

STATE OF GAME DESIGN IN DETROIT AND BEYOND

Agenda

- Casual Games
- Industry News
- Upcoming Tech
- Michigan



Sept. 30th, 2007

WAZZUP?

Who is here to see

- Alex Ionescu of ePrize
- Noel Danyluk of Trihazzard



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Who is here to see

-Alex Ionescu of [ePrize](http://www.eprize.com) www.eprize.com

-Noel Danyluk of [Trihazzard](http://www.trihazzard.com) www.trihazzard.com

-Just coming out to hang as normal or
all of us



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WAZZUP?

What types of games do you play?

- AAA PC
- AAA Console
- A Console or PC
- Indie games
 - Casual
 - Mobile
- MMO of all sorts
- Tutorials



Sept. 30th, 2007

WAZZUP?

How many of you have made an Interactive Game?

- AAA PC
- AAA Console
- A Console or PC
- Indie games
 - Casual
 - Mobile
- MMO of all sorts
 - Tutorials



Sept. 30th, 2007

WAZZUP?

How many Game Developers are there in Michigan?

- 1 to 3
- 4 to 8
- 9 to 15
- 16 to 25
- 25+

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FASTEST GROWING SEGMENT

“That’s what [a new study by Parks Associates reports](#), according to several sources yesterday. The unit of measure seems to be frequency of use, and the stat is that 34% of US Internet consumers play an online game at least once a week. (Compare to social networking services at 19%). What’s more, the growth rate in casual games is also much faster than SNSes — 79% YoY. But video is the fastest growing segment.”

Link to article: <http://biz.gamedaily.com/industry/feature/?id=17161>



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FASTEST GROWING SEGMENT

Microsoft Platforms

- MSN Games – 14M/month
- Windows Live Messenger –
13M/Month
- Xbox LIVE Arcade – 37M
downloads*



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FASTEST GROWING SEGMENT

Studios

- Gamelab – \$4M in revenue 2006*
- Unknown Worlds – expected revenue of 1st casual game = \$5k-30k / year
- Sprout Games – \$200k revenue in 2004
- Club Penguin \$35m in profit next year, on \$65m in revenue. Yes, that's a 50% profit margin. 700,000 paying people and 12m registered. Sold to Disney for \$350M



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FASTEST GROWING SEGMENT

MMORPGs

- Maplestory from Nexon has 50M players worldwide
- Habbo Hotel from Sulake has 66M players worldwide
- MaidMarian.com



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FASTEST GROWING SEGMENT

Europe Outlook

- North America generates 70% of revenue in Casual Games
- Europe \$10M in 2008, where as \$900M for N.A.
- Increase of 20% / year expected
 - Growth market



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FASTEST GROWING SEGMENT

Avoiding the 1% conversion

- Try and Buy only converts ~1-3%
 - Pay by the minute to play...
buying in Bulk
- IP is owned by Double Trump
 - www.playonarcade.com



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FASTEST GROWING SEGMENT

Tips

-Set it up so the users can write the story

Social Network and contributors.

-Look to successful Web 2.0 companies

- Casual Games Association

http://www.casualgamesassociation.org/events_podcasts.php



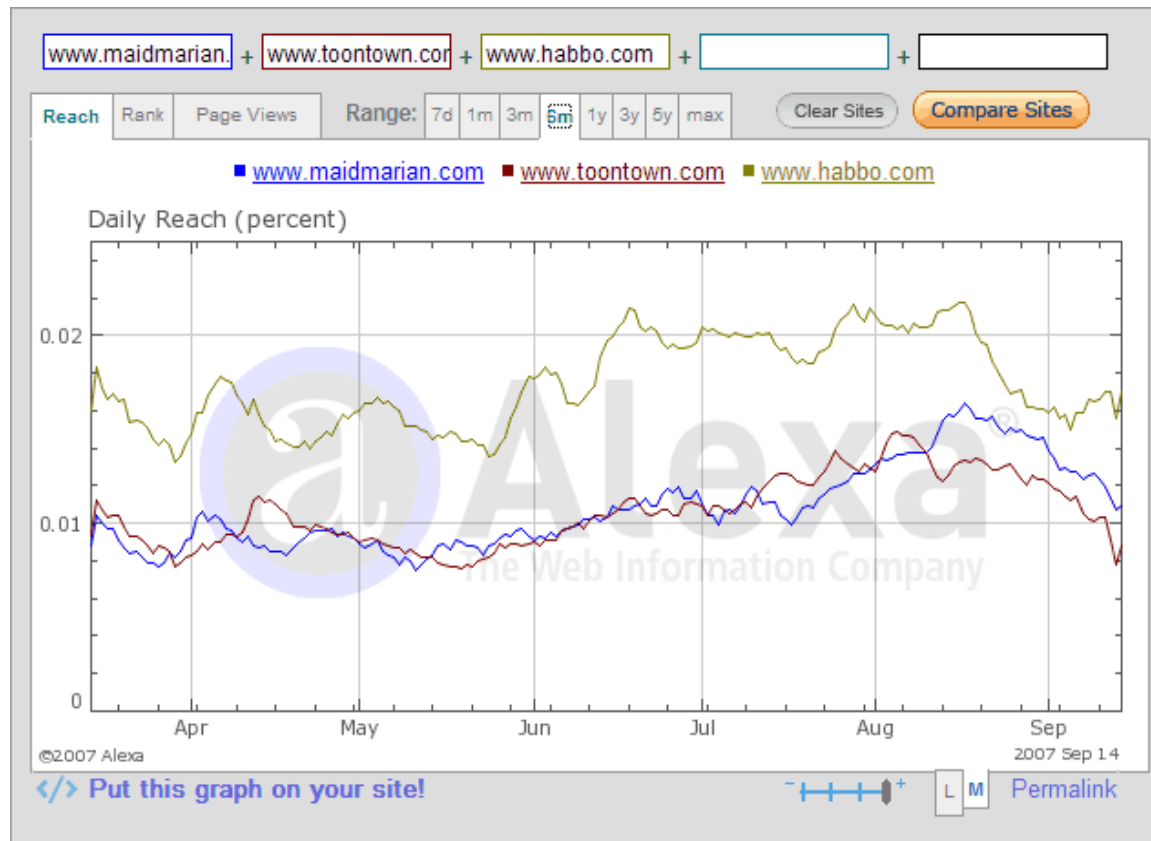
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FASTEST GROWING SEGMENT

Seasonal Effects



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RAPH KOSTER

- Ex Sony Studio Online Creative Director
- GDC Radio – Audio from 2007 on Web 2.0 and Games
- <http://www.raphkoster.com/>



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OTHER AREAS – WEB 2.0 FOR GAMES

- Facebook – Marc Andreessen calls Level 2 (level 1 is normal mashup)
- Second Life – Level 3
- [Areae](#) – Metaplace by Koster
- Ning - Marc Andreessen

- Marc's Blog about the subject - <http://blog.pmarca.com/2007/09/the-three-kinds.html>

AREA EXPANDED

- Crossplatform, cross browser, cross API. Flash, HTML, Javascript, XML
- Built from the base up to be web based development
- Uses Lua scripting language
- Setup on an Ad model
- In game monetary money similar to Second Life
- Payment methods from in game money to US money for developers.
- Luanch in Spring 2008 for closed (5000) beta.

MONEY

- [Kongregate](#) - \$5M in funding for Flash based game indie game devs of \$20k-\$100k each.
- Facebook -\$10 million and will provide \$25k-\$250k grants to developers who apply for the program.

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FLUX 3D PLAYER PLUGIN

- Browser Plugin
- 9.4M in funding
- Run by Old VRML folks
- <http://www.mediamachines.com>
- [Example](#)



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SILVERLIGHT

YES I am here to convert YOU!

-MICROSOFT!

-HALO 3 Videos

-XAML w/ C# backend

-www.dotnetkicks.com – Digg style

-www.codeplex.com – OSS site

-Swift 3D – Exports to Silverlight

-<http://www.erain.com/products/swift3d/>

-Examples

-Short list of some out there - <http://blogs.msdn.com/cbowen/archive/2007/06/29/index-of-silverlight-games-most-with-source.aspx>

-Media Preview.TV www.mediapreview.tv



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IGDA SOUTHERN MICHIGAN

Chapter founded in 2001

-List of companies here

-Compiled in 2003

-Revitalized in 2007

-Christopher Boyer

– Chapter President

-Being renamed
Detroit Chapter



Company:	Location:
BFM Software	Farmington Hills
Digital Gamecraft	East Lansing
DynoTech Software	Westland
Ill Games	Detroit?
Image Space	Ann Arbor
Kronos Software	Dearborn Heights
Miter Games	Ann Arbor
MVP Software	Grand Rapids
Stardock	Livonia
Swamiware	Ann Arbor
TrueMedia Studios	Ypsilanti
School Zone Interactive	East Lansing
Whirling Chair Games	Almont



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EDUCATION

- Most Grads move out of state!
- Michigan is NOT the epicenter of gaming
- MSU – dedicated Masters in Game
- IADT – Dedicated 4 year program
- UofM, UofM-Dearborn, Ferris State, CCS, ITT, Community Colleges, Oakland U, others...

LOCAL CONFERENCES

2006

- Future Play

-2007

- Interfaces - IADT

- Urban Electronics (www.uegda.org)

-2008

- Interfaces in June

- UEGDA...?

- Serious Games – Brian Winn and MSU

- Detroit Economic Summit in April

- Detroit-Windsor International Film Festival

- www.dwiff.org



REGIONAL CONFERENCES

Chicago

- Flash MAX
- Numerous other ones

-Toronto

- Future Play
- Others?

-New York, Philadelphia, Boston, D.C.

- VGA Expo
- Digital Life
- Serious Games (in D.C.)
- Re-Mix (Microsoft)
- Numerous other ones

USER GROUPS

- IGDA www.igda.org/smichigan
- SEMAFX (ACM – SIGGRAPH group) www.semafx.net
- Creative Energy Alliance www.cea1.com
- Detroit Creative Technology Office www.dcto.org
- Flash and Coldfusion
- Great Lakes .NET
- Perl Mongers User Group
- Cisco Security User Group
- Linux User Groups
- Code to Live vid cast – Microsoft office here in Detroit
-www.codetolive.NET
- There are more than this, so stay tuned and pay attention

OTHER GROUPS

- State of Michigan – Law struck down – 2005?
- Detroit Synergy <http://detroit synergy.org/>
- Detroit Renaissance Group
www.detroitrenaissance.com
- Several other non-profit as well as for profit movements

MOYA ENTERTAINMENT

-Moya Website <http://www.moyaentertainment.com>

-Initiatives

-Detroit Creative Talent Podcast

-www.DetroitCreativeTalent.com

-Street Smart Detroit

-www.StreetSmartDetroit.com

-Questions?



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