

Playdom Continues Shopping Spree; Acquires Social Gaming Startup Hive7

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Fresh off a \$33 million funding round, Playdom is making its fifth acquisition of the year today. The gaming giant is buying social gaming startup Hive7. Terms of the deal were not disclosed.

Hive7, which is backed by True Ventures and was founded in 2005, develops social games for Facebook and MySpace. The startup is best known for its flagship game, *Knighthood*, which combines combat and diplomacy in a medieval setting. Other titles include *Youtopia*, *Kick-Off*, and *Syndicate*. Hive 7's developers and team have already joined Playdom's Mountain View offices.

Playdom has been on quite a shopping spree over the past few months. The company, which recently brought on a new CTO, has steadily been expanding its presence on Facebook and in the social gaming space, most recently acquiring MMORPG developer *Acclaim Games*, Facebook game developer *Offbeat Creations* and developer *Three Melons*. Playdom also invested \$5 million in Facebook game developer *MetroGames*. And Playdom bought popular branded game developer *Merscom*.

Of course, the gaming company has been raising large amounts of money to fuel these acquisitions of gaming platforms and talent. This week, the company raised \$33 million from Disney's *Steamboat Ventures*, *Bessemer Venture Partners* and *New World Ventures*. And in November, Playdom raised a massive \$43 million at a \$260 million valuation. According to our stats from November, Playdom has 28 million monthly game users. 60% of traffic is from MySpace v. 40% from Facebook. Playdom's main competitor is gaming giant *Zynga*, which is a leading game developer on Facebook.