

ABSTRACT

AN INCENTIVE-BASED VIDEO GAMING SYSTEM

5 There is provided a method of playing a video game with at least one interactive information
element incorporated within the game. The method includes: a player manipulating a control
unit to play the game in a preferred mode; and the player having an option to engage the at
least one interactive information element when playing the game in the preferred mode. It is
advantageous that gameplay is not disrupted when the at least one interactive information
10 element is engaged. Preferably, engagement of the at least one interactive information
element is not mandatory for continuation of gameplay. Preferably, the information element
may be either advertisements or public announcement services. In another aspect of the
present invention, there is provided a video game including at least one interactive
information element, where gameplay is preferably not disrupted when the at least one
15 interactive information element is engaged. Finally, there is also provided a method of
incorporating at least one interactive information element into a video game, including: adding
an engageable module into the video game; updating the engageable module with the at least
one interactive information element; and locating the at least one interactive information
element at a juncture in the video game. It is preferable that gameplay is not disrupted when
20 the at least one interactive information element is engaged. Preferably, the engageable
module may be updated either locally or from a remote source via a network. The juncture in
the video game may be either a specific event in the course of the game or a specific location
in the game.

25 Figure 1



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