

# Virtual Money and Virtual Goods in the Real Economy



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## *Speakers*

**Christopher Barnard**, President and Co-Founder, Points.com

**Brock Pierce**, Managing Director, Clearstone Global Gaming Fund

**Matt Smith**, CEO, IMI Exchange

**Ian Swanson**, Vice President of Enterprise Growth, American Express

**David Wallerstein**, Senior Executive Vice President, Tencent

## *Moderator*

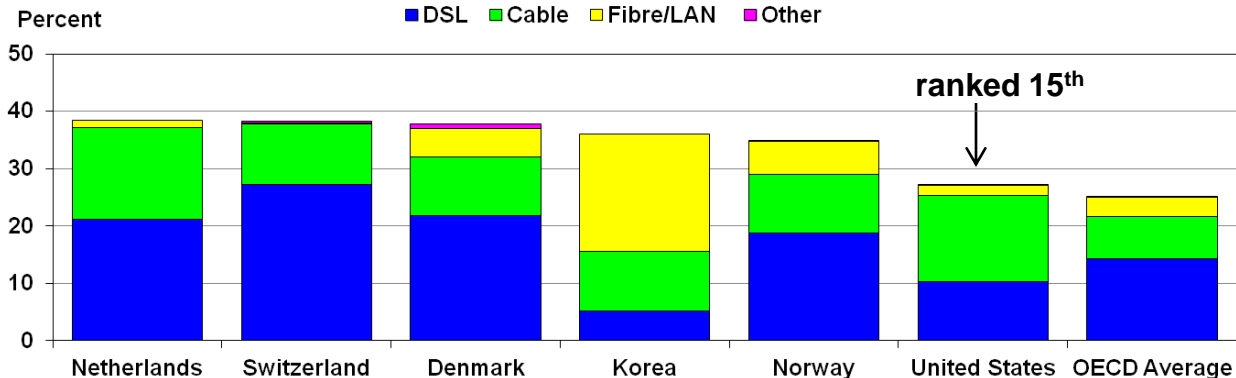
**Ken Rutkowski**, CEO and Founder, METal International

# Top 5 OECD countries and the U.S.

*Broadband penetration (June 2011)*



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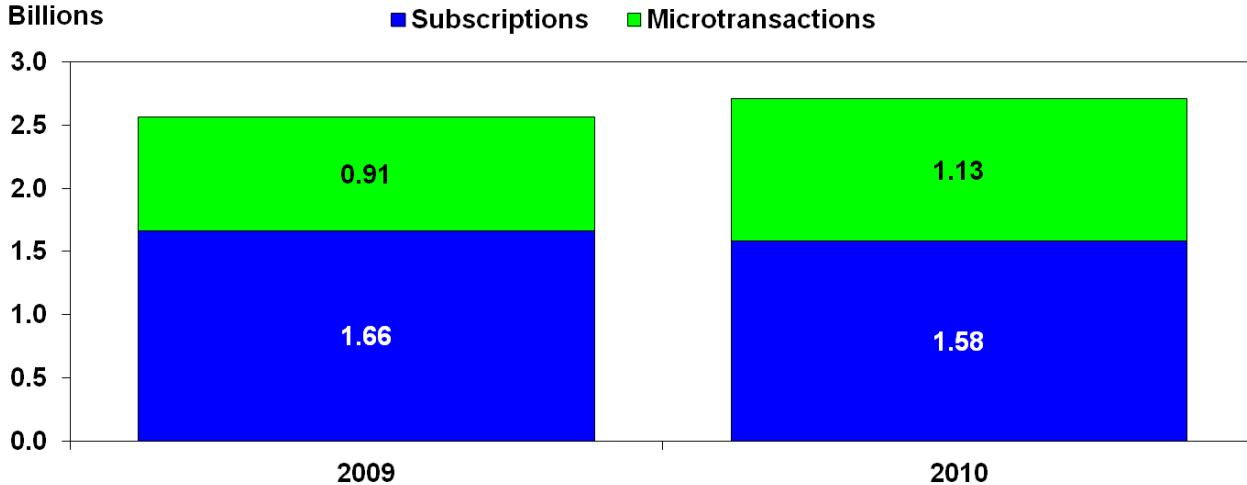


# Micro-transactions grow while subscriptions fall



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*Online gaming revenue in North America and Europe*



Source: IHS Screen Digest.

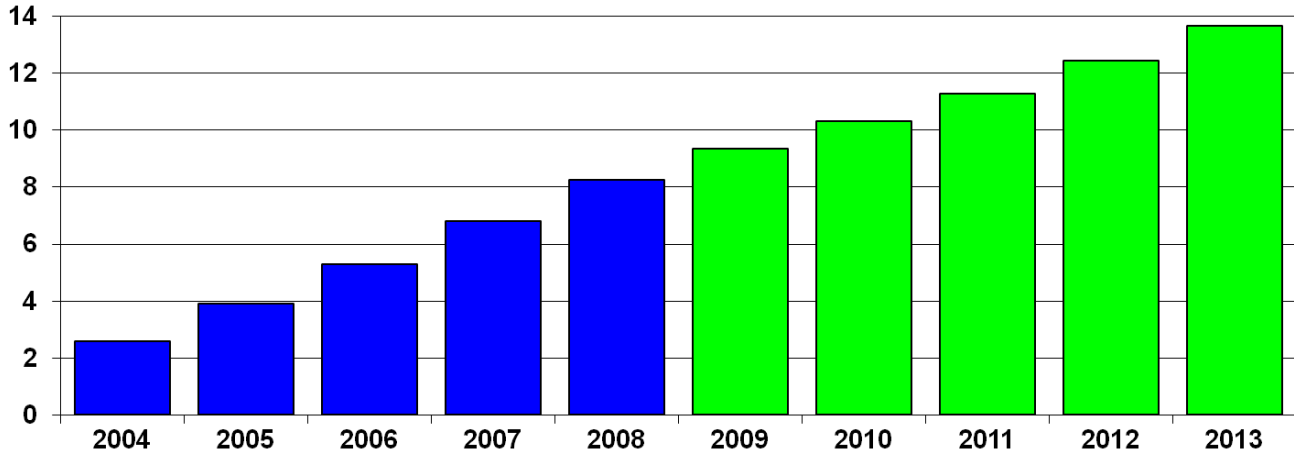
# Global online game revenue predicted to grow



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*Actual and predicted online game revenue*

US\$ billions



Source: Price Waterhouse Coopers.  
Note: Years 2009 – 2013 are predictions.

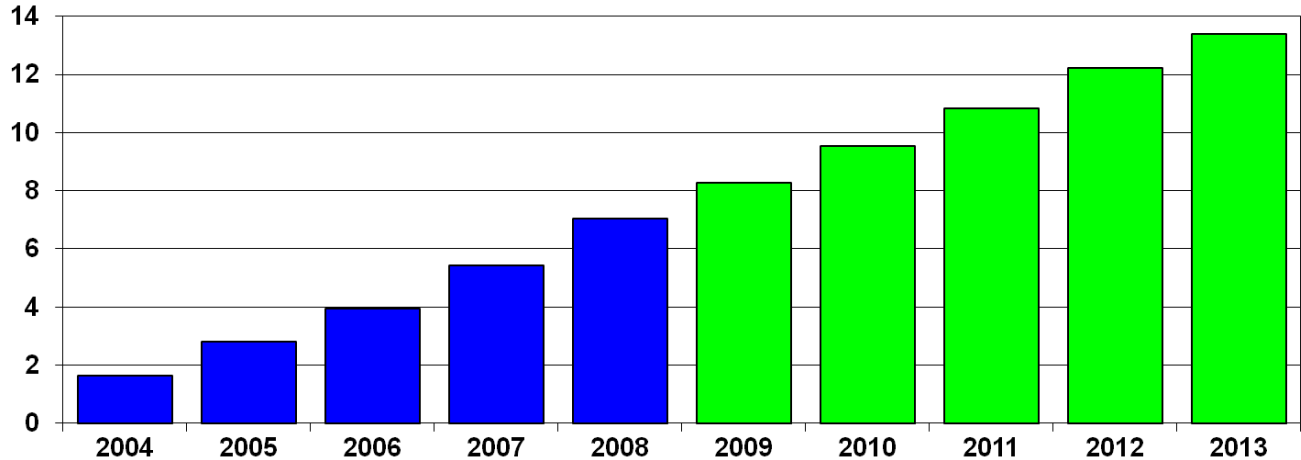
# Global mobile game revenue is growing



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*Actual and predicted mobile game revenue*

US\$ billions



Source: Price Waterhouse Coopers.  
Note: Years 2009 – 2013 are predictions.

# Bitcoin exchange rates



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*Exchange rates on April 18<sup>th</sup>, 2012*

Currency	24h	7 days	30 days
EUR	3.93	3.86	3.76
GBP	3.29	3.20	3.14
HKD	38.93	38.44	37.56
JPY	419.00	407.21	406.94
USD	5.10	4.93	4.81

# Bitcoin economy statistics

*Data from April 18<sup>th</sup>, 2012*



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<b>Bitcoin Economy</b>	
<b>Total BTC</b>	<b>8,810,950 BTC</b>
<b>Market Cap based on lastest prices</b>	<b>44,583,407 USD</b>
<b>Transactions last 24h</b>	<b>8,412</b>
<b>Avg. transactions per hour</b>	<b>351</b>
<b>Bitcoins sent last 24h</b>	<b>1,001,413 BTC</b>
<b>Avg. Bitcoins sent per hour</b>	<b>41,725 BTC</b>

Source: [bitcoincharts.com](http://bitcoincharts.com)

# Global online video-game subscription numbers



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*Popular online video-games ranked by subscriptions (end of 2011)*

## Massively Multiplayer Online Game Subscriptions

<b>World of Warcraft</b>	<b>10 million</b>
<b>Aion</b>	<b>2.5 million</b>
<b>Star Wars: The Old Republic</b>	<b>1.5 million</b>
<b>Second Life</b>	<b>800 thousand</b>
<b>EVE Online</b>	<b>350 thousand</b>
<b>Lord of the Rings Online</b>	<b>250 thousand</b>

Source: mmodata.net

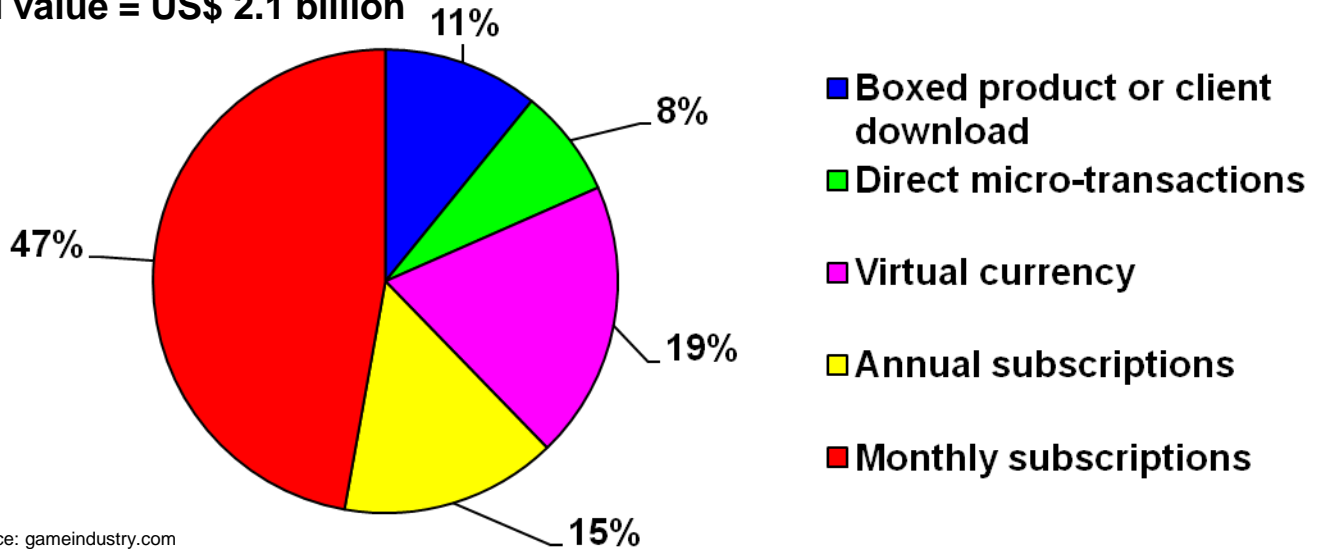
Note: Second Life data counts active accounts rather than subscriptions, data is a rough estimate and rounded.



# Breakdown of online game revenue in 2010

*Total massively multiplayer online game revenue in the U.S. by share*

Total value = US\$ 2.1 billion

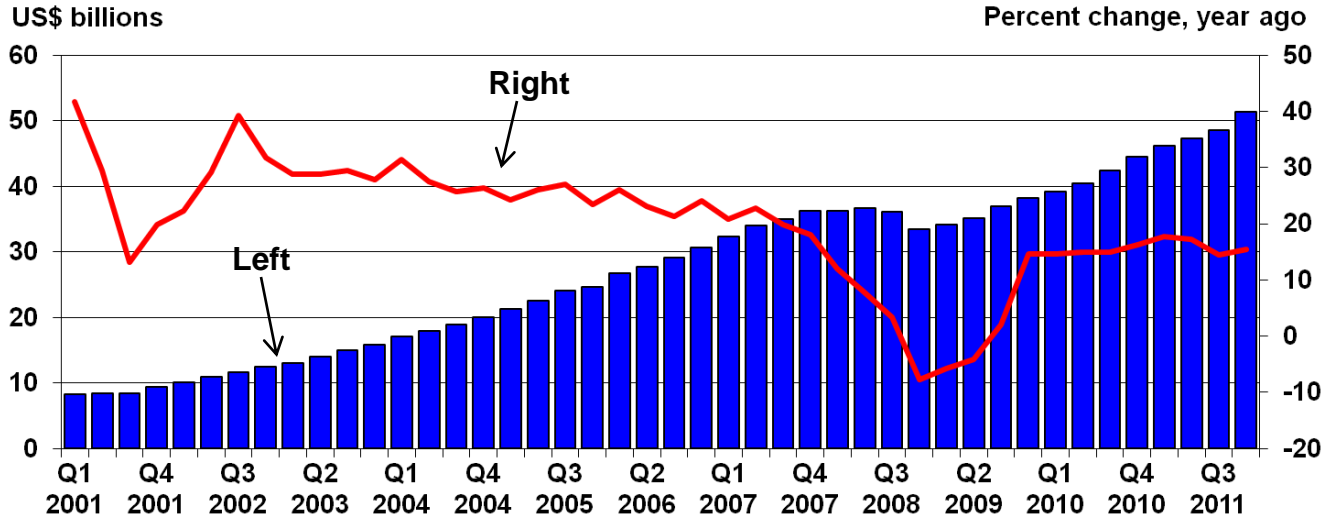


# E-commerce in the U.S. is growing

*Total e-commerce in the U.S.*



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Source: U.S. Census Bureau.