



Washington State Gambling Commission

Mission Statement:

*“Protect the Public by Ensuring That
Gambling is Legal and Honest”*

Social Gaming

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Social Gaming



GAMBLING COMMISSION MEETING

PAUL DASARO: ELECTRONIC GAMBLING LAB

RICK HERRINGTON: CRIMINAL INTELLIGENCE UNIT

What is Social Gaming?



- **No universally accepted definition**
- **Electronic games characterized by:**
 - Online play
 - Multiple players (can also be played solo)
 - Use of social media (Facebook)
 - Virtual game play credits
 - In-game purchases
- **Most are not casino-style games**
- **\$8 Billion revenue**
- **78 million players in US, 200 million worldwide**

Player motivation



- **Community based game play**
- **Competition**
- **Player statistics**
- **Virtual cash**
 - Not necessary to “buy” virtual cash
 - If bought it is done with real money
 - Enhancement of game play
 - Avatar development

Example Video – Candy Crush



Example Video – Zynga Poker



The image shows the Zynga Poker login screen. At the top left is the Zynga logo, a red silhouette of a dog. To its right is the text "zynga poker™" in a stylized font, with "zynga" in red and "poker" in white. Below the logo is a woman with long red hair, wearing a red dress, holding two cards (King of Hearts and Ace of Hearts). In front of her are several stacks of poker chips in various colors (blue, green, black, red, white) with denominations like 10, 25, and 100. At the bottom, there are two buttons: a blue button with the Facebook logo and the text "Login With Facebook", and an orange button with the text "Play As Guest".

zynga poker™

f Login With Facebook

Play As Guest

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Example Video– DoubleDown Casino Slots



Like us on
Facebook

DOUBLEDOWN
CASINO

LIKE US NOW

GET FREE CHIPS!

DoubleDownCasino.com

Example – Virtual Credits



SELECT A CHIP PACKAGE ✕

PAY WITH:  **facebook credits**

150,000 Chips	\$3.00 30 Facebook Credits	BUY CHIPS!
750,000 Chips	\$8.00 80 Facebook Credits	BUY CHIPS!
2,500,000 Chips	\$18.00 180 Facebook Credits	BUY CHIPS!
12,000,000 Chips	\$39.00 390 Facebook Credits	BUY CHIPS! Most Popular!
35,000,000 Chips	\$59.00 590 Facebook Credits	BUY CHIPS!

Playing Mediums



Most internet-capable devices

- **Desktop computers**
 - Web browser
 - Specialized software
- **Mobile devices**
 - Smartphones (iPhone, Android)
 - Tablets (iPad, Kindle, Android)
 - Other mobile devices (iPod, MP3 players)

Mobile Platforms



- **iOS - iPhone, iPad, iPod**
 - Apple
 - Closed environment
 - 21% market share smartphones
- **Android – Most others**
 - Google, Samsung, Amazon
 - Open environment
 - 75% world wide market share smartphones

Companies



Casino style games

- Double Down (IGT)
- Zynga
- Bigfish
- Slotmania

Other games

- King
- Wooga
- Popcap
- Playfish
- Gree

Is Social Gaming Gambling?



- **Gambling = Chance, consideration, prize**
- **Not in its current format in Washington State**
- **Chance – yes**
- **Consideration – yes**
 - Real money purchases virtual currency
- **Prize – not in the current format**
 - Virtual currency cannot be converted to real money
 - Enjoyment