

# Award winning creator and publisher of mobile games puts the 'e' on Play

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There is an emerging trend of using Augmented Reality (AR) or Virtual Reality (VR) to enhance the user experience, either in gaming or in entertainment. AR is an enhanced experience in the real world whereas VR is a virtual (digital) world experience.

According to [Fortune Business Insights](#), the global Augmented Reality market size was US\$ 2.82 billion in 2019 and is projected to reach US\$ 65.22 billion by 2027, exhibiting a **CAGR of 48.3%**. That's a very impressive **23x increase** over the 8 year forecast period.

Today's company is an award winning creator and publisher of games (including AR games) that can be used on your mobile phone.

[ePlay Digital Inc.](#) (CSE: EPY) ("ePlay") is a sports, eSports, and AR entertainment mobile games developer and publisher. ePlay has 10+ mobile sports, eSports, and entertainment games already released and several others readying for commercial release. They also have an AR fitness app called Klocked.

Some of ePlay's game titles include: [Howie Go Viral](#), [Outbreak ES](#), [Outbreak Unlimited](#), [Big Swish](#), [SwishAR ES](#), [SwishAR](#), [Big Shot Basketball](#), [Big Shot Swish](#), [Klocked Fitness app](#) and [Fan Freak](#).

**ePlay creates and publishes mobile games for sports, eSports & AR entertainment**



Source: [ePlay investor deck 2021](#)

## **Market opportunity**

The market opportunity for ePlay is enormous. For example, ePlay operates in several markets including: eSports (US\$1.1 billion), mobile games (US\$120 billion), mobile advertising (US\$107 billion), sports advertising (US\$150 billion) and the US\$37.9 billion sports gaming markets.

## **ePlay's global market opportunity**



Source: [ePlay investor deck 2021](#)

## **Distribution and commercialization of ePlay's AR mobile games**

The key method of distribution used by ePlay is having its games available on the Apple app store and the Android play store. ePlay also has a marketing and distribution deal with one of China's largest media conglomerates, with an audience of over [100 million](#) viewers.

Partners and investors include comedian, and America's Got Talent's, Howie Mandel, social media star and 7-time NBA champ, Robert Horry, and TV host and Sports broadcaster, Lindsay McCormick.

In September ePlay [announced](#) the launch of their Klocked Fitness app. By using AR the app makes exercise fun and engaging.

In some recent good news for ePlay, the Company [announced](#) that a major update of their Outbreak mobile game featuring Howie Mandel was approved for both the Apple and the Google Stores. Trevor Doerksen, CEO of ePlay Digital, stated: "We are seeking millions of players for the games we created with Howie Mandel

and are well on our way with top rated titles like Outbreak.”

ePlay [stated](#) in the news release:

“Outbreak is a part of a series of games developed by ePlay and created in partnership with Howie Mandel. [Howie’s Games](#) highlights just one of many successful partnerships between ePlay, athletes, celebrities and great brands. Others include Robert Horry, 7-time NBA champion with his mobile game [Big Shot Basketball](#) co-created and developed by ePlay. The [Klocked](#) partnership was announced earlier this summer with [Spartan Racing](#) and more announcements to follow.”

In further good news, ePlay [announced](#) on September 30 that Apple has approved ePlay’s Fan Freak app and ePlay wallet. Fan Freak is 3 games-in-one, all of which allow users to earn prizes and points. The three games included in the initial release include Fantasy, Pick-Sheet, and Streak. Games covered by Fan Freak include NHL, NFL, MLB, NBA, and NCAA football.

### **Closing remarks**

ePlay is at a great stage now for investors to consider. This is because the hard work of game development and distribution has been done. Now comes the potential for large revenues if the games achieve popularity and monetization success.

Trading on a market cap of just [C\\$17.75 million](#) leaves ePlay Digital with plenty of potential upside ahead if ePlay’s revenues take off as commercialization of its games progresses in 2021 and beyond.

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# Trevor Doerksen on ePlay Digital's partnerships with Howie Mandel and 7-time NBA champ Robert Horry

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In a recent InvestorIntel interview, Tracy Weslosky speaks with Trevor Doerksen, CEO of [ePlay Digital Inc.](#) (CSE: EPY) about ePlay Digital's recent [announcement](#) on the submission of the sports app Fan Freak to App Store.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Trevor went on to say that Fan Freak is a three-in-one sports app which allows users to play daily fantasy, pick sheet, and streak games with the NFL, NHL, MLB, NBA and more. Highlighting ePlay Digital's competitive advantages. Trevor touches on the benefits of IP ownership and building partnerships with well-known comedian Howie Mandel and 7-time NBA champ Robert Horry.

To watch the full interview, [click here](#)

## About ePlay Digital Inc.

[ePlay Digital](#) Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new augmented reality running app, [Klocked.me](#), flagship title [Big Shot Basketball](#) and Howie Mandel mobile game collaboration – [HowiesGames.com](#). ePlay is operated by an award-winning team of sports, gaming and eSports leaders as well as broadcast and digital technology industry experts, software engineers and athletes who have brought dozens

of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

ePlay's wholly-owned subsidiary [Mobovivo](#) eSports specializes in augmented reality, mobile game development and mobile eSports streaming.

To learn more about ePlay Digital Inc., [click here](#)

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