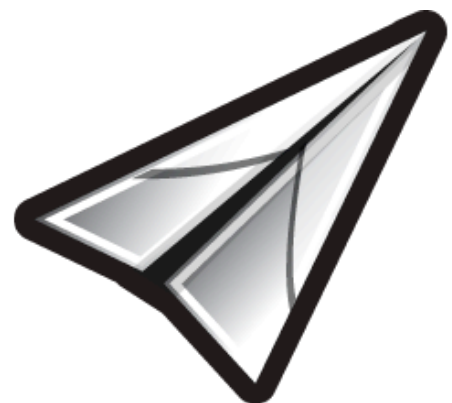




Justin Hall

- Justin's Links from the Underground - 1994
- Games reporter 1998-2004
- USC Interactive Media Division 2004-2007
- CEO of GameLayers 2007-2009



GameLayers, inc.



LOCATION
and
DESTINATION

PLAYMATES

CHAT

TO-DO LIST

PROGRESS BAR

CURRENT APPS

MENU BAR

ITEMS

Site Stats Table

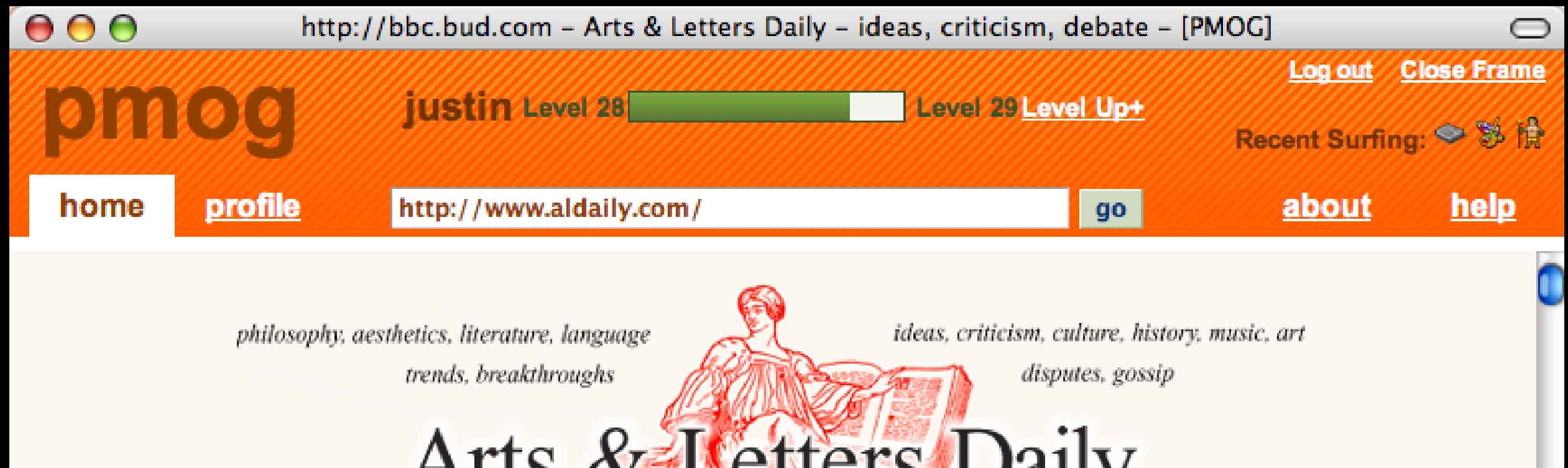
site	strength	dexterity	constitution	intelligence	wisdom	charisma
flickr:	str: -1777	dex: 1777	con: 0	int: 0	wis: 1777	chr: 0
wikipedia:	str: 0	dex: 0	con: -984	int: 984	wis: 984	chr: 984
google:	str: 0	dex: 1202	con: 0	int: -1202	wis: -1202	chr: 0
wsj:	str: 1185	dex: -1185	con: 1185	int: 1185	wis: -1185	chr: -1185
usc:	str: 0	dex: -504	con: -504	int: 0	wis: 504	chr: 0
amazon:	str: 450	dex: -450	con: 450	int: -450	wis: -450	chr: 0
kotaku:	str: 0	dex: 281	con: -281	int: -281	wis: -281	chr: -281
nytimes:	str: 0	dex: -640	con: 640	int: 640	wis: 0	chr: 0
latimes:	str: 362	dex: -362	con: 362	int: -362	wis: -362	chr: 362
delicious:	str: 150	dex: -150	con: -150	int: -150	wis: 150	chr: 0

Player Stats Table

player: str: 370 dex: -31 con: 718 int: 364 wis: -65 chr: -120
highest score: 718

May 2006 PMOG 0.1 Single Player Prototype

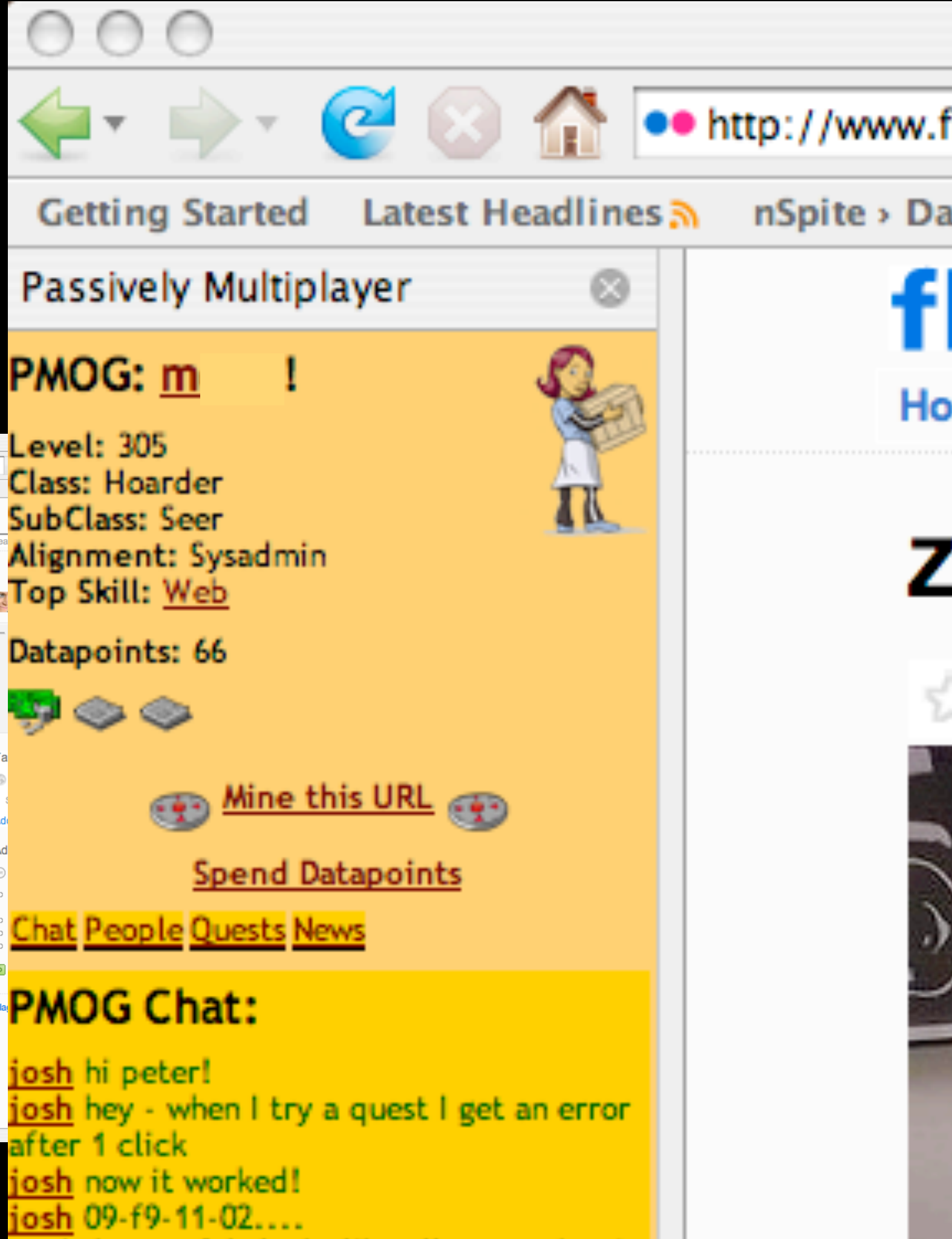
Funded: B | B | C for £10k



PMOG 0.2: in-browser iframe

August 2006-February 2007

PMOG 0.3: Firefox Sidebar



February 2007-August 2007

GameLayers, Inc.

founded July 2007

September 2007: \$500k Seed Funding



Joichi Ito

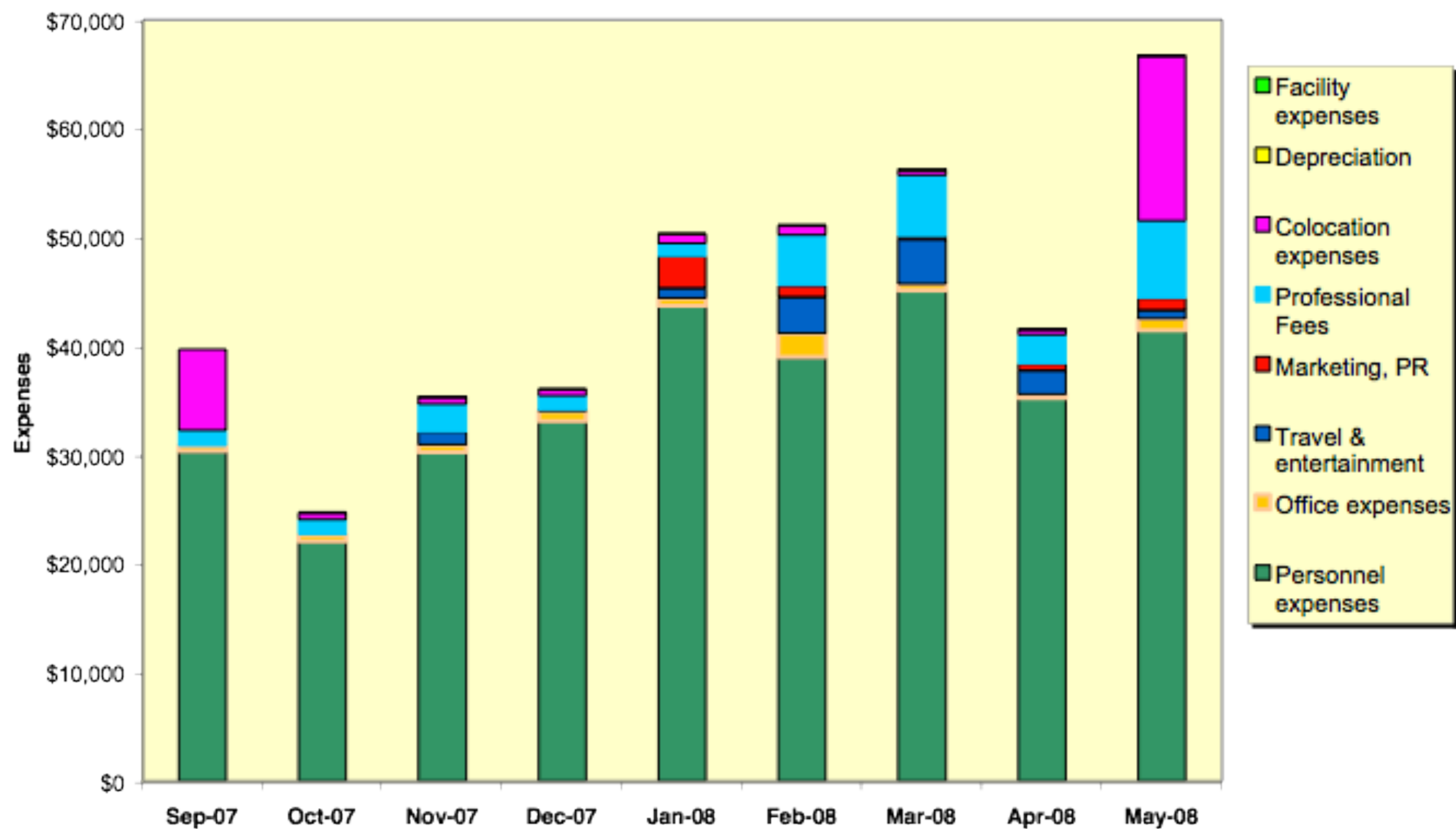


Richard Wolpert

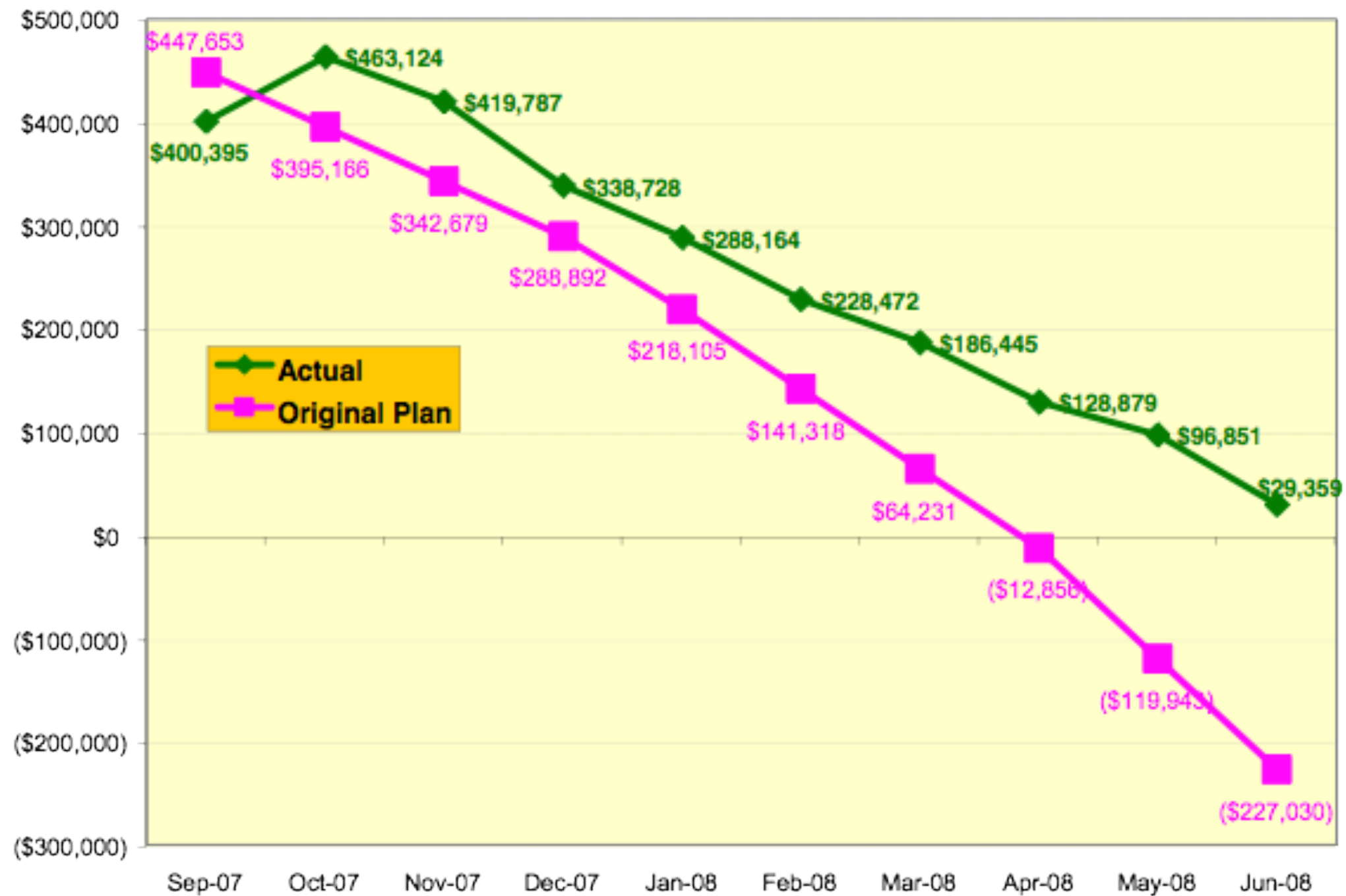


OATV
Bryce Roberts

GameLayers, Inc.
Expenses by Type by Month



**GameLayers, Inc.
Cash Balance
(end of month)**





Passive Aggression

A new type of game turns Web surfing into all-out information warfare.

Can't devote 30 hours a week to *World of Warcraft*? Try racking up experience points and slaying enemies in the course of your mundane daily browsing instead. That's the thinking behind PMOGs—passively multiplayer online games. Blogfather Justin Hall came up with the concept as part of his master's thesis. Downloaded as a browser plug-in, a PMOG adds an extra layer of data and interactivity to the sites you visit. "We're giving people tools to wage information and routing war online," Hall says. "A framework for them to battle and bury treasure on Web pages." Does planting booby traps or tackling missions on Web pages sound like the exact opposite of fun? Think of all those Facebookers happily trading SuperPokes. WIRED asked Hall to describe a potential

MONDAY 9 AM

1. A user installs the PMOG applet and is awarded 200 data points and an assortment of tools for in-game use. He picks the username Web_playa. A new layer is added to his browser's toolbar that tracks his stats and inventory as he surfs the Web.

WEDNESDAY 9 AM

5. Web_playa is notified that Show_Boat triggered the St. Nick while trying to place mines on MTV.com and lost two data points. Ah, revenge is sweet. In case Show_Boat returns, Web_playa installs a wall around MTV.com that will with-

10:30 AM

2. During a coffee break, Web_playa discovers that his friend Sarah83 posted some embarrassing pics of him on her Flickr page. To retaliate, Web_playa tags her as a rival and sets a data mine that will blast any PMOGer who visits the page. Take that!

3 PM

6. During an endless call to tech support, Web_playa completes a few more missions, leveling up. w00t! His character's attributes are Vigilante, Destroyer, and Benefactor, allowing him to store even more mines and other gear in his arsenal.

12:45 PM

3. After lunch, Web_playa checks his MySpace page. Boom! He's leaking data points. Sarah83's ally Show_Boat planted a mine there. Web_playa uses a St. Nick attack, which will detect when they lay another mine and punish their naughtiness.

THURSDAY 1:45 PM

7. Web_playa barbers with ally 1337netmonk to obtain portals, which forge links between Web sites. He can use them to create more missions or, say, connect fellow PMOGers who visit gadget blog Gizmodo to a cool iPhone hack he discovered.

TUESDAY 11 AM

4. While Web_playa is checking hockey scores on ESPN, a lamppost materializes, symbolizing a mission created by another player. A correct answer grants more data points, a badge, and tools Web_playa can use to create his own missions.

FRIDAY 2 PM

8. In the middle of a dull meeting, Web_playa designs a mission for other PMOGers—a puzzle around his favorite episode of *Arrested Development*. He places portals that will take players to obsessive fan sites and Michael Cera's IMDB page.

ILLUSTRATION BY Headcase Design

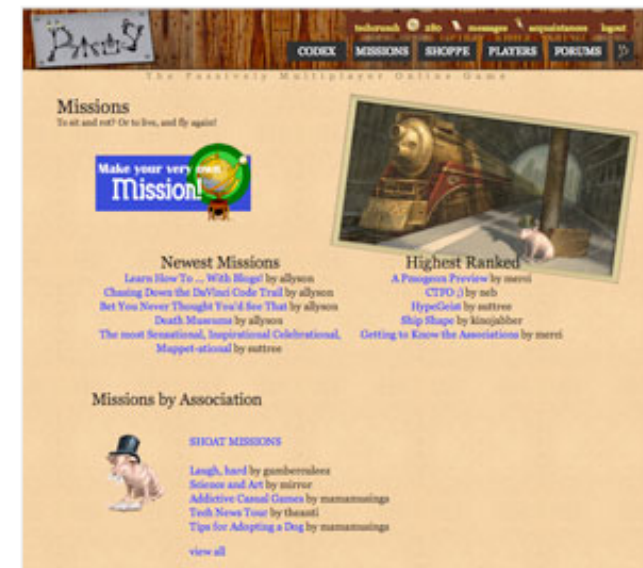
[« Previous post](#)
[Next post »](#)

February 2 2008

Play A Multiplayer Online Game While Surfing The Web: PMOG

Michael Arrington

[16 comments »](#)

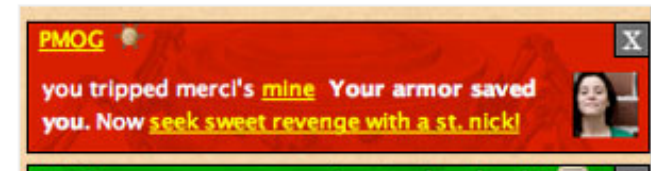


Want to play a MOG (multiplayer online game) passively while surfing the web all day? Then you'll like **PMOG**, the first game developed by California and UK-based **GameLayers**.

PMOG, which is currently in private beta with 150 or so users, is a Firefox add-on that lets you interact with other users asynchronously on websites you visit. In some ways it is like Stumbleupon - users can create "missions" which are groups of websites under a theme (one is called "Laugh, Hard" and is a group of humor sites; another is called "Tech News Tour" and includes links to Engadget,

Gizmodo, Digg and Slashdot). When you go on a mission a controller appears in the bottom right of your screen, letting you move from site to site.

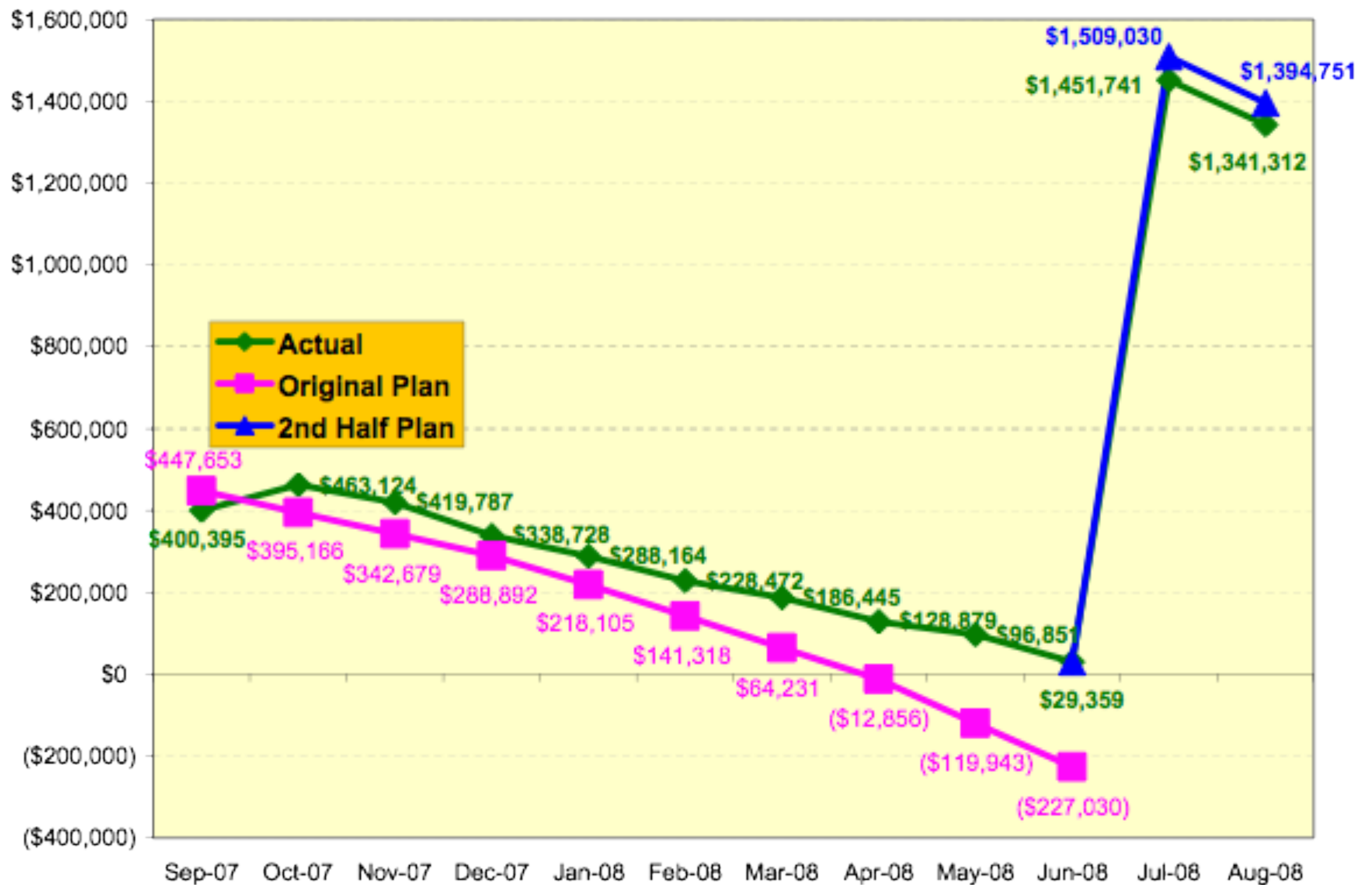
Users can also be more mischievous, leaving mines on websites that other users stumble onto and cause them to explode. Points are deducted unless you're wearing armor.



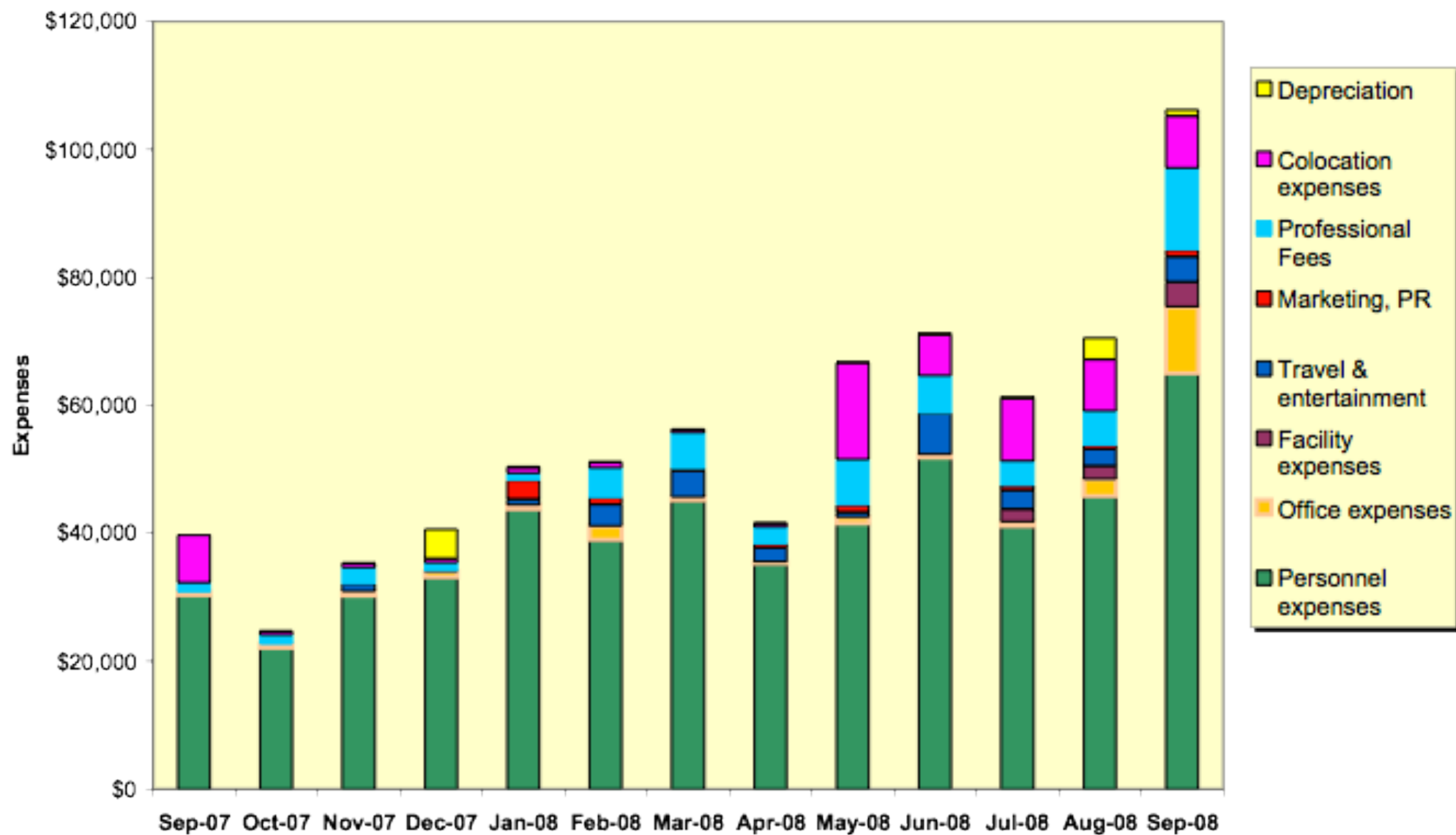
Wired
Magazine,
March 2008

TechCrunch,
February 2008

GameLayers, Inc.
Cash Balance
(end of month)



GameLayers, Inc. Expenses by Type by Month





June 7-13, 2008

Saturday: Wedding

Monday: move house
from 1600 sq/ft to 400 sq/ft

Tuesday: sign \$1.5mil term sheet

Friday: first employee firing

GameLayers, Inc.



Shasta Ventures
Rob Coneybeer

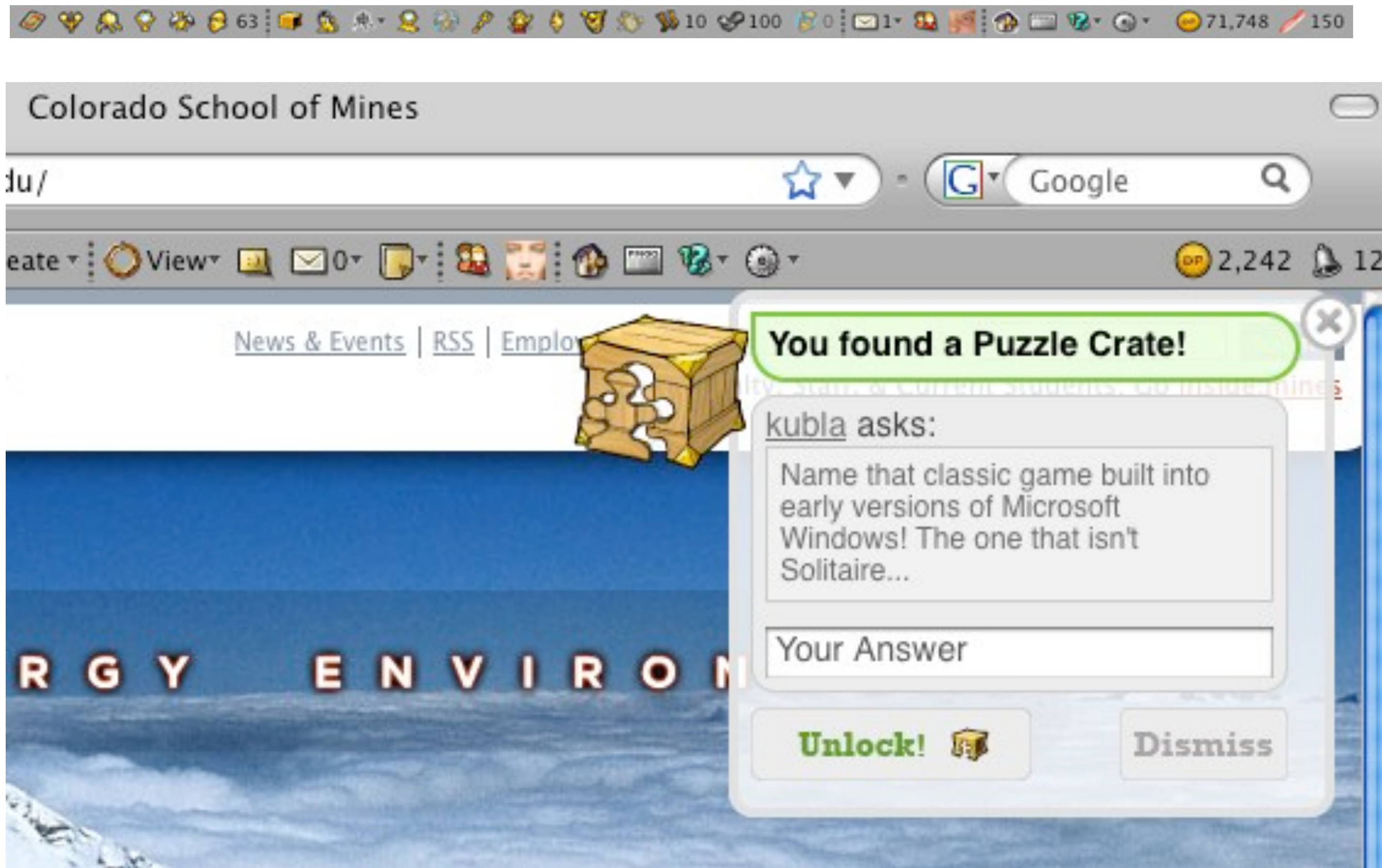


OATV
Bryce Roberts

June 2008: \$1.5 million Seed Funding

CEO Search





PMOG / The Nethernet April 2009




























July 2009:

- ~120k registered
- Signups: ~40 / day
- Daily Connected: ~2,500
- Daily # players using Tools: low hundreds
- Daily Revenues: ~\$24



Top 25 Facebook Games for June 2, 2009

Rank		Game	Monthly Actives	Developer
1		Texas HoldEm Poker	12,533,669	Zynga
2		Mafia Wars	11,778,339	Zynga
3		Pet Society	10,984,326	Playfish
4		Farm Town	7,842,768	Slashkey
5		YoVille	7,141,692	Zynga
6		MindJolt Games	6,550,245	MindJolt.com
7		Pass A Drink	6,350,205	socialreach.com
8		Lil Green Patch	5,275,784	Green Patch
9		Bumper Sticker	5,202,626	LinkedIn
10		Restaurant City	4,240,710	Playfish
11		Chain Rxn	3,920,267	Zwiggler
12		Geo Challenge	3,540,909	Playfish
13		Bejeweled Blitz	3,327,008	PopCap Games
14		Know-It-All-Triva	3,187,592	CrowdStar
15		Word Challenge	3,133,198	Playfish
16		Who Has The Biggest Brain	2,963,267	Playfish
17		Vampire Wars	2,728,193	Zynga
18		Friends For Sale	2,674,710	Serious Business
19		Street Racing	2,557,324	Zynga
20		Bowling Buddies	2,336,743	Playfish
21		Biotronic	2,119,117	Metrogames
22		Waka-Waka	1,984,495	Metrogames
23		Kidnap!	1,881,168	Context Optional
24		Mob Wars	1,868,767	David Maestri
25		(Lil) Blue Cove	1,848,045	Green Patch





Dictator Wars™



\$25,552,290

GOLD



100/100

HEALTH



36/168

ENERGY



13/13

STAMINA



6457/6642



LEVEL 32

Base

Allies

Missions

Foreign Affairs

Fight

Inventory

Illuminati



- Male demographic; power fantasy
- Innovation: Social Jobs



 Send a free gift!

Invite

Yours

Gifts



- 🐾 Female demographic
- 🐾 Theme: “cuteness” and animals
- 🐾 Shared Jobs + Virtual Pets





Dictator Wars™



\$25,552,290

GOLD



100/100

HEALTH



36/168

ENERGY



13/13

STAMINA



6457/6642



LEVEL 32

Base

Allies

Missions

Foreign Affairs

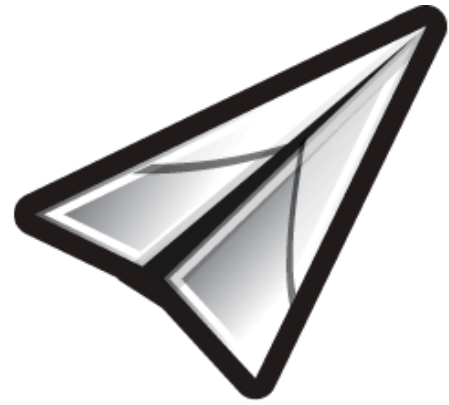
Fight

Inventory

Illuminati



- Mid October 2009:
- 28k registered
- 1700 DAU - 6%
- .3% growth rate
- 3¢ / DAU revenue



GameLayers, inc.

Lessons:

- Focus Innovation
- Build-In the Business
- Test Core Interactions & Experience before accelerating with money and time investment
- Don't Wait to Lose Non-Performers



<http://thenethernet.com>



Slides will appear on www.links.net

Justin Hall
justin@bud.com

facebook.com/justinreach

twitter.com/jah

Xbox: Just in queso

PS - Marc Adams is Lord of All