



ePlay's Big Shot Beta App Gets 3D Update and Esports and In-App Purchase Revenue Benchmarks

New 3D Scene, Playoffs, New User Interface, and Leaderboard Added

LOS ANGELES, May 15, 2019 (GLOBE NEWSWIRE) -- [ePlay Digital Inc. \(CSE:EPY\)](#) today announced [Big Shot™ Basketball](#) Beta augmented reality mobile game received a new 3D scene and other new features. The new features are now available in the [Apple App Store](#). The company also revealed that Big Shot continues to maintain and exceed the targeted retention rate threshold of 56%. [Big Shot Basketball](#), ePlay's first flagship, Pokemon Go style game, is currently in open beta on Apple App Store.

"Big Shot games target sports, esports, and entertainment," says Trevor Doerksen, CEO of ePlay Digital. "Not only do these elements come together to scale Big Shot marketing, but they also drive revenues. Esports revenues for games like Big Shot generate an average revenue per daily active user (ARPDau) of USD\$0.92 and reach as high as USD\$1.59."

In addition to the approximately USD\$0.92 ARPDau in strictly esports revenue, Big Shot commercial benchmarks include USD\$0.54 ARPDau for [in-app purchase](#) revenue - esports and in-app combining for a USD\$1.46 benchmark. The company will also look to benchmark mobile advertising revenue and download conversion rates following the commercial release with ePlay's strong celebrity, marketing, and distribution partners.

ePlay is bringing Big Shot to the 2.1 billion mobile gamers and generates revenues from in-app purchases, advertising, and esports. A clear path to esports revenue is being sought by many organizations - building esports competition, tournaments, and streaming directly into mobile games reveals important esports revenue data such as esports ARPDau. Big Shot user ranking maintains a 4.4 out of 5 and an increase of 6.29% in conversion rate for the month of April.

The New 3D scene now allows users to view their drafts in 3D and Augmented Reality. Other updates include new leaderboard features, playoff updates, and new user interface elements. The Pokemon Go style game allows users to discover and compete for NBA players and brings the greatest basketball stars into one location-based augmented reality game. Users collect iconic stars, customize their teams, and battle their friends and opponents based on real-time NBA data. Enter daily tournaments, build a dream team, and when LeBron, Harden, or Curry score - You Score!

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About ePlay

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new flagship title Big Shot Basketball. 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.

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Further Information

Further details are available under the Company's profile on SEDAR at [www.sedar.com](#), and the Company's profile on the CSE's website at [www.thecse.com/](#)

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