



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.

#### Market Insights

The way viewers consume TV is being changed by second screens

#### Viewers

Premium events draw premium numbers  
X Factor - 12 million average

#### Second screens

70% of tablet and smartphone owners use their devices while watching TV

#### Audience wants more

Companion apps and games make TV more engaging, more social, more interactive

#### Interaction

1/3 of **all** tweets relate to what a tweeter is watching on TV

inplaymaker is offering partners the opportunity to launch an **own-branded inplay mobile game**

## THE CHALLENGE

How to find value in the growing and diverse second screen space? Our partners are looking to leverage second screens in these areas:

- **Advertising value:** Address the devaluation of traditional advertising portfolio and media rights
- **Digital distractions:** Stem the loss of customer attention as viewers escape into unofficial and non-branded spaces on second screens
- **Interaction:** Leverage the second screen to find out more about their customers, and engage with them directly

## OUR PROPOSITION

inplaymaker can quickly produce a game for you that is:

- **Social:** users can invite their friends and play with them, and integration with Social Networks drives social game play, marketing insight and viral spread
- **In-play:** gameplay is driven *in real-time* by what happens *in real-life* in the events
- **Mobile:** delivered through mobile companion apps across platforms (iPhone and Android)
- **Engaging:** makes users want to play it before, during and after the event
- **Bespoke:** specifically branded for you, with gameplay based on almost any event across sports and media
- **Deeply featured:** our core game mechanic can be supplemented with bespoke elements

## BENEFITS OF LAUNCHING AN INPLAYMAKER GAME TO YOU

- **Grow customer base:** providing an entry point for new customers, grow users virally through league play, and allow product sampling through prizes and incentives
- **Support existing app strategy:** improve engagement and time spent in your existing app offering by rolling in an inplaymaker game
- **Engage users:** inplaymaker games incentivise live viewing and increase enjoyment before, during and after events, facilitate one-to-one contact with the customer, and keep the conversation about your brand within the brand
- **Enable new revenue streams:** expand your advertising portfolio with a game, and display targeted advertising messages within it.
- **Creates rich marketing insight:** find out who your audience are, where they are and what they like - or drive players directly to a company website or account sign up

## 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

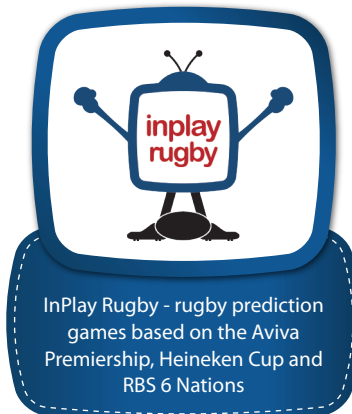


## CURRENT GAMES - LIVE ON THE APP STORE AND GOOGLE PLAY NOW

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 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 with partners of
  - Sponsorship or Advertising revenue
  - In-App Purchase / App Purchase Revenue
  - Pool Betting revenue (requires gaming license)

To arrange a call or find out more, email us at [contact@inplaymaker.com](mailto:contact@inplaymaker.com)

