

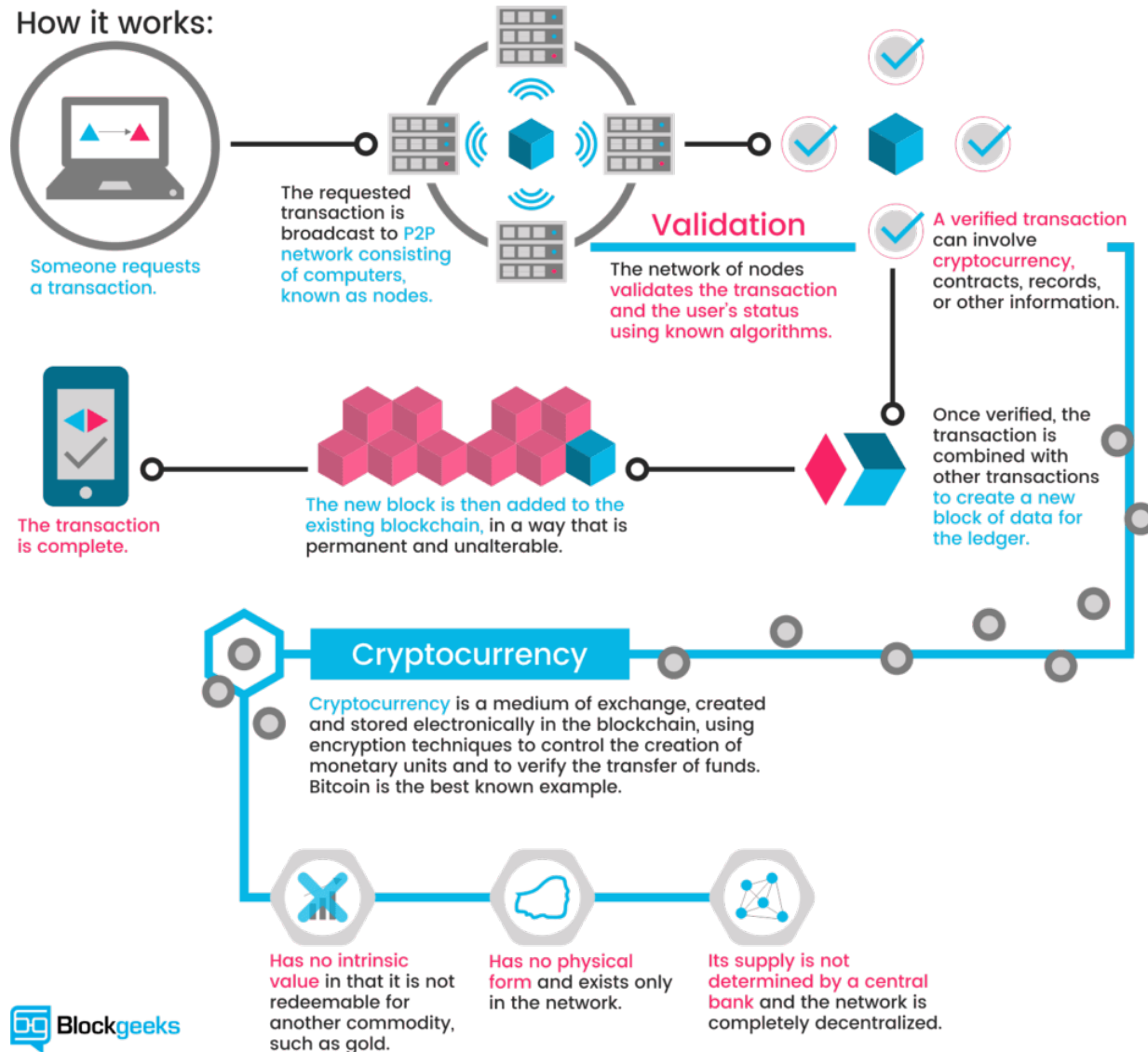
# Blockchain Mass Adoption Through Gaming

By Aria Rajasa, CMO of PlayGame



# Blockchain is confusing...

How it works:



Not to mention all those jargons







**In the end, it's all about money**





**The game that started it all**



# Nowadays, In game currency ubiquitous

### 成长之路



薇拉  
法师





塔拉  
坦克





勇  
射手



每完成3局对战可得1个新英雄,未领取的英雄次日将清空对局数!  
开房间,人机对战,对局中挂机都不计入对局数

信誉积分

100

x100

领取

信誉积分96以上可领取



# PXG

ERC20 Token made exclusively for gaming  
utility. Available in 5 exchanges.



# Growing massively



## 2015-2019 GLOBAL GAMES MARKET

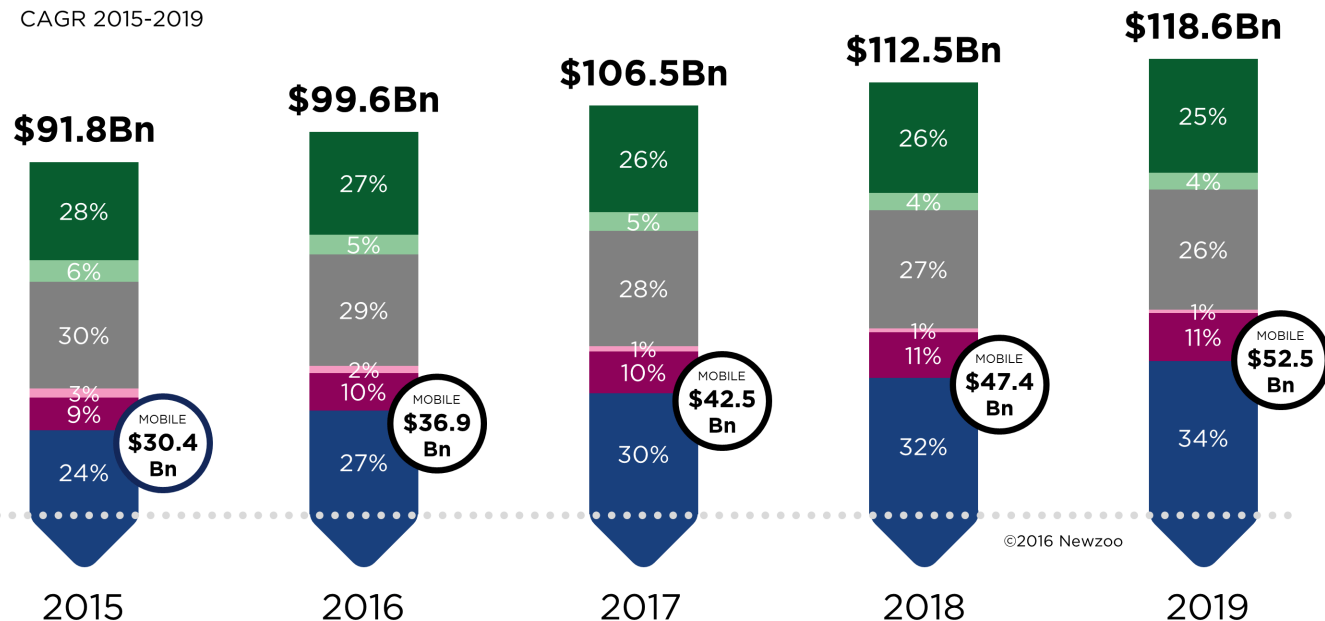
FORECAST PER SEGMENT TOWARD 2019

TOTAL MARKET

**+6.6%**

CAGR 2015-2019

Smartphone Tablet Handheld TV/Console Casual Webgames PC/MMO



©2016 Newzoo

Source: ©Newzoo | Q2 2016 Update | Global Games Market Report Premium  
[newzoo.com/globalreportpremium/](http://newzoo.com/globalreportpremium/)

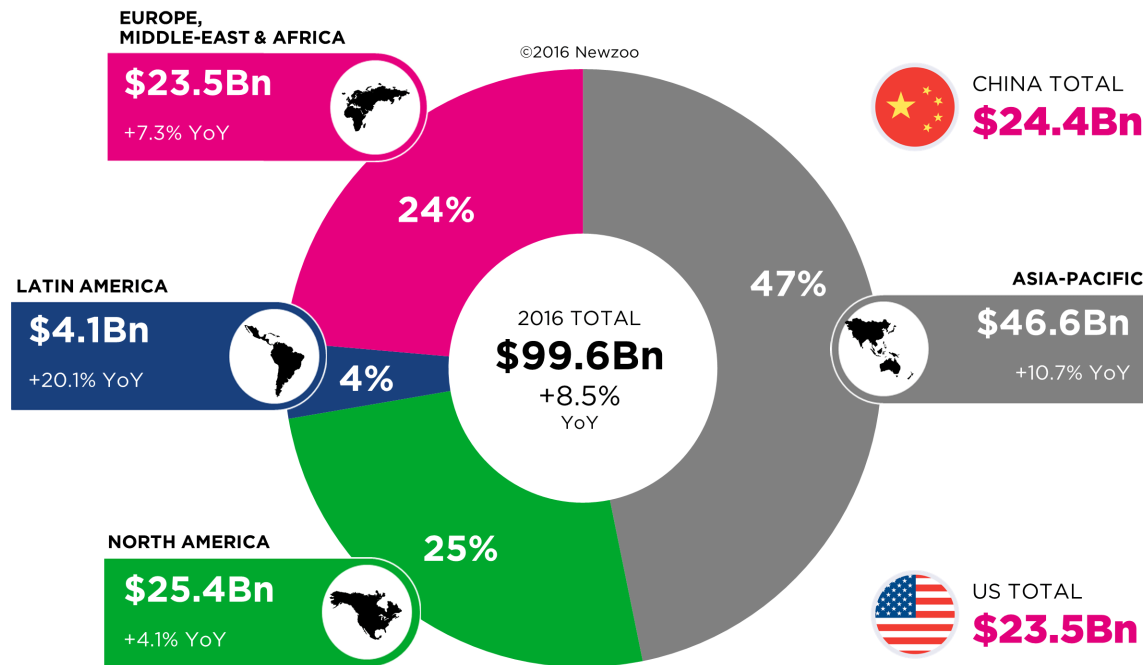
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# Growing globally



## 2016 GLOBAL GAMES MARKET

PER REGION WITH YEAR-ON-YEAR GROWTH RATES



Source: ©Newzoo | Q2 2016 Update | Global Games Market Report Premium  
[newzoo.com/globalreportpremium/](http://newzoo.com/globalreportpremium/)

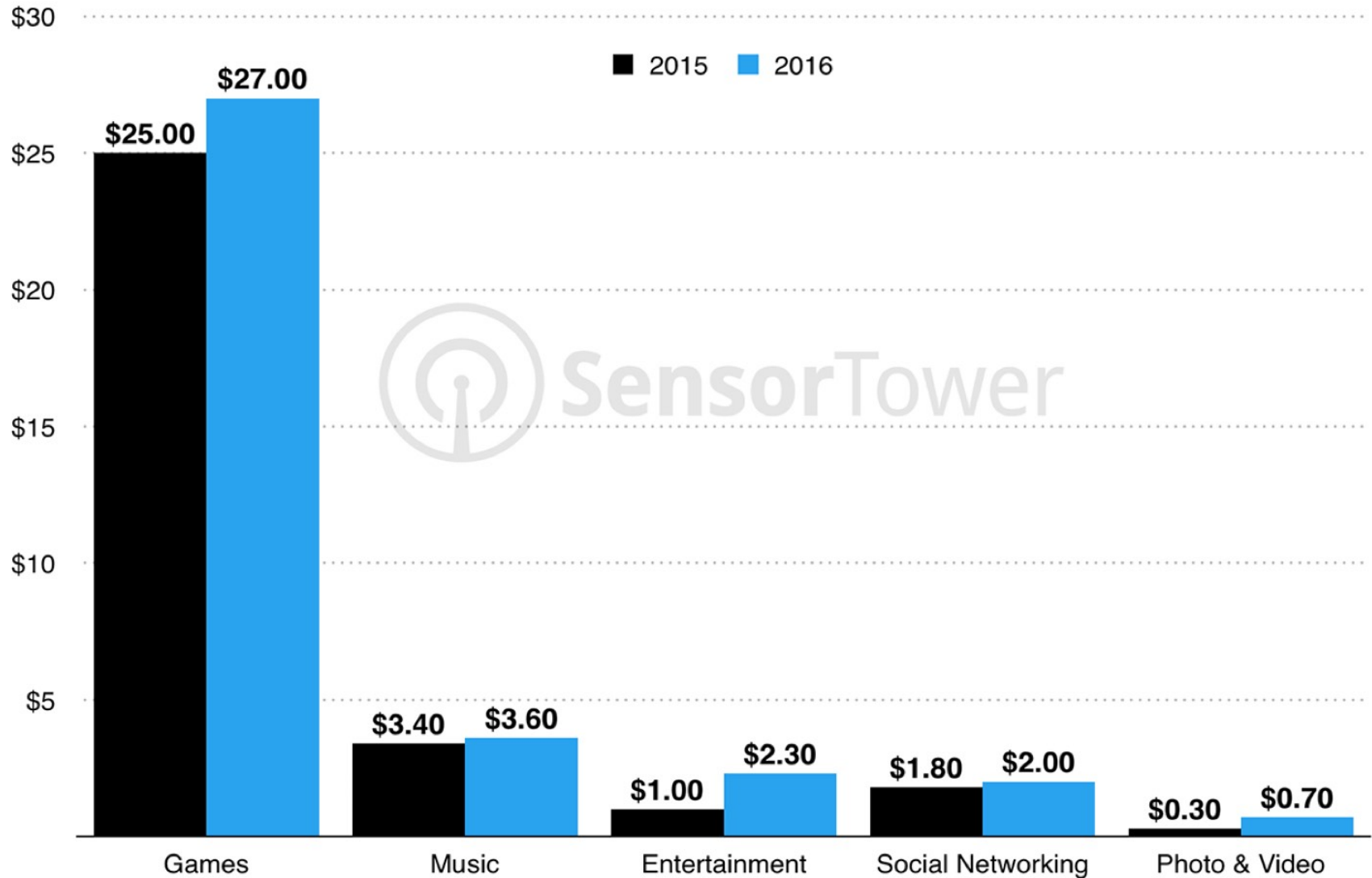
In 2016

# 58%

of growth of the  
global games market  
comes from the Asia-  
Pacific region

**newzoo**

## U.S. App Store Revenue Per Active iPhone - Top 5 Categories



Figures based on U.S. iPhone app revenue estimates from Jan 1, 2016 through Dec. 31, 2016.  
Includes premium apps and in-app revenue (IAP). Gross amounts used.

Source: Sensor Tower Store Intelligence

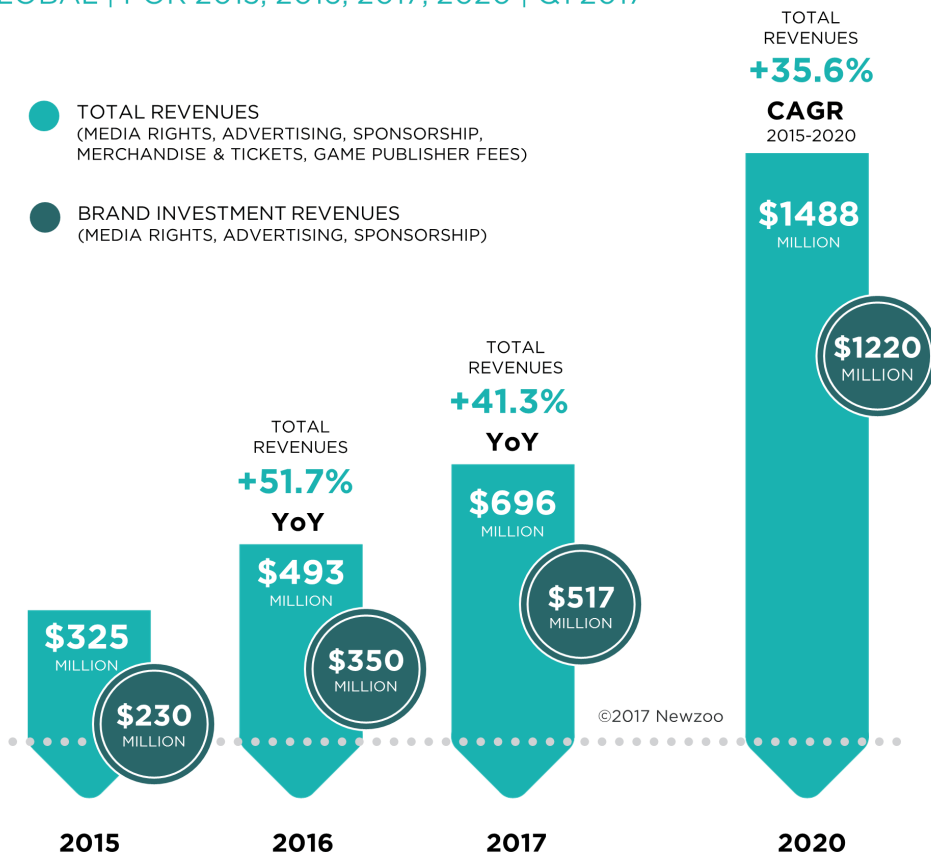




# ESPORTS REVENUE GROWTH

GLOBAL | FOR 2015, 2016, 2017, 2020 | Q1 2017

- TOTAL REVENUES  
(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP,  
MERCHANDISE & TICKETS, GAME PUBLISHER FEES)
- BRAND INVESTMENT REVENUES  
(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP)

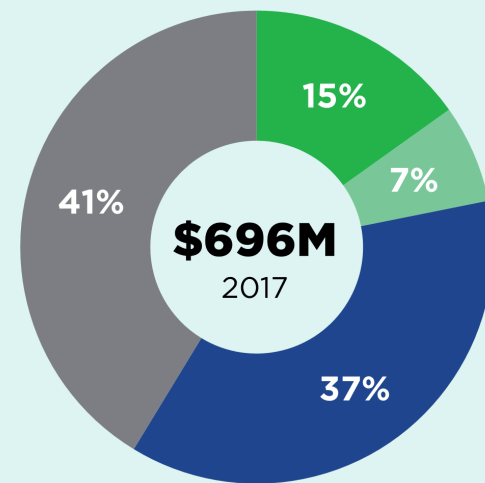


©Newzoo | 2017 Global Esports Market Report

China & North America  
will generate

## \$362M

in 2017, or 52% of global  
esports revenues



● CHINA ● S.KOREA ● NAM ● REST OF WORLD



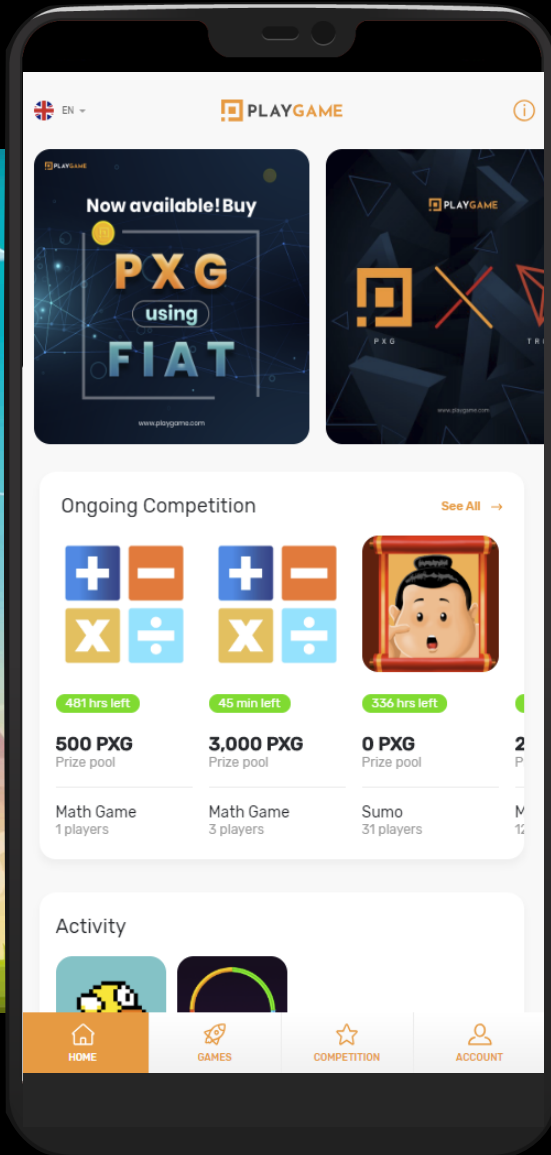
The catalyst of  
game economy adoption

**The catalyst of blockchain  
adoption? GAMING!**

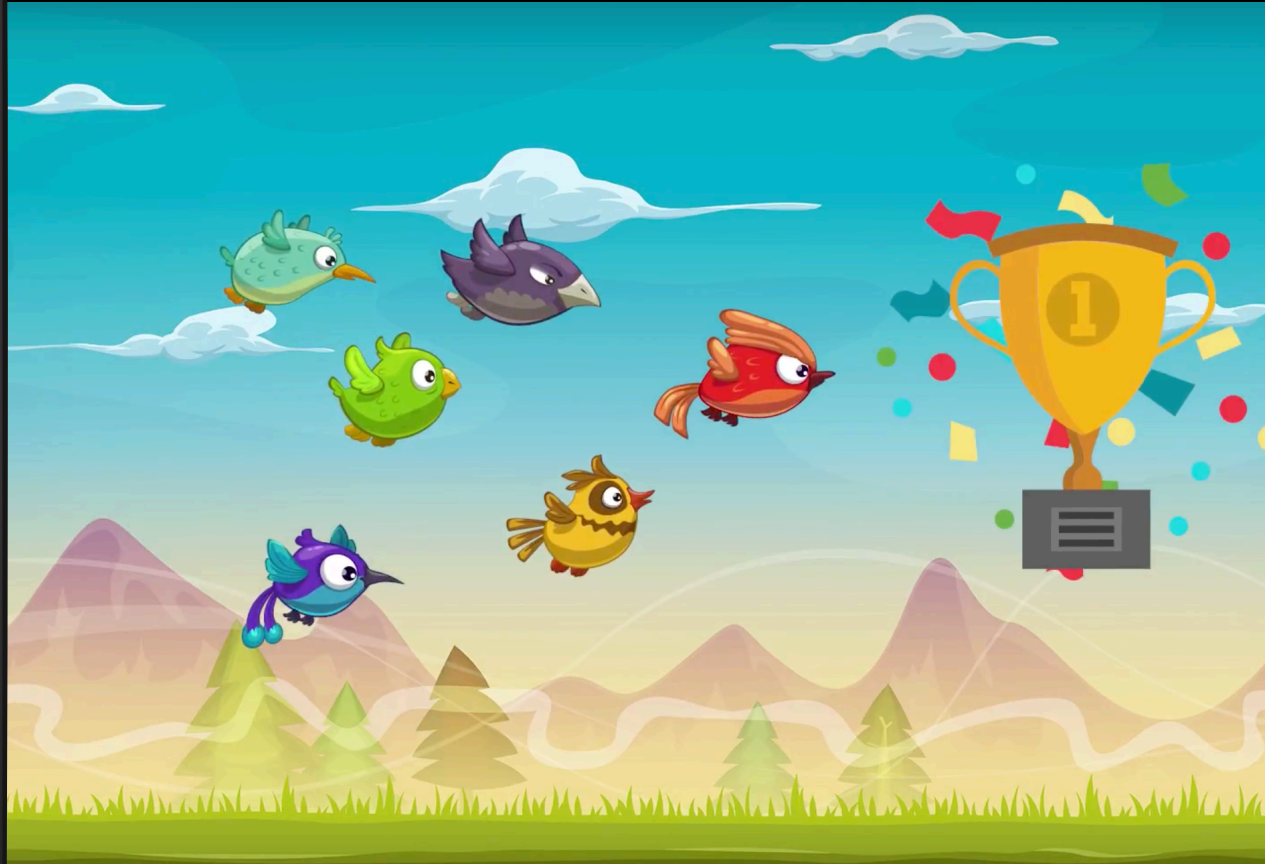


# **Powering the gaming economy engine with BLOCKCHAIN**

The next logical step



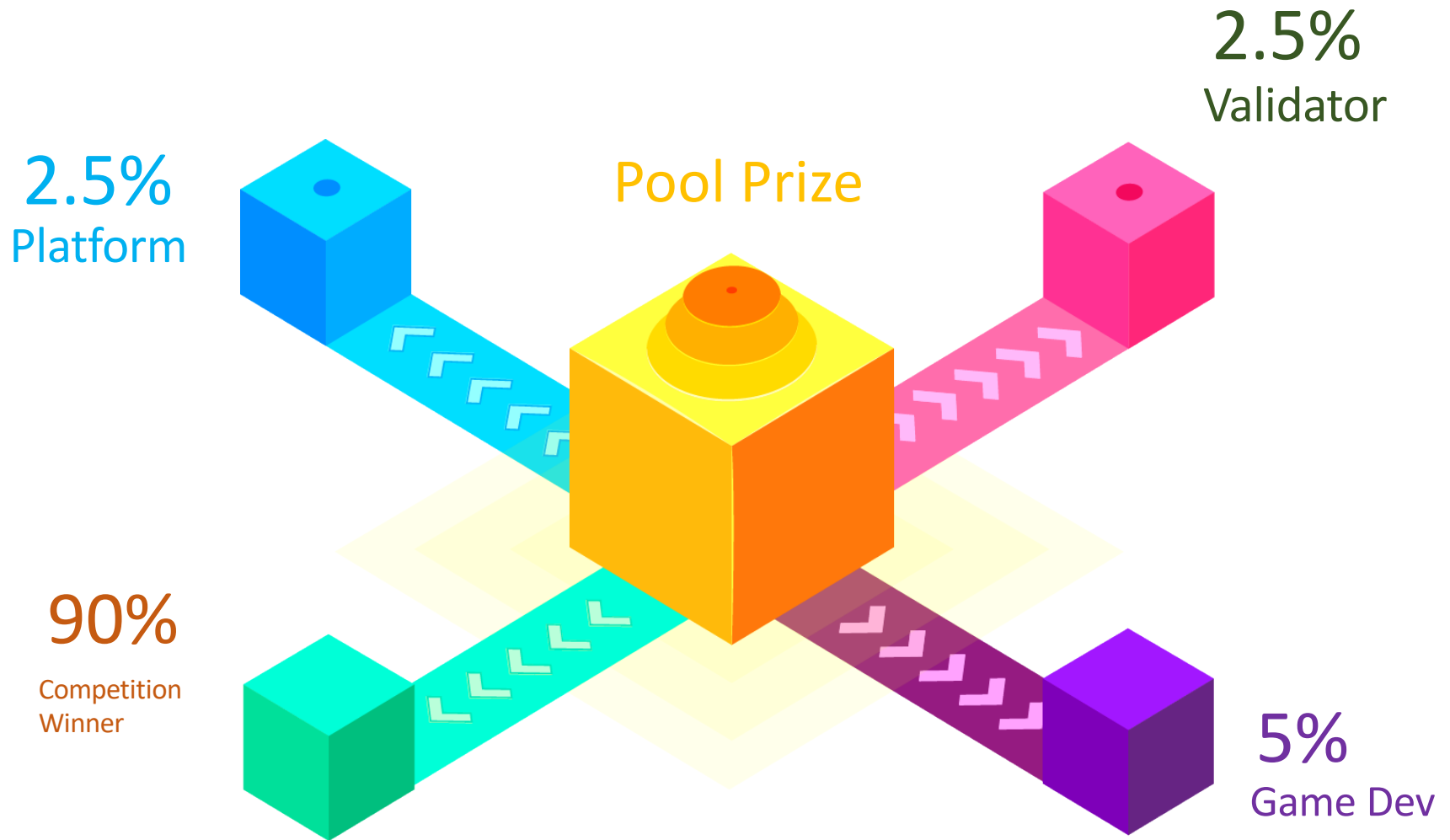
<https://playgame.com>



# Competition Engine

Built on top of Blockchain

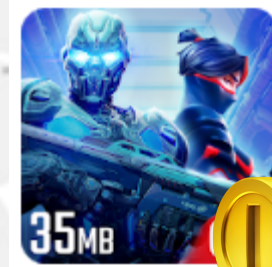
# Tokenomics on PlayGame





# Competition as a recurring revenue model





**A lot of games can benefit greatly  
from blockchain**

# Inside Playgame

## Blockchain As Financial

Disburse  
pool fees



disburse pool prizes  
to winners



## Sidechain As Competition Data

Smart Contracts for automatically  
select the **highest score of  
competitions**

**Gaming is the KEY to  
blockchain mass-adoption**





# TRON Announces \$100 Million Blockchain Gaming Fund

12007 Total views

482 Total shares

Listen to article



1:14



We're not the only one thinking about that...

Decentralized internet protocol [TRON](#) announced its plans to launch a [blockchain gaming](#) fund dubbed TRON Arcade in a press release shared with Cointelegraph Nov. 29.

TRON Arcade, which the company says is designed to “empower developers,” will see investment totalling a giant \$100 million over the next three years.

The move is another long-term commitment from TRON, which [acquired](#) file sharing giant [BitTorrent](#) earlier this year.

ALTCOINS BLOCKCHAIN CRYPTOCURRENCY VIDEO GAMES

## Loom Network: Gaming Is Key to Onboarding Millions of Users to Ethereum

*A hit video game, or several, may be the key to large-scale blockchain adoption.*

## Ubisoft Further Pushes Blockchain Adoption in Gaming Joining New Blockchain Game Alliance

BY JULIA SAKOVICH ON THURSDAY, OCTOBER 4TH, 2018 8:55AM UTC | LEAVE A COMMENT

Gaming is experiencing significant changes nowadays. Ubisoft is efforts to adopt the blockchain technology in gaming.

Forbes

1,807 views | Oct 25, 2018, 04:39am

## Forget Finance, Can Gaming Be The Catalyst For Blockchain Adoption?

## Blockchain is shaping the future of video gaming – here's how

The video game market is no stranger to growth and development, often acting as a pioneer of cutting-edge tech. Now, blockchain technology is set to disrupt the market in a whole new way

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By Egor Gurjev, Co-Founder and CEO, Playkey |  
Monday, February 19th, 2018

**We are here to built  
the future of gaming**

[www.playgame.com](http://www.playgame.com)