



#ForYou:

Rules for Quick Play

AGES:

13 and up

PLAYERS:

3-5

PLAYING TIME:

Around 1 hour

Want to see it in action? Check out the gameplay video at www.bit.ly/ForYouGameRules

Or you can read this and then come back to watch it.

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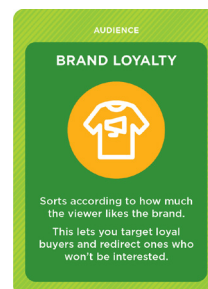
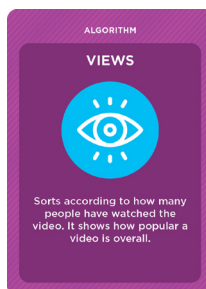
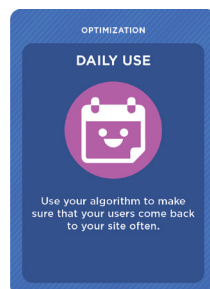
Summary

You and all but one of your fellow players are creators for VidYou, a fictional video site similar to TikTok or YouTube. One of you will play as VidYou.

The creators want to make videos that lots of people see, and to make lots of money from the ads that run before, during or after the videos. To do that, you will have to try to figure out the algorithm that VidYou is using to decide who sees which ads and videos and which ones are recommended to which people.

VidYou also wants to make money! It does that by deciding how to optimize the algorithm and deciding which audience it wants to target with the player's ads.

There are three card decks that only the VidYou player uses: the Optimization, Algorithm and Audience cards.



Optimization cards give the VidYou player an idea of what they want the algorithm to do, and give the other players a hint about that algorithm.

Algorithm and Audience cards decide how successful each video and ad is. That means the closer the players get to guessing what Algorithm and Audience cards that VidYou played, and in what order, the more views they get and the more money they make.

There are three decks that the players use: the Video cards, Ad cards and Data cards.

Video cards are used in the Popularity round. Each one has a topic like “Sports” and “Comedy” and matches two Algorithm cards. The Video deck also include six **Boost** cards. Each of these matches one Algorithm card and can be played on top of any Video card that matches the same one.

Ad cards are used in the Monetization and Machine Learning rounds. Each one matches two Audience cards.

Data cards are used in the Monetization and Machine Learning rounds. Each one also has one or two inferences that can be used to link it with other Data cards during the Machine Learning round.



There are three rounds of play: the Popularity round, the Monetization round and the Machine Learning round.

In each round, the VidYou player programs an algorithm of three cards. The players then try to figure out what cards were played and in what order, and play cards that match as many of the cards in the algorithm as possible.

In the Popularity round, players play Video cards and try to get their videos seen by as many people as possible. They can also use Boost cards to “game” the algorithm in different ways.

In the Monetization round, players play Ad cards to try to show ads to the audience that VidYou wants to reach. They also play Data cards to target those ads more accurately. In the Machine learning round, players once again play Ad and Data cards but can play extra Data cards by linking them through proxies.

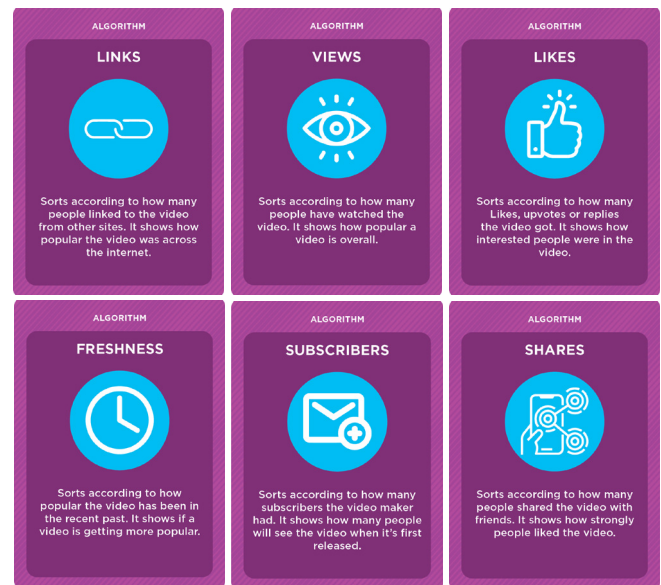
Quickstart

Separate the decks and shuffle the Video, Ad and Data cards. Make sure the Boost cards are shuffled in with the Video cards.

Popularity Round

The Popularity round is about getting your videos seen by as many people as possible.

At the beginning of the Popularity round the VidYou player draws an Optimization card and places it face-up, so the players can see it. They then draw three Algorithm cards of their choice to try to accomplish the goal on the Optimization card. They play the three Algorithm cards face-down, sorting them from left to right from the one that's most important in meeting the goal to the least important. Example: The VidYou player draws Virality from the Optimization deck. That means the algorithm will favour videos that users are likely to spread widely. To do that, the VidYou player chooses three Algorithm cards. They might choose these three:

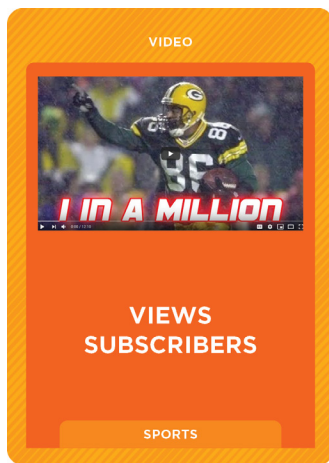


- Links (to recommend videos that people are already sharing)
- Shares (so that videos that users are sharing with one another will be more likely to be recommended)
- Subscribers (so that videos that have already been seen by many people will be recommended)

(They might choose other Algorithm cards for the same purpose, or sort them in a different order.)

First Turn: Testing the Algorithm

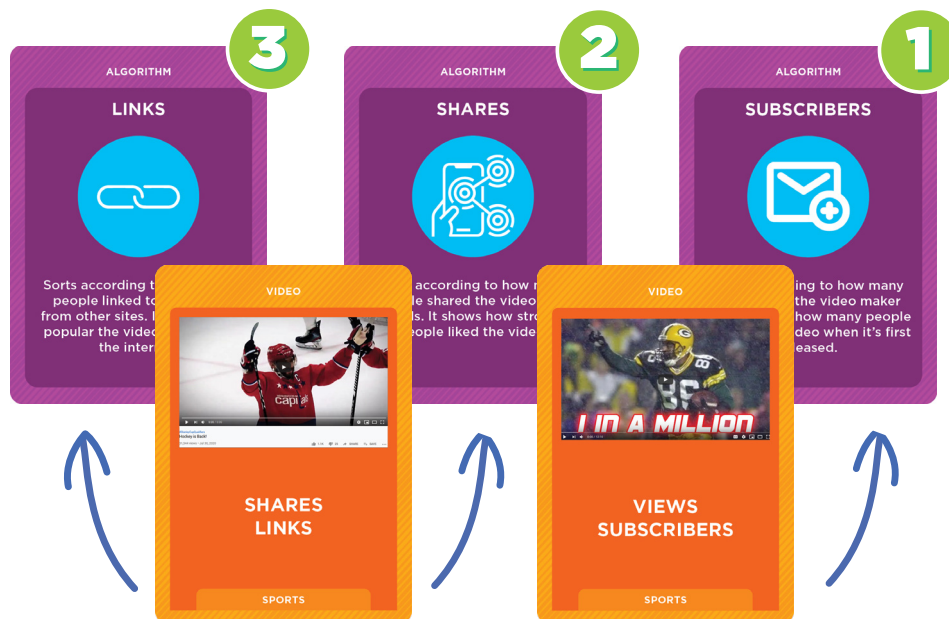
Next, the VidYou player deals five Video cards to each player. Each Player then plays one Video card of their choice. (Players should not play Boost cards in the first turn.)



Now the VidYou player uses the Score tokens to score the Video cards according to the algorithm factors on each card:

- If the card matches the top-ranked algorithm card, it scores three points.
- If it matches the second-ranked card, it scores two points.
- If it matches the third-ranked card, it scores one point.

In this example, the first Video card matches the top-ranked and second-ranked Algorithm cards, Links and Shares, so it scores a total of five points (three for the top-ranked card and two for the second-ranked card.) The second Video card matches only the third-ranked Algorithm card, Subscribers, so it scores one point.



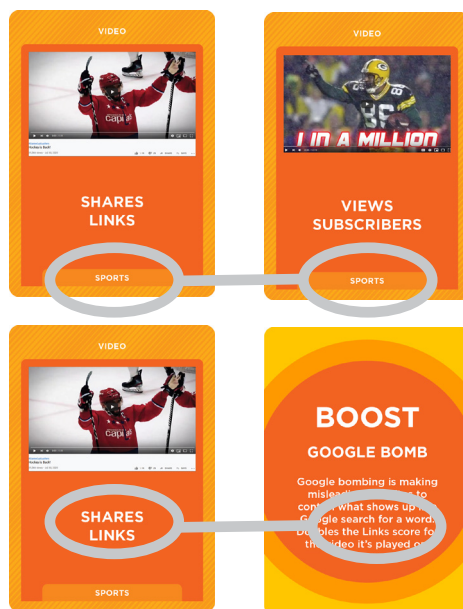
The VidYou player does not yet turn over the Algorithm cards or tell players how they scored each video – only the total score each Video card got.

Based on that, the players try to figure out which Algorithm cards that VidYou played and in what order. In the example above, for instance, they could figure out that either Shares was the top-ranked Algorithm card and Links was second or vice-versa, and that either Views or Subscribers was ranked third.

All of the scores are visible to all of the players, but it is up to the players whether they want to try to work together to figure out the algorithm or each try to do it on their own.

Second Turn: Gaming the Algorithm

In the second turn, each player now plays two of their remaining Video cards. They choose based on which ones best match the Algorithm cards they think that VidYou has played.



Each player can also play up to two extra Video cards if they have one or more with a matching topic. The topic is listed at the bottom of each Video card. Here, for example, playing the hockey video allows them to play another video with a Sports topic. Only one extra card can be played per topic.

Some players may also have gotten Boost cards mixed in with their Video cards. Each Boost card matches one Algorithm card and can only be played on top of a card that matches the same Algorithm card. It doubles the value of that match: for example, if Links were the top-ranked Algorithm card this Video card would be worth six points instead of three.

(With matching topics and Boost cards, each player can play anywhere between two and five cards.)

When all cards have been played, the VidYou player turns over the Algorithm cards and calculates the score for each Video card. These scores can be recorded if players are playing competitively but don't have to be displayed with Score tokens.

When the second turn is over, you can either play the Popularity Round again or move on to the Monetization round.

Monetization Round

Advertising isn't just about reaching the most people: it's about reaching the right people who are likely to respond to your ads. The Monetization round is about getting your ads seen by the people that VidYou wants to reach.

Play is similar to the first round, except with Ad cards instead of Video cards and Audience cards instead of Algorithm cards.

At the beginning of the Monetization round the VidYou player draws three Audience cards of their choice. Each card stands for something about the audience that the platform wants the ads to reach: how old they are, where they live, their interests. VidYou plays the three Audience cards face-down, sorting them from most to least important.



First Turn: Finding the Audience

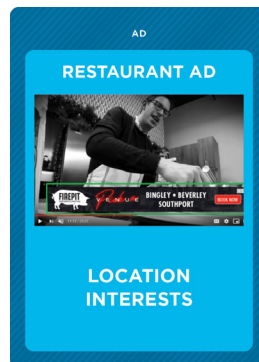
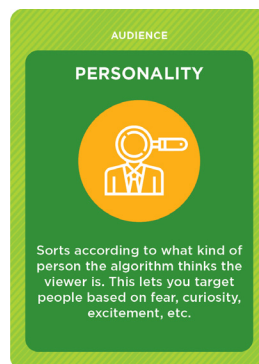
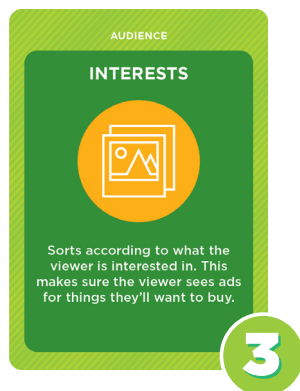
Next, the VidYou player deals five Ad cards to each player. Each Player then plays one Ad card of their choice.



Now the VidYou player uses the Score tokens to score the Ad cards according to the Audience factors on each card:

- If the card matches the top-ranked Audience card, it scores three points.
- If it matches the second-ranked card, it scores two points.
- If it matches the third-ranked card, it scores one point.

In this example, the Ad card matches the first and third Audience cards, so it scores a total of four points (three for the first card and one for the third.)



The VidYou player does not yet turn over the Audience cards or tell players how they scored each ad – only the total score each Ad card got.

Based on that, the players try to figure out which Audience cards that VidYou played and in what order. In the example above, for instance, they can deduce that either Location is the top card and Interests the third, or vice-versa, since only those two combinations could score four points.

All of the scores are visible to all of the players, but it is up to the players whether they want to try to work together to figure out which audience that VidYou wants to reach or each try to do it on their own.

Second Turn: Targeting the Audience

Next, the VidYou player deals each player four Data cards. Data cards stand for information that's been collected about users that will help you target the ads. They work like the Boost cards in the Popularity round: you can play one on top of any Ad card that matches the same Audience card.



Each player now plays two of their remaining Ad cards and up to two Data cards. They choose based on which ones best match the Audience cards they think VidYou has played.

When all cards have been played, the VidYou player turns over the Audience cards and calculates the score for each Ad card. These scores can be recorded if players are playing competitively but don't have to be displayed with Score tokens.

When the second turn is over, you can either play the Monetization Round again or move on to the Machine Learning round.

Machine Learning Round

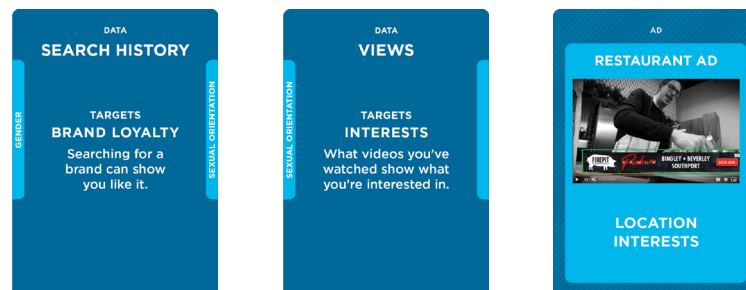
Algorithms don't rely just on data they've collected about you: they use that data to infer other things through machine learning, or "artificial intelligence." The Machine Learning round is about getting new ways of targeting users by finding unexpected connections in their data.

First Turn: Finding the Audience

Play is the same as the first turn of the Monetization round: the VidYou player draws three Audience cards of their choice and plays them face-down, sorting them from most to least important. They then deal each player five Ad cards. Each player plays one Ad card and the VidYou player scores it based on how well it matched the Audience cards.

Interlude: Data Brokerage

Once again, the VidYou player deals four Data cards to the players. However, in this round players can play more than one Data card on each Ad card by linking them together. To link two Data cards together, they must have matching Proxies. Proxies are something that the algorithm guesses about a user and they are marked on the sides of the cards.



The **first** Data card still has to match the Ad card it's played on, but the ones linked to that first Data card do not. Proxy text on the left side of a card has to match with the same text on the right side of another card, and vice-versa.

If a Data card has Proxy text on both sides, players can link another one to the other side. This chain can include as many cards as the player is able to match.



Before playing their Ad and Data cards, players have a chance to act as data brokers and trade Data cards with one another. Because Proxies have to match on facing sides it is likely that most players will have a Data card that another player will be able to use to match a Proxy.

It is up to the players whether they wish to trade collaboratively or competitively.

Second Turn: Targeting the Audience

Players now place down two Ad cards and as many Data cards as they are able to link together. The VidYou player then scores each Ad card depending on how well it and the Data cards played on it match the Audience cards. **The Data cards in a chain are counted even if the Ad card they were played on does not match any of the Audience cards.** In the example above, for instance, if VidYou had played Age as the first priority and Brand Loyalty as the second, the Ad card would score five points (3+2) even though the original ad didn't target either Age or Brand Loyalty.

These scores can be recorded if players are playing competitively but don't have to be displayed with Score tokens. When the second turn is over, you can either play the Machine Learning Round again, start another game with the Popularity Round, or tally total scores to see which video maker reached the largest audience and made the most money.