

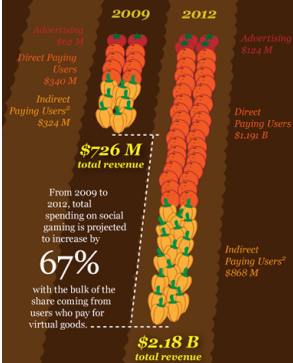
SOCIAL GAMING

by the numbers

As the social networking world grows more pervasive, so does the potential of the social gaming market. Here's a glimpse at the growth of social gaming, in numbers.

U.S. Social Gaming' Revenue

2009 vs. 2012 (Projected)



From 2009 to 2012, total spending on social gaming is projected to increase by **67%** with the bulk of the share coming from users who pay for virtual goods.

*Games on social network sites.

*Users paying for virtual currency by opting for advertising offers or taking online surveys.

Social Gaming Ad Spend Climbs

2009 2010 2011

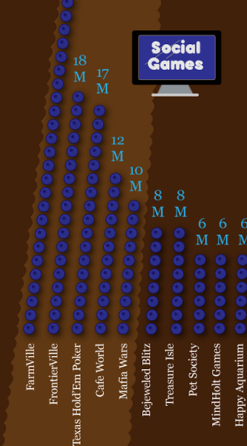
In the U.S., ad spending on social gaming is expected to hit \$192 million in 2011, up **33%** over 2010.

Non-U.S. ad spending is projected to increase by an astonishing **160%** between 2009 and 2011...

...and **60%** worldwide.



Some Games Have Bigger Audiences³ Than Prime Time TV

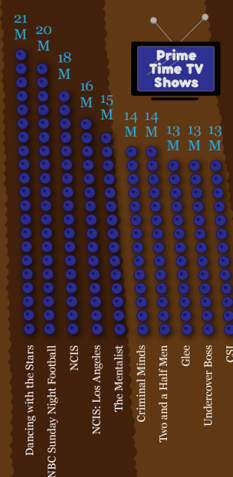


In the way that advertisers and marketers capitalize on the TV audience, they should also now notice potential in the nearly

57 million

American consumers who have played games on a social network.

³Estimated weekly audience - week ending October 3, 2010.



More Women Play Social Network Games

Traditionally, more men buy and use consoles and games. The trend of women adopting social games is an interesting change from this convention.



According to a survey by NPD:

53% of social network game players are women

Social Games Used For Social Good

While the money is certainly there, social gaming and the virtual goods market are not solely for generating revenue for creators and vendors. Carree Syrek, a partner in social media strategy at Mindshare, a global media and marketing services company, mentions four examples of social good on social gaming platforms:



Pet adoptions in YoVille raised

\$90,000

for SF/SPCA during the spring of 2009.



Teddy bear purchases in Mafia Wars raised more than

\$100,000

for Coalition for the Cure (Huntington's Disease) in March 2010.



The Pandaren Monk pet in World of Warcraft generated

\$1.1 million

in donations for the Make-a-Wish Foundation.



To date, Zynga players have raised more than

\$3 million

in connection with Zynga.org social partnerships, the majority of which has been directed to the welfare of women and children in Haiti.