



globalsportsgames

ONLINE SPORTS PREDICTION GAMES SINCE 2004

A database of only 32.000 email accounts generated traffic of 1,2 million visits and 8 million page views in five weeks time. The Online Sports Prediction Games at World Cup 2010 and EURO 2012 attracted 140.000 and 72.500 active players. This was done without any promotion of any sort.



WHO?

GLOBAL SPORTS GAMES (www.globalsportsgames.com) is THE specialist in Online Sports Prediction Games. GSG develops and exploits customized Online Sports Prediction Games entirely based on your strategic (communication) goals.

SAY AGAIN?

The principle is easy: The participants (clients, viewers, employees, fans) invite their friends and colleagues to join their team by filling in their predicted scores for any sports tournament of your choice. The participants compete on an individual basis against the other participants in their team and - at the same time - as a team against all other participating teams.



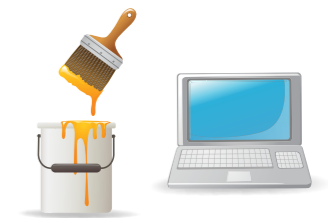
The participants can socialize via the specially designed (white label) website by sending emails to each other, post messages to their entire team or interact in various sub groups. An example of a GSG Online Sports Prediction Game at EURO 2012 can be found at www.ecpool.com.

The best predictor(s) will win a daily, weekly, monthly and an overall winner prize (loyalty programs, experiences, collector's items, discounts, services, products, etc.).



Global

An innovative marketing campaign in 14 languages around any sports event taking place wherever in the world.



White label

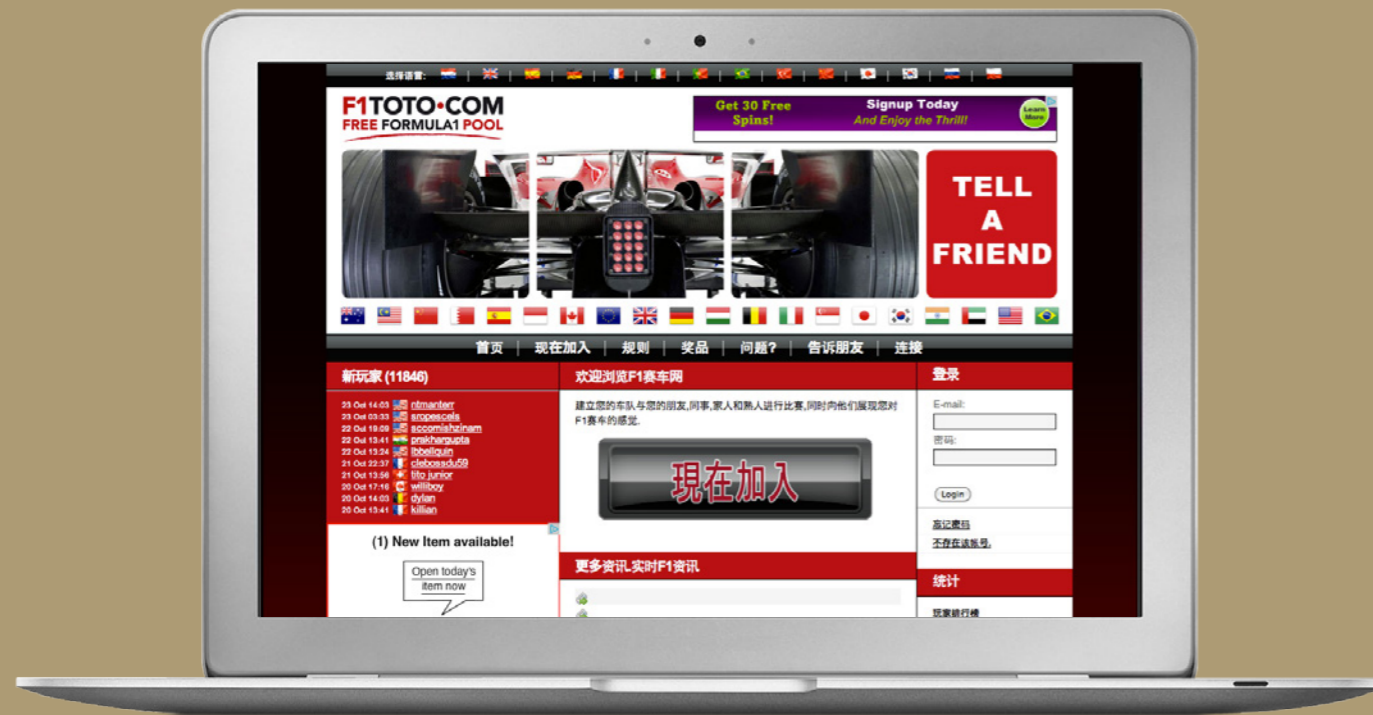
Your Online Sports Prediction Game on your website to your audience based on your strategic (communication) goals.



Full service

GSG will design, build and host your Online Sports Prediction Game and will provide all customer and technical support.

THE MARKETING TOOL OF THE 21ST CENTURY



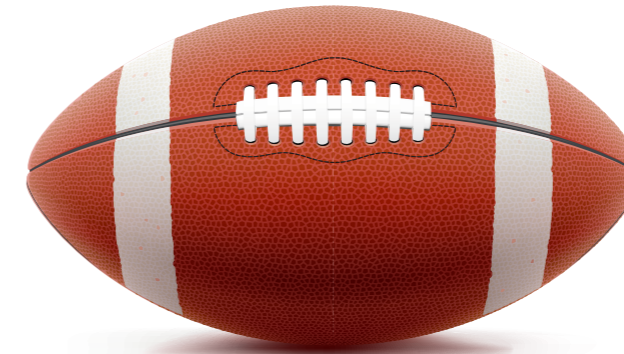
GSG Online Sports Prediction Games are highly viral and interactive. It will allow you to run an innovative marketing campaign in 14 languages around any sports event taking place wherever in the world on a white label page on your website.

WHY?

An Online Sports Prediction Game is an easy way to create and increase an online community around your brand, club, product or service and to get in touch and communicate with your clients, viewers, colleagues or fans.

Gamification will encourage your customers or employees to adopt your (internal/external) communication message. Online Sports Prediction Games will allow you or your sponsors to interact with (potential) clients/fans in an entertaining and informal environment over a longer timeframe to enlarge their engagement.

Second screen service can be integrated in all GSG Online Sports Prediction Games, allowing participants to interact online while watching the sports event on television in side-by-side mode.



Participants will invite their friends or colleagues to join their team, who - in turn - will invite their friends and colleagues, and so on. This viral around your Online Sports Prediction Game website is supported by web based applications, social media tools, links for email invitations, etc. At EURO 2012 a database of 32.000 email accounts generated 290.500 unique visitors, 118.000 'tell a friend' invitations and 72.500 (active) participants in five weeks time. Again; without any promotion or advertisement of any sort.

The fun of competing and chatting with friends, the chance of winning prizes and (the media attention for) the underlying sports event has proven to be a great drive for participants to frequently visit the Online Sports Prediction Game website. During EURO 2012 the average per participant was 2,68 visits a week, a visit duration of 05:01 and 6,80 page views per visit. This average was maintained for five weeks in a row.



Gamification

Interact with your audience in an entertaining environment and enlarge their engagement.



Viral

Your audience spreading your marketing message and increasing your community.



Social

Your clients, employees or fans socializing with each other via your website.

(NO) GAMBLING



No buy-in or deposit is required to join an (free entrance) Online Sports Prediction Game. Since there's nothing to lose (only to win) for participants, authorities do not regard Online Sports Predictions Games as gambling and thus legal. In case online gambling is permitted in your country Online Sports Prediction Games offer you a variety of options.

HOW?

- GSG will design, build and host the white label Online Sports Prediction Game website according to your wishes and specifications.
- GSG will look after all game management and will provide all customer and technical support.
- GSG will suggest several options to make your Online Sports Prediction Game profitable, based on your product/service and existing database/community.



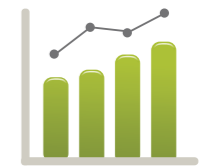
- GSG will promote and exploit your Online Sports Prediction Game via your website to your audience based on your strategic (communication) goals. This will be done completely in line with your guidelines and standards and with the use of social media tools i.e. Facebook, Renren, LinkedIn, Twitter and/or any other major social media community in your country.

After testing and improving our software in our own created Online Sports Prediction Games we are now able to deliver a state of the art software package in order for your company to organize a Online Sports Prediction Game and deliver your organization "THE MARKETING TOOL" of the 21st century.



Second screen

Your audience interacting on your website while watching the sports event on television in side-by-side mode.



Engagement

Frequent returning visitors to your website, your updates and newsletters appreciated.



Profitable

GSG Online Sports Prediction Games offers you various options to increase loyalty, sales and conversion.

globalsportsgames.com

CONTACT

Interested or intrigued to know more about our Online Sports Prediction Games?
Please check out www.ecpool.com and www.globalsportsgames.com

or contact Nando Duikersloot at nando@globalsportsgames.com.