

A Presentation by



The world's only international mainstream HD
entertainment video gaming channel

CRYSIS 2

Ginx around the world 2012



Gaming is no longer niche and is acknowledged to influence more traditional forms of entertainment

There are games now for pretty much every age, every demographic.
(Jesse Schell, professor of entertainment technology at Carnegie Mellon University)

Being immersed in a video game, and having your brain stimulated, can encourage creative solutions and adaptations. These beneficial ideas and thoughts can then be applied to real life situations. The results can be surprisingly positive for individuals, communities, and society as a whole.

(Allen S. Weiss, M.D., president and CEO, NCH Healthcare System)

Gaming is productive. It produces positive emotion, stronger social relationships, a sense of accomplishment, and for players who are a part of a game community, a chance to build a sense of purpose.

(Jane McGonigal, PhD, author of Reality is Broken: Why Games Make Us Better and How They Can Change the World)

Playing video-games is now far too mainstream an activity to be classified as niche
(Jack Wallington, Internet Advertising Bureau, 2011)

Gaming facts and figures

Modern Warfare 3 generated \$775m in it's first 5 days on sale – officially the biggest entertainment launch ever.

Over 75% of players are aged over 24

The movie business generated \$31.8bn globally in 2011 – the video-game industry more than twice as much at \$66bn

Between them the Xbox, Sony PS3 and PSP, Nintendo Wii and DS have sold 424.5m units worldwide

Angry Birds has been downloaded over 500m times worldwide

This is because of the variety of games on offer



...the many platforms on which to play games...



facebook

This has had the result that peoples' relationships with gaming are long term and lengthening

12

is the average number of years adult gamers have been playing computer or video games

Amongst most frequent gamers

Males average
13 years
of game playing

Females average
10 years
of game playing

(ESA Essential Facts, 2010)

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The exponential improvement in games quality means that games are as much an entertainment as a gaming medium nowadays



A games level of sophistication and production values has increasingly become the rule rather than the exception (Guardian, Sept 2009)



Gaming has reached a level of sophistication ... where players behave and perform as true individuals (EA Sports 2010)

The growth of games into entertainment has been embraced by games manufacturers

singstar®

ROCK
BAND



And traditionally distinct media forms have moved into
gaming

MOVIES

MUSIC



TV is notable by its under-representation

2012 is set to become one of the biggest years ever for major game releases

Q2

Q3

Q4



Ginx channel structure

Ginx programming is modular, allowing crossover of content between themed shows (similar to a music channel).

We produce between 20 – 30 hours of shows per month, the basis of which are the 80-100 fresh review segments we produce each month. Shows are mostly half-hour format, some are 1 hour

All our content is produced and scripted in-house, effectively making Ginx a 100% EXCLUSIVE Own Production channel

Regular themed shows are mixed with reports from events such as E3 in LA, Gamescom in Frankfurt and other gaming events

Ginx also features specials each month – eg Battlefield 3 vs Modern Warfare 3, 2012 Part Two – preview of the forthcoming big releases of the year.

Ginx is currently advertising-free.

This allows Ginx to create themed formats and shows to cover every type of game for every type of gamer

Action



Over-18s show exploring the explosive breakneck shooting and military scenes in gaming

Countdown



Family-focused video-gaming show looking into how games fit into lifestyles

Retro



Looks at games for a round-up of the best, worst and weirdest in videogame history

Entertainment



Presents the very latest from the fast-growing world of Apps for iPhones, iPads and smartphones



Explores the crossover of cultural icons in the real world into videogames including films like Back to the Future and Batman

Sport



Puts the best driving games through their paces and takes the viewer through the world of racing games

THE QUEST

Reviews action adventure and role-playing games, such as World of Warcraft, that capture the imaginations of gamers



Top 10 show for different themed gaming topics



World's only global videogames chart on TV

GAMES EVOLVED

The history and development of the best known videogame franchises, such as Super Mario, and Lara Croft

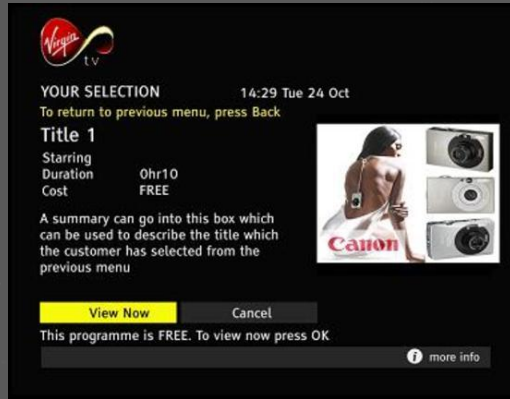


The world of videogame culture, visiting events, covering weekly news, presented by Julia Hardy



Dedicated to looking at the world of sports based videogames

Ginx's audience is tech savvy and are natural "3 screeners".



With a growing library of editorialised game content, alongside its linear HD TV channel, Ginx can offer your customers unique short form content which is ideally suited for non linear engagement.

The GINX Brand

TARGET AUDIENCE:

Hardcore: The primary target for Ginx. For them, games, gaming and Ginx needs to be a club they feel part of – helping reinforce an important part of their identity

Other gamers: A secondary target whose relationship with gaming is more functional

OCCASION:

Both audiences will come together 6 – 9 but the primary audiences' unique needs can only be served post watershed, whereas the secondary audiences needs are best served during daytime

ESSENCE:
It's ALL about
ALL the games

ROLE:

Primary: Ginx must seek to become a cool club for the hardcore, feeding into their games and gaming passions

Secondary: Ginx must deliver additional functional benefits associated with gaming eg brain training and fitness

PERSONALITY:

Funny
Knowledgeable
Inclusive, but not 'nice'
A bit cool
Confident

Channels and genres

A person is captured in mid-air while performing a skateboard trick on a dark ramp. The person is wearing a dark t-shirt with a blue logo and dark pants. The background is a clear blue sky, and the ramp is a dark, textured surface.

Number of Kids Channels – 10 - 14

Movie Channels – 8 - 10

Sports Channels – 6 - 8

Documentary Channels – 14 - 16

Lifestyle Channels - 8- 10

Adult – 10 – 12

Music Channels - 20

Dedicated Video-gaming themed Channels - NONE

Demand for Ginx – Indovision Research

A close-up, chest-up shot of Batman in his iconic black and grey suit, standing against a dark, atmospheric background with some light flares.

On Indovision, Ginx ranks 51st of 89 channels

Ahead of established international brand names such as:-

KidsCo

National Geographic Music

National Geographic Adventure

BBC Knowledge

Biography

Discovery Turbo

Discovery Science

Crime and Investigation

Demand for Ginx – Indovision research

Audience split – 77% Male, 23% female – Ginx delivers a core male demographic yet still reaches a female audience

95% of Ginx's viewers come from Indonesia's top 3 income brackets

50% of Ginx viewers are aged between 21 – 30, 32% are aged 20 and under.

60% have a Bachelor or Masters degree

So why should platforms carry Ginx?

Ginx is the only 24/7 channel of it's kind in Europe – there are many kids, movies, news, music, documentaries, etc channels – but only Ginx fully addresses the passion point of the huge video-gaming audience

The video-gaming industry is huge – officially the biggest entertainment business on the planet – and is now recognised as mainstream, yet barely visible on television.

While hard-core gamers are primarily male 16-34, kids as well as men and women of all ages play video-games – with 38.5m gamers in Germany, there is almost certainly a video-gamer in every home.

Ginx is visually spectacular

Ginx content is entirely OWN PRODUCED and EXCLUSIVE, and can be made available for all platform offers and technologies – SD, HD, VoD, mobile and web.

Gamers watch TV like the rest of us, but also play games across multiple devices including their mobiles, laptops, iPads and other transportable devices as well as TV



THANK YOU!