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Mr. Pool
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Informative Speech Outline

Introduction

- I. **(Attention)** For the CD Projekt Red team, with over 1,300 awards and over 80 million copies of games sold, why was Cyberpunk 2077 released so half-baked and in such an unplayable state?
- II. **(Need)** Save your money from bad underdeveloped releases.
- III. **(Authority)** Thoroughly researched this topic and experienced some similar let downs on game releases.
- IV. **(Central Idea)**
 - A. Significance of shareholders on AAA game companies, who shareholders are and their role in game companies,
 - B. Discussing the impact of shareholder pressure on recent game releases like *Cyberpunk 2077*
 - C. Offering insights on how gamers can avoid falling victim to poorly managed launches influenced by shareholders.

Body

- I. Who even are the shareholders and how have they become so important to the game industry?
 - A. A shareholder is a person, company, or institution that owns at least one share of a company's stock or a share of a mutual fund.
 - B. Video game companies usually start as small startups. In their early days, they typically require funds from venture capital investors.
- II. The impact of shareholders on recent games (like *Cyberpunk 2077*)
 - A. In 2023, the Embracer Group—an entrepreneur group that funds teams like Gearbox, Deep Silver Volition and even Coffee Stain Studios—had

a \$2 billion funding deal fall through.

B. Widespread layoffs and the closure of many studios, including Volition (The team behind the Saints Row games).

C. Similarly in 2020 we saw the poor release of Cyberpunk 2077.

1. Shareholders eager to capitalize on the holiday season,
2. Heavy pressure was put on the CD Projekt Red team
3. From an Esports and The Law article by Brian Roberts, “Kicinski allegedly misled investors during a September 4, 2020 conference call to discuss CD Projekt’s financial results, stating Cyberpunk 2077 would be playable from day one, November 19, 2020, for Xbox One and PS4, and that ongoing development work was normal.”
4. The faulty release caused the team to lose around \$50 million in refunds alone.
5. New York Times post by Mike Isaac—a reporter that covers tech companies and Silicon Valley—and Kellen Browning—a reporter covering the tech industry and video game industry—states:
 - a) “Lawyers and investors in Warsaw are circling the situation, contemplating a class-action lawsuit against the company for what one attorney described as potential criminal “misrepresentation in order to receive financial benefits.””

III. So, how can you avoid investing in these bound-to-die companies and projects?

- A. First, look at a company’s track record.
- B. Next, look at a company’s financial stability.
- C. Similarly, be cautious of companies where shareholders exert too much control over creative decisions.
- D. Last, look for companies with committed investors.

Conclusion

- I. **(Summary)** So, I have now told you who shareholders are, how they have become so important in the game industry and the signs to look for when planning to invest in an upcoming game.

II. **(Zing)** Now let's go back to the failed deal with the Embracer group. What if a bigger deal had fallen through?

III. **(Closure)** Shareholders play an important role in game companies. They can often make or break a game's release.

Works Cited

"Mergers & Acquisitions: Key Considerations for Video Game Transactions."
RSS, www.selborneconsulting.com/post/mergers-and-acquisitions-key-considerations-for-video-game-transactions. Accessed 20 Oct. 2024.

Isaac, Mike, and Kellen Browning. "Cyberpunk 2077 Was Supposed to Be the Biggest Video Game of the Year. What Happened?" *The New York Times*, The New York Times, 19 Dec. 2020, www.nytimes.com/2020/12/19/style/cyberpunk-2077-video-game-disaster.html.