

Case Study: Consultant

The Future of Gaming

The Client – Facebook Gaming

Facebook Gaming brings together gaming communities and content across the Facebook platform. More than 800 million people use Facebook Gaming every month to play connected games and 90 million people are active members of Facebook Gaming Groups.



The Brief

Tom was asked to share his perspective on the future of gaming alongside a select group of leaders from Europe's largest mobile gaming companies.

The aim of the forum was to inspire discussion and open up a conversation about the role Facebook can play in shaping the future with their most strategic partners.

The discussion brief was to focus on areas such as how people will interact with mobiles, mobile tech and content ten years from now and what the impact will be on and for privacy, automation, media consumption habits and anything else was relevant.

The Results

Tom gave a provocative speech about the changing nature of our interactions with machines, and the role of gaming in our every day lives. He spoke to how the nature of games has changed and will change, and how the opportunity to create engaging experiences for everyone only increases with the next generations of personal communications technology.

Tom's talk inspired a lively debate around the coming technologies and opportunities and the timeline for the evolution of mobile gaming. Participants left excited about the prospects presented and challenged to consider their own strategies.

