can post updates, new season releases, promotions, etc.
  - New threads can only be posted by us while responses are public for discussion.
  - Could be very useful for feedback and surveys as well.
- General
  - Just a section for general conversations relating to the game.
- Marketplace
  - An area where people can buy, sell, trade cards.
  - Very popular section on the Delphi forum.
  - May need some moderation as the new cards will be all PDF's.
    - While trading the PDF's is not allowed, it will happen. Better to have it happen in a place we can track rather than in the shadows.
    - Will need some thinking on how this can be handled properly.
- Replays
  - A place where people can share games they have played and discuss the outcomes.
  - Incredibly popular section with lots of community engagement.
    - Could be a great place to engage with the community and highlight especially great community submitted replays.
- Leagues
  - Offer an area where people can organize leagues and communicate with each other.
  - Could be fun to run some sort of events through this as well.
- Help and tips
  - An area for new players to get help and advice.
- Customer support
  - Area for customers to get assistance with orders or simply reach out.
  - Integrating this into the forum will make customer support easier as well as serving as a FAQ section as all replies will be public.
- Feedback and suggestions
  - Will allow customers to feel as though they are part of the evolution of the game.
  - A great way to get insights into the customer base and their experiences.

# Delphi forum customer insight

- 1) There seems to be a strong community regardless of actual engagement. Many people comment that they still look at the forum regularly for updates even if they are not actively posting themselves.
  - a. Delphi would be the best place to relaunch and reconnect to the existing community.
- 2) Since the end of printing, there are many people who have scanned their cards and are giving away PDF's to others on the forum. Many people are proponents for this.
  - a. "That is why I have been a proponent of sharing scans of teams. I have a few I would be willing to share if others are interested." - **PFunkOne**
  - b. "Ball Park Baseball Game....If you buy a season I am throwing the pdf seasons in for free if the buyer wants them. Pdf seasons 1932 1934 1936-1939 1940--1949 1961 Yankees around 30 Stadium PDF Charts....Seasons not PDF 1958 1963 1970 1973 ..1954 NL 1974 NL 1977 NL 2013 NL 1903 Pirates 1903 Red Sox .... PDF 1929 Cubs 1975 Red Sox 1976 Reds 1980 Phillies 1983 Orioles 1986 Mets 1995 Braves 2004 Cardinals 2004 Red Sox 2018 Dodgers 2018 Red Sox." - **Chicago43055**
- 3) Contact with the community is very important. Many people love hearing from the directors.
- 4) Secondhand pricing of cards seems to hover around the \$50-100 mark per season and they sell fast.
  - a. "I am asking \$265 (includes postage) for the 37 teams, 36 ball parks, stats and ratings sheets, and instructions/charts."
  - b. "season 1973 and 1963....\$200 includes shipping"
  - c. " 1973 season Sold for \$100"
  - d. "All sets are \$50 plus shipping."
- 5) The general feedback on a computer game adaptation is extremely positive.
- 6) Feedback on the PDF release is positive. Consensus is to simply print the cards themselves. No mention of referencing the cards on a computer for play.
- 7) Some do see the official cards as collectable and very much enjoy playing with them.

# BPBB SWOT Analysis

An analysis of BPBB compared to competitors. Much of this information is based on user reviews and comments.

## Strengths

- Superior detail and accuracy.
  - BPBB offers the absolute most realistic simulation and statistics.
  - Avoids issues that competing game engines face.
    - *“Ball Park Baseball proves that the theory of '50-50 game engine problems with very low stats' is not really a 50-50 problem at all, because Ball Park Baseball does not have those problems.”* – **reviewboy – BGG.com**
- Excellent managerial features.
  - Offers a very hands on experience that truly feels as if your decisions matter for the outcome.
- High skill ceiling.
  - Nuance in decision-making allow for constant learning and improvement.
- Expansive library of teams and seasons.
  - Every season ever basically.
- Has stood the test of time.
  - Despite being run at a very small scale with zero marketing, players still play the game and enjoy it.

## Weaknesses

- Rulebook is confusing.
- Very steep learning curve due to complexity.
  - It can be tedious to play.
  - *“The gameplay becomes bogged down with so much unnecessary conjecture and detail, that in the end it really becomes quite tedious to roll a game, and after doing so, it just doesn't meet the standards of the other baseball games on the market.”* – **Wandaluski – BGG.com**
- Poor market visibility.

- Other games have a better presence on the web and in online tabletop game communities.
- Box sets and physical cards are not available from BPBB.
  - Physical cards will only be available if the customer prints them.
- PDF files can be cumbersome versus using cards and have zero collectable value.
- Distrust of new ownership stemming from poor communication and failed promises.
- Existing BPBB forum has gone stale.
- Unfinished website and forum.
  - Website must be a solid place for people to buy the product, contact support, and get information on the game and company.
  - Critical as all marketing efforts will be directing people to the website. It must be in a state that retains customers and converts clicks to sales.

## Opportunities

- Adapt the game for a digital release.
  - Digitization of card games is very hot right now.
- Develop tutorials to help people learn how to play the game.
  - Create an interactive educational module. (Articulate 360)
- Use the game engine in new and different ways.
  - Fantasy leagues, game predictors, etc. (ex. Strat-O-Matic 365)
- Piggyback off the success of fantasy leagues and sports betting.
- Fresh start of the relaunch.
  - Having a fresh start after a hiatus can allow you to reposition and relaunch with a new and improved product and a recalibrated target market/ marketing strategy.
  - Launching strong can build back trust from the community.
- Partner with a board game manufacturer to create a finished, high quality physical product.
  - Ex. Delano Games
- Partner with a game development studio to create a professional, high quality application.

## Threats

- Competing games have continued to develop, improve, and evolve their game.

- Competition has had a much longer time to market their product and foster an online community.
  - Due to the high cost of these games, people who have already heavily invested in a competitor may be less likely to shell out for BPBB.
- Piracy is a major risk.
- Online gaming is far and away the most popular way to play games.
  - Times have changed dramatically since BPBB introduction.
- BPBB does not align with what the younger generation looks for in a game.
- Competitors offer both physical and digital versions of cards.

# Competitive Analysis

## Baseball Classics

Homepage - [www.baseballclassics.com/](http://www.baseballclassics.com/)

Overview - <https://www.baseballclassics.com/overview/>

Storefront - <https://www.baseballclassics.shop/>

DiamondLink - <https://play.baseballclassics.com/join-diamondlink-today>

DiamondView <https://play.baseballclassics.com/real-time-diamondview>

### Overview

Established in 1987, they offer all teams from 1901 – present including negro leagues. A full simulation game with an emphasis on high quality card designs, easy mechanics, and “Real-Time play”. A very complete product offering – digital downloads, physical cards, box sets, etc. The website also offers far more than just a game. There is an entire web portal with statistics and various tools for playing the game. They also offer a section dedicated to the current MLB season news and statistics.

## Shop

Ordering is done by manually entering the teams you want into a text box (ex. 1961 Yankees) then manually entering the number of teams as well. They are then apparently manually processed within 1-7 business days. They have a very easy to navigate and professional storefront.

### Add MLB Teams (Shipped)

SKU: 001-165456

**\$11.97**

Delivery

Ship

List MLB Team(s) for your order (ex: 1961 Yankees, etc.) - Be sure to update your quantity below!

Quantity

Add to Cart

Buy Now

## DiamondLink

A complete online application

- Contains all digital purchases.
- Detailed data for every player from 1901 to present.
- Score keeping app.
- Printable game items.
- ATAS Greats
- 8-Month Bonus
- Much, much more

This seems to be a very useful tool for playing Baseball Classics,

offering many applications that make the physical gameplay easier as well as offering AI opponents. Subscription to DiamondLink also allows you to receive between 2 and 4 digital teams per month as well as between 25-50% off other store purchases. The app is quite basic.

The screenshot shows the DiamondLink application interface. On the left is a dark green sidebar with navigation icons for Home, Lineups, Scorefield, Game Parts, Submissions, DiamondData, Digital Library, Discounts, Community, ATAS Greats, and 8-Month Bonus. The main area displays a table of baseball player statistics. The table has columns for YEAR, LEAGUE, FRANCHISE, TEAM, PLAYER, BATS, and several numerical columns. The data is filtered by YEAR, AB, and Group. A search box is visible at the top right of the table area.

YEAR	LEAGUE	FRANCHISE	TEAM	PLAYER	BATS				
1	1977	AL	Minnesota	Rod Carew	Left				
2	1970	NL	Atlanta	Rico Carty	Right				
3	1974	AL	Minnesota	Rod Carew	Left				
4	1971	NL	St. Louis	Joe Torre	Right	2831.2	0.363	0.555	0.976
5	1975	AL	Minnesota	Rod Carew	Left	2332.7	0.359	0.497	0.919
6	1975	NL	Chicago	Bill Madlock	Right	2016.0	0.354	0.479	0.881
7	1974	NL	Atlanta	Ralph Garr	Left	2445.0	0.353	0.503	0.886
8	1973	AL	Minnesota	Rod Carew	Left	2443.9	0.350	0.471	0.881
9	1979	NL	St. Louis	Keith Hernandez	Left	2790.6	0.344	0.513	0.930
10	1971	NL	Atlanta	Ralph Garr	Left	2284.3	0.343	0.441	0.813
11	1971	NL	Chicago	Glenn Beckert	Right	1818.0	0.342	0.406	0.773
12	1971	NL	Pittsburgh	Roberto Clemente	Right	2139.4	0.341	0.502	0.871
13	1976	NL	Chicago	Bill Madlock	Right	2187.6	0.339	0.500	0.912
14	1973	NL	Cincinnati	Pete Rose	Both	2904.4	0.338	0.437	0.838
15	1977	NL	Pittsburgh	Dave Parker	Left	2689.3	0.338	0.531	0.927
16	1971	AL	Minnesota	Tony Oliva	Left	2100.1	0.337	0.546	0.915
17	1976	NL	Cincinnati	Ken Griffey	Left	2361.4	0.336	0.450	0.851
18	1977	AL	Minnesota	Lyman Bostock	Left	2576.6	0.336	0.508	0.897
19	1977	NL	Pittsburgh	Rennie Stennett	Right	1804.9	0.336	0.430	0.806
20	1978	NL	Pittsburgh	Dave Parker	Left	2783.3	0.334	0.585	0.979

## **DiamondView**

This section of the website is chock full of news and statistics relating to the current MLB season. Sections include:

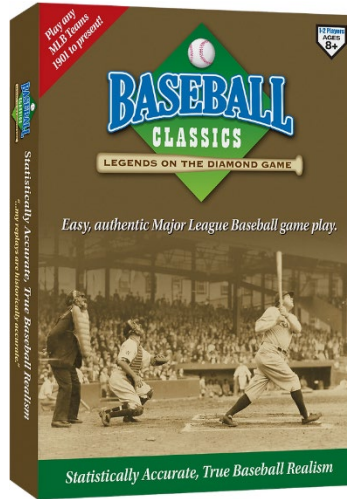
- MLB rumors
- Free agent tracker
- Trade activity
- MLB news
- MLB transactions
- Videos and game highlights
- Flashbacks of past events that happened on the current day
- MLB awards
- A podcast
- An interactive Airtable datasheet for the current season

## **Baseball Classics Magazine**

A monthly digital magazine offered for free when you add yourself to the mailing list. Contains two featured stories, an MLB quiz, a controversial topic, and a free gameplay card.

## Products

- Single team cards in full color 110# cardstock for **\$11.97**
- Single team cards digital delivery by email PDF for **\$9.97**
- Season team sets both printed or digital for **\$199.97**
- Customized physical boxed sets containing a full MLB season of your choice as well as the rulebook, dice, game board, play charts, and more gameplay items for **\$239.97**



**FREDDIE FREEMAN**  
2024 Los Angeles Dodgers  
Start Firstbase | Bats 3rd, 4th, or 5th

● Bats  
▼ Bunt  
▶ Steal  
▶ Run

Firstbase ▲ ●

ROLL	RTP	RESULT	ANALYTICS		
4	Foul	HOME RUN			
5	Foul	SINGLE			
6	HBP	Groundout (Flyout)	BA	ISO	OPS
7	Foul	Groundout	.282	.194	.854
8	Foul	HOME RUN			
9	Foul	Double Play	2B	35	5.5%
10	K	DOUBLE	3B	2	0.3%
11	Ball	SINGLE	HR	22	3.5%
12	Ball	Strikeout			
13	Foul	Flyout			
14	BIP	Groundout			
15	BIP	WALK			
16	K	SINGLE			
17	BIP	Popout			
18	BIP	WALK			
19	Ball	Lineout			
20	Foul	HIT BY PITCH			
21	Foul	SINGLE			
22	BIP	Groundout			
23	HBP	TRIPLE			
24	Foul	SINGLE			

**BC Rating 2315.6**  
 Real-Time HR 427 ft

AB	542	G	147
H	153	W	78
TB	258	W%	13%
SLG	.476	K	100
RBI	89	K%	16%
R	81	W:K	0.78
SB	9		
SF	8		
DP	13		

- Specialty box sets based on specific eras or other themes for between **\$129.97 - \$249.97**
- Box set of physical game parts needed to play for **\$39.97**
- Custom dice and magnetic scorecard – currently sold out
- DiamondLink subscription
  - Two teams a month - **\$12.97/mo**
  - Four teams a month - **\$19.97/mo**
  - Four teams a month annual plan - **\$199.97/yr**

# Insights

## Rated 5.8 on Board Game Geek

### Pros

- Baseball classics has high quality cards that exceed the quality of competition.
- Huge variety of seasons.
- Very easy to play and learn.
- Online portal offers many tools for gameplay.

### Cons

- Poor customer service.
- High price tag for what you are getting.
- Math is inaccurate, simulation is too simple, player stats have occasional inaccuracies.
- Quite a lot of negative feedback on the Table Top Sports forum.
  - Inaccuracies and price for quality.
- Online application is basic and does not include a fully fledged “game”.

### Neutral

- Digital cards are delivered as PDF's
- Can be found on first page of google search for Baseball Tabletop Games

# Strat-O-Matic

Homepage - <https://www.strat-o-matic.com/>

Board game storefront - <https://www.strat-o-matic.com/baseball-board-games/>

Digital game storefront - <https://www.strat-o-matic.com/baseball-digital-games/>

Baseball Max - <https://www.strat-o-matic.com/baseball-max/>

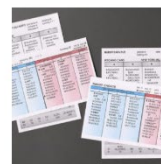
## Shop

It is a very well made storefront that is easy to navigate. Each product is clearly presented in a section. Once a section is clicked on, you are brought to a product page for that item where the year can be selected from a drop down menu. Shipping times are 5 – 7 business days.

Digital goods are in their own section.



Baseball Board Games (By Season)



Baseball Card Sets (By Season)



Baseball Board Games (Special Editions)



Baseball Card Sets (Special Editions)



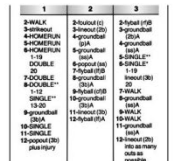
Baseball Game Selector Set



Baseball Individual Teams




Baseball Game Parts



Baseball Personalized Cards

Baseball Board Games (By Season)

2016



2016 Baseball Game

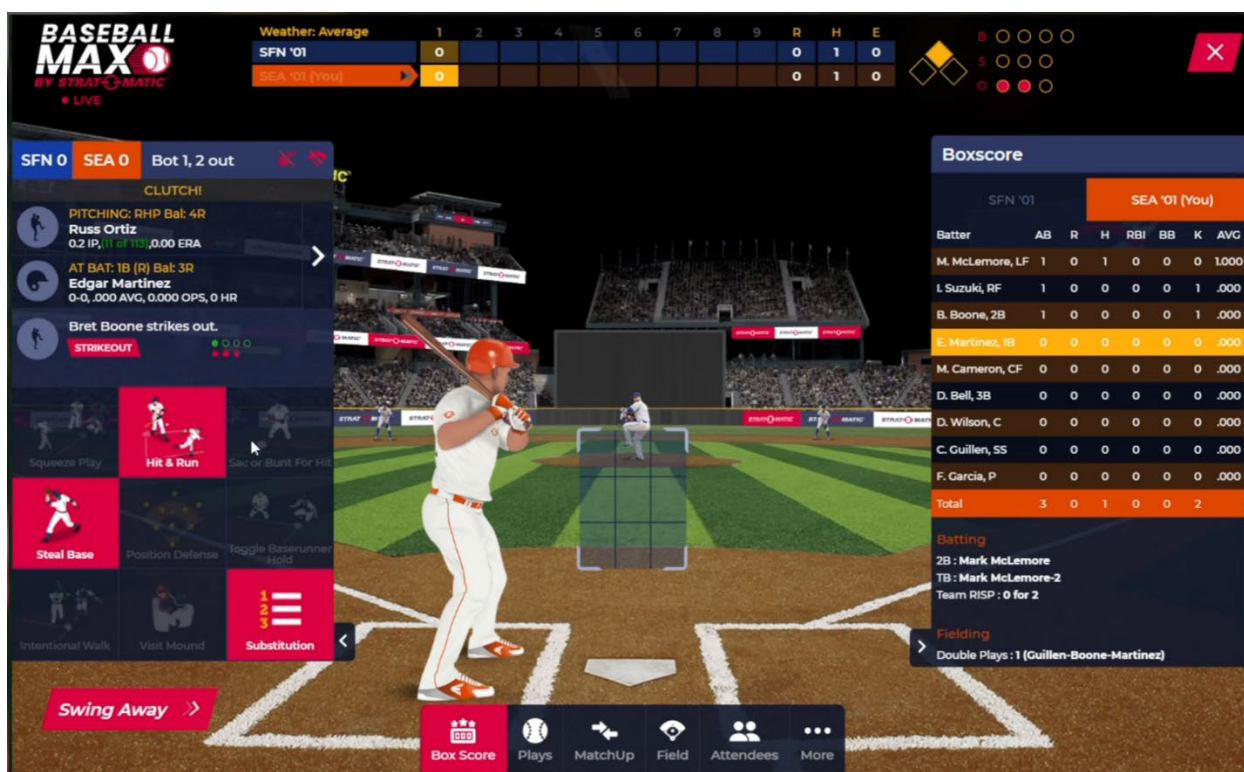
\$73.00 In Stock

**Highlights**

- Cubs WIN! Top Tribe in ultimate underdog World Series
- Feel the Power: Near-record HRs vs. record-setting strikeout pitchers
- Fond Farewells: Big Papi, Teixeira, A-Rod, Prince Fielder, Jose Fernandez

## Baseball Max

Strat-o-Matic's flagship digital product. A fully fleshed out online application. Automates the entire statistical process, dice rolls, outcomes, and record keeping with a slick user interface. The application can be played on any device and all devices are synchronized so that you can play half a game on the computer, then switch to your phone and continue the game later. Access to Baseball Max is subscription based at **\$15-20/mo**. Included in the subscription is access to the game on any device as well as access to every single season from 1871 – present. Includes various forms of network play to connect with others as well as a league organizer and integrated video chat. Baseball Max also has AI opponents for single player games.



## Strat-O-Matic PC application

Another application by Strat-O-Matic that is run on desktop. Older user interface design to the application. A totally different purchase model vs. Baseball Max. The desktop application is a one time **\$50** purchase. With that purchase, you get the application as well as the most recent season (2024). Additional seasons can be purchased for **\$30**. The seasons are delivered as authorization codes. Player card images can be displayed within the application for an additional **\$20** add on.

**Scoreboard:**

Pittsburgh	123	456	789	0	R	H	E
Philadelphia	0	0	1	0			
Philadelphia	0	0	0				

**PHIN Lineup:**

Player	AVG	HR	R	Balance
J. Stone, LF	.265	3	L	IR +6
V. Hayes, CF	.263	13	L	2R +7
M. Schmidt, 1B	.277	33	R	1R -4
G. Wilson, RF	.275	14	R	2L -7
D. Vuigi, C	.246	19	R	2R -3
B. Scho, 3B	.252	7	R	3L -8
T. Foley, SS	.240	3	L	2R +7
J. Denny, P	Hit 1W		R	E -5

**Strategic Grid:**

	4	5	6	1	2	3	
<b>PIRATES</b>	2K 3FB(8)K 4K 5K 6WALK 7K 8DD4B 9K 10S14b 11FB(8)K 12K	2K 3K 4gb(2b)C 5K 6WALK 7GB(2b)K 8K 9K@ 10CATCHX 11GB(8)K 12HR	#2(8)8B 3GB(8)K 4GB(3b)K 5HR8B 6TR2bB 7WALK 8GB(8)K 9WALK 10FB(c)K 11GB(1b)K 12K	<b>PHILLIES</b>	2InadI 3S(8) >4gb(8)B 5S(8) 6S@ 7S1b 8K 9b75ii 10WALK 11HBP 12(8)c	2gb(8)A+ 3B(8)P \$4gb(8)B 5gb(8)A+ 6K 7K 8D=16S+ 9TR13D0 10HR14TR 11HBP 12gb(8)A	2gb(8)A 3B(8)P 4gb(8)B 5B(c)P 6K 7S(c)I 8K 9K 10gb(8)A 11HR15B8 12B(8)P

## Baseball 365

A different kind of application that does not play the game but instead uses the statistical engine to simulate games for a fantasy season. You create and manage a team, every night they simulate the games. The selection of teams is much smaller and include approximately 10 player sets to choose from for different leagues. Player sets are purchased with credits. One fantasy team is **\$24.99**.

- ◆ Be the GM! Draft and trade players, manage your salary cap
- ◆ Be the Manager! Create lineups, pitching rotations, strategies
- ◆ Compete in a 162 game season and the playoffs
- ◆ Create a private league for your friends, or join a public league
- ◆ Play All-Time Greats, the latest season, and more
- ◆ Games are simulated nightly

## Board game

The original card game by Strat-O-Matic. They offer approx. 50 seasons ranging from 2023 – 1920, including some special themed boxes. Highly accurate simulation.

- **Box sets - \$72.00 - \$95.00**
  - Include all game parts in a full game box.
  - Sets come with 27 cards per team – some have option for additional players for **\$22.00** extra.
- **Specialty sets - \$53.00**
  - Themed sets which include all game parts as well as 8 teams (27 cards per team).
- **Card sets (season) - \$53.00 - \$78.00**
  - Option to purchase additional seasons without game parts.
  - Teams again come with 27 players with additional players being **\$22.00** extra
- **Card sets (team) - \$3.00**
  - Limited selection of teams.
- **Selector Set - \$23.00**
  - Customizable 5 team box set.
  - Smaller selection of teams and years to choose from (42 options).
  - Includes all game parts.

# Insights

## Rated 7.8 on Board Game Geek

### Pros

- Affordability.
- Good balance of complexity without being too difficult or time consuming.
  - Statistical accuracy and strategic elements.
- Very consistent growth as a company.
  - Allows the player base to grow steadily and maintain interest.
  - They have consistently worked hard to get where they are today.
- Excellent applications (Baseball Max, 365, desktop app).
  - Caters to casual players who want all the realism and accuracy without tracking stats and using complicated tables.
- Strong community.
  - They put a lot of emphasis on bringing people together with the online leagues and play.

### Cons

- Player cards are bland and not high quality.
- Limited selection of physical card seasons and teams.

### Neutral

- They seem to prioritize the digital offerings over the card game.
  - Limited selection of card seasons vs every single season available digitally.
- Zero PDF options.
  - The only digital options are for the computer applications and they are locked to your account.
- Can be found on first page of google search for Baseball Tabletop Games

# APBA Baseball

Homepage - <https://apbagames.com/>

Storefront - <https://apba.stores.turbify.net/index.html>

APBA GO - <https://baseball.apbago.com/baseball/userhome>

## Shop

Storefront is dated and difficult to navigate. Separate sections for board game pieces and actual cards. Items seem inconsistent (ex. Some season years do not include every single player and are capped at 25 players). Card season packs have no description, player lineups and stats can be downloaded as a separate link. The digital section is just as difficult to navigate. Ecommerce is provided by Yahoo! Small businesses.

The screenshot shows the APBA Games website storefront for APBA Baseball. At the top, there is a navigation bar with links for home, about us, privacy policy, send email, site map, and view cart. Below this is the APBA logo, which includes the text "APBA Since 1951". To the right of the logo are five small images representing different APBA games: APBA Baseball, APBA Football, APBA Hockey, APBA Golf, and APBA Soccer. Below these images is the address "APBA GAMES 816 Curie Drive • Alpharetta GA 30005 • www.APBAgames.com".

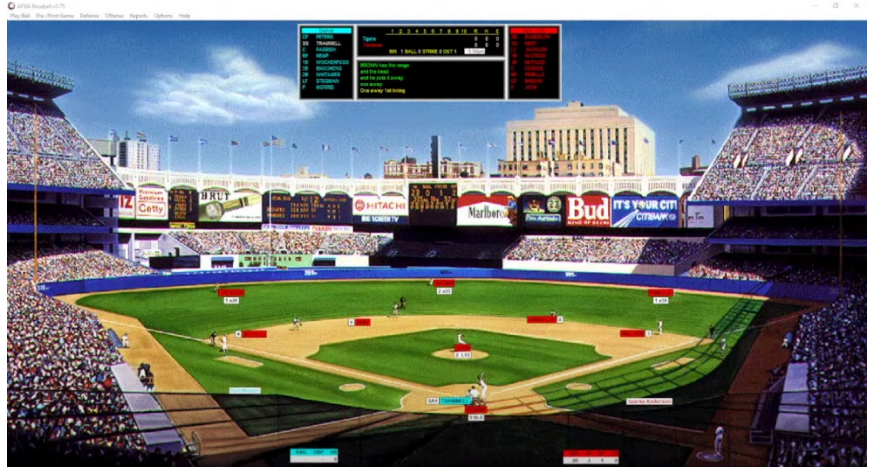
The main content area is titled "APBA Baseball" and includes a brief description: "Since 1951, APBA has been the leader in licensed sports board games based on real player stats and actual game strategy. APBA games allow you, the sports fan, to connect with the professional players from a managers/coaches perspective. We have games for ages 4 and up." Below this description are several product listings:

- APBA Pro Baseball Basic Game
- APBA Pro Baseball Master Addition
- 2015 MASTER BASEBALL SEASON CARD SET
- 2015 MASTER BASEBALL SEASON CARD SET
- 1952 Baseball Season Anniversary card set

At the bottom of the page, there is a footer with the address "APBA Games | 816 Curie Dr. | Alpharetta, GA 30005", technical support information "Technical Support: custsupp@apbagames.com", and a copyright notice "Copyright © 2015 APBA International, Inc. All Rights Reserved."

## APBA Baseball v. 6.0

Their current windows application. Distributed solely by disk. Extra season packs can be purchased on the shop and downloaded. This is a very old application and seems quite cumbersome and very outdated. The seasons offered are not complete, approx. 50 seasons offered. Automates the gameplay.



## APBA Baseball GO

A fully fledged online version of APBA Baseball. Automates the gameplay and recordkeeping. The user interface is modern and very usable. Access is free with the creation of an account. The free version comes with 8 modern teams and one AI opponent. The website has many social features embedded within. \*Servers were down at time of writing.\*

- Live online chat room.
  - List of all online players (30 at present time).
  - Ability to create private chatrooms as well.
- Leaderboards with statistics for each person.
- Area listing competitors who are of a similar skill with an option to view their stats and challenge them to a game.
- Link to APBA forums.

The APBA GO store has some interesting and unique features versus competitors. There is a “recruiting feature” where a link is generated for you that acts as a referral system. If someone signs up for APBA GO using your link, you receive credits proportional to how much they spend. These credits can be spent in the store. Pricing is as follows:

- Subscription - **\$20/mo**
  - This gives access to every single season and all features/ AI opponents.
- Season - **\$25.00**
- Single team - **\$4.00**
- AI manager - **\$15.00**
- Advanced feature unlocks - **\$25.00**

Other features of the site include creating custom teams, a full game history and replays section, and a video tutorial section. From what I can see in the social sections of the site, APBA GO is quite popular with many players completing thousands of games each. The live chat section is also frequently used for both general chat and finding online opponents.

### Products

- Basic Board game - **\$36.00**
  - Contains all board game pieces to play the game as well as four 2024 teams.
  - The starter kit.
- Master edition - **\$30.00**
  - An add-on pack that requires the basic board game. Contains only the Master rulebook.
  - Expands the game with more features and complexity.
- Season card kits - **\$44.00 - \$92.00**
  - Expansion packs containing one season.
  - Some are complete and some are not.
- Extra player kits - **\$25.00 – \$50.00**
  - Contain the rest of the players for any seasons that do not come complete.
- APBA Baseball for Windows - **\$40.00**
  - Includes 3 seasons
- APBA Baseball for Windows Season Downloads/ Disks - **\$28.00 - \$40.00**
  - Expansion downloads and disks for the application adding new seasons.



# Insights

## Rated 7.1 on Board Game Geek

### Pros

- Simple rules.
  - Games are quick.
- Higher quality cards that people enjoy playing with.
- Large selection of seasons (1901-present).
- Online application is very good.
  - The dashboard is easy to navigate and chock full of good features.
  - Social elements are widely used and a community definitely exists.

### Cons

- Computer application is extremely dated.
- Main website is hard to navigate and is very dated.
  - Store especially is hard to use.
- APBA GO is difficult to find and there is not much promotion for it.
  - I found it at the very end of my research purely by luck.

### Neutral

- Has both basic and master rulesets.
- Simple simulation.
  - Some people find the simulation to be too simple.
  - Others enjoy the quickness of the games and find the statistics to be good enough.

# Dynasty League Baseball

Homepage - <https://www.dynastyleaguebaseball.com/Main.aspx?ReturnUrl=%2f>

Storefront - <https://pursuethepennant.com/index.html>

## Shop

The storefront for physical cards is very confusing. It is a fully separate website from the main homepage. Card seasons are separated into two sections, 2000's through 2020's and 50's through 90's. The actual boardgame, seasons, parks, etc are all bought seperately.

**BUILD YOUR GAME:** The three steps to get started and Play Ball with the Board version:

**STEP 1:** Select the Board version game at the bottom of this page.

The Board version does not include season player cards sets - they must be ordered separately.

Once you have the game, then you can...

**STEP 2:** Select the season player card sets you would like. Seasons are organized by decade and not included with the game.

**STEP 3:** Select the matching ball park charts or ball park walls for that season.

The ball park charts or walls match the ball parks, park dimensions and park effects from that season and are not included with the game.

New to DYNASTY League Baseball?  
Powered by Pursue the Pennant

**Questions? We can help.**  
Call 561.494.2711

## Application

The Dynasty League Baseball application seems to be the flagship product. DLB is available on the web, Android, and iOS. It is a subscription model: **\$14.95/mo.** Included in the subscription is every team and season DLB has ever produced. Features include:

- Fully automated gameplay.
  - AI managers for solo play.
- Online multiplayer.
  - A server allows easy joining of games and management of leagues.
  - Watch league games live.
- Private draft leagues.
  - Fully customizable multiplayer leagues.
  - Tools to organize leagues and automate many aspects of them.
- Season replay leagues.
  - Choose a team and replay a season with the actual MLB schedules, rosters, and more.
  - Solo play or multiplayer.
- Greatest Teams.
  - Choose one of the “greatest teams” and compete in a multiplayer full 162 game season with 12 teams.
- Tournaments.
  - Choose a team and compete in a real time daily multiplayer bracket.



A very complete product with an emphasis on multiplayer. The user interface is a bit dated and amateur but the functionality is very good.

## Products

- Application - **\$14.95/mo**
  - Fully fledged DLB game
  - Every single season is included for the subscription price
- Board game kit - **\$39.95**
  - Game box
  - Rulebook
  - Game charts
  - Weather charts
  - Game pieces
- Season cards - **\$69.95**
  - High quality cards printed in full color on glossy cardstock and laser cut
- Park charts – **\$14.95**
- Park walls - **\$39.95**
  - Set of 30 park walls. These modify the game slightly depending on choice.

# Insights

## Rated 7.9 on Board Game Geek

### Pros

- Digital game is very fleshed out.
  - Emphasis on multiplayer is great for building community.
  - Available all platforms.
- The gameplay loop is accurate and people seem to really enjoy it.
- More affordable subscription plan than competitors.
- High quality game parts and cards.

### Cons

- Website is difficult to navigate.
  - Storefront for physical card game is atrocious.
  - Page for digital game is decent.
  - Quite confusing that the boardgame and digital game are so separated.
- The physical card game seems like a bit of an afterthought.
  - The main website is almost entirely dedicated to the digital game.
- Board game comes with no player cards.
- Confusing branding.
  - Is it dynasty league baseball or pursue the pennant?
  - Digital game and physical game seem disconnected.

### Neutral

- Board game is very calculation heavy.

# Replay Baseball

Homepage - <http://www.replaybb.com/home&mainpages/index.html>

Storefront - <http://www.replaybb.com/BBPages/BBProducts.htm>

PC game - <http://www.replaybb.com/PCBBPages/PCBBProducts.htm>

## Shop

The storefront is very basic and difficult to navigate. Products have confusing descriptions that are not easy for newcomers to navigate. Products are displayed on one VERY long webpage with no search features. Cards are printed to order.

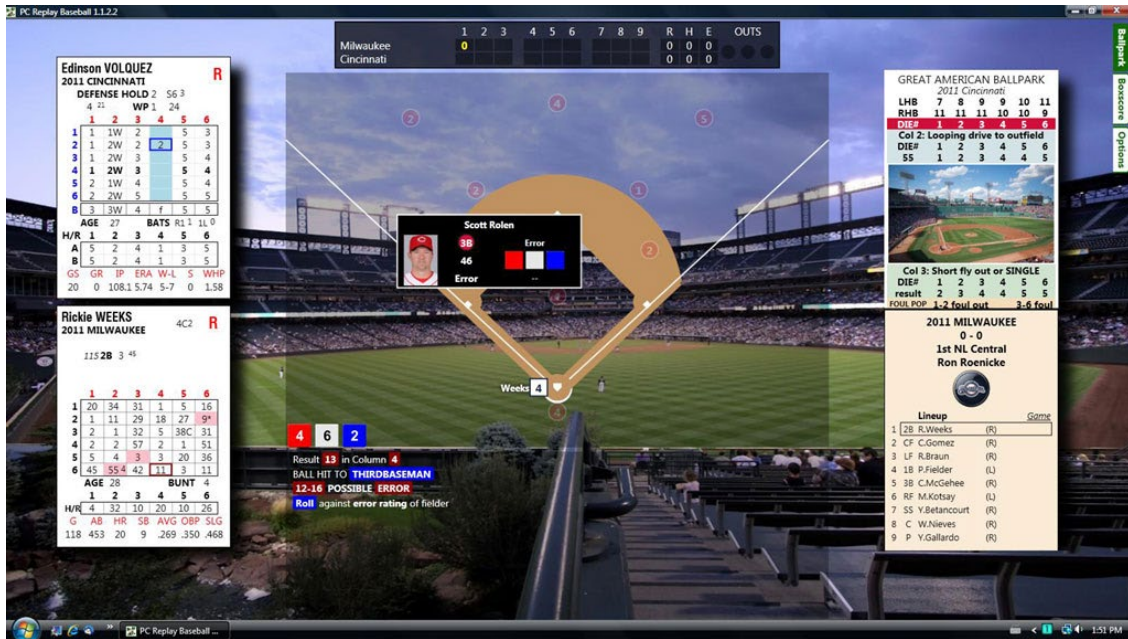
The screenshot shows the 'BASEBALL GAME & YEARBOOKS' section of the website. It features a table with columns for Stock Code, Product Name, Description, Price, and a 'BUY' button. The products listed are:

Stock Code	REPLAY BASEBALL GAME	Price (Includes shipping)
bbgame	<b>Replay Baseball Game</b> Comes with your choice of Final 9 Playoff teams from the most recent available season, OR any one <a href="#">baseball team</a> set below. Please e-mail us with your choice of 9 team set when you order.	\$54. <sup>95</sup>
bbgamey	<b>Replay Baseball Game parts*</b> Special price for all game parts only when purchased at the same time as any in-stock printed Baseball Yearbook *Playoff teams not included <b>THIS ITEM IS NOT SOLD BY ITSELF</b>	\$34. <sup>95</sup>
bbgame	<b>Replay Baseball eGame</b> Printable PDF file bundle of all components included in our printed game: Game rules, ePlay Board, eBase Plays, playing field and score sheets. Includes two printable 2013 WS teams. (You'll need 3.5+ disk) Zipped file e-mailed within 24 hours.	\$14. <sup>95</sup>
<b>SEASON YEARBOOKS</b> <b>Note: All sets below require the game parts, sold above, to play</b>		
yraft	<b>Replay All-Franchise Teams Yearbook</b> Includes 30 preset player cards for each of the current 30 franchises. Rosters are players who were chosen in <i>Now Taking the Field</i> , by Tom Stone (ACTA Sports). Also available with <a href="#">ball stickers</a> instead of preset 3x3 pictures. If you would like to substitute these, please <a href="#">email us</a> when you order.	\$72. <sup>95</sup>

On the left side of the page, there are promotional banners for 'Baseball Product Lineup', 'FREE SHIPPING in the US!', and 'Limited time offer: Baseball eTeambooks'.

## PC Baseball Game

A fully digitized version of Replay Baseball. Retail for **\$52.95**. Includes one season of your choice with the purchase. Any additional seasons are **\$26.95**.



You are able to play solo or against an AI manager or pick two teams and let the game play on its own while you watch. PCBG also allows you to play with cards and dice in the traditional tabletop way while it tracks all the stats and does all the calculations for you. There is also a huge focus on stats with many sections and statistics viewers within the game serving as an encyclopedia of sorts. The online component appears to be limited to a league management tool used to keep track of individual games within a league.

## Products

- Board game set – **\$54.95**
  - Includes all game pieces and 9 teams of your choice.
- Season cards physical (Yearbooks) - **\$72.95**
  - Includes 30 player cards per team.
- Season cards PDF (Yearbooks) - **\$19.95**
- PC game - **\$52.95**
  - Includes one season of your choice.
- Digital season - **\$26.95**

# Insights

## Rated 8.1 on Board Game Geek

### Pros

- Great customer service.
  - Many comments about this online.
- Very accurate.
  - People comment on the realism of the outcomes.
- Plays quickly.
  - 30 minutes to one hour per game.
- There is a very active delphi forum community.
- Tabletop game components are very high quality.
- People comment it captures the “feel” of baseball very well.

### Cons

- PC game has no multiplayer features.
  - If they do exist, they are not advertised at all.
- Website is very difficult to navigate and dated.
- While customer service seems very good, many things on the site require reaching out by email.
  - There are no checkout options for certain item modifications they offer on products. Instead you must buy the base item then email the company to specify which version you want.
- A bit complicated with lookups and has a learning curve.

# Takeaways

## Digital Games

There is a huge focus on digital adaptations from many of the competitors. A subscription model seems to be the trend for many of the newer applications, allowing access to all seasons for one monthly payment. Many of the best digital applications are web based as well.

### Things done well

- APBA GO
  - Web based.
  - Multiplayer emphasis.
    - Fosters a great community and keeps the social aspect of the physical card game intact.
    - The online portal is very good, matchmaking, live chat, forum, leaderboards, statistics.
  - Purchase model.
    - Offers both a subscription model and an ownership model which is unique to APBA GO.
  - Clean user interface.
  - Free to try.
    - Allows unlimited play with 8 modern teams for free.
- Baseball MAX (Strat-o-Matic)
  - Web based.
  - Very nice user interface.
    - You can tell this is a professional application made with modern tools.
    - Great graphics.
    - Does a good job of making the game look simple while still retaining all of the features of the card game.
- Baseball 365 (Strat-o-Matic)
  - Totally unique gameplay.
    - Uses the gameplay engine in a new way rather than just simulating the card game.
    - Taps into the Fantasy League popularity.

- Dynasty League Baseball
  - Focus on multiplayer.
    - Multiple gameplay modes focused entirely on multiplayer leagues which is fantastic for the community.
  - Available on all platforms.
    - iOS and Android applications.
  - Ability to watch online league games as a spectator.
- Replay Baseball PC
  - Includes an encyclopedia of sorts for viewing statistics.
  - Allows you to play the card game physically while the application tracks all the stats and helps with any calculations.

Multiplayer is a vital component that should not be overlooked. A good looking and very user friendly UI is also very important especially if targeting a younger generation. The balance between simplicity of use and statistical information and granularity is a difficult one.

## Recommendations

In order to compete with the rest of the field, it is vital to produce a polished application. The market is heavily trending in that direction as indicated by the huge focus every brand is placing on their digital game. Digital games can be very profitable as well. There are many game studios that can be hired to produce a game for you.

- The game must be polished
  - The competition generally has outdated and, frankly, ancient applications. Having a product that is noticeably better will not be difficult.
  - Releasing a quality, modern game allows you to market BPBB in totally new ways to a new audience.
    - Steam, new youtube communities, mobile app stores, etc.
- Available on all platforms
  - This is vital as mobile gaming is hugely popular nowadays with younger demographics.
- Multiplayer
  - This has to be implemented at a high level.
  - Allows a community to form directly within the game.
  - Will create the opportunity for people to invite friends to play with them and learn about the game.

- Free to play model
  - Get people to try the app with a few free teams and if they like it, they can subscribe or purchase seasons outright.
  - This model is incredibly common on the app store and has proven to be excellent at getting people to try the game while also being extremely profitable.
  - Must be very careful when implementing this model. Some companies take it too far and it is seen as money grabbing.
- Designed for the average player
  - Tons of people like baseball but very few of them like it enough to learn these complicated card games. The app needs to be dead simple to start and play but have the option to dig in and get granular with statistics and options for the advanced community.
  - The competition has a tough time with this. All these games are very complex and do not necessarily have an “Easy Mode” where an average person can hop in and have fun.
  - This can be done by offering various levels of automation which would assist at different levels, all while equally providing an engaging experience.

**\*Side note:** Baseball 365 by Strat-o-Matic is a very unique idea as well and could potentially be integrated into the main game or be a standalone product. I really think they did something very cool with that game mode and it could be built upon and marketed to a very wide audience if done properly. This could, in fact, be the best adaptation of them all in terms of widespread marketability.

## **Marketing and visibility**

The marketing and visibility of the competition varies widely. Even the best ones are difficult to find without a specific search.

**Websites** – This is so important when sticking out from the competition. **Strat-o-Matic** is a clear leader in this category. They have a professional website with all the features and ease of use you expect from a modern website.

As for search visibility, **Baseball Classics** has the highest ranking despite not being the most popular. They were regularly found on the bottom of the first page.

The rest of the pack is miles behind. Good luck finding their sites from an organic search and even if you do, they are just terrible to navigate and look extremely dated.

The best way to find these games are on sites like BoardGameGeek. This site regularly came up when searching for Baseball tabletop games and included both the main page for the game on their site as well as user made lists ranking the games. Second to BGG are user made blogs. There are many instances where someone writes a review of the game or overview on their blog which came up in search results well before the actual website.

There is definitely a Youtube community for specifically baseball card games. However, these channels are VERY small. The overall community of tabletop gaming in general is quite large with videos getting hundreds of thousands of views. Sports tabletop gaming is certainly a niche subject and crossing over to mainstream will be a challenge. Simulation video games are a slightly larger community with games like Out of the Park Baseball being relatively popular.

## **Recommendations**

A high quality website is crucial to large growth. The website has to serve as the backbone of all marketing efforts. It is the place where all marketing efforts will drive people to and as such, must be thoughtfully designed in a way to convert people once they are there.

Marketing efforts would include:

- SEO
  - Direct promotion of the site on Google.
  - This will take work, however, once you are at the top, nobody else will be close.
- Reaching out to bloggers and sites affiliated with tabletop gaming
  - Articles and reviews frequently came up high in the rankings when searching for these games.
  - Links to the website within these articles and reviews help with SEO.
- Posting on forums
  - Get the BPBB name out there to people already in the sports tabletop games community.
  - It's Free!
- Potentially getting a physical game on Amazon
  - They have many tools to promote your product within their ecosystem.
- Steam
  - Getting a digital game on Steam allows you to create a full page for it and drive people there as well.
  - This targets a totally new demographic of people who play video games.

- Sports magazines/websites
  - Ads could be placed in any number of sports-centric magazines or online journals.
  - Banner ads could be placed with a pay-per-click model.

## Physical products

Physical cards and nice quality sets are appreciated by the community. Despite not being liked very much, **Baseball Classics** game piece quality was mentioned many times as being a nice touch. However, high quality game pieces are not required as **Strat-o-Matic** routinely gets called out for flimsy cards and poor quality pieces despite being clearly in the lead.

It does seem to be the trend that many companies in the lead are turning away from physical cards in their marketing and focusing on their digital counterparts.

## Recommendations

I believe that high quality cards and game pieces should be a priority. Many people do see these items as “collectables”. While not a dealbreaker per se, companies frequently get called out if their products are lacking in quality and feel homemade rather than from a professional company.

There are many companies that offer full service production of card games (ex. Delano Games)

Offering a starter kit with all game pieces and a starter kit of teams should be a priority as it makes it much easier to try the game out.

The product lineup should also be well thought out. Many competitors have a confusing lineup and their shops are difficult to navigate. My suggestion for a physical product line is as follows:

- Starter kit
  - This should include all necessary game pieces as well as 8 teams of your choice.
  - Kits could optionally come with a full season of your choice depending on the cost of production and other variables.
- Season sets

- These are sold complete and sorted by year and that is all.
- Team sets
- Individual game pieces
  - In case parts get lost or damaged.

I believe that keeping the product line as simple as possible will make the user experience better and not overwhelm new prospective customers. A simpler product catalog also makes production, shipping, and customer service much easier.

# Product launch

An optimal product launch in its current PDF only state would consist of:

- A fully functional website
  - Allows people to purchase the game.
  - Contact the company.
  - Learn about the game and its history.
  - Serve as a home base where other forms of marketing can point people to.
  - Be engaging and drive conversions.
- Marketing efforts
  - Boosting the site ranking within search engines.
  - Creation of blog posts and articles.
    - Advertisements within the sports and tabletop gaming community.
    - Contacting websites to write articles about the game.
  - Spreading the word of the relaunch within tabletop gaming forums.
  - Potential banner ads to be placed on sports related sites or with Google Ads.
- Customer service
  - Have some way for customers to contact us regarding purchases.
- A reliable distribution method for getting the product to customers.
  - Automated email delivery.
- Feedback
  - Keep an eye on forums and an ear to the ground to see how the customer base is reacting to the launch.
  - Perhaps implement a review system.
- Community interaction
  - Interact with people to help boost engagement after such a long hiatus.
- Customer and purchase tracking system
  - Ability to collect data on who purchases what.
  - Will be crucial for tracking the success of our efforts.

As the current product is aimed to target existing customers, it is critical that the launch is strong. After a long hiatus, trust in the company has waned. To gain this trust back from existing players, the launch needs to inspire confidence through consistency, communication, and quality. This will also build a strong foundation for future growth.

As it stands as a PDF only launch, one way to spin that as a benefit is that it offers you the flexibility to play how you want to play. It also saves you money on the game and shipping and allows for instant delivery.

### **Extended plan**

Here will be a “schedule” for the company moving forward. Goals of this section will be to expand the product line, enter new markets, and compete with the largest of competitors.

1. Create a physical game.
  - a. Contact a board/ card game manufacturer and begin selling the physical game.
    - i. Many board game manufacturers are end to end service. They can design, produce, and ship the games for you.

The physical game is the original product and is a great place to start when expanding the product line. It has a relatively quick development time and the sets themselves can be used in promotional materials.

2. Develop a digital game.
  - a. Conduct research on how to best compete with existing games and which markets will be the best to target.
    - i. Devise a plan and goals for the digital game.
  - b. Conduct research on pricing models.
  - c. Contact a developer and begin work on the digital application.
    - i. This will include game design based on the previous research.
  - d. Begin creating marketing materials and developing an action plan for marketing the release of the game.
    - i. Articles, promo videos, banner ads, paid boosting.
  - e. Devise methods to track the success of the game.
    - i. Customer communication channels ex. Reviews, social media, email, forum, etc.
    - ii. Data collection.
  - f. Conduct testing or an open beta.
    - i. Use feedback to make final changes to previous parts of the plan.
  - g. Release the game.
  - h. Review feedback and create a plan for supporting the game throughout its lifecycle.

The digital application is a critical product for BPBB. Digital games have become the main product for many of the largest competitors. This is also a relatively easy market to gain a large share in. Even the best baseball sim games are limited in scope and quality meaning a high quality, fleshed out product will absolutely stand above the rest. They can be immensely profitable as well, with options for in-app purchases, subscriptions, and more, giving flexibility for pricing models as well as creating a steady stream of income. The most interesting benefit of a digital game is that it allows you to target entirely new markets which have no interest in board games. The digital game market is significantly larger than physical game markets and are also populated by a much younger demographic which is currently not being targeted.

3. Monitor products and grow marketing presence.
  - a. As the product line grows to maturity, look for new ways to spread the word and gain market share over competitors.
  - b. Advertise on larger platforms, media creation.
  
4. Community engagement.
  - a. With baseball, there is a perfect opportunity to create community leagues, competitions and more.
  - b. Running competitive leagues managed by us would also serve as a great marketing opportunity. Live streams, broadcasts, and leaderboards allow baseball fans to follow these leagues and engage with them even if they are not part of them or even players of BPBB.