



Anglia Ruskin
University



European Union
European Regional
Development Fund



REACTOR



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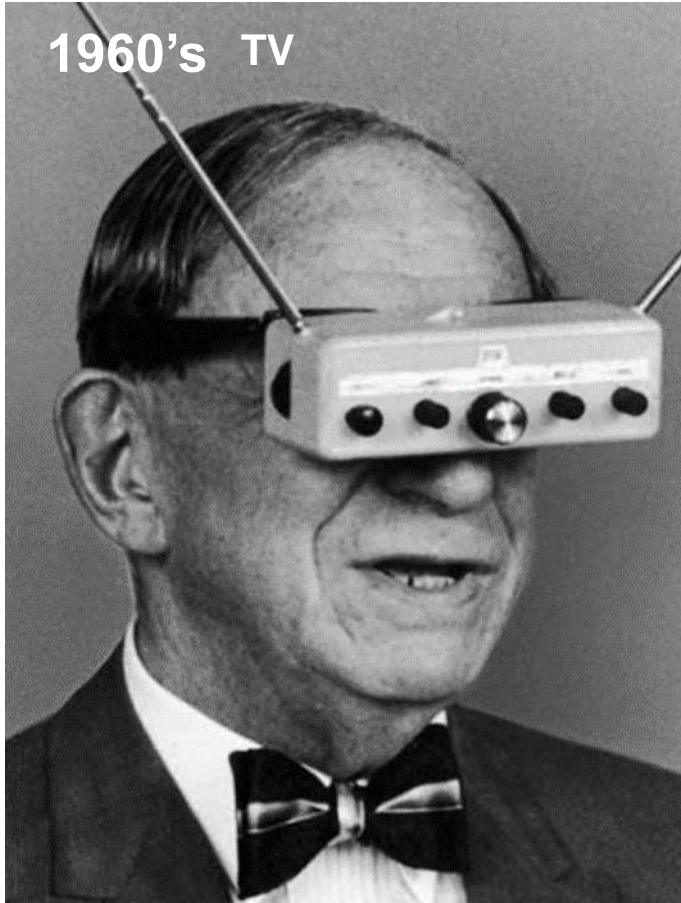


Our task:

**demonstrating
the power of gamification
in changing behaviors**

Technological change

1960's TV



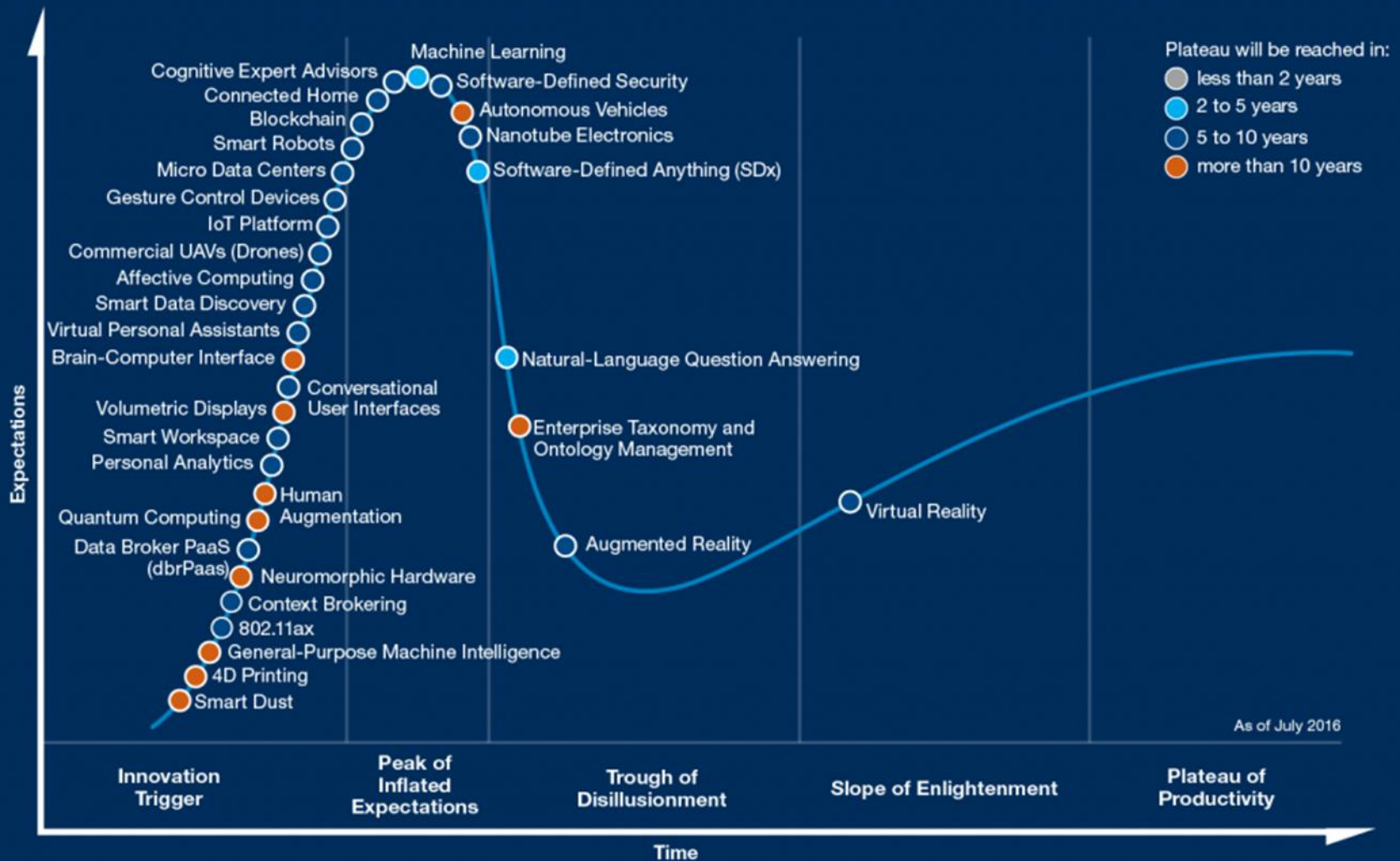
1995 Nintendo Virtual Boy



2016 Playstation VR



Emerging Technology Hype Cycle for 2016

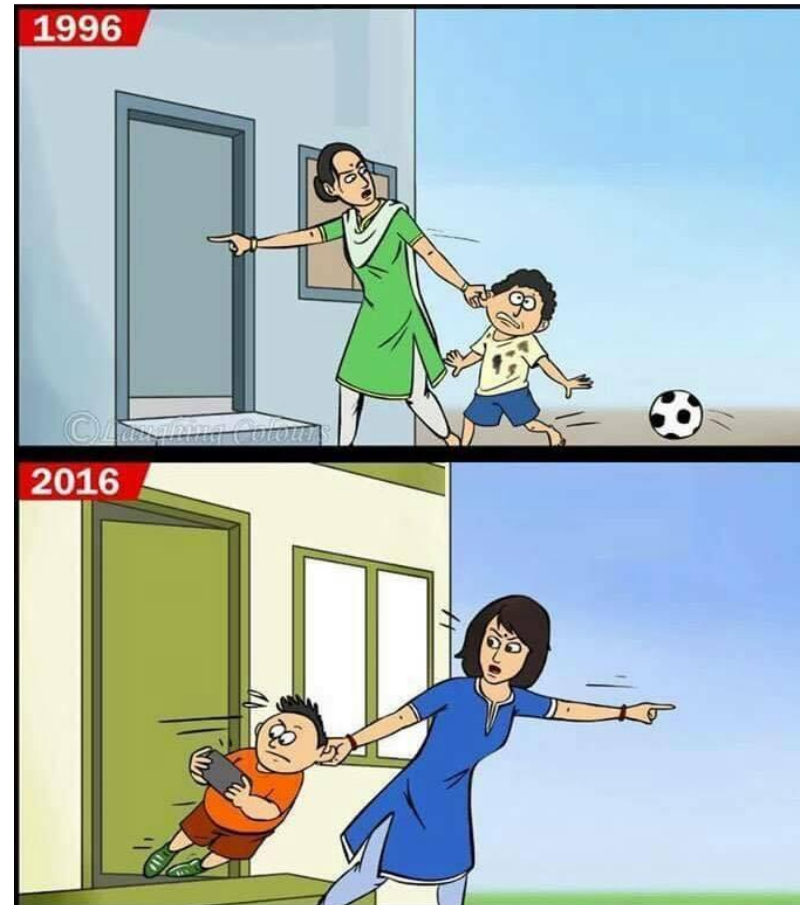


Role of PLAY

(and changing behaviours due
to technological change)

“STOP PLAYING!”

Why? I am learning 😊





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33.5
million
game players
aged 8-74, Great Britain

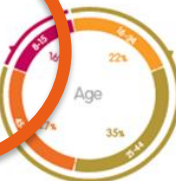
69%

Of the 8-74 year old online population have been playing games
(10% without additional OS/hardware 80% more)

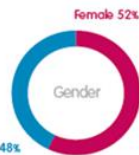
GAMER PROFILE

99%
kids aged 8-15 years

5.9
million kids



65%
Adult internet users ages 16-74 years
27.6
million adults



Source - online survey amongst 4,054 representative online GB individuals aged 8-74 (fieldwork June 2014)

TIME GAMING



Share of time by type of device

14 Hours

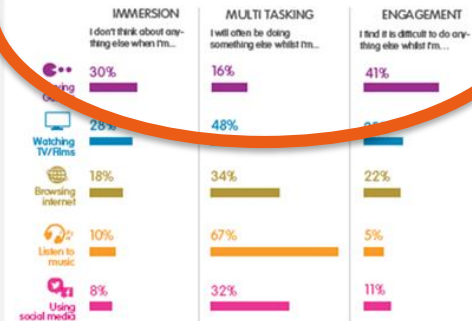
average time spent playing games amongst 8-74 gamers

Share of time by type of game



GAMING vs COMPETING MEDIA

IMMERSION vs MULTI TASKING



IN GAME ADVERTISING

of gamers accept some level of advertising on free app or online games **75%**

61% I am happy to see advertising in games if the games were available for free

I don't mind advertising in games if it means that I pay less for them **58%**

8 in 10 gamers would prefer to download a free game app with advertising than pay for an advertising free version



Internet Advertising Bureau UK

Populus
RESEARCH | STRATEGY

For more information on the IAB, please contact membership@iabuk.net

iabuk.net/ **GAMING REVOLUTION**



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REACTOR mission

Finding new ways to use games to innovate products and services that enhance life and improve the human experience.

REACTOR is a regional development project led by Anglia Ruskin University and co-funded by the European Regional Development Fund

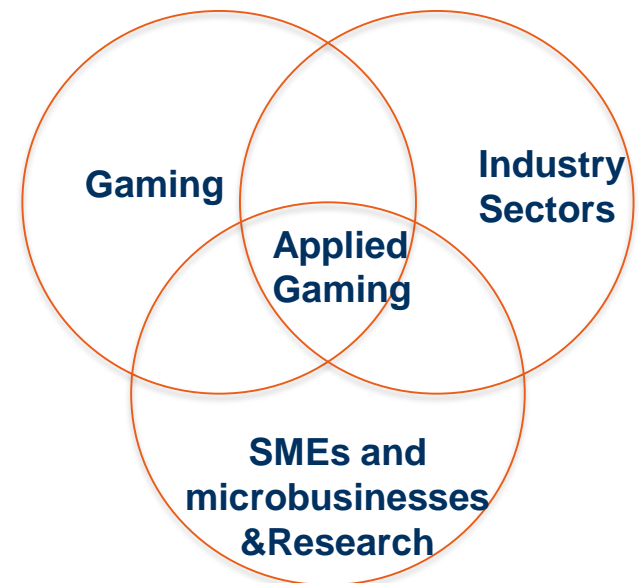


Clustering knowledge & SMEs

Solve societal challenges, add a value to products
Boost **knowledge exchange** between businesses and research
Support businesses in **developing products and services**

**~100 SMEs
(& Startups)**

Project time: 1.7.2016-30.6.2019
Budget: £1,008,544, partly funded by ERDF



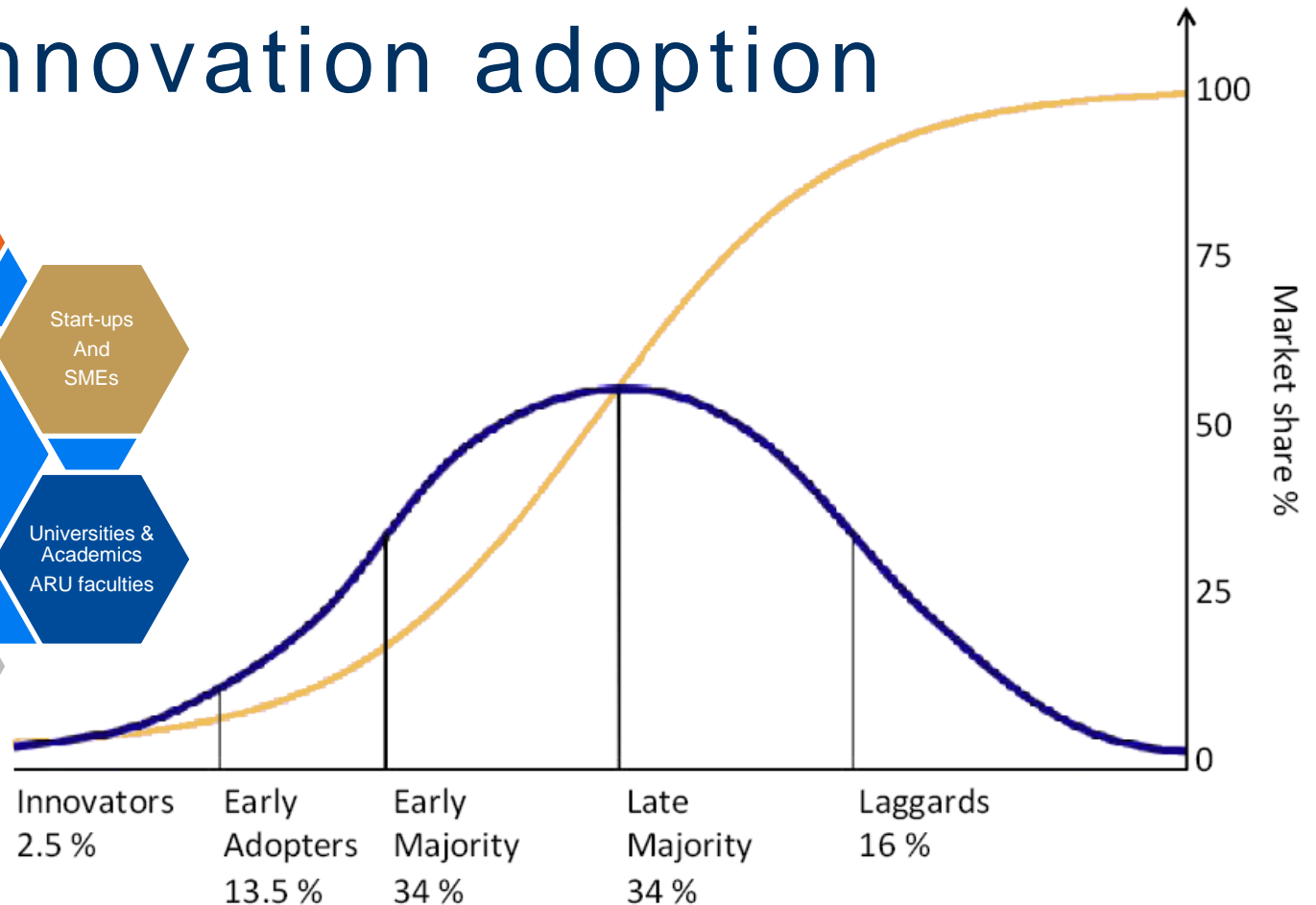
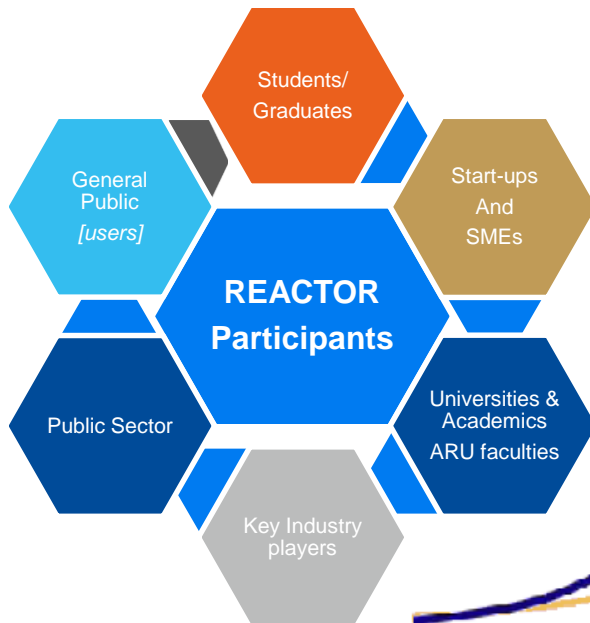


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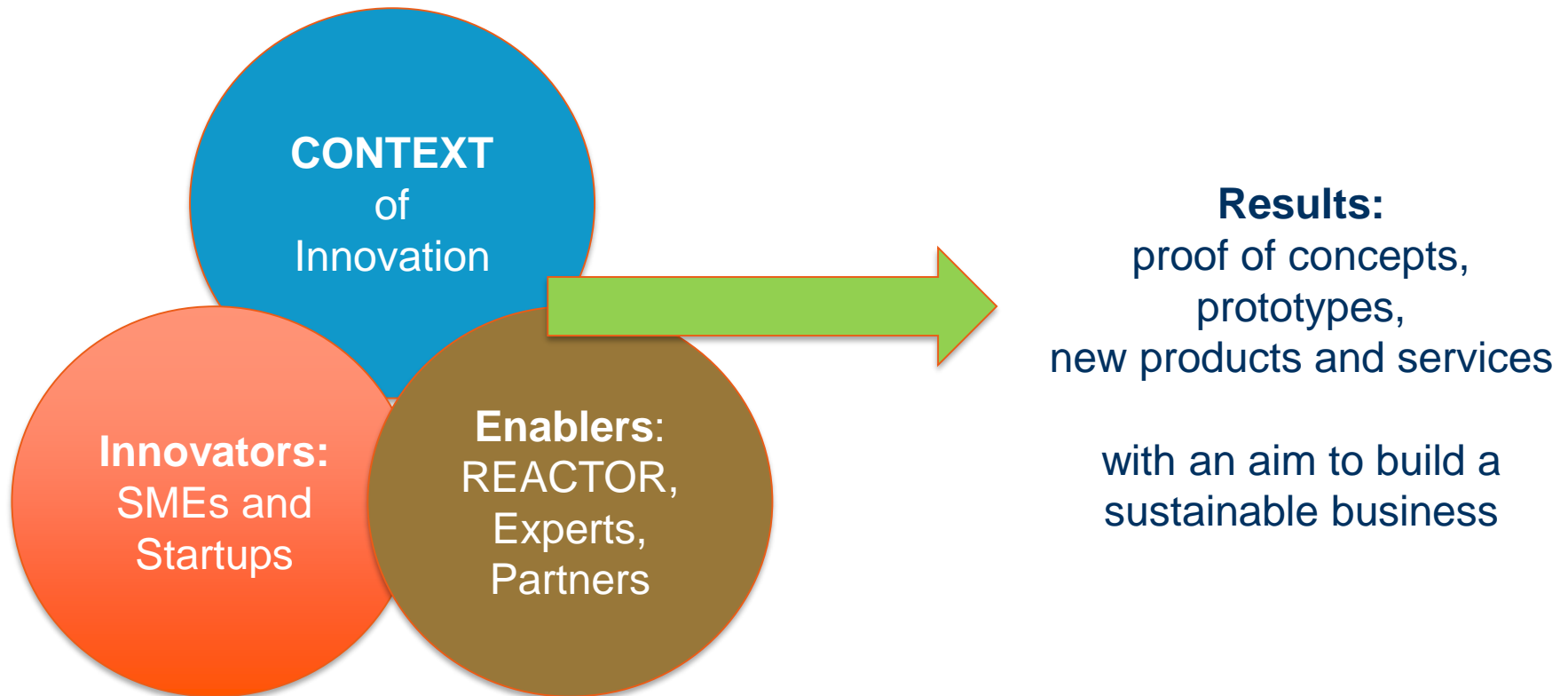
Innovation adoption



What can REACTOR offer?

- World-class **knowledge** about games and gamification
- Advice **how to gamify products** in different sectors (e.g. tourism, health etc.)
- Practical, **problem solving** oriented talent from both technology and business
- **Publishing** platform and support to launch your products
- Small **grants** and access to **innovation space**

Big Games Challenge



Best practices?

- Winning the bid is already accomplishment
- Focus on results and outputs
- Support networks great
- Process development
- Administration – careful preparations, exceptional admin skills required
- Risk taking - mitigation
- Devil in details – planning ahead!

Great to be part of one of the world-leading innovation ecosystems!