

## ISGA releases independent academic research report on social games



Today, 27 May 2014, the International Social Games Association has released independent academic research by Harvest Strategy into the evolution, use and impact of social games. The full report can be accessed via <http://www.i-sga.org/research/> but amongst the report's findings are the following:

- The social games industry is an increasingly important part of the digital economy and social games are a natural evolution from traditional games.
- Confusion has arisen regarding the definition and product attributes of social games, which should now be termed “*digsogames*” and defined as: “.... a recreational activity characterized by organized play, competition, two or more players (or player versus a device), criteria for determining the winner, and agreed-upon rules, that is played using digital technology. These games are distinct from gambling games, and do not have any financial or monetary payout”.
- There is no evidence to support the theory that social games lead to gambling; confusion between gambling and social games should be avoided, with social casino games properly categorized as a genre of social games.
- Demographic data shows there to be no gender bias amongst players and the average social games player is about 40 years old.
- Discussion around in-app purchases should (a) factor in the role of technology in the rise of the “freemium” model and (b) take into account the value of the “freemium” pricing model.
- Research has found health and social benefits in playing games.

IGSA CEO Luc Delaney (who shared a speaking platform with David Clifton at last week's Westminster eForum seminar “Next Steps for Gambling Policy”) said: “*we are reassured that Harvest's research demonstrates that there is no link between social casino games and real money gambling and that the two practices are entirely separate, with very different audiences and player demographics*”. We await to find out if the Gambling Commission is similarly reassured.

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