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Mobile Gaming Communities on the Rise

By Eric M. Zeman
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Two new announcements, one from T-Mobile UK and another from Hovr, highlight the market power of mobile gaming.

T-Mobile recently signed an agreement with Terraplay to run a new connected gaming community that provides T-Mobile with an operator-branded portal for access to games and billing. The service will use new, flexible pricing models that include rentals and pay-per-play as low as \$0.98 per game. It will also feature multiplayer gaming, competitions and loyalty programs.

"We are currently seeing a strong surge of interest in connected gaming from all over the world," says Sven Hälling, CEO of Terraplay Systems.

Conversely, Hovr is launching a new mobile gaming community with more than 100 ad-supported titles. Users will be able to join Hovr's MobileSpace social network and download games at no cost. The community supports player interaction and competition. Hovr embeds advertising into games and applications, giving advertisers a way to target ads based on demographic and personal profile information.

"Ad-supported content is absolutely necessary if there is to be mass adoption of mobile phones as a content delivery platform," said Christine Arrington, senior analyst with Acacia Research Group.

Whether it's for-pay or free, mobile gaming is growing quickly. Only weeks after launching its beta site, Hovr surpassed 200,000 downloads and Hovr MobileSpace membership now spans over 100 countries.

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