



# inplaymaker

*inplaymaker helps organisations increase the value of their brands and media rights through inplay mobile games based on live sports events, tv talent contests and other popular events.*



*inplaymaker is offering partners the opportunity to **launch an own-branded inplay mobile game** - based on **Sports Events, Reality TV Shows or Politics***

## Benefits of launching your own inplay mobile game

- **Increase engagement with your brand** - by associating it with popular live events
- **Increase awareness of your products or services** - using in-game messaging and links
- **Increase traffic to your website** - and increase the number of users in your database
- **More effectively target the right customers** - using rich user profile data captured by the game
- **Generate additional revenue** - through different game monetisation mechanisms

## Specific benefits to you - Corporate Sponsor

- **Increase monetisation of your website** - use the game to drive traffic to your website and monetise through existing mechanisms
- **Increase monetisation of your registered users** - require players of the game to sign up for an account on your website, and monetise through existing mechanisms
- **Increase the value of your brand** by associating it with a popular event with high viewer engagement
- **Raise awareness of your products and services** through in-game targeted messaging
- **Improve the effectiveness of your direct marketing** by using rich user data captured during registration and throughout gameplay
- **Gain implied social endorsement of your brand** due to players inviting friends through viral gameplay mechanics
- **Increase awareness and positive emotion towards your brand** by offering your products / services as prizes for the best game performers

## Launching your own inplay mobile game - how it works

- Our games can be easily re-skinned with your brand and launched within 2 weeks
- Games can be based on any live Sport Event, Reality TV Show or Political Election
- Launch to our existing distribution network, and leverage your own channels to market
- Viral gameplay mechanics helps the game to spread across existing social networks
- Prizes offered to the best performers also increases user likelihood to register and play

## How our games work

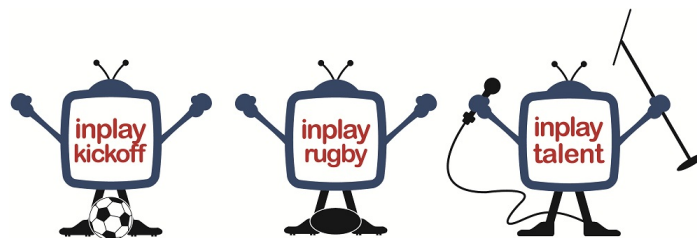
- Our games are live inplay prediction games based on popular live events
- Players score points by accurately predicting what they think will happen in the event
- Scoring mechanics update in real time for instant gratification and excitement
- Players can compete and interact with friends via Private Leagues and In-Game Chat
- Apps available for iPhone, Android Phone, and iPad
- Individual games last ~1 week - with a “season-long” competition for overall performance



## Current Games

We currently have live games available for download:

- **InPlay KickOff** - football prediction game based on Premier League, Champions League, Europa League and Home Internationals
- **InPlay Rugby** - rugby prediction games based on the Aviva Premiership, Heineken Cup and RBS 6 Nations
- **InPlay Talent** - TV talent show prediction game based on The X Factor, Strictly Come Dancing and Britain's Got Talent



## Commercial Overview

We offer a set of flexible commercial models for partnering:

- No up-front costs for launching new game
- Revenue share of
  - Sponsorship or Advertising revenue
  - In-App Purchase / App Purchase Revenue
  - Pool Betting revenue (requires gaming license)
- Fee to license the game
  - Fixed fee per month
  - Fee per registered / active user

## Contact us to find out more

To find out more, contact Chris Hobcroft or Jonathan Rose at [contact@inplaymaker.com](mailto:contact@inplaymaker.com).