David Perry
GameConsultants.com

VIDEO GAMES

FROM PHYSICAL TO DIGITAL

- Console Games (Cartridges)
- Console Games (Ethernet + Media)
- Console Games (Online Only)
- Mobile Games (Cartridges – Nokia N-Gage)
- Mobile Games (Online WiFi / By Air Only)
- PC Games (Media)
- PC Games (Multiplayer – Various Methods)
- PC Games (Online Only – Digitally Distributed)
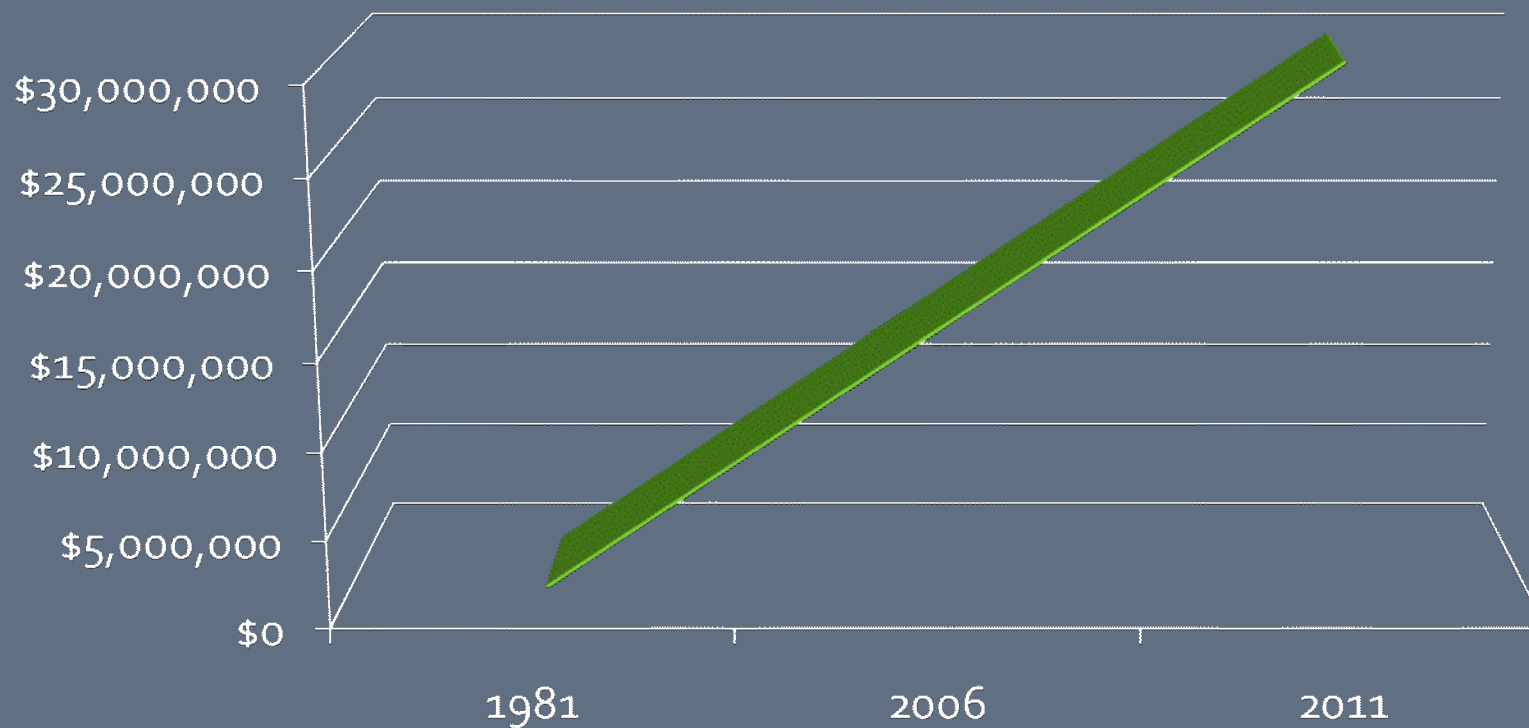
PHYSICALLY DISTRIBUTED

- Disc
- Packaging
- Advertising
- Marketing
- Return Reserves
- PR
- Customer Service

- Retail
- Co-op (with retailer)
- Sales Team
- Retailer Road Trips
- Distribution
- Insurance
- Shipping etc.

COST OF DEVELOPMENT

COST OF GAME DEVELOPMENT

COST OF CONSOLES

DIGITALLY DISTRIBUTED

- ~~Disc~~
- ~~Packaging~~
- Advertising
- Marketing
- ~~Return Reserves~~
- PR
- Customer Service

- ~~Retail~~
- ~~Co-op (with retailer)~~
- ~~Sales Team~~
- ~~Retailer Road Trips~~
- Distribution (Reduced to Bandwidth)
- ~~Insurance~~
- ~~Shipping etc.~~

LOVE?

Developer Friendly

- Full Price Game Sales
- Digital Distribution
- Other Revenue Streams

Retail Friendly

- Used Games
- Rental (Day and Date!)
- Used Rental Sales
- Live Used Rental Sales (Gamefly)

BRING ON ONLINE GAMES

- Games were $50, now $60? $70 next?
- Completely Remove the Price Barrier?
- How will movies / music compete then?
- Music will compete by piracy!

- Asian – "Free to Play, Lifetime to Master"
- Let the market pay what they want?
- Online can remove piracy concerns

Free? Not Really…

- **Micro-Transactions**
  - 1st Generation = Painting Cars / Vanity Items
  - 2nd Generation = Risk Based Objects / Collections etc.
- **In-Game Advertising**
  - 1st Generation = A Static Logo on a wall
  - 2nd Generation = Net Served, Targeted Advertising
  - 3nd Generation = User Adverts (Guilds etc.), Optional Advertising (higher profile), Interactive Advertising, Sponsorships of Players and Custom Clothing.

GETTING COSTS DOWN?

I'm inviting YOU to help me make a brand new massively multiplayer online PC game. I have a fully-funded development team ready now to start producing this game.

Here's the deal:

For one very lucky individual, whoever shines most during the game's development, I'm going to offer something nobody else would ever give away... I'm going to give them a major project to Direct, a fully funded, MMO guaranteed to be published by Acclaim.

The new Director will get royalties from their game, and I personally will be their Executive Producer.

Better still, EVERYONE that gets content (design/ideas/art/animation/audio)
into the finished game will get a verifiable major MMO credit on their resume + experience.

So please join me. It costs nothing, but the entry period will definitely be limited. Sign up now, become a team member, and take a step towards video game stardom.
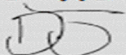
The project will remain TOP SECRET until we contact you. (Team members only.)

Thanks,

David Perry.
Director, PROJECT: TOP SECRET

COMMUNITY CREATED CONTENT

- Community, Community, Community
- Small development team = 10 (or below)
- Average team = 30
- Big team = 60
- EA team = 150

TOP SECRET

- 38,000+
- 1% = 380 Developers
- First demo should spike 100,000+
- 1% = 1,000 Developers
- Mix Communities?
- 500,000 Artists
- 99% don't show= 5,000 Artists
- Not easy! But not impossible

A BIG GAME?

The Future?

- World of Warcraft
- Mass Market? Second Life?
- Second Life is at 4+M sign-ups
- Millions CCU? (Like TV)
- It will be online
- It will be community created
- It will be planned

Total signups

Total Signups

Jan 2006 to Mar 2007
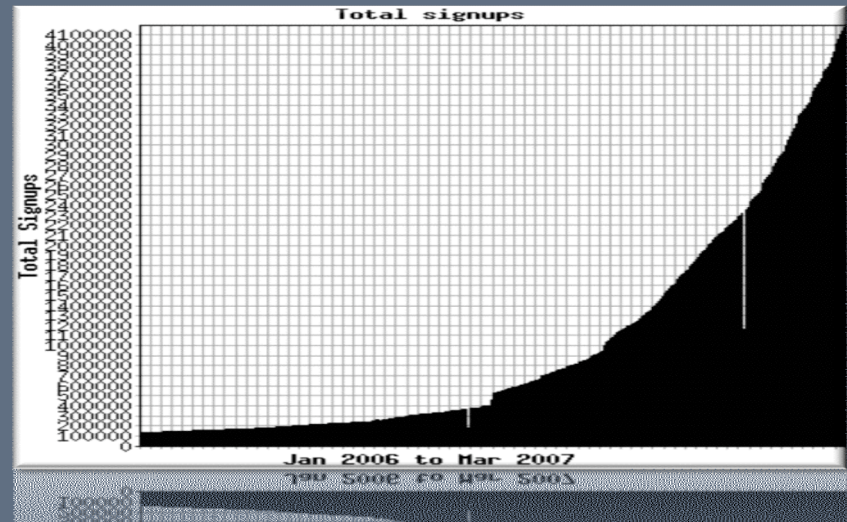
(LONG RANGE) FUTURE?

- Market will rebel against endlessly higher prices
- Consoles become Streaming Terminals / Play on Hardware you can't afford
- Concept of ownership goes away, Sony / Microsoft / Nintendo will be portals to all games
- A 'Killer-Ap' free game will get made & disrupt the industry
- Improved Immersion and control of key emotional drivers like "pride" make games highly addictive
- The Game industry will continue to attract talent and offer them new freedom - Warner Music. Peter Jackson. George Lucas. Steven Spielberg. James Cameron etc.
- Participating in TV shows from home. Gamers making money while playing. Free games. Shared experiences – like virtual live concerts & conferences.
- It's a pretty exciting future.

Thank You

dp@gameconsultants.com