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Demo to Purchase: Using Qualitative and Quantitative Analysis to Improve Downloadable Game Conversion Rates

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ABSTRACT

Computer and Video Gaming is the fastest growing entertainment sector, with estimated revenues for 2009 of \$40B. One of the most important gaming sectors is that of casual games—shorter, usually online play experiences targeted at women over the age of 30 and downloaded directly to a PC. Casual Game revenues approach \$3B, but the sector dramatically underperforms compared to selling the same content through more traditional channels.

As a variety of existing content providers such as Real Networks, Shockwave.com, and Microsoft Casual Games seek to create new revenue streams through this emerging content class, little attention has been given to a rational, fact-based approach to optimizing the stream. This is significant because (although showing a reducing trend) the cost of game development is a significant positive integer.

In this presentation, we will discuss potential quantitative and qualitative measures of success for content providers and an ongoing strategy for optimizing a content portfolio, marketing and promotions, and identifying the underlying contributors to success or failure of game content.

No paper was submitted for publication.

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