



IGN/GameSpy

## COMPANY FACT SHEET

### COMPANY OVERVIEW

IGN/GameSpy operates the Internet's leading information and entertainment destinations for teen and young adult gamers and entertainment enthusiasts. The company also provides the leading subscription services on the Internet for gaming enthusiasts, and is a major provider of technology and infrastructure for online play to the game industry.

IGN/GameSpy is the result of a merger between the two leading companies serving the games and entertainment industries

For its business partners, IGN/GameSpy delivers services that help businesses trying to reach the young adult male and gamer demographics research, market, sell and develop their products and services.

According to Nielsen NetRankings, IGN/GameSpy offers advertisers the highest concentration of eyeballs from the 18-34 and 18-24 year-old markets.

IGN/GameSpy attracts 21.5 million unique visitors a month, combined. The company serves its audience by providing both free and subscription based content and services. The company has more than 205,000 active, paying monthly and annual subscribers.

IGN/GameSpy is headquartered in Brisbane, Calif. with operations in Los Angeles and Irvine, as well as sales offices throughout the United States. The company is privately held and currently has more than 190 employees.

### MISSION STATEMENT

IGN/GameSpy's mission is to grow its leadership position in reaching entertainment and gaming enthusiasts and the teen and young adult male demographics by providing the most comprehensive suite of content and services for their gaming, entertainment and lifestyle needs, and to provide its business partners with the richest possible set of tools to profit from this audience.

### PRODUCTS & SERVICES

#### Web

IGN/GameSpy's editorial and community web sites reach more than 25 million consumers each month. Key web sites in the network include

- IGN.com and GameSpy.com -- editorial portals
- FilePlanet.com -- the Internet's leading destination for game file downloads
- The Vault Network -- IGN's dedicated game-specific sites
- Planet Network -- GameSpy's dedicated-game specific sites
- Team Xbox -- insider choice for Xbox information
- GameStats.com -- providing a comprehensive view of all the editorial coverage and buzz about specific games
- IGN Boards (boards.ign.com) and GameSpy Forums (www.forumplanet.com) -- with 50-100,000 posts per day, among the top 10 most used message boards on the Internet

## **Consumer Products and Services**

IGN/GameSpy offers a number of free and subscription products and services geared toward increasing the quality of the user's online gaming experience

- IGN Insider – offering exclusive editorial content and services for the gamer
- FilePlanet – offering the highest quality access and download service for more than 200,000 game demos, add-on levels, trailers, game modifications and patches, and access to exclusive subscriber-only demo and beta test opportunities
- GameSpy Arcade – the principal online multiplayer game service for enthusiast gamers
- Roger Wilco! – the top Internet voice chat utility for gamers
- GameSpy GameTools – a subscription service offering a superior multi-player gaming experience for players that want to meet and play other gamers online
- GameSpy Founders Club – GameSpy's ultimate subscription bundle, including FilePlanet, GameTools, and ad-free browsing of GameSpy editorial sites
- GameSpy Arena – coming soon, a major competition and laddering service for PS2, Xbox and PC gamers

## **Technology Products**

IGN/GameSpy provides a full suite of technology products and related services to help game developers and publishers create better games, more quickly, effectively, and cost-efficiently, on the PC, PS2, Mac and Linux platforms

- Matchmaking Toolkit – provides matchmaking technology and back-end services for server and peer-to-peer games
- Community Toolkit – provides voice chat, instant messaging and other community features for in-game use
- Administrative Toolkit – provides anti-piracy, data transfer, usage analysis, statistic tracking and other features for games
- Networking Toolkit – enables cross-platform multi-player gaming
- Beta-Test Services – streamlining the process of critical product testing
- File Delivery Services – offering back-end support for companies with high-volume download needs
- Custom Consulting – deployment and development services based on IGN/GameSpy technology

## **Research Products**

- GamerMetrics – the definitive product research tool for those involved in the games industry, providing real-time feedback on the awareness, purchase intent, and competitive positioning of games
- Title Awareness Surveys – regular panel-based surveys on the games market

## **MANAGEMENT TEAM**

- Mark Jung, CEO
- Ken Keller, CTO
- Jonathan Epstein, EVP and general manager, media and publishing
- Jamie Berger, VP and general manger, consumer services
- Richard Jalichandra, VP, business development
- Henk van Niekerk, senior director, developer and publisher services

- Sean Deorsey, director of finance

**HEADQUARTERS**

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