

Subject: Re: 2017 F1 Esports Grand Final: The Deciding Race
From: "Cameron Rogers" [REDACTED] >
Received(Date): Sun, 26 Nov 2017 05:25:19 +0000
To: "Philip Schiller" [REDACTED] >
Cc: "Thomas Boger" [REDACTED] >, "Wiley Hodges"
 [REDACTED] >, "John Ternus" [REDACTED] >, "Jeremy
 Sandmel" [REDACTED] >, "Ron Okamoto"
 [REDACTED] >, "Matt Fischer" [REDACTED] >, "Gregory
 Joswiak" [REDACTED]
Attachment: Screen Shot 2017-11-25 at 9.21.43 PM.png
Date: Sun, 26 Nov 2017 05:25:19 +0000

Sorry Phil, just relaying what the general manager of Codemasters told me. They helpfully detailed their finances for the mobile version of the game for me. I think its an open question of how developers who have big initial 3D graphics investments can make their content work with mobile economics, one that Ocelot can hopefully begin to address.

Personally, I prefer the tilt gyro control for racing games over a gamepad, but agree that the infrastructure of steering wheels and competitive leagues make serious sim gaming a challenge on mobile.

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On Nov 25, 2017, at 9:19 PM, Philip Schiller <[REDACTED]> wrote:

“They will no longer be bringing F1 games to iOS due to lack of profitability for titles with large amounts of development dollars”

That has nothing to do with it.

A mobile racing SIM that users pay for up front isn't going to be popular, period. Not on iOS, not on Android, not on Switch either.

The experience of driving games on a phone or tablet isn't ideal (no wheel or controller, holding a small display, not on a loud speaker system, etc) and the business model is not what most users want for mobile games (and F1 sucks as a sport now anyway).

Sent from my iPhone

On Nov 25, 2017, at 8:56 PM, Cameron Rogers <[REDACTED]> wrote:

The first annual F1 eSports event was decided today on the last lap of the race. If only real F1 was this good!

<https://www.youtube.com/watch?v=I--xYIIQF0k&feature=youtu.be&t=21m53s>

F1 2017 came out for Windows, macOS, and game consoles at the same time on August 25th. I've had a call with the developer of F1 games (Codemasters), and they will no longer be bringing F1 games to iOS due to lack of profitability for titles with large amounts of development dollars. F1 2016 was the last annual F1 game for iOS, which we featured in our iPhone 7 keynote.

Thanks,
Cameron

PX-2274.2



Developer revenue

Costs

Up to 15 full time
developers for 6 months



~\$900K

+

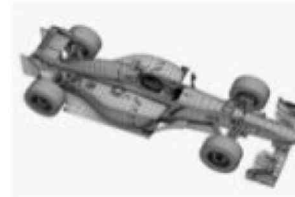
External marketing agency



~\$200K

+

3D asset creation



\$500K each track
Plus cars, plus music

=

~\$1.1M

"free" reused 3D assets

~\$21.1M+

All new assets

Revenue

iOS

~\$1,200K

+



~\$800K

-

30% cut

App Store rev share

~25% cut

F1 licensing rev share

=

~\$1.05M

Net revenue