

Play Smart and Stay in Control

Making Healthy Gaming Choices



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WHO AM I?





What do you know about
MARKETING?



THE ROLE OF MARKETING

IDENTIFY CUSTOMERS

- Understand customer wants and needs
- Identify whom to target and how to reach them

SATISFY CUSTOMERS

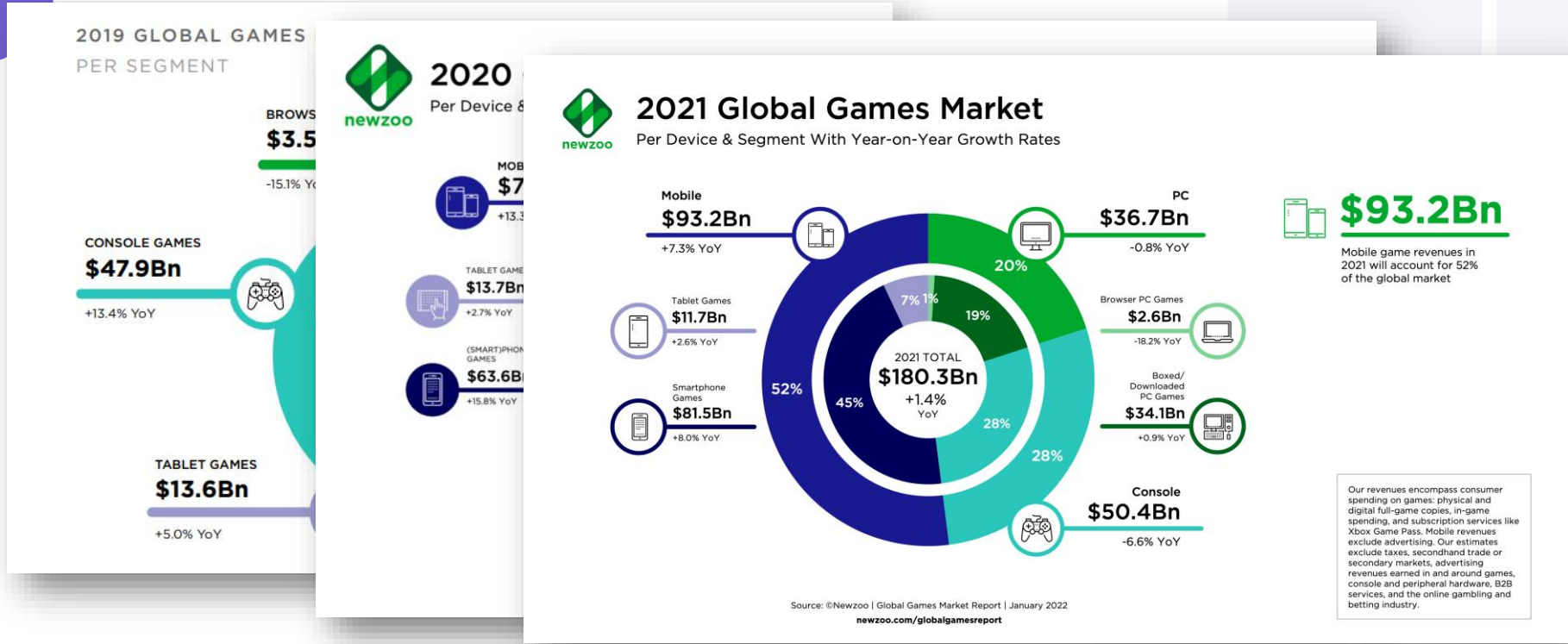
- Make the right product or service available to the right people at the right time
- Make everyone feel better off from the exchange

RETAIN CUSTOMERS

- Give customers a reason to keep coming back
- Find new opportunities to win their business



What does this have to do with gaming?



Source: [Sportsdestination.com](https://sportsdestination.com) (2019); [Game Marketing Genie](https://gamemarketinggenie.com) (2020); [Newzoo](https://newzoo.com) (2021)



“The Secrets to Marketing in the Gaming Industry”

- ◆ Use Gaming Influencers
- ◆ Go mobile
- ◆ Target women
- ◆ Generate video content (streamers)
- ◆ Put it in the cloud (online gaming)
- ◆ Be seen as a charitable organization
 - ◇ “social consciousness”, “brand integrity”
- ◆ Inclusivity



Source: [Digital Marketing Institute](#) (May 2020)



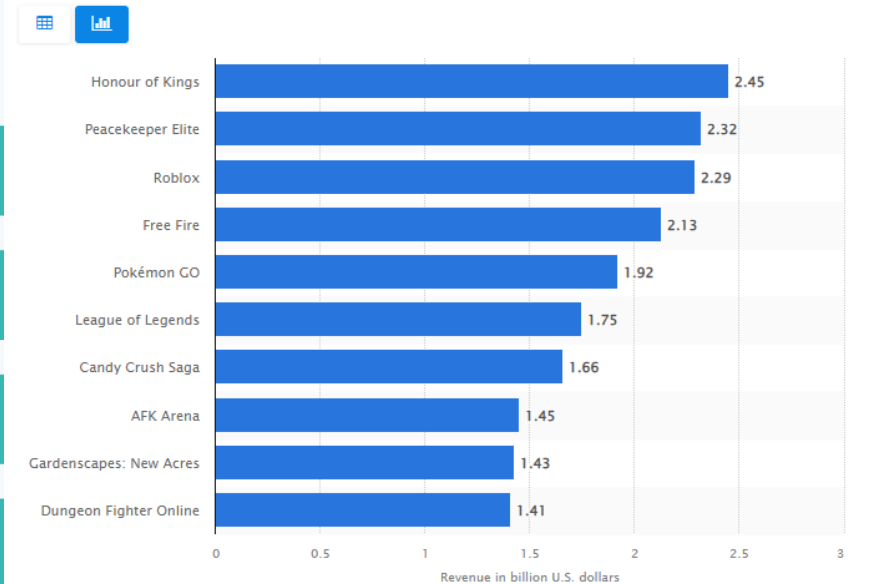
If a game is “free-to-play”, then how does it make money?

Top 5 free-to-play digital games by worldwide revenue in 2019

Fortnite	Epic Games
Dungeon Fighter Online	Nexon
Honour of Kings*	Tencent
League of Legends	Riot Games, Tencent

Source: [PC Magazine Digital Edition](#) (Jan. 2020)

Leading free-to-play (FTP) game titles worldwide in 2020, by revenue
(in billion U.S. dollars)



© Statista 2022

Source: [Statista](#) (Mar. 2022)





Honor of Kings lawsuit

- ◆ Sued over inappropriate content for children (changed age-rating from 18 to 12)
- ◆ Disrespect for culture
- ◆ Loot boxes and raffle mechanics
- ◆ *"The Honor of Kings lawsuit seems less aggrieved with the gambling aspect of the raffle mechanics, and more concerned that the compulsive nature of said mechanics are leading people to play the game for longer periods of time."*

Source: [Deconstructoid.com](https://deconstructoid.com)





Let's go whaling: Tricks for monetizing mobile game players with free-to-play

A game developer shares tricks to a room of game developers





Video game monetization



- Advertising
- Microtransactions
- Virtual currencies
- Putting items “on sale”
- Extreme discounts for first time buyers
- Battle bundles and booster packs
- Loot boxes
- Time-limited offers
- Anchoring
- Gachas (slot-machine-like kiosks, delivering game paraphernalia collectables)
- Wealthy in-game economies
- Impulse purchases
- Vanity items
- Power enhancements
- Consumables (one time or limited use items)
- Multiple payment methods
- Player retention strategies
- Add-ons
- Pay-walls (game is free for a limited time of initial play)
- Subscriptions
-and more



Play smart, stay in control

Ask yourself....

Time



How are players encouraged to spend more time in this game?

Money



How are players encouraged to spend money in this game?

Impulses



Who is in control? Me, the game, or my friends?





What about parents and other adults?

- ◆ Do marketing strategies work on them too?





*What's going on
here?*

*Let's test your
observation power*



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Play Smart and Stay in Control, ECPG 2022





Unlock more levels!

Three question mark icons in red-and-white striped frames.

You need help from your friends to get a ticket!
Ask as many as you can, or get instant access for 3 facebook credits!

Ask friends (pink candy bar)

Unlock 3 (blue candy bar with Facebook icon)

No more lives

Heart icon with a sad face.

You are out of lives! Refill by asking your friends or buy using Facebook credits.

Time to next life: **12:01**

Ask friends (pink candy bar)

Buy 12 (blue candy bar with gold coin icon)

“Social” gaming: What’s going on here?



YOUR SHOP



-70%

1350 RP

405



-30%

975 RP

682



-70%

1350 RP

405



-60%

1250 RP

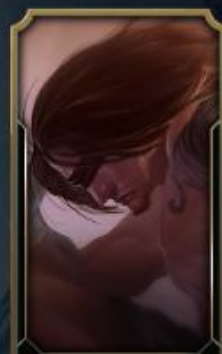
540



-30%

1350 RP

945



-50%

520 RP

260

Offers expire 17 August at 17:00 BST

Offers include Champion if unowned

Reveal mystery discounts on skins & champions. See something you like? Be sure to pick it up before time runs out! These discounts are only available here

Can you identify 6 marketing strategies in this one picture?

6) Battle passes and challenges

50% OFF

1) Putting items on sale



2) Virtual currencies

Fortnite - 1,000 V-Bucks
~~\$9.99~~ \$4.99

3) Microtransactions

50% OFF



2,500 + 300
V-Bucks BONUS

Fortnite - 2,500 (+300 Bonus) V-Bucks
~~\$24.99~~ \$12.99

4) Anchoring

50% OFF



6,000 + 1,500
V-Bucks BONUS

Fortnite - 6,000 (+1,500 Bonus) V-Bucks
~~\$59.99~~ \$29.99

50% OFF



10,000 + 3,500
V-Bucks BONUS

Fortnite - 10,000 (+3,500 Bonus) V-Bucks
~~\$99.99~~ \$49.99

5) Extreme Discounts



Screenshot saved.
Capture Gallery

FEATURED

NEW STYLE!



2 of 3

RABBIT RAIDER
Outfit

1,500



2 of 2

PASTEL
Outfit

OWNED ✓

COLLECT THE SET!



2 of 2

STEEL CARROT
Harvesting Tool

800

23 HOURS

DAILY



CLOAKED SHADOW
Outfit

1,500



SPARKPLUG
Outfit

OWNED ✓



BOUNCER
Emote

OWNED ✓



STAR POWER
Emote


OWNED ✓

NEW!



HOPPITY
Emote

500



SASQUATCHIN'
Emote

200

Creator supported: Ceice

23 HOURS

These cosmetic items grant no competitive advantage. Gliders and Contrails aren't useable in Save the World mode. Outfits and Wraps don't include weapons.



What's the difference between a game and a gamble?

Just a game

No bets or wagers are made

Ex: board games, card games, most video games



Gambling

- ◆ **Prize:** Anything of value the sponsor awards in a promotion.
- ◆ **Chance:** Outcome is beyond the participant's direct control.
- ◆ **Consideration:** Something of value or serious effort is invested.



SHOP

The minimum age in WA state is \$14.49/hr (as of 1/1/22).
How many work hours would it take to make \$59.95?
...after taxes and insurance?

The image shows a screenshot of the Overwatch loot box shop. There are three main options for purchasing loot boxes:

- 2 LOOT BOXES**: Shown as three individual loot boxes.
- 24 LOOT BOXES**: Shown as one individual loot box.
- 50 LOOT BOXES**: Shown as one individual loot box with a price tag of **\$59.95**.

A red arrow points from the \$59.95 price tag to a small inset image of a young child sitting in a gaming chair. The child is looking at the camera with a neutral expression. The inset image has a red circle around it and a red arrow pointing to the price tag.



1 friend playing Overwatch.

PRESS ENTER TO CHAT

PAYMENT INFORMATION





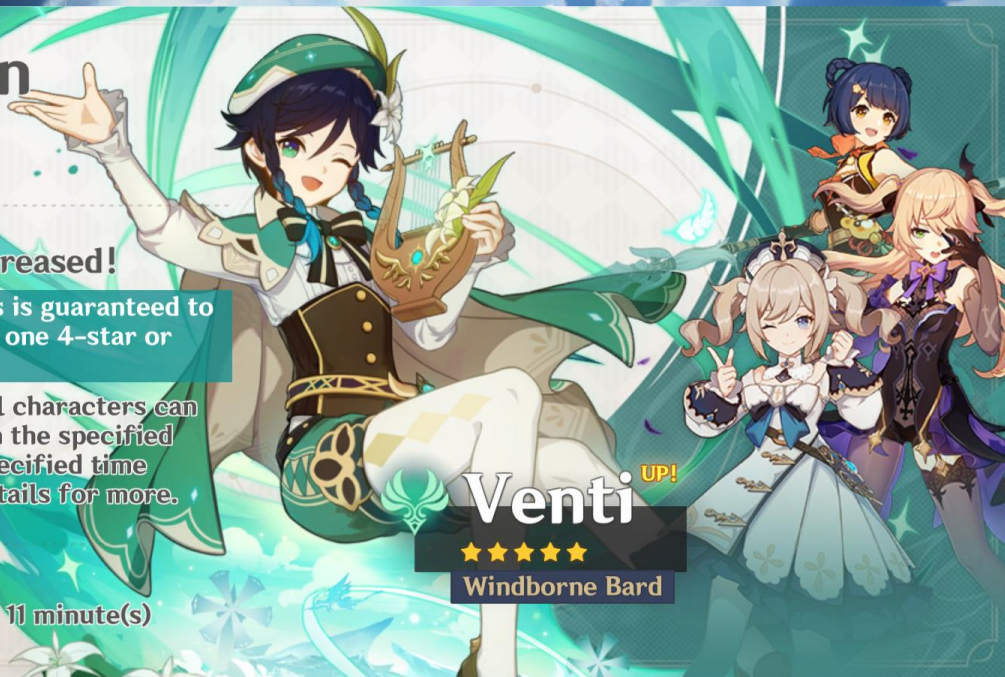
Ballad in Goblets

Probability increased!

Every 10 wishes is guaranteed to include at least one 4-star or higher item.

5-star promotional characters can only be obtained in the specified wish during the specified time period(s). View [Details](#) for more.

Time Remaining
4 day(s) 16 hour(s) 11 minute(s)



Venti ^{UP!}



Windborne Bard

Details

History



Wish x1



Wish x10





Loot Boxes



- Are in 58% of top games in Google Play and iPhone stores
- 44% of children aged 11-16 have paid to open loot boxes

Source: Zendle et. al. 2020; UK Gambling Commission 2019

Play Smart and Stay in Control, ECPG 2022





- Around 5% of loot box purchasers in this dataset (7,767 loot box purchasers, UK) generate around half of industry revenue from loot boxes.
- Almost one third of these top 5% of spenders fall into the category of those with problem gambling.

*“There is no evidence that higher loot box spend is correlated with higher earnings. Our research therefore demonstrates that games developers, unwittingly or not, appear to be generating outsized loot box profits from **at-risk individuals** (these are likely to include both people with gambling problems or problematic patterns of video gaming) – but **not from wealthy gamers.**”*

Source: Close & Lloyd (2021)

Green indicates a correlation to Problem Gambling (PG) and Problem Video Gaming (PVG)

Table 1. Surveys investigating relationships between loot box purchasing, gambling and gaming

Publication details			Statistical		Cohort			Open Data
Author and year	Ref	Design	LB/PG	LB/PVG	Country	n	Cohort	
Zendle & Cairns (2018)	1	C-S	Green		International	7,422	Online forums; 18+	Y
Macey & Hamari (2019)	20	C-S	Green		International	582	Online forums	N
Zendle & Cairns (2019)	74	C-S	Green		USA	1,172	AMT; 18+	Y
Zendle & al. (2019)	3	C-S	Green		International	1,155	Online forums; 16-18	Y
Zendle (2019)	84	L	Green		?	112	AMT; 18+	Y
Zendle & al. (2020)	81	C-S	Green		?	1,200	AMT; 18+	Y
Kristiansen & Severin (2020)	75	C-S	Green		Denmark	1,137	Adolescents, 12-16, rep.	N
Zendle (2019)	76	C-S	Green		UK	1,081	UK adults; rep.	Y
Li & al. (2019)	64	C-S	Green	Green	?	618	Online forums/ students	N
Brooks & Clark (2019)	63	C-S	Mixed	Green	1: N America	144	AMT	N
					2: Canada	113	Students	
Drummond & al. (2020)	77	C-S	Green	Green	NZ, Aus, USA	1,049	Rep.	Y
Von Meduna & al. (2019)	165	C-S	Green	Mixed	Germany	1,508	Pay to win players; rep.	N
King et al. (2020)	121	C-S		Red	International	428	Online forums	N





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What is “click bait”? How often does it “catch” *you*?





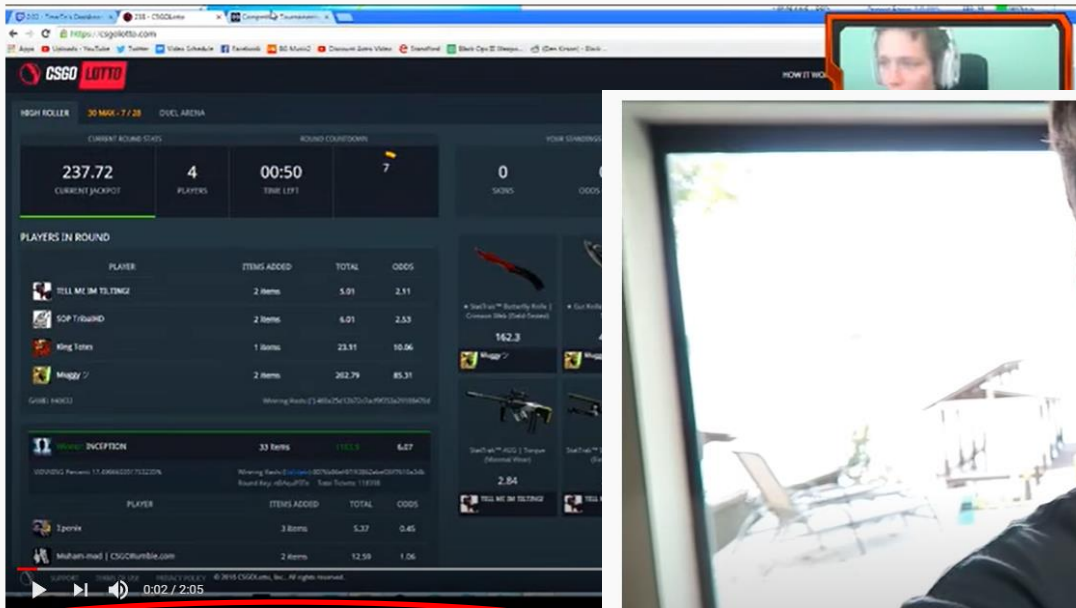
3rd party skins-gambling

- External sites that link to a player's account (such as Steam), allowing them to use the skins they purchased within games, or their gaming currency, to gamble with.
- May use paypal or bitcoin



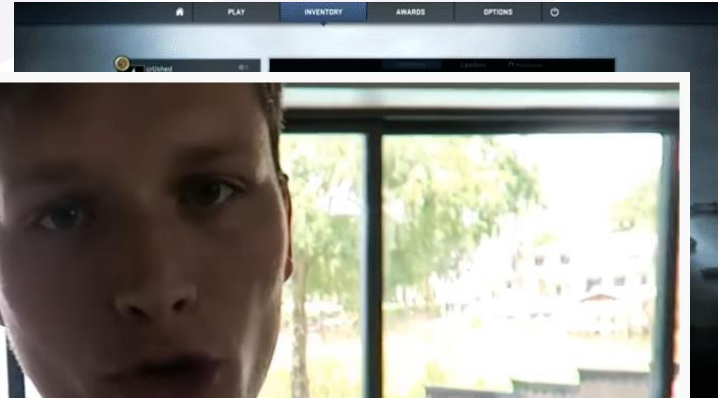
Sources: [GamesReviews.com](https://www.gamesreviews.com), [ParentZone.org](https://www.parentzone.org), [videogames.org](https://www.videogames.org), [parentinfo.org](https://www.parentinfo.org), [gamblingsites.org](https://www.gamblingsites.org), [thelines.com](https://www.thelines.com)





HOW TO WIN \$13,000 IN 5 MINUTES CS GO Betting(tmarn deleted video)

30,301 views Jul 4, 2016



Yes, I am a part owner of CS:GO Lotto com Full Story(tmarn response)Deleted video

162,791 views Jul 4, 2016

1.9K 2.1K SHARE SAVE ...

Influencers



Skin in the Game - Counter-Strike has spawned a wild multibillion-dollar world of online casino gambling; it's barely regulated and open to any kid who wants in. ESPN.com 1/20/17

http://www.espn.com/espn/feature/story/_/id/18510975/how-counter-strike-turned-teenager-compulsive-gambler



How a 16-year-old gamer turned into a compulsive gambler

OTL sits down with Elijah Ballard as he opens up about how playing Counter-Strike: Global Offensive sent him down a dark road. JAY FRAM FOR ESPN





SKINS

Among those who gambled, those who bet skins had higher rates of at-risk and problem gambling than those who did not (23% vs. 8%).



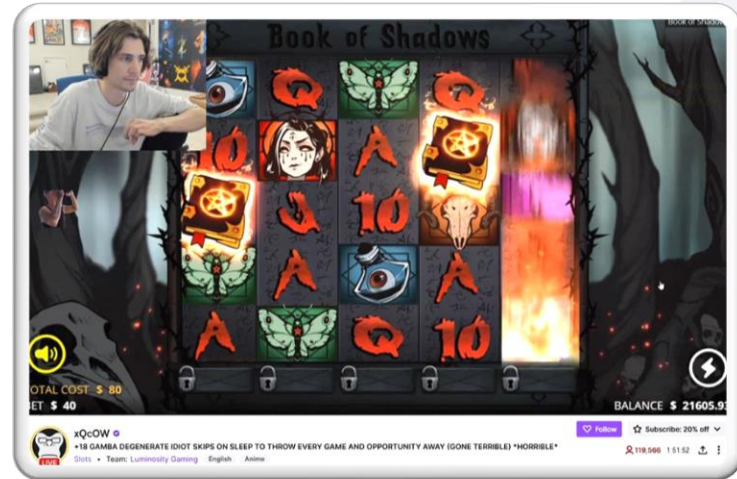
Wardle, H. (2019, December). The same or different? Convergence of skin gambling and other gambling among children. *Journal of Gambling Studies*, 35, 1109-1125. <https://link.springer.com/article/10.1007/s10899-019-09840-5>



Gamers live-streaming online gambling

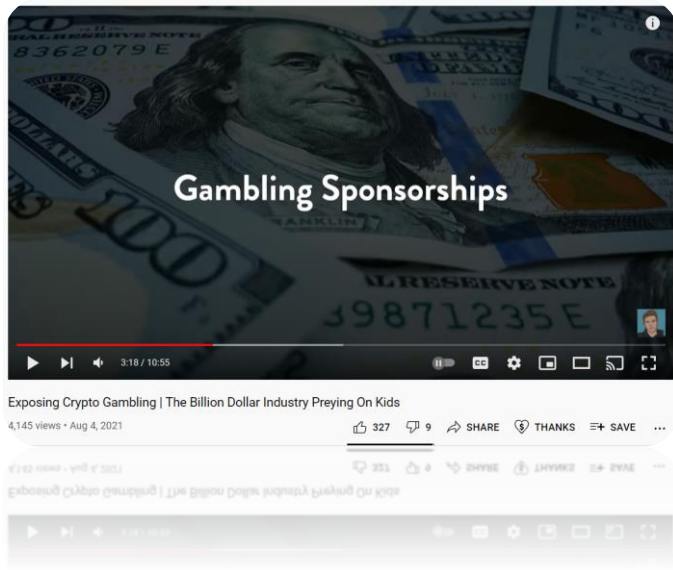
Brings some backlash from fans

- *“Remember when you said you wouldn’t gamble in front of kids?”*
- *“30% of viewers are under 18 and use their mother’s credit card. We just watched Félix lose 100k”*
- *“Best anti-gambling commercial I've ever seen.”*



Source: <https://www.bigwinboard.com/twitch-gamer-xqc-gambling-receives-backlash/>





Interviewer: “How much do they pay you as a flat fee every month for fulfilling your contractual obligations?”

Guest Streamer: “I’ll probably get in trouble for releasing it, but I’ll tell you, a million a month.”



[Source: Exposing Crypto Gambling](#)





#xQc #Gamble #Slots

How I Won and Lost \$70,000 in 1 Hour

599,389 views • Apr 23, 2021

👍 21K 💬 536 ➦ SHARE ✂️ CLIP ➦ SAVE ...





GAME QUITTERS



Cam Adair: GTA Online exposes kids to gambling <https://www.youtube.com/watch?v=L3DNdHoaPal>

[GameQuitters.com](https://www.gamequitters.com) (founded by Cam Adair) has a [youtube channel](#) educating kids and parents on gaming and gaming addiction



Play smart, stay in control

Don't forget to ask yourself these questions....



How are players encouraged to spend more time in this game?



How are players encouraged to spend money in this game?



Who is in control? You, the game, or your friends?



Gaming Recovery Resources

Computer Gaming Addicts Anonymous: www.cgaa.info

- Support group for computer gaming

Game Quitters: www.gamequitters.com

- Online support group for those dealing with gaming addiction.

Healthy Gamer: www.healthygamer.gg

- Resources for gamers and parents

Internet and Technology Addicts Anonymous (ITAA):
<https://internetaddictsanonymous.org/>

- Online support group Internet and Tech Addictions

OLGA & OLG-Anon: www.olganon.org

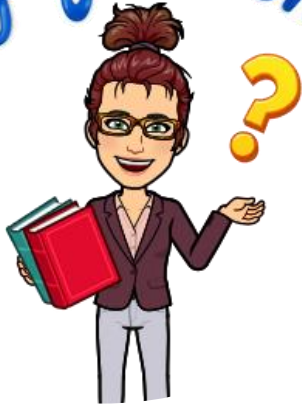
- Support group for **OnLine Gaming**

reSTART Life: www.netaddictionrecovery.com

- WA based treatment center for those dealing with gaming/internet addiction.



Any Questions?



Contact me

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