Making Fun Debuts as the First Full-Service Social Games Publisher

SAN FRANCISCO--(BUSINESS WIRE)--Making Fun, Inc., the social game publishing division of News Corp. Digital Media Group, recently announced its intention to commission independent game studios to develop innovative, high-quality social games. The company's initial target platform is social network web sites, expanding to smartphones, tablets and beyond.

As the first full-service publisher in the social games category, Making Fun provides independent developers with a wide range of services including capital, technology and industry expertise to create, operate and market social games across digital platforms. The "full service" model at Making Fun goes far beyond simple distribution, providing developers with capital for both initial and ongoing product development as well as a partner committed to live operations, customer support, marketing and franchise development.

Making Fun is actively seeking to build new relationships with experienced, passionate development teams to grow concepts into franchises.

Making Fun is helmed by industry veterans, including GM John Welch and CTO Lee Crawford. "As gaming platforms mature, publishers emerge to assist talented developers who lack sufficient funds to bring their dreams to full fruition," said Welch. "Explosive growth in the social games space has attracted substantial game development talent, raising the costs to effectively compete. Making Fun provides funding and other essential services to enable our partners to focus their energy on making great games."

A pioneer of digital entertainment publishing and distribution, Welch will guide Making Fun as it creates and markets games across connected platforms. Previously, Welch served as co-founder and CEO of the first full-service publisher focused on the casual download game space, PlayFirst, famous for its best-selling Diner Dash franchise. CTO Lee Crawford is a veteran technologist with 20 years of deep domain expertise across online gaming, consumer Internet and electronic commerce.

Making Fun has three publishing deals already in place, with title launches slated for this summer. The company is actively seeking additional developer partners. For more information on Making Fun, please visit: http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.google.com%2Furl%3Fq%3Dhttp%253A%252F%252Fwww.makingfun.com%252F%26sa%3DD%26sntz%3D1%26usg%3DAFQjCNG9PNmB4igH23wHr4lgxDR5htSYhA&esheet=6626030&lan=en-US&anchor=www.makingfun.com&index=2&md5=1f7a60f34efbefa4e3c022e47093f786

Source URL (retrieved on *07/29/2014 - 6:21am*):
http://www.wirelessdesignmag.com/news/2011/02/making-fun-debuts-first-full-service-social-games-publisher