

April 3, 2018



## SPYR, Inc. Finding Its Niche in Mobile Gaming Using Popular Branded IP inside Popular Genres

NEW YORK, NY, April 03, 2018 (GLOBE NEWSWIRE) -- SPYR, Inc. (OTCQB: SPYR) has decided that one aspect of its business model in the mobile games space will be to bring popular intellectual property or "IP" associated with Hollywood and television to the games it's publishing. It's difficult for any digital games company to gain traction in what is a hypercompetitive industry; however, SPYR is implementing a proven strategy to get its games recognized by many consumers that the company might not otherwise reach.

SPYR has chosen to include popular IP with strong brand recognition and existing communities into some of the games it publishes. One can assume that by using popular IP, SPYR can attract gamers on name recognition alone, and in turn attract some of the large fan bases that come with using characters from the popular television shows that SPYR is including inside some of its games.

The first IP deal was to use some of the characters and ships from the widely popular television series, *STAR TREK*<sup>TM</sup>, inside its flagship MMORPG game *Pocket Starships*. And last week SPYR announced that its latest deal will include IP from the hit animated show *Steven Universe* in an idle-tapper game called *Steven Universe: Tap Together*.

In an article on [techcrunch.com](http://techcrunch.com) titled, "To IP or Not to IP, That is the Question," the author, Ankit Jain, said when discussing many of the reasons why he's in favor of using branded IP when developing and publishing games, "Branded IP is one of the most time-tested ways to launch games that go on to become immensely popular. Two examples from the console gaming world are *Ninja Turtles* and *The Simpsons*. Why does it work? At the highest of levels, a game built with IP can piggyback its marketing and growth on the consumer sentiment for the associated brand."

Not only is SPYR working with popular titles, but the mobile game and app development and publishing company is also using the branded IP in some of the most popular genres of games as well. Most are familiar with SPYR's flagship game, *Pocket Starships*, which falls in the very popular MMORPG category of games, but its latest foray into branded IP will be with an all-new "idle-tapper" game. Idle-tapper games are also known as "idle-clicker" games or "incremental" games, and it is a genre that is growing quickly in popularity.

In a recent presentation at the Casual Connect USA 2017 conference, David Chiu of DC Games Consulting said that the idle tapper genre is growing so quickly because for gamers, this style of game is very easy to play, the short sessions are perfect for mobile devices and for the short attention spans that many younger gamers have, and they make people feel

good about themselves with the constant cycle of positive reinforcement and progression. Developers and publishers like this genre because of the strong retention metrics, and the advertising monetization opportunity with gamers playing multiple sessions each day.

Ankit Jain added in his article on techcrunch.com, “Great intellectual property drives awareness and creates an instant emotional attachment with users. This helps in two concrete ways: (1) Apple and Google often feature IP-based titles in their app stores, and (2) people often search for the IP itself and can find such titles. When you market the title, consumers instantly recognize the brand and form an association with your game. This can significantly reduce your customer acquisition costs.”

SPYR recently stated that a full global launch of its new game using branded IP by the summer of 2018.

### **About Stock Market Media Group**

Stock Market Media Group is a Content Development IR firm offering a platform for corporate stories to unfold in the media with research reports, corporate videos, CEO interviews and feature news articles.

Stock Market Media Group is an exclusive publisher for news, updates, alerts and information on SPYR, Inc. [“SPYR”]. Our publications about SPYR are based solely upon SPYR’s authorized press releases, and SPYR’s legal disclosures made in SPYR’s filings with the U.S. Securities and Exchange Commission. Before we publish any SPYR related content, our articles undergo compliance reviews and factual verifications, including written confirmation of the facts we publish from SPYR, and separately from SPYR’s Legal Counsel for Securities and Regulatory compliance, Mailander Law Office, Inc.

Separate from the confirmed factual content of our articles about SPYR, we may from time to time include our own opinions about SPYR, its business, markets and opportunities. Any opinions we may offer about SPYR are solely our own, and are made in reliance upon our rights under the First Amendment to the U.S. Constitution, and are provided solely for the general opinionated discussion of our readers. Our opinions should not be considered to be complete, precise, accurate, or current investment advice, or construed or interpreted as research. Any investment decisions you may make concerning SPYR or any other securities are solely your responsibility based on your own due diligence. Our publications about SPYR are provided only as an informational aid, and as a starting point for doing additional independent research. We encourage you to invest carefully and read the investor information available at the web site of the U.S. Securities and Exchange Commission at: [www.sec.gov](http://www.sec.gov), where you can also find all of SPYR’s filings and disclosures. We also recommend, as a general rule, that before investing in any securities you consult with a professional financial planner or advisor, and you should conduct a complete and independent investigation before investing in any security after prudent consideration of all pertinent risks.

We are not a registered broker, dealer, analyst, or adviser. We hold no investment licenses and may not sell, offer to sell or offer to buy any security. Our publications about SPYR are not a recommendation to buy or sell a security.

### **SEC RULE 17b**

## COMPENSATION DISCLOSURE

Section 17(b) of the 1933 Securities and Exchange Act requires publishers who distribute information about publicly traded securities for compensation, to disclose who paid them, the amount, and the type of payment. In order to be in full compliance with the Securities Act of 1933, Section 17(b), we are disclosing that we entered into a contract with SPYR for one year on February 1, 2015, and from the date since that one-year contract ended, SMMG has operated on a month-to-month basis with SPYR. We agreed to publish articles, news, updates, alerts and information about SPYR, subject to SPYR's written confirmation of factual content, and the separate confirmation of factual content by SPYR's Legal Counsel for Securities and Regulatory Compliance. In exchange for our services, SPYR agreed to compensate us with a monthly fee of \$5,000.00. Additionally, SPYR agreed to issue to us 250,000 shares of SPYR's Restricted Common Stock. Our rights to sell any of this Restricted Common Stock are subject to prior compliance with all U.S. Securities Laws, including but not limited to Rule 144. Further, our sale of any of the Restricted Common Stock is subject to a volume restriction providing that we may only sell 5,000 shares daily for every 250,000 shares of daily trading volume.

For more information: [www.stockmarketmediagroup.com](http://www.stockmarketmediagroup.com).

Contact:

Stock Market Media Group  
info@stockmarketmediagroup.com



Source: SPYR, Inc.