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# SNAP PARTNER SUMMIT

**A DEEPER LOOK AT  
SNAP GAMES**



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On April 4th, Snap held their first ever Partner Summit, where they announced a multitude of new initiatives and offerings. Most interesting was the company's plan to launch Snap Games, an online gaming platform that lives directly in the social messaging app.

## Snap Joins in the Online Gaming Frenzy

Snap walked the walk at its first ever Partner Summit by not only announcing a new social gaming component of the existing platform, but actually launching on the Thursday ahead of the Summit. While seemingly a departure for this high profile picture and video sharing platform, it is in fact a natural progression for Snap, with mobile gaming expected to be a \$100 billion market by 2021. Both Apple and Google have also in recent weeks made announcements for their new gaming platforms but all three entities are taking slightly different approaches to this growing marketplace. Unlike Arcade from Apple and Stadia from Google, Snap Games' key differentiator is in its 'free-to-play' model.

What this means is that Snap Games will feature both games created by independent developers and games created by Snap themselves where they will have control of the IP. However, it is important to point out that simply "making" games and having a gaming platform will not guarantee success. Success in the gaming industry has always come from games remaining fresh with deep layers of storytelling, engagement and unexpected gameplay that prevents audiences from boring quickly. It will be critical for Snap to ensure their portfolio of games provides players with continued variety and evolving challenges to stay relevant and engaging.

### What Marketers Should Know

To enable this 'free-to-play' model, Snap will be selling marketers six second ads that will run within the gameplay itself, disrupting the gaming experience but keeping content free for users. While these ads will serve to benefit players' wallets, it will be interesting to see if these disruptions cause user aggravation. It will also be interesting to wait and see if and how Snap integrates in-game rewards as incentives for viewing ads.

Regardless, these ads represent a significant incremental revenue stream and are a core reason Snap Games was created in the first place. Beyond ad revenue, the hope is that the gaming platform will increase time users spend within the app. Snap's younger skewing

audience is already consuming mass amounts of gaming and social activity, and this new gaming platform leverages and combines both, with the thought-process that these users already have a built-in social circle on Snap ripe for multi-player gaming experiences.

The most important aspect of Snap Games' offering is that the platform will seamlessly integrate and encourage social interaction within the gaming experience. The games do not have to be downloaded and are immediately accessible directly through the chat app. Running ads within games are still easier than through a messaging platforms, and Snap is hoping consumers will start to engage more within the ad-supported gaming platform.

## What this Matters

As the gaming industry continues to grow at a rapid pace, new and innovative gaming platforms like Snap Games will take advantage of the rise in gaming consumption across various formats and devices. With these growing platforms comes significant advertising opportunities for brands to meaningfully engage with both casual and competitive gamers within environments that are not only attracting a very desirable audience, but also successfully retaining their attention and screen time.

Wavemaker will have its eyes on which model will prove most successful.



**FOR MORE INFORMATION  
CONTACT**

Daniel Conti  
Partner, Director, Sports & Live, Wavemaker  
[Daniel.conti@wmglobal.com](mailto:Daniel.conti@wmglobal.com)

