

The Future of Social:

Gaming, Gambling and Betting

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■ Market Overview

- Market size and review
- Trends and predictions – companies, games, players
- Definitions and product breakdown – social gaming, real money gambling on social networks, social betting, social gambling, video gaming, fantasy games, multiplayer games
- Key social gaming companies
- Key social/real money partnerships

■ Games Overview

- Key worldwide games
- Types of games
- Games lifecycle – freemium model
- The anatomy of a successful game – design, theme, social hooks, synchronicity etc
- Measurement – MAU, DAU

■ Industry Convergence

- Gambling operators and social gaming
- Video gaming
- Social gaming moving into real money gambling

■ Platforms, Operating Systems and Networks

- Facebook, Google+, Twitter etc as well as local networks
- Apple, Android, Windows 8
- Mobile is driving social gaming
- Consoles, TV
- Internet – social networks, standalone sites
- HTML 5 v Native

■ Legal – money or money's worth

- Europe – jurisdictions UK, IOM, Alderney, Malta etc
- US
- Asia

■ Virtual currencies and payments

- Bitcoin
- Social network payments
- Mobile payments – direct-to-bill payments etc

■ Marketing a social game

- Social discoverability
- Search
- App stores – Apple, Google, Amazon, Windows, third parties
- Mobile marketing
- Social marketing
- Social hooks within games
- Cross platform optimisation
- B2C and C2C

■ Players

- Gender/demographics
- Retention
- Conversion to real money
- Conversion between social gamers and gamblers – move from virtual/casual to real money
- Player analytics – behavioural attributes, segmentation, value

■ Monetisation and Profitability

- Traditional – virtual goods, in app purchases, advertising, download
- Evolving – gambling links, sponsorship,
- Pricing strategies and game/purchase mechanics
- KPIs / Costs

■ Case Studies and Profiles

- Social Game Companies – Zynga, King.com, Rovio etc
- Gambling operators – Gamesys, 888, Bonza, Paddy Power, IGT
- Review of key games eg. Candy Crush, Doubledown etc
- General review of key players

The report

The social gaming landscape is rapidly evolving. It is the fastest growing digital industry in the world, estimated by Morgan Stanley to reach up to \$7 billion in revenues by 2015. The iGaming Business intelligence report *The Future of Social: Gaming, Gambling and Betting* provides an overview of the entire market and addresses the key factors of size, trends, predictions, and the impact of the swift rise and recent demise of Zynga as the industry's first ground-breaking company.

Despite the pervasiveness of social gaming, there remains an incredible amount of confusion and debate about the topic, and a widespread lack of consensus as to what exactly constitutes a social product. Various categories, including social gaming, social gambling, real money gambling on social networks and social betting, are all addressed and defined along with identification of key social gaming companies and the emergence of myriad partnerships between social gaming and real-money gambling operators.

KEY FEATURES:

■ **Marketing of social games:** Discover the marketing strategies of social games companies.

■ **Virtual Goods and Currencies:** Revenues generated by virtual goods is staggering. Analyse how a digital trophy or gift can have satisfying value to customers.

■ **Convergence and Consolidation:** Discover how many operators are hoping to convert social players into real money and the struggles they face.

■ **Platforms and Networks:** Find out which platforms are currently driving much of the growth in social gaming.

■ **Regulation and Responsibility:** Hear the debate surrounding regulation in social gambling and how different countries define gambling.

■ **The Future of Social:** Gaming, Gambling and Betting combines the collective learning and experiences of operators and suppliers in the sector to present you with in-depth insight and analysis on the key areas now defining the social gaming industry, as well as looking to the future.



