



It's complicated...

Identity, privacy, & platforms in the future of gaming



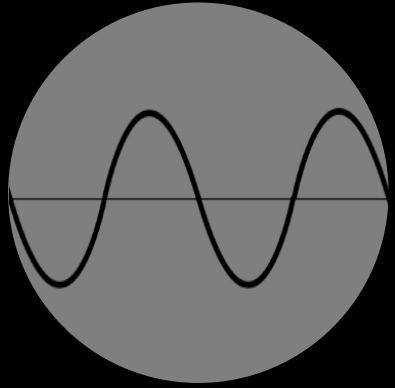
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Is the world spinning **faster** now?

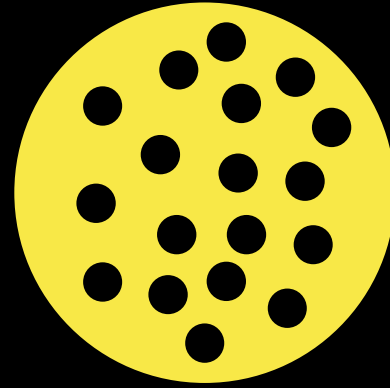


**Technology is
life's lubricant**





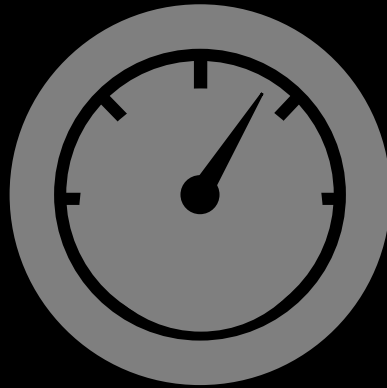
CHANGE



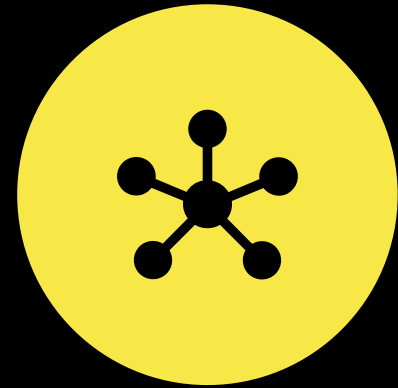
CHOICE



POWER



SPEED



SHAPE



INFINITE CHOICE

Identity

How do you market to an increasingly fragmented audience?

- Rising power of the few cross-cultural phenomena
- Owned vs licensed IP
- Microtargeting vs privacy



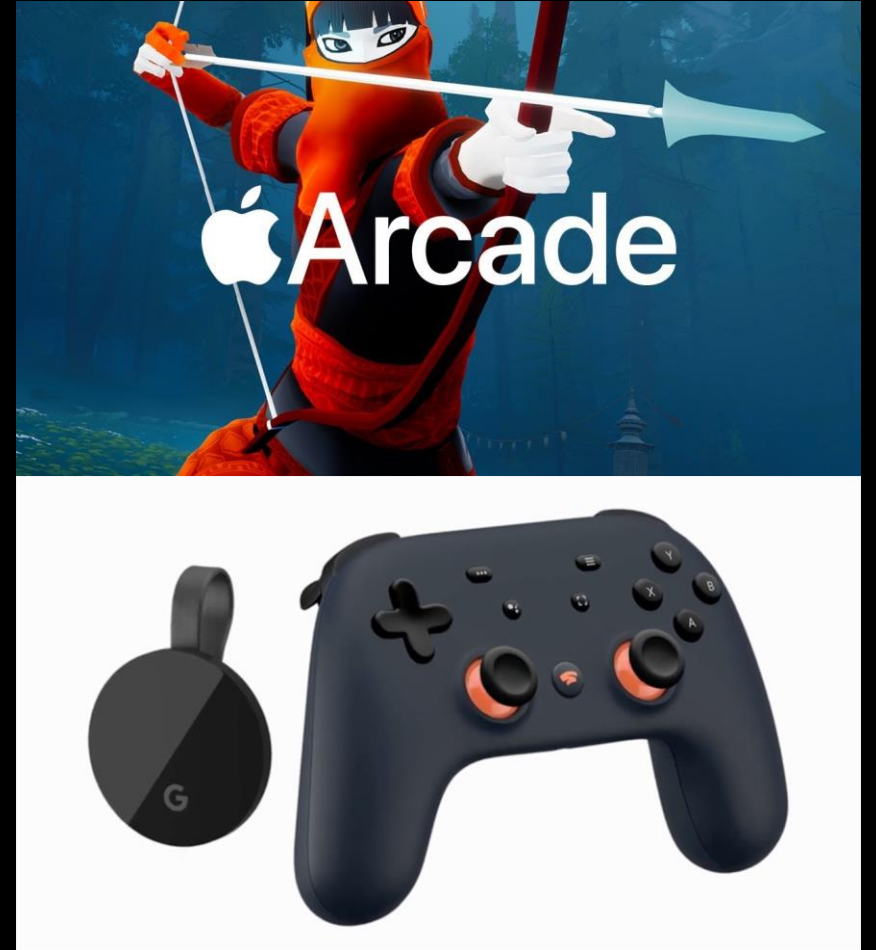


NETWORKS NOT MONOLITHS

Platforms

How does your business model fit into changing & more diverse platforms?

- Increasingly diverse/competitive
- Likely rise in cross-platform
- Balance between ephemerality and integration into life



» .RUN ADV11

WELCOME TO ADVENTURE!! WOULD YOU LIKE
INSTRUCTIONS?

» YES

SOMEWHERE NEARBY IS COLOSSAL CAVE, WHERE
OTHERS HAVE FOUND FORTUNES IN TREASURE AND
GOLD, THOUGH IT IS RUMOURED SOME WHO ENTER
ARE NEVER SEEN AGAIN. MAGIC IS SAID TO WORK
IN THE CAVE. I WILL BE YOUR EYES AND HANDS.
DIRECT ME WITH COMMANDS OF 1 OR 2 WORDS.

» |

AUGMENTED POWER



Rise of AR

In 10 years we will spend
10 hours/day in mixed reality

Personal AI driven by the data collected

Privacy

How do you balance people's desire for personalised experiences with their fears around privacy?

- Growing regulatory interest
- Cost of securing data
- Reward for sharing?



Three questions to consider

Choice, Power and Shape trends will define the future of gaming

Infinite Choice		More competition, more complexity
Changing Shapes		Networks beat monoliths
Augmented Power		AR + AI for everyone

- How do you market to an increasingly fragmented audience?
- How does your business model fit into changing & more diverse platforms?
- How do you balance people's desire for personalised experiences with their fears around privacy?

Thanks

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