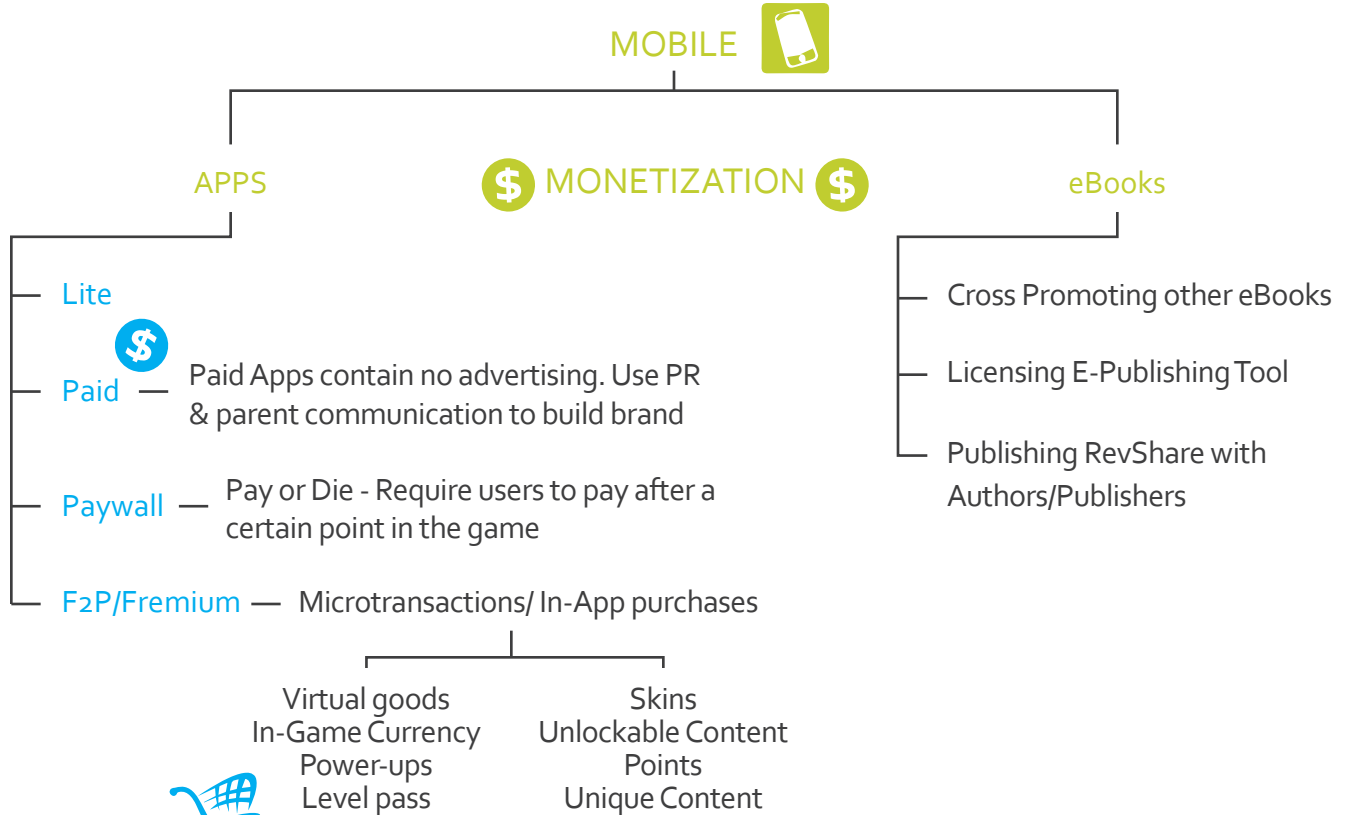


MARKETING AND MONETIZING CASE STUDY SUMMARY

Kids' content developers in Ontario are using a wide variety of tools and practices to build their digital brands. Here's a summary of what we saw.



MARKETING TOOLBOX



Social Media

All Audiences ← → Parents



Viral Installs



Connect Game Centre

Outsource marketing to users, embed social tools in game-play

Incentive Based Advertising

Reward social sharing with in-game currency or

Download another app by same developer or 3rd party developer and be rewarded with in-game currency

In-Game Interstitial Adv'g/Video Clips

Drive app installs via cross promotion
 - 3rd party apps
 - developer apps
 - 3rd party products
 i.e. 7Eleven free slurpie

Mobile Ad Networks

i.e. text ads, banner ads served by:



etc

Leaderboards / Sharing

- Brag moments
- Challenge
- Friend gating

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ONLINE



Games / Websites

Broadcaster
Cross-Promotions

Custom Branded
Games + Site

Social Media links

Featured Editorial



Virtual Worlds

Rich Media
Banners

"Sweepstakes"
& Promotions

Social Media
-Facebook App
-Game Centre (Apps)

MARKETING TOOLBOX



Web Series

Public Relations

Social Media Channels
-YouTube
-Tumblr Blogs
-Facebook/ Twitter
-Pinterest

Companion Website

Corporate Social
Responsibility



Video on Demand

Public Relations

MONETIZATION

DVD'S

iTunes
Cross selling
-individual episodes
-seasons

Merchandise
-Plush
-Books
-Trading cards

Cross-selling

Apps (paid + free)

Google Ad
Networks

Membership /
Subscriptions
i.e. (VIP, Elite)

Merchandise

Microtransactions
-In-Game currency

In-Game 3rd party
advertising

Sponsorship

In-App Purchases
\$1.99 - \$99.99

Merchandise

Pre-Roll (Koldcast, blip,
YouTube, Dailymotion)

Affiliates (Amazon)

Sponsorship

Broadcaster (CBC)

YouTube (Google Adwords)

Subscription