

Social Gaming Startup MetroGames Gets A \$5 Million Infusion From Playdom

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Argentinean social gaming company MetroGames, has just raised \$5 million in series A funding from game developer Playdom. According to a release, the investment will be used to expand MetroGames' development of games and its social gaming platform. Playdom's CEO, John Pleasants will join MetroGames' board.

MetroGames has over 30 games on both Facebook and its own standalone social gaming site. In the release, Pleasants said that he believes that the company will become a "big player in the social gaming market."

It's no secret that Playdom is eying the Facebook gaming market that Zynga dominates. The social gaming company just bought Facebook game developer Offbeat Creations. In November, Playdom raised a massive \$43 million at a \$260 million valuation. As we reported at that time, Playdom's presence on MySpace was strong. Their Mobsters game has 14 million or so users there, and the company was likely pulling in \$60 million or more in revenue at that time. According to our stats from November, Playdom had 28 million monthly game users with 60% of traffic is from MySpace v. 40% from Facebook.