

Has Zynga Lost its Zing?:

Case Overview

This case conducts an analysis of Zynga, the pioneering social gaming company, shortly after its IPO. The case includes:

1. Analysis of business strategy, including monetization of user base and dependence on Facebook.
2. Analysis of accounting issues, including accounting for the sale of virtual goods.
3. Ratio analysis versus Electronic Arts, a traditional packaged gaming software provider.
4. Forecasting and valuation analysis for a 'growth' company.