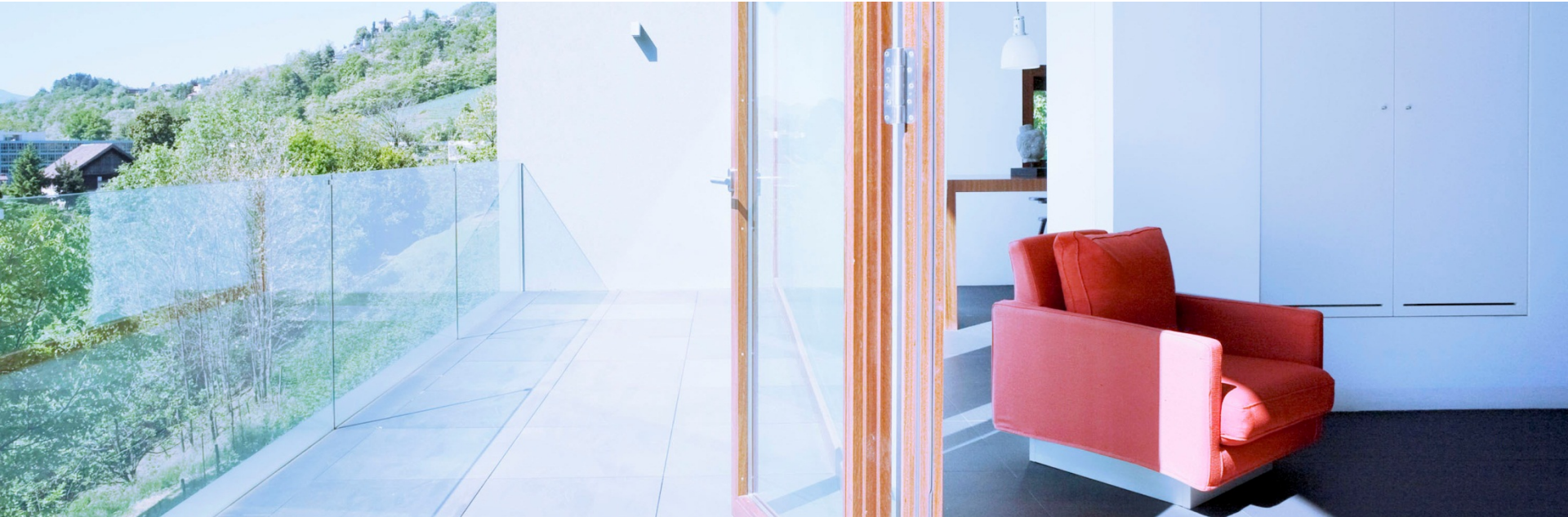


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How Gaming is Creating Customer Engagement & Savings Opportunities for Residential Energy Efficiency Programs

BECC 2013

November 18, 2013





Agenda

- Gaming is...
- Social Gaming Landscape
- Energy-themed Games
- Potential, Approaches, Barriers





Gaming is...

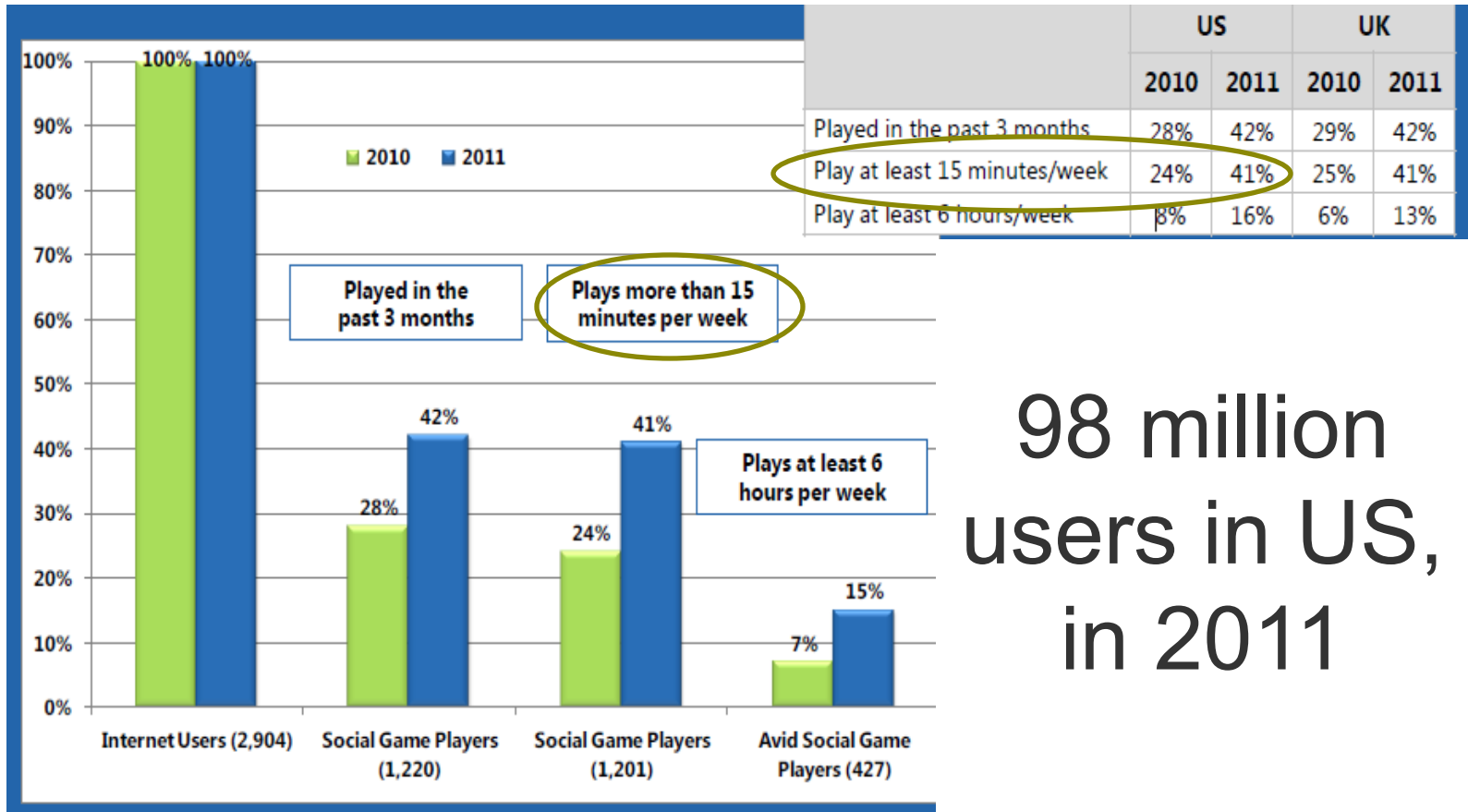
- Social gaming - game played in an online or a social media platform
- Gamification is the process of using gaming to engage users and solve problems (NPR)
- Gaming is solving, rather than exacerbating, real-world problems (Jane McGonigal, Institute for the Future)
- Can gaming engage us to save energy?



Social Gaming

Social Gaming Landscape

How many play?

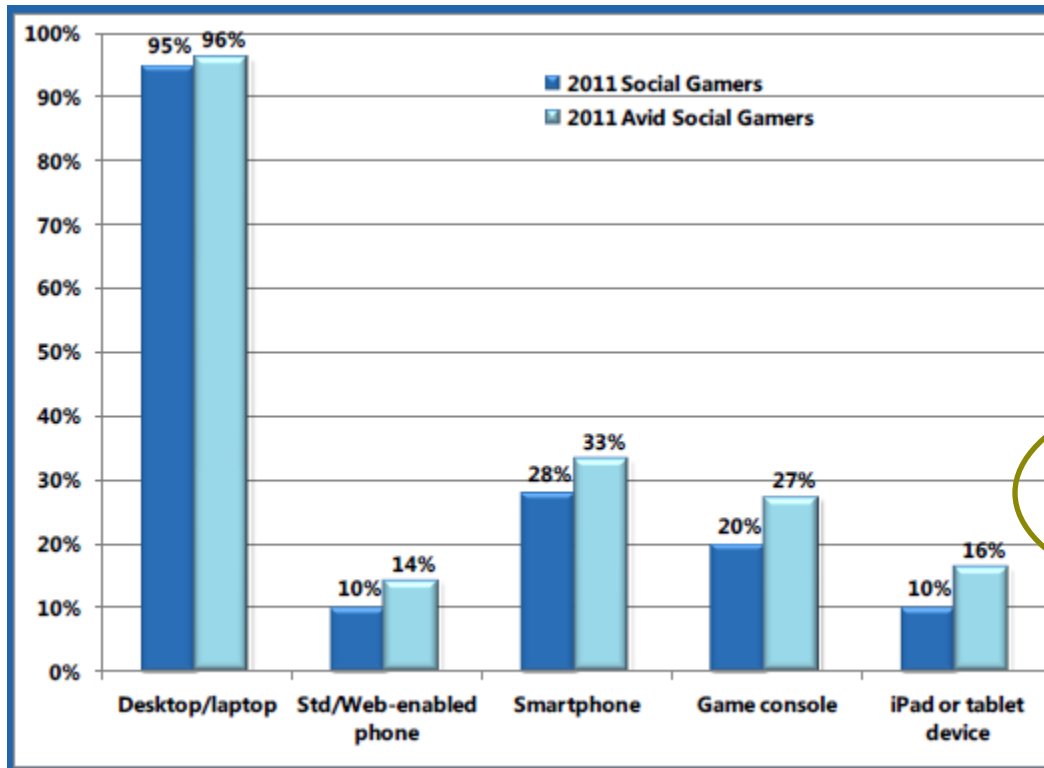


98 million users in US, in 2011

Source: 2011 PopCap Games Social Gaming Research - Confidential - Prepared by Information Solutions Group

Social Gaming Landscape

What devices do we use?

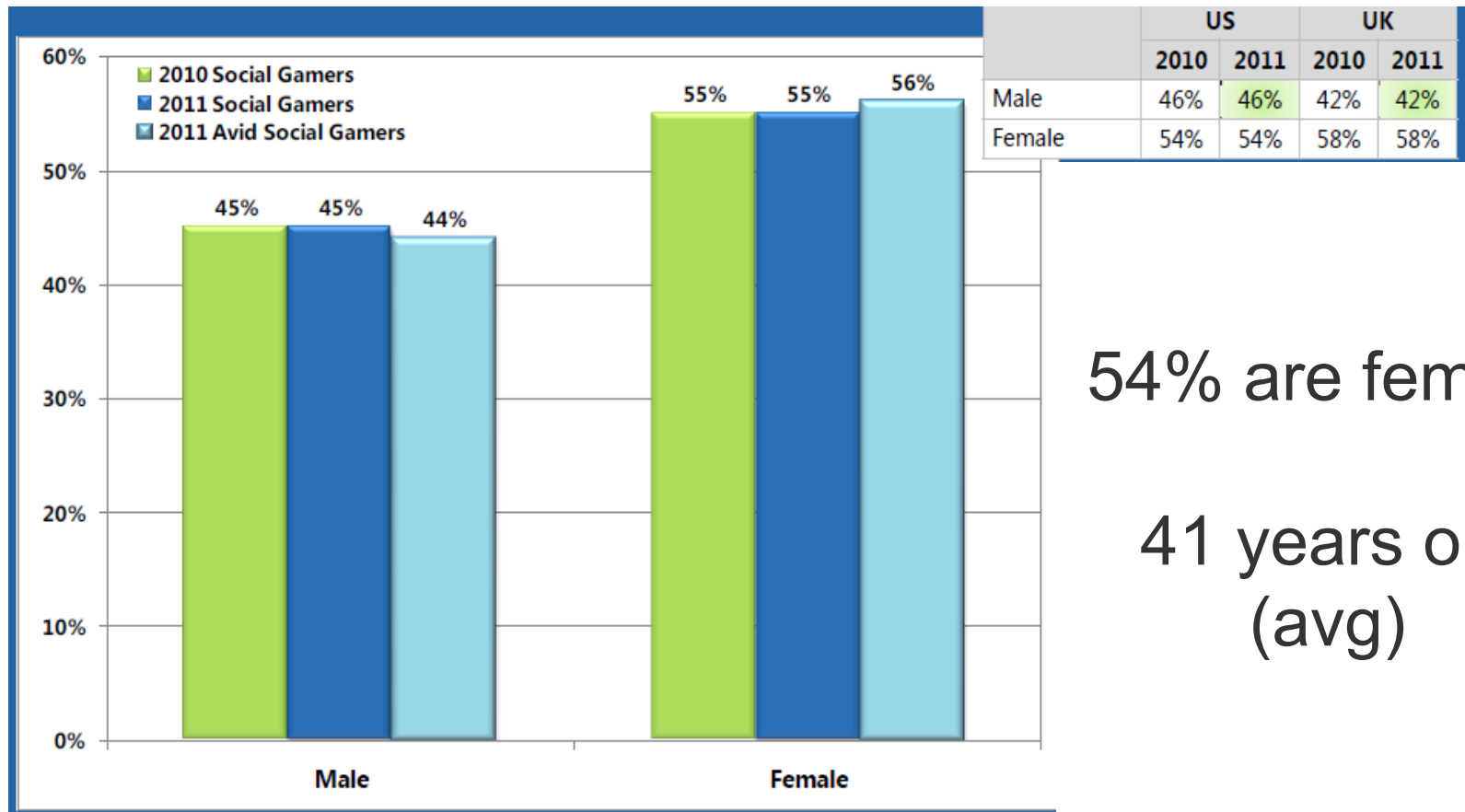


	US	UK
Desktop/laptop	96%	92%
Standard or web-enabled phone	8%	13%
Smartphone	28%	29%
Game console	20%	19%
iPad or other tablet	12%	8%

Source: 2011 PopCap Games Social Gaming Research - Confidential - Prepared by Information Solutions Group

Social Gaming Landscape

Who is playing?



54% are female

41 years old
(avg)

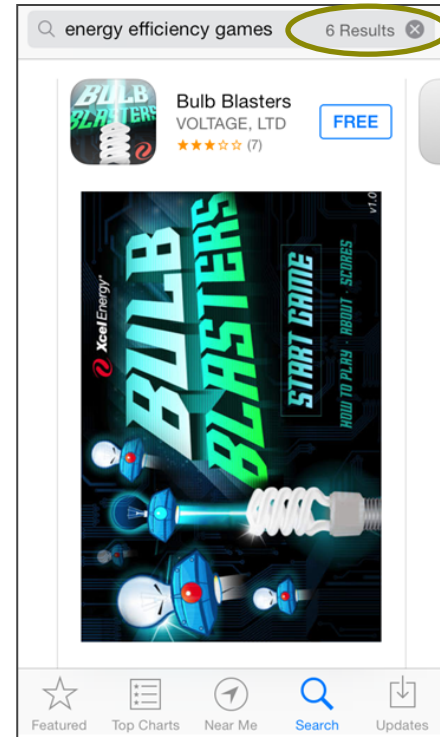
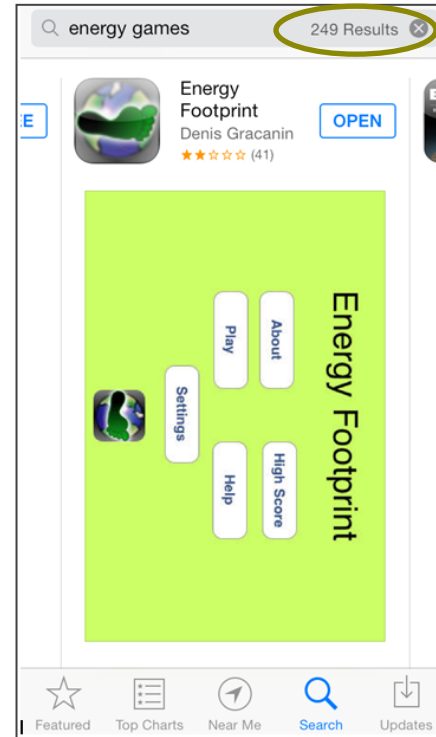
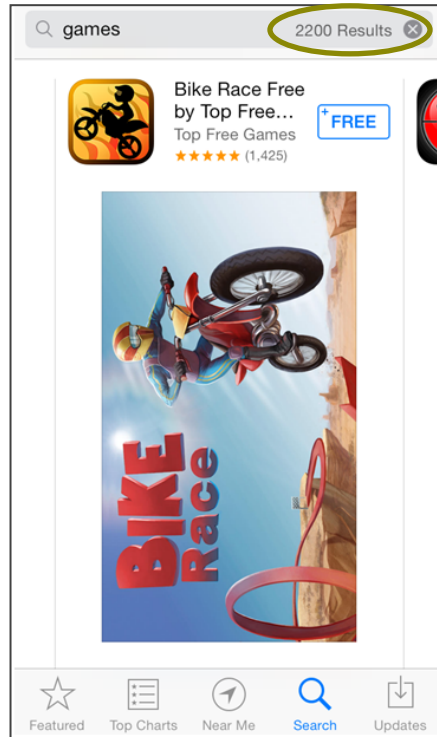
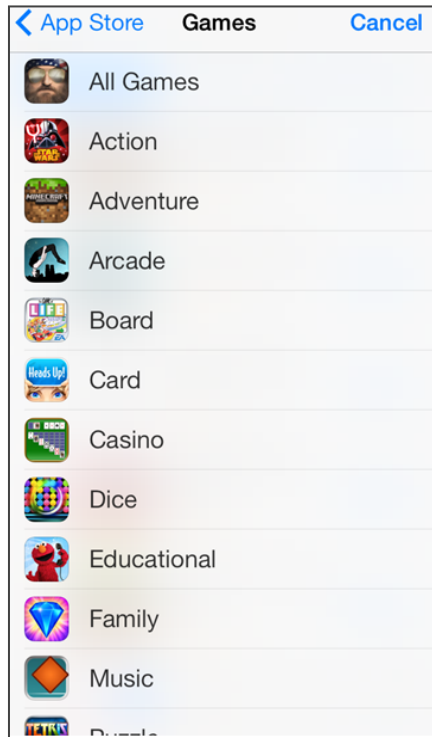
Source: 2011 PopCap Games Social Gaming Research - Confidential - Prepared by Information Solutions Group



Energy Games

Energy Games

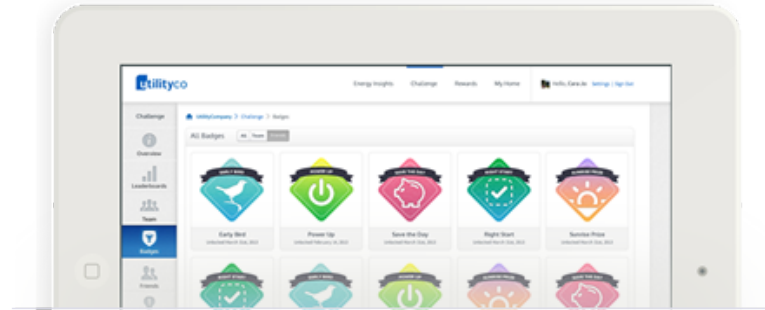
iTunes App Store, Search for Games



- Simple Energy
- Ringorang
- PowerHouse
- Zema Good

Simple Energy

- Focuses on customer engagement
- Across multiple channels, uses behavior mechanics like social comparison and pressure



PowerHouse

- Presented by Stanford at BECC 2012
- Interactive game to reduce a family's energy use
- Can invite and compete against friends



Ringorang

- Built on the ASK platform
- Trivia / educational game format
- Time-bound 'pushes' to user devices across community



The screenshot displays the Ringorang website interface. At the top is the logo for Ringorang, which includes a stylized green question mark icon and the text "ringorang®". Below the logo is a green banner with the words "PLAY", "LEARN", and "WIN" in white. The main content area features a video player with three video thumbnails: a man in a pink shirt looking at his phone, a woman at a laptop, and a man in a suit looking at his phone. Below the video player is a section titled "PROGRAMS" in green, which lists three partners: DTE Energy, Glendale Water & Power (GWP), and NV Energy. Each partner's logo is shown above their name and the text "Play-Learn-Win Program".

Photo courtesy of <https://play-learn-win.com/>

Zema Good

- Rewards people with credits for energy efficient behavior
- Non-intrusive, and cost-effective, but...
- No results yet

Special Offer! Southern California Edison is offering FREE power strips for the first 500 Zema Good users. Click here to request yours and start saving!

My Profile

Daily Check-in

Shut down your computer tonight [?](#) Not Today 500

Use a power strip to power off media center [?](#) Not Today 300

Shut down their DVR with a power strip [?](#) Not Today 750

What are my friends earning?

What are my neighbors earning?

Things I haven't tried

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Special Offer! Southern California Edison is offering FREE power strips for the first 500 Zema Good users. Click here to request yours and start saving!

My Profile

Daily Check-in

0 Zoo Bucks Earned 3250 My Zoo Bucks Well done!

Shut down your computer tonight [?](#) I'll Do It! 500

Use a power strip to power off media center [?](#) Not Today 300

Shut down their DVR with a power strip [?](#) Not Today 750

What are my friends earning?

What are my neighbors earning?

Things I haven't tried

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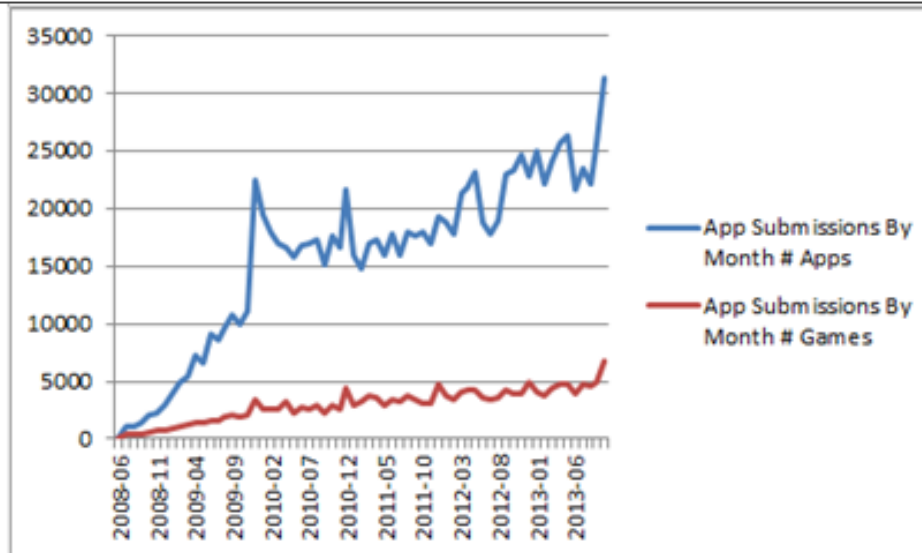


**Programmatic
Approaches
Potential
Barriers**

Gaming Market Potential

- 98 million actively play online games in US
- 1.11 billion Facebook users
- 230 million Twitter users
- Game development advances

iTunes App Store Submissions: Games vs. Total Apps



Programmatic Approaches

- **Plan** a framework of goals
 - Awareness, participation, savings, agility, etc
- **Partner** to leverage existing strengths
 - Game brands, mechanics, community
- **Pilots** enable testing of edutainment



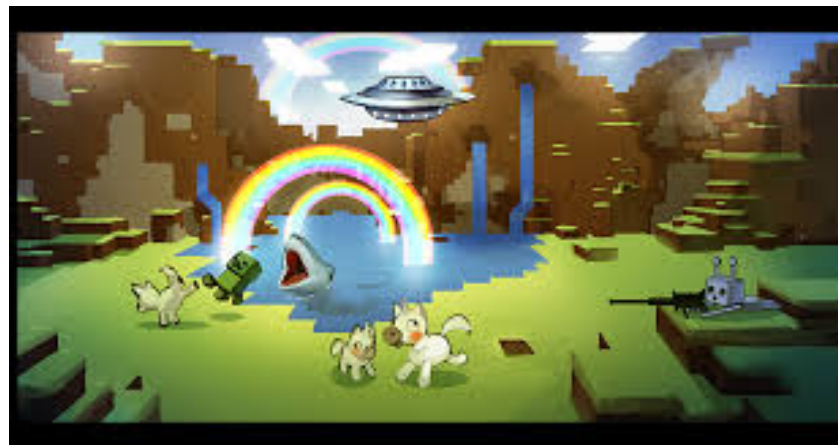
Programmatic Barriers



- Gaming companies revolve around ROI
- Game-play must be regularly refreshed
- 175,000+ active games and possible fits
- New game competition daily
- Evaluation methods not defined

Energy Gaming Summary

- Reaches nearly 1/3 of population
- Effective tool to engage and **solve problems**
- Game design evolves quickly
- As part of portfolio, can add value
- Big issues remain





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Questions

The Landscape

Gaming is popular...and growing

App Store Stats Summary

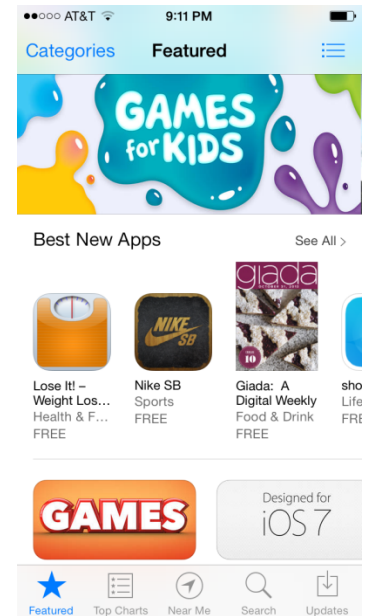
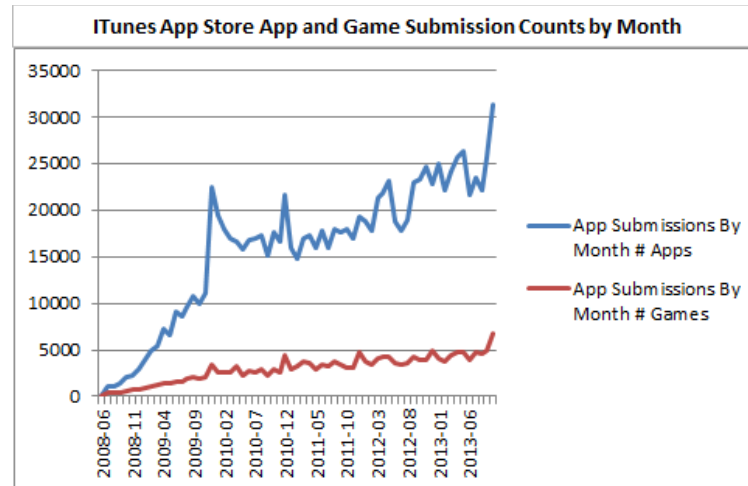
COUNT OF APPLICATION SUBMISSIONS [DETAILS]

- ➔ **This Month (Games):** 619 (155 / day)
- ➔ **This Month (Non-Games):** 3,107 (777 / day)
- This Month (Total):** 3,726 (932 / day)

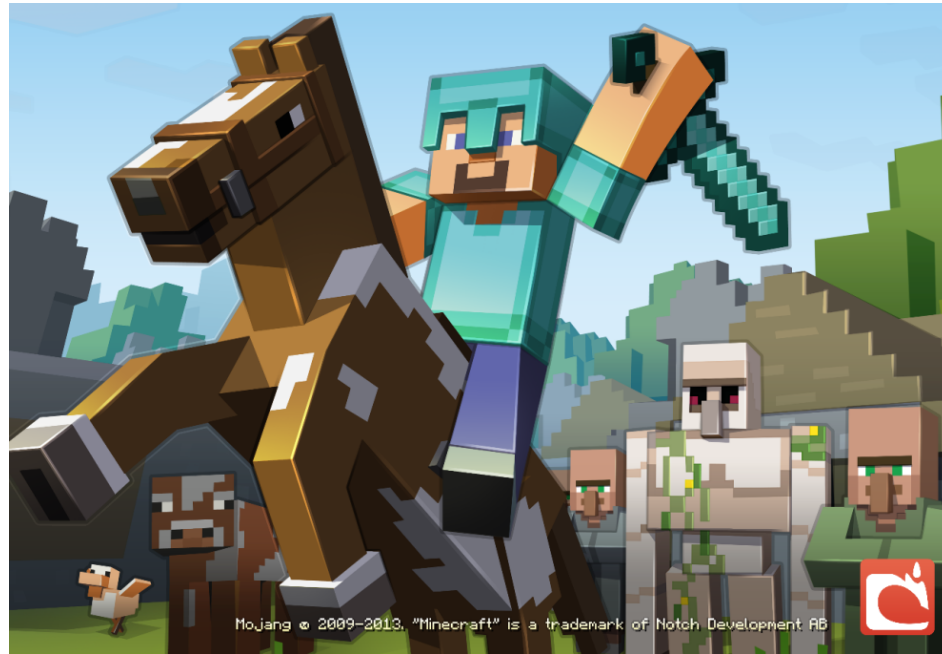
APPLICATION CATEGORY DISTRIBUTION [DETAILS]

Most Popular Categories

- 1 - Games (175180 active)
- 2 - Education (102231 active)
- 3 - Entertainment (77121 active)
- 4 - Lifestyle (76183 active)
- 5 - Business (71333 active)



Minecraft: Gaming for Sustainability?



- 44 million + global users
- Users create their own environments with building blocks
- Potential offshoot to educational use, including topics of agricultural sustainability and adding greenhouse gas emissions data to demonstrate climate change

Popular Social Games





Energy Games

Bulb Blasters Example



100



Level 1

0:08

Programmatic Approaches

OPower



Friend Rank | Groups | Pages | Challenges | Comparison | Ways to Save

Friend Rank

October | Rank by ⚡ %

You

	Dain Nestel	Find out where you rank
	Top 20% of U.S. homes	268 kWh
	Average home in the U.S.	733 kWh
	Average home similar to yours	1200 kWh
	Jay-e Emmingham	Not submitted

Feeling competitive? [Invite more friends](#)

Get started in 4 easy steps

- Sign In using Facebook
- Create a home profile
- Connect to your utility
- Invite five friends to compete

Invite your friends
Save more energy and make competitions more fun by inviting your friends to join.

Choose who you want to invite

[Privacy Policy](#) [Terms of Service](#)

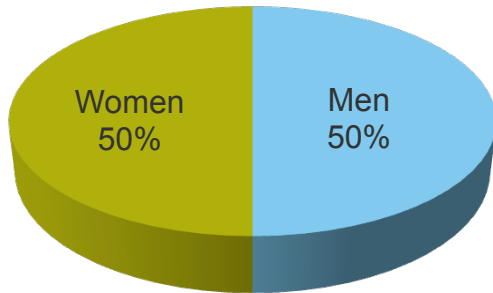
Like 779 Tweet

PECI Gaming Survey

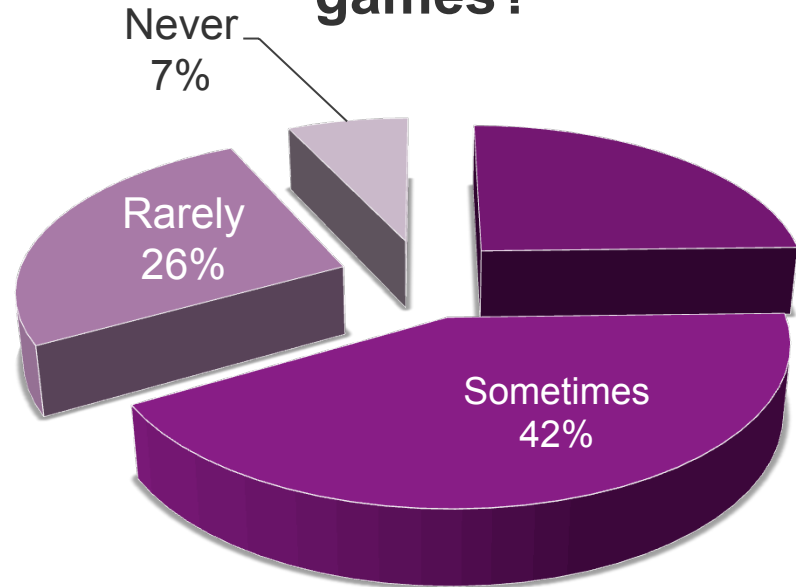
Who Plays

In a company survey with 20% response rate

Gender



Do you play any sort of video games?



PECI Gaming Survey, cont.

Where, and on what device do they play...

- Almost 60% of gamers play on their home gaming system
- 65% of gamers play on their smart phones
- 37% of gamers describe themselves as “very competitive”

