

From Convergence to Gamblification: Understanding the use of gambling in consumer facing products and services

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Convergence and Gamblification

- Convergence Culture
 - Media convergence
- Not simply new products and services, but also new behaviours, practices, and relationships.
- The lens of convergence allows us to examine the connections between gaming and gambling from a range of perspectives:
 - technological
 - social
 - regulatory
 - economic



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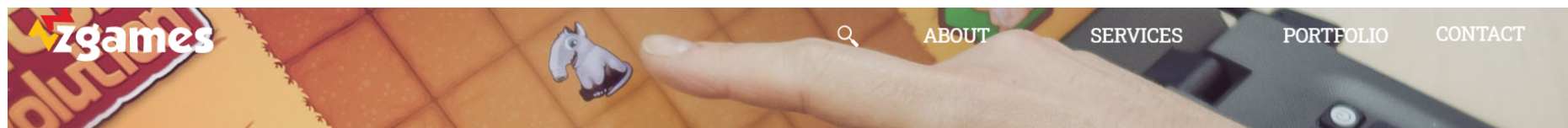
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The screenshot displays a betting interface for a League of Legends match. At the top, the text "LEAGUE OF LEGENDS" is centered. Below it, the team logos for "DREAM OR REALITY" (red) and "MACHI E-SPORTS" (blue) are shown with a "VS" separator. The odds are listed as 3.20 for Dream or Reality and 1.33 for Machi E-Sports. A "BET" button is visible for each team. Below the odds, the "LAST 5" records are shown: "L L L L L" for Dream or Reality and "W W W L W" for Machi E-Sports. A progress bar indicates that 14% of bets are stacked on Dream or Reality and 86% on Machi E-Sports. At the bottom, a section titled "UPCOMING MATCHES" lists four matches with their dates and team logos: May 01 2015 (NGU vs AS), May 02 2015 (MSE vs DMP), May 02 2015 (SKT vs GET), and May 03 2015 (LGS vs DHT). Each match entry includes a "DETAILS" button.

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GAMBLING IN VIDEO GAMES: GOING BEYOND THE GENRE LIMITATIONS

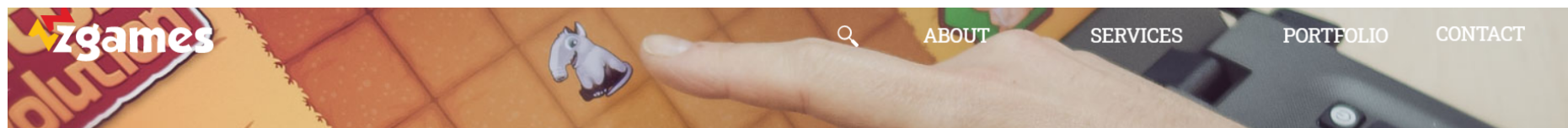
Gamblification

You're in the middle of a game and pulling yourself together to start a fight with a monster. But before you begin, a spin wheel pops up, inviting you to wager on the outcome of the fight. You've lost your bet, but as a sign of consolation you are rewarded with a shield power-up. It will give you a 20-second immunity in the next fight.

If you're ideating a casual, midcore, or gambling game app, consider going beyond the pure genre limitations. By gamblifying your casual game, you may add suspense and extra fun to your gameplay. If you mix gambling mechanics with the action and skill-based elements of the endless runner, shooter or action-adventure game, you may turn the otherwise familiar game plot into an enticing venture.

Whether you go for a hybrid gambling video game or a gamblified app, to maximize the use of gambling mechanics, you need to pay extra attention to certain aspects in the game creation process. We'll zoom in on graphics, game economy, data stability, and analytics.

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- Gamblification:
- Affective (employing cultural values/signifiers of gambling); and Effective, (employing gambling games and activities).
- Affective: emotive, normalising/promotion
- Effective: full fidelity, partial fidelity

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Fit for the 4th

Jun 13 – Jul 3 · 3 week game



Coach @liz_cort_fitness_

Join coach @liz_cort_fitness_ in getting fit for the 4th of July! Choose your own workouts or follow along with Liz's live sessions in this 3-week game. You'll also get a healthy meal plan to guide you in the kitchen!

Join game

\$15 316 \$4,485
bet players pot size



Relax and Read

Jun 13 – Jun 26 · 2 week game



Host WayBetter Jennifer

Relax and unwind by diving into a good book. This mindfulness challenge asks you to commit to carving out time to read for the next 2 weeks. Share updates with other players as you read. *Audiobooks are welcome, too!

Join game

\$10 300 \$2,910
bet players pot size

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