



Demos

Going Mass Market: The importance of "Try-B4U-Buy"

Mobile VAS Conference - St. Petersburg
Catalina Lou - Sales Director EMEA, *Glu Mobile*





Contents

- glu's approach to creating demos
- how can demos bring new mobile game users?
- demos as a tool to build consumer awareness
- glu mobile - case studies
- executive summary

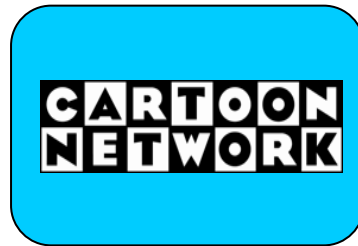


global mobile games leader

- leading independent mobile games publisher listed on the NASDAQ (GLUU)
- publicly traded on nasdaq (GLUU)
- 250+ employees in nine offices around the world
- development studios in san mateo, california, london and beijing
- scalable, efficient development and porting
- coverage of more than 1,000 handsets with more than 20,000 sku's deployed for a single title
- worldwide distribution via 150+ carriers and distribution partners in 65+ countries

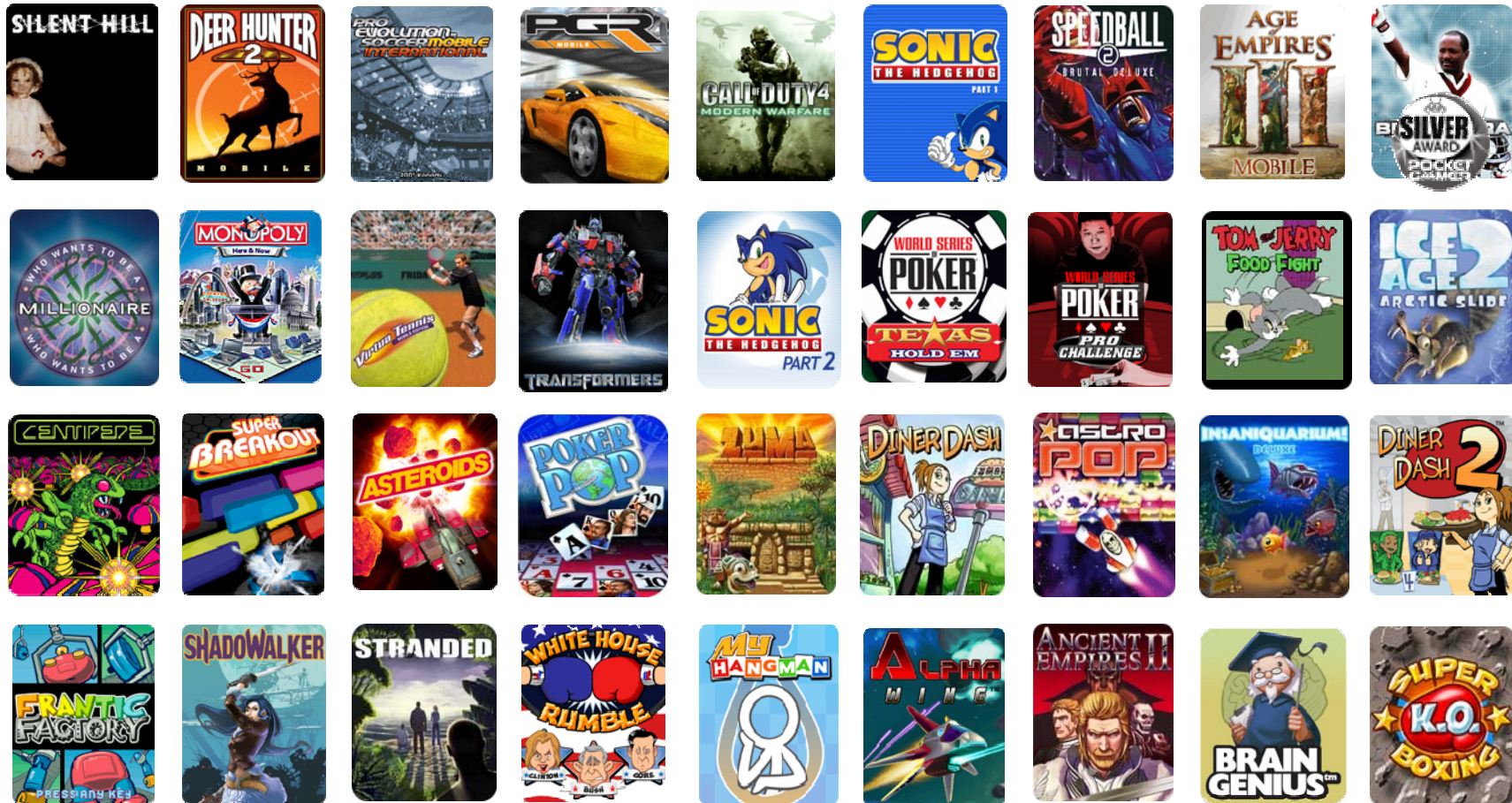


Working with premier licensors...





broad portfolio of award-winning titles





Glu's approach to creating demos

- **Industry leader**
 - Demos are created as part of Glu's development cycle
- **Central to development**
 - Demo development is at the core of the production process since July 2006
 - All Glu games have a mobile demo for the majority of handsets
- **Bespoke demo composition**
 - Each individual demo will have gameplay that has been specifically tailored to best promote the full game experience. As an example:
 - Age of Empires: First 3 Levels with tutorial
 - Who Wants to Be a Millionaire: Play up to £1,000 worth of winnings
- **Marketing led up-sell text embedded at end of each demo**
 - Creates a better consumer experience at the end of the demo
 - Communicates games key selling points
 - Increases the probability of purchase conversion to the full game





How can demos bring new mobile game users

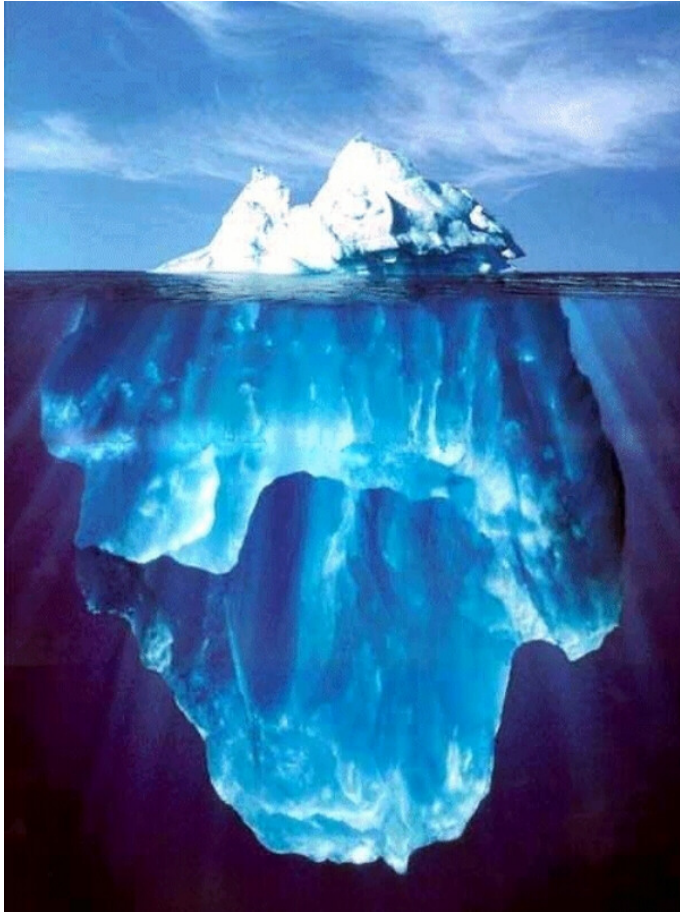
- **A risk free trial of trying a mobile game for free**
 - Opportunity to try a mobile game at no direct cost
 - Able to reach technophobic consumers with a free offering
- **An educational tool for mobile games**
 - Increase trust with consumers about the benefits and quality of mobile gaming
- **A marketing tool to promote purchase of the full game**
 - Demos provide consumers with an interactive experience and allows for an emotional connection with the product
 - Gives the player an opportunity to test the gameplay
- **A promotional tool for third parties**
 - Offers the opportunity to engage new audiences by offering free value added mobile content
 - Engage new audiences
 - Opportunity to increase marketing support through co-promotion partnerships

Sign up today and try
for FREE

FREE
Sample

Start your FREE trial





* Market Research August 2005

- **Grow the mobile games market**
 - Introduce new consumers to mobile games
 - Opportunity to engage consumers with mobile gaming
- **Breakdown perceived barriers of mobile gaming**
 - Poor Game quality
 - Lack of value for money
- **Trial creates sales**
 - 46% of consumers would be encouraged to download more mobile games if they were offered a free demo*
- **An incentive for consumers to visit operator portals**
 - Increased time spent on WAP portals increases potential spend of consumers



- **Demos are central to all marketing activity across EMEA**
 - **Demos actively being promoted in:**
 - MMS Campaigns
 - Targeted MMS campaigns targeting operator subscriber base with opportunity to download selected demo games for free via a WAP push
 - Video Game Inserts
 - Flyers promoting demo downloads inserted into corresponding console/PC box at retail.
 - Example: Transformers game with Activision
 - Third Party Promotions
 - Demo and non-gaming content promoted with third parties to engage new audiences
 - Example: Transformers Demo for every reader with The Sun (UK Newspaper with 3 million daily readers)
 - Operator Promotions / Advertising
 - Demo promotion on operator websites using EMUX linking to demo deck placement and demo download
 - Example: Vodafone Germany and O2 Germany
- **Demo promotional activity has generated full game purchases**

- **Italy – Who Wants to Be a Millionaire MMS Campaign**

- **500,000 MMS Messages** were sent **over a 1 month period** to **subscribers who had not previously bought content**
- The MMS contained an **offer to download the demo** of Who Wants to be a Millionaire for free, via a WAP push
- Demo consisted of **2 attempts at the full game**



results:

- 49% (244,659) downloaded the demo
- 10% (25,159) who played the demo bought the full game
- 5% of people who were sent an mms bought the game

- **UK – Transformers Video Game Inserts**
 - 60,000 Leaflets inserted in Transformers PC and XBOX game boxes
 - Flyer contains **call to action to download the Transformers mobile game demo**
 - Available on **all major UK operators**
 - 2500 SMS sent (4% conversion)
 - 456 game demo's downloaded (18% conversion from SMS's)



THEIR WAR. OUR WORLD. YOUR PHONE.

TRANSFORMERS

WWW.TRANSFORMERSMOBILE.COM

Free! Try TRANSFORMERS mobile game plus get free wallpapers and voice tone text **GET PRIME** to 83900*

Also available from all major UK network operators

glu

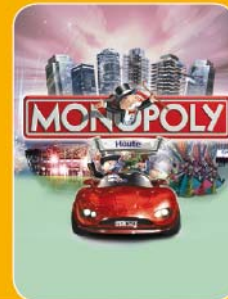
* Available on all networks from 1st Sept 2007



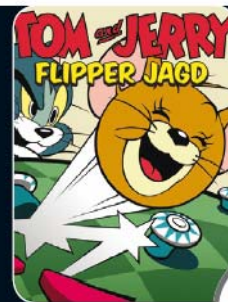
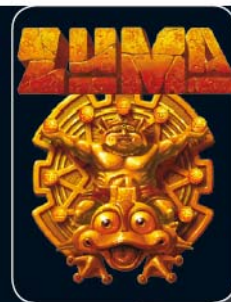
Germany – Device Insert (Case Study)

Handyspiele jetzt kostenlos testen!

Ganz leicht direkt bei O2 aufs Handy laden und ausprobieren. Kostenlos, ohne Datenübertragungskosten und ohne Risiko!



Einfach
Glu an die
Kurzwahlnummer
11 2 11 senden!



Große
Spielauswahl
KOSTENLOS
testen!

Für stundenlangen Spielspaß!

Tom & Jerry and all related characters and elements are trademarks of and © 2007 Turner Entertainment Co. World Series of Poker, WSOP and related designs are trademarks of Harrah's License Company, LLC. Used with permission. This product is intended for use by those of legal age or older for amusement purposes only. Sonic Jump © SEGA. MONOPOLY © 2007 Hasbro. All Rights Reserved. Licensed by Hasbro. © 2003 PopCap Games. All rights reserved. Zuma is a registered trademark of PopCap Games, Inc. Who Wants To Be A Millionaire? Logo, TM and (c) 2007 zwaytraffic. All rights reserved. © Glu Mobile Ltd. All Rights Reserved.



Flyers promoting demos inserted into 100,000 device boxes with a selected operator

- **Germany – Demo Deck placement**

- Hidden category on deck which displays demos only
- Category is only available via a promotional shortcode advertised in operator magazine and interactive magazine
- Glu demos placed:
 - **Who Wants to Be a Millionaire 2nd Edition**
 - **Zuma**
 - **Monopoly Here and Now**

results (average demo conversion rate feb – june 2007):

- monopoly: 8%
- who wants to be a millionaire?: 18%
- zuma: 7%

Topspiele 100 % kostenlos testen!

Wer wird Millionär Editon 2
Gewinnen Sie die virtuelle Million: Die zweite Version des Handy-Gams besticht durch Hunderte neuer Fragen und eine echte Quizshow-Atmosphäre – mit Publikums-, 50:50- und Telefonjoker.
Kennwort: FREEDEMO
Kurzwahl: 11311
Preis: Demo kostenlos!





Executive Summary

- **Demos are a risk free way of trying a mobile game for free.** An effective marketing technique
- **Demos grow the mobile games market.** Enable the industry to introduce new consumers to mobile gaming
- **Glu are industry leaders.** Creating bespoke demos for every game as part of our core production process
- **Active promotion of demos.** Promoting demos is part a core part of our EMEA marketing strategy
- **Proven Results.** Glu's current demo marketing initiatives generate upsell to the full game with conversion rates generating between 6-12% upsell purchase

