



Social Games

Social Games provide entertainment free of charge for most players; in almost all cases, no money is paid to play – and in all cases, no money is returned to players.

Social Games are played on Personal Computers, game consoles and portable devices including mobile telephones and tablets. It is estimated that 750 million people worldwide play social games and that this will continue to increase rapidly.

The social element typically means people play with, or directly against their friends or they participate in leader boards, chat rooms or share and compare progress via a social network. A social gamer can choose to buy, using real money, additional features or 'virtual goods' like extra "Lives", tools or maps which expand and enrich the game experience. However, the vast majority of games can be played without purchasing these extra features at any time throughout the life of the game play experience.

Social games are not gambling, because:

- There is no requirement to pay anything to play (i.e. there is no Bet).
- There is no award of money or anything of monetary value (i.e. there is no Win).

Examples of social games include Candy Crush, Farm Heroes, Papa Pear, Pet Rescue, Farm Story, Dragons of Atlantis. Then there are "massively multiplayer online games (MMOs) Like Age of Wushu and massively multiplayer online role-playing games (MMORPGs) like World of Warcraft.