9.4 Exercises

1. A successful mobile game should not only be entertaining to play, but should also have the capability to be profitable for the developer. In order to create a mobile game, the developer must create a strong storyline with addictive gameplay and, as previously stated, decide how to implement receiving revenue from players while at the same time being careful not to become too greedy and chance making the game annoying for users. Also, deciding the best engine the game will run on would be crucial because that choice can change your initial gameplay or artwork detail/concept.

3. a) CopyrightAssignment.pdf – All interest, rights, and titles are being transferred by Spark Entertainment Inc. to Activision Publishing Inc. (except for all elements pertaining to ‘Tour of Duty’).

b) The major components that provide the publisher-developer relationship between the game studio and Activision are the development and production of the games outlined in the contract, as Spark Industries is solely focused on those aspects, whereas Activision, even though already in the business of providing these services, had the means and ability to provide others (such as manufacturing, licensing, distributing and selling). The main area of interest of this agreement for the development team should be the milestone portion, so that everyone would be aware of their roles, timelines and specifically budget that needs to be worked within and reach them accordingly.

c) NDA.pdf – The purpose of the NDA was to bind the Developer and TSI to maintain confidentiality of proprietary and confidential information being exchanged pertaining to ‘The Game’. The Disclosing party would provide information to the Receiving party with expectations of confidentiality for the decade to follow and all communication between parties would be kept confidential as well.

NDA2.pdf – The purpose of the NDA is to outline the terms by which IV would allow ‘the Disclosee’ to pre-release their game. The Disclosee would agree to return any and all ‘borrowed’ information and adhere to a set of non-negotiable terms of the agreement.