

Digitata Insights Reference Case Vodacom USSD Subscription Gaming



3 Customer Experience

The mobile phones below illustrate the user experience of subscribers playing a USSD game on a feature phone using USSD technology.



The Games Arcade included games such as:



4 The Results



Number of players to date
2.4 Million



Average answers per day
40 000



Average game time
12 minutes



Type of rewards
Cash & Airtime



Number of games
6+



Number of languages supported
Up to 6

1 The Opportunity

Digitata Insights offered Vodacom an opportunity to create a new revenue stream using Vodacom's existing USSD channel by providing zero-rated entertainment in the form of a games arcade.

2 The Strategy

Digitata Insights enabled Vodacom to make mobile gaming accessible to millions of their subscribers by using existing USSD technology to create games that do not require a smart phone or data. Digitata Insights' USSD games are interactive, text-based games available to users of all types of mobile phones.

An arcade of engaging games with local language support, leaderboards and enticing rewards and prizes ensured the success of the offering.

Benefits for Vodacom included:

- Zero-rated channel
- Charging of a small daily subscription
- Use of existing operator marketing channels

From our Customer...

Having games on USSD expands Vodacom's value to subscribers and provides access to entertainment for all.

Ashraff Paruk

Managing Executive, Vodacom South Africa