

The Games Industry

Sources:

Entertainment Software Association 2014 Essential Facts Report

Game Developer Magazine Game Career Guide 2014

International Game Developers Association Developer Satisfaction Survey 2014



59%

of Americans play video games

There are an average of

TWO GAMERS

in each game-playing U.S. household

The average U.S. Household

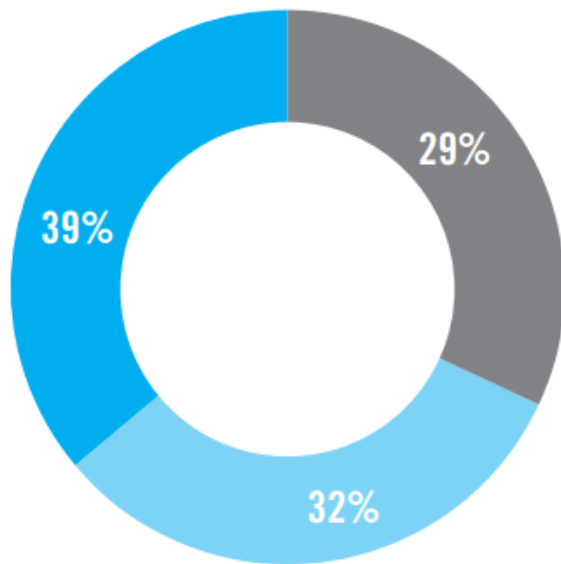
OWNS AT LEAST ONE

dedicated game console, PC, or smartphone

51%

of U.S. households own a dedicated game console, and those that do own an average of 2

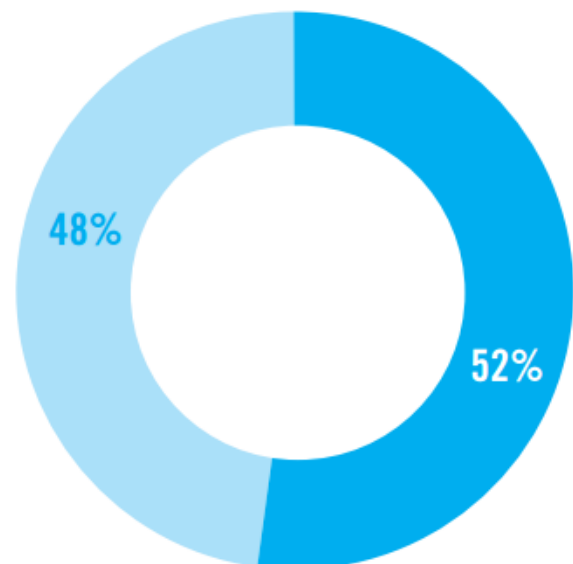
The average game player is **31** years old



AGE

of Game Players

29% under 18 years
32% 18-35 years
39% 36+ years



GENDER

of Game Players

52% male
48% female

Third First Game?

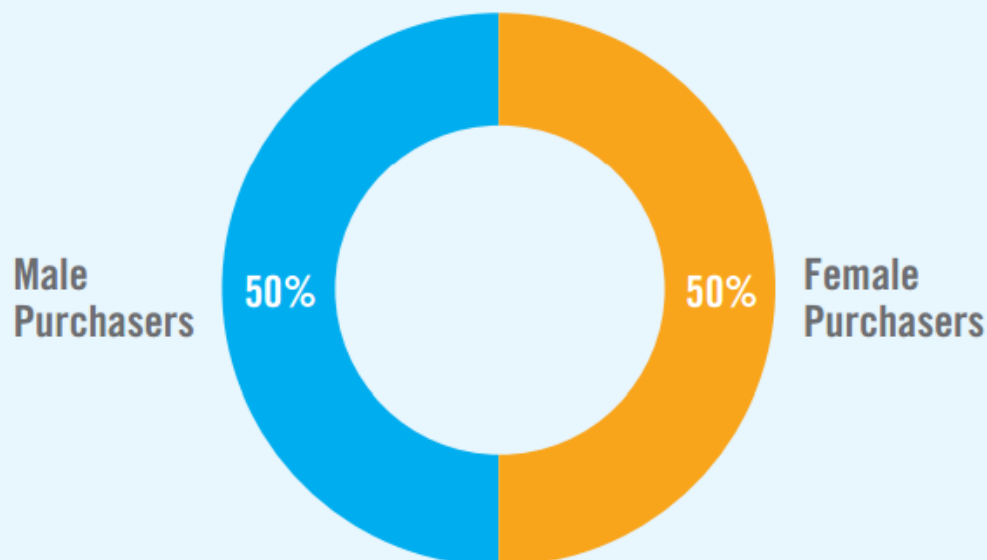
- The average adult male gamer has been playing for 16 years.
 - *Starcraft*
 - *Pokemon Red and Blue*
 - *The Legend of Zelda: Ocarina of Time*
- The average adult female gamer has been playing for 13 years.
 - *The Sims*
 - *Final Fantasy X*
 - *Grand Theft Auto III*
 - *Halo*

WHO BUYS COMPUTER AND VIDEO GAMES?

The average age of the most frequent game purchaser:

35

Of the most frequent game purchasers



77%

of gamers play
with others at least one
hour per week

47%

of gamers play
social games

A majority of gamers play games with their friends and family members:

18%

play with
parents

32%

play with other
family members

42%

play with
friends

14%

play with their
spouse or
significant other

88%

of parents whose children play games
believe the ESRB rating system is
either very or somewhat helpful in
choosing games for their children

85%

of parents are aware
of the ESRB rating system

Of the games rated by ESRB in 2013:

46%

received an E
(Everyone) rating

19%

received an E10+
(Everyone 10+) rating

23%

received a T
(Teen) rating

12%

received an M
(Mature) rating

PARENTS CONTROL WHAT THEIR KIDS PLAY

87%

of parents believe that the parental controls available in all new video game consoles are useful. Further, parents impose time usage limits on video games more than any other form of entertainment:

83%

of parents place time limits on video game playing

80%

of parents place time limits on Internet usage

76%

of parents place time limits on television viewing

70%

of parents place time limits on movie viewing

56%

of parents say video games are a positive part of their child's life

Families with Children Under 18 at Home See Benefits of Playing Computer and Video Games:



TOP 5 REASONS PARENTS PLAY GAMES WITH THEIR KIDS:

- 1 It's fun for the entire family: 88%
- 2 Because they're asked to: 84%
- 3 It's a good opportunity to socialize with their child: 75%
- 4 It's a good opportunity to monitor game content: 61%
- 5 They enjoy playing video games as much as their child does: 47%

44%

of game players state that computer and video games give them the most value for their money, compared with DVDs, music, or going out to the movies

48%

of gamers said the quality of game graphics, an interesting storyline, a sequel to a favorite game, or word of mouth was the most important factor in their decision to purchase a computer or video game

21%

of gamers said the price was the most important factor in their decision to purchase a computer or video game

Gamers who are playing more video games than they did three years ago are spending less time:

48%

watching
TV

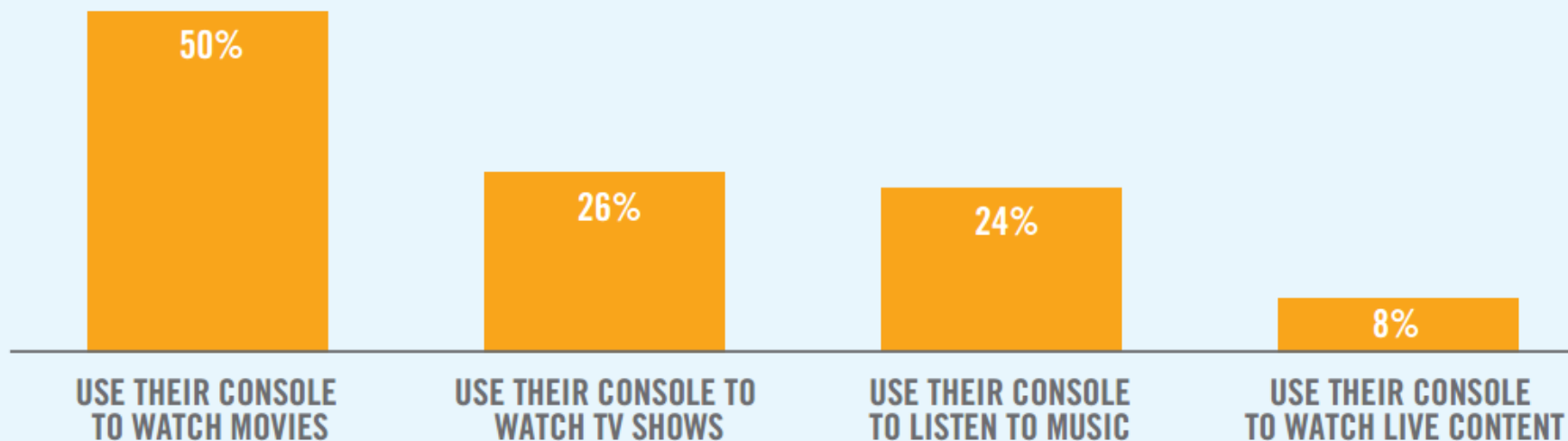
47%

going to
the movies

47%

watching movies
at home

Gamers who own dedicated game consoles use them for other entertainment media, in addition to playing games:



Among American households that own a device used to play video games:



Smartphone and wireless device use
increased by **22%** and **37%**, respectively, over 2012

Making Games

- Barriers to making a game are lower than ever:
 - Reduced stigma that games are frivolous
 - Free tools and game engines
 - Widespread interest in playing and making games
- Crowdfunding platforms like Kickstarter make it easier to get funding to make games.
- Over 400 new games are submitted to the Apple App Store every
- The difficulty is getting noticed.

Getting Noticed

- You need to sell yourself as much as your game.
- Have a personal digital presence (Facebook, Twitter) that reflects your interest in games. Respond intelligently to current issues and important people on these networks.
- Have a digital presence for your game.
- Don't respond to negative publicity by being negative; disarm them by being polite.
- If possible, network at conferences like GDC.
- Get mentioned by journalists, game blogs, etc.

Getting Press Coverage

- Journalists get dozens, maybe hundreds of e-mail about games every day.
- Have a short (think tweet), unique hook that you can pitch.
- Your hook can be about your game content, about the development, or about you, as long as its unique and interesting. The best pitches are about all of these things. Tell your story.
- What would the headline / story of an article about your game look like?

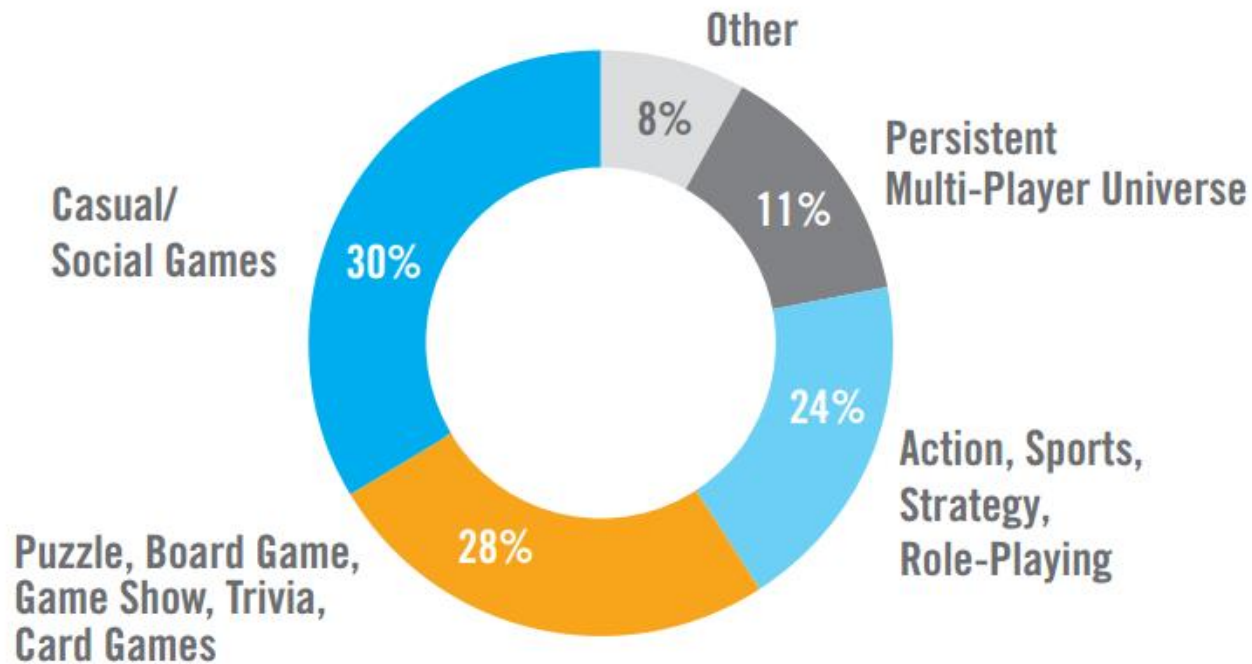
Getting Press Coverage

- Don't pretend to be a big company if you're not. Your indie status can help you.
- Don't try to be fake friendly or to act like you know the person if you don't.
- Story is essential, but it does not grab people; graphics and gameplay grab people.
- Use video or short animated GIF's that demonstrate the most interesting parts of your game's gameplay.
- Consider <http://dopresskit.com>

Writing E-Mails to Journalists

- Most journalists will spend less than a minute reading your e-mail.
- Make sure the subject does not read like spam.
- Personalize the e-mail to the person you send it to. Use their name, not “Dear sir/madam.”
- Make sure to send a Steam Code or a link to download it for free so they can play it.
- 3 paragraphs max:
 - Pitch
 - More details about the best parts
 - Links to more information

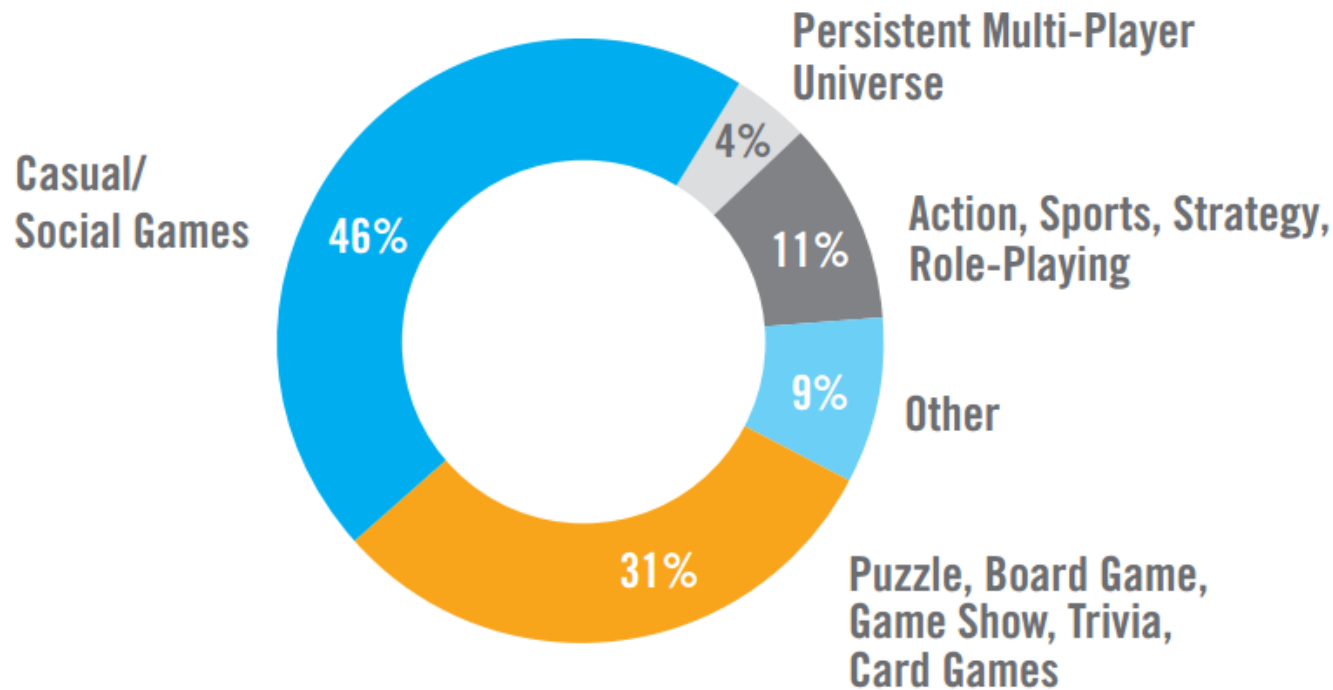
TYPES OF ONLINE GAMES PLAYED MOST OFTEN:



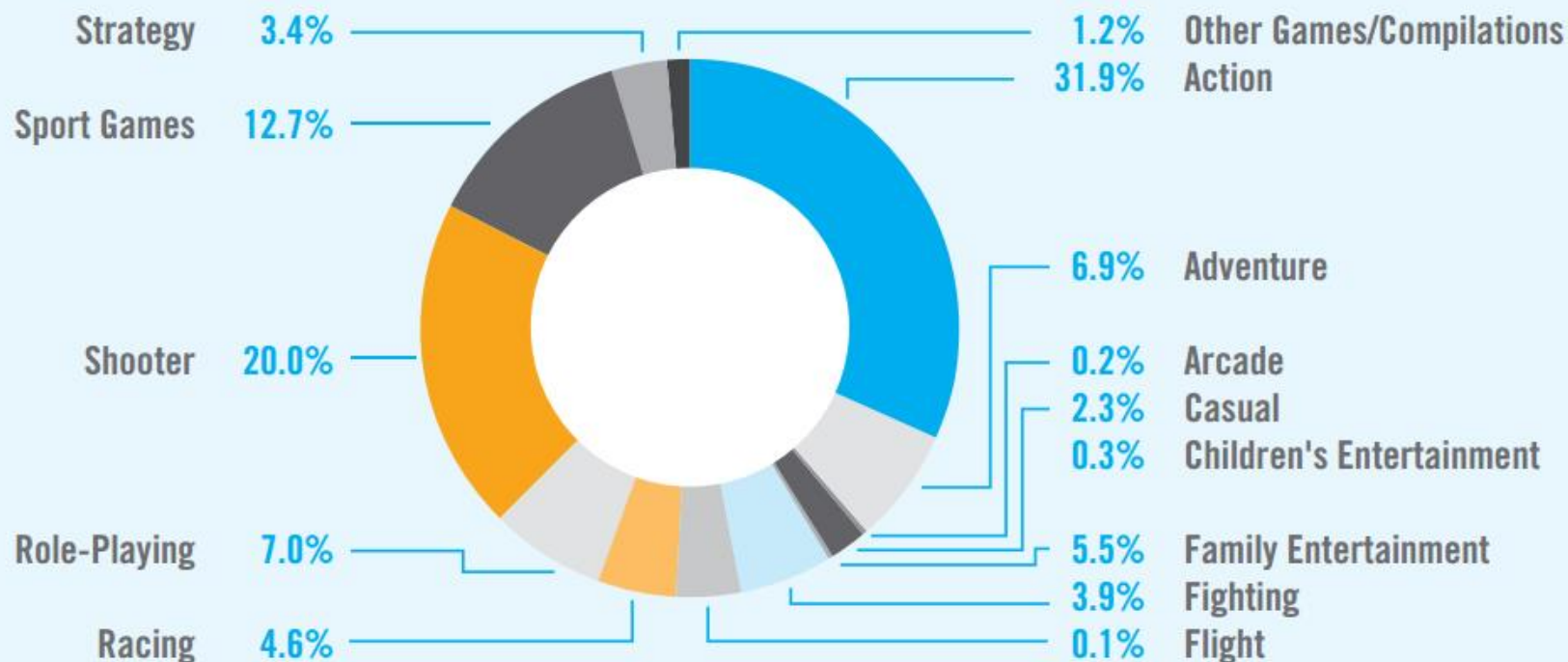
44% of gamers play on their smartphone

33% of gamers play on their wireless device

TYPES OF MOBILE GAMES PLAYED MOST OFTEN:

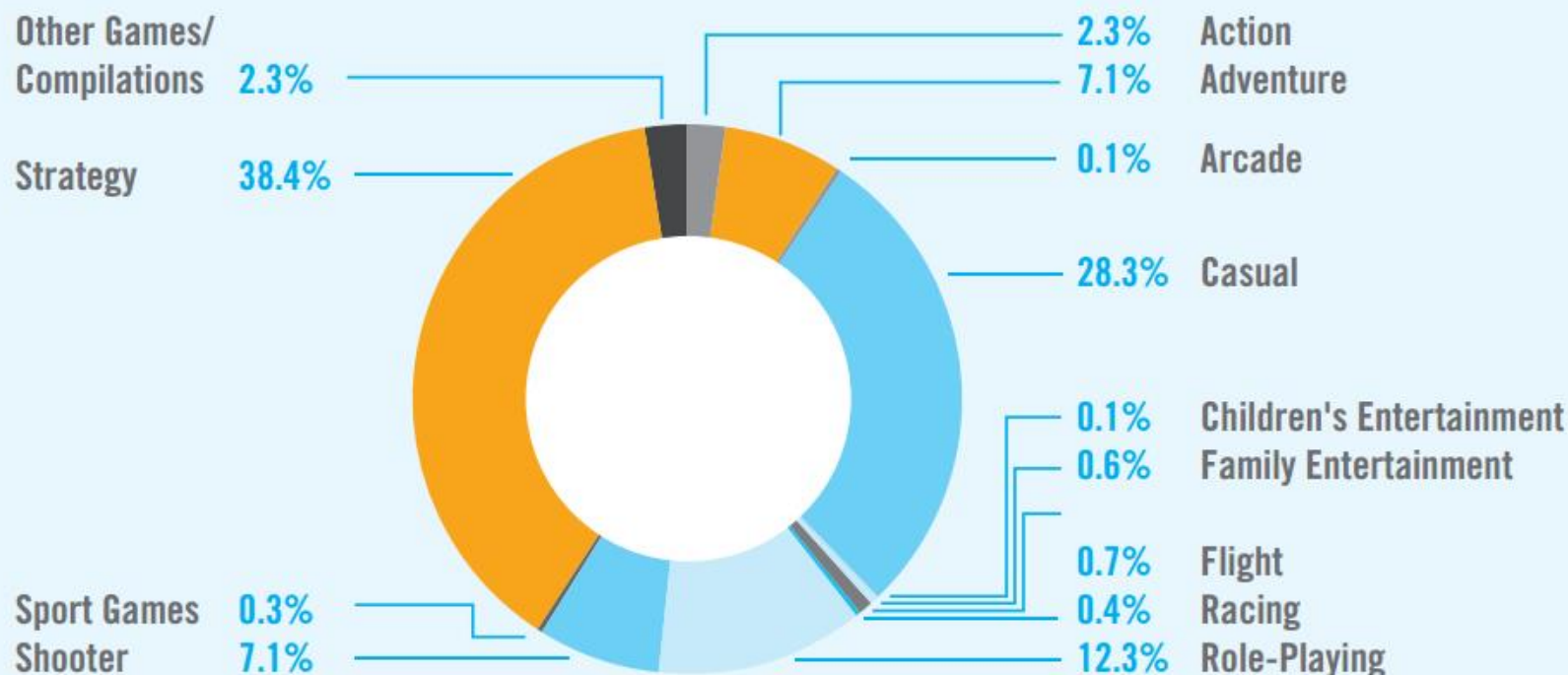


Best-Selling VIDEO GAME Super Genres by Units Sold, 2013



Source: The NPD Group/Retail Tracking Service

Best-Selling COMPUTER GAME Super Genres by Units Sold, 2013



Source: The NPD Group/Retail Tracking Service

Successful Games

- There is no known formula for making a financially successful game.
- The most tried and true way to make a successful game is to make a sequel to a successful game.
- Generally, a large studio will know whether or not a AAA game will be successful a month before it launches.
- Most games make 90% of their money in the first month of release.

TOP 20 SELLING **VIDEO** GAMES OF 2013

BY UNITS SOLD

RANK	TITLE	ESRB RATING
1	GRAND THEFT AUTO V	MATURE
2	CALL OF DUTY: GHOSTS	MATURE
3	MADDEN NFL 25	EVERYONE
4	BATTLEFIELD 4	MATURE
5	ASSASSIN'S CREED IV: BLACK FLAG	MATURE
6	NBA 2K14	EVERYONE
7	CALL OF DUTY: BLACK OPS II	MATURE
8	JUST DANCE 2014	EVERYONE 10+
9	MINECRAFT	EVERYONE 10+
10	DISNEY INFINITY	EVERYONE 10+
11	FIFA 14	EVERYONE
12	INJUSTICE: GODS AMONG US	TEEN
13	SKYLANDERS SWAP FORCE	EVERYONE 10+
14	POKEMON X	EVERYONE
15	THE LAST OF US	MATURE
16	POKEMON Y	EVERYONE
17	NBA 2K13	EVERYONE
18	BIOSHOCK INFINITE	MATURE
19	LEGO MARVEL SUPER HEROES	EVERYONE 10+
20	BATMAN: ARKHAM ORIGINS	TEEN

Source: The NPD Group/Retail Tracking Service

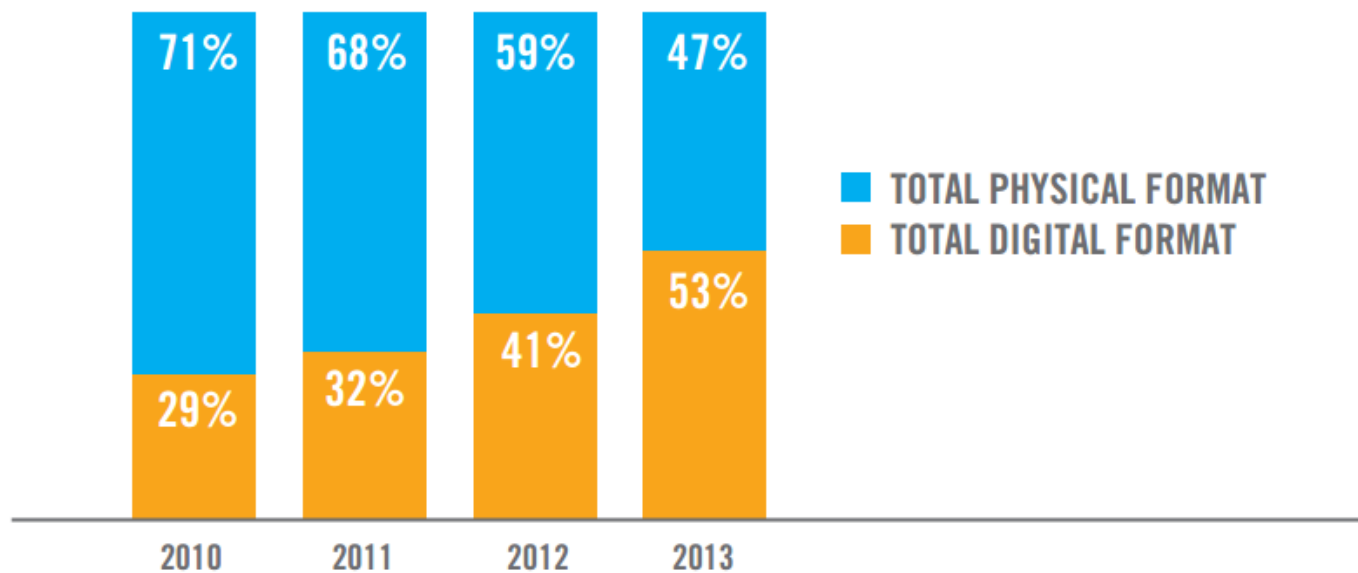
TOP 20 SELLING **COMPUTER** GAMES OF 2013

BY UNITS SOLD

RANK	TITLE	ESRB RATING
1	STARCRAFT II: HEART OF THE SWARM EXPANSION PACK	TEEN
2	SIM CITY 2013	EVERYONE 10+
3	THE SIMS 3: UNIVERSITY LIFE EXPANSION PACK	TEEN
4	THE SIMS 3: STARTER PACK	TEEN
5	THE SIMS 3	TEEN
6	THE SIMS 3: ISLAND PARADISE EXPANSION PACK	TEEN
7	STARCRAFT II: WINGS OF LIBERTY	TEEN
8	WORLD OF WARCRAFT: MISTS OF PANDARIA EXPANSION PACK	TEEN
9	DIABLO III	MATURE
10	THE SIMS 3: SUPERNATURAL EXPANSION PACK	TEEN
11	THE SIMS 3 SEASONS EXPANSION PACK	TEEN
12	THE SIMS 3: PETS	TEEN
13	ELDER SCROLLS V: SKYRIM	MATURE
14	CIVILIZATION V	EVERYONE 10+
15	BATTLEFIELD 4	MATURE
16	FINAL FANTASY XIV ONLINE: A REALM REBORN	TEEN
17	GUILD WARS 2	TEEN
18	AGE OF EMPIRES 2	TEEN
19	WORLD OF WARCRAFT: BATTLE CHEST	TEEN
20	AMAZING HIDDEN OBJECT GAMES 3 PACK	EVERYONE 10+

Source: The NPD Group/Retail Tracking Service

Recent Digital* and Physical Sales Information

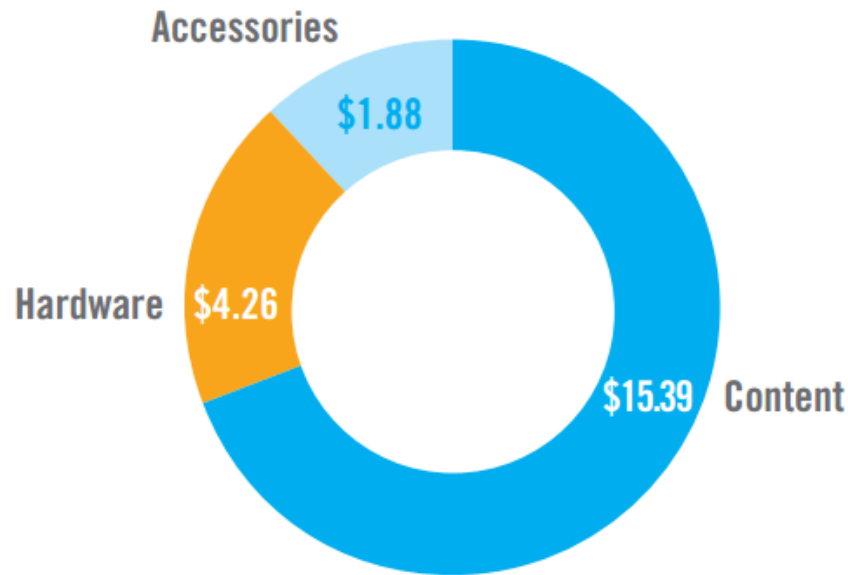


Source: The NPD Group/Games Market Dynamics: U.S

**Digital format sales include subscriptions, digital full games, digital add-on content, mobile apps and social network gaming*

Total Consumer Spend on Games Industry 2013

DOLLARS IN BILLIONS



TOTAL:
\$21.53
BILLION

Source: The NPD Group/Games Market Dynamics: U.S.

Pros of the Games Industry

- Most people feel very passionate about their work and enjoy their jobs.
- High salaries
- Enjoyable work environments
- Multidisciplinary work

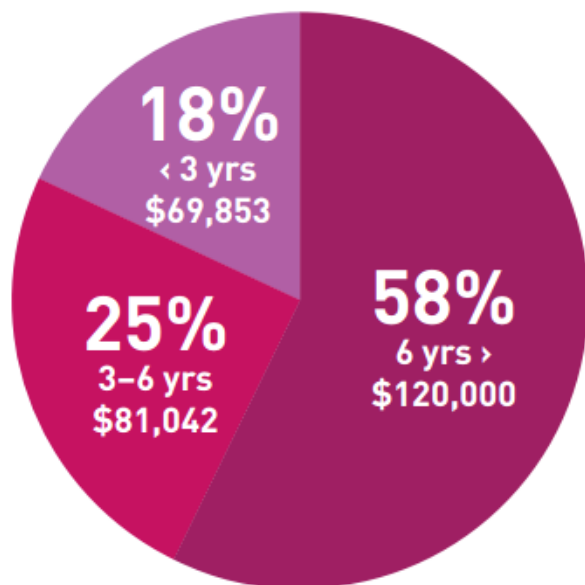
Cons of the Games Industry

- Jobs are highly competitive
- High turnover
- Frequent bankruptcy or acquisition of one company by another
- Frequent mandatory overtime during a game's “crunch” right before its release
- The industry is over 75% male and over 80% white.
- Most developers are young, have no kids, and have a difficulty maintaining work/life balance.

BUSINESS AND MANAGEMENT

\$101,572
{avg. salary}

Years experience in the industry



Gender stats

Gender	% Represented	Average Salary
Men	79%	\$104,513
Women	21%	\$90,250

% receiving additional income: 80%

Average additional income: \$27,246

Type of additional compensation received

Annual bonus	49%
Project title/bonus	10%
Royalties	5%
Stock options/equity	33%
Profit sharing	20%
Pension/employer contribution to 401K:	25%

Percent receiving benefits: 91%

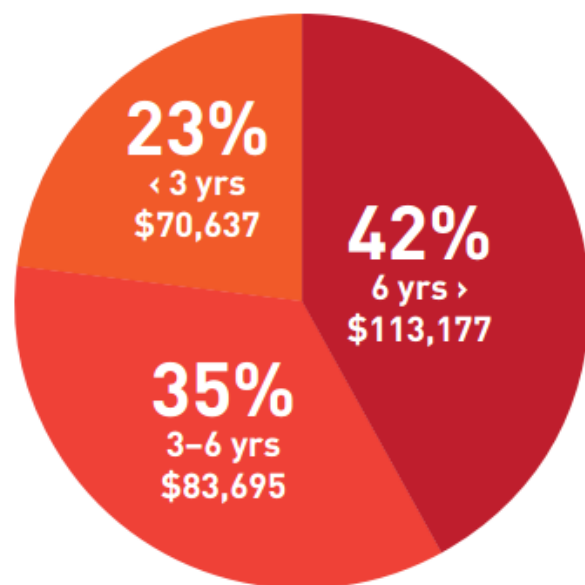
Type of benefits received

Medical	91%
Dental	80%
401K/Retirement	71%

PROGRAMMERS AND ENGINEERS

\$93,251
{avg. salary}

Years experience in the industry



Gender stats

Gender	% Represented	Average Salary
Men	95%	\$93,977
Women	5%	\$79,318

% receiving additional income 77%

Average additional income \$16,534

Type of additional compensation received

Annual bonus	46%
Project/title bonus	17%
Royalties	5%
Stock options/equity	31%
Profit sharing	14%
Pension/Employer contribution to 401K	37%

Percent receiving benefits 94%

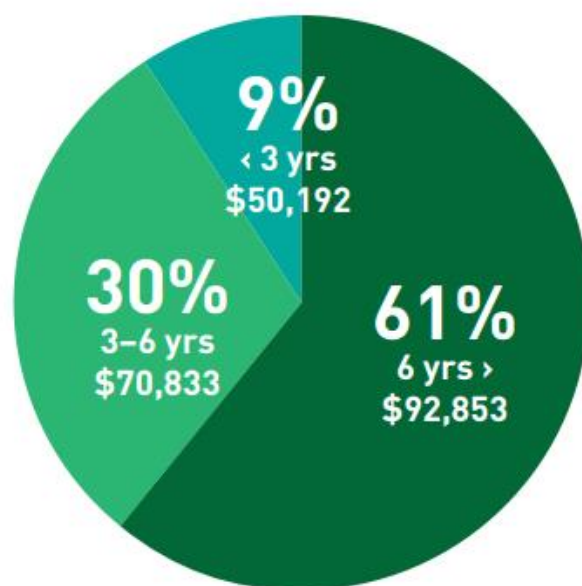
Type of benefits received

Medical	93%
Dental	89%
Vision	78%

PRODUCERS

\$82,286
{avg. salary}

Years experience in the industry



Gender stats

Gender	% Represented	Average Salary
Men	78%	\$84,151
Women	22%	\$75,726

% receiving additional income 83%

Average additional income \$12,798

Type of additional compensation received

Annual bonus 46%

Project/title bonus 25%

Royalties 7%

Stock options/equity 25%

Profit sharing 14%

Pension/employer contribution to 401K 43%

Percent receiving benefits: 95%

Type of benefits received

Medical 94%

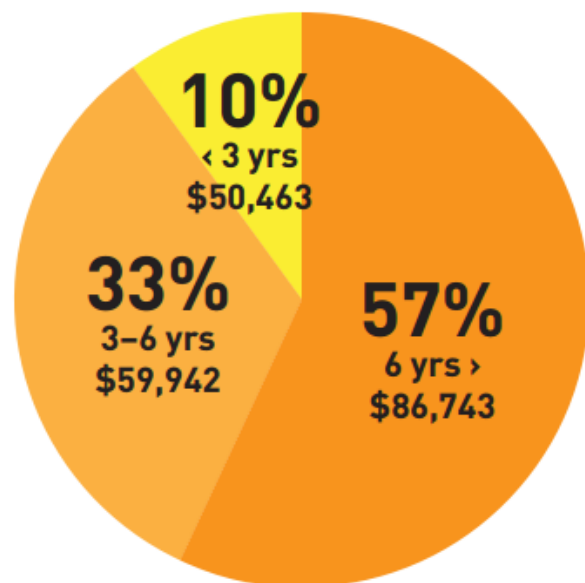
Dental 91%

Vision 86%

ARTISTS AND ANIMATORS

\$74,349
{avg. salary}

Years experience in the industry



Gender stats

Gender	% Represented	Average Salary
Men	91%	\$76,054
Women	9%	\$55,909

% receiving additional income 76%

Average additional income \$15,192

Type of additional compensation received

Annual bonus	35%
Project/title bonus	25%
Royalties	8%
Stock options/equity	23%
Profit sharing	13%
Pension/Employer contribution to 401K	37%

Percent receiving benefits 97%

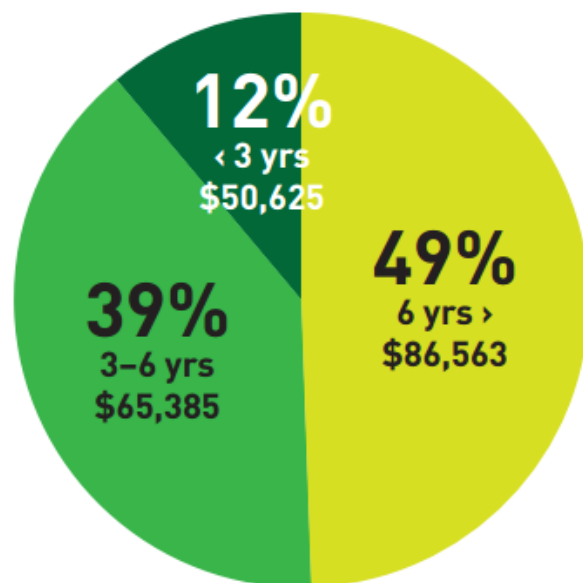
Type of benefits received

Medical	94%
Dental	91%
Vision	80%

GAME DESIGNERS

\$73,864
{avg. salary}

Years experience in the industry



Gender stats

Gender	% Represented	Average Salary
Men	87%	\$74,448
Women	13%	\$70,000

% receiving additional income 77%

Average additional income \$13,860

Type of additional compensation received

Annual bonus 40%

Project/title bonus 29%

Royalties 9%

Stock options/equity 28%

Profit sharing 11%

Pension/Employer contribution to 401K: 30%

Percent receiving benefits 95%

Type of benefits received

Medical 95%

Dental 93%

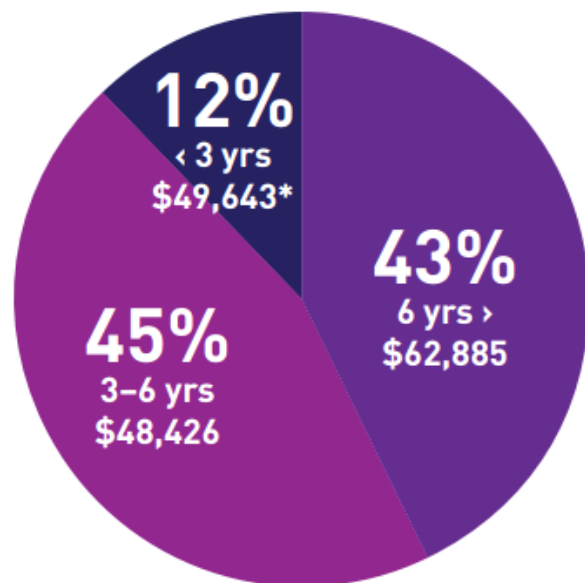
Vision 85%

QA TESTERS

\$54,833

{avg. salary}

Years experience in the industry



Gender stats

Gender	% Represented	Average Salary
Men	88%	\$54,576
Women*	12%	\$56,786

% receiving additional income 72%

Average additional income \$7,904

Type of additional compensation received

Annual bonus 43%

Project/title bonus 14%

Royalties 5%

Stock options/equity 26%

Profit sharing 10%

Pension/employer contribution to 401K plan 35%

Percent receiving benefits: 90%

Type of benefits received

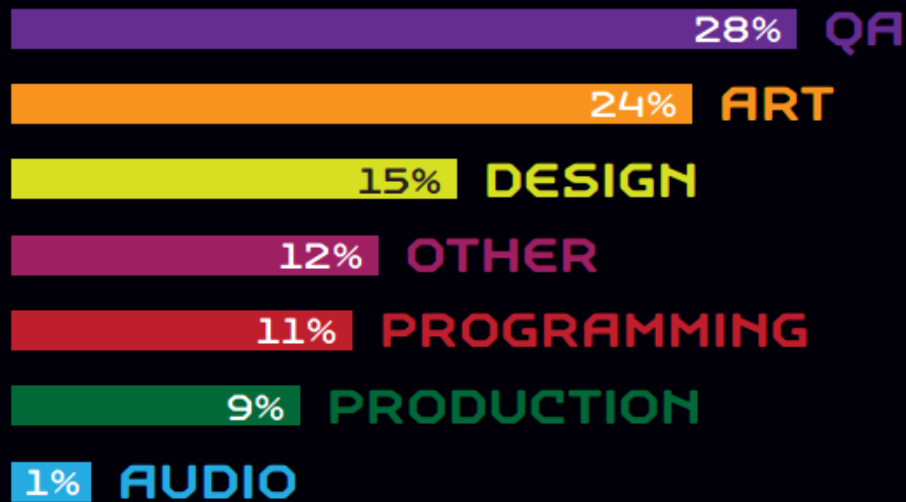
Medical 88%

Dental 86%

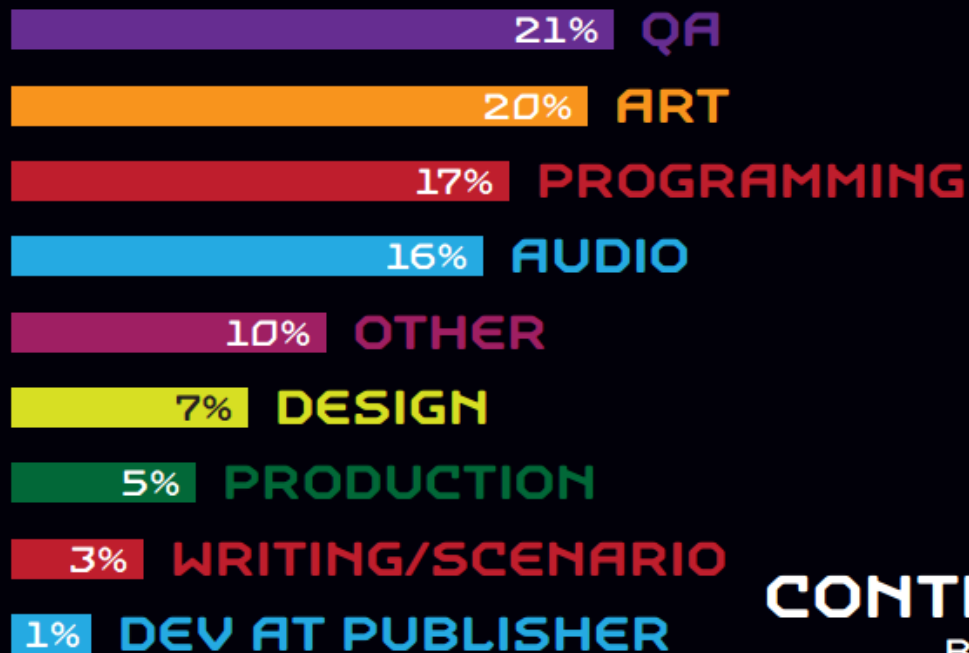
401K/Retirement 83%

Indie Game Development

- Solo indie developers earned an average income of \$11,812 (down 50%).
- Indie developer team members earned an average income of \$50,833 (up 160%).
- Only 8% of indies made money from paid alpha releases.
- Only 5% of indies collected income from crowdfunding sources like Kickstarter.



INDIES
BY JOB FUNCTION

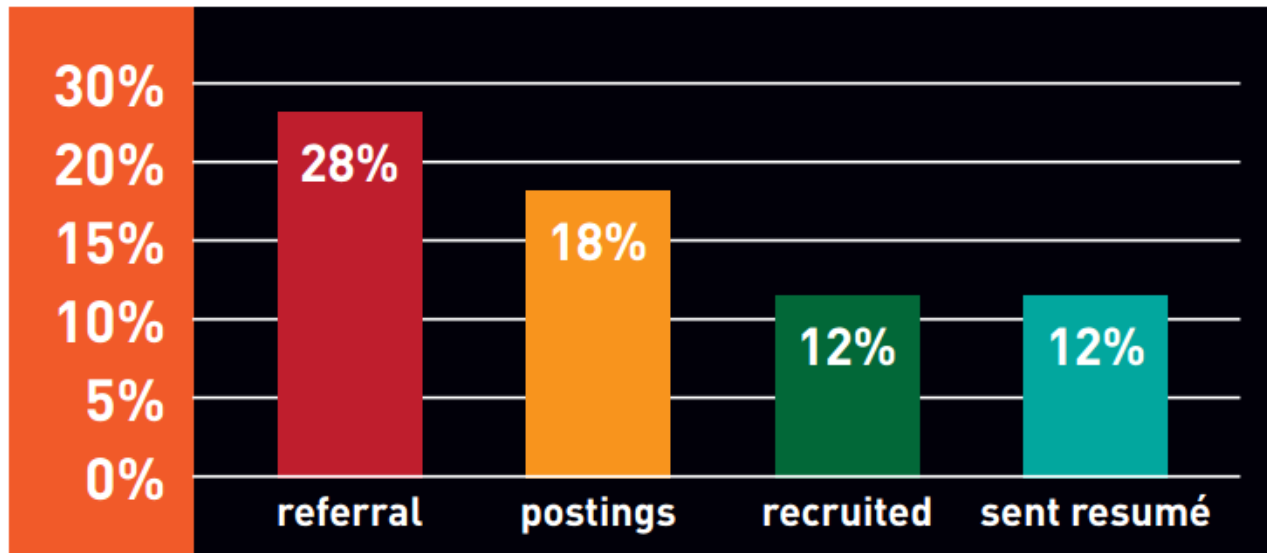


CONTRACTORS
BY JOB FUNCTION

{AVERAGE SALARIES} BY EDUCATION LEVEL AND DISCIPLINE

[across all levels of experience]

	PROGRAMMING	ART	DESIGN	PRODUCTION	QA	BUSINESS
High school/GED	\$97,500	\$95,000	\$71,500	\$67,500	\$53,750	\$127,500
Some College	\$103,438	\$79,250	\$80,833	\$90,109	\$54,167	\$90,500
Associates Degree	\$98,056	\$72,000	\$78,214	\$90,000	\$52,500	\$45,833
Bachelors Degree	\$89,422	\$71,379	\$68,125	\$81,397	\$53,611	\$95,872
Some Graduate	\$99,500	\$83,611	\$100,000	\$90,500	\$32,500	\$157,500
Masters Degree	\$97,763	\$88,000	\$70,692	\$75,962	\$65,000	\$106,000
Some Doctoral	\$97,500	N/A	\$113,750	\$87,500	N/A	\$202,500
Doctoral Degree	\$102,500	N/A	\$122,500	\$82,500	\$42,500	\$123,750



Getting a Game Dev Job

- Expertise
 - Associates or bachelors, especially in CS
 - Programming languages, especially C++
 - Working in teams
 - Working on large, pre-existing codebases
 - Agile software engineering
- Experience
 - Attractive portfolio of games showing your best work and explaining your role in development
 - Demonstrated extracurricular interest in gaming
 - Internships and past employment

Getting an Interview

- Do your homework!
- Know the company you are applying to.
- Write a cover letter that is specific to the company you are applying to and your fit.
- Use flawless grammar and spelling.
- Realize that screeners will spent between 30 seconds and 10 minutes evaluating your application before deciding to pass it on.
- Be aware of your digital presence of Facebook, Twitter, etc.
- Get recommendations / help from your professors.

The Interview

- Lookup and do some programming interview questions as practice.
- Ask the recruiter which languages / tools you should prepare for before the interview.
- Be honest about what you do and don't know.
- Companies expect you to have basic programming skills, be polite, and be willing to learn.
- Companies do not expect you to be an expert; they will teach you much of what you need on the job.

The Interview

- Every person you interact with, from the recruiter, to the programmers, to the receptionist at the front desk, will have input on whether or not you are hired.
- Come prepared to ask questions that show you are interested in learning more about the company and your future co-workers.
- Don't ask questions you can easily find the answers to online!
- Write a following up Thank You e-mail to everyone you interacted with the day after.

Trends

- It is easier to make games than ever before, but harder to get noticed.
- More women and more people over 30 are playing games than every before.
- Games becoming more social and more mobile.
- Less new IP is being made, more being reused.
- Careers in game development pay well and are highly satisfying, but they are highly competitive, require long hours, and many have poor job security.