

SponsorPay Convinces Gameforge

BERLIN, Germany (Berlin - August 20, 2009) The startup SponsorPay GmbH has been on the market for just a few weeks and already reaches millions of online gamers with its new payment system. The opportunity to receive virtual goods and items for free by accepting an offer from one of SponsorPay's 1,000 advertising partners is well received by gamers. And the industry is amazed by the new possibility to generate a higher number of paying users: SponsorPay is now proud to present its new customer Gameforge, the biggest publisher of browser and client-based MMOGs worldwide.

Free access to online content that usually has to be paid for. This is made possible with the new payment method provided by Berlin-based SponsorPay GmbH. "Instead of paying with real euros a player can now complete one of our advertising offers to purchase, for instance, a virtual item for a computer game", comments Jan Beckers, Managing Director and co-founder of SponsorPay. "In return, he'll receive the virtual good for free."

But not only gamers benefit from the new system. For publishers of online games, it works as an effective tool to raise revenues and increase their reach. Previously many players did not access premium content, being unwilling to pay for it. The possibility to receive it for free increases the game's attractiveness and player activity. And the game publisher is paid a commission by the advertiser for each completed offer and thereby receives his real euros.

These arguments now have convinced one of the most important companies of the digital entertainment industry as well. „Our new customer Gameforge is one of the leading independent providers of browser and client-based online games“, Jan Beckers comments. „This cooperation means a boost in reach for our advertising partners in Europe who now have access to an additional 85 million registered users.“ And Klaas Kersting, Managing Director of Gameforge, is sure to have entered a successful cooperation with SponsorPay: „As we are pursuing a long-term growth strategy, which is based on high consumer satisfaction, we are putting a high value on the transparency of advertising offers. With SponsorPay, we are happy to have found a partner who shares our philosophy completely and already serves a large portion of our markets in Europe.