



**Play the News™**

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# ImpactGames Mission

ImpactGames creates gaming platforms that transform content consumption from passive reading to **active engagement**.

Our platforms enable partners to repackage their branded content into interactive experiences that increase usage and engagement metrics on many dimensions, resulting in greater revenue and sponsorship opportunities.

## ImpactGames Platforms



Launched in Feb 2008. Web publishing platform for rapidly creating community gaming around content ranging from current events and fictional serial content to historical and business scenarios.



Long form (4-8hrs of Gameplay) strategy game platform ideally suited for visualizing multiple perspectives on complex issues and conflicts. ImpactGames first title PeaceMaker (07') the Israeli-Palestinian Conflict won international acclaim.



# Web 2.0 Online Media Challenges



## A) Brand Loyalty/Differentiation

How do you differentiate your content in a way that helps you stand out from the competition and promotes users to engage your content over time?



## B) Cost of Creation of Custom Content

How do you cheaply create custom content that maximizes your assets without long and expensive development cycles every time?



## C) Reaching Customers Where They Want

How do you package your content to easily reach audiences where they are spending the most time?



## D) Feed Reader Busting

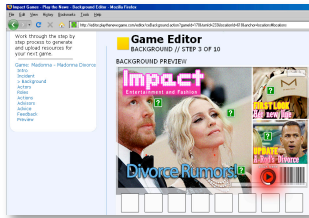
How do you create content that promotes a deeper engagement that promotes engagement beyond the RSS feed reader and content aggregation sites?

# Play the News Solution



## A) Community Gaming

Community profile and gaming elements promote recurring visits, broader content consumption, and provides a motivation for users to sign up for your community building brand loyalty.



## B) Easy to Use Game Publishing Tools

Allows you to very quickly, easily, and economically repackage existing assets into an interactive layer.



## C) Unique Distributable Content

Content is unique and easy for customers to share and embed (like a youtube video). Use one editor and publishing tool and quickly publish new content to social networks, mobile applications and more.



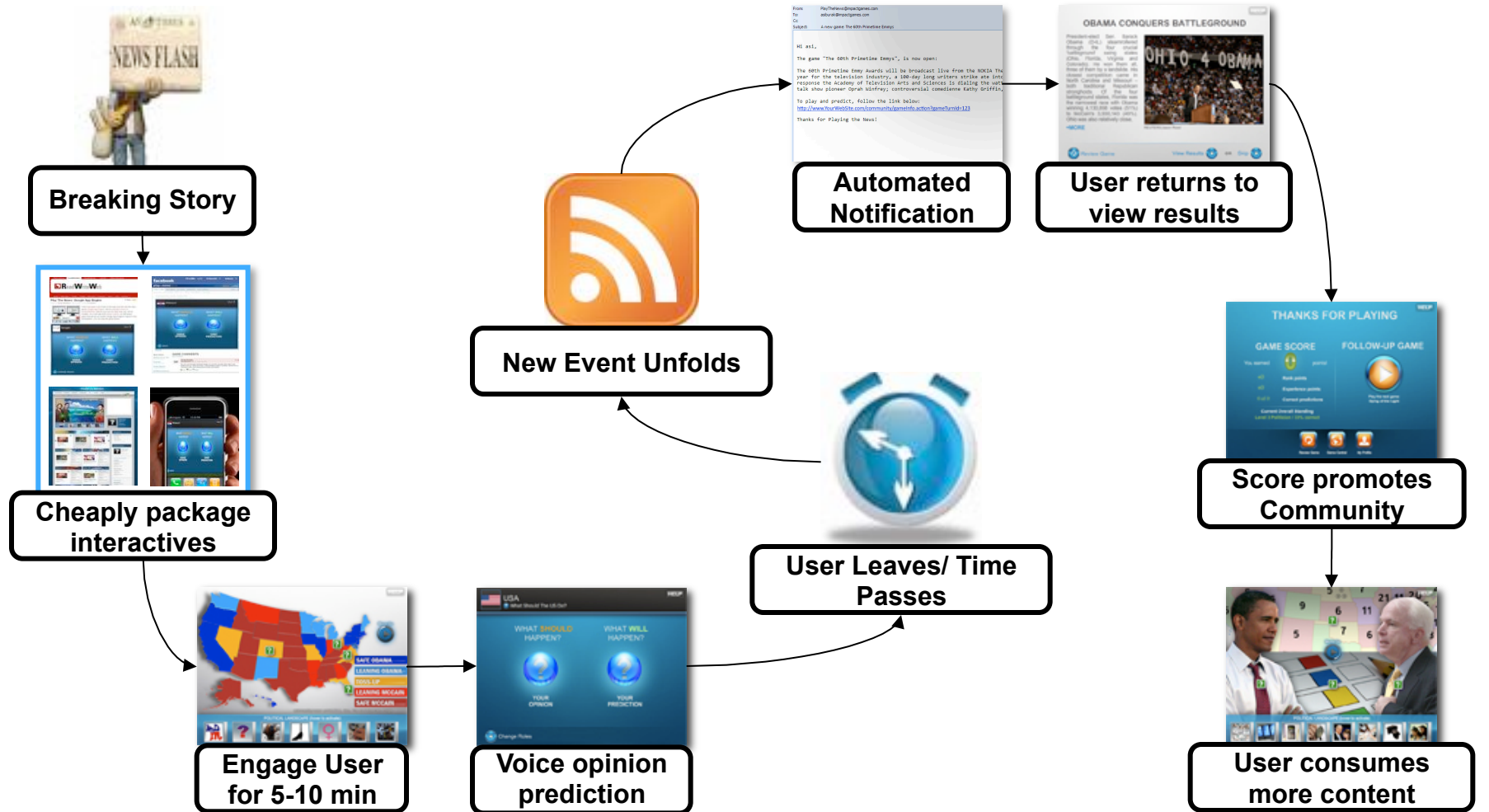
## D) Deeper Richer In-Line Content

Increase the time users engage your content through deeper richer in-line content. While still a relatively short experience allowing for casual usage the value for a quick deeper understanding of issues will engage people beyond the headlines.



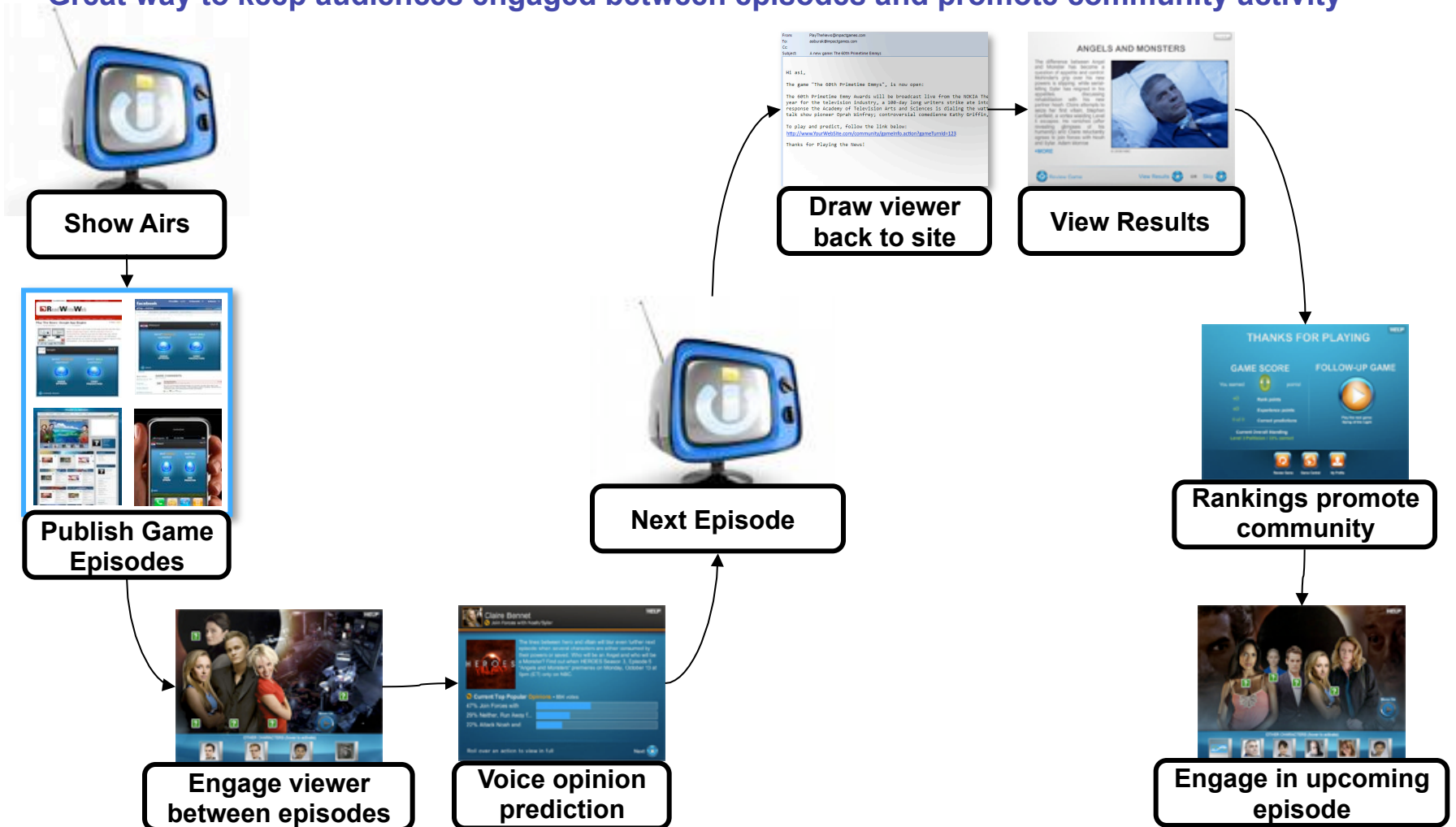
# Current Events

Great way to engage users in events and promote return visits as the story unfolds



# Television/Serial Content

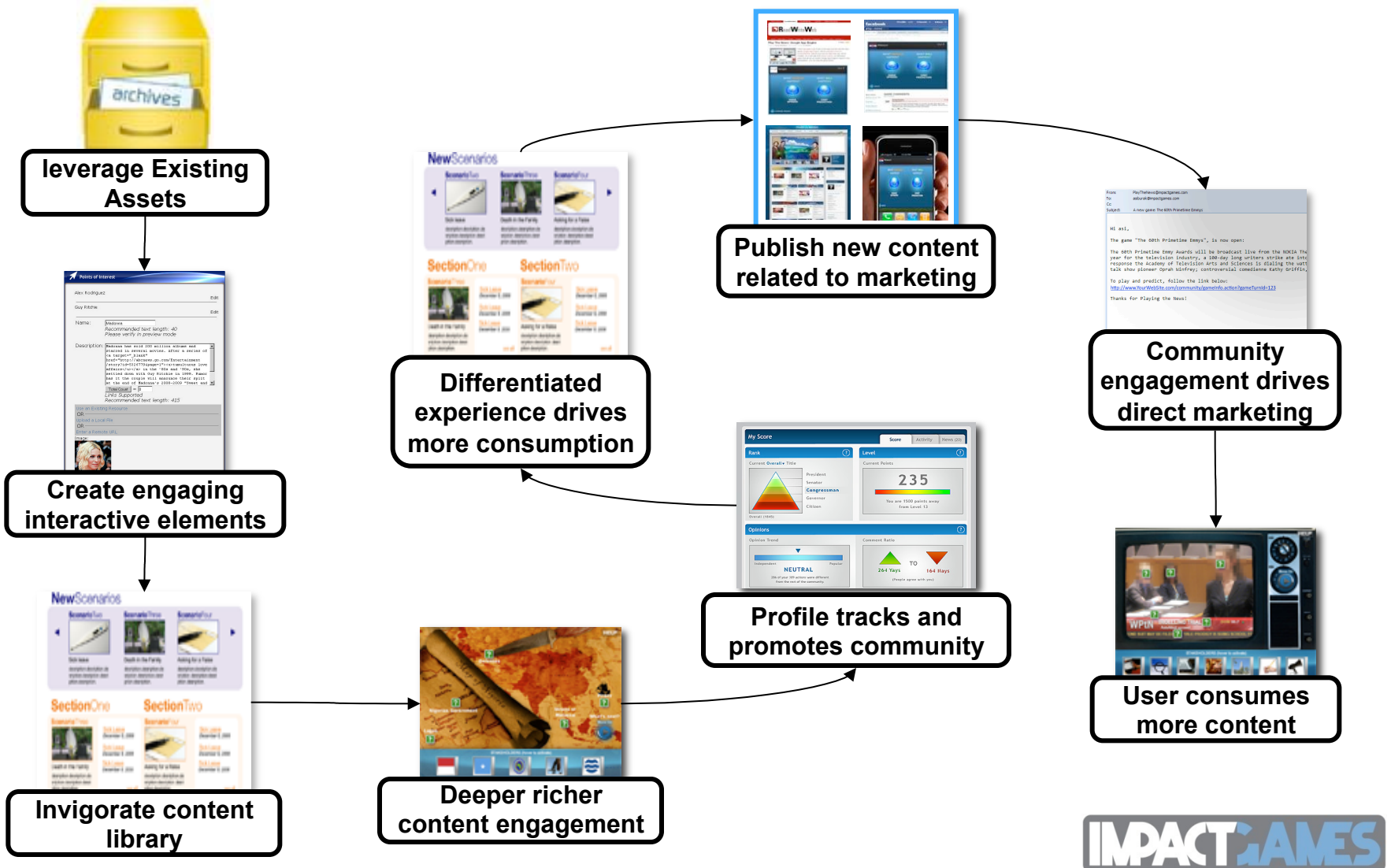
Great way to keep audiences engaged between episodes and promote community activity





# Historical or Fictional Scenarios

Great way to engage people in archival information tied to current marketing objectives





# The Game Component

Interactive component is customizable to fit needs



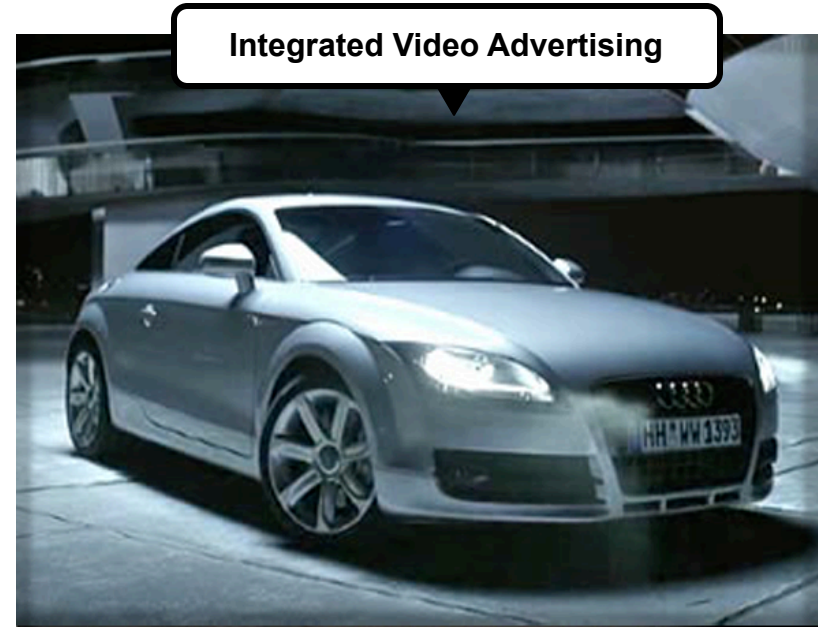
# Repackaging Existing Content

Easily integrate existing assets and information into interactives



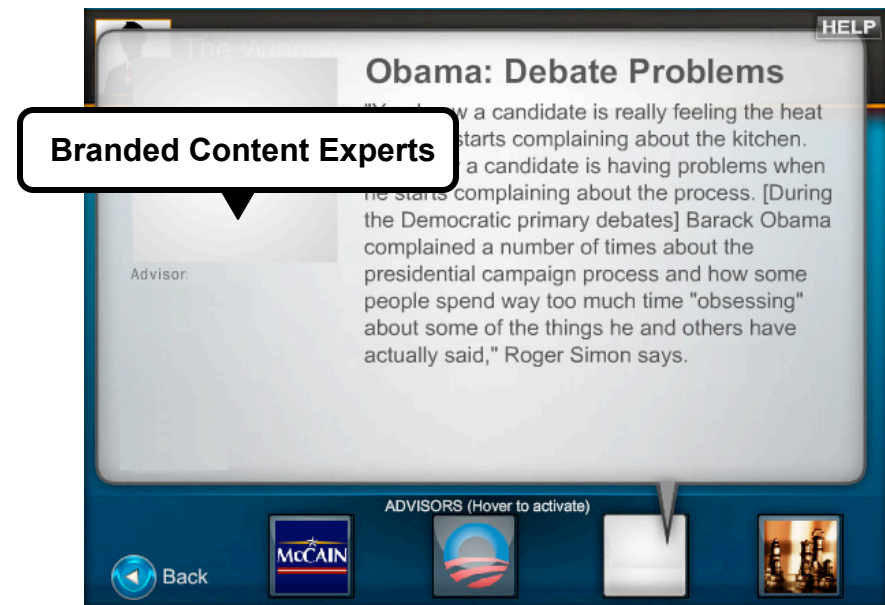
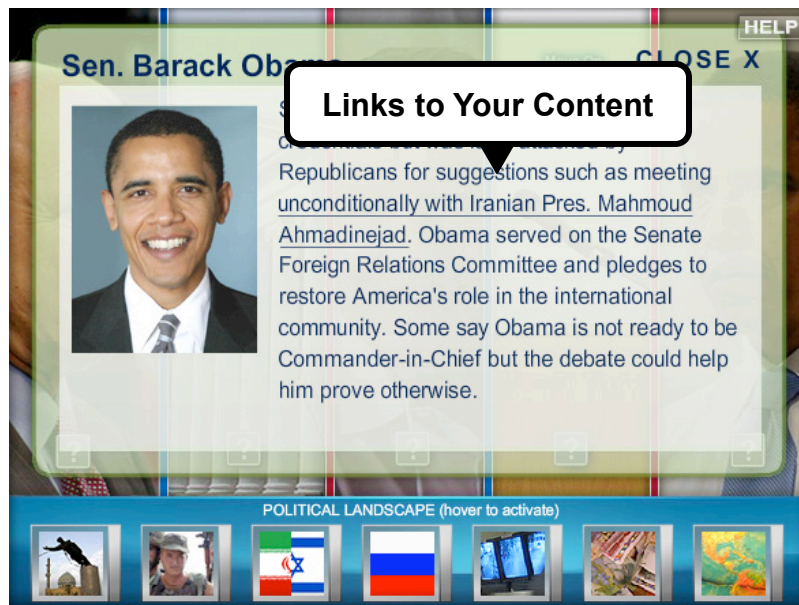
# The Game Component

Interactive layer allows unique branding and advertising



# In-game Content Integration

Promote other content and brand assets





# Role-Playing

Promote multiple perspectives, immersion, and engagement



# Polling and Predicting

Current template supports immersive polling and prediction games



# Advisor Text and Decision Tree

As simple or complex as desired





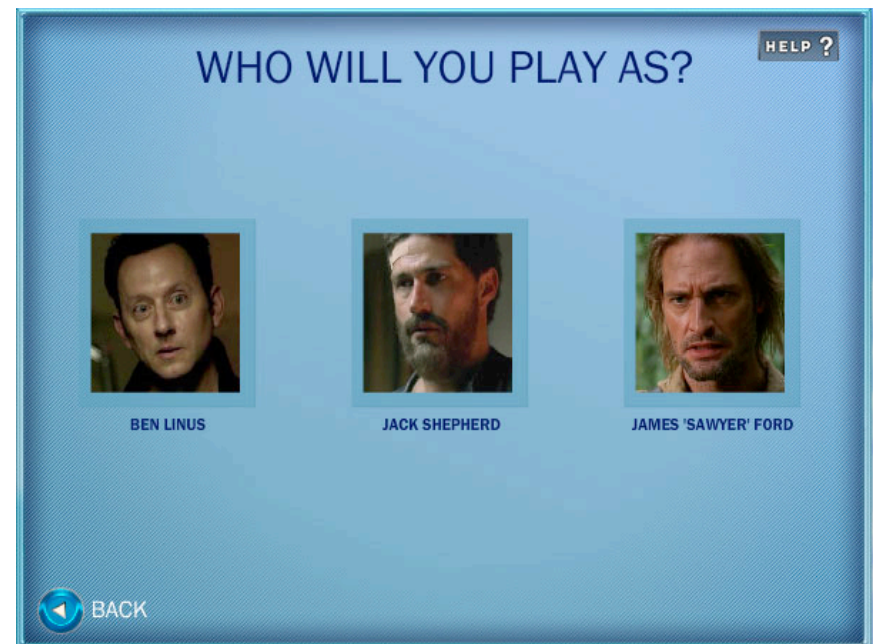
# Flexible Templates

Easy to address a range of content



# Fictional Serial Content

Platform can address fictional events and scenarios



# Social Gaming

Gaming elements promote more page views and stickiness



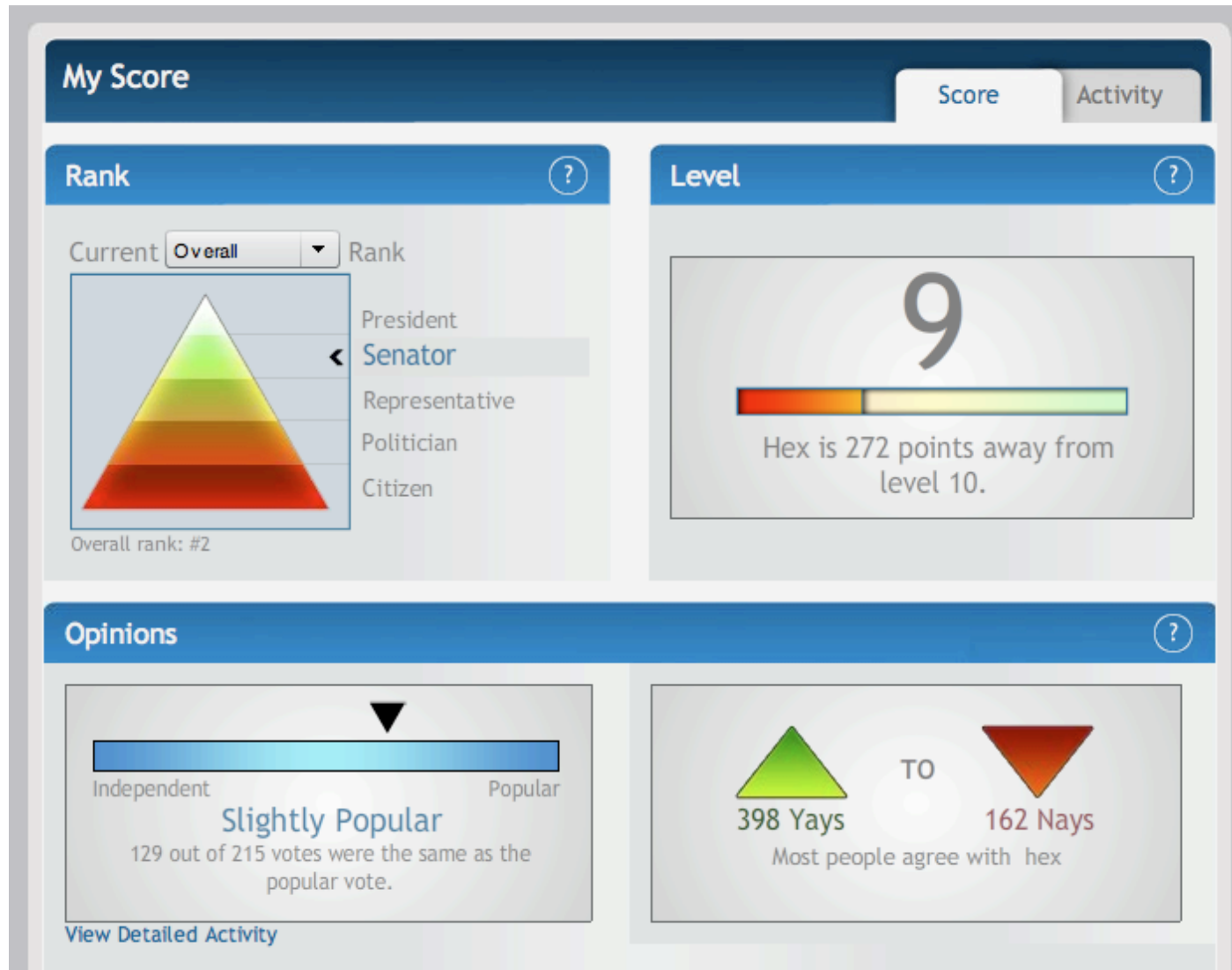
**Ranking System**

LEADERBOARDS				
	Rank	Level	Predictor	Activity
Showing 1 - 10 out of 1424 players first < 1 2 3 4 5 > last				
1	<b>jdcramer</b> Level 7	President 6990 rp	6	<b>birdlady</b> Level 6 Senator 6002 rp
2	<b>Sable</b> Level 7	Senator 6462 rp	7	<b>Will</b> Level 7 Senator 5999 rp
3	<b>xpat</b> Level 6	Senator 6440 rp	8	<b>Hex</b> Level 7 Senator 5971 rp
4	<b>Dave</b> Level 8	Senator 6392 rp	9	<b>FB4U</b> Level 7 Senator 5961 rp
5	<b>sosjtb</b> Level 7	Senator 6022 rp	10	<b>jstafura</b> Level 7 Senator 5920 rp
YOUR CURRENT STANDING ►		35	<b>asi</b> Level 6	Senator 3196 rp

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# Scoring and Activity History

Profile builds loyalty and added engagement





# Community Gaming

Rewards activity and supports prize and sponsor opportunities

## Leaderboards

### Top Rank

[See All](#)

  <p><b>DAVE</b> RANK: President LEVEL: 10 ACCURACY: 41% ROLES PLAYED: 233</p>	  <p><b>HEX</b> RANK: Senator LEVEL: 9 ACCURACY: 40% ROLES PLAYED: 240</p>	  <p><b>BIRDLADY</b> RANK: Senator LEVEL: 8 ACCURACY: 45% ROLES PLAYED: 229</p>
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### Top Level

[See All](#)


  <p><b>DAVE</b> RANK: President LEVEL: 10 ACCURACY: 41% ROLES PLAYED: 233</p>	  <p><b>HEX</b> RANK: Senator LEVEL: 9 ACCURACY: 40% ROLES PLAYED: 240</p>	  <p><b>SOSJTB</b> RANK: Senator LEVEL: 8 ACCURACY: 41% ROLES PLAYED: 240</p>
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# Community Features

Comments and notifications promote extended visits and returns

## Games Spark Debates


**GAME COMMENTS**  
post a comment



**LESS FASTFOOD SOUNDS GOOD** 6 to 7  
Laurens | Jul 31, 2008 6:37 PM

I'm not sure if downright forbidding any new FastFood restaurants to be opened is the best way. Allowing them to only serve healthy food sounds like a better plan.


▲ Yay ▼ Nay ↩ Reply



**RE: LESS FASTFOOD SOUNDS GOOD** 3 to 2  
Martin Baller | Jul 31, 2008 7:46 PM

The veggie-burger and the veggie-hot-dogs taste very good and I'm sure that nobody will be able to see the difference. American can change the world, they can change this too

▲ Yay ▼ Nay ↩ Reply



**RE: RE: LESS FASTFOOD SOUNDS GOOD** 1 to 0  
Hex | Aug 1, 2008 11:34 AM

It's not the beef that's to blame nearly as much as the fats in which the burgers \*\*and the fries\*\* are cooked.

## Custom Email Notifications

From: PlayTheNews@impactgames.com  
To: asiburak@impactgames.com  
Cc:  
Subject: A new game: The 60th Primetime Emmys

Hi asi,

The game "The 60th Primetime Emmys", is now open:

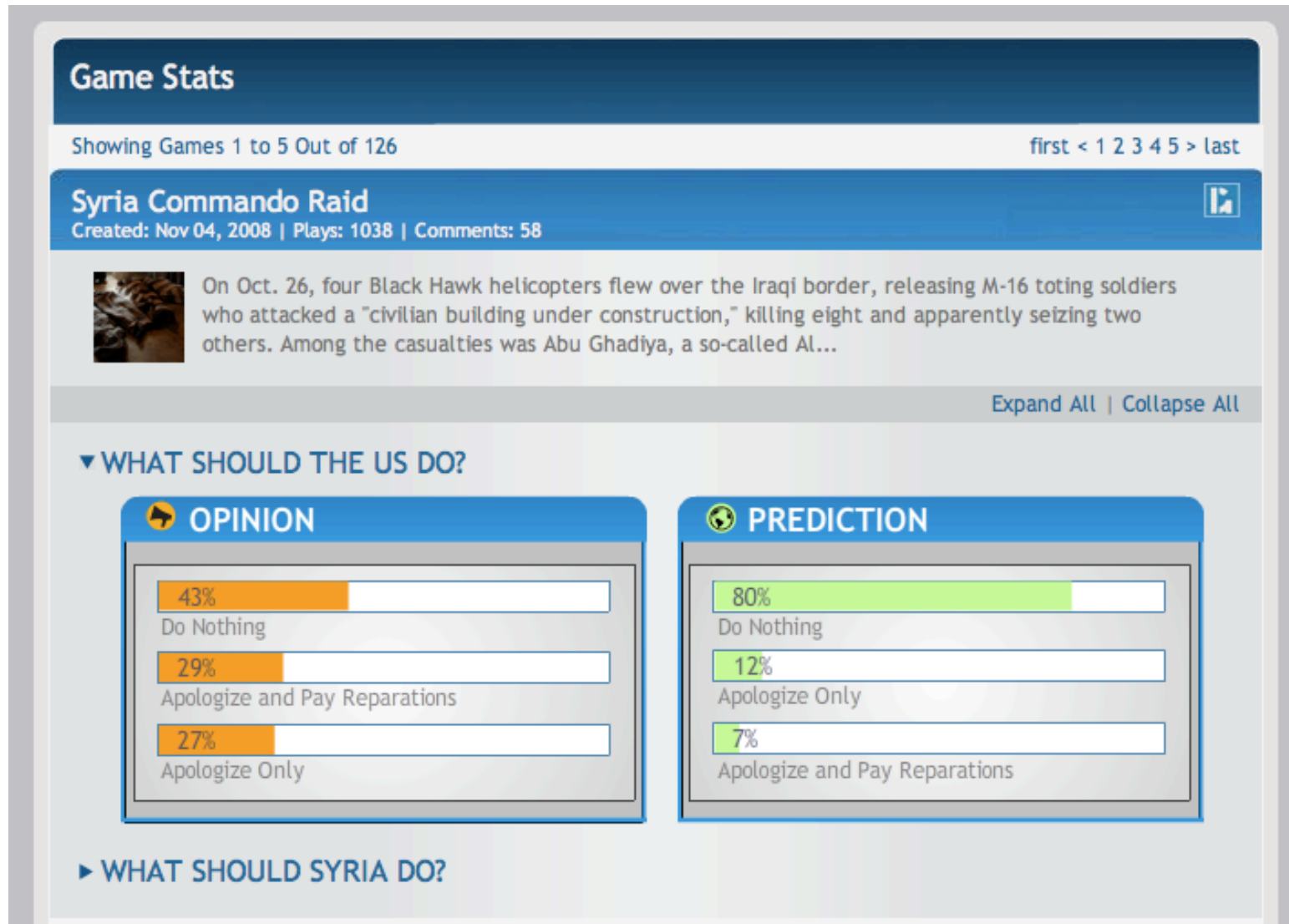
The 60th Primetime Emmy Awards will be broadcast live from the NOKIA Theater for the television industry, a 100-day long writers strike ate into response the Academy of Television Arts and Sciences is dialing the watt talk show pioneer Oprah Winfrey; controversial comedienne Kathy Griffin,

To play and predict, follow the link below:  
<http://www.YourWebSite.com/community/gameInfo.action?gameTurnId=123>

Thanks for Playing the News!

# Game Stats

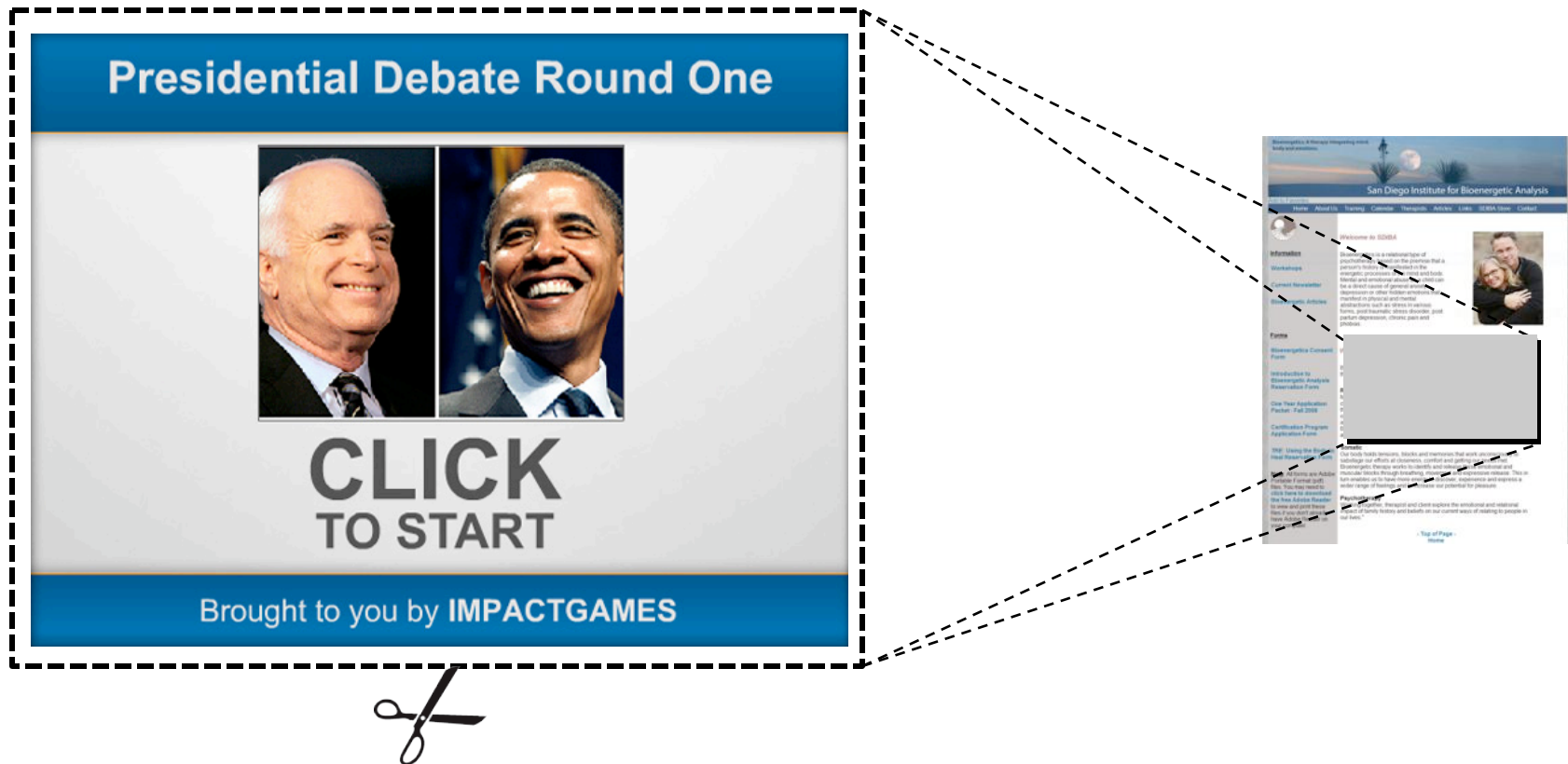
## Opportunity for data collection and mining





# Distribution: Easy to Integrate

Content and API's embed as easily as a YouTube video



# Viral Distribution

Content can be spread virally, in social networks, and more..

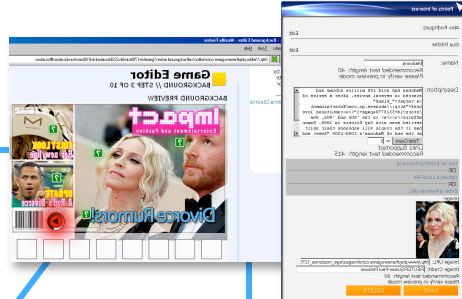
The screenshot shows a Facebook game interface. At the top, the Facebook logo is visible, along with navigation links for Profile, Friends, and Inbox. Below this, the game is titled 'playTHEnews BETA' and is powered by 'IMPACTAME'. The game's main menu includes links for TODAY'S GAME, FIND GAMES, MY SCORE, COMMUNITY, and INVITE FRIENDS. The game itself is titled 'DRINKING AGE DEBATE' and was created on April 21, 2008, with 235 plays and 60 comments. The game's interface is divided into two main sections: 'WHAT SHOULD HAPPEN?' and 'WHAT WILL HAPPEN?'. Each section features a large blue question mark icon. Below the 'WHAT SHOULD HAPPEN?' section is a 'VOICE OPINION' button, and below the 'WHAT WILL HAPPEN?' section is a 'CAST PREDICTION' button. A 'BACK' button is located at the bottom left of the game area. Below the game area, there is a 'Share' button and a 'GAME COMMENTS' section. The comments section includes a list of 'Open Games' such as 'Abortion Art at Yale', 'Israeli Spy', 'Serbian Election', and 'Zimbabwe Future At'. A specific comment is highlighted, titled 'I'M SO EXCITED...' by 'Slot (Network)' on April 21, 2008, at 2:04 PM. The comment text reads: 'Not only can teenagers kill people legally, but now they possibly will be able to get legally drunk too. What do I know, I wish prohibition made a comeback. Alcohol serves no purpose other than making America fatter and dumber.' The comment has 3 'Yay' votes and 8 'Nay' votes, and a 'Reply' button is visible.

# Extended Reach

Use one content creation tool to publish to several outlets



Your Site



PtN Aggregator



Viral Embeds



Facebook / Social Networks



iphone / Mobile

# Content Editor: Easy to Create

## Write and Publish a game in one day



**Points of Interest**

Alex Rodriguez Edit

Guy Ritchie Edit

Name:   
*Recommended text length: 40  
Please verify in preview mode*

Description:  Total Count =   
*Links Supported  
Recommended text length: 415*

Use an Existing Resource  
OR  
Upload a Local File  
OR  
Enter a Remote URL

Image:

Image URL:   
Image Credit:   
*Recommended text length: 90  
Please verify in preview mode*

SAVE DELETE

# White Label: full community

Create the full community experience around multiple properties

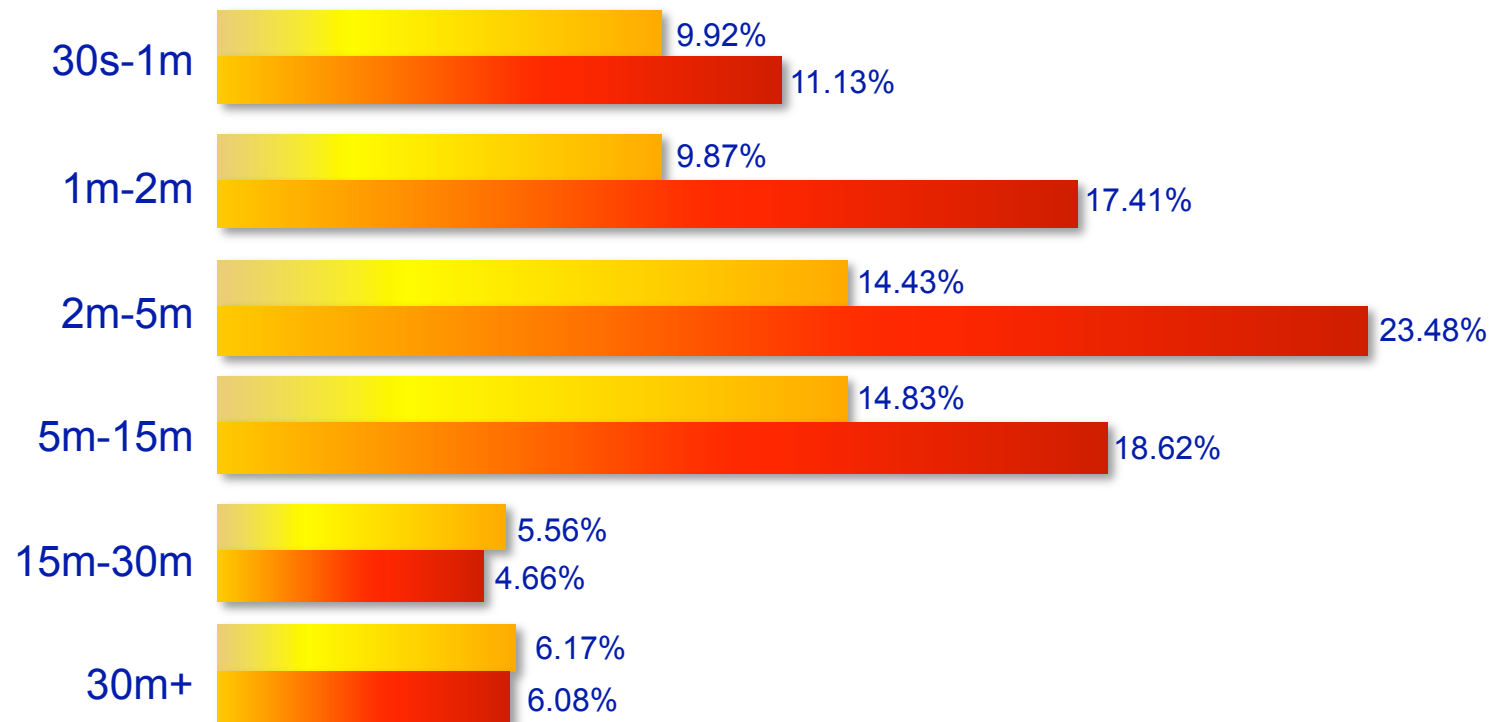
The image shows a screenshot of the 'PLAY THE NEWS' website interface, which is a community platform for news-based games. The interface is divided into several sections, each highlighted by a callout box:

- Your Brand and Skin:** Points to the top navigation bar and the main header area, which includes the site logo and various menu items like 'GAME CENTRAL', 'MY PROFILE', 'GAME STATS', 'LEADERBOARDS', 'FORUM', and 'TUTORIAL'.
- Your Ads Here:** Points to a large rectangular area on the right side of the page, intended for advertising.
- Your Sections/Sub-brands:** Points to the main content area, which is organized into sections like 'Breaking News (40)', 'World (40)', 'Politics (40)', 'Entertainment (40)', and 'Sports (40)'. Each section displays a grid of game cards with titles like 'The Emmys!', 'State of Emergency', 'Republican Convention', 'Boiling Being Censored?', 'Belgian Schism', 'Mexican Corruption Crackdown', 'Hollywood Strikes', 'Specter, Spyscape Hunt', and 'The NFL's Spying Saga Continues'.
- Customized Pages:** Points to a sidebar on the right containing links to 'Game Central', 'My Profile', 'Game Stats', 'Leader Boards', 'Find Games', and 'Find Player'.
- Your Community:** Points to a section titled 'Featured Player' and 'Community Experts', which displays player profiles, ranks, and lists of top players and games.
- Your Channel:** Points to a section titled 'Top Games' and 'Most Played', which lists popular games and their creators.

# Engagement Rates (September stats)

Avg. Duration on Site: 10.7 minutes 

Avg. Game Play Duration (including embeds): 16.6 minutes 





# Engagement Rates (September stats)

## High Engagement Rate:

Click to Start Rate (on article page)



Players That Engage All Content (all roles played)



## Effective Direct Marketing:

Click Through Rate for Open Games Alert (emails)



Click Through Rate for Closed Game Alert (emails)



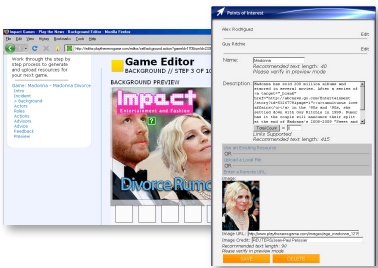


# Partnership Options



## A) Contract for Tailored Games

Create a targeted “campaign”, including the branding of a channel and games. Integrate different aspects of the community to enjoy the full benefits of the community gaming elements. Tailor the type of content around current hot button issues or current initiatives.



## B) Full License to Create Games

Time based (3 months – 1 year) to use the platform ongoing and enjoy its full potential. Customize the integration into your existing community elements or start building your community today.



## C) White-Labeled Community

Create your own community site branding the channels and community to match your content and community needs and opportunities.