

Market analysis

Social casinos in Australia and overseas

A market snapshot

MARCH 2023

Canberra

Red Building
Benjamin Offices
Chan Street
Belconnen ACT

PO Box 78
Belconnen ACT 2616

T +61 2 6219 5555
F +61 2 6219 5353

Melbourne

Level 32
Melbourne Central Tower
360 Elizabeth Street
Melbourne VIC

PO Box 13112
Law Courts
Melbourne VIC 8010

T +61 3 9963 6800
F +61 3 9963 6899

Sydney

Level 5
The Bay Centre
65 Pirrama Road
Pyrmont NSW

PO Box Q500
Queen Victoria Building
NSW 1230

T +61 2 9334 7700
F +61 2 9334 7799

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Manager, Editorial Services
PO Box 13112
Law Courts
Melbourne VIC 8010
Email: info@acma.gov.au

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Introduction

Social casinos offer online casino-style games that users may play for a range of reasons but not to win real money. Social casinos are typically free to download and play but include optional in-game purchases. They are widely available on the internet, through social media and via app stores.

Social casinos are becoming increasingly popular among players in Australia and around the world. Consumer spending on mobile slots games in Australia in 2021 was US\$302 million.

The Australian Communications and Media Authority (ACMA) has examined the market for social casinos in Australia and globally. This desktop research provides:

- > an overview of social casinos
- > an analysis of the global and domestic social casino market, including key market players and the demographics of users in the Australia community.

Social casinos are not regulated under the *Interactive Gambling Act 2001*, which is the primary legislation governing online gambling in Australia. This is because they do not meet the definition of a gambling service, which requires games to be 'played for money or anything else of value'.¹

However, the rise of social casinos is an example of the ongoing convergence of gaming and gambling activities, particularly online, and the need for policy makers and regulators to keep abreast of trends and developments in the market.

On 29 March 2023, the Australian Government announced proposed reforms to the National Classification Scheme, including a mandatory minimum classification of R 18+ (Restricted to 18 and over) for games that contain simulated gambling.

While our [2022–23 research program](#) included examining international regulatory approaches in our social casino research, it was decided to initially publish this market overview. We will continue to monitor domestic and international regulatory developments.

¹ See subparagraph (e)(i) for the definition of 'gambling service' in the Interactive Gambling Act.

Key findings

US\$7.3bn	Size of the global social casino market in 2021.
	<p>According to the industry data platform data.ai, the United States is the biggest market for social casino games by consumer spend, with 60% of the market share. China, Taiwan, Australia and Canada round out the top 5 markets, as of the first half of 2022.</p>
	<p>Slots are the most popular form of social casino game, as well as the main source of revenue for the social casino market. Other game types include casino card games like poker, games of chance like bingo, and board games like mah-jong.</p>
US\$302m	Size of consumer spending in Australia on mobile slots games in 2021.
	<p>The social casino market is experiencing significant growth in the Asia-Pacific region, particularly in the 3 key markets of China, Japan and South Korea, and in the emerging market of India.</p>
	<p>Social casino game developers are looking to other game genres to expand their appeal and user-base. They are utilising in-game mechanics like guilds and leader boards often seen in casual and competitive games to encourage engagement and retain usership.</p>
	<p>Social casinos are among the most popular genres of mobile games.</p>
	<p>Some research indicates that players of social casino games tend to be older, with a close-to-even proportion of male and females. Separate research indicates younger male players are more likely to spend money in social casino games.</p> <p>Studies in recent years suggest there are several motivations for playing social casino games. These include for entertainment, to avoid or substitute for 'real' gambling, to cope with negative emotions like stress, and also to learn, practice or improve skills for real gambling.</p>

Defining social casinos

Social casinos offer online games like those found in a real casino, such as slots, blackjack, and roulette. They are a form of *simulated gambling* as they resemble or function like commercial gambling services but there is no opportunity to withdraw any winnings from the game.² Social casino games can be found on websites, social media platforms such as Facebook or phone apps.

Social casino games are typically free to download and play but have optional in-game purchases.³ Players are provided with a set amount of free chips and credits to begin with, which might be reloaded periodically. Players may also purchase additional credits with real money to continue to play or engage in higher-stake bets. Virtual credits can also be used to unlock new features or buy special items, compete for positions on a leader board or be used to play socially with other people. These in-game purchases operate in a closed-loop economy, where they cannot be redeemed for money or traded among players.^{4,5}



How social casino suppliers make money

The monetisation and revenue of social casino games comes from variations of in-app purchases and in-app advertising.⁶ In-app purchases, such as ‘premium currencies’ – an in-game virtual currency that can only be purchased with real money – are used in some social casino games to monetise their free-to-play model.⁷

In-game mechanics, such as subscriptions, collectables, and limited-time events are used alongside premium currencies to increase engagement and encourage continued use and spending by users.⁸ These mechanics may include:

- > album collectables: items such as pieces of art or cosmetics received through playing the game that can be collected and displayed by players as part of an in-game album. It offers a sense of accomplishment and progress for players without impacting the core gameplay.⁹
- > battle passes: limited-time subscriptions in-game that offer a variety of rewards earned by players. Battle passes often have 2 versions – a free battle pass with fewer, less valuable rewards, and a premium battle pass that must be bought and rewards the player with better items or in-game premium currencies.
- > guild mechanics: a communal feature designed to increase player engagement and loyalty to a game. Players can join a guild, similar to a team, and work

² D King, [Online gaming and gambling in children and adolescents: Normalising gambling in cyber places](#), Victorian Responsible Gambling Foundation, Victorian Government, 2018, accessed 2 February 2023.

³ N Greer, CM Boyle and R Jenkinson, [Harms associated with loot boxes, simulated gambling and other in-game purchases in video games: a review of the evidence](#), Australian Institute of Family Studies, Australian Government, 2022, accessed 2 February 2023.

⁴ King, Online gaming and gambling in children and adolescents: Normalising gambling in cyber places.

⁵ HS Kim, S Coehlo, MJ Wohl, M Rockloff, DS McGrath and DC Hodgins, ‘Self-generated motives of social casino gamers’, *Journal of Gambling Studies*, 2022, 39, pp. 299–320, <https://doi.org/10.1007/s10899-022-10135-5>, accessed 24 January 2023.

⁶ Facebook Gaming, [Genre and Great Games](#), Facebook Gaming website, n.d., accessed 10 February 2023.

⁷ D King and P Delfabbro, ‘Predatory monetization schemes in video games (e.g. ‘loot boxes’) and internet gaming disorder’, *Addiction*, 2018, accessed 2 February 2023.

⁸ GameRefinery, [Social Casino Gaming Apps Report](#), GameRefinery website, 2021, accessed 3 February 2023.

⁹ GameRefinery, [Casino Snapshot Report March 2021](#), GameRefinery website, accessed 14 February 2023; M Grguric, [Collection Systems in Mobile Games](#), Udonis website, 2023, accessed 13 February 2023.

co-operatively with other guild members and compete with other guilds in-game to earn rewards and gain prestige.¹⁰ Of the top 100 social casino games in 2021, 42 used this mechanic.¹¹

Advertising is used across a variety of formats, including banners, interstitials¹² and playable and rewarded videos. Advertising is intended to be unobtrusive so it does not negatively impact a user's experience and cause them to stop playing.¹³

¹⁰ GameRefinery, [How To Keep Your Players Engaged With Communal Mechanics](#), GameRefinery website, 2020, accessed 12 February 2023.

¹¹ Julkunen J, [How to sweeten the pot with your social casino game strategies](#), Yogonet website, 2021, accessed 13 February 2023.

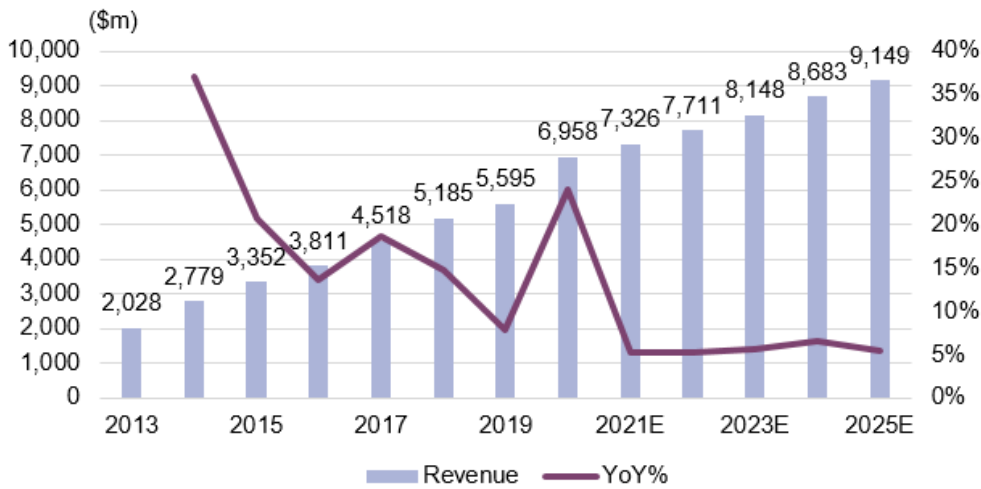
¹² Interstitials are full-screen advertisements that appear at transition points or breaks in a game, such as when players go from one level to another. See Adjust, [What is an interstitial ad?](#), Adjust website, n.d., accessed 21 March 2023.

¹³ Adjoie, [What Are Social Casino Games: Definition & Trends](#), Adjoie website, n.d., accessed 10 February 2023.

Key market trends

Social casino gaming experienced a strong uptake during the COVID-19 pandemic, with a sharp jump in demand and revenue during 2020 and, to a lesser extent 2021, as users pivoted their habits to mobile and online spaces.¹⁴ As restrictions lifted, competition for users' time and spending grew, with revenue from social casinos declining from the peak it saw during the pandemic. Despite this, the market is still expected to deliver steady annual revenue growth of around 5% until 2025 (Figure 1).

Figure 1: Global revenue outlook for social casinos (US\$)¹⁵



Industry data on social casino game download trends shows that global downloads declined after their pandemic peak of 291.6 million in Q2 2020.¹⁶ It took until Q1 2022 for the download trend to recover and exceed that of its pandemic peak by 30.6 million, reaching 322.2 million downloads worldwide (Figure 2). This recovery was driven by a 48% year-on-year growth for global downloads between 2021–22, with India the fastest growing market at 513.7 million downloads and a year-on-year growth of 188.7%.¹⁷

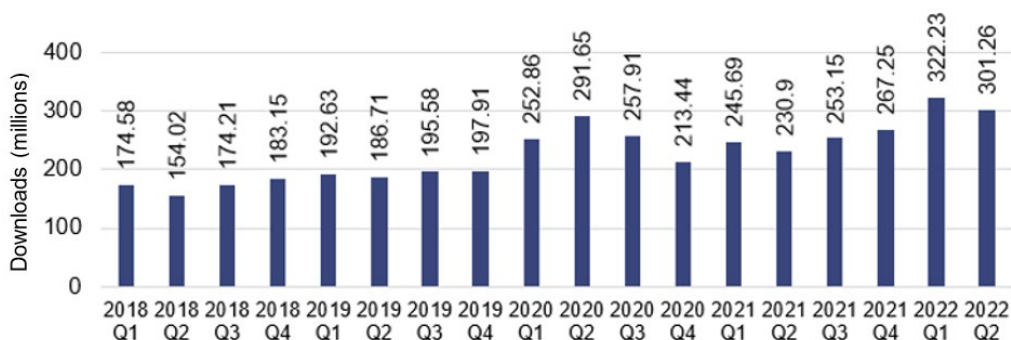
¹⁴ H Stutz, [No slots, no problem: Social gaming steps in to fill the empty space](#), CDC Gaming Reports website, 2020, accessed 23 January 2023; E Kowal, [Online casinos cashing in on COVID-19 lockdown](#), Central News, University of Technology Sydney website, 2020, accessed 23 January 2023; GameRefinery, [Social Casino Gaming Apps Report](#).

¹⁵ C Beynon, [Social Gaming: 4Q Social Casino – sequential trends hold steady](#), Macquarie Research, n.d., accessed 25 January 2021.

¹⁶ data.ai, [More Than Luck: Social Casino Games Bring Connection](#), data.ai website, 2022, accessed 6 February 2023.

¹⁷ data.ai, [State of Mobile 2023](#), data.ai website, 2022, accessed 6 February 2023.

Figure 2: Worldwide casino games – download trends (2018–22)



Source: data.ai (2022) [More than luck: social casino games bring connection.](#)



The Asia-Pacific market and growth in social casino games

The Asia-Pacific (APAC) market is expected to see the fastest growth in social casinos between 2020 and 2026, attributed to the growing use of smartphones, easier internet access and growing digitalisation in the region.¹⁸ The cost per install (CPI) is also nearly half the cost in the Asia-Pacific region compared to North America, allowing for easier entry to grow a player base.¹⁹ China leads the APAC market, being a major market for mobile gaming where a third of global consumer game spend comes from, with South Korea and Japan making up the top 3 markets of the region.²⁰

Previously, the complexities of the APAC markets' non-homogenous approach to payment, infrastructure, languages and regulations compared to North America discouraged global operators from entering the market.²¹ With the success of domestic social casino games in China, South Korea and Japan, global operators are now entering the market by localising games with repackaged user interfaces and cultural themes.²² This includes games mimicking the look, feel and sounds of local land-based casinos to give users a sense of cultural familiarity.²³

In Australia, consumers spent US\$302 million on mobile social slots games in 2021, making it the top mobile game genre by consumer spend. Slots are the most popular form of social casino games worldwide, acting as the main source of revenue generation and growth for the market.²⁴

¹⁸ Stratview Research, [Social Casino Market Report](#), Stratview Research website, 2020, accessed 3 February 2023.

¹⁹ GameRefinery, *Social Casino Gaming Apps Report*.

²⁰ data.ai, *State of Mobile 2023*.

²¹ A Wong, [From Europe to Asia Pacific, From Social Casino to Casual Games; the Secret of User Acquisitions – Growth track session](#) [conference presentation], YouTube, 2019, accessed 20 January 2023.

²² Wong, 'From Europe to Asia Pacific, From Social Casino to Casual Games; the Secret of User Acquisitions – Growth track session'.

²³ Wong, 'From Europe to Asia Pacific, From Social Casino to Casual Games; the Secret of User Acquisitions – Growth track session'.

²⁴ data.ai, *State of Mobile 2023*; D Kristianto, [The State of Mobile Gaming 2022 – What's Happening in Your Region?](#), data.ai website, 2022, accessed 6 February 2023; Access an example of a [traditional social casino slots game](#).

Stratview Research found there is higher demand for social casino games in developed countries, such as Australia, the US, the United Kingdom and Italy, due to greater presence of key market players, high availability of smart phones and the growing number of smart device connections.²⁵ The US is the biggest market for social casino games by consumer spend, with 60% of the market share. It is followed by China, Taiwan, Australia and Canada, making up the top 5 markets as of the first half of 2022.²⁶ In terms of social casino game downloads during the same period, India led the market, followed by the US, Indonesia, Brazil and China.²⁷

Game genres: diversification and adaptation

Another emerging trend is the diversification from social casino to casual-themed games in response to increased competition.²⁸ 'Casual' games are quick to play and characterised by simple gameplay mechanics that are easy to understand and master by a range of users. Examples include word and trivia games, arcade games, puzzles, and card and board games.²⁹ Social casino developer Playtika saw its casual gaming segment grow from 48.9% of its Q3 2021 revenue to 54.9% in Q3 2022 at the expense of its casino-themed games.³⁰ This followed a similar shift in Playtika's revenue mix from Q1 and Q2 2022, both of which also saw casual-themed games become the dominant source of revenue.³¹

Other social casino game companies, such as Moon Active, have looked to adapt traditional casino games with other gaming genres to increase their appeal and adapt to user expectations as mobile games have evolved. For example, *Coin Master*, created by Moon Active, combines slot machine gaming with world building and competitive play, where players can attack or befriend other players in the app to earn more virtual coins. Through in-app purchases and microtransactions³², *Coin Master* saw players spend US\$4.4 billion in 2021 and, in 2022, was the 6th highest game in the world for consumer spending.³³ The further implementation of social experiences and multiplayer engagement into social casino games through a sense of progression³⁴ and approachable user interfaces will play a key role in adapting the market to younger audiences and address evolving expectations of features in mobile gaming.³⁵

See Appendix A for a summary of the revenue sources and metrics of the 5 major social casino companies, including Moon Active and Playtika.

²⁵ Stratview Research, Social Casino Market Report.

²⁶ data.ai, *More Than Luck: Social Casino Games Bring Connection*.

²⁷ data.ai, *More Than Luck: Social Casino Games Bring Connection*.

²⁸ M Katkoff, *2022 Predictions #4 Casino Games Brace for Impact*, Deconstructor of Fun website, 2022, accessed 7 February 2023.

²⁹ Adjoe, *What Are Casual Games?*, Adjoe website, 2022, accessed 13 December 2022.

³⁰ Playtika, *Third Quarter 2022: Earnings Presentation*, Playtika website, 2022, accessed 7 February 2023

³¹ Playtika, *First Quarter 2022: Earnings Presentation*, Playtika website, 2022, accessed 7 February 2023.

³² Microtransactions are a form of monetisation where players may digitally purchase a virtual item in-game for a small amount of money.

³³ C Chapple, *Coin Master Spearheads U.S. Money / Treasure Theme Player Spending to \$4.4 Billion in 2021*, SensorTower website, 2021, accessed 8 February 2023; SensorTower, *State of Mobile Gaming 2022* [PDF], SensorTower website, 2021, accessed 8 February 2023; data.ai, *State of Mobile 2023*.

³⁴ Progression is tied to both how many game levels a player has progressed through, as well as how much they have progressed in levelling up their account through experience points.

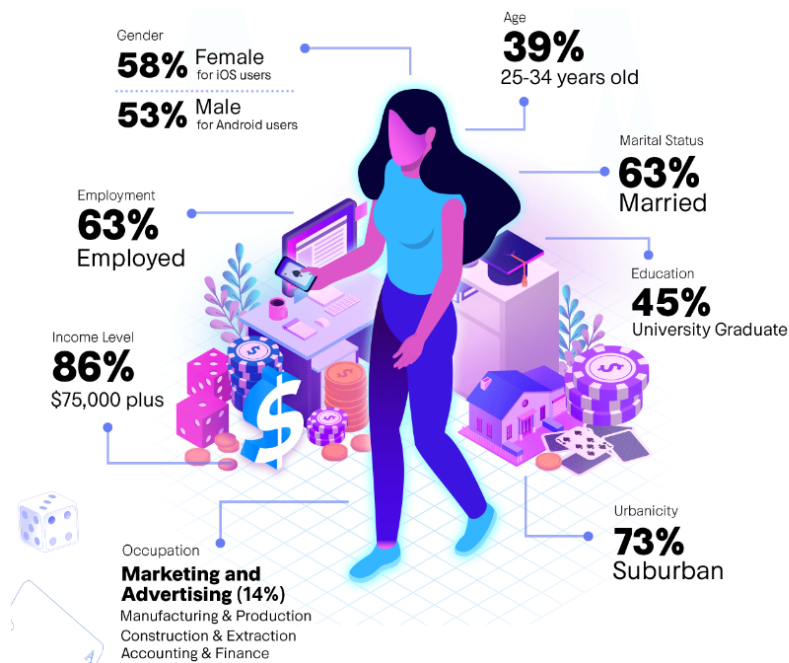
³⁵ J Byrne, *'SciPlay's Joe Byrne on Social Casino'*, YouTube, n.d., accessed 20 January 2023; A Xalabarde, *'Putting the "Social" in Social Casinos'*, YouTube, 2018, accessed 20 January 2023; Access an example of a [newer social casino game that blends the casual and slots genre](#).

Typical players and why they play

Social casinos are among the most popular genres of mobile games, with an estimated 85 million daily players worldwide, and 1.39 billion downloads in 2020 alone.³⁶

Industry data-analytics company Aarki has researched the demographics of social casino and bingo game players, as shown in their illustration of the typical user in Figure 3.³⁷

Figure 3: Typical social casino and bingo game player



According to industry data, players of traditional social casino games, such as slots, bingo and casino card games, are those 45 years or older.³⁸ Games based on casino subgenres, such as poker, lotto and ‘scratchies’, are more evenly adopted across the demographics of those aged 25–44 or above.³⁹ The games are equally popular among men and women, with an even split of users across social casino game genres.⁴⁰ Other recent user demographic studies by GameRefinery⁴¹ and Liftoff⁴² found that almost half of users are aged 45 and over, and evenly split between men and women.

³⁶ See Kim et al., ‘Self-generated motives of social casino gamers’.

³⁷ Aarki, [Category Insights: Social Casino & Bingo: User Demographics](#), Aarki website, n.d., accessed 15 February 2023.

³⁸ data.ai, *More Than Luck: Social Casino Games Bring Connection*

³⁹ GameRefinery, *Social Casino Gaming Apps Report*.

⁴⁰ GameRefinery, *Social Casino Gaming Apps Report*.

⁴¹ data.ai, *More Than Luck: Social Casino Games Bring Connection*.

⁴² GameRefinery, *Social Casino Gaming Apps Report*.



Children and adolescents

There is mixed evidence about the extent to which social casinos are played by children and adolescents, as opposed to adults.

The International Social Games Association, an industry body, state their research ‘consistently found that children are a tiny cohort of the population who play social casino games, let alone spend’, citing figures from their most recent study that only 0.22% of all players are under 18, and 0.008% are under 18 and make in-game purchases.⁴³

Various academic research suggests far higher prevalence rates. One Australian online survey of 561 young people aged 12–17 found that 23% reported playing social casino games, with more male adolescents (27%) engaged in play than female adolescents (19%).⁴⁴ Although percentages have varied in findings, a number of overseas studies have similarly found higher prevalence rates of social casino gaming among younger people than suggested by industry self-analysis.⁴⁵

Players who spend money in social casino games

Studies into the extent to which players spend money in social casino games are still in early stages, with a range of results.⁴⁶

A 2016 Australian study compared the characteristics of 521 paying and non-paying Australian social casino game players who completed an online survey.⁴⁷ It found that, in contrast to non-paying users, paying players tended to be younger, male, speak a language other than English and have a university education. This research also found that paying players were more likely to play more frequently and were more strongly motivated to play for social interaction.

There is also evidence that in-game, small, tangible rewards are used as a means to enhance betting intensity in social casino games, with potential to increase in-game spending.⁴⁸ However, it is unclear what correlation this may have with real world gambling.

⁴³ GameRefinery, *Social Casino Gaming Apps Report*.

⁴⁴ S Gainsbury, D King, P Delfabbro, N Hing, A Russell, A Blaszczyński, and J Derevensky, [The use of social media in gambling](#) [PDF], Gambling Research Australia, 2015, accessed 13 October 2022.

⁴⁵ See for example L Veselka, E Wijesingha, ST Leatherdale, NE Turner, T Elton-Marshall, [‘Factors associated with social casino gaming among adolescents across games types’](#), *BMC Public Health*, 2018, accessed 25 January 2023; HS Kim, MJA Wohl, R Gupta and JL Derevensky, [‘Why do young adults gamble online? A qualitative study of motivations to transition from social casino games to online gambling’](#), *Asian Journal of Gambling Issues and Public Health*, 2017, 7:(6), accessed 25 January 2023; J McBride, [‘Internet gambling among youth: a preliminary examination’](#), *Youth Gambling International*, 2006, 6(2), accessed 13 February 2023; Institute of Games, [Convergence of Gambling and Video Games: Social Casino Games, Gambling with Virtual Goods and Lootboxes](#) [PDF], Institute of Games website, 2018, accessed 23 January 2023.

⁴⁶ A useful summary can be found in Institute of Games, *Convergence of Gambling and Video Games: Social Casino Games, Gambling with Virtual Goods and Lootboxes*.

⁴⁷ SM Gainsbury, DL King, AMT Russell and P Delfabbro P, [‘Who Pays to Play Freemium Games? The Profiles and Motivations of Players Who Make Purchases Within Social Casino Games’](#), *Journal of Behavioral Addictions*, 2016, 5(2): 221–230, doi:10.1556/2006.5.2016.031 accessed 23 January 2023.

⁴⁸ See HS Kim, M Rockloff, D Leslie, DS McGrath, MJ Wohl, DC Hodgkins, [‘Offering small tangible rewards within social casino games increases in-play bets but does not impact real-money gambling’](#), *Addictive Behaviors*, Vol 120, 2021, 106984, accessed 25 January 2023.

Some research suggests game designers are aware of, and are commissioned to design social casino games to incorporate the mechanisms of spending patterns.⁴⁹

Motivations for playing social casino games

Research into the motivations of social casino players is still in its early stages of development. Studies in recent years – both in Australia and overseas – suggest the most common motivations for playing social casino games include:

- > for fun, entertainment or relaxation
- > to alleviate boredom or pass the time
- > to alleviate negative emotions (for example, stress or anxiety)
- > for social interaction
- > for the challenge, rewards or prizes
- > to avoid or substitute for real gambling
- > to learn, practice or improve skills for real gambling
- > because of ready availability and/or affordability.⁵⁰

⁴⁹ J Reynolds, [The musings of "evil bastards": perspectives from social casino game professionals](#), *Critical Gambling Studies*, Vol 1, No 2, 2021, accessed 1 February 2023.

⁵⁰ See Gainsbury et al., *The use of social media in gambling*; Kim et al., 'Self-generated motives of social casino gamers'.

Appendix A: Major companies

Major companies

Five of the biggest social casino companies – Aristocrat, Moon Active, Zynga, SciPlay and Playtika – comprise around 60% of the global market.⁵¹ Some of these companies specifically rely on revenue generated from social casinos, while others are more diversified, with less reliance on social casinos for revenue. Table 1 summarises the revenue sources and metrics for these companies between January 2020 and December 2021.

Table 1: Major social casino operators by revenue (January 2020 to December 2021)⁵²

Company	Revenue (US\$)	Major source of revenue
Moon Active	\$1.8bn	<i>Coin Master</i>
Playtika	\$1.6bn	<i>Slotomania</i>
Aristocrat	\$1.1bn	Slot games, including <i>Cashman Casino</i> , <i>Heart of Vegas</i> , <i>Lightning Link</i>
SciPlay	\$0.7bn	Predominantly slot games
Zynga	\$0.5bn	Slot games and card games, including <i>Zynga Poker – Texas Hold'em</i>

There is a mix of social casino games provided by the key players. Moon Active stands apart with their focus on a smaller portfolio of social casino games, which have diversified to include casual-game mechanics and visuals rather than traditional slots such as *Coin Master* and *Pet Master*.⁵³ Casual games are quick to play and characterised by simple gameplay mechanics made to be easy to understand and master by a range of users.⁵⁴ Zynga and Playtika have a mix of social casino games including slots, poker and bingo, while SciPlay and Aristocrat focus almost exclusively on slots games as part of their social casino portfolio.

⁵¹ C Beynon, *Social Gaming: 4Q Social Casino – sequential trends hold steady*, Macquarie Research, n.d., accessed 25 January 2021.

⁵² Katkoff, *2022 Predictions #4 Casino Games Brace for Impact*.

⁵³ Katkoff, *2022 Predictions #4 Casino Games Brace for Impact*.

⁵⁴ Adjoe, *What Are Casual Games?*

Table 2: Operational summary of the major social casino companies

Company	Key facts
Aristocrat	<p>Founded in Sydney, Australia, Aristocrat Leisure was historically a poker machine manufacturer, before entering the mobile gaming market in 2013.⁵⁵</p> <p>It recently moved its digital assets into a separate unit called Pixel United, which delivered a revenue of A\$1.8 billion in 2022, 52% of which is attributed to social casino games.⁵⁶ The rest of Pixel's revenue came from social casual games (13%) or role-playing, strategy and action games (35%).</p> <p>Aristocrat's top shareholder is Australian Super, with 6.06% of shares, followed by BlackRock with 6% and State Street with 5.09%.⁵⁷</p> <p>For FY 2022, social casino contributed US\$953 million in bookings, up 5% from 2021 due to strong growth by games <i>Lightning Link</i> and <i>Cashman Casino</i>.⁵⁸</p> <p>Over the last few years, Aristocrat has made several noteworthy acquisitions, including Futureplay (Finland), which operates in the casual games genre, Playsoft (Poland), which specialises in the social casino genre and, most recently, the US-based social casino company Big Fish Games.</p>
Zynga	<p>An early social gaming developer, Zynga was purchased by <i>Grand Theft Auto</i> creator Take-Two Interactive in early 2022 for US\$12.7 billion.⁵⁹</p> <p>Take-Two reported net revenue of US\$1.1 billion for the quarter ending 30 June 2022, exceeding its own forecasts by US\$300 million. It is now forecasting net revenue of up to US\$5.8 billion for the 12 months ending 31 March 2023.⁶⁰</p> <p>Zynga's most popular social casino games include <i>Zynga Poker</i>, the world's largest free-to-play mobile poker game⁶¹, and a variety of <i>Social Slots</i> games.</p>
Playtika	<p>Based in Herzliya, Israel and listed on the Nasdaq exchange, Playtika reported revenue of US\$660 million for the quarter ending 30 June 2022. Casino-themed games generated 46.7% of revenue, losing dominance to casual-themed games at 53.3%.⁶²</p>

⁵⁵ Aristocrat, [Aristocrat](#) [website], n.d., accessed 14 February 2023.

⁵⁶ Aristocrat Leisure Limited, [FY22 Financial Results: Investor Presentation](#) [PDF], Aristocrat Leisure Limited, 2022, accessed 14 February 2023

⁵⁷ Intelligent Investor, [Aristocrat Leisure Limited](#), Intelligent Investor website, 2023, accessed 14 February 2023.

⁵⁸ Aristocrat Leisure Limited, [FY22 Financial Results: Investor Presentation](#).

⁵⁹ R Browne, [Take-Two Interactive to buy FarmVille creator Zynga for \\$12.7 billion](#), CNBC website, 2022, accessed 14 February 2023.

⁶⁰ Take-Two Interactive Software, Inc., [First Quarter Fiscal 2023 Results & Guidance Summary](#) [PDF], Take-Two Interactive Software, Inc. website, 2022, accessed 14 February 2023.

⁶¹ Zynga, [Zynga Poker Raises the Stakes With 15th Birthday Celebration](#), Zynga website, 2022, accessed 7 February 2023.

⁶² Playtika, [Second Quarter 2022: Earnings Presentation](#), Playtika website, 2022, accessed 7 February 2023.

Company	Key facts
	<p>The US delivered 71% of revenue, highlighting the dominance of the market for mobile gaming spending.⁶³</p> <p>Shares are 60.5% owned by Chinese gaming company Giant Interactive through investment vehicle Alpha Frontier and Hazlet Global, and 22.7% owned by Hong Kong individual Ms On Chau.⁶⁴</p>
Moon Active	<p>Based in Tel-Aviv, Israel, Moon Active leads in both revenue and downloads among social casino game publishers.⁶⁵</p> <p>In 2021, Moon Active's revenue reached US\$1.8 billion and 153 million downloads between December 2020 to December 2021.⁶⁶</p> <p>Moon Active focuses on a smaller portfolio of <i>Coin Master</i> and <i>Pet Master</i> games, both of which mix slots games with more casual game mechanics and art style.</p> <p>Moon Active is set to acquire the Connect Tile genre mobile game <i>Zen Match</i> from Turkish game developer Good Job Games for an estimated US\$100–150 million as of 22 December 2022.⁶⁷</p>
SciPlay	<p>SciPlay, a subsidiary of Nasdaq-listed Light & Wonder Inc, was historically a slot machine maker based in Las Vegas. It purchased Scientific Games in 2000.</p> <p>SciPlay offers a variety of social casino, casual and hyper-casual games. Its social casino games include <i>Jackpot Party Casino</i>, <i>Gold Fish Casino</i>, <i>Quick Hit Slots</i>, <i>88 Fortune Slots</i>, <i>Monopoly Slots</i> and <i>Hot Shot Casino</i>.⁶⁸</p> <p>SciPlay reported net revenue of US\$170.8 million in Q3 2022, a result driven by strong social casino performance. Turkish game developer Alictus acquired SciPlay in March 2022.⁶⁹</p>

⁶³ Playtika, *Second Quarter 2022: Earnings Presentation*.

⁶⁴ MarketScreener, [Playtika Holding Corp.](#), MarketScreener website, 2023, accessed 8 February 2023.

⁶⁵ Katkoff, *2022 Predictions #4 Casino Games Brace for Impact*.

⁶⁶ Katkoff, *2022 Predictions #4 Casino Games Brace for Impact*.

⁶⁷ Orbach M, [Moon Active acquiring Zen Match for estimated \\$100-150 million](#), CTech website, 2022, accessed 8 February 2023.

⁶⁸ SciPlay, [SciPlay Reports Third Quarter 2022 Results](#) [media release], SciPlay website, 9 November 2022, accessed 8 February 2023.

⁶⁹ SciPlay, *SciPlay Reports Third Quarter 2022 Results*.