



RISE OF
SOCIAL
COMMERCE





mission

**connecting
the world through games**



Zynga



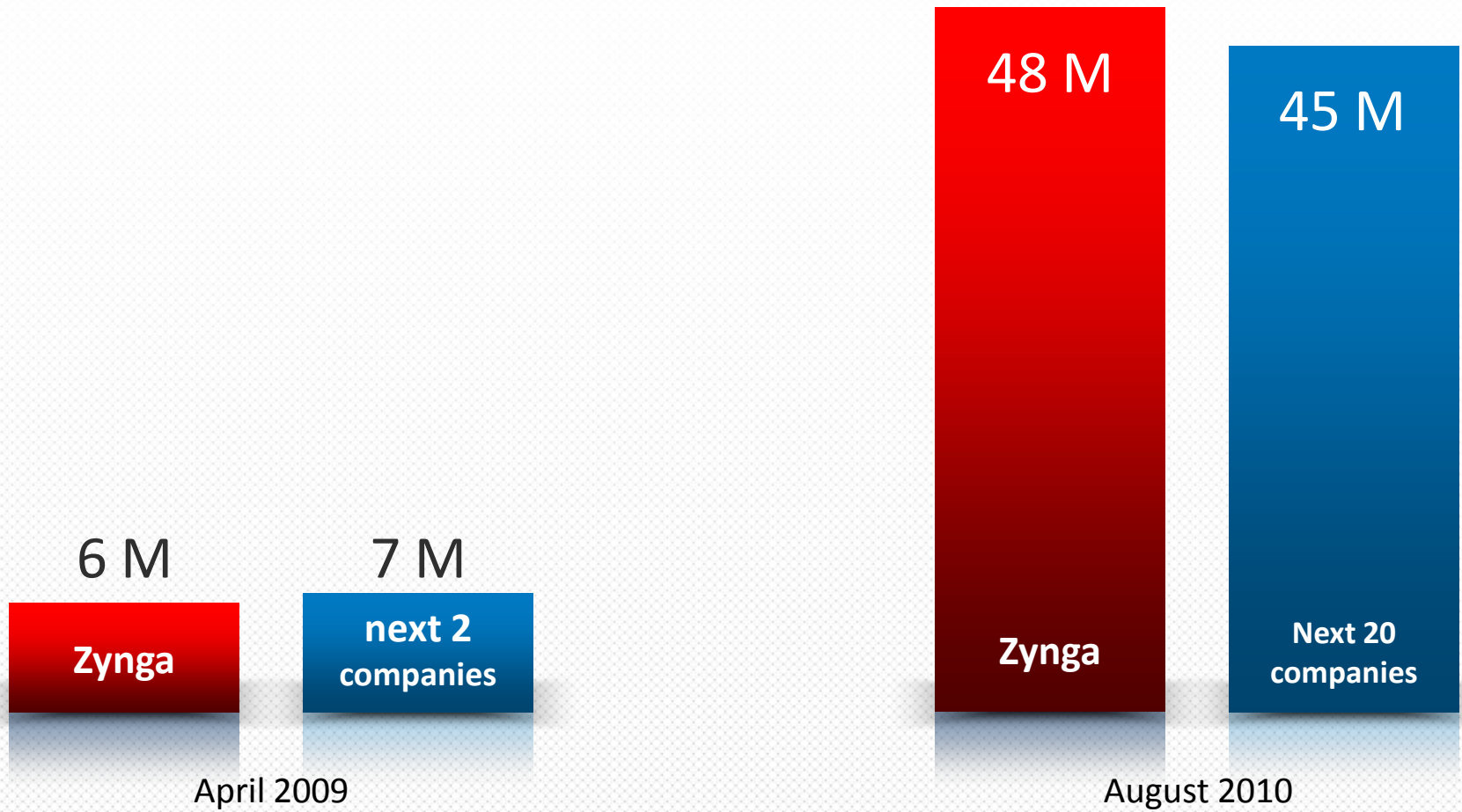
48 million DAU
240 million MAU



Global company with global reach...



Scale



* daily active users

Top Facebook games

Game	Monthly Active	Developer	Launched
Farmville	61,996,714	Zynga	June 2009
FrontierVille	36,825,220	Zynga	August 2010
Zynga Poker	32,894,434	Zynga	Sept 2009
Mafia Wars	25,123,926	Zynga	March 2008
Café World	22,476,519	Zynga	Sept 2009
Treasure Isle	15,977,588	Zynga	April 2010
PetVille	14,335,077	Zynga	Dec 2009
Pet Society	13,494,930	EA/Playfish	August 2008
Happy Aquarium	11,461,081	CrowdStar	Sept 2009
Zoo World	10,733,199	RockYou	Nov 2009

1 out of 5 Americans Play Social Games

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One in five Americans plays games on social networks

August 23, 2010 | [Dean Takahashi](#) [Comments](#)

About 20 percent of the U.S. population has played a game on a social network in the past three months, according to market researcher [NPD Group](#).

That means 56.8 million Americans ages 6 or older have played on social networks. And about 35 percent of those social networkers are new to gaming, having never participated in any other type of video game before they started on the social networks such as Facebook, MySpace or others.

The results are good news for companies such as Zynga, which publishes the most popular social network game, FarmVille. Facebook says roughly half of its 500 million users play games.



Transferring data from ad.doubleclick.net...

Time Spent Per Day

Facebook
Application

Average browser time
per user per day (min)

Farmville	68
Mafia Wars	52
Café World	36
Treasure Isle	19
Zoo World	18
Mind Jolt Games	13
Country Life	11
Restaurant City	11
Fishville	10
Petville	10

Date from April 2010

Source: Cisco Security Intelligence Operation



Zynga Partnerships

Facebook And Zynga Enter Into Five Year Partnership, Expand Use Of Facebook Credits

by Leena Rao on May 18, 2010

5 Comments Like 23 Buzz 13 238 retweet

Facebook and Zynga have just **announced** a five year partnership and the expansion of Facebook Credits in Zynga games.

After months of discord and peace— at least for now. **frustrations** and reports of Zynga and Facebook agree to a “five-year strategic partnership” in 2007 and in just three years Zynga has become a major player in FarmVille and Café World. This press release. “We are excited about this partnership with Zynga, and look forward to working together to create a social gaming experience.”

Zynga Confirms Softbank Investment. They'll Confirm Google Investment Later

by Michael Arrington on Jul 28, 2010

18 Comments Like 27 Buzz 88 retweet 541

Zynga issued a press release tonight confirming **more than month-old news** of an investment by Softbank - \$150 million - and are announcing a joint venture to “develop and distribute social games across Japan.”

Zynga didn't talk about the other **\$150 million** that it raised in partnership over the new Google Games property. The New York Times in a recent article about the company.

Zynga has raised a whopping **\$519 million** in venture capital. Here's the press release:

Zynga Continues To Expand Beyond Facebook, Forges Major Partnership With Yahoo

by Jason Kincaid on May 26, 2010

11 Comments Like 19 Buzz 24 300 retweet

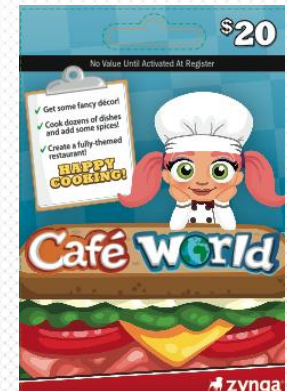
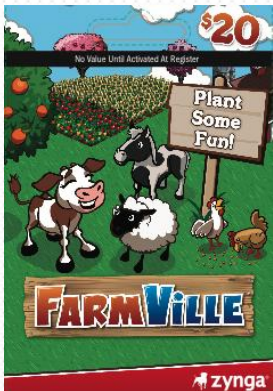
If you thought Zynga's recent **peace treaty** with Facebook meant the end of its efforts to expand its reach beyond the social network, think again. Today, Zynga has announced that it has forged a deal with Yahoo to feature its games throughout Yahoo's network — a move that will put Zynga's games in front of Yahoo's 600 million users.

At this point details on the deal are a bit vague — the games aren't rolling out onto Yahoo for a couple of months, and neither company has announced which games will be integrated. That said, we can likely expect Zynga megahits like Farmville to be featured prominently, perhaps even on the Yahoo Homepage (which would be a huge win for Zynga). Yahoo also says that games and/or updates will be available through many of its properties, including the Yahoo Games portal, Yahoo Mail, and Yahoo Messenger. Games will be deployed in the US first, followed by a global rollout.



Distribution

14,000 stores nationwide





- Raised \$1.5 million for Haiti within 5 Days
- 300,000+ players in 47 countries
- 100% of proceeds donated to UN World Food
- Raised over \$3 million to date

Zynga Advertising Case Studies

