

# Making Competition More Fun

## Online Games Help Defeat Winter Doldrums

(NAPSA)—The weather outside is frightful. You're home and want to keep your mind sharp. You could watch TV or read a book, but that doesn't get your heart pumping. What you really need: competition.

In a developing trend, the Internet has become the latest venue for competition. A new form of competitive entertainment—skill-based online games—is at the forefront. The online games industry is developing at tremendous speed, both in size and popularity. According to leading business intelligence firm Datamonitor, the number of U.S. and European gamers will grow from about 13 million to 111 million by 2005.

One of the major growth factors is the increased variety of games. For years, consumers of all ages have played traditional games, such as Solitaire, 8-ball pool and Spades in their living rooms and around their kitchen tables. Today, Web sites like WorldWinner.com are bringing these and other skill-based games online, alongside other popular Internet games, such as Cubis and Collapse, and enabling players to compete against each other to win cash or prizes.

Unlike gambling in online casinos, the outcome of these skill-games is determined by one's ability, making the players' skill the driving force behind victory or defeat. Players participate in competitions where their scores are matched up against those of an opponent of similar skill level. While the winner is rewarded with a minimal cash prize, the real



**Online games appeal to people's desire for competition, and also provide a chance for interaction.**

enjoyment for most is found in meeting, and competing against, other players.

Part of the reason this market has grown so quickly is that the user base has not been limited to a particular demographic. Data from ComScore Media Metrix (September 2003) shows that 58 percent of online gamers fall into the 25 to 54-year-old category and more than half of those are women.

"Our player network crosses all demographics, including age, income and gender," says Stephen Killeen, president and CEO of WorldWinner. "Everyone has a certain degree of competitiveness; we give them the games they want and the players to compete against."

What better way to avoid the winter doldrums than to fire up some competition online?

For additional information, visit [www.worldwinner.com](http://www.worldwinner.com), the leading provider of online competitive games for cash and prizes, which hosts over two million competitions each month.