

Introduction

Zoo.gr was developed in 2004, since then it has doubled its user base and revenues several times. After 6 years of constant growth and development, zoo.gr became the largest social network in Greece with hundreds of thousands of users on a monthly basis.

It features a set of social services like friends list, profiles, messaging system, messenger, video enhanced chat rooms and the most complete set of multi and single player games in Greece. All services are integrated into a highly interactive and rich user interface that is considered groundbreaking for its ease of use.



Social Games & Features

Zoo.gr provides a **complete list of multi and single player games** to its audience. Those games are **highly integrated** with a set of social features that increase user **loyalty** and the overall **engagement** factor of its users.

- Single Player Games (24 solitaire games, MahJong, Sudoku, BrainSchool, Racing etc)
- Multiplayer Games (Pool, Poker, BlackJack, Chess, Bingo like games etc.)
- Casino Games (Slot Machines, Roulette, Hi-Low, Keno, VideoPoker etc.)
- Progressive Jackpot Tournaments and NockOut Tournaments
- Betting with Virtual Coins
- Game Trophies and special in-game features that are unlocked as the user gains levels.

Integrated social features:

- Leader boards
- Rating sytem
- Game statistics
- Friends list
- Chat rooms
- Challenges
- Virtual gifts
- News feed



Analytics

Zoo.gr is one of the most popular websites and definitely the only and biggest social gaming network in Greece.

Detailed traffic data for 2008:

Visits: 89.233.937
(more than 7.000.000 visits per month)

Page Views: 2.602.072.976
(more than 20 pageviews per visitor)

Average Time on Site: 0:30:32
(it is usually a success if more than 5:00 is achieved)

Bounce Rate: 8,31%
(it is usually a success if bounce rate is equal or less than 20%)

Average Monthly Unique Visitors



* data source is Google analytics



Brand Awareness

Zoo.gr was nominated as the 6th most recognizable internet brand, in a research made by Synovate (early 2009) for Youth Marketing (published in adBusiness magazine issue no 633).

Only 3 Greek sites reached the top 10.

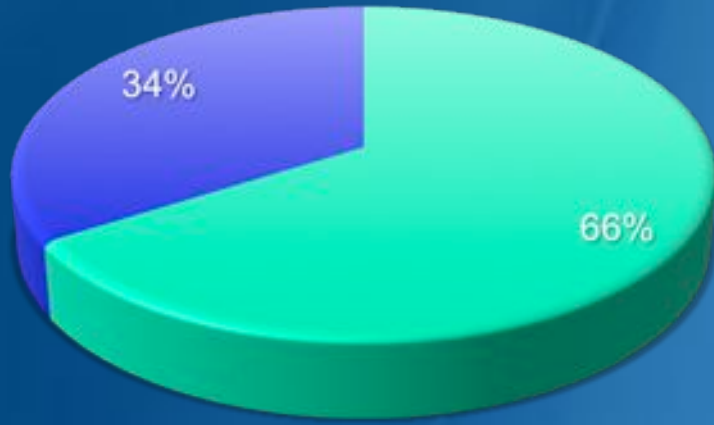
Top 10 most recognizable internet brands in Greece:

1. Google
2. Facebook
3. Yahoo
4. in.gr
5. YouTube
6. **zoo.gr**
7. Hi5
8. Contra.gr
9. MySpace
10. eBay



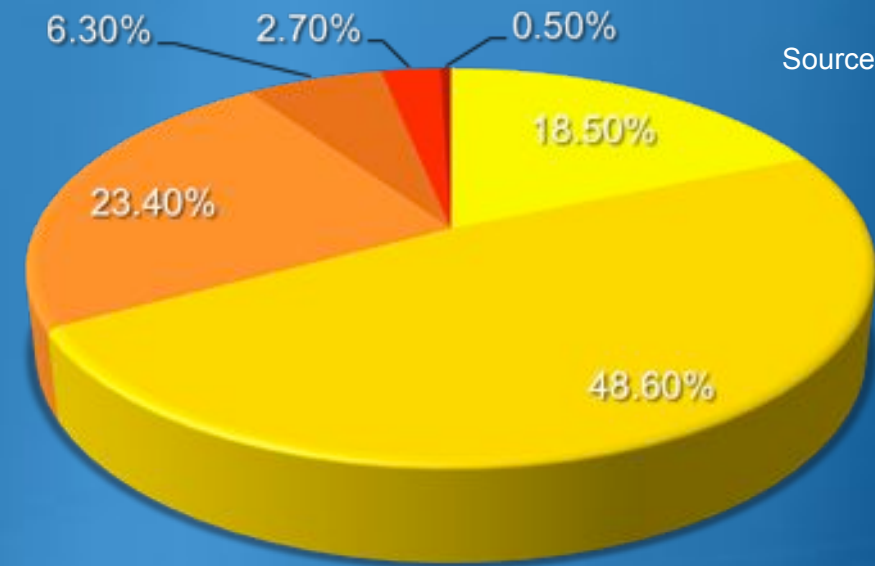
Demographics

Source: Focus Bari



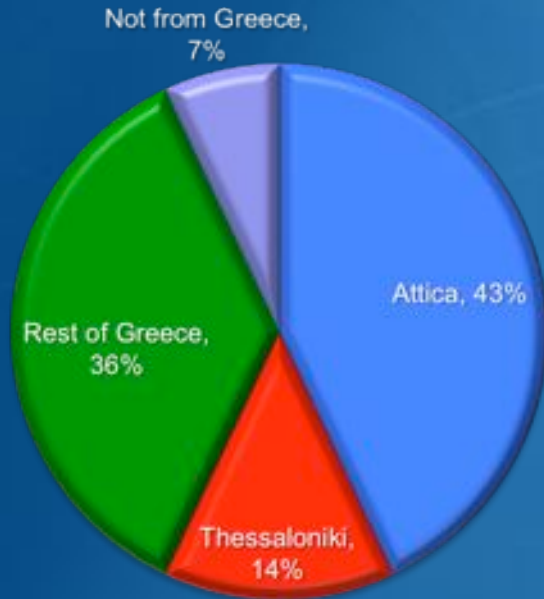
Male Female

Source: Focus Bari



13-17 18-24 24-34 35-44 45-54 55-70

Source: Zoo.gr



Attica
Thessaloniki
Rest of Greece
Not from Greece

Press coverage

- Zoo.gr has been covered by most major newspapers (Ta Nea, Eleftherotipia etc.)
- Lifestyle magazines (Free, Cosmopolitan, “K” Kathimerini etc.)
- Technology magazines (PC Magazine, PC Master, Chip, OnLine etc.)
- TV channels (Mega, Ant1, EPT1) in Greece.
- We have been featured in the Greek encyclopedia DigiPedia
- Front cover in Marketing Week
- Front cover of Interactive marketing by Bussias publications (special edition).
- Guest speakers in various events like Open Coffee, Institute of Communication and Smart Business Forum.



Awards & Nominations

Zoo.gr has been nominated with **four high class** awards within the last 4 years.

- Golden Ermis award in Ermis Awards competition in 2006 **as the best website in its field**
- Golden Ermis award in Ermis Awards competition in 2007 (The ad campaign for our zootv service created by OgilvyOne was also nominated a Golden Ermis award **as the best banner of 2007.**)
- **Internet service of the year** in Tech Excellence 2008.
- Distinguished with the «Sir Stelios Xatzioannou» award at Koyros awards held by the Greek Entrepreneurship Club.



MSN.gr & Mobile

Zoo.gr is the **only and exclusive** games provider for Microsoft in its MSN.gr portal with a possibility of extending the co-operation to other countries.

Zoo.gr is the **only Greek partner of Microsoft Windows Live Third-Party Partners**, enhancing Windows live profiles with social features. For more information click [here](#).

Zoo.gr is of the very few websites that have a presense in the wap portals of **all major** Greek Cellphone carriers like Vodafone Live, Cosmote myView and Wind Plus.



Partnerships

smeat

B. BIGPOINT



XSsoftware

POWERCHALLENGE
ONLINE SPORTS GAMES

gPotato
GAME PORTAL

zoogr