**Social Gaming in US Forecast to Reach $2.15B this Year**

Social media's stake in the US gaming industry will reach $2.15 billion this year, per Statista, and John Stevens writes that around half of social users play games on social platforms either regularly or occasionally. Ads within social games have a 20% average engagement rate compared to a 0.5% average rate for Facebook brand pages, leaving no doubt that "social media has changed gaming for good," Stevens writes.

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<http://www.adweek.com/digital/john-stevens-hosting-facts-guest-post-how-social-media-is-changing-the-gaming-world/>

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<https://holdtoreset.com/wp-content/uploads/2016/12/gaming-memes-18.png>