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THURSDAY, FEBRUARY 18, 2010

PlaySpan Expands Global Reach Of Virtual Payment Card



PlaySpan, a firm that offers various monetization services to online games, is expanding the reach of its retail-based Ultimate Game Card pre-paid virtual currency card to several additional countries including South Africa, Israel, Egypt, Saudi Arabia, United Arab Emirates, and Taiwan.

Taiwan in particular is an area of focus for PlaySpan. The company cited figures pegging Taiwan as one of the fastest-growing online markets, with \$350 million in 2009 revenue for

its online game industry and a market that is outpacing traditional console game revenue.

In July of last year PlaySpan, which is based in Santa Clara, California, underwent its first round of global expansion, which brought the Ultimate Game Card to retail locations in Brazil, Turkey, and various other territories. This latest round brings the total number of retail locations hosting the UGC to about 70,000.

PlaySpan says the UGC is compatible with some 700 Facebook and MySpace social games, as well as 300 other multiplayer games and virtual worlds.

“All of these countries present monetization challenges for game developers and publishers,” said PlaySpan CEO Karl Mehta in a statement. “Our entrance into these new markets significantly expands our reach and enables our partners to generate new revenue streams while introducing their premium content to new customer bases. This significant expansion further solidifies our position as the global leader in enabling microtransactions and digital goods e-commerce.”

[General Online Games]

Posted by Chris Remo on February 18, 2010 6:49 PM | [Permalink](#)

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