

## Adoption of the Gamification Model for IPTV Contents Promotion Strategy

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**Abstract.** Gamification means an operation, which uses a game mechanism to influence people's behavior in the non-game context. Gabe Zichermann defined gamification as a process which game-like thoughts and mechanics fostering problem-solving and flow in 2010. The most important issue of this concept is to develop a model which is suitable as well as applicable in the non-game context. This paper aims to design a gamification model in order to activate content business industry through more content viewing or uses, which can be especially applicable to IPTV.

**Keywords:** gamification, IPTV, contents, content business, flow

### 1 Introduction

According to the Entertainment Software Association (ESA), 75% households among the whole American households play games and a total of over 25 billion dollars have been spent in playing games in 2010. Moreover, statistics by ESA show that 29% of the game players were over 50s in 2011. That means enjoying games is no longer a business merely for the younger generation. [1]

Nowadays more and more people composed of diverse age groups with various backgrounds enjoy games for entertainment, stress-release and so on. In this sense, we need to look at more positive social function of games rather than to point out negative aspects of games, such as addiction or deviation and so forth. [4] One of key mechanism of games, which can be referred as "Gamification" might play an important role for content users as well as content industry in terms of increasing motivation of media viewers and contents users. So if this kind of well-designed gamification model is developed, it will contribute not only to the growth of knowledge and grasp of information of the public but also to the overall content-related industry.

According to the survey which investigated favorite genre by age groups and platforms conducted by the Korea Creative Contents Agency(KOCCA), the most favorite genre, which people watch the most frequently, was a drama(34.2%) via over-the-air television, entertainment(36.2%) via cable TV, movies(36.1%) via IPTV, entertainment(38.1%) via the Internet PC, and entertainment(32.5%) via smart

devices such as tablet PC or smart phones. [8] This statistics imply that although there was slight difference in viewership depending on platforms, such contents as drama, entertainment, and movies are the most popular, possibly leading to high ratings. This fact also means although there are abundant good contents such as documentaries and programs for educational purposes, most of them hardly attract attention from viewers. More significantly, people watch or use contents through diverse multichannel media such as IPTV, smart phones, and over-the-top services(OTT), basically transmitted by internet protocol. This kind of newly emerged media enable users to be more interactive as well as positive in searching and using contents, and to permit time-shift use more easily as well. Especially, more and more younger generation compared to the old tend to use contents through new media. In this sense, other than major companies, which are mostly run by small funds, should make every effort to let their contents to be chosen and so to survive. From this standpoint, this paper aims to suggest an ideal way to draw more users' attention, especially for documentaries and educational contents users in the broadly 'internet based protocol multimedia', narrowly IPTV, applying gamification approach.

## 2 Definition and Characteristics of Gamification

### 2.1 Factors for Gamification Model Design

Factors related to gamification are self-expression, rewards, status, achievement, and competition.

**Table 1.** Design Factor for Gamification Model

Factor	Contents
Self-expression	This mechanism allows users to have their own cyberspace and avatars. By doing so, users can communicate and express themselves more actively through the SNS in the cyber space.
Rewards	Mileages or virtual goods are offered corresponding to users' achievements or activities. Alternatively, users can raise growth of avatars or purchase items for the achievement of the activities in the virtual space. Because immediate compensation to participants for the activity in this process is encouraged, loyalty of users can be raised. If users do not have digital devices, badges or stickers shall be rewarded.
Status	Similar to a game player, a certain level, corresponding to his or her activities and performances, is to be granted. Also, the adoption of alliance guilds, which limits activity groups who can play exclusively just like in games, can encourage users' participation.
Achievement	Activities designed to reach the target level of the process are shown so that users can immediately see and check their level. Users can enjoy such feelings as quests or stages just like they are playing a game by increasing the level of avatars or the difficulty of activities. In doing so,



- Through the interworking with major SNS and content users database, mileages and coupons are to be offered, which brings effective promotion and leads to more active content use
- Making application for smart phones in order to encourage watching and using documentaries and educational contents
- By do so, users can share their records and roadmaps with friends or colleagues through SNS. This will bring more uses, which ultimately garner more revenues to content providers and IPTV as well

## 4 Conclusion

Gamification means an operation, which uses a game mechanism to influence people's behavior in the non-game context. Gabe Zichermann defined gamification as a process which game-like thoughts and mechanics fostering problem-solving and flow in 2010. The most important issue of this idea is to develop a model which is suitable as well as applicable in the non-game context. The adoption of the aforementioned gamification tools to various programs and contents of IPTV will foster content business industry overall through more active use of contents, especially superb contents which are not very funny per se but very wholesome to the public.

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