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September 22-23, 2010

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**VIRTUAL GOODS
INSIDER**
Musings on the Virtual Economy

Virtual Goods News
The business of microtransactions

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GBR

Virtual Goods

Wednesday, September 22, 2010

Room 3

8:00 - 9:00 am - Registration

9:00 - 10:00 am

Trends, Analysis and Key Demographics

This expert panel provides context and analysis for the trends and demographics driving the multi-billion dollar virtual goods market.

Michael Gluck, President, VGMarket

Eric Gonzalez, CEO, Doubloon

Allison Luong, Managing Director, Pearl Research

Yuanzhe (Michael) Cai, VP of Research, Video Games, Interpret

10:00 - 10:30 am - Networking Break

10:30 - 11:00 am

Featured Speaker: Getting Beyond Facebook

Join video game industry icon Trip Hawkins for his candid take on the big issues in social games and virtual goods on the web. This will include a practical assessment of what Facebook, Google and Apple are trying to do and how developers can fit into their plans.

Trip Hawkins, Chairman and CEO, Digital Chocolate

11:00 - 12:00 pm

Beyond Facebook, Are Apple & Google Part of the Solution?

As Facebook becomes saturated, game developers and brands need to develop a strategy beyond Facebook. Learn what's next, where the opportunities are, what challenges you can expect and what strategies work.

Dale Strang, CEO, Viximo

Jude Gomila, Co-founder, Heyzap

Geoff Cook, CEO, myYearbook

Kelley Corten, VP Games Media, Future US (moderator)

12:00 - 1:00 pm - Lunch

1:00 - 2:00 pm

Offers, Ads & Alternative Payments, Finding the Right Mix

Choice is good, but too many choices are bad. Hear examples of where each solution shines, or which combination produces the best results in specific cases.

Ron Hirson, Senior VP of Marketing and Biz Dev, BOKU

David Marcus, CEO, Zong

John Cahill, CEO, Meez

Joe Lynam, CEO and Founder, PaymentOne

Margaret Wallace, CEO, Playmatics (moderator)

2:00 - 2:30 pm - Networking Break

2:30 - 3:30 pm

Strategies for Monetizing Games & Video Across Platforms

From consoles to mobile phones, brands are competing to engage consumers across all mediums and monetize their content. Here are some strategies that work based on real world examples.

Sam Shrauger, VP of Global Product Strategy, Paypal

Karl Mehta, CEO, Playspan

Michael Gold, CEO Electrotank

Gurbaksh Chahal, CEO, gWallet

Ian Swanson, CEO, Sometrics (moderator)

3:30 - 4:00 pm - Networking Break

4:00 - 5:00 pm

Managing Your Virtual Economy

- Controlling the supply of virtual currency.
- How to avoid currency devaluation.
- Using in-game marketplaces.
- Making the most of micro-payments.

John Bates, Platform Evangelist, Entropia Universe-Mindark

Mike Sego, CEO, Gaia Interactive

Lee Clancy, SVP of Product Mgmt, GM of Direct Revenue, IMVU

Alex Dempsey, Director of Operations, Peanut Labs

Mark Wallace, Conversation Manager, Linden Lab (moderator)

5:00 - 6:00 pm

Evening Reception

Have a drink and view exciting demos in the expo area.



Virtual Goods

Thursday, September 23, 2010

Room 3

8:00 - 9:00 am - Registration

9:00 - 10:00 am

Turning Players Into Profits

- User Acquisition strategies and costs.
- Key metrics you need to track.
- Freemium vs paid models.
- Adjusting offers and gameplay.
- Using promotions and content to enhance retention.

Bill Grosso, CTO, Live Gamer

Rob Goldberg, CEO, GMG Entertainment

Chris Carvalho, COO, Kabam

Albert Lai, CEO, Kontagent

Rich Weil, VP Client Services, Metaverse Mod Squad (moderator)

10:00 - 10:30 am - Networking Break

10:30 - 11:00 am Case Study

Universal and Branded Prepaid Cards: What's the benefit

One of the fastest-growing categories of the virtual goods ecosystem is prepaid cards. This session looks at the various options for prepaid cards as methods of reaching consumers.

Daniel Chang, VP of Business Development, NHN USA, Inc.

Joost Van Dreunen, President, SuperData Research

Mark Lin, Payment Services Manager, Nexon America

Ron Williams, General Manager & Founder, Zeevex

11:00 - 11:30 am Case Study

Social City: Building & Launching a Top App on Facebook

Playdom is one of a small group of developers that has created games that have reached millions of daily active users on Facebook within days of launch. This post mortem analyzes how this happens, with a particular focus on the launch strategy and tactics, virality, user lifetime value, cross-promotion, and paid acquisition. One of Playdom's top titles of 2010, Social City, will be the subject for a detailed case study to illustrate these concepts.

David Stewart, Director of Product, Playdom

11:30 - 12:00 pm Case Study

Virtual Gifts that Drive Virality

hi5 is a global social network focused on driving social interactions through gaming and social play, and is currently exploring new ways to drive game adoption through virtual goods. In this post mortem, audiences will get an inside look at the performance of a campaign on hi5.com to drive adoption of two new games (World Futbol Challenge and Premier Futbol Challenge) via virtual goods. Additionally, hi5 will share a sneak peek at some of the future virtual gifting mechanics that will be deployed to drive promotions and user acquisition.

Dave Selle, Executive Producer, Hi5

12:00 - 1:00 pm - Lunch

1:00 - 2:00 pm

Delivering Brand Impact with Virtual Goods

Branded virtual goods dramatically increase consumer purchase intent. Get the latest examples of where this works and how well.

Cherry Park, Director of Marketing, Adnectar

Megan Bycel, Director of Product Management, Virtual Greats

Terry Angelos, Co-Founder & CPO, TrialPay

Maura Welch, Marketing & Content Director, WeeWorld

Ravi Mehta, VP of Product Management, Viximo (moderator)

2:00 - 2:30 pm - Networking Break

2:30 - 3:30 pm

Making Money in Mobile: Phone, Apps and More

iPhone vs Android vs Windows Phone. Different devices offer unique challenges and opportunities. Here is what developers and brands need to know to be successful.

Mike Breslin, VP Marketing, Glu

Conrad Sheehan, CEO, mPay

Eros Resmini, VP Marketing & Developer Relations, Aurora Feint

Yuanzhe (Michael) Cai, VP of Research, Video Games, Interpret, LLC (moderator)

3:30 - 4:00 pm Networking Break

4:00 - 4:30 pm Case Study

Creating a Global Virtual Economy: Tips and Tricks from the Inside

Learn the five essential rules of expanding your virtual currency across the globe. Join Jikhan Jung, CEO and co-founder of Gala-Net, as he discusses how to approach doing business in different countries and shares best practices for a global expansion of in-game currency.

Jikhan Jung, CEO, Gala-Net

4:30 - 5:00 pm

A Transmedia Approach to Learning with PBS KIDS

Sara DeWitt, VP of PBS KIDS Interactive, will share how PBS KIDS has successfully embraced the power of engaging children's characters across multiple platforms to create significant literacy acquisition for kids ages 2-8. Specific case studies include PBS KIDS iPhone and iPad apps, as well as the integration of scaffolded learning experiences in PBSKIDS.org content.

Sara DeWitt, Vice President, PBS KIDS Interactive

Please find all speaker bios online at
www.engageexpo.com/sc2010/speakers/index.html

Pillsbury. The Real Deal for Virtual Law.

Pillsbury's multidisciplinary Virtual Worlds & Video Games team, the first of its kind, includes nearly 30 attorneys around the world working at the forefront of emerging business and legal issues relating to virtual worlds, mirror worlds, augmented reality, virtual goods, virtual currency and other social media. Across our 14 offices in the U.S., Europe and Asia, we represent some of the largest companies in these industries and some of the most promising start-ups and emerging growth companies. The team also hosts a dedicated blog www.virtualworldlaw.com, to address relevant legal issues. To learn more, contact James Gatto at 703.770.7754, james.gatto@pillsburylaw.com or visit www.pillsburylaw.com/virtualworlds.

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Toys, Games & Tech

Wednesday, September 22, 2010

Room 2

8:00 - 9:00 am - Registration

9:00 - 10:00 am

Keynote Interview: Toys Games and Tech

Traditional business models are being turned inside out and industries are colliding. It is not good enough to simply follow "traditional" business and product strategies. This unique keynote interview brings together three individuals who are at the forefront of their respective industries: toys, video games and silicon valley. Please join us for a candid discussion that will span the evolution of markets in the age of the smartphones, social networks and the digital consumer.

[Carter Keithley, President, Toy Industry Association](#)

[Joseph Olin, President, Academy of Interactive Arts & Sciences](#)

[Timothy Chang, Principal, Norwest Venture Partners](#)

[Chris Kohler, Editor of Game|Life, Wired.com \(interviewer\)](#)

10:00 - 10:30 am - Networking Break

10:30 - 11:00 am

Sean McGowan is the Senior Analyst, Leisure & Lifestyle at Needham & Company, a nationally recognized investment banking and asset management firm. Mr. McGowan is considered one of the leading analysts tracking the toy industry today. He will share his point of view regarding the toy industry and where it is heading.

[Sean McGowan, Senior Analyst, Leisure & Lifestyle, Needham & Company](#)

11:00 - 11:30 am

Michael Pachter is an analyst at Wedbush Securities providing coverage of the Entertainment Software, Entertainment Retail and Movies and Entertainment sectors. He is widely quoted and followed for his coverage of the video game industry. He will share his insights on the evolution of the marketplace and where it is going.

[Michael Pachter, Managing Director Equity Research, Wedbush Securities, Inc.](#)

11:30 - 12:00 pm

Web-Connected Toys: Discussion on Standards

Web connected toys are now the norm but companies are left to their own devices when it comes to design and implementation. Perspectives, verbiage/jargon, expectations vary from company-to-company and sometimes from product-to-product. This discussion will address the benefits and issues surrounding the establishment of standards for the development and creation of web connected toys. Topics to be discussed include:

- Overview of online developments
- Impact to kids and industry's response
- Exploring the fit of current toy business models as compared to gaming industry
- Would standardization enable cost reduction and increase playability?
- How Disney is exploring standardization

[Armen Mkrtchyan, Technology Manager, Toys and Consumer Electronics, Disney Consumer Products](#)

12:00 - 1:00 pm - Lunch

Please find all speaker bios online at
www.engageexpo.com/sc2010/speakers/index.html

1:00 - 2:00 pm Examining the Trends and Numbers

1:00 - 1:30 pm

The Changing Landscape for Toys and Games

Anita Frazier, Toys and Video Games industry analyst for leading global provider of consumer and retail market research information, The NPD Group, will address trends within the 'Kids' market, including their use of digital entertainment. Frazier will also provide insight into the latest consumer research on the games industry, including social network gaming trends and total content spending estimates including digital sales.

[Anita Frazier, Industry Analyst, Toys & Video Games, NPD Group](#)

1:30 - 2:00 pm

Kids and Gaming: What Boys and Girls are Playing Today

Louise Curcio, Senior Analyst, M2 Research will share details from their report Kids and Gaming: What Boys and Girls are Playing Today. The reports is the first of its kind to address the market for children's gaming, with direct survey data collected from the difficult to reach, 8-15 year olds. The report analyzes the markets for video games and online games, and breaks out results by gender and age with results from younger kids ages 8-11 and teens ages 12-15 with survey results reflecting current trends and historical trends over the past five years.

[Louise Curcio, Senior Analyst, M2 Research](#)

2:00 - 2:30 pm - Networking Break

2:30 - 3:00 pm

Online User Engagement

Izzy is an expert in kid and youth online user engagement. As kids are spending more and more time online there is a constant need for managing safety and security while creating engaging and exciting experiences that keeps users coming back and involved.

[Izzy Neis, Director of User Engagement, Gazillion Entertainment](#)

3:00 - 3:30 pm

Toy Trends and Innovations

As the Trend Specialist for the Toy Industry Association Reyne Rice is one of the foremost experts on where the toy industry is heading. She will share an overview of trends and innovations affecting today's marketplace for toys, games, entertainment and the youth marketplace. Presentation will include updates on technologies impacting the youth market and families.

[Reyne Rice, Trend Specialist, Toy Industry Association](#)

3:30 - 4:00 pm - Networking Break

4:00 - 5:00 pm Case Study

Habbo Hotel and Virtual Goods: Stronger than ever after 10 Years of Operation!

Habbo Hotel, the world's largest virtual community for teenagers, is celebrating its 10th anniversary. Despite difficult real world economic conditions and increased competition, the game enjoys more than 15 million monthly users and collected more than \$60 million in revenue in 2009, primarily from the sale of virtual items. Timo Soininen, CEO, Sulake, discusses Habbo Hotel, the company's top property, and how it has become a leader in creating engaging and sought-after virtual goods for teenagers around the world over the last decade.

[Timo Soininen, CEO, Sulake Corporation Ltd.](#)

5:00 - 6:00 pm

Evening Reception

Have a drink and view exciting demos in the expo area.



Toys, Games & Tech

Thursday, September 23, 2010

Room 2

8:00 - 9:00 am - Registration

9:00 - 9:30 am Angry Birds: Turning an iPhone-Originated Brand Into A Powerhouse Entertainment Franchise

Rovio's Angry Birds iPhone game has become a sensation, having surpassed 6.5 million downloads since its release in December 2009. In this special interview gain exclusive insight into Rovio's strategy on how the company is leveraging Angry Birds success. Learn how Rovio is the first company to take an iPhone originated game and turning that intellectual property into a broad entertainment franchise. Merchandising will be a key activity very soon and more entertainment deals are on the way. In this special featured interview Peter Vesterbaka, who helms the company's North American expansion, share's the company's strategy and his insight on how most mobile game developers are thinking too narrowly when building a game franchise.

[Peter Vesterbacka, Mighty Eagle, Rovio Creators of Angry Birds](#)
[Dean Takahashi, Lead Writer, GamesBeat at VentureBeat](#)
(interviewer)

9:30 - 10:00 am Monster High - Leveraging Digital to Help Launch a Tween Targeted Franchise

They're the frighteningly fashionable teenage children of the world's most famous monsters who've left their parents' outdated haunting habits behind to brave the adventures of high school. Monster High, a new intellectual property within the Mattel Brand's portfolio, delivers scary cool content via publishing, web and entertainment vehicles, as well as an array of consumer products including apparel, accessories and toys; all within its first year. Cynthia Neiman will talk about Mattel's digital marketing approach that is appealing to ghouls of all ages.

[Cynthia Neiman, VP, Marketing & Business Development](#)
[Mattel Digital Network](#)

10:00 - 10:30 am - Networking Break

10:30 - 11:00 am

The Game Has Changed! 3 New Rules for Winning at Retail

The retail game has changed . . . are you ready to play? Until very recently, major retailers' game, tech and toy strategies were defined by their brand and product suppliers; today, retailers are working from their own playbooks. The good news is that after months of hunkering down, retailers are ready to run with the platforms, products and players that they believe are in lock step with their new game plans. In this session, retail authority and CEO of new-marketbuilders, Carol Spieckerman, will reveal the new rules for staying ahead of the game as major retailers plot their next moves.

[Carol Spieckerman, President & CEO, newmarketbuilders](#)

11:00 - 11:30 am

Online Marketing In the Age of Mommy Bloggers

This session will introduce you to the new landscape of peer-to-peer marketing that is actively taking place on blogs, micro-blogs and social networks: who are the new influencers, how do you reach them, and how do you control what they say about your product? Understand 360 degree marketing in the digital age and find out how to tame the new recommendation engines. Maria Bailey is an award-winning author, radio talk show host, television personality and the foremost authority on marketing to moms.

[Maria Bailey, CEO, BSM Media](#)

11:30 - 12:00 pm

Digital Engagement and the Evolution of Play

Products kids play with today have changed more in the last five years than in the last century. Tradition toys and games will always hold a special place in a child's toy box, but how is the digital revolution changing the nature of play? Where is the toy industry headed? Is the future of play for kids wrapped up in virtual worlds? Are web-connected devices the key to success? How about mobile or augmented reality products? Come learn about the latest crop of technology products you'll see on store shelves later this year, and take a look into the digital possibilities of tomorrow's playthings.

[Scott Traylor, CEO and Founder, 360KID](#)

12:00 - 1:00 pm - Lunch

1:00 - 1:30 pm

iPhones, iPads, iTouch - Oh My: Getting Your Brand Mobile

You can't ignore it. There are more than 100 million iPhone, iTouch and iPad devices now out in the marketplace. Google's Android Platform is coming on strong and Microsoft will soon launch its Windows Mobile platform. In this session William Hurley (aka whurley), Chief Technology Officer at Chaotic Moon Studios, a leading mobile development studio, will discuss the best strategies for getting your brand mobile.

[Jason Loia, COO, Digital Chocolate](#)

1:30 - 2:00 pm

Facebook Games: Monetizing your Social Games

Facebook has posted 500 million users. It has been the Wild West when it comes to monetizing social games but the industry is rapidly maturing. Join us for a look at how you can effectively leverage sophisticated brand advertising to monetize your games.

[David Madden, Exec. VP, Sales, Marketing and Business Dev](#)
[WildTangent](#)

2:00 - 2:30 pm - Networking Break

2:30 - 3:30 pm Silicon Valley: Investors View of Games, Digital Toys and Entertainment

Join us for a panel of Silicon Valley investors as they discuss what they are investing in today, what's just hype and where the next digital trends are.

[Shirin Salemnia, Founder and CEO, PlayWerks](#)

[Jodell Seagrave, President/COO, Rocket21](#)

[Pat Kenealy, Managing Director, IDG Ventures](#)

[James Gatto, Virtual World and Video Game Team Leader, Pillsbury Winthrop Shaw Pittman LLP](#) (moderator)

3:30 - 4:00 pm - Networking Break

4:00 - 5:00 pm

Venture Investments, Mergers & Acquisitions: Got game?

Obtain critical insight from a panel of leading investors, venture folks, M & A experts and entrepreneurs. Hear how the venture folks see the current marketplace and what trends are they investing in. Learn about how to make sure that your company stays in a good position to optimize an exit whether by merger or IPO. Understand the outlook for M & A.

- What is the current state of the market in virtual goods, gaming and toys?
- What are the relevant investment trends that are likely to define the next few years?
- Where are the excellent opportunities for entrepreneurs to build companies?
- How do I avoid mistakes that will create problems for an optimal sale of the company?
- What "exits" have taken place in these spaces?
- What does the future look like for mergers and acquisitions in these spaces?

[Chris Shonk, Managing Director, Liahona Ventures](#)

[Mark Rose, VP Product Management, PlaySpan](#)

[Yusuf H. Safdari, Senior Counsel, Pillsbury Winthrop Shaw Pittman LLP](#) (moderator)

Sponsors and Exhibitors

Electrotank

Electrotank is a leading provider of development technology for real-time multi-player games, MMOs, and virtual worlds in the browser and on mobile devices. For nearly a decade, Electrotank has pioneered some of the most powerful concepts in game development technology, from ElectroServer, our high performance game socket server for Flash, Unity3D, iPhone and Android, to the Electrotank Universe Platform, our full-featured and highly extensible system architecture for developing social games, MMOs, and virtual worlds in Flash and Unity3D. Our clients include Ubisoft, Neopets, WebKinz, Meez, SpinMaster, Mattel, Disney, Pixar, MTV, Nickelodeon, and ComedyCentral, among others. Visit us at www.electrotank.com.

Gala-Net & gPotato.com

Founded in 2004, Gala-Net Inc. is a leading free to play online game publisher in the Western market. Headquartered in Sunnyvale, Calif., Gala-Net's diverse service portfolio includes Flyff, Rappelz, Tales Runner, Luna, Aika, and Allods Online. Through the gPotato Game Portal at www.gpotato.com, Gala-Net's 8.5 million users can play any of Gala-Net's games for free, as well as buy in-game currency and virtual items. Gala-Net looks forward to releasing Iris Online later this fall. More information on the company can be found at www.gala-net.com.

Hi5

Founded in 2003, hi5 today is among the top 20 largest web sites in the world and the leading destination site focused on social entertainment and gaming. Combining a robust social platform with premium content and game mechanics, hi5 delivers a fun, expressive, and interactive entertainment experience to millions of users around the world. Available in over 50 languages, the site features localized games, virtual goods and other content that is monetized through hi5 Coins, a global virtual currency supporting over 60 payment methods and 30 currencies worldwide. hi5 is a privately-held company, headquartered in San Francisco, California.

inComm

InComm is the leader in sales and marketing of prepaid products and innovator of transaction processing and prepaid payment solutions. With over 220,000 US retail locations generating nearly \$10 billion in retail sales of prepaid products in 2009 and reaching hundreds of millions of consumers every week, InComm is the established leader in the prepaid space. In addition to being the nation's largest provider of gift cards, prepaid wireless products, reloadable debit cards, digital music downloads, content, games, software and bill payment solutions, InComm offers opportunities for partner retail engagement through the industry's most extensive retail distribution network including big box, convenience, pharmacy, grocery and office supply stores. Its proven gaming program has a 90-95% penetration rate in the North American market and over 90% within the Canadian market.

PaymentOne

PaymentOne Corporation is one of the world's fastest growing online Payment Services Providers (PSPs). The company pioneered "no credit card required" payment and marketing services that connect digital merchants, social media publishers, content providers and network operators. PaymentOne has generated over \$5 billion in new digital revenue and our clients typically see revenue increases of 25% or more. The company manages a network of over 1000 telecommunication/broadband providers and mobile operators, and its flagship PayONE Home™ and PayONE Mobile™ services provide access to over 3 billion worldwide mobile, broadband and landline consumers. The company also holds a series of advanced patents in fraud prevention and digital payment accounts.

Paypal

PayPal is the trusted, secure solution for digital goods publishers who need to monetize online games, news, video, books, blogs, software and all forms of premium content. Processing payments with PayPal, allows you to tap into a global buyer base of over 87 million active accounts in 190 markets and 24 currencies. We enable publishers to set sensible prices for their customers by offering special low rates for micropayments. PayPal is the ideal choice - offering access to a global market with a secure, trusted payment experience, competitive micropayment pricing, and a seamless checkout for your customers. More information can be found at www.paypal.com/digitalgoods.

Pillsbury

About Pillsbury's Virtual Worlds & Video Games Team
Pillsbury's multidisciplinary Virtual Worlds & Video Games team, the first of its kind, includes nearly 30 attorneys around the world working at the forefront of emerging business and legal issues relating to virtual worlds, mirror worlds, augmented reality, virtual goods, virtual currency and other social media. The team, which can assist clients with venture capital and private equity funding, mergers and acquisitions, legal and business strategies for virtual goods and currency, intellectual property strategies, implementation and enforcement, preparation of key agreements and policies, including: terms of service agreements; development agreements; DMCA policies, compliance and enforcement; data protection and privacy policies; COPPA policies; and much more, has represented both the largest players in the industry such as Activision Blizzard, Playfish, A&E Inc., and some of the most promising emerging companies. The team also hosts a dedicated blog www.virtualworldlaw.com, to address relevant legal issues. Additional information about the Virtual Worlds & Video Games Team can be found at www.pillsburylaw.com/virtualworlds.

Location-Based Marketing Summit



September
29-30, 2010
New York City

Location-Based Marketing Summit is the leading event for companies seeking to maximize business strategies, including marketing and commerce, using location based services. Join senior level executives from Marc Ecko Enterprises, Pillsbury, ESPN, Google, Deep Focus, Verizon, Microsoft, Mashable, Adweek, New Jersey Nets, Booyah, Advertising Age, Location Labs, SimpleGeo, FortiusOne, Brightkite, 360i, Trendrr, USA TODAY, Tasti D-Lite, JWT, Bridge Worldwide, VaynerMedia and many more.

www.LocationMarketingSummit.com

Playspan

PlaySpan™ is the global leader in monetization solutions for more than 1,000 online games, social networks, and online videos. PlaySpan's patent-pending Monetization-as-a-Service™ platform enables publishers and developers to generate new revenue stream and grow ARPU. PlaySpan's Monetization-as-a-Service™ with its global payments product, UltimatePay™ delivers over 85 global payment methods in 180 countries including credit cards, PayPal, mobile payments, and PlaySpan's ULTIMATE GAME CARD®, the #1 selling multi-game pre-paid card, available in over 50,000 retail locations across North America and a growing list of countries worldwide. For more information about PlaySpan, visit: <http://corp.playspan.com>

Sometrics

Founded in 2007 and based in El Segundo, Calif., Sometrics helps publishers monetize free-to-play online games and interactive entertainment with the industry's most advanced offer solution and payment managers. With Sometrics, game publishers gain a new revenue source that enhances existing payment methods and increases conversions among paying users. The company has a global inventory of offers ranging from surveys, trials, videos, shopping and more, working with many of the top publishers in the online gaming space. Sometrics is also the company behind GameCoins.com, a virtual marketplace and community site featuring top free-to-play games and virtual worlds. The marketplace allows gamers to earn and spend Game Coins on virtual currency, hard-to-find items and more.

Trialpay

TrialPay is the industry leader in innovative payment and promotion solutions. TrialPay converts browsers into buyers for thousands of premier merchants, social app developers and game publishers. Since 2006, more than 40 million users have completed offers from more than 2,000 blue-chip advertisers like FTD, Gap and Netflix. TrialPay provides the most extensive platform for virtual currency monetization, including offer-based, credit card and mobile payments. TrialPay is backed by Atomico, Index Ventures, Battery Ventures and several individual investors. For more information, visit <http://www.trialpay.com>

Wildtangent

WildTangent is an interactive entertainment and media company with two business segments: WildTangent Games and WildTangent Media. WildTangent Games offers a diverse portfolio of premium gaming content to millions of casual, family and hardcore gamers around the world. WildTangent Media connects brand advertisers with targeted gaming audiences across WildTangent Games, Facebook, and many other popular online game destinations. BrandBoost™ is WildTangent's patented advertising platform that enables consumers to unlock premium game sessions and virtual goods by engaging with brand advertising. BrandBoost works across all types of online games including social games, subscription based and free-to-play MMO's, virtual worlds and downloadable games. By choosing to engage with a brand, consumers get access to game sessions or virtual goods for which they would otherwise have to pay.

Zong

Zong is the leading mobile payments platform for sellers of digital goods and services. Its frictionless payment experience converts shoppers into buyers at rates up to 10 times greater than traditional payment methods. Zong leverages direct connections with mobile network operators around the world to provide a secure payment solution with unrivaled connectivity and service quality. Zong is the mobile payment provider for Facebook Credits and also works with hundreds of leading destination sites, such as Gaia Online, IMVU and Playdom. Reaching over 3 billion mobile users, Zong provides localized payment services in over 40 countries in 22 languages.



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PayPal is easy for you and trusted by your customers who used PayPal to spend \$2 billion on digital goods in 2009. PayPal helps digital goods providers lower costs, boost sales, and reduce fraud and chargebacks.

- Accept payments in 24 currencies and all major credit cards
- Offer a fast, seamless purchase experience
- Take advantage of discounted fees for micropayments

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