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# NTS News - APRIL **TWENTY**TEN

What's new at NTS...

## Gold in **Virtual Goods**



Mobile social network usage is on the rise. Where is the money in these mobile networks? Virtual goods. Games, apparel, and food are examples of items purchased in a virtual economy and never to be realized in the physical world. Buy Godiva chocolates and a pair of ultra-premium Diesel jeans at a cost of \$2. Virtual

versions target aspirational buyers. Surge in micropayment processing along with verifiable revenue (of real currency) has content developer excited to produce more items and services in hopes to capitalize on the estimated \$2 billion market. Incremental payments lead to huge payouts for content publishers and distributors.

- **Micro Monetization**

Spending guilt is eliminated with micropricing. Members "snack" on virtual versions of goods they aspire to have or to give as gifts. \$1 for a dozen long-stem red roses for an online friend is much more reasonable than \$300.

- **Proven Profitability**

Companies such as Zynga is estimated to generate over \$100 million in revenue from developing popular games such as Farmville and Mafia Wars. 80% user penetration has publishers and distributors eager to reach the captive audience.

- **Craving Content**

Consumers are craving more and they're eager to share with others. Ongoing purchases of virtual goods adds brand value, more customers, and generates more demand for new goods.

**Sincerely,**

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