



Harrah's Philadelphia Casino and Racetrack



Meadows Racetrack and Casino



Presque Isle Downs and Casino



Mount Airy Casino Resort

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Online Games Presentation

May 15, 2013

# Responsible Gaming in the Casino Industry

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- The vast majority of adults experience no significant negative consequences related to gambling
- For the small percentage of adults who do suffer from problem gaming, it is an important social problem and moral issue
- Casinos want everyone who gambles to be there for the right reason- to have fun
- Casinos do not want people who don't gamble responsibly to play at any casino

## Discussion Items

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Our presentation will focus on 3 categories of online “free play” games:

- Play-for-Fun Games
- Social Casino-Style Games
- Player Loyalty Program Play-for-Fun Games

## Play for Fun Games

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- Play for Fun Games are online versions of casino games.
- No opportunity for cash in or cash out.
- No connection from the games to the casino floor.
- Play for Fun Games have been online for 10+ years.

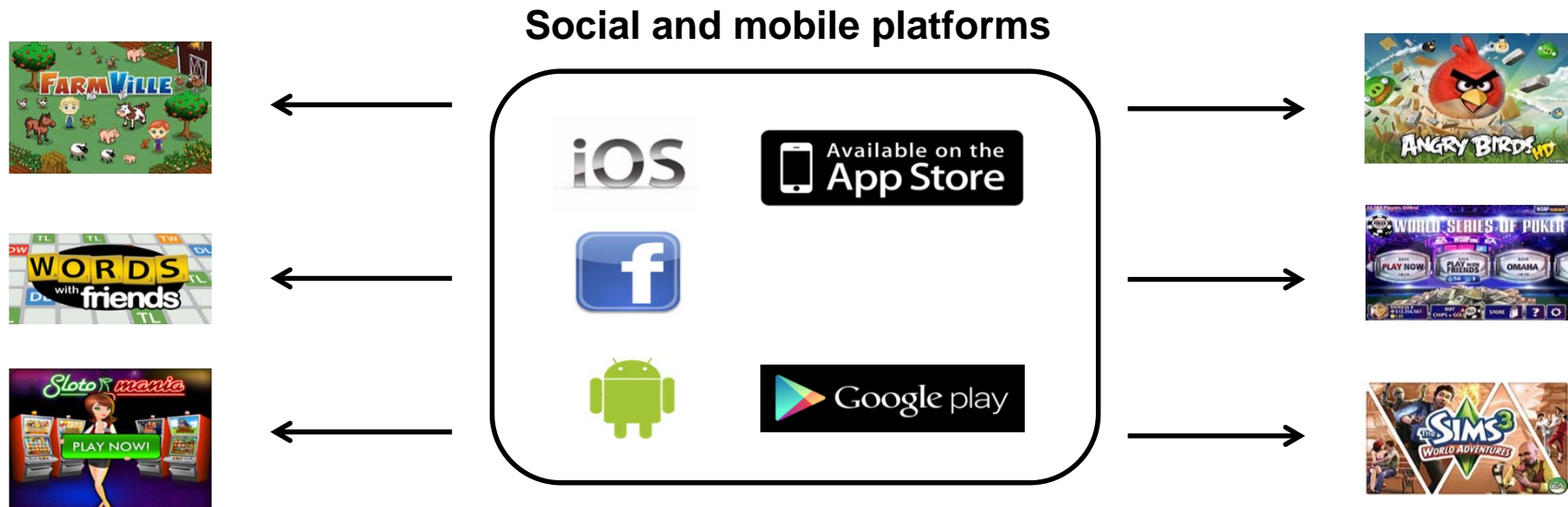
### NEW CASINO GAMES

Practice CASINO GAMES by playing online versions of your favorite games from our casinos

CLICK THUMBNAILS BELOW TO PLAY



# Social and Mobile Gaming Eco-System



- Popularity of games spread through the virality of the social platforms ...  
I invite 2 friends to beat my high score and they invite 2 friends, etc.
- In 2012, Facebook hit 1 billion users throughout the world.

# Social Games Industry - Evolution

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- ▶ In 2007, the social games phenomenon was introduced to the world through Facebook.



- ▶ There are currently over 750 million people worldwide playing social games. Experts expect that number to double by 2015.



# The Basics of Social Games

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- Common characteristics of social games:
  - Played for entertainment;
  - Game play is typically very simple;
  - Played through social networks; and
  - Players may play at little to no cost (more on this in a minute).
- Many games are designed with **social interaction** and **competition** among players in mind.
- Popular games include Farmville, The Sims, and Words with Friends.

## Social Games – Business Models

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Generally, there are **two business models** employed in the social games industry:

- Up-front cost for the game or application
  - Buy the application like Angry Birds
- Free game or application with in-game purchases available to enhance the entertainment experience
  - Farmville allows users to buy more land or tractors



## Social Casino-Style Games

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- ▶ Over the past 2-3 years, there has been an emergence of casino-style social games such as slots, poker, blackjack and roulette.
- ▶ Many companies have entered the social casino style games space in the last few years including Zynga, Electronic Arts, IGT, and Caesars.
- ▶ Like Play for Fun Games, there is no connection to the casino floor.



## How do social casino-style games differ from gambling games?

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- ▶ Consistent with most states, Pennsylvania defines gambling as requiring 3 elements:
  - ▶ **Consideration:** The payment of something is required to play the game
  - ▶ **Chance:** That the outcome of the game is not based on a skill
  - ▶ **Prize:** Money, money's worth or something of real-world/tangible value is awarded based on game play
- ▶ The social casino-style games under consideration are not gambling because of the lack of 2 of the elements of gambling:
  - ▶ **Consideration:** There is no requirement to buy anything in order to play the games.
  - ▶ **Prize:** The games only award virtual currency which have no real world value.

# Player Loyalty Program Play for Fun Games

## A Brief History Of Innovation

- WMS developed a unique slot machine player experience, designed to help Operators drive patrons back to their casinos via their loyalty program.
- Patrons playing at a slot machine with their loyalty program card could save their game status and continue where they last left off the next time they return to the casino.
- Star Trek was the 1<sup>st</sup> game available with these features.



# Player Loyalty Program Play for Fun Games

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## Persistent State and Adaptive Gaming

- WMS's slot machine platform allowed guests to save their progress through a game (*Persistent State*) and unlock other graphics based on their progress (*Adaptive Gaming*).
- Patrons playing without a loyalty program card did not have these options available.
- **Important: no game math is affected ... only game visuals/content is impacted.**

# Player Loyalty Program Play for Fun Games

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## Next Stage of Development

- In 2010, WMS developed *Player's Life™* Web Services.
- *Player's Life™* Web Services allows patrons to play real game themes via the Internet for fun and to earn "points" that can be used to unlock bonus graphics in the casino.
- **No game math is affected ... only game visuals/content is impacted.**
- Lord of the Rings (LOTR) was the 1<sup>st</sup> game available with *Player's Life™* features.





# Player Loyalty Program Play for Fun Games

Total Rewards Patron experience from the internet:

The screenshot shows the top navigation bar with the following items: HOME, OVERVIEW, GAME LOCATION, UNLOCK BONUS ROUNDS (highlighted with a red circle), and TOTAL REWARDS. Below the navigation bar, there is a section titled "PLAY WITH YOUR TOTAL REWARDS CARD FOR ADDED BENEFITS:" with a list of benefits:

- Accelerated play: Unlock bonus rounds faster while logged in as a Total Rewards Member.
- Log in online with your Total Rewards number and view your Player profile.
- Unlock bonus rounds online through online mini-games.

At the bottom of this section, there is a button that says "LEARN MORE ABOUT TOTAL REWARDS" and a logo for "EARN MILES ONLINE WITH playerslife.com".

The screenshot shows the login page with the following elements:

- Unlock Bonuses for The Lord of the Rings!** section with a 3-step process:
  - 1 Play the Lord of the Rings-themed online games right here.
  - 2 While playing, unlock new bonuses for the The Lord of the Rings casino slot game.
  - 3 Return to the casino and play those new bonus rounds the next time you trigger a bonus.
- TOTAL REWARDS MEMBERS!** section with a call to action: "LOG IN WITH YOUR TOTAL REWARDS NUMBER BEFORE YOU PLAY!". A "Sign In" link is provided for users not currently signed in.
- Form fields for "Email Address" and "Password" with a "SIGN IN" button and a "Forgot Password?" link.
- A "Not a Member? Joining is Free & Easy" section with a "JOIN NOW" button.
- A "POWERED BY" logo for "playerslife".
- A row of game icons: "CANDALF'S ROCKETS", "Mahjong", "A Hobbit's Puzzles", and "Chere and Isaac".
- A "LEARN MORE ABOUT TOTAL REWARDS" button.
- A "EARN MILES ONLINE WITH playerslife.com" logo.
- A "View Disclaimers" link.
- A "FEEDBACK" link.
- A "Unknown user. Please try again." message at the bottom.

# Player Loyalty Program Play for Fun Games

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- **No game math is affected by any of the features from the online games.**
- Our website has a disclaimer that states this explicitly:
  - \*All bonus rounds that are unlocked by playing online do not affect odds of winning or amount won at any slot machine at any Caesars casino.

TOTAL REWARDS®  
**PLAY FOR FUN**

Unlock exciting content and graphics in bonus rounds on the same themed game found on the casino floor...\*

by playing online versions on your computer.  
**It's completely free!**

# Player Loyalty Program Play for Fun Games

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## Why are these particular games important?

- Offer the Operator an opportunity to attract new non-traditional slot players:
  - Table Game Players
  - Gaming Console Players (XBOX, PlayStation, Wii, etc.)
  - Passionate Fans of Theme
  
- This unique gaming experience has been received very well by patrons:
  - WMS games are in use in almost every neighboring jurisdiction with great success.
  - Deployed to over 30 properties in just the Caesars enterprise alone.



# Player Loyalty Program Play for Fun Games

Username  Password  [SIGN IN](#)  
[Register](#) [Forgot Password?](#)  Remember Me

[Home](#) [Games](#) [Game Talk](#) [Profile](#) [Help](#) [Join Now](#)

## SUPER TEAM

**What is Player's Life?**  
**PLAY** Play For Fun Games That Are Linked To [Casino Slots](#)  
**BROWSE** Exciting New & Classic Casino Slots  
**INTERACT** With Slot Players & Game Developers  
[JOIN NOW](#) [SEE HOW IT WORKS](#)

**Look who's winning *right now!*** Player's Life WinStream™

	<b>Darren1227</b> Won the Garden Heist at <a href="#">www.totalrewards.com</a>	
	<b>bonehead1169</b> Won the Gandalf's Fireworks at <a href="#">www.playerslife.com</a>	
	<b>kiwkevinn</b> Won the Full House at Horseshoe Council Bluffs	
	<b>player7272</b> Won the Garden Heist at <a href="#">www.totalrewards.com</a>	
	<b>joannelaw</b> Won the Conservatory at Caesars Palace Las Vegas	
	<b>johndavid</b> Won the Golden Rebec at Seminole Hard Rock Hotel & ...	
	<b>utarad_02</b> Won the Nazis at Caesars Palace Las Vegas	

**FEATURED SLOT** Like 49  
**MY POKER**  
 Personalize and play My Poker® for free before playing at your favorite casino!  
[Learn More](#)

**INTRODUCING PLAYER'S LIFE MOBILE**   
 Read about games, find games and casinos, chat with other players and more right on your phone!!!  
[Learn More](#)

**DESIGNER CORNER**  
**MONOPOLY Prime Reel Es**  
 April 23, 2013  
 Scheduled to hit casino floors in Spring and Summer 2013.  
 \*MONOPOLY Prime Reel  
[View All Recent Posts](#)

**FORUMS**  
**Clue™**  
 May 07, 2013  
**SPIDER-MAN™**  
 May 07, 2013  
[Visit the Forums](#)

**Share Your Story**  
[JOIN NOW](#)

# Player Loyalty Program Play for Fun Games

The screenshot displays the 'player's life' website interface. At the top, the logo 'player's life' is accompanied by the tagline 'Expand Your Casino Experience'. Navigation tabs include Home, Games, Game Talk, Profile, and Help. A 'Logout' link is visible in the top right corner.

The main content area is titled 'Browse Games' and is divided into two columns:

- Latest Game:** 'My Poker' by My Poker@, with 49 likes. A description follows: 'My Poker video poker games reflect extensive market, hardware and player research from WMS. The end results are video poker products that combine player-proven game solutions, specialized hardware and personalization ...'
- Highest Rated Game:** 'The Lord of the Rings' by Adaptive Gaming@, with 3768 likes. A description follows: 'Take a journey through Middle-earth along the storyline of this major motion picture trilogy in the latest adaptation of our Adaptive Gaming@ product category. You'll progress through a dynamic storyline, ...'

Below these sections is an alphabetical navigation bar with letters A-Z and a numeric bar 0-9. A grid of game listings follows, each with a 'Like' button and a count:

- 2x Wild & Crazy@ (314 likes)
- 5x4 Bonus Jackpots™ (80 likes)
- 5x4 Reels (3 likes)
- AIRPLANE!™ (620 likes)
- Aladdin & the Magic Quest™ (111 likes)
- Alice@ and The Enchanted Mirror™ (250 likes)
- Alice@ and The Mad Tea Party™ (294 likes)
- Any Way™ (1 like)
- Attack From Mars™ / Revenge From Mars™
- Baron von Bacon's Million Credit Bonus™

The right sidebar features a user profile for 'Spaceman777' with 5 trophies and a 'View Profile' link. Below this are sections for 'Recent Trophies', 'Recent Games', 'Forum Activity' (listing 'Clue™', 'SPIDER-MAN™', and 'THE GAME OF LIFE'), 'Designer Corner' (listing 'MONOPOLY Prime Reel Estate@', 'Making the My Poker@ Series', and 'The Music of THE GODFATHER@'), and 'Player's Life Mobile' with an 'INTRODUCING PLAYER'S LIFE MOBILE' banner and a mobile device image.

# Player Loyalty Program Play for Fun Games

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## Current Regulatory Status

- The PA Bureau of Gaming Laboratory Operations reviewed, tested and approved the following versions of WMS Persistent State / Adaptive Gaming platforms:

Game Title	Date Submitted (submission #)	Date Approved
Star Trek Episodic	10/16/2008 (M-WMS-2008-180)	1/9/2009
The Lord of the Rings	5/24/2010 (M-WMS-2010-123)	6/15/2010
Attack from Mars/Revenge from Mars	11/24/2010 (M-WMS-2010-240)	3/17/2011
Clue	2/21/2012 (M-WMS-2012-033)	3/16/2012
The Lord of the Rings -- The Two Towers	7/13/2011 (M-WMS-2011-181)	7/25/2011
My Poker	9/12/2012 (M-WMS-2012-192)	10/12/2012

**\*\*\*\*\*All Persistent State, Adaptive Gaming and Player's Life features are currently disabled at the Harrah's Philadelphia property.\*\*\*\*\***