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This Week's Stories

T-Mobile One Is The Carrier's New Unlimited Data Plan

August 18, 2016

T-Mobile has offered an unlimited data option for a while now, using it as a big differentiator between it and AT&T and Verizon. But now, it sounds like the carrier is going to do away with data buckets entirely and offer one plan that includes unlimited talk, text and data. It's called T-Mobile One, and it'll be available to current and new customers as of September 6th.

CEO John Legere announced the new plan this morning in a video blog, saying that he wanted to get rid of the confusion and huge number of choices that the other carriers currently offer. But, as is often the case with wireless plans, there's a lot of fine print here in the new plan to be aware of.

The big catches for T-Mobile's new plan come down to two things: tethering and video streaming. The T-Mobile One plan includes "unlimited" tethering, but only at 2G speeds. That'll make it essentially useless. If you want to use LTE speed when tethering, you'll have to pay \$15 per month for 5GB of data.

Video is even more complicated. While T-Mobile is offering "unlimited" data, they're throttling all video down to 480p standard definition resolution. If you want to use your data to watch high-definition video, it'll cost a whopping \$25 per line, per month. If you're signed up to one of T-Mobile's current unlimited plans, you can watch video in HD -- though the company had been defaulting everyone to lower definition video. You have to actively switch on HD video if you want to get things in a better resolution. But with this new T-Mobile One plan, you'll have to pay through the nose if you want to watch HD video.

T-Mobile's new plan isn't even really any cheaper than its existing offering. If you get four lines, it'll be only \$40 per line, but sign up for less and you'll be paying quite a bit. A single line is \$70 a month, less than the \$95 it currently costs. Two lines is \$120, \$20 cheaper than the existing option. Additional lines after that are \$20 each.

These changes come at the end of a month that saw AT&T and Verizon both revamp their data offerings. Both carriers added more data to their various plans, but those plans also cost a bit more now.

Verizon also added some limited carryover data as well as the option to throttle your data speeds if you go over your limit rather than pay an overage charge. Not to be outdone, Sprint is also in the process of announcing some new plan details on Twitter right now.

One big question is whether or not T-Mobile's old plans will be available or whether T-Mobile One will be the only option going forward for new customers.

T-Mobile says it won't be eliminating its existing Simple Choice plans right now, but it expects T-Mobile One to be its main offering going forward. So that likely means the existing Simple Choice unlimited plan that includes more tethering data and HD video playback will be going away soon.

[engadget.com](#)

AT&T Introduces Mobile Share Advantage

August 17, 2016

AT&T is continuing to simplify pricing with new plans that eliminate data overage charges for our wireless customers.

The new Mobile Share Advantage plans are available Aug. 21. Consumers and businesses alike can gain a wireless experience, without overage charges. Instead of overage charges, after customers use all of their high-speed data amounts, all data usage will be reduced to a maximum of 128 kbps for the rest of their bill cycle.

These new plans include all the value-added benefits of our previous Mobile Share Value plans: unlimited domestic talk and text, Rollover DataSM, sharable data, multiple international perks and mobile hotspot capability. Mobile Share Advantage plans offer many choices and include more data at a lower cost per megabyte than some plans we offer today. New plans start at 1GB and go all the way up to 200GB.

For example, if you have 2 smartphone lines on a current Mobile Share Value 5GB plan for \$100 per month, you can now get the new Mobile Share Advantage 6GB plan – 1 additional GB of data for the same price, plus no overages. If you need more data, for \$20 more a month, you can get 10GB of data.

We've also revised our 25GB and higher plans. We now offer a new 25GB plan for \$190 per month for 4 smartphone lines (previously \$235 per month) and our 30GB plan is now \$215 per month for 4 smartphone lines (previously \$285 per month). Customers can add up to 10 lines on both plans. Here's what it looks like:

Data	Monthly Plan Charge	Rollover DataSM, Unlimited Domestic Talk/Text; Unlimited Text from U.S. to 120+ Countries	Unlimited Talk/Text to Mexico and Canada; Plan usage in Mexico with no roaming charges
1GB	\$30	INCLUDED	
3GB	\$40		
6GB	\$60		
10GB	\$80		
16GB	\$90		
25GB	\$110		INCLUDED
30GB	\$135		
All Mobile Share Advantage plans also have an access charge of \$10 - \$40 a month per device not included in prices shown above.			

Still looking for more data? We also offer 40GB, 50GB, 60GB, 80GB and 100GB Mobile Share Advantage plans. Business customers can choose from Mobile Share Advantage for Business plans. These run from 25GB to 200GB and can accommodate up to 25 lines.

With the new Mobile Share Advantage and Mobile Share Advantage for Business plans, we're simplifying the access charge for smartphone and basic/feature phone lines.

For smartphones with no annual contract (for example, on AT&T Next, AT&T Next Every Year, or other installment agreements, Bring Your Own, purchase at full price, or month to month term), customers will pay a \$20 access charge per smartphone a month for Mobile Share Advantage and \$15 per smartphone line a month on Mobile Share Advantage for Business. The access charge for basic/features phones will be \$20 a month per phone on both plans.

att.com

Products & Services

Uber's First Self-driving Cars Will Start Operating Within A Month

August 18, 2016

"By joining forces with Uber we can fast forward to the future. Together, Otto and Uber can build the backbone of the rapidly-approaching self-driving freight system."

In a surprise announcement, Uber is claiming that its self-driving cars will begin operation in just a few weeks.

Uber CEO Travis Kalanick told Bloomberg Businessweek that the company is just about ready to roll out its first driverless, autonomous cars later this month in Pittsburgh.

The cars will be a heavily modified Volvo XC90 SUVs. The cars will still have drivers supervising the rides. No word on whether you'll have to rate those drivers.

Uber did not immediately respond to a request for comment.

In the interview, Kalanick also revealed that Uber has acquired Otto, a company that was working on autonomous big-rig trucks. The company was founded earlier in 2016 by two former Google employees who had helped develop the autonomous cars and Google Maps.

Otto confirmed the acquisition in a Medium post.

"By joining forces with Uber we can fast forward to the future. Together, Otto and Uber can build the backbone of the rapidly-approaching self-driving freight system," Lior Ron, co-founder of Otto, wrote in the post.

Otto is focused on making kits that can be used on existing trucks, turning them into autonomous vehicles. The trucks can drive autonomously on the highway, but still need a person behind the wheel to monitor the operation and drive the truck on streets.

Driverless cars are still generally thought to be a few years away. Ford recently said it would be offering fully autonomous vehicles by 2021.

Uber's introduction of autonomous cars in Pittsburgh follows recent tests that indicated the company might be preparing to try the service out for customers. In May, Uber released an image of one of its self-driving cars.

Uber's involvement with Volvo is also new. The two companies struck a \$300 million deal that will bring autonomous technology to the XC90 sports utility vehicle, according to Reuters.

Volvo had previously said it would have 100 self-driving XC90s on the roads of Sweden by 2017. The car is generally considered one of the safest on the road.

As part of the deal, Uber will buy Volvo cars and add the necessary technology to make them autonomous.

Ride-hailing companies and car manufacturers have been steadily choosing partners, as autonomous driving technology is expected to drastically change the business of personal transportation.

Uber has already signed up Toyota and has reportedly held talks with Fiat Chrysler — and is now working with Volvo. Lyft's biggest partner is General Motors, with that partnership saying its own autonomous cars will be on the road within the next year.

mashable.com

Instagram Adds An Events Channel To Show You The Best Videos From Concerts And Sporting Events

August 17, 2016

Over the past year Instagram has been working to reinvigorate the Explore tab, which is the app's place for showing you personalized content. What started as a simple algorithm to determine photos you may enjoy has evolved into a full-fledged discovery platform to show you photos and videos that will want to make you spend more time in the app.

A major part off this initiative was Instagram's "Picked For You" feature, which put 20 custom channels inside Explore based on topics Instagram thought you're interested in. And while these channels could be entertaining, most of the content was evergreen and not based on a time-sensitive current event like a concert or sporting event, both of which are extremely popular types of content on social media in general.

So today Instagram is launching a new video channel within Explore called Events.

The channel will be personalized for each user and feature videos from concerts, sports games, and other live events depending on what's happening around the world, what types of live events users are interested in, and what type of accounts the user follows.

Any real-life event can become an event inside Discover as long as it's popular enough amongst users and there is enough content to create a channel.

Like other explore channels, content will be sourced from users (who take video and tag it with the event location), meaning the video you take of your favorite band could be featured to users around the world.

Customized event channels seem like a great way for Instagram to compete with Snapchat's discover channels, which also features curated users-generated videos from major events around the world.

But because Snapchat's discover channels are still curated by hand, there's a limit to how personalized the channels can be.

For example, a Snapchat channel on Coachella definitely isn't interesting to every user on the platform. But if Instagram can show a Coachella channel specifically to people who follow music festival accounts they will have a much better shot at actually getting those people to spend time watching the content.

Events will launch today in the U.S for now, and should roll out to users in other countries soon.

techcrunch.com

Emerging Technology

Google Takes On FaceTime With WebRTC-based Duo

August 16, 2016

Google is taking on Apple's FaceTime with Duo, a new app that enables users to make video calls between Android and iOS devices. And it's using its own WebRTC to do so.

Duo, which launched today, is a mobile-only app designed strictly for one-on-one video conversations. Users open the app and load their contact lists, and Duo starts streaming video to the recipient when the call is placed. A feature dubbed Knock Knock enables the recipient to see the video stream before picking up the call.

"To make calls feel more like an invitation rather than an interruption, we created a feature in Duo called Knock Knock which lets you see live video of your caller before you answer, giving you a sense of what they're up to and why they want to chat," wrote Justin Uberti, a principal software engineer at Google, on the company's blog. "Knock Knock makes video calling more spontaneous and welcoming, helping you connect with the person before you even pick up."

Duo is based on WebRTC – or Web Real-Time Communication – which Google released as an open source project for browser-based communication in 2011 (and which Uberti co-founded). WebRTC was slow to make progress in its early days – Apple finally began to support the technology a few months ago – but it has made big strides in the last few years. More than 950 projects and companies are building products on top of WebRTC, and the number of projects using WebRTC grew by 70 percent over the past year alone.

WebRTC doesn't require additional applications or plugins, and it offers a higher level of security than some other telephony systems. While video calling is the most obvious use-case scenario for WebRTC, it may emerge as a major platform for IoT applications such as providing real-time multimedia for drones, connected doorbells and ATMs.

fiercewireless.com

This Tattoo That Controls A Smartphone May Be A Glimpse Of The Future

August 15, 2016

Our transition to becoming cyborgs has officially begun.

MIT researchers have created tattoos that function as interfaces for smartphones and other digital devices. These tattoos can receive and send information, serving as wearable devices that add a personal touch of style.

"Duo, which launched today, is a mobile-only app designed strictly for one-on-one video conversations."

The tattoos rely on gold leaf to sense a person's touch, heat a display and communicate with other devices. The tattoos can connect wirelessly with smartphones through NFC, a type of technology used for mobile payments at retailers and elsewhere. The tattoo is powered by a lithium polymer battery and the brains of the operation is a small computing chip.

The concept comes from Cindy Hsin-Liu Kao -- a PhD student at the MIT Media Lab -- that grew out of an internship at Microsoft Research last summer. Kao has envisioned an end of the one-size-fits-all world of wearables; one where everyone uses nearly identical smartphones or smartwatches.

In a demo video, Kao highlights three versions of the smart tattoo. The first uses the tattoo as an input device that turns the skin into a trackpad or controller to adjust your phone. This might come in handy if you want to pause a song or podcast -- you could just make the adjustment by tapping on the smart tattoo itself.

In the second, the tattoo serves as an output device, and displays information such as a person's body temperature or their mood. A person's mood could be detected by tracking changes in their body temperature or heartbeat.

The third tattoo is a communication device. A digital device held near the tattoo would scan it for information. This opens the door for such tattoos replacing a movie ticket or bus ticket.

As detailed in a paper recently published online, the tattoo is made up of adhesive tattoo paper, an insulation layer, gold leaf -- the kind often found in picture frames and chocolates -- and a silicon overlay. Kao said it cost less than \$175 to build the working prototype. Making such a device has become affordable as computer components are becoming smaller, cheaper and more powerful.

Although the DuoSkin tattoos are only a prototypes right now, Kao believes it hints at what's to come.

"One day, we will be applying skin interfaces just as we apply lotion and make-up," Kao said.

This isn't the first time Kao has experimented with turning the human body into a controller. In the past, she turned an artificial, stylish fingernail into a trackpad.

Kao expects nail salons, tattoo parlors and barbershops will evolve in the future to provide us with customized wearables.

While DuoSkin is still in its early development days, MIT Media Lab is known for demonstrating far-out technologies as a part of an effort to open the public's mind to coming possibilities. Some notable projects to emerge from the lab include the One Laptop per Child effort and an early predecessor to Google Street View.

cnn.com

Mergers and Acquisitions

Mapbox Is Acquiring Passive Fitness Tracking App Human

August 18, 2016

Human's team will join Mapbox and work on Mapbox's mobile SDK and real-time maps. I've covered Human quite a few times over the years. It's a well-designed fitness app that was ahead of the current trends in fitness tracking. Human turned the simple habit of moving around the city into human-readable data for yourself and your friends.

Over time, Human started using this anonymized data to learn more about cities. With many users tracking their daily movements using the app, the company could surface interesting mapping data.

“This made us realize that opening up our data, while protecting the privacy of our users, can help to shape the future of our cities,” Human co-founder and CEO Paul Veugen said. “Activity data not only powers our leaderboards and social features, but is also of great interest to urban planners, architects and health policy makers around the world.”

The team of 5 will join the 175 employees at Mapbox — this is most certainly a small acquisition for Mapbox but it’s important to close the loop on Human’s startup story.

“Human’s team is playing a huge role with our mapping data — they expand our mobile play and are processing this anonymized aggregated data into a real-time updating map,” Mapbox founder and CEO Eric Gundersen told me. “From knowing where it’s safe to bike to real-time traffic, it’s like we have the pulse for every city on the planet.”

In case you aren’t familiar with Mapbox, the company provides a mapping SDK so that companies can integrate map view in their apps and on their websites. Clients include Foursquare, Evernote, Instacart, Pinterest, GitHub, Mapquest, etc.

Mapbox gives a lot of flexibility when it comes to the styling of the map. Companies can customize the map to their overall branding image.

And when it comes to data, Mapbox has been tapping into OpenStreetMap, the open-source mapping data alternative. Mapbox then updates data and adds a layer of features on top of it. It turns OpenStreetMap into a ready-to-use mapping SDK. Mapbox also contributes back to OpenStreetMap.

But that’s not enough. Roads and buildings are changing all the time. OpenStreetMap can’t quite keep up with mapping giants Google, Apple and maybe soon Uber. So Mapbox is also processing tons of data on its own.

“Mapbox is collecting more than 100 million miles of anonymous data on a daily basis, which allows us to update maps in every country in the world, in real time,” Veugen said.

And then, there’s Mapbox Drive. When it comes to mapping, all the major players are working hard on mapping solutions for car. Accurate maps are going to be the backbone of self-driving cars once car manufacturers have reach a stage when drivers don’t need to stay behind the wheel. Mapbox wants to be part of this major change, so it needs to think about ways to process huge amount of data.

“The network effect is crazy — as more people install the SDK the map gets better, and then more people want to install the SDK,” Gundersen said. “And now this month we’re getting more than 2 billion miles of anonymized data and the whole map is just lighting up. This is moving so much faster than we ever imagined.”

The Human app will remain available for the foreseeable future. Mapbox plans to showcase its SDK using the Human app and get anonymized data from Human users. And it’s a good demo of Mapbox indeed.

techcrunch.com

Amazon Just Bought A Company That's Like Skype For Gaming

August 16, 2016

"The company's biggest success in recent years is a service called Curse Voice, which lets players chat with each other while playing online games like "League of Legends" — one of the most popular, heavily played games in the world."

Amazon just bought another video-game company.

Amazon-owned video-game streaming giant Twitch just bought a gaming company that you may not know, but that millions of eSports fans the world over know intimately: Curse Inc.

The company's biggest success in recent years is a service called Curse Voice, which lets players chat with each other while playing online games like "League of Legends" — one of the most popular, heavily played games in the world.

Think of Curse Voice like Skype for gaming: Players can easily get in touch and speak with each other over the internet.

The service is so integral to "League of Legends" that Riot Games, the game's developer, invested \$30 million in the Alabama-based Curse in 2015.

But Curse does much more than voice chat. It does everything from editorial/video content production to gaming databases to game-mod management, and it looks like Twitch is looking to integrate all of Curse's services into its widely used video-streaming platform.

Culturally, it's a logical fit. Several games that people use Curse services with are those that dominate Twitch's most-streamed games list. And for Amazon — which now owns game-streaming service Twitch, game developer Double Helix Games, and Curse — the company logically fits into a growing portfolio of gaming investments that focus on a new generation of gamers.

There's not much in the way of details about the deal. Here's Twitch CEO Emmett Shear on what the deal means for the future of Twitch and Curse:

"We've long been fans of Curse, which is an innovator in the games industry with a strong culture built around its offerings—from Curse Voice and Curse Client to Gamepedia. While its still [the] early days for Twitch and Curse, we're kindred spirits in many ways and are looking forward to working together to enhance our users' gaming experience."

businessinsider.com

Industry Reports

Amazon May Beat Apple To Become The First \$1 Trillion Tech Company

August 17, 2016

What does a company need to reach a \$1 trillion market cap?

First and foremost, a company needs a massive market opportunity into which it can grow.

The company also needs to be one of the most, if not the most, dominant players in its market. And in the wake of a highly successful earnings seasons, it just so happens that tech giants Apple, Alphabet, and Amazon all find their valuations within the vicinity of a half-trillion dollars.

As such, let's quickly review each name that could plausibly compete to become the first member of the "four comma club" (Silicon Valley fans?).

Apple: a product cycle or two away?

Let's start with Apple, the world's largest company by market cap. Plainly stated, Apple simply oozes money. As just one example, Apple's \$18.4 billion profit in its FY2016 Q1 stands as the most profitable quarter ever on record, and it's this combination of size and profitability that make Apple a plausible candidate to surpass this mammoth milestone first. However, the problem for Apple lies in driving enough revenue and profit growth to propel its shares the roughly 75% higher they will need to climb to reach the rarified air of a trillion-dollar company.

That difference might sound minuscule, but for a company of Apple's sheer magnitude, achieving such material growth is no small feat, especially when the market sees little growth on the horizon, as evidenced by its current 12 times trading multiple. That being said, there's certainly an identifiable case for Apple to be the first company to set this record in the medium to long term, thanks to two possible big-ticket catalysts.

First, Apple's rumored 10th anniversary overhaul of the iPhone could help spur the largest refresh cycle in smartphone history, though such rumors remain speculation more than one year away from its possible launch window. Further out, Apple's rumored electric vehicle effort -- Project Titan -- could also trigger the kind of massive revenue windfall necessary to drive Apple's valuation above \$1 trillion. To be clear, Apple is certainly a plausible candidate, here, but it needs at least one new home-run product to surpass this historic mark.

What about Alphabet?

Like Apple, Alphabet is another profit-printing, market-dominating titan. As the most dominant name in online advertising today, Alphabet's place at the epicenter of this secular growth industry bodes well for its stock's long-term outlook.

Case in point: A recent research report from Bank of America calls for Alphabet to continue to grow its revenues and profits at above-average rates through at least 2018. The research report expects sales and profits to each rise roughly 16% in each of the next two years, calling for FY 2018 revenues of \$96 billion and net income of \$31 billion. Assuming its trading multiple remains unchanged at 29 times -- itself not a given -- Alphabet's market capitalization will reach somewhere in the ballpark of \$950 billion, placing it within easy striking distance of a \$1 trillion valuation.

Seen this way, Alphabet achieving a \$1 trillion valuation appears to be only a matter of time. However, when it comes to picking a company that I believe can not only reach a \$1 trillion valuation, but also grow appreciably beyond this impressive threshold, e-commerce giant Amazon.com offers the most long-term upside potential, in my estimation.

Amazon's incredible opportunity

Thanks to the preposterously large growth potential inherent in disrupting the retail and computing infrastructure industries, Amazon's long-term growth trajectory remains arguably the most substantial of the three tech giants discussed here.

Keep these figures in mind. Researcher eMarketer estimates that by 2018, global retail sales will surpass \$28 trillion dollars, but e-commerce will represent only 5.5% of those sales. Through programs like AWS or its rumored global logistics service, Amazon continually finds ways to lower its cost basis. This virtuous cycle -- known as its Flywheel strategy -- enables Amazon to compete for ever-greater pieces of e-commerce market share. This enduring trait should help allow Amazon to continue to consolidate e-commerce market share for the better part of the next generation. I see few reasons Amazon cannot or will not become the online Wal-Mart to the world, even as Wal-Mart itself finally gets its act together to challenge Amazon.

Similarly, Amazon's AWS cloud business enjoys massive growth potential. IDC estimates the market for corporate spending on infrastructure-as-a-service (IaaS) spending alone will reach \$141 billion by 2019. Considering Amazon's AWS just reached a \$10 billion annualized run rate, Amazon's leadership space in the cloud combines with its e-commerce growth opportunity to create a company with a long-term growth horizon that should be able to power its market capitalization upward for years and years to come.

To be sure, Apple and Alphabet both offer investors plenty to like, but I see Amazon as the tech company with the most favorable outlook to reach and grossly surpass a \$1 trillion valuation in the decades to come.

businessinsider.com

Social & Mobile Games Becoming Fastest Growing Segment Of Multi-Billion Dollar Gaming Industry - Company Reports Over 70% Increase In Revenues

August 15, 2016

The mobile gaming industry continues to assert its dominance in the digital world, having already overtaken both PC and applications as the primary source of gaming world-wide. After topping \$34 Billion in 2015, the mobile gaming industry continues to surge forward behind the development of new platforms and innovative gaming options for consumers. Recent developments, acquisitions and Quarterly reports issued of importance in the market today include:

Tapinator, Inc. (TAPM), an emerging growth company within the mobile gaming industry, today announced financial results and the filing of its quarterly report for the three months ended June 30, 2016. "Tapinator continued to show rapid business expansion in the second quarter of 2016," stated Tapinator CEO, Ilya Nikolayev. Driven by more than 18 million average monthly active users, our second quarter revenues grew 73% year-over-year to approximately \$1,062,000, representing our eighth consecutive quarter of at least double-digit year-over-year revenue growth. Our revenue expansion in the quarter can be primarily attributed to the continued broadening of our Rapid-Launch Games portfolio, as well as to the highly successful launch of our Video Poker Classic title within our Full-Featured Games division. In addition to our strong revenue growth, Tapinator is also pleased to announce adjusted EBITDA (a non-GAAP earnings measure) of approximately \$242,000 in the second quarter of 2016, an increase of 62% year-over-year, and our ninth consecutive quarter of positive adjusted EBITDA.

We are very pleased with our second quarter results as we saw significant year-over-year player and revenue growth rates combined with increased diversification of our revenue base. Player engagement accelerated toward the end of quarter and thus we believe the Company is well positioned to continue to deliver strong revenue and EBITDA growth during the second half of this year."

Financial Highlights for Tapinator Quarterly Report

- Quarterly revenues of \$1,062,474; up 73% year-over-year
- Six-month year-to-date revenues of \$1,911,086; up 86% year-over-year
- Quarterly adjusted EBITDA* (a non-GAAP measure) of \$242,111; up 62% year-over-year
- Six-month year-to date adjusted EBITDA* (a non-GAAP measure) of \$462,620; up 55% year-over-year
- \$834,736 in cash and cash equivalents as of June 30, 2016

In other Gaming News and developments in the markets: Penn National Gaming, Inc. (PENN) announced recently that it acquired Rocket Games, Inc. ("Rocket"), a leading developer of social

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"The mobile gaming industry continues to assert its dominance in the digital world, having already overtaken both PC and applications as the primary source of gaming world-wide."

casino games, for approximately \$60 million cash, subject to working capital and other adjustments, including potential earn-out payments for certain members of the Rocket Games management team. The earn-out payments over the next two years will be based on a multiple of 6.25 times Rocket's then-trailing twelve month earnings before interest, taxes, depreciation and amortization ("EBITDA"), subject to a cap of \$110 million for the earn-out. The transaction is expected to be immediately accretive to Penn National's operating results.

Nintendo Co. Ltd. (NTDOY) News: Recent Pokémon news includes a survey that found that the game has already generated \$250 million in revenue, and a report that the Pentagon isn't keen on the game being played at its facilities. As reported by The Financial Times, pollster YouGov estimated the \$250 million revenue figure from a survey of nearly 50,000 people in the U.S., U.K. and Germany. The augmented reality mobile game -- in which players try to capture Pokémon characters that suddenly appear on their mobile device screens -- was released July 6 in the U.S. and later in the month in most other countries, including the U.K. and Germany. The game is free to play, but players can buy in-game items that enhance the experience and help them advance.

In other Quarterly Report events: Zynga Inc. (ZNGA), a leading social game developer, recently announced financial results for the second quarter ended June 30, 2016. In addition to today's press release, a copy of our Q2 2016 Quarterly Earnings Letter, which outlines our Q2 2016 financial results and business outlook, is available on our website at <http://investor.zynga.com>. Zynga management will host a live Q&A session at 2:00 p.m. Pacific Time (5:00 p.m. Eastern Time) today, August 4, to discuss Zynga's Q2 2016 performance. "We are continuing to make great progress in our turnaround. Our Q2 bookings and Adjusted EBITDA were both above the high end of our guidance range, with bookings at \$175 million and Adjusted EBITDA at \$12 million. In Q2, we launched 4 new games, including the successful release of Natural Motion's highly anticipated CSR2. Our top live services saw growth, with Words With Friends, Social Slots and Zynga Poker delivering strong results this quarter. We are tightening our operating model and improving our cost management as we do more with less, particularly in marketing. While we have more work to do in our turnaround, I am encouraged to see the momentum we feel in our products and company show up in our results," said Frank Gibeau, CEO of Zynga.

yahoo.com



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