PLAYSTATION STRATEGIES IN A WORK-A-DAY WORLD

INTIX Conference, January 2015
THIS IS WATER
Gaming is the first mass media literacy of the 21st century.

Professor Kevin Werbach, University of Pennsylvania
How many gamers do we have in the audience?
I'M NOT A GAMER
PLAY PREDATES HUMANITY
WE CAUGHT ON PRETTY QUICK
DRUNKARDS OF INKARI VS FRIENDS OF KUFU
GAMING WRIT LARGE
INFINITE VS FINITE

INFINITE
- Politics
- Geo-politics
- Education
- NFL
- Business

FINITE
- Elections
- Warfare
- Graduation
- Super Bowl
- Purchasing
MY INTEREST IS PERSONAL
...SHE CREATED A MONSTER
STATISTICS

- Worldwide – 86 billion by 2016
- 1.2 billion gamers worldwide
- 97% of youth play
- 58% of Americans play
- Average age: 30 (1 in 4 are 50+)
- 45% are female (up from 42% in 2012)
- 77% of gamers play at least once per week
- 5 million US gamers play 40+ hrs/wk
- 8 billion REAL dollars per year buying virtual items
LET'S TALK ABOUT HOW HUGE
15 MILLION PLAYERS
10 BILLION KILLS
235,182 YEARS
IF IN AN ARCADE...
WORLD OF WARCRAFT
5.93 MILLION YEARS
LEAGUE OF LEGENDS 2013
2014 WINNERS SAMSUNG WHITE

• 16 teams
• 2.13 million dollar prize pool
• Sold out Seoul World Cup Stadium
• 40 broadcast partners streamed in 19 languages
• 27 million viewers over the competition
• Peaking at 11 million concurrent viewers
DATA TELLS THE GAMING STORY

BIG DATA...

BIG DEAL...
The systematic application of techniques designed to trigger and reward certain behaviors.
INTRINSIC AND EXTRINSIC
WHAT CAN GAMING HELP WITH

• Engagement Gaps
• Meaningful Choices
• Progression to Mastery
• Social Connection
• Habit Formation
WHY DOES IT WORK?
"While the last decade was the decade of social, and the decade of how we connect with other people was built, this next decade will be where the game framework is built, where the motivations that we use to actually influence behavior and the framework in which that is constructed is built."

Seth Priebsch
TEDTalk, 2010
WHAT ABOUT BUSINESS?
BADGING
GAMES FOR GOOD
CUSTOMERS VS PLAYERS
APPLY A GAMING LENS
ADVENTURE
ADVENTURE?
WELCOMED AND MET WITH CLUES
WHAT THE...?
FINDING YOUR DESTINY
LEVELING UP

Level 0 of 3
Unlocks Dodge special attacks for the Daggers and Faeblades.

Next Level:
Cross Slash - Attack with the Daggers while dodging to perform a launching attack.
LEVELING UP?
GIFTS AND SURPRISES
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**SURPRISES?**
WARDEN OF LIGHT
EPIC STORY
EPIC!!!!
HOW MUCH CAN WE ROCK?
A LOT MORE THAN WE THINK
IT'S NOT JUST TICKETS – IT'S AWESOMENESS
THANK YOU

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