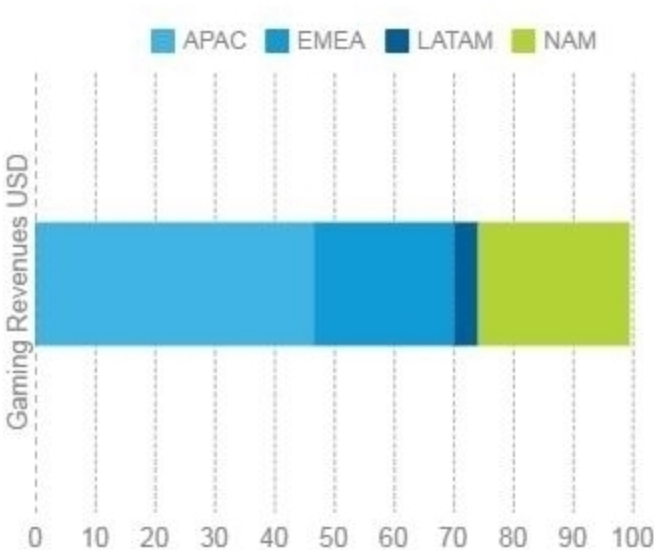


Carrier Billing: How to Convert Gamers into Buyers

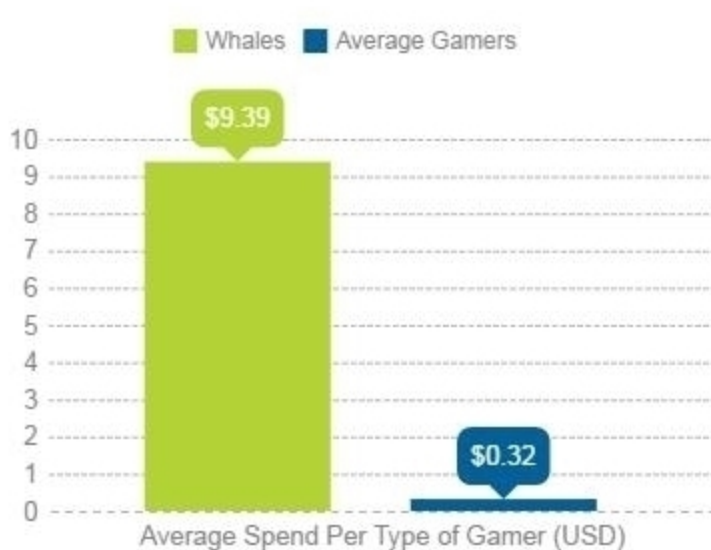
The global gaming industry is one of the primary drivers of the digital economy and gaming apps are the #1 source of app store revenues.

Gaming companies must provide paying gamers with seamless and secure experiences if they are to build the kinds of revenues we have seen from top grossing games like Pokemon Go and Clash of Clans.

Gaming is big business globally. \$99.6bn in 2016.¹



Whales spend 30 times more than the average gamer.²

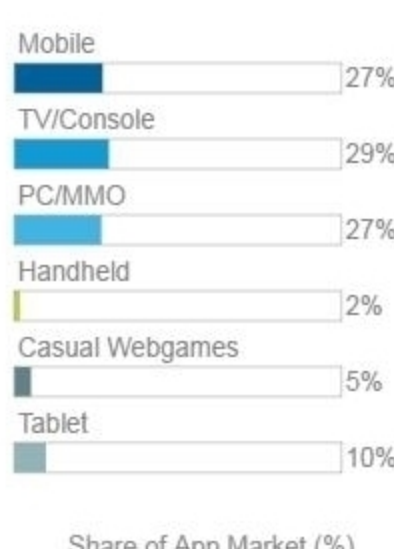


Time spent on apps increased globally to 900bn hours in 2016. Roughly 2 hours per Android user per day.³

Girls play games too. 41% of gamers are female.⁴



Mobile, Console and PC games are king.¹



48% of all revenues come from only 0.19% of all gamers.⁵

Future Outlook

The gaming industry is expected to be worth \$118.6bn globally by 2019 with Mobile, Console and PC/MMO still king.¹



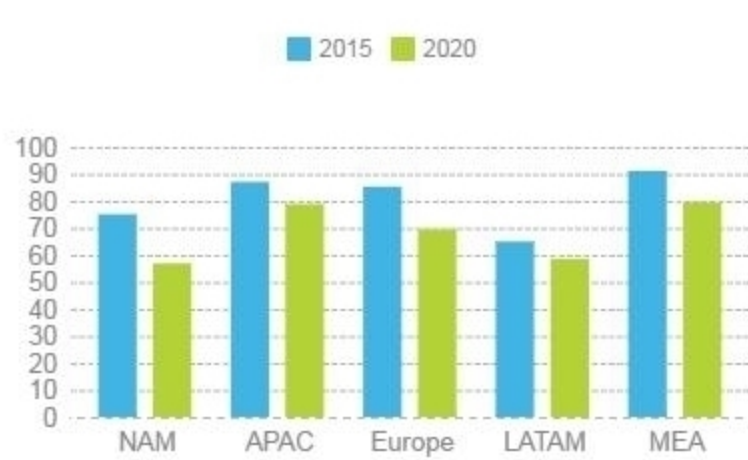
90% of developers see eSports as a sustainable business due to the growing follower base.⁶

Yes (90%) No (10%)

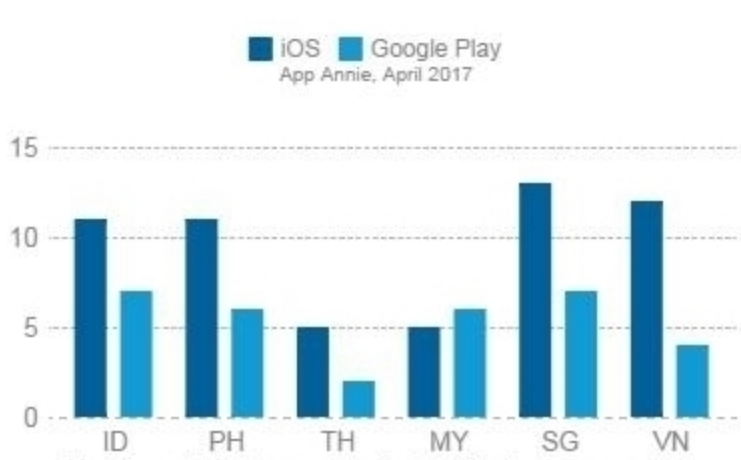


Southeast Asia will become the key battleground for global gaming providers.⁵

Still king but global dominance is shrinking. Gaming market share is expected to decrease by an average of 12% globally.⁷



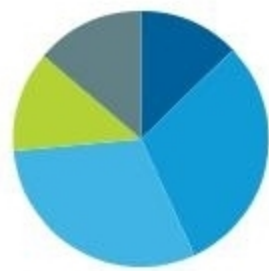
Southeast Asian gamers have a big appetite for Western games. Western games frequent the top 20 places of the grossing chart.



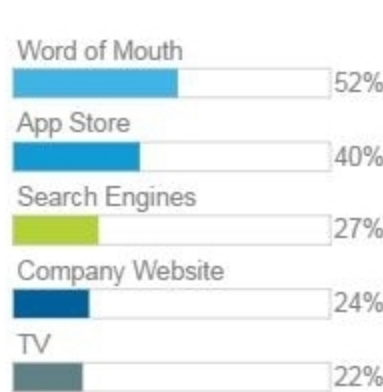
Games will branch out to new monetisation channels including live events, advertising and merchandise.⁹

Monetise your player base with Carrier Billing

44% of Millennials prefer mobile payment options.⁷



Discovery happens outside the app store. Popular games can be incorporated into Mobile Operator marketing plans aiding in discovery and monetisation.⁸



Benefits of Carrier Billing to Gaming Providers and Gamers

- Simple and convenient purchase experience for gamers.
- Secure payment method with no need for credit/debit card details.
- Better conversion rates for game providers as user experience is seamless.
- Rapid integration for game providers with access to new markets and customers.
- Carrier billing works for app, in-app and web subscription as well as one time payments.
- Games may benefit from in-country exposure through incorporation into Mobile Operators marketing plans increasing discovery of game.

Interested in implementing Carrier Billing? Click here to get in touch with SLA Digital today.

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