

Social Network Gaming: A Canadian Perspective

Jun 25, 2013

By Peter K. Czegledy

*This article appeared in the June 2013 issue of *Canadian Gaming Lawyer Magazine* and is written by Peter Czegledy.

Social network gaming, or “social gaming”, has become a force to be reckoned with. Over 173 million people are currently engaged in social gaming (far outstripping the 50 million people engaged in traditional online gaming), and as electronic social networks increasingly permeate our culture and establish a dominant role in our pattern of socialization, this appears to be only the beginning of a larger cultural shift. With an observed historic growth rate as high as 100% per annum, social gaming is seen as a potential “game-changer”, particularly in regards to its potential to disrupt the online gaming business model. Established traditional gaming businesses are therefore justifiably alarmed when they hear that 95% of industry experts surveyed either “very much” or “probably” believe that social network-based companies will be able to compete successfully against established gaming brands online within the next five to 10 years.

To read the rest of the article, please click below.

Author



Peter K. Czegledy

Partner

T 416.865.7749

pczegledy@airdberlis.com

This communication offers general comments on legal developments of concern to business organizations and individuals and is not intended to provide legal advice. Readers should seek professional legal advice on the particular issues that concern them.