

## **Transactive Platform, with Global Expansion Key to Success**

Over the past few years, SkillPod Media has steadily been establishing itself as a global casual gaming platform of choice. Since launching in March 2004, we've successfully deployed casual games portals across the globe, including but not limited to the following countries: South Africa, USA, UK, Ireland, India, Netherlands, Luxembourg, Poland, Ukraine and Turkey, says Mark van Diggelen, Founder and CEO of SkillPod Media.

We regularly receive enquiries from across the globe and have concluded a number of agreements, with reputable publishers, these new partnerships will see us expand into the likes of Abu Dhabi, UK, USA, Vietnam, Germany, Croatia, Hungary and a number of other regions, adds van Diggelen.

Some of our most recent deployments include: the re-launch of the SkillPod Games application on Facebook, which has seen a significant upsurge in new registrations and overall daily traffic figures. The recent deployment of a Facebook games applications for Jip, the youth brand for the largest daily Afrikaans newspapers. A Facebook games application was also developed for one of Turkey's most reputable online advertising agencies, Reklamport. The Facebook games applications typically include the following features: user registration, high score logging, user challenges, tournaments and full translation of the site and game titles.

The SkillPod Media casual games platform is the platform of choice for the Luxembourg based, RTL Group, with the launch of their 3<sup>rd</sup> casual games offering, in the form of a games solution for their hit radio station Eldo Radio. Other deployments include, RTL Netherlands and RTL Luxembourg, with a number of the other European territories coming online during the course of the next few months.

A number of ethnic games we're branded and translated for Ulwazi.org an indigenous knowledge resource, created by the eThekweni Municipality. The Ulwazi programme strives to preserve and disseminate indigenous knowledge of local communities in the greater Durban area. The aim of these games is to encourage children and people who are not used to computers to engage with them in a fun and practical way.

The next phase in the lifecycle of SkillPod Media is to introduce its enhanced platform to our existing and earmarked publishing partners, adds van Diggelen. Over the past few months our dedicated team have been focused on the development of a number of world class solutions that will offer our clients instant income streams, outside of the declining banner advertising revenue models.

The enhanced platform focuses heavily of speed of deployment, personalisation and customisation of the platform. While a number of new solutions have been developed around the content offering, which sees the introduction of the new avatar creation tool, which will allow users to pimp their avatars and buy gifts for friends, through micro payments. On the games front, users will be able to buy power-ups, unlock levels and customise games, again through the new micro-payments solution that has been developed from the ground up and interfaces with global payment providers that include PayPal and Moneybookers. We have a number of unique features in our enhanced platform and in some cases these will be world firsts, users and publishers will need to wait for the launch to find out more about these features, concludes van Diggelen.