



Social Media Strategies of Digital Game Companies: Gamers Surrounded by Fragmented and Modular Contents

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Abstract: Since the beginning of 2000; the development of computing and internet technologies, led the tremendous growth of the digital game industry which become a key player in the new media ecosystem. In the era of Web 3.0, digital game companies sell their games through online markets; while story and characters remediation in social media platforms enlarge their market share. The efforts of companies point the professional value of social media for connecting games and its players. The aim of this study is to examine mobile games social media platforms; in order to expose and map the complex networked new media strategies of game companies. To explore this online game environment; games from Google Playstore in the category of “under 5 age” were examined using web-harvesting technique along with content analyzing methodology. Within this context, 32 free online games from 19 different game companies were analyzed in terms of company ownership, platform statistics and their social media contents. As the social media is one of the primary influence of the purchasing decision; viral marketing strategies from these platforms reach the absolute beginner gamers and potentially their parents or other caregivers. Results reveal that game companies remediate new game content on online network. This strategy creates a new ecosystem; where gamers are surrounded by fragmented and modular game contents from different social media platforms.

Key Words: Digital Game, Social Media, Game Industry, New Media Strategies