

Casual Games Defined:

- 250+ million internet users play casual games each month;
- Casual games are fun, easy to learn and addictive;
- Online casual game sites are the stickiest on the web (users play 170-220 minutes per month).

Game Management Platform Features:

The SkillPod Media proprietary game management platform currently manages the delivery of games and gaming related services to 36 games portals in 11 countries.

Available Modules:

The SkillPod Media Game Management Platform offers the following content modules. The system is highly configurable and each module can be formatted according to your requirements, as follows:

- Enhanced Points / Loyalty Engine - points based solution for the purchase of games, entry to tournaments, access to premium games, challenges, etc;
- Download Versions of the Online Games;
- Multiplayer Games;
- Game & Player Ratings;
- Create an Avatar - users can create a custom avatar, choose an avatar from a selection, or upload an avatar, which is then saved to their profiles;
- Player Grading - based on activity, skill and wins / losses;
- Guest Play - allows players to have the full gaming experience, without score logging;
- Game syndication - allows users to publish their favourite games on their websites / blogs;
- My Games - allows users to setup a custom games page;
- Player registration engine and profile management;
- Chat, auto chat for multiplayer games - stringent bad word filters in 6 languages;
- Featured Games and Tournaments;
- Top Pod Earners;
- Tournament Winners;
- High Score Boards:
 - Weekly, Monthly, All time;
 - Personal & Friends Scores per Game;
 - Tournament scoreboards;
 - News & FAQ publishing;
 - Games Search Engine, with 'soundex' matching;
 - How to Play guides;
 - Refer a Friend, with loyalty component;
 - Player support contact form;
- Game challenges:
 - Challenge a friend or create an open challenge to users;
 - Challenge for Pods;
 - Tournaments engine:
 - Prize management;
 - Virtual Trophies;
 - Live tournament leader boards;
 - Game specific setup;
 - Time based;
 - Points engine (pods);
 - Highest Score Wins or Lucky Draw Format;
 - Player Profile Pages:
 - Quick play - last played games;
 - Favourite Games;
 - Friends Lists;
 - Messaging;
 - High Score log;
 - Pods transactions;
 - Challenges;
 - Most popular games listings / Editors Picks;
 - Players in-game count;
 - 3rd party tracking scripts i.e. Nielsen Net/ratings tags;
 - Search engine friendly content structure;
 - Template driven platform:
 - Highly flexible template driven content management system;
 - Fully customisable games console;
 - Secure payment gateway for payments in ZAR, GBP, Euro and USD;
 - Facebook Games Application - the application can be customized to the clients requirements;
 - Banner ad serving solution:
 - Banners can either be served through the SkillPod ad server or through 3rd party ad serving platforms;
 - The internal Promotions Manager gives administrators the flexibility to target campaigns / promotions on the homepage, registration page, games pages and to serve pre-game ads;
 - Ability to Deliver Targeted Banners per Game Category;
 - Back office Tools:
 - Dashboard view;
 - Game management;
 - Player management;
 - Tournament management;
 - Promotions Management;
 - Site / Module Management;
 - Trophy management;
 - Banner management;
 - Survey management and reporting;



Reports:

- Player Activity;
- Games Reporting;
- Demographic Reports;
- Financial Reports;
- Challenge Reports;
- League Reports;
- Credit Card Error Reports;
- Referrals Reports;
- Detailed Game Info Pages includes:
 - multiple games images, descriptions, scores, tournaments, other formats and Play Now buttons;
 - Game Leagues, create teams, select games & challenge other teams;
 - Twitter Integration, allows users to post from the games page and auto posts scores & games to their Twitter profile;
- Survey Module, multiple questions, multiple surveys, full reporting engine;
- Community Elements - Friends Lists and Messaging;
- Flexibility for the Display of Featured Games, Tournaments, Prizes, Winners, etc.

Integration Options:

The SkillPod Media gaming platform offers the following integration options:

- Template driven, thus allowing the games site and game pop up window to reflect the brand identity and look & feel of the primary site;
- A simple XML API is available for the integration of games into a publishers website;
- An advanced XML API is available that gives publishers the flexibility to format all the available content and modules into their portal;
- API development to integrate into existing CRM and billing / payment engines;
- The Publisher is able to host the games portal on a domain of their choice, again ensuring the brand identity is retained;
- Open ID integration for the player registration component;
- Platform translation, including to Cyrillic languages.

Games:

Available Game Genres – the games are categorised according to the following genres:



Game Platforms:

The SkillPod Media casual gaming solution offers the following platforms:

Platform	Access	Titles	Availability
Standalone Games	Web Browser	750+	Currently available
Mobile Games	Flash Lite	50+	Currently available
Download Games	PC Based	200+	Currently available
Multiplayer Games	Web Browser	16+	Currently available
High Score Games	Web Browser	180+	Currently available
Customisable Games	All Platforms	450+	Currently available
Google Gadgets	iGoogle	200+	Currently available
Facebook Application	Facebook	1	Currently available
Mochi Games	Web Browser	70+	Currently available

Advertising / Revenue Earning Opportunities and Examples:

The following represents a summary of the various advertising opportunities that can be leveraged off with the launch of the Web Crossing Games channel:

- Run of site campaigns – banner sizes will be dictated by the site and games console design and layout;
- Fixed placement sponsorship;
- Tournament sponsorship;
- Game pre-loaders;
- Game customisation:
 - o Customisation of game "objects";
 - o Customisation of the game console;
 - o Translation of games;
- In-game advertising opportunities:
 - o Branding;
 - o Product placement;
- Mini sites:
 - o Single or multiple games;
 - o Strong client branding;
 - o Tournaments & Player management;
- Image or video ads between game levels;
- Custom game development;
- Affiliate campaigns e.g. Google AdSense;
- Revenue sharing from subscriptions and game sales;
- Mochi Games, publishers can serve the Mochi games on their portal and earn a % of the revenue.



Game Customization Options

SkillPod Media will custom design and develop a fully branded game. In addition to the entire games web site, the following aspects of our casual games can be branded and customized:

- Game colours;
- Inclusion of banners, logos and products;
- Background images;
- Adding of graphics and branding;
- Card backs on Card Games;
- Translation of Games;



If desired, other customizations elements are possible.

The Benefits of Offering a Games Solution

Online Gaming is one of the most popular and sought after activities on the Internet and the world's most recognized brands are taking notice. Games offer a fun, fresh new way to expose consumers to your brand and keep them coming back for more. SkillPod Media has created branded and customized game portals for such companies as KTV, Media24 and MiWay to name a few. SkillPod Media is a leader in casual games solutions and offers game solutions to fit any web property.

Some of the benefits to offering advergaming are:

- Email Addresses – our games can be customized in order to collect consumer email addresses, via registrations, high score posting, game challenges and tournament entries;
- Data Mining – player information can be collected for marketing purposes;
- Stickiness - Games are one of the "stickiest" applications available online. Placing an advergaming on your website encourages longer and repetitive visits – many sites have daily return rates of 76%+;
- Traffic - Letting people know you have games on your site will help drive more traffic to you via recurring visits and word of mouth;
- Branding - Strengthen your brand's online visibility with customized versions of our games, exposing the consumer to your brand every time they play. Advertising space can be sold on the games adding additional streams of income;
- Cost-Effective - Advergaming are a much less expensive method of reaching your target audience than other mediums;
- Revenue Earning – The SkillPod Media games platform allows you to earn direct revenue from subscription services, game sales & ad revenues;
- Value-added Features – many of the current publishers are using the gaming content to enhance their current content offerings, by offering content / event specific tournaments and by allowing users to publish games in their blogs and personal web spaces.

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