Introduction

Pervasive Gaming build upon existing gaming infrastructures and opens new approaches and business concepts within a growing market.
The future Pervasive Media Environment

The pervasive media environment is the future direction of media and entertainment.

### Multi-media
- Platform-independent digital media
- Mass customization of content
- Media firms vie for attention of time-challenged, often disloyal customers and consumers
- Niche players use digital to challenge established media in specific markets

### Pervasive media
- Ubiquitous immersive experiences
- Increased consumer content creation and feedback
- Individualized customization of content
- Continuous business, customer, and consumer analytics drive relationships
- Dynamic, value-based pricing of content

### Traditional media
- Passive consumption of content through increasingly digitized channels
- Media-directed “push” relationships
- Focus on broadcast distribution
- Continued audience fragmentation
- Legislation and investment in digital rights management

### Big media
- “Pull” relationships; media retains control
- Content delivery formats that encourage increased interactivity/participation
- Emphasis on building customer and consumer relationships

### Consumer Experience
- Directed
- Immersive
The future Pervasive Media Environment

The pervasive media environment is erupting from the convergence of many factors, such as:

- **Demand**: increased overall consumption of media and entertainment
- **Power**: a greater number of megabytes of content will be carried by smaller, ever-shrinking physical formats and devices
- **Liquidity**: the easy portability, interoperability and “shareability” of digital media
- **Unpredictability**: relentless innovation in media technology, software and player devices
- **Ubiquity**: multiplying channels, bigger broadband “pipes” and spreading connectivity in globalizing markets.
Relevant Market Segments:

- Video Games
- Mobile Games
- AdverGaming
- Filmed Entertainment

- Broadband Trends
- Life Style Trends
Pervasive Gaming Sizing the Market

1. Video Gaming Industry
Consumers are expected to spend $46m on games in 2010 - up 11.4% from 2005.

2. Mobile Gaming Industry
Mobile gaming is growing globally with $2.5 billion in worldwide mobile gaming revenue for 2005.

3. AdverGaming / Ingame Advertising
The Mini Challenge (I love Bees)

4. Interactive MOVIE Elements in Games
Detailed Evaluation within Epidemic Menace
Interactive Movie Elements Within a Pervasive Game
Interactive Movie Elements

- Movie featuring a police witness hearing of Ole Svensson.
- Emerge the players into a world of mixed realities and staged the story line.
- A Series Approach

Making the movie elements a mayor part of the game play

- associating further video material with individual scores
- Further video material was labeled as surveillance camera material
Commercial Potential Evaluation

If such a game would be commercially available, would you play it? YES 92%  NO 8%

Would you play Epidemic Menace again? YES 96%  NO

Would you recommend Epidemic Menace to a friend? YES 100%  NO

Gaming locations 10%  Art- or cultural festival 90%

Which Place is better suited for such a game? I would like to play the game at a deserted place (e.g. an empty factory building). 25% 25% 10% 10% 28%

I would like to play the game at a crowded place (e.g. in a city centre). 25% 25% 10% 10% 28%

I could imagine playing the “stationary room” of Epidemic Menace at home on my computer or on the TV. 35% 25% 21% 25% 32%

I could imagine playing Epidemic Menace with my own mobile phone. 14% 7% 21% 25% 32%

Epidemic Menace is best to happen in form of an event. 0% 0% 10% 21% 57%
Generic
Business Concepts
Model 1: Technology Enablers (B2B)

Such Infrastructures or Tools e.g. Pervasive Content Distribution Solutions to Mobile Players
Model 2 – Extending Existing Services- Example PlayStation (B2C)

Multi Player Role Playing Online Community

Stationary Game

Strategic Game elements
Orchestration of Mobile Players

Mobile Game

Location based Game elements

Player Collaboration

TV Extension

Weekly Show

Reality TV
Story Line
Game Reports

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Model 3 – Advergaming – A Marketing Instrument (B2B)

- Advertisement campaign
  - Advertisement about the movie and the related pre-event

- Pre-event
  - A pre-event is organized
  - E.g., downloadable game;

- Best players are selected
  - A number of players are selected from the Pre-event

- Invitation to the final game event
  - The final Movie Gaming Event is organized

MOVIE
Model 4 – TV & Gaming Convergence (B2B)

Observers

Online AR Game (Pre-event)

Movie/TV Series

Gaming Event

GUERRILLA MARKETING

TV SPOTS

INFORMATION IN MEDIA:
Hints, missing persons, Suspects...

WANTED GUERRILLA ADVERTISEMENTS

http://www.fox.com/24/

ONLINE GAME

Week 1 ➔ Week 2 ➔ Week 3

24 Gaming Event

High End Technology Gaming Event

Live Event

Broadcasted Online/TV
Thank You!

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