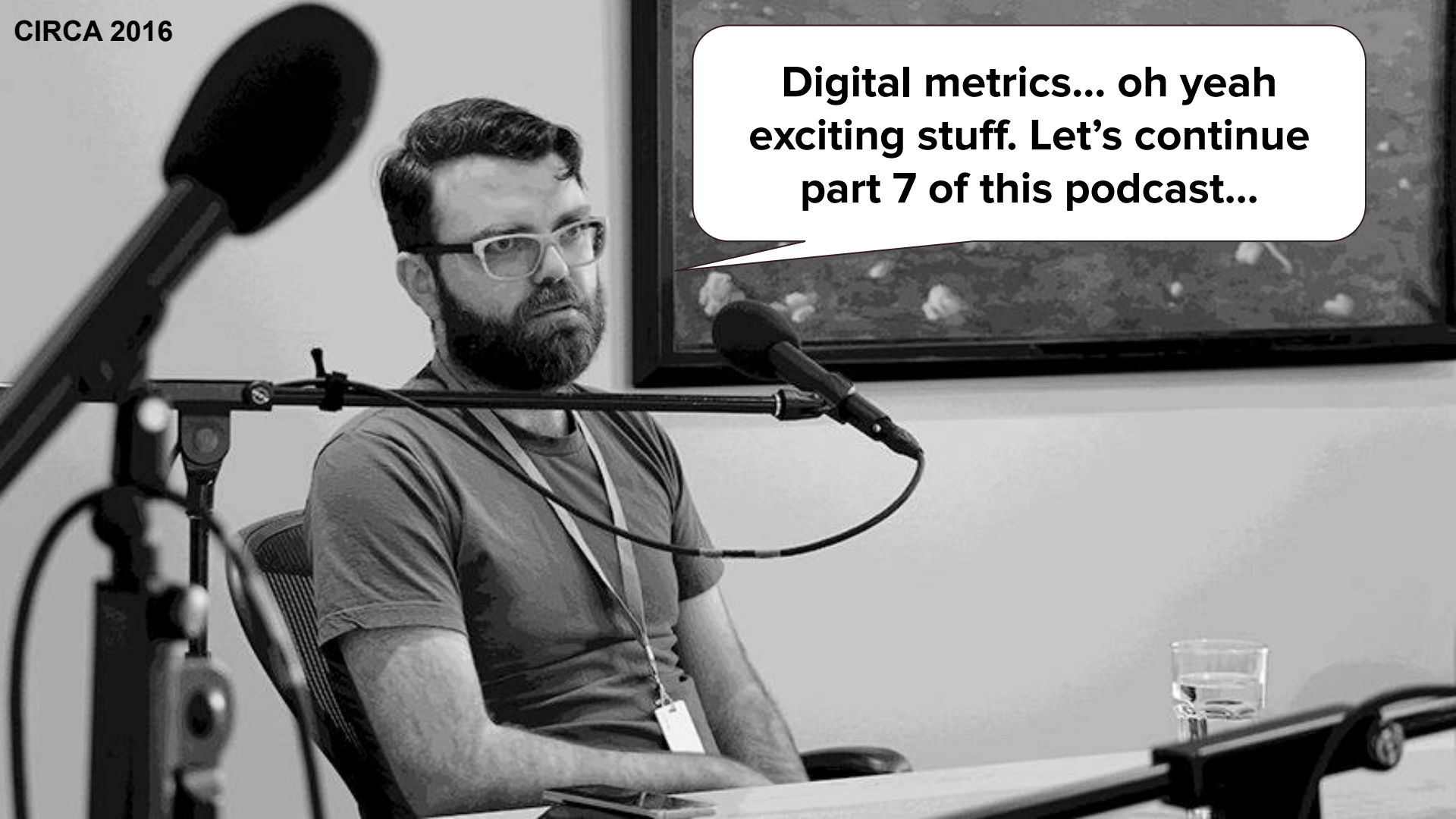


CIRCA 2016

**Digital metrics... oh yeah
exciting stuff. Let's continue
part 7 of this podcast...**



CIRCA 2017




Mumbrella 360

Headline Sponsor

pwc

Mumbrella 360

Digital metrics... oh yeah exciting stuff, can't wait to debate this

A woman with short dark hair, wearing a light-colored sleeveless top with a dark pattern, is in the center of a nightclub. She has a wide-eyed, open-mouthed expression of shock or panic. She is surrounded by shirtless men in a crowded dance floor. One man to her left is holding her arm, and another to her right is also holding her. The lighting is dim and colorful, typical of a club.

how did I get here?





2002-2018



SMG

2013-Now



Soap



Won the **AdNews Digital Agency of the Year** for a record fourth time.

We've also been awarded **B&T Agency of the year** and the **Employer of the Year**.



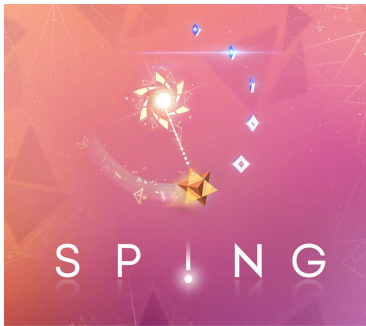
“Why don’t we own Candy Crush?”

*When I sit across the table from Candy Crush,
the only thing I’m thinking is I hate you. There
are 780 million users. Their average revenue per
user is greater than the candy bar average price
that I sell”*

Bonin Bough,
Vice President of Global Media and
Consumer Engagement at Mondelēz
2013



SMG Studio is a games studio focused on both original and licensed IP for all screens.



Soap



CIRCA 2014





2013 | 2014



2015



2016



2017



2018



2019

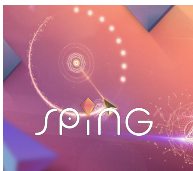


2020

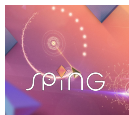


2021

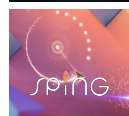
EXPANSIONS



2022



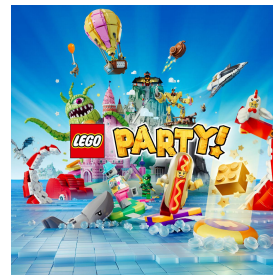
2023



2024



2025





18 MONTHS



3 MONTHS

**We use a patented*
system to ensure
every game is**

**DAFUZING
AWESOME!**

SMG's Patented D.A.F.U.Z™ SYSTEM

**DYNAMIC
ADDICTIVE
FUN
UNIQUE
ZANY**





SPRING

OTT
TD

MOVING
OUT

A vibrant stage set for a LEGO Party launch. The word "PARTY" is written in large, yellow, 3D block letters. To the left is a red square with the white "LEGO" logo. The stage is lit with bright spotlights from above, and two large blue beams of light project from the sides. In the background, a screen shows a party scene, and a DJ booth is visible. The overall atmosphere is festive and celebratory.

LEGO

PARTY

LAUNCH TRAILER

ACTUAL ECD





Who

SHOW ME THE MONEY

20 SLIDES AND NO STATS!?

PASSIVE INCOME / LONG TAIL IS KEY

The more quality games we release the more we increase our passive income. SMG is enjoying the fruits of previous labor with our games portfolio providing a good long tail of revenue.

GOAL: 20-25% of total revenue

CURRENT: 23% in FY23

Our cadence of releases will counter the decline over time from older games.

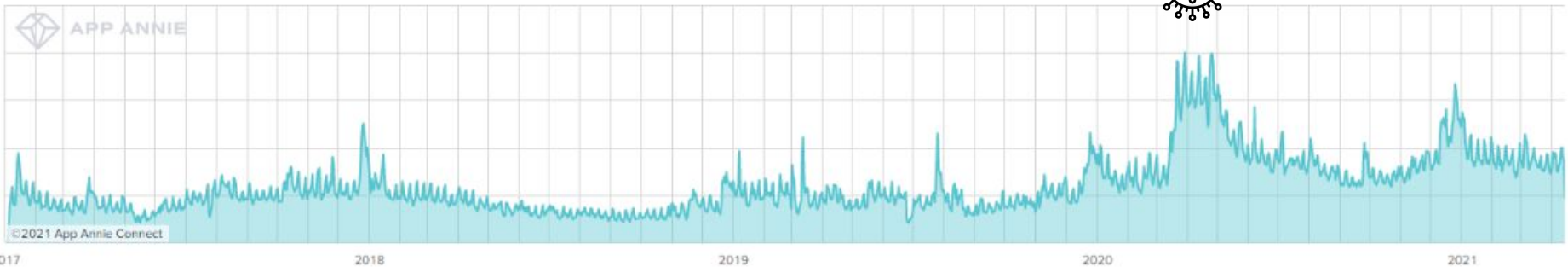
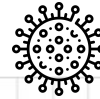
FY2023	% of Revenue
	37%
	25%
	15%
	P 10%
	P 8%
	P 2%
	P 2%
	P 1%

PASSIVE INCOME / LONG TAIL IS KEY

“Pandemic Proof” Revenue

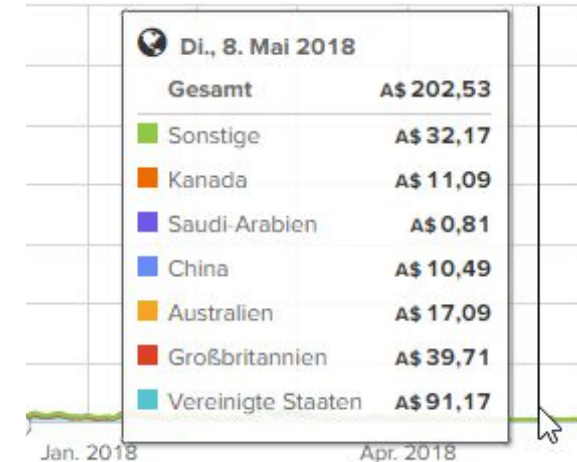
SMG revenue is up since the global pandemic started. The trend is that people are spending more on gaming now than ever before. With less ways to entertain themselves and less discretionary spending gaming is reaping the rewards.

Game A



PASSIVE INCOME / LONG TAIL IS KEY

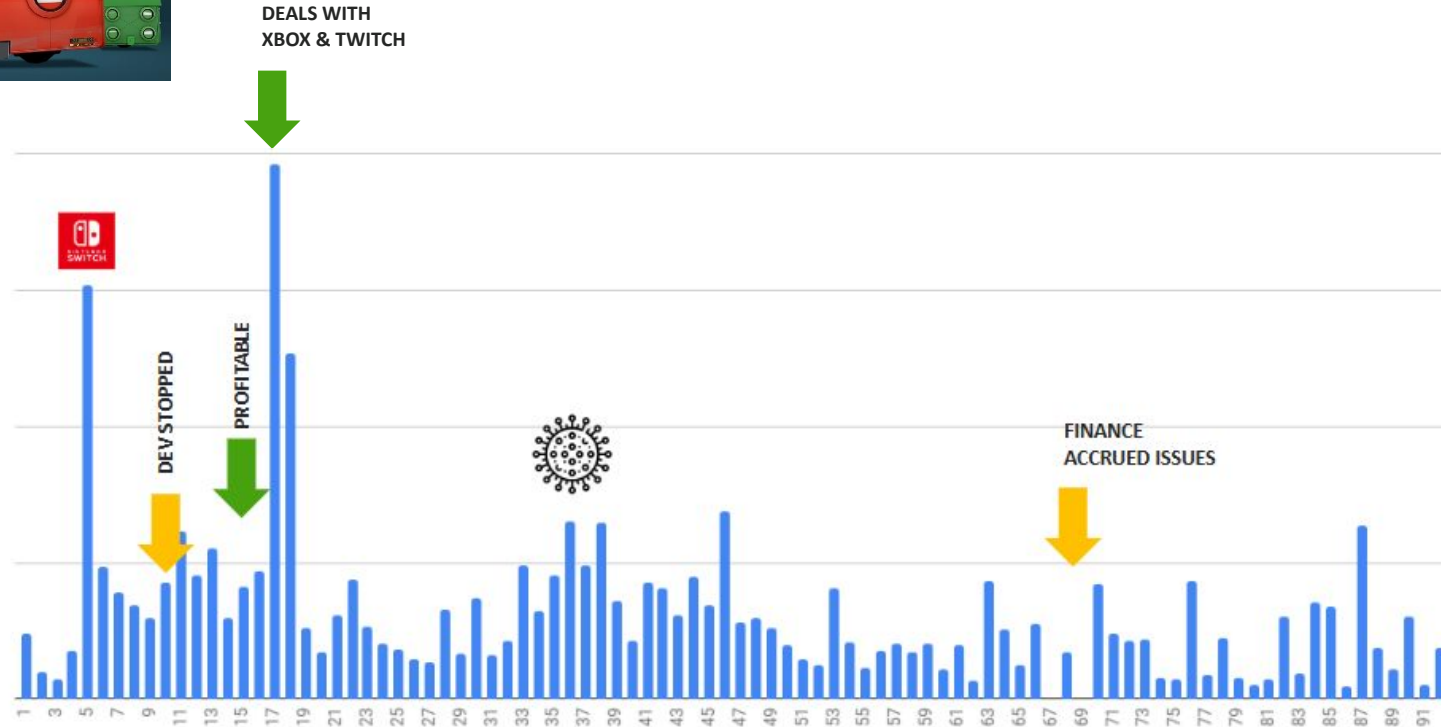
Game B



PASSIVE INCOME / LONG TAIL IS KEY



Death Squared: Released 2017
Took ~10 months to be profitable
Total Net Rev: (660%+ ROI)



2017

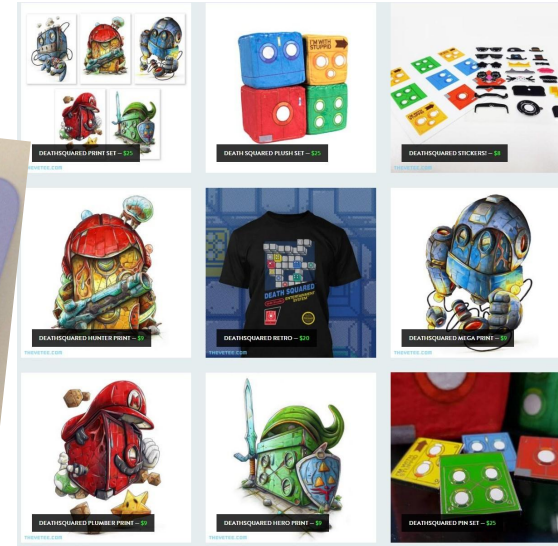
2024

PASSIVE INCOME / LONG TAIL IS KEY



Revenue Sources

1. **Nintendo Switch**
2. **Nintendo Switch Japan**
3. **Nintendo Switch Limited Editions**
4. **Steam**
5. **Playstation**
6. **Xbox**
7. **Xbox Games With Gold**
8. **Amazon Luna**
9. **Amazon Free Games With Prime**
10. Twitch Free Game
11. IOS App Store
12. Google App Store
13. Google PlayPass
14. China Publishing
15. In-Car Games (BMW)
16. Two Bit Circus Arcade
17. Humble Bundles
18. Key Sales @ Random Stores
19. Merch (Shirts, Vinyls, Toys)



World's Biggest Pac-Man

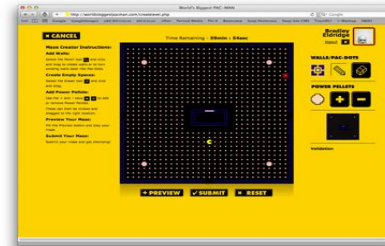
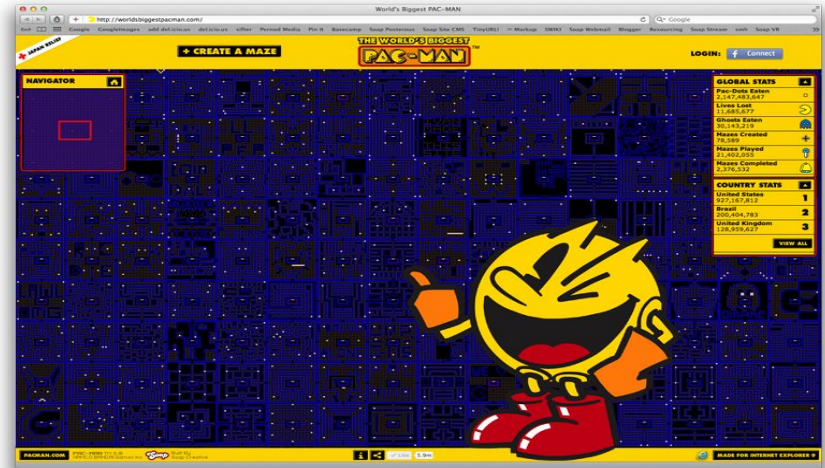
Released 2011

RESULTS

1.5 million visitors in the first 3 weeks, countless amounts of positive press for both clients and one huge hosting bill. All without any media spend.

> 300k visits a month 5 years later

> 100k visits a month 14+ years later



<http://worldsbiggestpacman.com>

**WHO CARES?
BUT WHAT ABOUT US BRANDS &
AGENCIES?**

A man in a dark blue suit, white shirt, and dark tie stands in a room with wood-paneled walls. He has his hands outstretched in a questioning or explanatory gesture. To his right is a whiteboard on a wooden stand with the text "DON'T JUST MAKE ADS" written in large, bold, black capital letters. The room includes a lamp with a warm glow, a framed abstract painting, and a large green plant in the background.

**DON'T
JUST
MAKE
ADS**

A man in a dark blue suit, white shirt, and dark tie stands in a room with wood-paneled walls. He has his hands outstretched in a gesture. To his right is a whiteboard on a wooden stand. The whiteboard contains the text 'MAKE US MONEY! NOT FAMOUS'. In the background, there is a window with white curtains, a potted plant, a lamp with a white shade, and a framed abstract painting. A gold trophy is visible on the floor in the foreground.

**MAKE
US
MONEY!
NOT
FAMOUS**

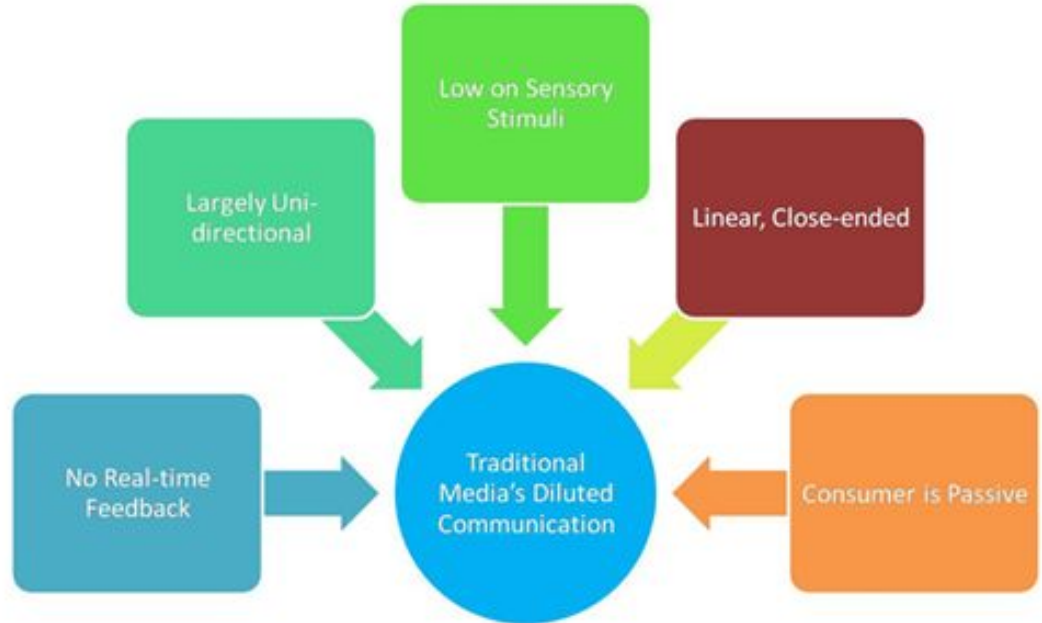
WHY GAMES?

Highest form of engagement.



Games are a powerful learning tool.

Why not have consumers learn about your brand.

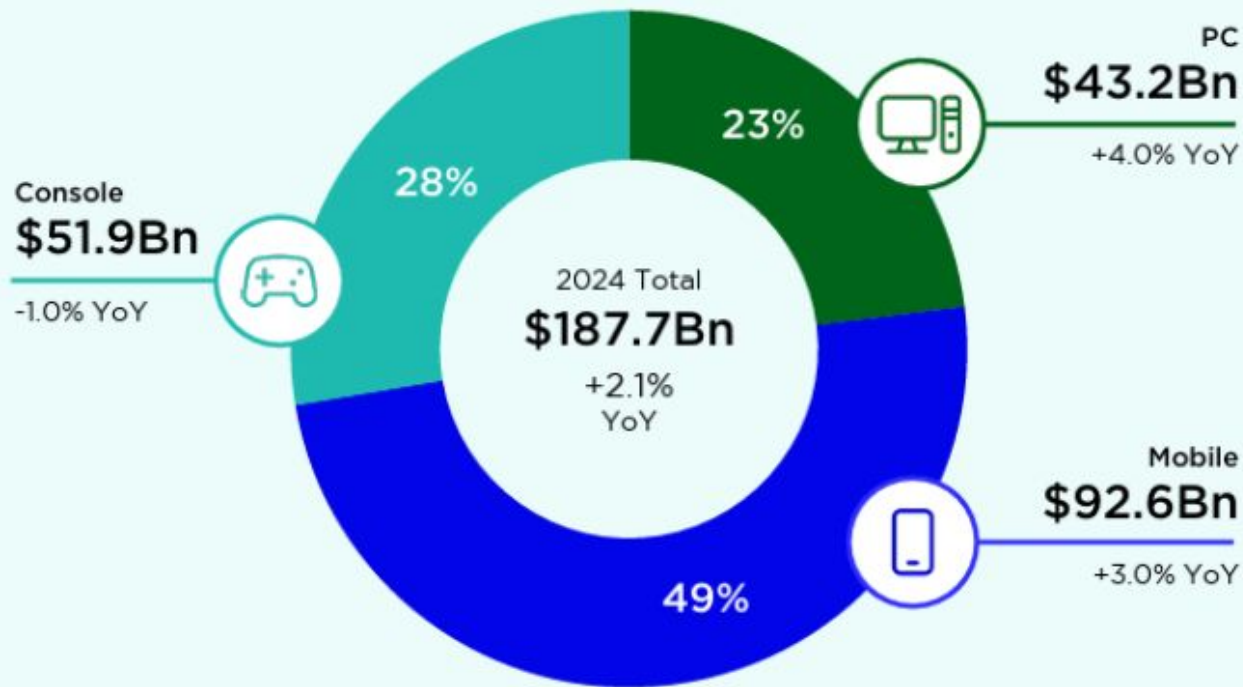


Traditional media communication has a lot of drawbacks.

([Source](#))

2024 Game revenues

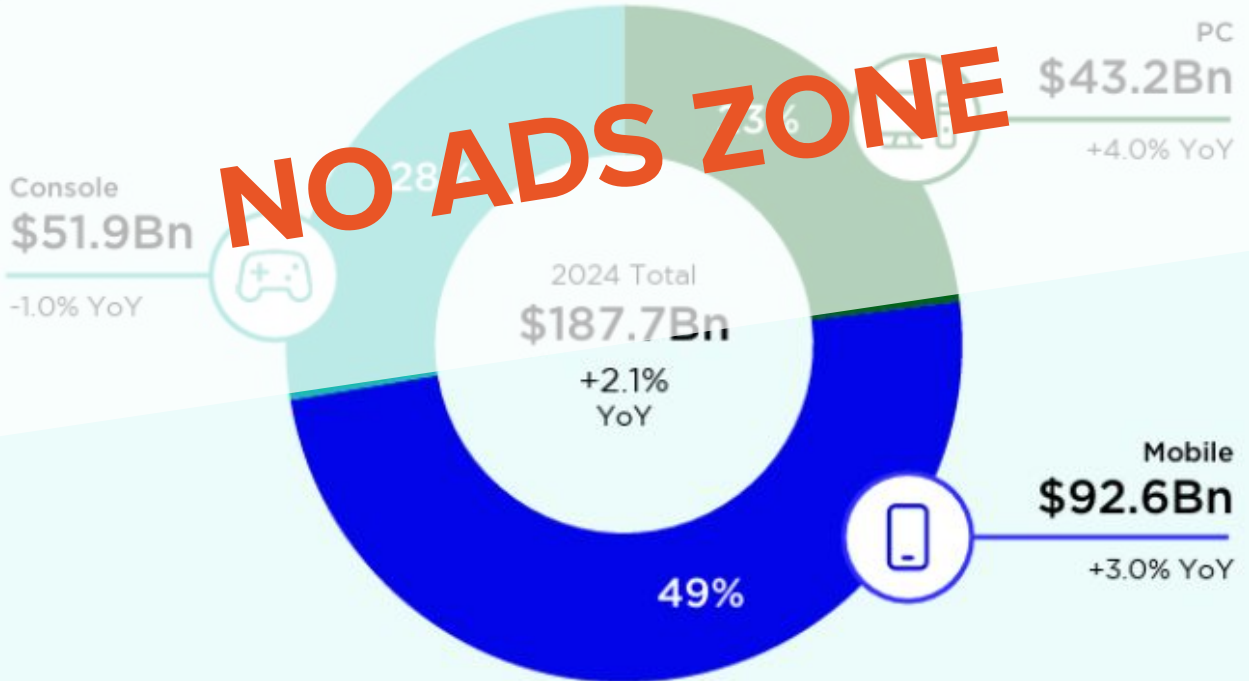
Per segment



2024 Game revenues

Per segment

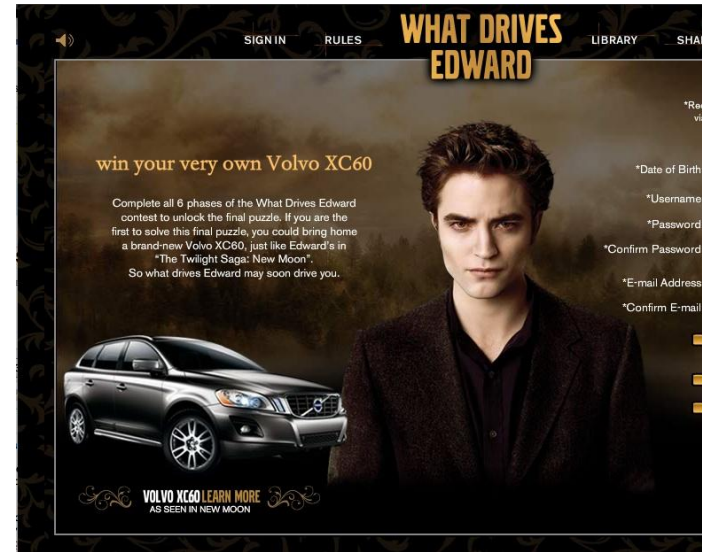
NO ADS ZONE



FILM INDUSTRY

The film industry does this well

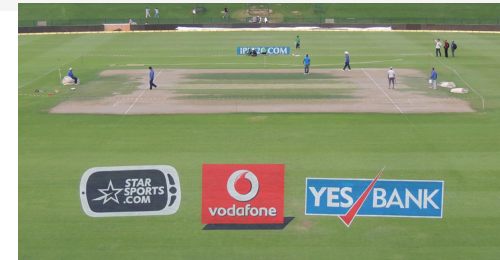
- Product Placement
- On-pack promotions
- Consumer promotions
- ~3 month window



SPORT!

Sport go all out! They do this really well

- Anything and everything sold off
- Much deeper use of talent
- Long term sponsorships



THE OLD DAYS

Insert brand here

This genre is dead



DUMB WAYS to DIE



DUMB WAYS TO DIE

ADDING VALUE TO ORIGINAL IP ASSETS

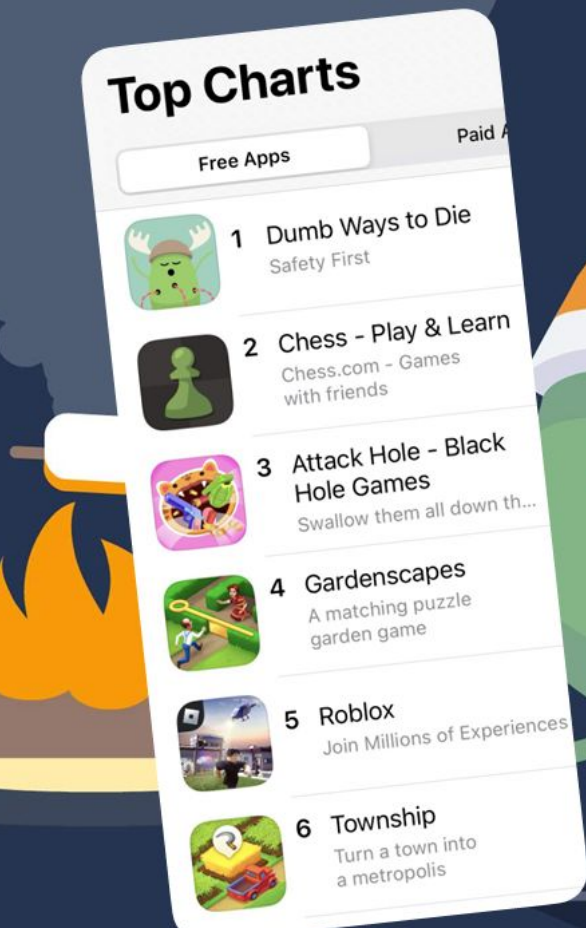
- Ten year anniversary in December 2022
- **Acquired for \$2.25m in October 2021 on 1.5x trailing revenue multiple**
- Immediately expanded social media presence, NFT launch, new mobile titles
- **The brand has generated in excess of \$12m revenue** in the fifteen months since acquisition to 31 December
- **Netflix partnership** provides further opportunities to extend the value and life of the brand



DUMB WAYS TO DIE

#1 GAME IN 36 COUNTRIES THIS MONTH

- The **Dumb Ways theme went viral** on TikTok late Jan/early Feb - roughly 50,000 user-generated videos generating **700m+ views**
- Nearly **2m total downloads** across Dumb Ways To Die mobile games and apps in seven days
- **Estimated \$0.8m+ incremental revenue to MarQ**
- Original Dumb Ways title **#1 on the US App Store charts** (from 3 Feb-present)
- #dumbwaystodie was the **#1 trending TikTok hashtag** in the US on 6 Feb
- Global press coverage



THE TRANSFORMERS



DAVID FINCHER
MICHAEL BAY
RIDLEY SCOTT
ZACK SNYDER
JONATHAN GLASER
SPIKE JONZE
SPIKE LEE



CAVEMEN

a new comedy  start here
abc.com

KPOP DEMON HUNTERS





JONATHAN GLASER
1994+

JONATHAN GLASER
Zone Of Interest
2023

KFC DATING SIM?

Treat the genre with respect

3+ millions downloads

92% rated good

Industry & gamers loved it



STORE COMMUNITY ABOUT SUPPORT

Install Steam login language

Your Store New & Noteworthy Categories Points Shop News Labs

search

All Games > Casual Games > I Love You, Colonel Sanders! A Finger Lickin' Good Dating Simulator

I Love You, Colonel Sanders! A Finger Lickin' Good Dating Simulator

Community Hub



Welcome to the most delicious dating simulator ever created. Do you have what it takes to be the business partner of and win the heart of the most famous chicken salesman of all time? Play to find out!

92% of the 11,773 user reviews for this game are positive.

ALL REVIEWS: Very Positive (11,773)

RELEASE DATE: 24 Sep, 2019

DEVELOPER: Poyop
PUBLISHER: KFC

Popular user-defined tags for this product:

Dating Sim Anime Visual Novel Beautiful



Site: Grooming Shopping Health Culture Lifestyle GQ Sports Ride Subscribe

Editor: Australia

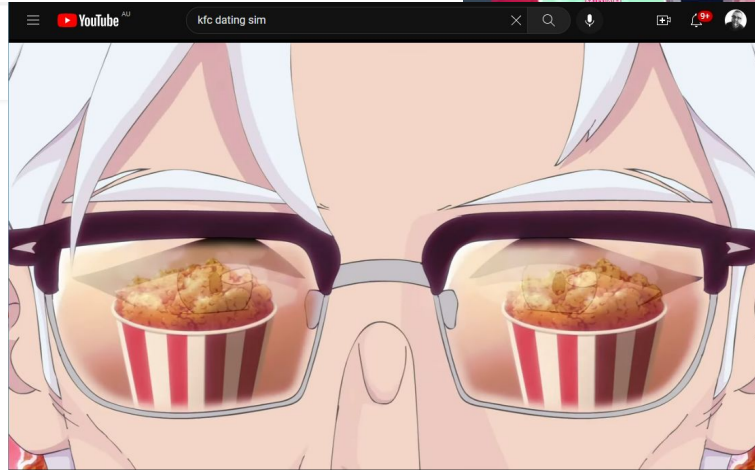


@COLONEL SANDERS

Anything for a fellow chef.

KFC has announced the development of a dating simulator that pairs you with the Colonel. Image: KFC/Poyop

KFC Now Has A Dating Sim And It's As Cooked As A 3-Piece Feed



KFC Dating Sim

penguin... 12.2M...

Subscribed

41K

Share

More options

785K views 3 years ago

This is the greatest dating sim of All Time Show more

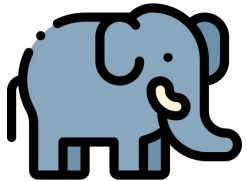
All From your search Dating sims Audio

Forspoken: The Millenniums Nadir ShortFallOtaku 63K views · 2 days ago New



OFFICIAL TRAILER

FORTNITE



Experience

Nike Launches Airphoria in Fortnite

June 20, 2023
Copy Link ↵

2023

- Nike is launching "Airphoria" in Fortnite, a first-of-its-kind immersive gaming experience innovating to serve the future of sports fandom and building on a multiyear partnership with Epic Games.



The Nike Airphoria 2.0 island is accessible on all platforms supported by Fortnite until April 2024, ensuring a wide reach and engagement with the global gaming community. Players can access it using the island code [2887-3398-8922](#).

2024

GILLETTE RAZOR RUN

By [unitedesports](#)

[PARKOUR](#) [SINGLE PLAYER](#) [MINIGAME](#) [JUST FOR FUN](#)

It's time to put your platforming skills to the test by completing the Gillette Razor run course with the shortest time.

...more

CREATED IN: [UEFN](#) MAX PLAYERS: 1
 RELEASE DATE: [Jan 27, 2024](#) AGE RATING: [Everyone / 3](#) ▾
 LAST UPDATE: [Feb 4, 2024](#) XP STATUS: [Calibrating](#)

PLAY NOW

9007-5532-3034 ↵

[Favorite](#) [Create Alert](#) [Fortnite.com](#)



[Charts](#) [Update history](#) [Attributions](#)

PLAYER COUNT



0 **#6,996**
PLAYERS RIGHT NOW

0
24-HOUR PEAK

105 **#51,657**
ALL-TIME PEAK 2 YEARS AGO

HEAD & SHOULDERS DANDRUFF DEFENDER

By [unitedesports](#)

[AIM COURSE](#) [PRACTICE](#) [SINGLE PLAYER](#) [MINIGAME](#)

Improve your gameplay and aiming skills with Head & Shoulders Dandruff Defender.

...more

CREATED IN: [UEFN](#) MAX PLAYERS: 1
 RELEASE DATE: [Jan 30, 2024](#) AGE RATING: [Teen / 12](#) ▾
 LAST UPDATE: [Feb 4, 2024](#) XP STATUS: [Calibrating](#)

PLAY NOW

5382-1612-2381 ↵

[Favorite](#) [Create Alert](#) [Fortnite.com](#)



[Charts](#) [Update history](#) [Attributions](#)

PLAYER COUNT



0 **#6,834**
PLAYERS RIGHT NOW

0
24-HOUR PEAK

18 **#98,421**
ALL-TIME PEAK 2 YEARS AGO

Telstra BigPond launches customer service centre in Second Life

SEPTEMBER 1, 2008 BY EDITOR 2 COMMENTS

Telstra today took the next step in the ongoing evolution of their significant presence in Second Life with the launch of a **staffed customer service centre**. There'll be Telstra-employed avatars available between 11am and 10pm Monday to Friday AEST to answer "service-related queries". Obviously there won't be too many queries from those whose connection has gone down but it's a worthy expansion of customer service in-world.

A launch party was held from 5pm today:



2008

Telstra: We pulled out of Second Life to follow our customers

TIM BURROWES

March 17, 2010 11:38



Telstra's decision to pull the plug on its presence in virtual world Second Life was a pragmatic one based on the small number of customers who visited the Big Pond island, the Adtech conference was told.

Speaking at a panel debate on social media, Karen Ganschow, Telstra's executive director of relationship marketing said: "The activity levels were dropping and we had to make a commercial call. There was a group of people who were outraged, but we devoted our resources to Twitter and YouTube. We went where the customer is and where the conversations about telstra



2010

LAWNMOWER SIMULATOR

Treat the genre with respect

Simulation genre is popular

Stiga



Toro



The screenshot shows the Steam store page for 'Lawn Mowing Simulator'. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ABOUT, SUPPORT) are visible. Below the navigation bar, there are tabs for 'Your Store', 'New & Noteworthy', 'Categories', 'Points Shop', 'News', and 'Labs'. A search bar is on the right. The main heading is 'Lawn Mowing Simulator' with a 'Community Hub' button. A 'LIVE' badge indicates 'NOW BROADCASTING: WATCH THE DEVELOPER PLAY'. A large featured image shows a player on a red Toro mower with a quote: "...WITHOUT REALISING IT, I WAS TOTALLY HYPNOTISED." attributed to 'PC GAMER'. To the right, a smaller image shows a Stiga mower with the game title 'LAWN MOWING SIMULATOR'. Below this, a description reads: "Experience the beauty and detail of mowing the Great British countryside in Lawn Mowing Simulator, the only simulator that allows you to ride an authentic and expansive roster of real-world licensed lawn mowers from prestigious manufacturers; Toro, SCAG and STIGA as you manage your business." Review statistics show 'RECENT REVIEWS: Mostly Positive (16)' and 'ALL REVIEWS: Mostly Positive (1,315)'. The release date is '11 Aug, 2021'. The developer is 'Skyhook Games' and the publisher is 'Curve Games'. At the bottom, there are video thumbnails and user-defined tags: 'Simulation', 'Farming Sim', 'Realistic', 'Relaxing', and a plus sign for more tags.

POWERWASH SIMULATOR

Treat the genre with respect

20x the popularity of lawn mowing!

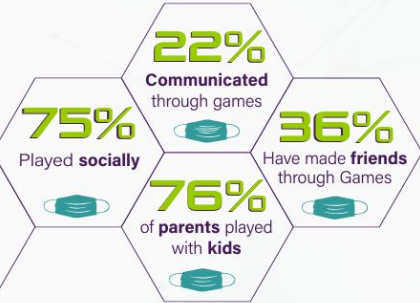
97% rated high

No brand activity?!

The image shows the Steam store page for the game PowerWash Simulator. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ABOUT, SUPPORT) are visible. The page header includes navigation options like 'Your Store', 'New & Noteworthy', 'Categories', 'Points Shop', 'News', and 'Labs', along with a search bar. The main content area features the game title 'PowerWash Simulator' with a 'Community Hub' button. A large screenshot shows a first-person view of a power washer cleaning a train in a desert landscape. A UI overlay in the top left of the screenshot shows 'Sinkobex' with a '4% CLEANED' progress indicator and a 'REFUEL' button. The price '\$27.00' is displayed in the top right. Below the main screenshot is a row of smaller game thumbnails. To the right, a promotional banner shows a character in a blue power washer suit next to a blue van and a dog. Below the banner is a description: 'Release the Pressure with PowerWash Simulator! Wash away your worries with the soothing sounds of high-pressure water. Fire up your power washer and blast away every speck of dirt and grime you can find, all with the simple satisfaction of power-washing to a sparkling finish.' This is followed by review statistics: 'RECENT REVIEWS: Overwhelmingly Positive (928)' and 'ALL REVIEWS: Overwhelmingly Positive (29,268)'. The release date is listed as '15 Jul, 2022'. The developer is 'FuturLab' and the publisher is 'Square Enix'. At the bottom, there are popular user-defined tags: 'Casual', 'Relaxing', 'Immersive Sim', 'Sandbox', '3D', and a plus sign for more tags.

MORE STATS PLEASE

> KEY FINDINGS

> CONNECTING
TO GAMES> CONNECTING
THROUGH GAMES

GAMING IS NOT JUST KIDS

The average gamer will surprise you.

Games are not longer (and have never been) just for kids.

- The average gamer is 35 years old.
- 11% are over 65! (1.9M people)
- 92% of households have a device for games.
- 2nd most popular form of entertainment after streaming TV/movies [Source](#)

It's no longer a conversation on **if** your target audience plays games but **what** type of games and **why**.

WHAT GAMES DELIVER?

Ability to achieve multiple goals.

No other media format can deliver the same benefits to a brand.

Games can be used to;

- Convey complicated product benefits.
- Drive business objectives such as sales, trial & referral.
- Provide valuable data & insights on consumers.
- Maximise brand sponsorships.
- Facilitate promotions in a deeper way.
- Reward consumers for their engagement.
- Provide an ongoing platform to stay in touch with consumers during non campaign periods.



GAMES AS...

More than just advertising.

1. **Games as a promotion tool**
2. **Games as entertainment**
3. **Games for education**
4. **Games as a revenue driver**

When you look at games as more than just a piece of advertising it opens up an endless world of possibilities.



BRAND STUDIES

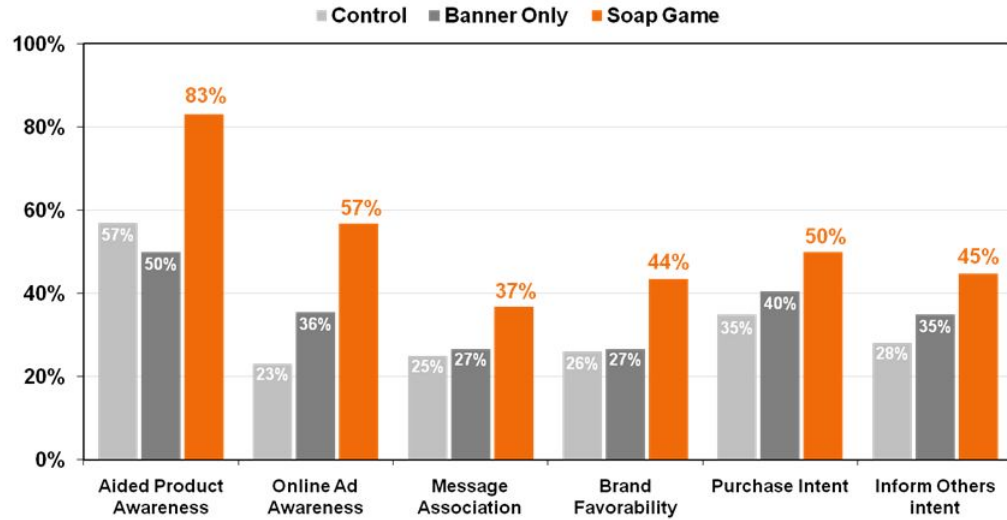
Games deliver incredible results when done right.

In all brand studies we have conducted games and their effectiveness have increased all metrics.

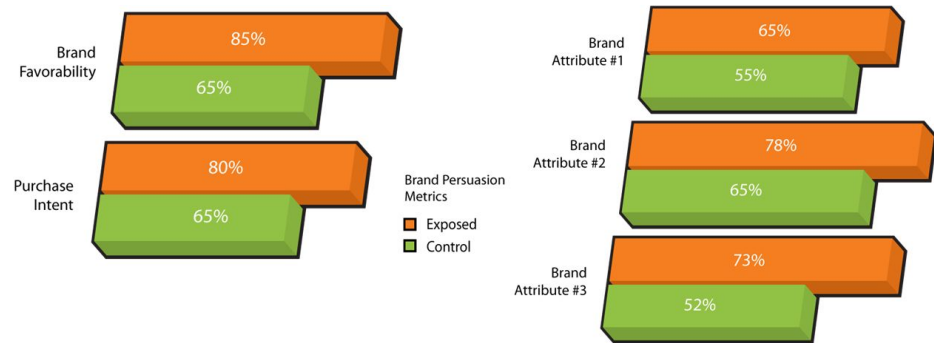
The longer people engage the more impactful the brand persuasion metrics.

- 5-20 minutes + **11 points**
- > 20 minutes + **15 points**

Games have the power to keep people engaged for these extended periods of time over multiple sessions.



Source: Dynamic Logic AdIndex Study – Summer 2009 (Category: CPG – Consumable)
N=1057 (735 control, 322 exposed)



Source: Dynamic Logic AdIndex Study – Spring 2012 (Category: Automotive)
N=832 (408 control, 424 exposed)

BRAND STUDIES

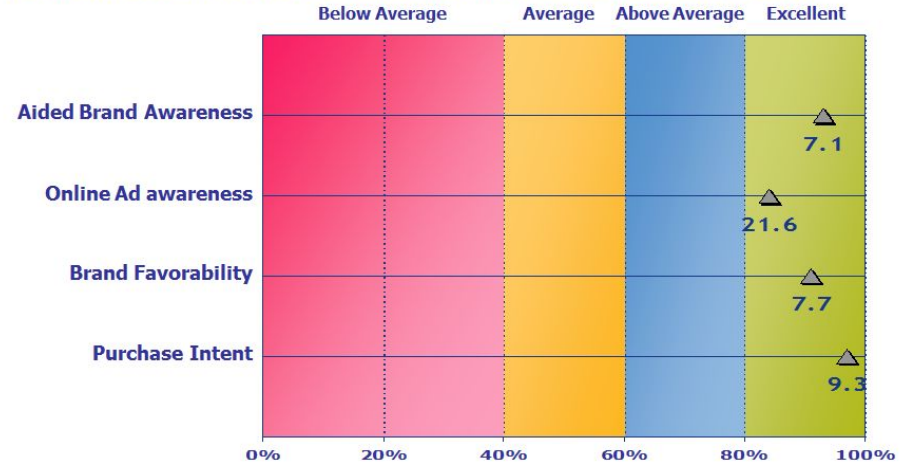
Games deliver incredible results when done right.

When compared to similar campaigns games perform as “excellent” against all metric deltas.

For this campaign there were other positive outcomes.

- 77% of people liked the game
- 53% would recommended it
- 66% would play again
- **Average play session time of 11 minutes**
- 7 million game plays during campaign period

AdIndex Score: Normative Benchmarking of Brand Metric Deltas*



Source: Dynamic Logic AdIndex Study – Summer 2009
(Category: CPG – Consumable)
N=31 campaigns

COST PER MINUTE OF ENGAGEMENT

Invented a new metric.

Cost Per Minute of Engagement?

It allows games to be compared to other mediums like video and banner ads equally based on how long you had that person's engaged attention.

Reach is usually seen as the most important metric but reaching less people for a dramatically increased time should be seen as a positive.

The example to the right shows how a game, even when reaching less people has a much better ROI based on the attention it commands.

In addition games will continue to drive plays well after the media spend is complete.

	Banner Ad	Video Ad	Game
Budget	\$50,000	\$50,000	\$100,000
Reach	5,000,000	500,000	500,000
Av Time Spent Per Engagement (sec)	2	15	300
Cost per minute of Engagement	30c	40c	4c

* This example put the same value of time as someone spending 2 seconds with your brand vs 5 minutes with a game. You could depreciate the value of a banner ads "minute of engagement" even further.

Budgets from early 2000s so not applicable anymore but the metric still works



NEW PLATFORMS FOR BRANDS

Play where your consumers play.

Games let brands play in platforms such as the mobile app stores, Steam's PC store and game consoles **which don't have brand advertising within them.**

By making your brand a piece of content people seek out versus ignore, your able to capture their attention on a level like never before.

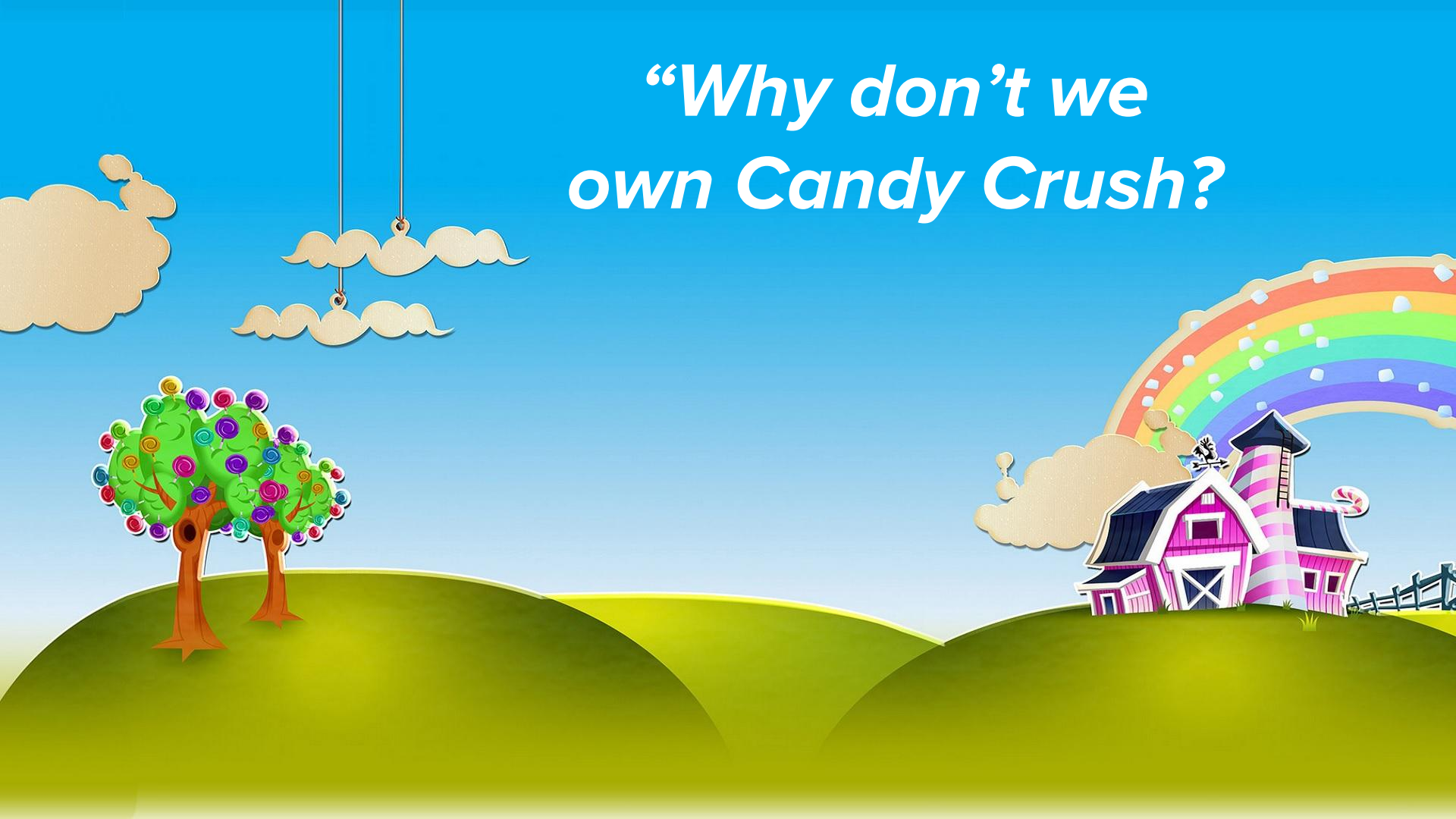


TREAT IT LIKE A SPORT/FILM/MUSIC SPONSORSHIP

Maximise the sponsorship with a larger marketing spend

- In store game demos
- Early access for customers
- Exclusive content with purchase
- PR around game and brand
- On pack promotions
- Access to creator talent
- Game event participation
- Extend advertising in gaming channels (Twitch)
- Meaningful reason to engage gaming influencers
- More...

*“Why don’t we
own Candy Crush?”*



THANK YOU



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ash@smgstudio.com