**Flash Research Assignment:** Apple iTunes and App Store

Prepare a diagram which describes this ecosystem.

Envision a new digital product or service that can be delivered via this ecosystem. Prepare a 1 page paper that describes this product or service, explains how it will be delivered using this ecosystem, and describes the business model which surrounds this new product or service.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

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Professor Doyle

Flash Research Assignment: Xbox Live Ecosystem

4/23/15

Our company has an opportunity to generate an increase in revenue through a new application distributed through the Xbox Live ecosystem. Our application is a new gamer specific social platform, Gamatar, which will be introduced into our ecosystem, and realize a significant increase in revenue. Gamatar enables the user to fundamentally explore the inner expressions of his/her fantasy life, while combining his/her gaming experiences with the user’s social life through the use of avatars. The majority of our revenue increases will be generated by the initial cost of the application, annual subscription costs, and in app purchases for enhanced features.

The key capability that differentiates Gamatar from the rest of the market is the inclusion of avatars and a simulated world on a gamer specific social platform. This capability gives users the freedom to implement their gaming experiences into their social lives, take part in avatar “hangouts” with other gamers, and build relationships with them along the way. The Gamatar app creates a consistent method of experiential entertainment, social interaction, and the ability to share their pictures, stories, and accomplishments with millions of gamers from all around the world through the use of avatars. Not only can users interact with each other, but they can also make real world purchases through the use of the app. For example, if a user’s avatar takes a break from gaming and wants to do some shopping, the user can purchase items by visiting the mall with his or her avatar.

Our company can realize a substantial increase in revenue by releasing an application called, Gamatar, through the Xbox Live ecosystem. With the revenue streams of the initial cost of the application, annual subscription costs, and in app purchases for enhanced features, our company will realize a substantial increase in revenue. The costs associated with this application would be the salary of two application developers and any additional licensing fees enabling the app to be available on a global platform. Given the past success of a game such as the SIMS, we will be able to improve current gamer’s experience as well as acquire new user interest.

**Word Cited**

Schiesel, Seth. "Exploring Fantasy Life and Finding a $4 Billion Franchise."The New York Times. The New York Times, 15 Apr. 2008. Web. 29 Nov. 2014. <<http://www.nytimes.com/2008/04/16/arts/television/16sims.html?pagewanted=all&_r=0>>.