



gCommerce: The “Gamification” of eCommerce

Game mechanics can be implemented to drive online and offline transactions.

Santa Monica, CA, November 3, 2010 – Interpret, a leading entertainment, media and technology market research firm, today released an [Interpretations](#) report, “gCommerce: The Gamification of eCommerce,” which found gamers, even using the broadest definition, are more likely to be online shoppers and opinion-leaders.

Interpret’s [New Media Measure™](#) data shows that gamers are 20% more likely to be an online shopper than the average non-gamer and 50% more likely to be influencers among their friends. Whether it is Farmville on Facebook, World of Warcraft on the PC, Solitaire on the iPhone, earning frequent flyer miles through American Airlines, or shopping through social commerce sites such as Groupon, Gilt, our online and offline experiences are being “gamified.”

Said Michael Dowling, CEO and co-founder of Interpret LLC, “given the growth and popularity of an ever-widening range of gaming experiences, there is an opportunity for transaction-based businesses to tap the gamer ethos by gamifying shopping experiences.”

“Game mechanics are powerful motivators to get humans to take action,” added Jim Banister, CEO of SpectrumDNA (OTCBB: SPXA), and co-author of the report. “The dynamics that have indisputably proven to increase transactions within game environments can and should be used to spur increased transactions, revenue and loyalty in online and offline shopping environments. Next-generation social loyalty programs will be gamified.”

[Click here](#) for more information about this report.

New Media Measure™ is Interpret LLC’s proprietary, quarterly survey of media behaviors, attitudes and product consumption. Designed to keep pace with the evolving media landscape, New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors. New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via *Interface*, a web-accessible, interactive analysis tool, through *Intrend*, quarterly trend reports, and through *Interpretations*, monthly whitepapers written by Interpret analysts.

About Interpret LLC

Interpret is the leading cross-media market research firm. The company applies proprietary, cutting-edge methodologies and extensive category knowledge to help clients plan, test, and measure business strategies in the fast-evolving media landscape. Interpret’s unique combination of syndicated

measurement products and custom market research services provides a common language across media for the key stakeholders of the digital age. www.interpretllc.com.

About SpectrumDNA

SpectrumDNA, Inc. is an innovation agency and digital studio focused on creating high-engagement web and mobile applications that enable marketers to drive transactional behavior, and empower their community members to take an active, measurable, and monetizable role in the extension of their brand. www.spectrumdna.com

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