Social Gaming: Opportunities for Gaming Operators

Description:
Social Gaming: Opportunities for Gaming Operators examines how gaming companies and consumer-facing brands are reaching out to their audiences through social games.

This report outlines the key elements in developing and executing a successful social network gaming experience. It includes social gaming overviews by region; areas of opportunity; factors affecting growth in the industry; the mobile revolution and how it is affecting social gaming offerings; best business models; monetisation and marketing strategies; regulatory issues and demographics of players as well as the future of the social gaming market.

Social Gaming: Opportunities for Gaming Operators provides case studies of the major social games and developers and takes a look at who the winners and losers will be as well as which countries/regions present the best opportunities for social gaming investment.

The report provides real insight and benefits to gaming developers and operators, sponsors, brand managers, marketers, agencies and others who are actively involved in the social media phenomena or that might be considering entering this dynamic space.

*This Report is delivered as Non-Printable*

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