

TAG GAMES

“Wireless Innovation has been invaluable in helping us understand the dynamics of the mobile gaming market and the demographics of our target customers”

PAUL FARLEY, TAG GAMES



Describe your current business

Tag Games design, develop and publish video-games on mobile and portable technology platforms with a specific focus on digital rather than physical, distribution of our games.

Games are created from both our own original intellectual properties and existing brands for direct publishing or on behalf of major publishers and media companies.

The first title “Dead Water” was released on J2ME mobile phones in September 2006 to widespread critical acclaim. Since then the studio has built an enviable reputation for innovation and quality, building strategic partnerships with a number of major games publishers and development studios around the globe.

Having achieved profitability in early 2007 Tag raised seed investment from serial Scottish technology entrepreneur Bill Dobbie and the Scottish Enterprise seed fund in September 2007 to expand production capacity and to enable a more aggressive approach to publishing and licensing activity.

What makes you innovative/unique?

Each of our products is fairly unique. We have always had a focus on innovation within our products. We tend to focus primarily on original intellectual property and developing tailored games to suit each individual client’s specific requirements.

www.tag-games.com



TAG GAMES CASE STUDY

“ The industry events organised by Wireless Innovation have been one of the best services they have provided for us. The targeted mobile content and marketing events enabled us to network with other companies in Scotland operating in the same space as Tag Games. ”

Who are your key clients?

Our clients are constantly changing, but more and more we are selling direct to the end users of our games. We also have corporate clients including Big Fish Games, Tern TV and Endemol who own Big Brother and Deal or No Deal.

Where do you feel Wireless Innovation has added value to your business?

In the early years of the business the impact was very much in terms of networking through attending industry events they organised. We were given introductions to companies such as Motorola and MTV, which helped expose the Tag Games brand.

We have utilised the market research facility at Wireless Innovation, which has been really useful throughout the growth of our business. Testing our application on different devices via the Test Lab has been an invaluable resource to us.

Which service/advice has been the most valuable to your business?

The industry events they have organised have been one of the best services they have provided for us. They have run mobile content and marketing events allowing us to network with other companies in Scotland operating in the same space as ourselves.

Market research support, particularly where they have been able to provide tailored market data in areas where we don't have the resources to source or fund this research, have really helped us grow the business.

What impact has it had? (did it change your business model and if so, how?)

Knowing we had access to the support they provided was important. Their ability to connect us into the wider business community with the specific focus on mobile and wireless had a big impact.

Were there limitations in the support you were offered from Wireless Innovation?

I think the test Lab would have proved a more helpful tool if it had been based in Dundee rather than Glasgow. Perhaps if they had been located in Dundee we could have been in an incubation unit, which we believe would have really accelerated our business in the early stages.

Where do you see the future growth potential of your business?

We see growth in two areas for Tag Games – digital distribution is opening up massive opportunities for us and there is significant scope developing for the mobile sector

Will you continue using the services of Wireless Innovation in the future?

Yes. While our need for the services has reduced as time has gone on and we have become more established we still see the benefit of their support.