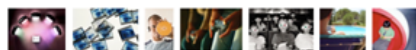


Trans-media Gamification Opportunities for Serious Gaming

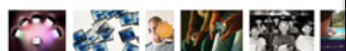
burnes saint patrick hollyman, president & ceo
the digital **entertainment alliance**/PLANET TEXAS STUDIOS

july 23, 2011
redmond, washington

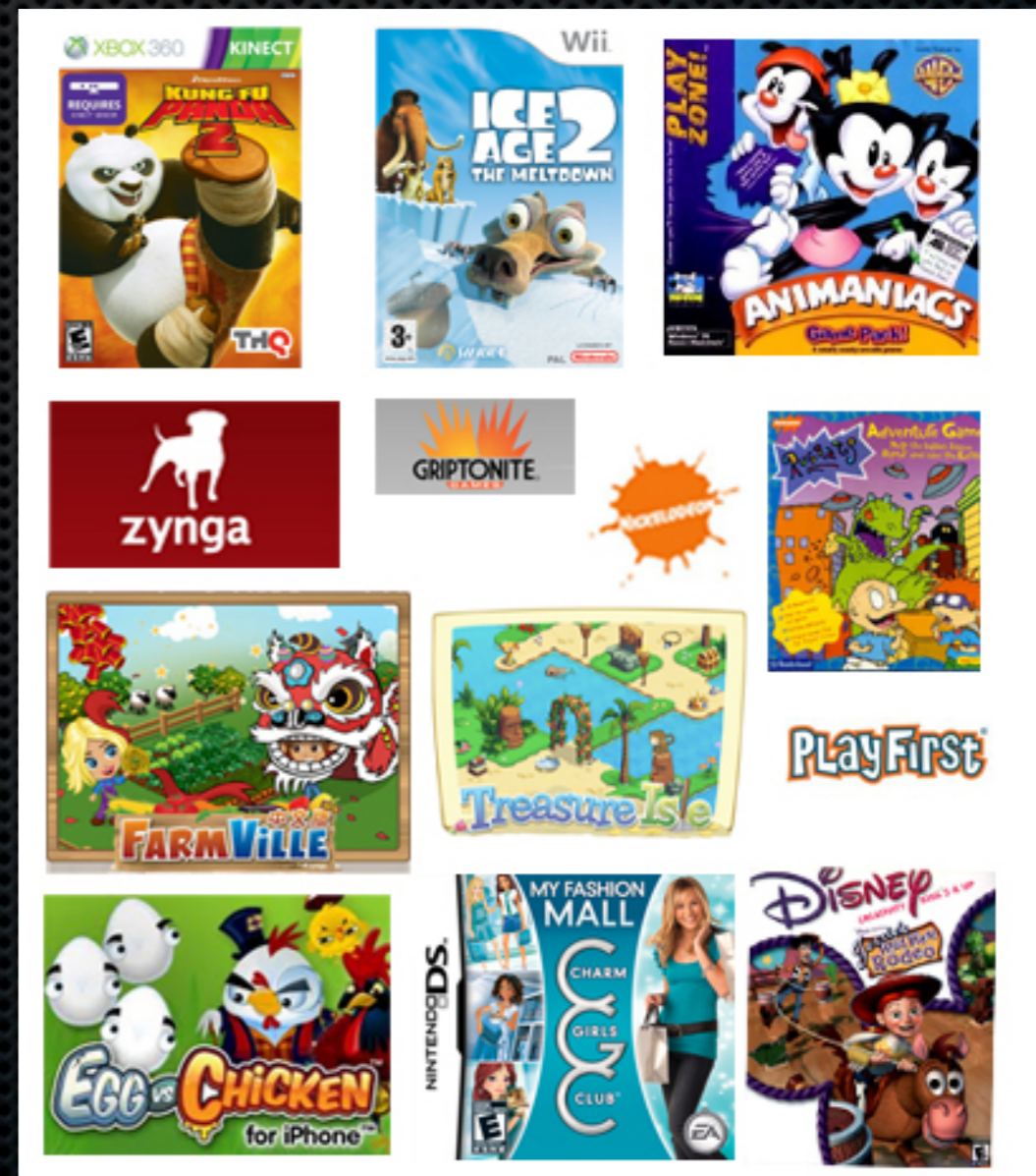
burnes saint patrick hollyman



- Trans-media
- Gaming & immersive worlds
- Interactive & advertising
- Net TV
- Social networking
- Mobile communications
- Digital film
- Digital music
- Digital publishing
- Animation & CGI



PLANET★TEXAS
S T U D I O S



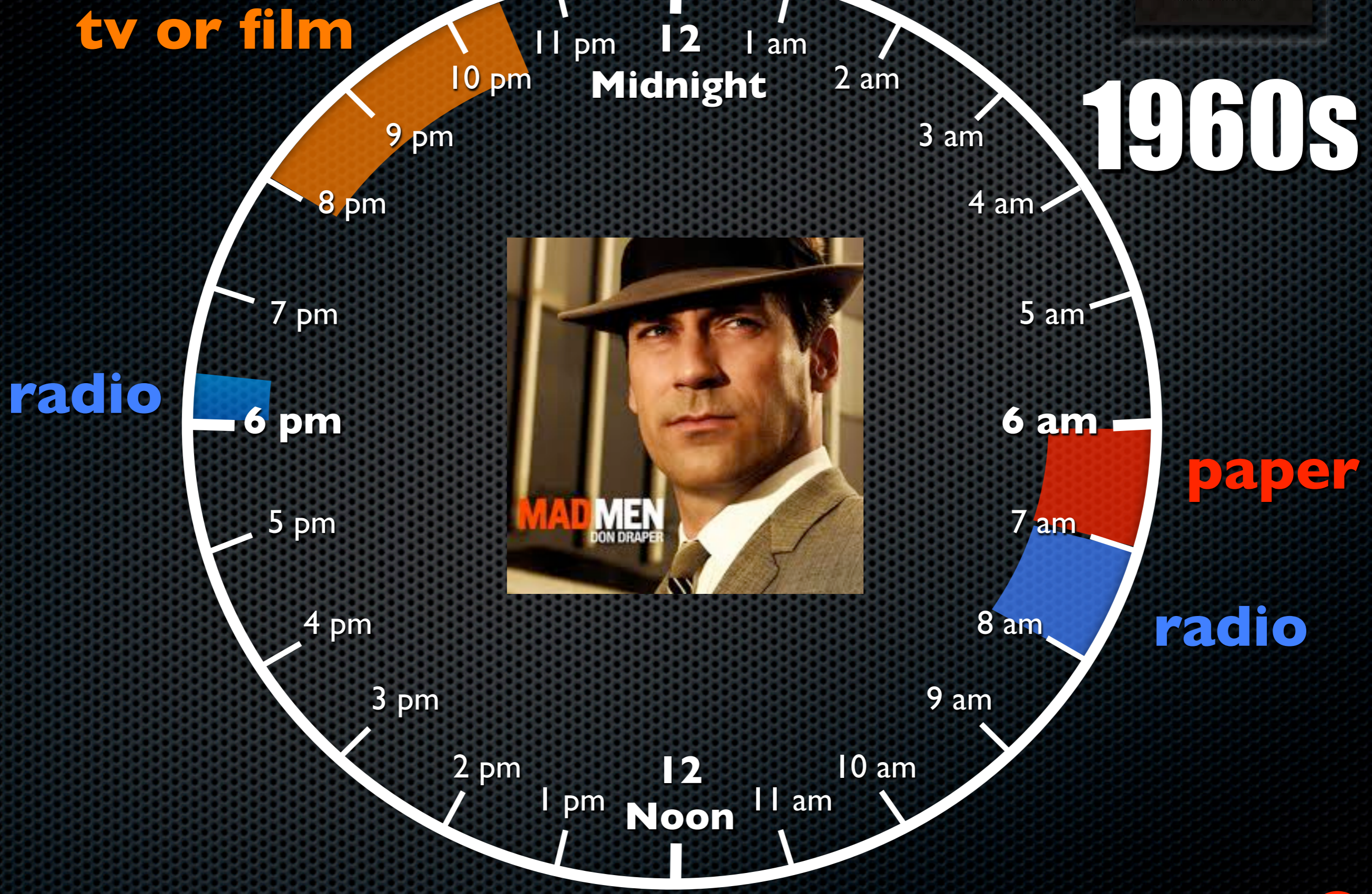
overview

- ★ landscape
- ★ hypification
- ★ game mechanics & trans-media
- ★ some examples



landscape

1960s



pandora

you tube

**netflix/
cable**

core gaming

iTunes

casual gaming

**web
surfing**



the gaming landscape

\$50-75 Billion



license & hardware
stand alone
console/pc box

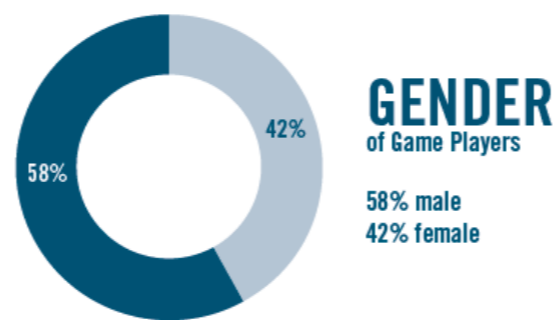
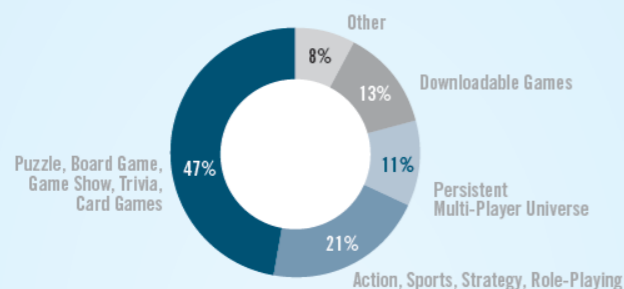
license & hardware
internet connectivity
advertising
e-commerce
micro-payments
console network

browser/client
mobile
internet-based
free-to-play
advertising
micro-payments
social network gaming

browser/client
mobile
internet-based
free-to-play
advertising
micro-payments
massive online cloud

audience

TYPES OF ONLINE GAMES PLAYED MOST OFTEN:



Of the most frequent game purchasers, 52% are male and 48% are female

There are games now for pretty much every age, every demographic."
— Jesse Schell, professor of entertainment technology at Carnegie Mellon University

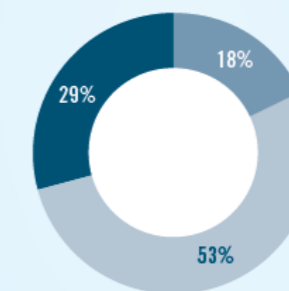
33%

of gamers say that playing computer or video games is their favorite entertainment activity

Women age 18 or older represent a significantly greater portion of the game-playing population (37%) than boys age 17 or younger (13%)

The average game player age is:

37



AGE of Game Players

18% under 18 years
53% 18-49 years
29% 50+ years

55% of gamers play games on their phones or handheld device

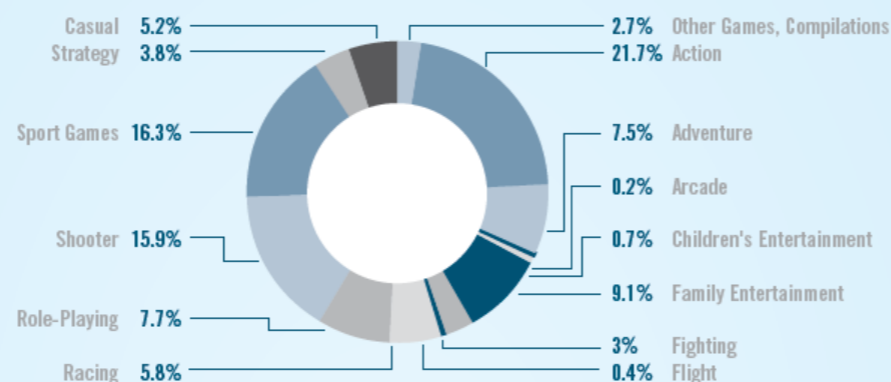
45%

of parents play computer and video games with their children at least weekly, an increase from 36% in 2007

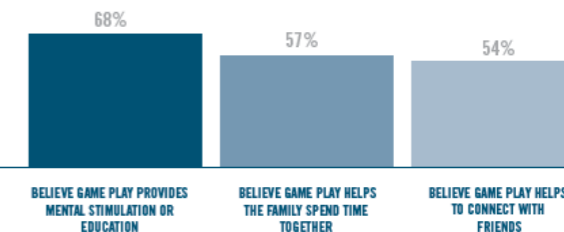
65%

of gamers play games with other gamers in person, an increase from 64% in 2010 and from 62% in 2009

Best-Selling VIDEO GAME Super Genres by Units Sold, 2010



Parents See Positive Impact of Playing Computer and Video Games





hypification

gamification

Web definitions

- Gamification is the integration of game mechanics or game dynamics into a website, service, community, campaign, or application in order to drive participation and engagement. ...

en.wikipedia.org/wiki/Gamification






















- (Gamify) To incorporate fun game-play elements into a website that attempt to drive participation in an activity by providing reward and motivation for doing so.

vview.co.za/definitions/

- The art and science of using game mechanics in non-game businesses to increase efficiency, customer loyalty and engagement.

www.business2community.com/strategy/gamification-dictionary...

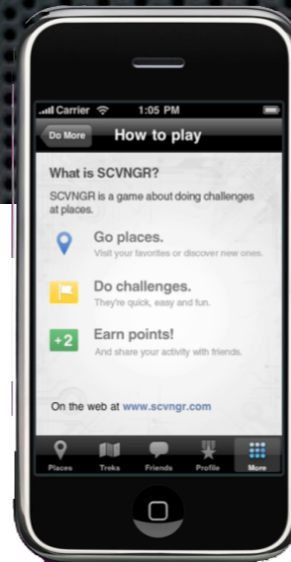
trans-media

	gaming & IW	web & social networks	digital advert	mobi-com	digital film/cgi/animation	digital music	net tv
Context/Venue			 				
Application & Content			 				
Services							
Infrastructure							

hype cycle hype



source: gartner, 2011



the reality?

Raptr Lands \$15 Million for Gamer Social Network

Mark Hefflinger / February 11, 2011 11:40 am Like Send Tweet 0



Mountain View, Calif. - Raptr, the provider of an online community and ranking system for online games, announced that it has raised \$15 million in new financing, from investors including DAG Ventures, Tenaya Capital and Accel Partners. Founded in 2007, Mountain View, Calif.-based Raptr offers an

Read More
one comment

HTC Invests \$40 Million in On-Demand Game Service OnLive

Mark Hefflinger / February 8, 2011 10:19 am Like Send Tweet 0

Taoyuan, Taiwan - Mobile phone manufacturer HTC announced on Tuesday that it has invested \$40 million in OnLive, the provider of an on-demand video game streaming service. Palo Alto, Calif.-based OnLive operates a cloud-based service that streams video game content in real-time to PCs and televisions. [Read More](#)

Playcast Lands \$10 Million for Cloud Game Streaming Service

Mark Hefflinger / January 24, 2011 2:23 pm Like Send Tweet 0

Los Angeles - Playcast, the developer of a cloud-based video game streaming service, announced on Monday that it has raised \$10 million in its second round of venture capital financing, led by MK Capital and JVP. Previous backers Xenia Venture Capital and C.Mer Industries also participated [Read More](#)

PopCap Games Rumored to be Acquired by EA for \$1 Billion

Lindsey Compton / June 23, 2011 10:26 am Like Tweet 4



Seattle, Wash. - PopCap Games, a casual games company famous for games such as "Bejeweled," "Zuma" and "Peggle," is rumored to be in acquisition discussions with several companies - including Electronic Arts, TechCrunch reported, citing multiple sources. PopCap, which makes between \$100 and [Read More](#)

no comments

Zynga Paid \$53.3M for Mobile Gamer Newtoy

Lindsey Compton / July 5, 2011 12:49 pm Like Send Tweet 2



San Francisco, Calif. - Zynga ended much speculation when its recent IPO filing disclosed the social gaming firm had paid \$53.3 million for Newtoy, maker of the popular "Words With Friends" mobile game. The deal was made in November 2010 and is [Read More](#)

no comments

"Moshi Monsters" Developer Mind Candy Valued at \$200 Million

Lindsey Compton / June 24, 2011 2:05 pm Like Send Tweet 5



London - Mind Candy, an online social games company and developer behind "Moshi Monsters" - a game site for kids - has been valued at \$200 million. Spark Ventures PLC, which sold half of its stake in "Moshi Monsters," made the announcement on [Read More](#)

no comments

Kabam Secures \$85 Million for "Hardcore" Social Games

Mark Hefflinger / May 27, 2011 4:48 pm Like Send Tweet 6



Redwood City, Calif. - In one of the largest-ever funding rounds for a gaming company, Kabam, a publisher of massively multiplayer social games, said on Thursday it has raised \$85 million in its fourth round, co-led by Google Ventures and Pinnacle Ventures. Performance [Read More](#)

no comments

Is Google Entering the Social Games Biz?

Ned Sherman / June 22, 2011 3:32 pm Like Tweet 15



Mountain View, CA - A [job posting](#) on the Google job board suggests that the Mountain View-based company is starting a new business - Games at Google! The posting has sparked speculation from GamePro and others that the company is starting a [Read More](#)

Report: Zynga Raising \$250 Million at \$7-\$9 Billion Valuation

Mark Hefflinger / February 14, 2011 12:26 pm Like Send Tweet 0



San Francisco - Zynga, the social games publisher behind blockbuster titles like "CityVille," "FarmVille" and "Mafia Wars," is in talks with prospective investors on raising a new \$250 million funding round at a valuation of \$7 billion to \$9 billion, The Wall Street Journal reported, citing [Read More](#)

no comments

China's Perfect World Acquires Cryptic Studios for \$50 Million

Mark Hefflinger / May 31, 2011 8:12 pm Like Send Tweet 2

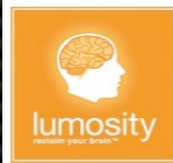


Beijing - Chinese multiplayer game publisher Perfect World announced on Tuesday that it will acquire Atari's Cryptic Studios for about \$50 million. Cryptic Studios has developed massively multiplayer titles including "City of Heroes," "Star Trek Online" and "Neverwinter Nights." "This strategic acquisition will [Read More](#)

no comments

Neuroscience Gaming Company Lumosity Lands \$32.5 Million

Lindsey Compton / June 16, 2011 9:33 pm Like Tweet 1



San Francisco - Lumosity, a neuroscience gaming company, has raised \$32.5 million in Series C financing, led by Menlo Ventures. Other investors included previous backers FirstMark Capital, Harrison Metal and Norwest Venture Partners. Founded in 2007 by neuroscientists from Stanford University, Lumosity's [Read More](#)

no comments

Roblox Lands \$4 Million for Gaming Site for Kids

Mark Hefflinger / June 14, 2011 4:23 pm Like Tweet 4



San Francisco - Roblox, a gaming site for kids, announced on Tuesday that it has raised \$4 million in a second round of venture capital financing, led by previous backers ALTOS Ventures and First Round Capital. Founded in 2006, San Francisco-based Roblox offers [Read More](#)

Finnish Game Developer Supercell Scores \$12 Million

Mark Hefflinger / May 25, 2011 6:47 pm Like Send Tweet 1



Helsinki - Finnish game developer Supercell announced on Wednesday that it has closed a \$12 million investment, led by Accel Partners. Other investors included previous backer London Venture Partners, and Flaregames CEO Klaas Kersting. Founded in June 2010, Helsinki-based Supercell's team includes developers [Read More](#)

no comments

Social Games Publisher CrowdStar Raises \$23 Million

Mark Hefflinger / May 23, 2011 7:16 pm Like Send Tweet 1



Burlingame, Calif. - CrowdStar, a publisher of social games, has raised \$23 million in its first round of funding, All Things D reports. Intel Capital and Time Warner led the investment round; The9, NVInvestments and Vivi Nevo also participated. Founded in 2008, Burlingame, [Read More](#)

no comments

Bunchball Gets \$6.5 Million for 'Gamification' Services

Mark Hefflinger / June 13, 2011 4:56 pm Like Send Tweet 6



San Jose, Calif. - Bunchball, a provider of social gaming software that brings social gaming features to non-game applications and websites, announced on Monday that it has raised \$6.5 million in new funding, led by Triangle Peak Partners. Northport Investments, Correlation Ventures and [Read More](#)

no comments

Telltale Raises \$7 Million for Episodic Video Games

Mark Hefflinger / June 7, 2011 4:51 pm Like Tweet 1



San Rafael, Calif. - Telltale Games, a publisher of "episodic" video games, said on Tuesday that it has closed a new \$7 million, third round of funding. Backers included IDG Ventures, Granite Ventures and previous angel investors. Founded in 2004, San Rafael, Calif.-based Telltale has to [Read More](#)

no comments

Visa Acquires Online Payments Firm PlaySpan for \$190 Million

Mark Hefflinger / February 9, 2011 10:48 am Like Send Tweet 0



San Francisco - Visa announced on Wednesday that it will acquire PlaySpan, the provider of an online payments platform that handles transactions for digital goods within online games, digital media and social networks, for \$190 million. Founded in 2006, Santa Clara, Calif.-based PlaySpan operates UltimatePay, [Read More](#)

no comments

"Angry Birds" Developer Rovio Buys Animation Firm Kombo

Mark Hefflinger / June 1, 2011 6:58 pm Like Send Tweet 1



Espoo, Finland - Rovio, the game developer behind the popular "Angry Birds" franchise, on Wednesday announced that it has acquired Finnish animation studio Kombo. Financial terms of the deal were not disclosed. Kombo will now focus its production efforts entirely on Rovio properties. [Read More](#)

no comments



bye honey, send alimony



virtual worlds

Registered Subscribers	22 million	25 million	200 million (1 game)	750 million (FB)
Concurrent Users (Games)	50K-60K	~	2.5 million	230 million/day





sim "learning" ghost town



HOW CAN WE MAKE SERIOUS PLAY MORE COMPELLING?

be LESS SERIOUS, lighten up.

go WIDER.

dig DEEPER.

CREATE A RICHER EXPERIENCE.

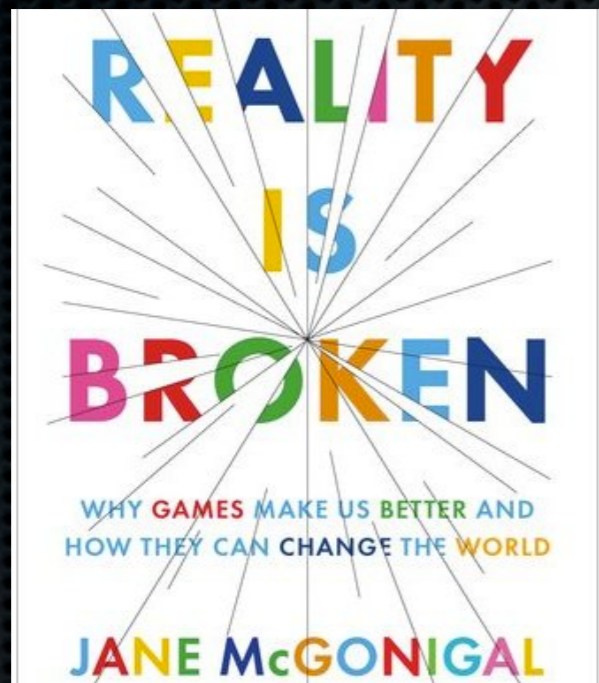


game mechanics, trans-media & experience design

serious business processes



game mechanics



game mechanics

time management



leveling up



status



companion gaming



scvgr's secret sauce: 'playdeck'

1. achievement
2. appointment dynamics
3. avoidance
4. behavioral contrast
5. behavioral momentum
6. blissful productivity
7. cascading information theory
8. chain schedules
9. communal discovery
10. companion gaming
11. contingency
12. countdown
13. cross-situation leader-boards
14. disincentives
15. endless games
16. envy
17. epic meaning
18. extinction
19. fixed interval reward schedules
20. fixed ratio reward schedules
21. free lunch
22. fun once, fun always
23. interval reward schedules
24. lottery
25. loyalty
26. meta game
27. micro leader-boards
28. modifiers
29. moral hazard of game play
30. ownership
31. pride
32. privacy
33. progression dynamic
34. ratio reward schedule
35. real time vs. delayed
36. reinforcer
37. response
38. reward schedules
39. rolling physical goods
40. shell game
41. social fabric of games
42. status
43. urgent optimism
44. variable interval rewards schedules
45. variable ratio reward schedule
46. viral game mechanics
47. virtual items



the **dea** trans-media framework

Context/ Venue

when & where the experience happens

Application & Content

what and how the experience works

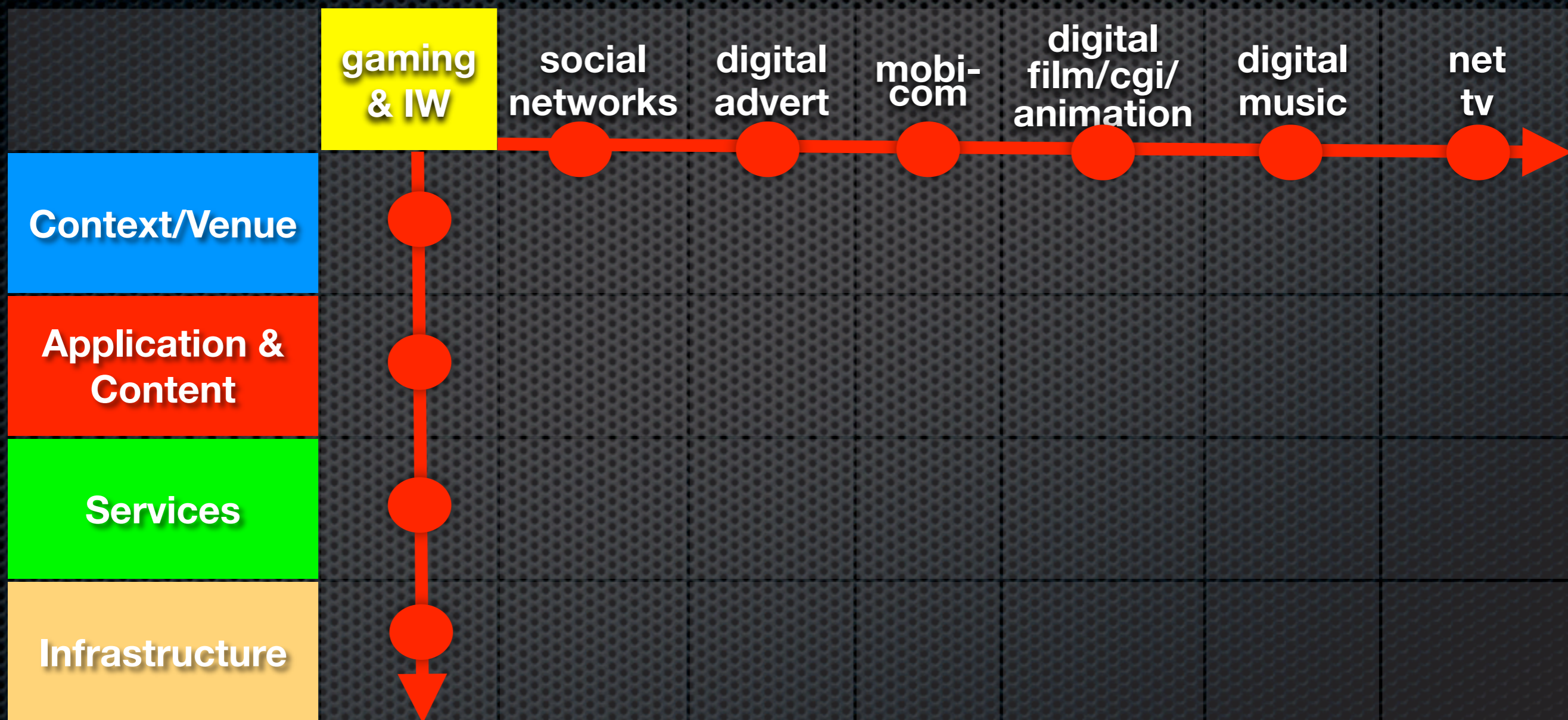
Services

plumbing to make the experience work

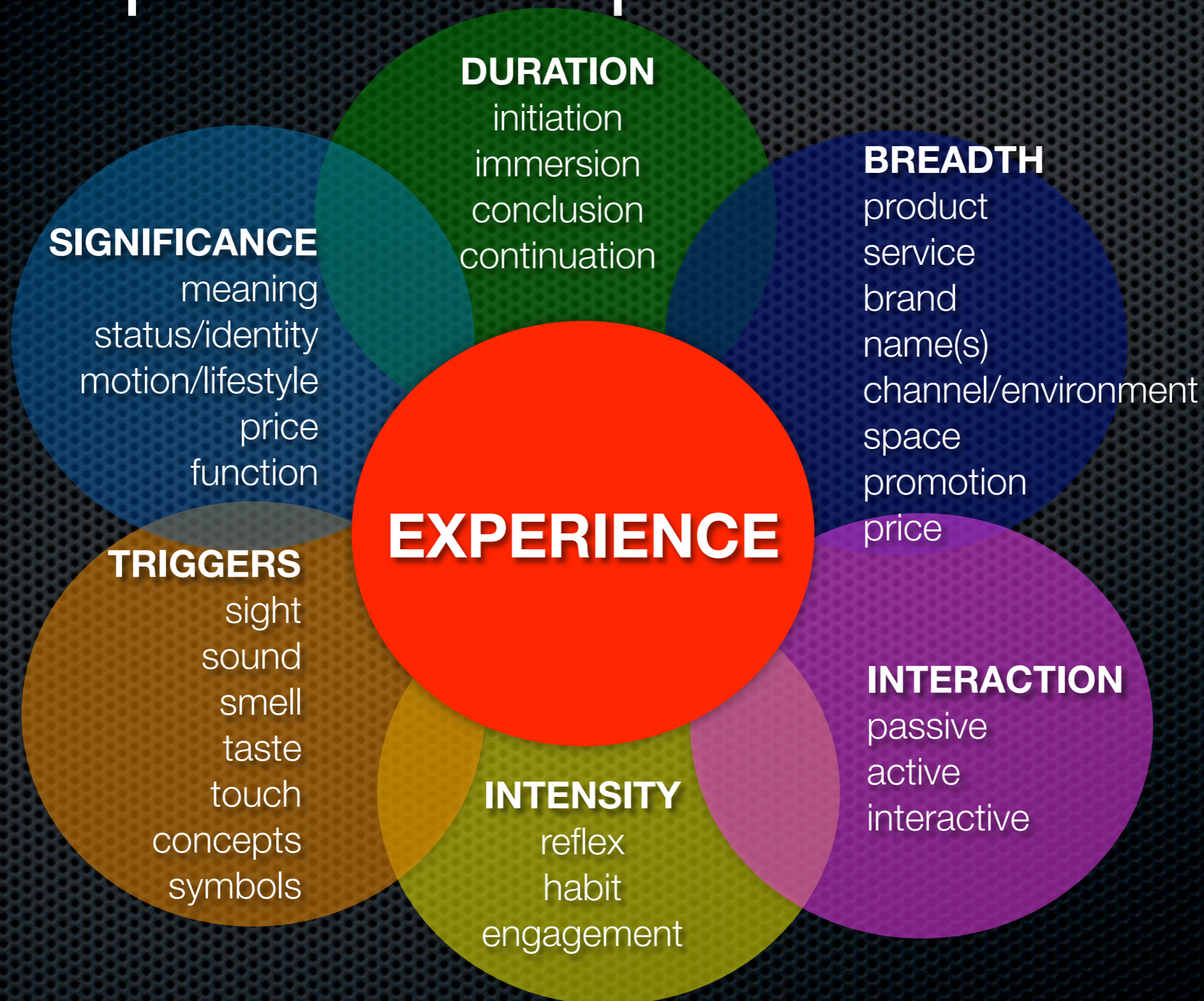
Infrastructure

software, hardware & networks to deliver the experience

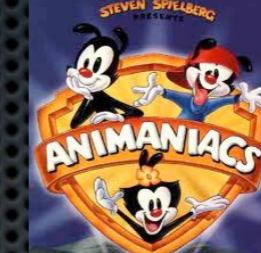
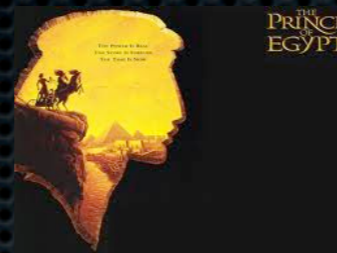
the **dea** trans-media gameboard



the experience pallet



source: nathan shedroff, "Meaningful Experiences", www.nathan.com



narrative tradition elements

character
character arc
back story
plot
story arc
setting

theme
style
form genre
narrator
time
medium



some examples

full spectrum warrior



rubbermaid

PROCTOR: Monica

GOAL: Respond to request from Acme for a 5% reduction across "Bling" product line.

What are some of our options to consider?

PLEASE CHOOSE AN OPTION

- Ask Acme for volume commitments.
- Ask Acme for faster payments.
- Ask Acme to increase price on other product line.
- Lower price by 5%.
- MORE

SATISFACTION LEVELS

SUPPLIERS NEWELL RUBBERMAID CHANNEL CUSTOMERS

COURSE TITLE: Episode Title

SCORE: 425

TIME LEFT: 10:55

HOME MAP JOURNAL HELP

LEARNING PANE: Outcome

HIGH PROFIT
LOW PROFIT
NEGATIVE PROFIT

SUPPLIERS

NEWELL / RUBBERMAID

CHANNEL / PRODUCT LINE

CHANNEL / PRODUCT LINE SUPPORT

R & D

MARKET

RESOURCES: Tools

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutate. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

source: clarkaldrichdesigns.com

mini cooper



MINI | WHY MINI | MODELS | SHOP | PLAY | STAY IN THE LOOP | Search / Find a Dealer

BUILT FOR THE FINISH LINE. PRICED FOR THE BOTTOM LINE.

\$199/month
lease on a well-equipped 2011 MINI Hardtop.

\$1,000 off
any factory option with rates as low as **0.9% APR** financing, on select 2011 MINIs.

\$500 off
select 2011 MINI models with Manual Transmission.

> DETAILS ON SPECIAL OFFERS

MINI INSPIRED BY GOODWOOD
> THE EXCLUSIVE PREVIEW

HARDTOP CONVERTIBLE CLUBMAN COUNTRYMAN COUPE JOHN COOPER WORKS

MINI FINANCIAL SERVICES | ACCESSORIES | CONTACT & FAQ | PRIVACY & LEGAL | SITE MAP | MINI.COM | OWNER RESOURCES

MINI | WHY MINI | MODELS | SHOP | PLAY | STAY IN THE LOOP | Search / Find a Dealer

WINTER OLYMPICS, HERE YOU COME.

Show friends, family, and the authorities how you roll when ski patrol isn't watching. Hang on to your hat - it's gonna be one heck of a ride.

> SEND A VIDEO OF YOURSELF SKI JUMPING A MINI

HARDTOP CONVERTIBLE CLUBMAN COUNTRYMAN COUPE JOHN COOPER WORKS

MINI FINANCIAL SERVICES | ACCESSORIES | CONTACT & FAQ | PRIVACY & LEGAL | SITE MAP | MINI.COM | OWNER RESOURCES

MINI | WHY MINI | MODELS | SHOP | PLAY | STAY IN THE LOOP | Search / Find a Dealer

GET MORE MINI. KEEP MORE "LIQUID ASSETS."

It's fun. It's free. It's for your iPhone or iPod touch. Liquid Assets puts a MINI spin on those old-school water-jet games. Collect coins while avoiding aliens, sharks and other obstacles in different settings from Wind Farms to London. Boost your ego on the "Easy" setting before daring to try "OMG."

> CHECK IT OUT AT THE APPLE APP STORE

HARDTOP CONVERTIBLE CLUBMAN COUNTRYMAN COUPE JOHN COOPER WORKS

MINI FINANCIAL SERVICES | ACCESSORIES | CONTACT & FAQ | PRIVACY & LEGAL | SITE MAP | MINI.COM | OWNER RESOURCES

MINI | WHY MINI | MODELS | SHOP | PLAY | STAY IN THE LOOP | Search / Find a Dealer

MC RACING GAME

What if picking up a gallon of milk or returning a video was as fun as slot car racing? In a MINI, it usually is.

> PLAY THE MOTORING COURSE RACING GAME

MINIUSA.COM

> QUIT

MOTORING COURSE RACING GAME

> SPEED RUN HIGH SCORES
> ENDURANCE HIGH SCORES

COURSE
BROOKLYN MOVIE DROP SUPER MOTORWAY
Created by MINI owner Eric Barnard while returning rented DVDs. Features the Grand Army Plaza roundabout, Prospect Place back straightaway, and infamous Flatbush Avenue hairpin. Start your engines.

CHOOSE RACING COLORS

BODY Chili Red
ROOF White
STRIPE On

OPPONENT Vs. Intermediate Computer
RACE TYPE One Player
Vs. Beginner Computer
Vs. Intermediate Computer
Vs. Expert Computer

CLUBMAN COUNTRYMAN COUPE JOHN COOPER WORKS

LEGAL | SITE MAP | MINI.COM | OWNER RESOURCES

source: mini.com

jeep tripcast



source: tocquigny.com

progressive insurance



New User? Register | Sign In | Help Make Y! My Homepage Mail | My Y! | Yahoo!

YAHOO! GAMES Search Web

GAMES HOME

ALL GAMES SOCIAL GAMES ARCADE BOARD CARD PUZZLE WORD DOWNLOADS MULTIPLAYER SKILL BLOG MOBILE

Search All Games GAMES SEARCH Trending Now: Coffee Rush 2 Daily Crossword Text Twist Super Granny 5 Word Games

PLAY **GAME INFO**

Special Investigations Unit
Catch the crook!

Puzzle Ranking
773
down from 187

Average Rating
★★★★☆
(303 users)

Categories
+ Add

Provided by Mondo Studios

Jeep BUILD & PRICE LOCAL OFFERS

Lease a 2011 GRAND CHEROKEE LAREDO 4X4 for
\$339 A MONTH FOR 39 MONTHS WITH \$2499 DUE AT LEASE SIGNING

2011 GRAND CHEROKEE LAREDO 4X4 shown

send IM facebook del.ico.us

More Free Games

Splitter Pals **Route Rageous Snapshot Edition** Eagle Minigolf Picma Squared Gears

splitter Pals Route Rageous Snapshot Edition Eagle Minigolf Picma Squared Gears

MORE See all FREE Games >

New on Yahoo! Games

- Midnight Mysteries Bundle 2-in-1
- Shades of Death: Royal Blood
- GlueFO 3
- Campfire Legends Bundle 2-in-1
- The Treasures of Montezuma 3

New User? Register | Sign In | Help Make Y! My Homepage Mail | My Y! | Yahoo!

YAHOO! GAMES Search Web

GAMES HOME

ALL GAMES SOCIAL GAMES ARCADE BOARD CARD PUZZLE WORD DOWNLOADS MULTIPLAYER SKILL BLOG MOBILE

Search All Games GAMES SEARCH Trending Now: Coffee Rush 2 Daily Crossword Text Twist Super Granny 5 Word Games

PLAY **GAME INFO**

Route Rageous Snapshot Edition

Do you have the drive to succeed? FEATURED

Puzzle Ranking
880
down from 879

Average Rating
★★★★☆
(233 users)

Categories
+ Add

Provided by Progressive

The Best place to be Sales Event

Roll over for a special offer

Best time to get a great deal on America's Best-Selling Brand!

send IM facebook del.ico.us

More Free Games

Splitter Pals Eagle Minigolf Picma Squared Gears Bomboozle

splitter Pals Eagle Minigolf Picma Squared Gears Bomboozle

MORE See all FREE Games >

New on Yahoo! Games

- Shades of Death: Royal Blood
- GlueFO 3
- Campfire Legends Bundle 2-in-1
- The Treasures of Montezuma 3
- Empress of the Deep 2: Song of the Blue...

Heard on the Grapevine Read all reviews

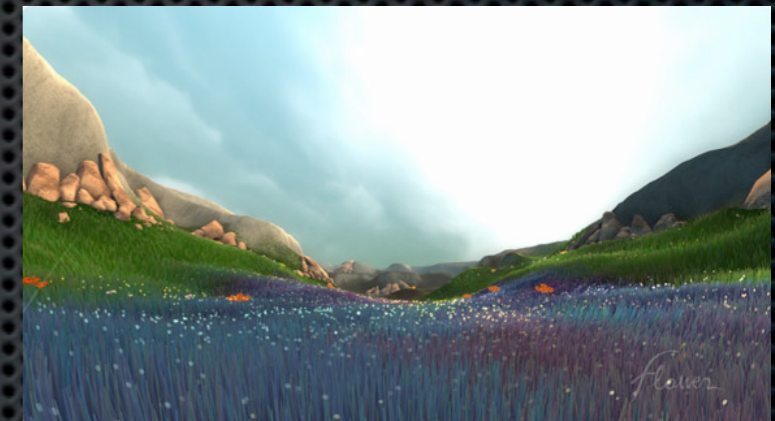
Hits	Misses
<p>so fun!</p> <p>Read more</p> <p>Jiego</p>	<p>level 3 is impossible</p> <p>Read more</p> <p>Ryan</p>
<p>suckks</p> <p>Read more</p> <p>Pyar Impossible</p>	<p>o</p> <p>Read more</p> <p>Lisa simons Simons</p>

Top 10 Games

- FEATURED Treasure Seekers: The Time Has Come
- FEATURED The Treasures of Montezuma 3
- The Tarot's Misfortune
- Dracula Series: Path of the Dragon pt 1

source: yahoo games

flower - that game company

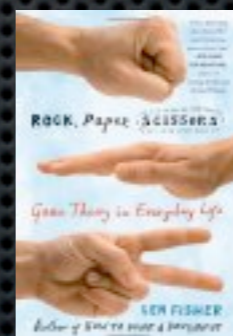
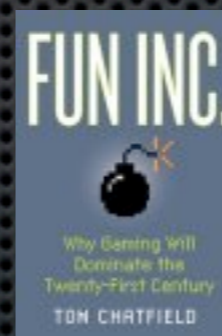
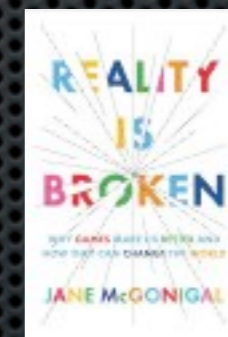


source: sony playstation network



resources

- dealliance.com
- clarkealdrichdesigns.com
- gamasutra.com
- gamification.org
- janemcgonical.com
- scvngr.com
- en.wikipedia.org/wiki/Gamification



contact

burnes saint patrick hollyman
president & c.e.o.,
the digital **entertainment alliance**
PLANET TEXAS STUDIOS
501 n. IH-35
austin, texas 78703

512.825.6866 - direct
512.485.3030 - main

bhollyman@digitalentertainmentalliance.com
www.digitalentertainmentalliance.com

 dealliance - twitter

