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COM 150-A

16 October 2024

**Informative Speech Outline**

**Introduction**

1. (**Attention**) Cyberpunk 2077 is a brilliant game, with incredible graphic capabilities and over 105 hours of content but, it was not always this way. If we turn back to 2020, upon the game’s release on December 10th, we find a very rough launch. There were so many bugs and glitches in the game, it was nearly unplayable at times. The game also suffered massive performance spikes—especially when it came to console versions. Cyberpunk 2077 was one of the most hyped games of that year, so this was a huge let down to its fanbase. For the CD Projekt Red team, with over 1,300 awards and over 80 million copies of games sold, why was this game released so half-baked and in such an unplayable state?
2. (**Need**) By understanding why some games are released in such horrible conditions or never get released at all—sometimes even with the entire team getting fired—you’ll know how to save your money from bad underdeveloped releases. Especially when it comes to large preorders like Cyberpunk 2077.
3. (**Authority**) As someone who has thoroughly researched this topic and experienced some similar let downs on game releases, I will walk you through how these problems occur and how to avoid investing in an unfinished game.
4. (**Central Idea**) Today I am going to talk about the significance of shareholders on AAA game companies by explaining who shareholders are and their role in game companies, then discussing the impact of shareholder pressure on recent game releases like *Cyberpunk 2077*, and finally offering insights on how gamers can avoid falling victim to poorly managed launches influenced by shareholders.

**Body**

1. Who even are the shareholders and how have they become so important to the game industry?
   1. First, according to Adam Hayes, an assistant professor of sociology and anthropology at the Hebrew University of Jerusalem, “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.” Video game companies usually start as small startups. In their early days, they typically require funds from venture capital investors. Because of this heavy dependency the companies have on shareholders, the biggest shareholders of a company tend to hold the most power in the company.
   2. To understand their impact on industry, let’s look back at 2020. When everyone was quarantined during the pandemic, more games were being played than ever before. A post by the National Library of Medicine says that there were around 2.7 billion gamers in 2020. This was huge for the game market and brought in huge amounts of investors. In a post by Brent Vegliacich, a manager of private equity at Selbourne Consulting, it’s explained that “Investment in the gaming industry […] reached a new high […], up 77% from 2019.” This massive increase in profits was great for the industry. But once everything settled down and everyone started going back to work, these numbers plummeted. Here’s where the shareholders come into play. They began pulling out money from these companies and their projects, this drove the industry into a economic nose dive. According to a Wikipedia article, “Over 10,000 jobs were lost in 2023, and an additional 13,000 jobs were lost in 2024 from January to September. […] Including major job cuts from Embracer Group, Unity Technologies, Microsoft Gaming, Electronic Arts, Sony Interactive Entertainment, Epic Games, Take-Two Interactive, Sumo Digital and Riot Games.”
2. The impact of shareholders on games (modern)
3. So, how can you avoid investing in these bound-to-die companies and projects?
   * 1. First, look at a company’s track record. Focus on companies with a good history of meeting deadlines and delivering successful games. Companies that very commonly put their workers into crunch time are a *red flag*.
     2. Next, look at a company’s financial stability. More specifically, their diversified income streams. Ensure that they are not overly reliant on a single game’s success or the funds of an investor.
     3. Similarly, be cautious of companies where shareholders exert too much control over creative decisions. If an investor prioritizes short-term profits over long-term success, it can lead to poor-quality releases.
     4. Last, look for companies with committed investors. This is harder to spot but, it is important to recognize that investors may pull out if they lose confidence in the project’s direction, *especially* during the early development stages.

**Conclusion**

1. (**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.
2. **(Zing)** According to a post by AFP News on International Business Times, “Video game maker CD Projekt RED has lost billions in value since the ill-fated launch of its much-hyped Cyberpunk 2077 title last week […],” the page also explains how the company’s stock value sank from roughly over 10 billion dollars to 8.8 billion dollars in a week. This should go into the body. Answer the hook here.
3. **(Closure)** Shareholders play an important role in game companies. They can often make or break a game’s release. Hopefully now that you are aware of the telltale signs of a risky investment, you can make an informed decision—*especially* when it comes to those risky pre-orders.

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