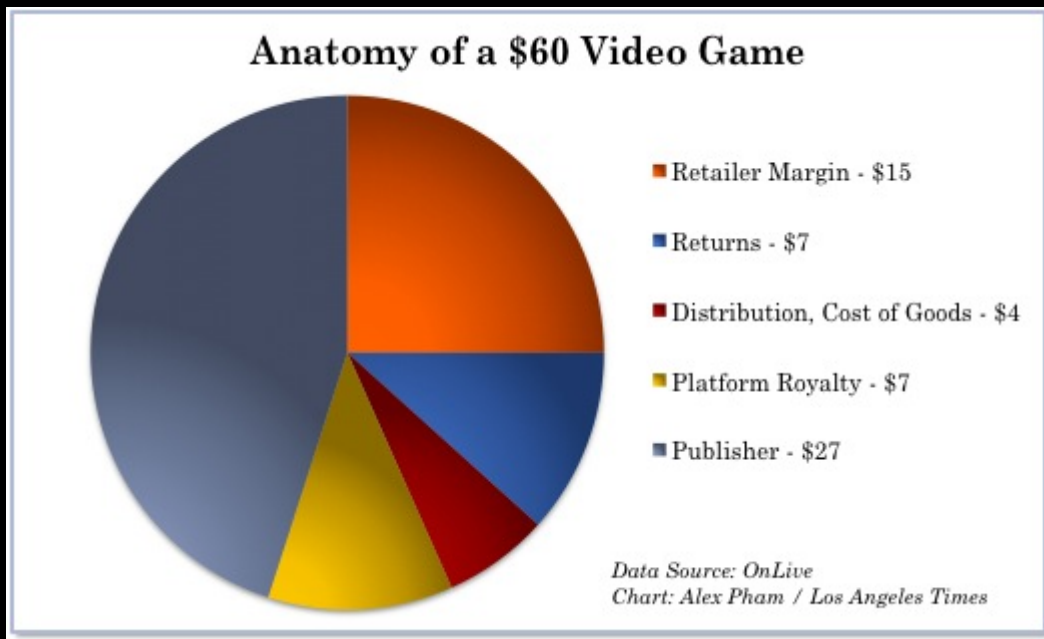
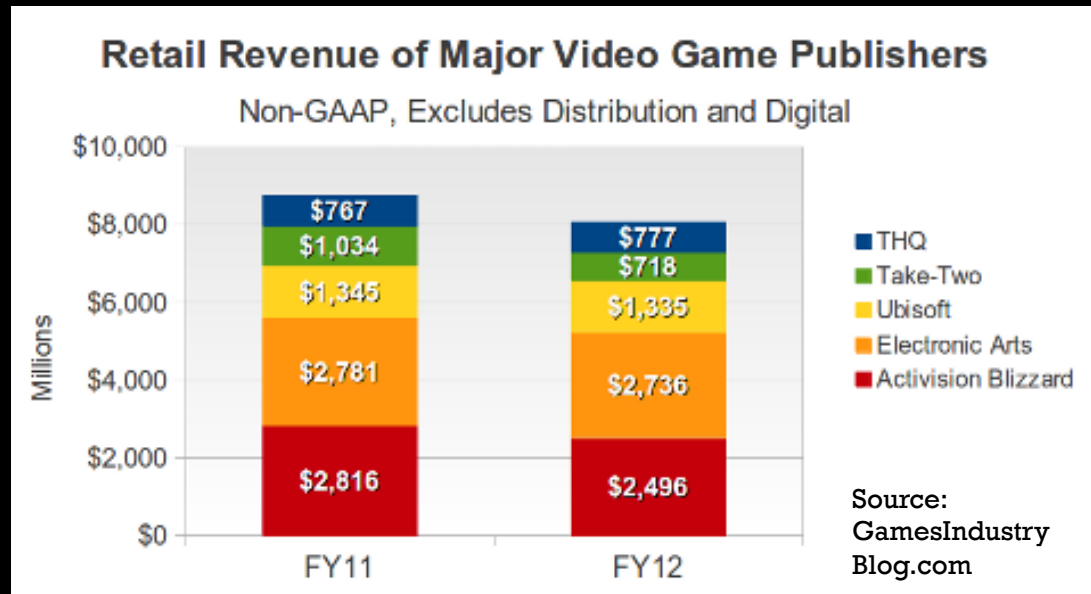


Third Party Publishers

External development

James B. Storey
Kelley School of Business
Sony Case Competition Background
Summer 2014

While 2012 was a year of retail **decline**, the Top 5 publishers still grossed over **\$8 billion**.



Publishers take home almost **half** of the \$60 you pay for retail video games.

Challenges

Licensing fees at pressing, not sale.
(Up to **\$10** per disc, typically **\$7**)

Fickle nature of game **development** (2012)



Budgets (Halo 4 cost over **\$100m**, with a \$30m *marketing* budget)

Studios Lost in 2013



1982 - 2013



Games by these developers:

Secret of Monkey Island
Star Wars 1313

Dead Space, DS2, DS3

Epic Mickey, EM2

Age of Conan

Playstation All Stars:

Battle Royale

Darksiders, DS2

Infinity Blade: Dungeons



SuperBot
ENTERTAINMENT

Studios **Gutted** by Brain Drain



David Jaffe



Cliff Bleszinski



John Carmack



Tomonobu Itagaki



Jason West and
Vince Zappella



Ray Muzyka and
Greg Zeschuk



Patrice Desilets



Keiji Inafune



Will Wright

Bottom Line



1920-1950 Movie Studio

Consolidation into the **Big 5**

MGM, Warner, 20th Century Fox,
Paramount, and RKO

And the **Little 3**

Universal, Columbia, and United Artists

Who produced films but didn't own
theaters.

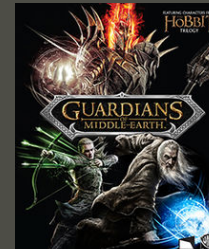
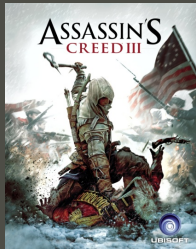
CBS TIME WARNER
CLEAR DISNEY
CHANNEL COMCAST
NEWS CORP. VIACOM

we own everything.

Intense 4th quarter competition

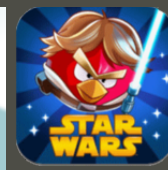
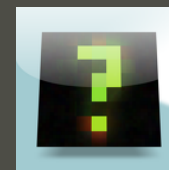
1/4th yearly sales in Christmas Window

For example, Nov. – Dec. 2012:



Meanwhile, on iOS:

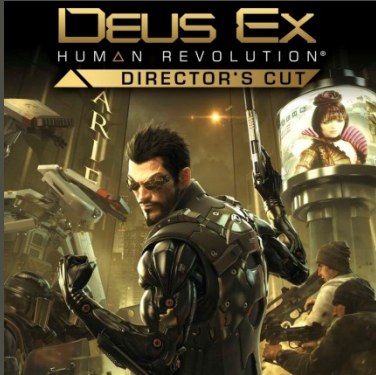
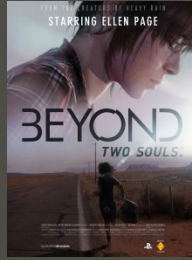
Baldur's Gate





Just October 2013

The Month **BEFORE** a new gen launch



Players

Publisher (Developers)

- EA (Bioware, Criterion, Maxis, Visceral Games, PopCap, Playfish)
- Vivendi (ActivisionBlizzard, InfinityWard, Treyarch, Neversoft, Sledgehammer Games, High Moon Studios)
- Ubisoft (Montreal)
- ZeniMax (Bethesda, iD)
- TakeTwo (Rockstar, 2K, Firaxis, Irrational Games)
- THQ (~~bankrupt~~)
- SquareEnix (Square, Enix, Eidos)
- Valve
- Capcom
- Sega
- Konami (Kojima)
- Warner Brothers (Rocksteady, NetherRealm, Snowblind, Turbine)
- Atlus (From)
- Zynga

Products

EA: Dead Space, Mirror's Edge, Battlefield, Madden, The Sims, Mass Effect, Dragon Age, SWTOR, Crysis

Activision: Diablo, World of Warcraft, Titan (2014?), Starcraft, Prototype, Call of Duty, ~~Guitar Hero~~, ~~Tony Hawk~~, Bond, Blur, Spiderman, X-men, Total War, ~~True Crime~~

Ubisoft: FarCry, Assassin's Creed, Tom Clancy's Rainbow Six, HAWKS, Splinter Cell, Prince of Persia, Brothers in Arms, Call of Juarez

Bethesda: Fallout, TES, Doom, Prey, RAGE, Quake, Wolfenstein

Take Two: GTA, Bioshock, Borderlands, Civilization, Red Dead, LA Noire, Mafia, Manhunt, Max Payne, 2K Sports

THQ: ~~Warhammer~~, ~~Darksiders~~, ~~Red Faction~~, ~~WWE~~, ~~Homefront~~, ~~Destroy All Humans~~

SquareEnix: Tomb Raider, Final Fantasy, Dragon Quest, Kingdom Hearts, Hitman, Deus Ex, Thief

Valve: Half-life, Team Fortress, Counter-Strike, Left for Dead, Portal, STEAM

Capcom: Street Fighter, Resident Evil, MegaMan, MvC, DevilMayCry, Dead Rising, Lost Planet, Bionic Commando

NamcoBandai: Dark Souls, Soulcalibur, Tales of, Tekken, Ridge Racer, Ace Combat, Naruto

Warner: Batman: Arkham, LEGO, Lord of the Rings, FEAR, Mortal Kombat

Konami: Castlevania, Contra, Metal Gear, Silent Hill, Winning 11, Suikoden, DDR

Sega: Sonic, Phantasy Star, Virtua Fighter, Yakuza, Virtua Tennis, Shinobi, Total War

Industry Luminaries

Will **Wright** (ret.) (The Sims, Sim City)

John **Carmack** (Doom, Quake, Rage)

Hideo **Kojima** (Zone of Enders, Metal Gear Solid)

The **Houser** Brothers (GTA, Red Dead)

The Bioware **Doctors** (ret.) (Mass Effect, Dragon Age, Baldur's gate, Neverwinter Nights, Star Wars: KotOR)

Cliff **Bleszinski** (Jazz Jack Rabbit, Gears)

David **Jaffe** (God of War, Twisted Metal)

Warren **Spector** (System Shock, Deus Ex, Epic Mickey)

Sid **Meier** (Civilization, Railroad Tycoon, Pirates)

Peter **Molyneux** (Black and White, Fable)

Gabe Newell (Half-life, Portal, Left for Dead)

Shigeru **Miyamoto** (Mario, Zelda, Donkey Kong, Star Fox, Pikmin)

Ken **Kutaragi** (Playstation)

Yves **Guillemot** (Ubisoft)

Kenji **Inafune** (Mega Man)

John **Romero** (Doom)

Amy **Hennig** (Uncharted)

Patrice **Desilets** (Assassin's Creed)

Jade Raymond (Assassin's Creed)

Ken **Levine** (Bioshock, System Shock)

Bobby **Kotick** (Activision)

And **many, many** more...

Games as Art

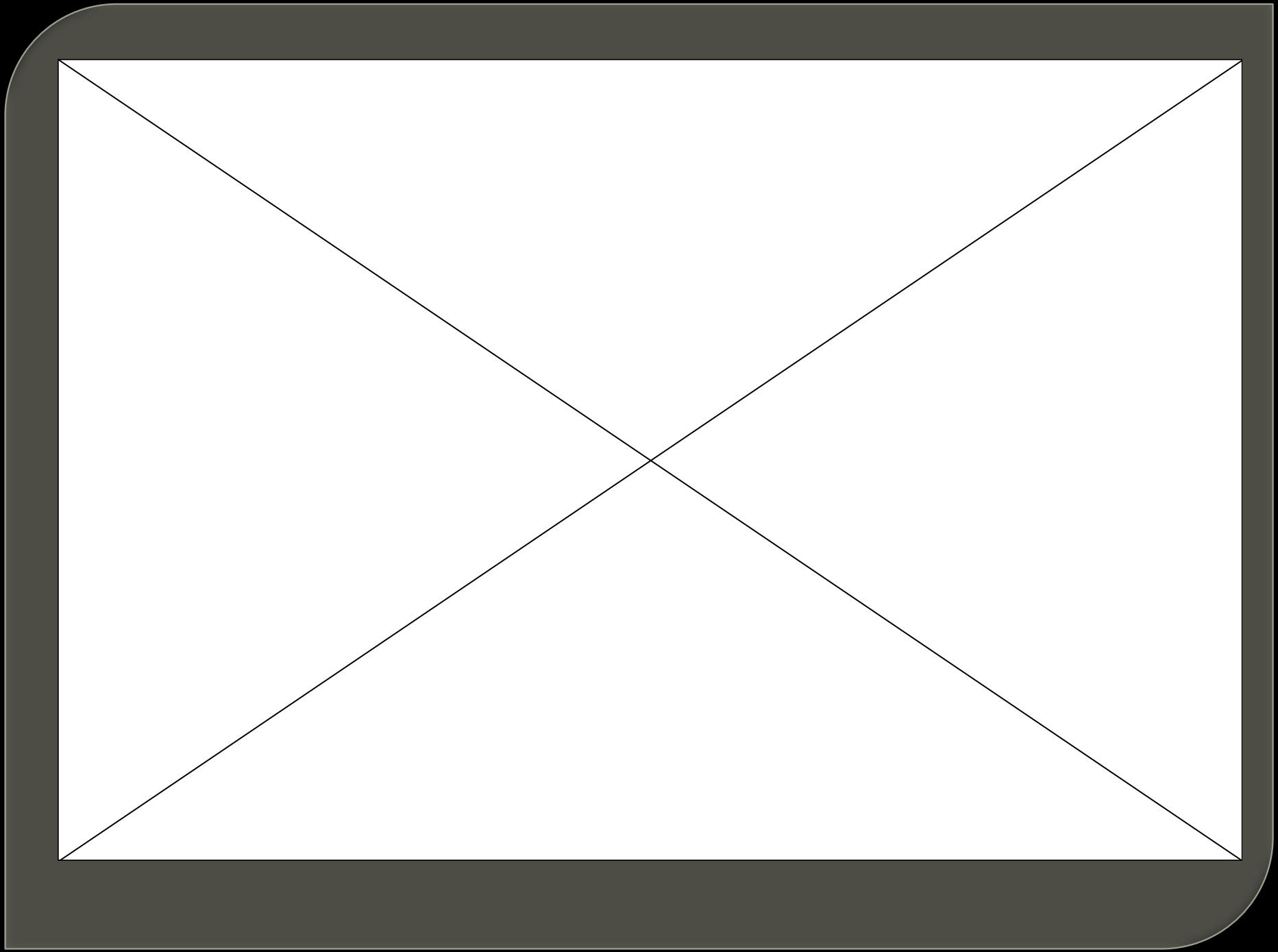
- ◎ <http://www.youtube.com/watch?v=w0ERL20lr1U>
- ◎ <http://www.youtube.com/watch?v=4drucg1A6Xk&feature=related>
- ◎ <http://www.youtube.com/watch?v=RUC2tpY5gb4>

Women in Gaming



GAMER GIRLS DO EXIST

Learn to like dark hair and glasses.



Objectification



Objectification

EVOLUTION OF CORTANA

HALO: CE
2001



HALO 2
2004



HALO 3
2007



HALO 4
2012



Characterization

