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MOBILE PLAYGROUND DS

Kids, Families & Mobile Play



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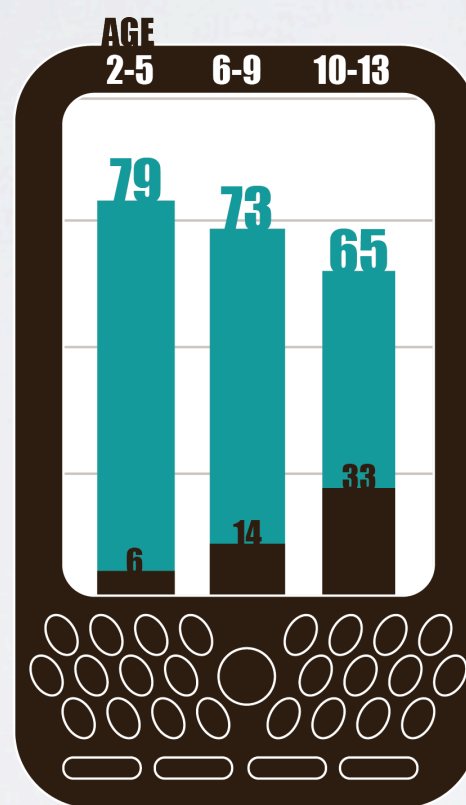


MOBILE FAMILIES

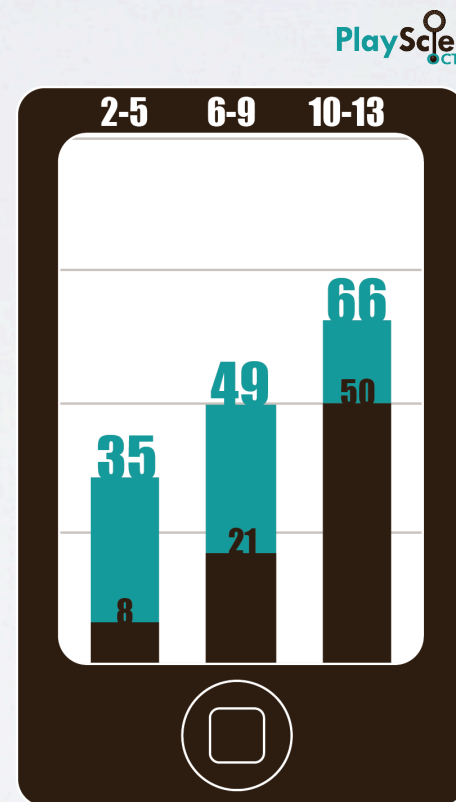


PERCENT
OF KIDS THAT
HAVE ACCESS
TO THE DEVICE

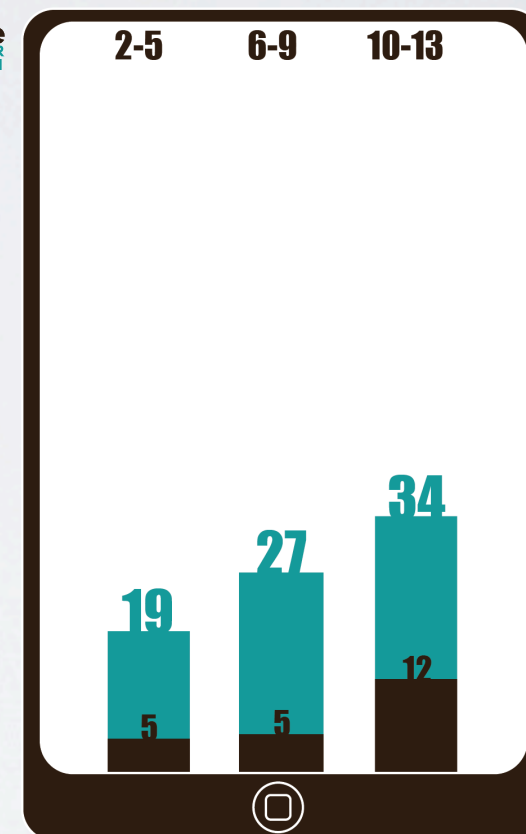
PERCENT
OF KIDS THAT
OWN THEIR
OWN DEVICE



SMART PHONE

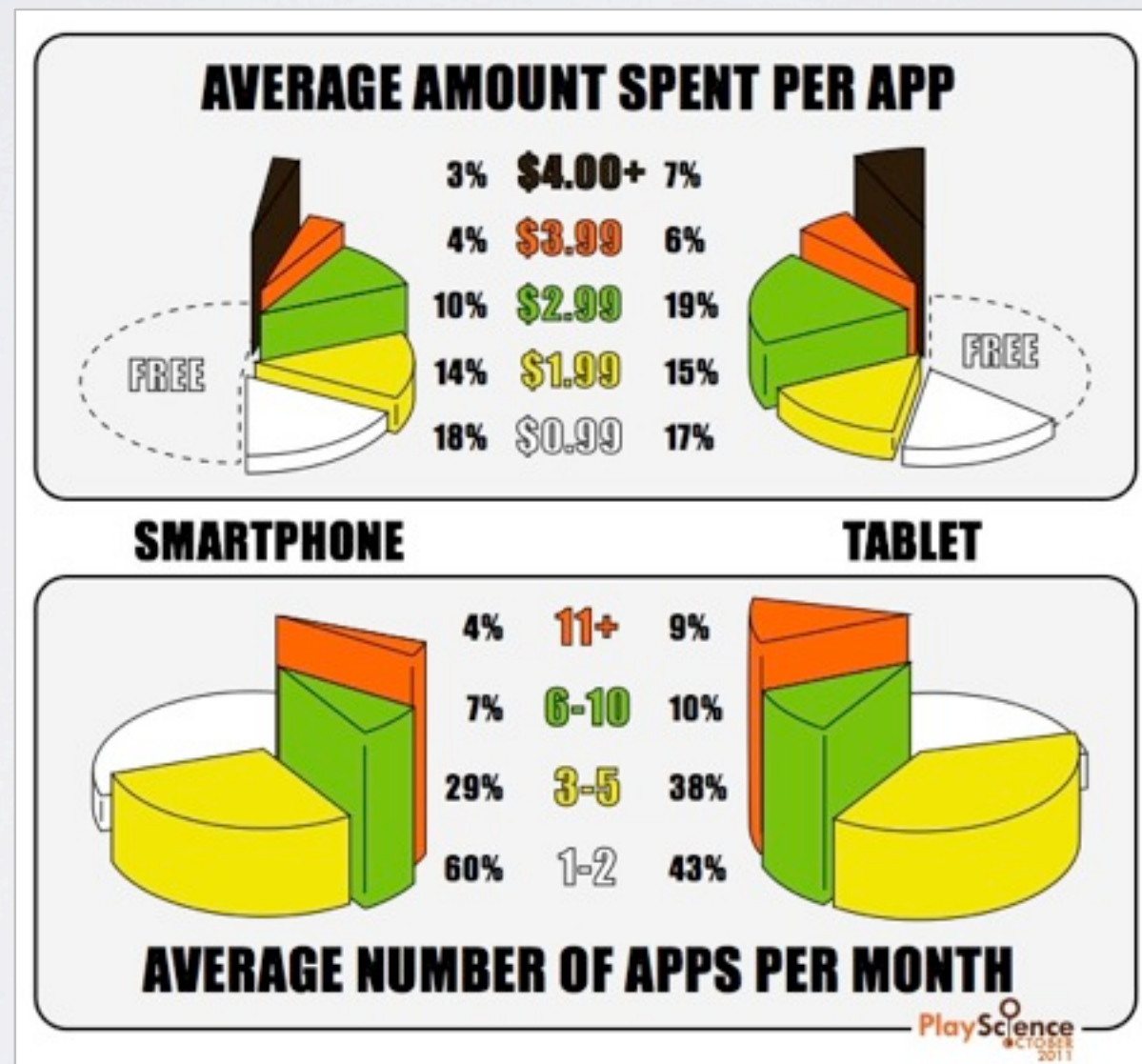


IPOD TOUCH



TABLET

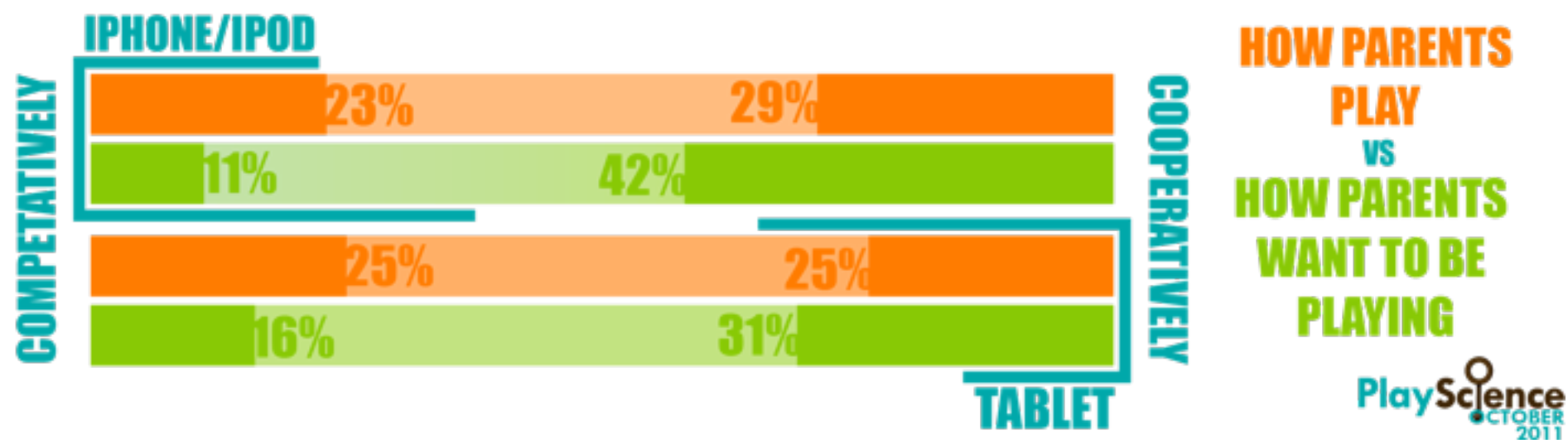
PLAYING TO PLAY



PLAYING TO PLAY



COOPERATION TRUMPS



84% of parents would be interested in playing asynchronous, cooperative games with their kids

THE FUTURE OF FAMILY GAMING



- Multi-player
- Cooperative
- Asynchronous
- Play is Communication

GDC Online

THINK OUTSIDE THE SCREEN

The Family that Plays Together, Stays Together



5 MINUTES: 2 TOPICS

- 1) What is a family video game?
- 2) The secret to a great family video game.

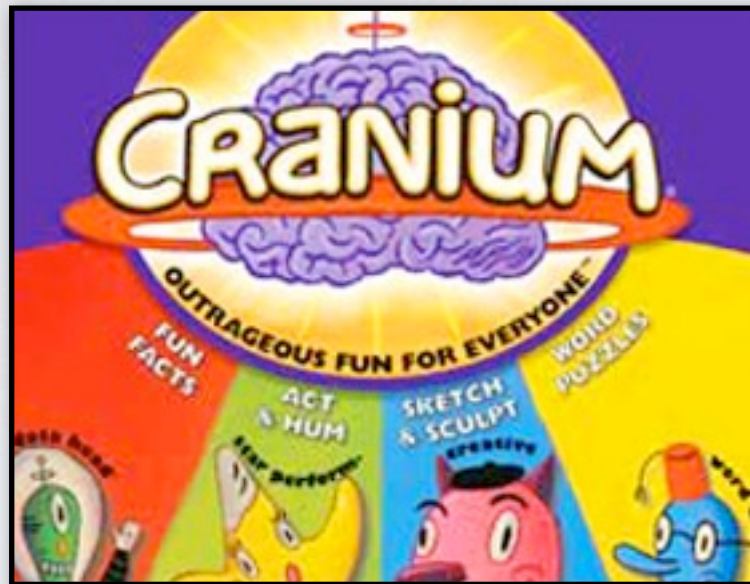
Wikipedia's Answer to Family Video Games

Wikipedia's Answer to Family Video Games

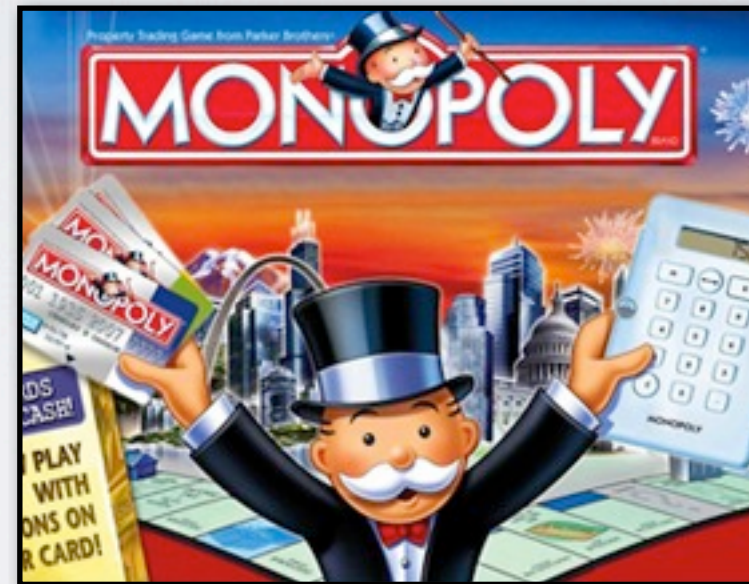


CLASSIC FAMILY BOARD GAMES

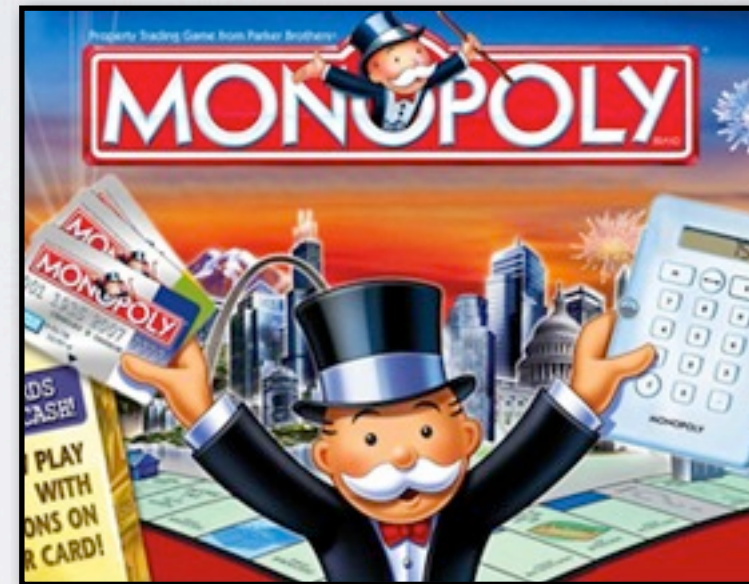
CLASSIC FAMILY BOARD GAMES



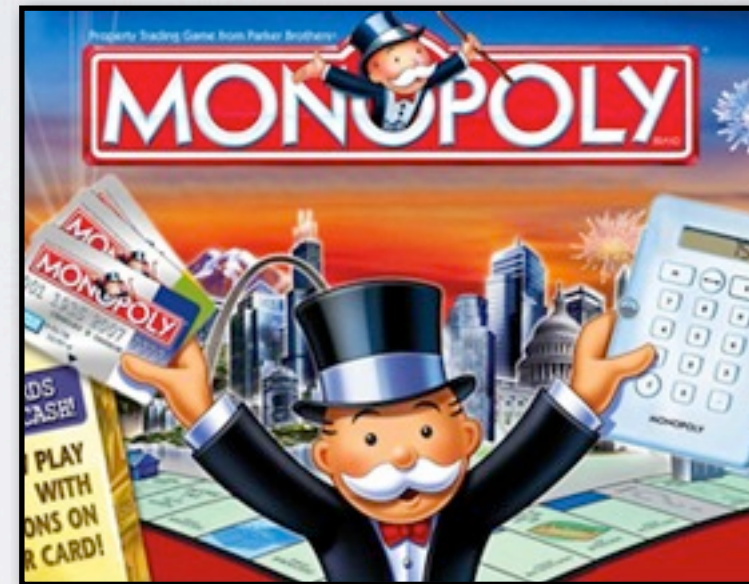
CLASSIC FAMILY BOARD GAMES



CLASSIC FAMILY BOARD GAMES



CLASSIC FAMILY BOARD GAMES



Other Family Fun Activities

Other Family Fun Activities



Other Family Fun Activities



Other Family Fun Activities



Other Family Fun Activities



Ask the Expert



Ask the Expert



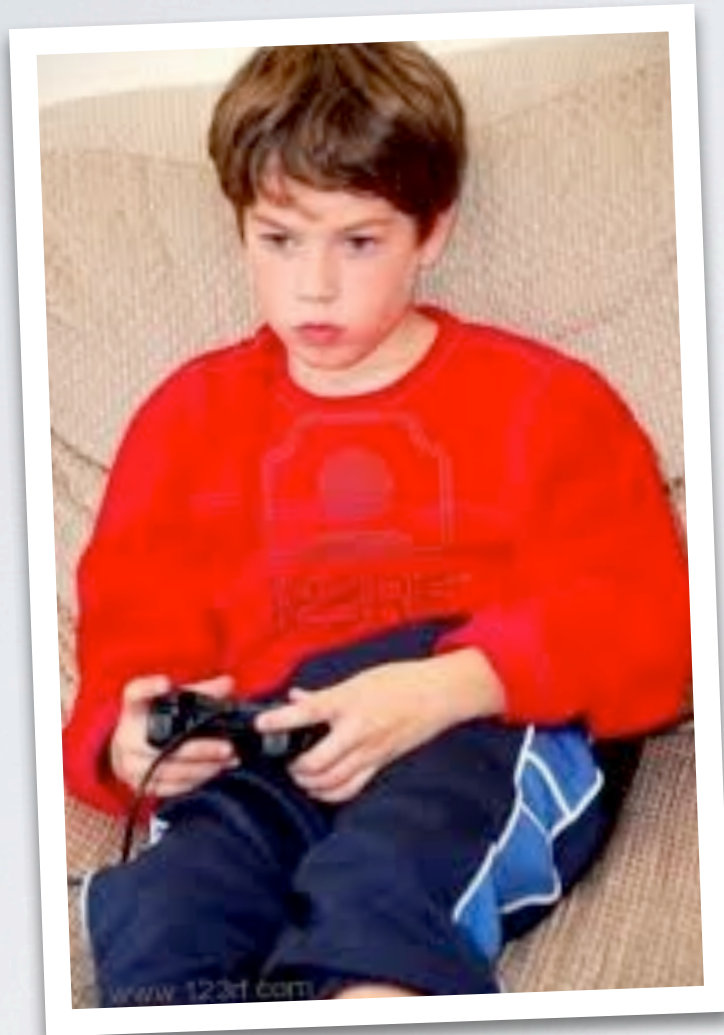
“Family video games are games that are funner when you play them together.”

A Family Game?!!

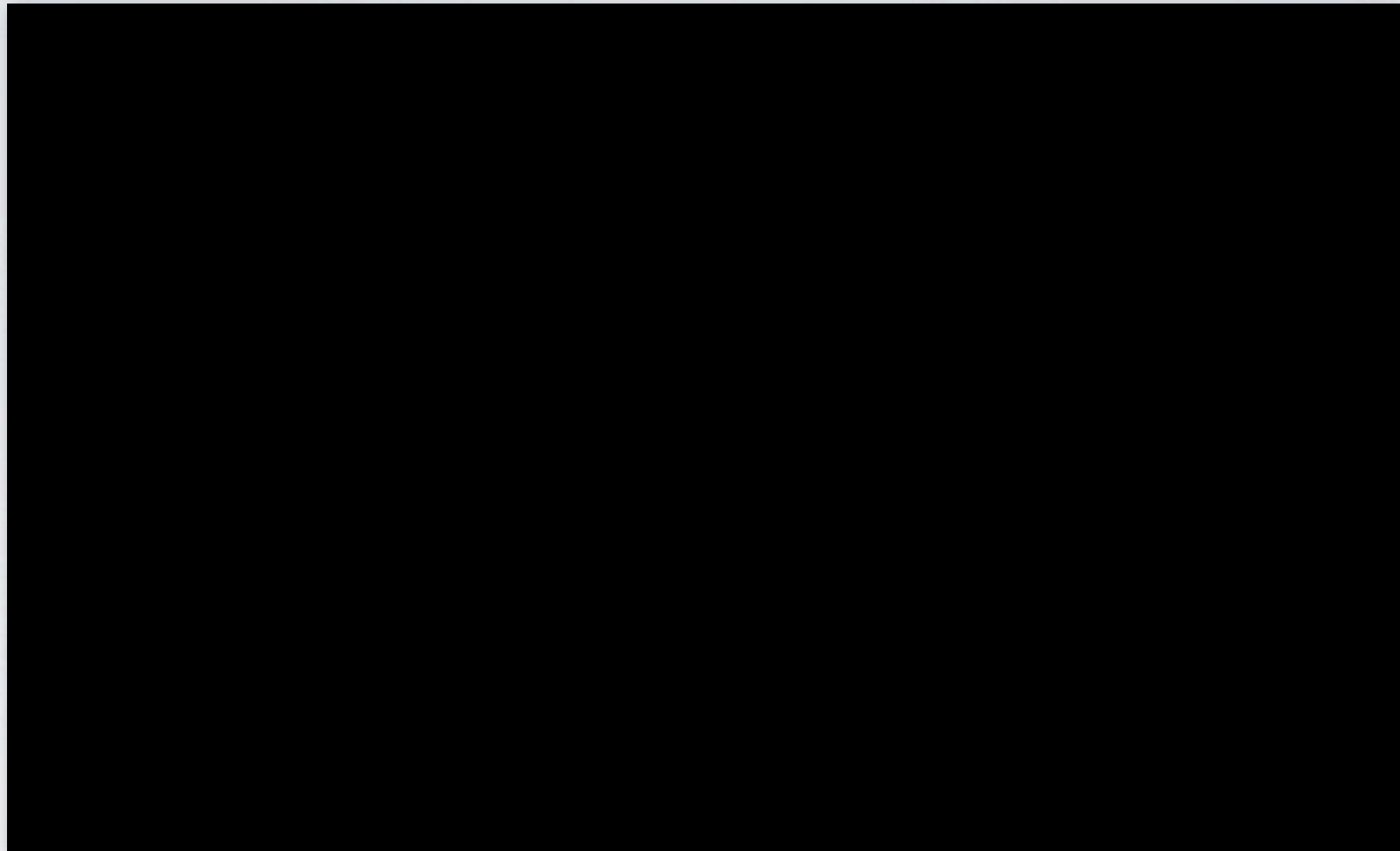


FAMILY GAMES ARE NOT...

FAMILY GAMES ARE NOT...



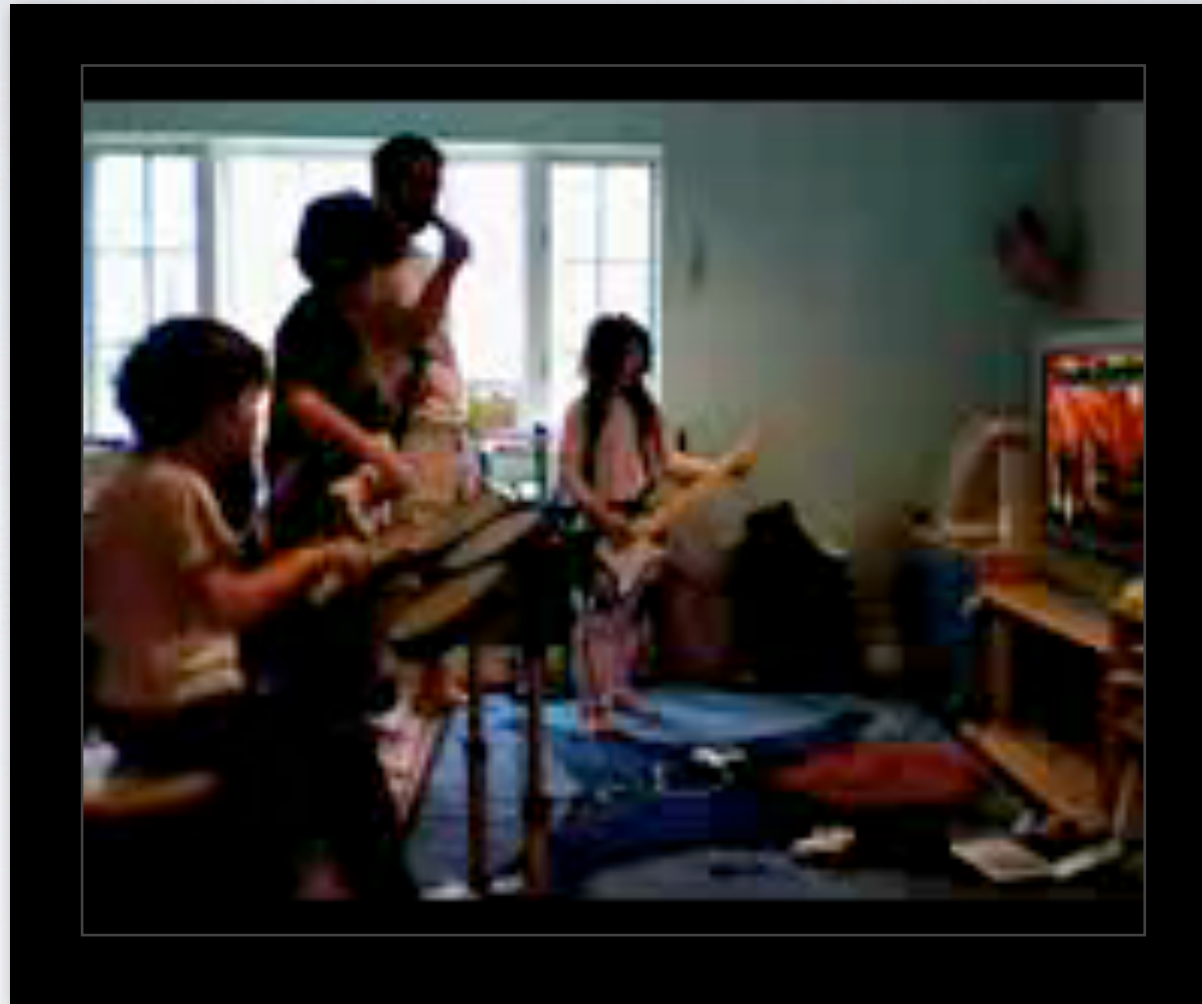
JUST DANCE



JUST DANCE



ROCK BAND



“What better way to spend my 39th birthday...
than playing Rock Band with my kids.”

GDC Online

MOMS WITH APPS



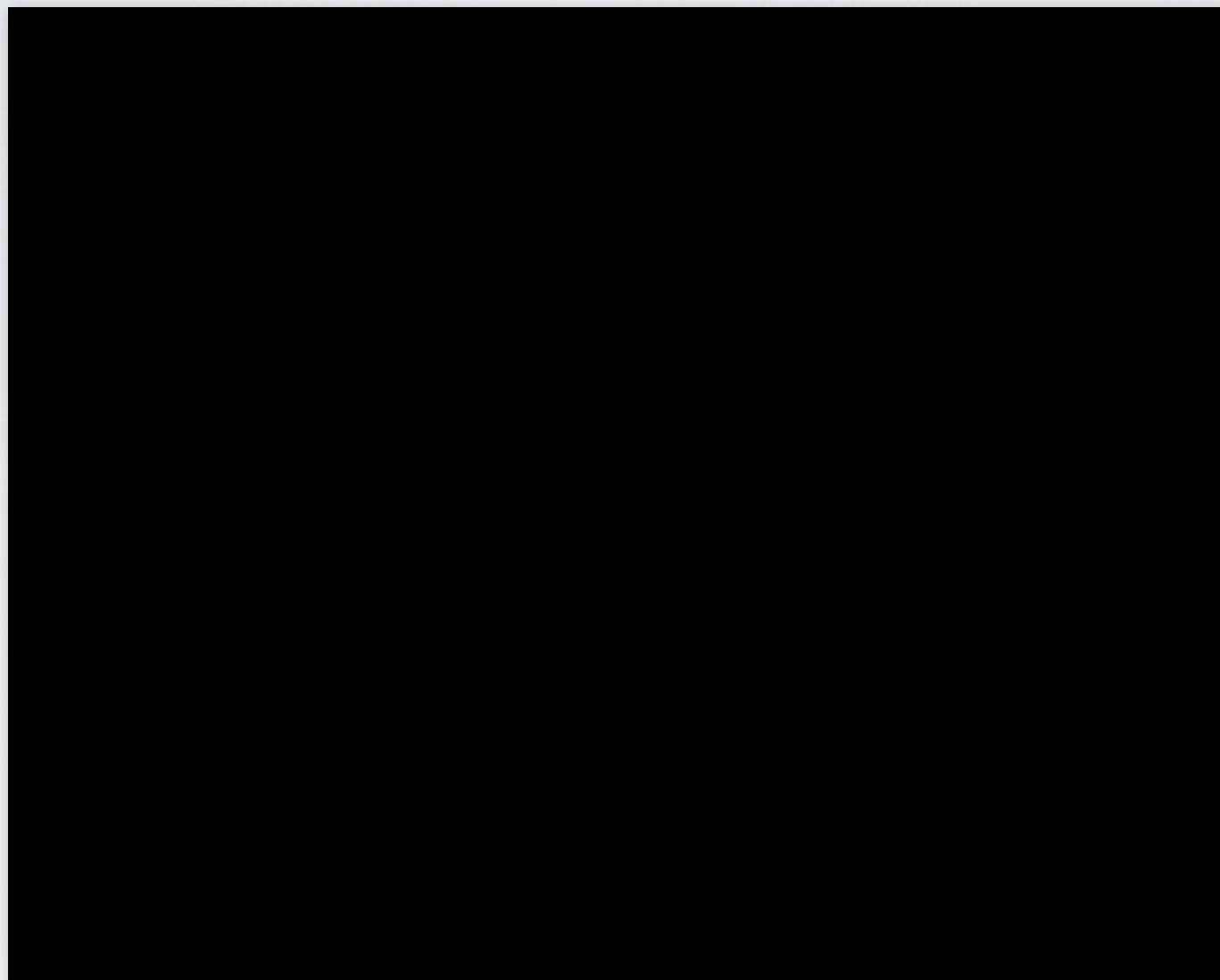
A collaborative group of developers (mostly parents) creating family-friendly content for mobile apps

App Examples:

- My Playhome
- Toca Boca Hair Salon
- Rocket Math
- Family Matters

Contact: <http://momswithapps.com>

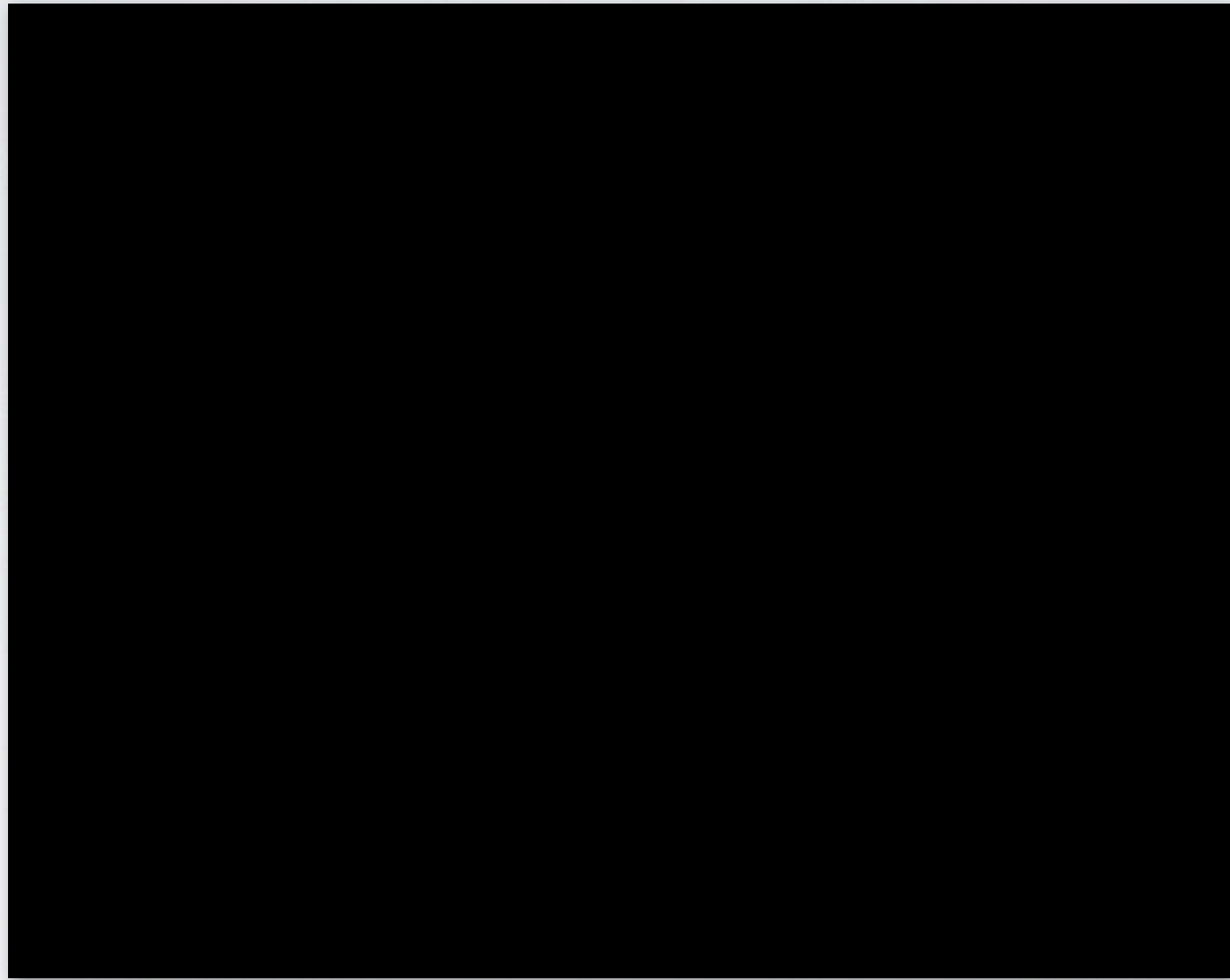
TOCA HAIR SALON



TOCA HAIR SALON

**Toca Boca
Hair Salon**

MY PLAYHOME



MY PLAYHOME

My PlayHome

ROCKET MATH



ROCKET MATH

