

Gameplay

- Game-based (*ludus*)
- Play-based (*paidia*)

Purpose

- Message broadcasting
 - *Educative*
 - *Informative*
 - *Persuasive*
 - *Subjective*
- Training
 - *Mental*
 - *Physical*
- Data exchange

Scope

Market

- State & Government
- Military
- Health-care
- Education
- Corporate
- Religious
- Culture & Arts
- Politics
- Humanitarian
- Advertising
- Scientific Research
- Entertainment

Public

- General Public
- Professionals
- Students