



Canadian Networking Breakfast @ E3



Succeeding in a Post 2009 Game Industry

Aaron Pulkka, Director of Production

ACTIVISION[®]



Background





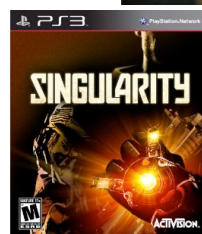
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(Irvine HQ)





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(Santa Monica HQ)



Call of Duty

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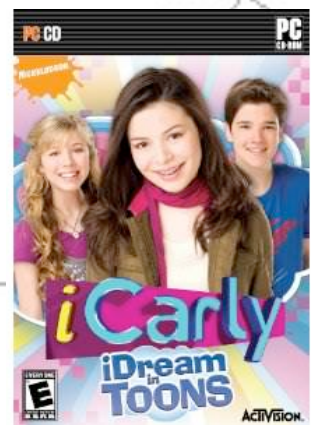


(Irvine HQ)



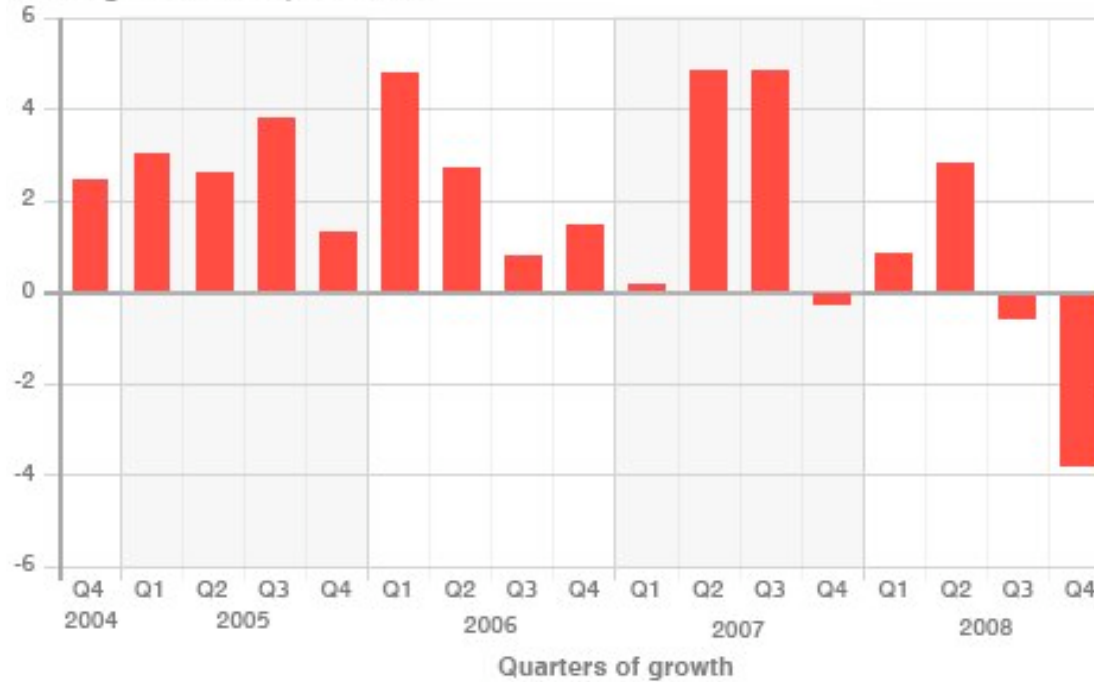


Canadian Studios





US GDP
% change in real GDP, annualised



SOURCE: US Department of Commerce



2009 was tough!



Post 2009 Reality

- Consumers expect more... for less!
- Cost sensitivities have increased
- Quality expectations continually increase
- Ever more platforms to develop for



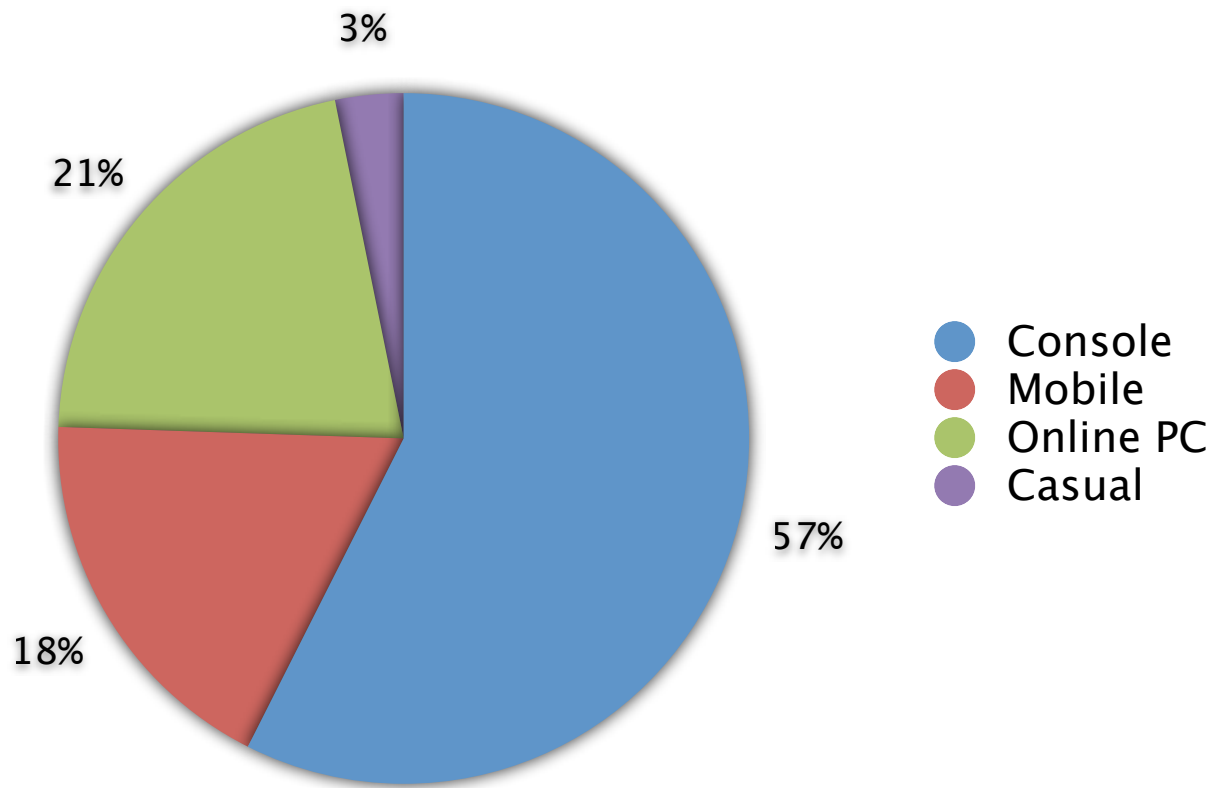
KINECT
for XBOX 360.

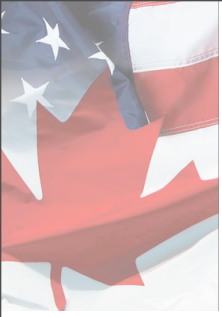




2010 Outlook

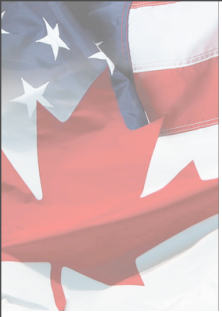
~ \$50B Estimated Total





What clients need:

- Reliability
- Available capacity
- Cost effectiveness
- Efficient pipeline (fast)
- Honest and transparent communication
- Expertise with particular genres, styles, and/or tools = Quality!
- Ability to quickly adapt to new platforms



How to win projects?



How to win projects?

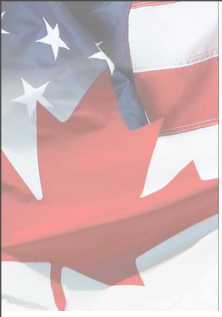
EXCEL

Time? Cost? Quality? Genre? Style? Technology?



Focus

- Highly specialized teams achieve higher quality
- Expand capability through growth, not dilution
- “Jack of all trades, Master of none” – not ideal candidate for any project
- Clients will choose **best** partner for each project



Proposals must be Successively Refined

1. Elevator pitch

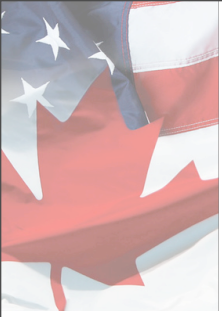
- 10-15 second description, genre, platforms, cost and completion timing

2. Concept proposal

- 5-25 page description, including team strengths and risks

3. Design framework

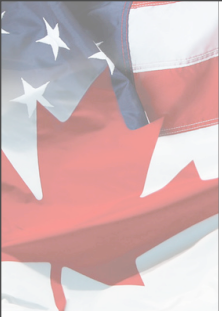
- Further details, plus proof of concept prototype



Incremental Success

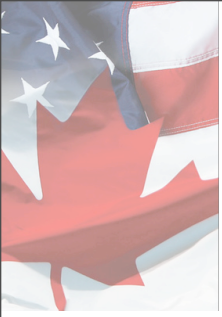
Compelling elevator pitch increases interest in full proposal...

Successful execution of any project, improves chances for future projects...



Highlight Changes

- Minimize repetitive communication
- Keep portfolio on website up to date as projects are completed
- Regularly provide updates on improvements to capability and capacity to your contacts
- Selectively use advertising and meetings at conference events to



Post 2009 Success

Focus

Successive Refinement
1 ... 2 ... 3
Incremental Success



Leverage Regional Advantages



Have a great E3 and 2010!

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