



Connecting Online Worlds To Offline Products

Engage! Expo
March 11, 2009

Virtual Worlds, Social Media, Toys, Games, Virtual Goods



Panelists

Tucker Aaron

Lead Strategist

Animax Entertainment

Joi Podgorny

VP, Interactive Development

Ludorum plc

Thomas Swalla

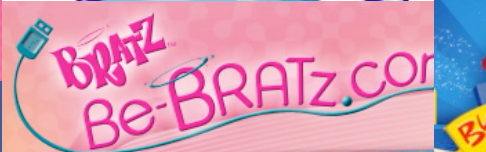
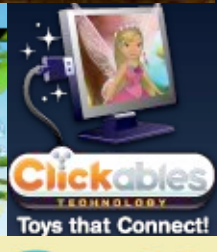
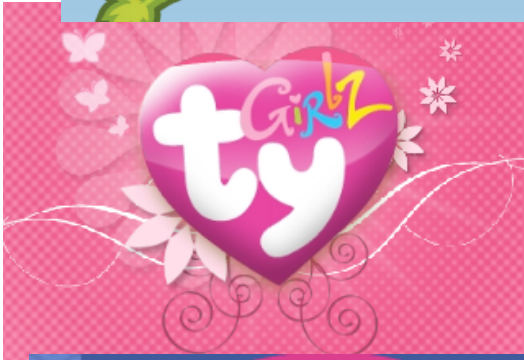
President of E-Commerce

Knowledge Adventure

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Some of the Players





Questions/Topics

- Should online be a complement or supplement?
- Plenty of Offline to Online, where is the vice versa?
- Does this only work with mega brands?
- Who is still around and why?
- How do you reconcile the completely different production cycles (web - weeks : product - years)
- Which business models work?
- Is there an amount of time you can estimate retaining these users?
- Why do we only hear registration numbers and not revenue?
- How does International factor in?

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taaron@animaxent.com

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joi.podgorny@ludorum.com

VP, Interactive Development

Ludorum plc

(kidsonline.idcommons.net)

Thomas Swalla

Thomas.Swalla@adventure.com

President of E-Commerce

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