

GAMING WORKSHOP, TECHFEST 2004, IIT BOMBAY (www.techfest.org)

GAME DEVELOPMENT INDUSTRY

This is one of the most exciting and fast-growing sectors in the digital content industry. Recent figures from the Entertainment Leisure Software Publishers Association (ELSPA) show that games consoles are truly becoming mass market. Globally an unprecedented 30 million Playstation2, Xbox and Gamecubes were sold in 2002 and it is predicted that another 33 million will be sold in 2003. ELSPA find that in response the world market for games and edutainment software will grow to \$18.5 billion in 2003, up from \$16.9 billion in 2002. The video game industry another growing forms of entertainment with over \$10 billion dollars in 2002 worldwide sales and more than 50% of US households playing computer and video games. Each year hundreds of major software applications are produced by scores of development houses and published by some of the biggest names in the computer and electronics industry. Due to fierce industry competition and demand for novelty, there is high-speed innovation in interface design, input devices, graphics, social communication and development process. But the larger computing community knows little about the wide variety of games that come out each year, let alone the research and design that is being done to build the next exciting generation of games.

LEADERS



Electronic Arts (EA) is the world's leading independent developer and publisher of interactive entertainment software for personal computers and advanced entertainment systems such as the PlayStation®2 Computer Entertainment System, the PlayStation®, Xbox™ video game console from Microsoft, the Nintendo GameCube™ and the Game Boy® Advance. Since its inception, EA has garnered more than 700 awards for outstanding software in the U.S. and

Europe. EA GAMES franchises include Harry Potter, James Bond, The Sims, Command & Conquer, Medal of Honor and a host of original franchises. EA markets its products worldwide under four brand logos and has over 33 product franchises that have reached more than a million unit sales worldwide. EA headquarters is located in Redwood City, California.

For more visit: www.eagames.com



Blizzard Entertainment® is a premier publisher of entertainment software. Since establishing the Blizzard label in 1994, the company has quickly become one of the most popular and well-respected makers of computer games.

With blockbuster hits including the **Warcraft®**, **Diablo™**, and **StarCraft®** series, the company has enjoyed back-to-back number-one selling games, as well as consecutive Game of the Year awards. The company's free online game service, **Battle.net®**, is the largest in the world with millions of active users.

Most recently, the company released **Warcraft® III: The Frozen Throne™**, the highly anticipated expansion pack to **Warcraft® III: Reign of Chaos™**. The Frozen Throne is being hailed as a "terrific, full-featured expansion for Warcraft III that makes an already outstanding game significantly more so."**

Warcraft III: Reign of Chaos has been called "the fastest selling PC game ever"* and has won several accolades since the game shipped to retail outlets in July of 2002. The original Warcraft®: Orcs and Humans™ was touted as one of the best strategy games of 1994; and the game's epic sequel, Warcraft® II: Tides of Darkness™, has won many accolades including Game of the Year and Best Multiplayer Game. Increasing the depth of the Warcraft universe, World of Warcraft® is a Massively Multiplayer Online Role Playing Game set in the familiar lands of Azeroth. The game is currently in development and the beta is currently slated to begin in 2003.

In 2001, Blizzard released **Diablo® II: Lord of Destruction™**, the expansion set for 2000's record-setting bestseller Diablo II. Selling over a million copies in its first month of release, Lord of Destruction has been called "the definitive add-on,"* and was one of the biggest sellers of 2001. The original Diablo®, which released January 1997, debuted at number one in the United States and was named Game of the Year.

StarCraft®, which released in March 1998, was the company's third number-one selling game and was named the best-selling game of 1998 by PC Data. The game's expansion set, **StarCraft®: Brood War™** was widely acclaimed and was named best expansion of 1998. The recent announcement of **StarCraft: Ghost™** further expands the StarCraft storyline, and takes Blizzard back to its console roots. The game offers an in-depth perspective on familiar planets and former battlefields from the legendary universe. Also, as the story unravels, players find themselves traversing uncharted terrain and battling adversaries never before seen by followers of the series. Currently under development for the Xbox™, Gamecube™ and Playstation 2®, StarCraft: Ghost is currently slated for release in 2003.

Prior to the release of Warcraft, the company served as a third-party developer creating entertainment software for a variety of platforms including DOS, Macintosh, Sega Genesis and Super Nintendo. Some of the company's best-known titles include Rock 'n Roll Racing, The Lost Vikings, Blackthorne, and The Death and Return of Superman.

The Blizzard research and development group is comprised of more than 150 designers, producers, programmers, artists, and sound engineers. Each member of the Blizzard staff is a true game enthusiast, which provides the company invaluable insight to creating products for the gaming industry.

In March 1996, Blizzard acquired Blizzard North, a concentrated team of developers specializing in high-quality entertainment products for computer and home console systems. Located in San Mateo, Calif., Blizzard North strives to push gaming technology to the next level.

Headquartered in Irvine, Calif., Blizzard Entertainment was founded in 1991 under the name Silicon & Synapse by Chairman Allen Adham, President Michael Morhaime and vice president Frank Pearce.

Blizzard Entertainment is a division of Vivendi Universal Games, an operating unit of **Vivendi Universal**.



Sierra's internal game development teams have brought many of the industry's best-selling and most recognizable games to life, including King's Quest®, Red Baron®, Leisure Suit Larry®, Hoyle®, Space Quest®, SWAT™, Tribes™, Gabriel Knight™, and Police Quest®.

Today, Sierra develops games through development teams located at Sierra's headquarters in Bellevue, Washington, and two wholly owned game development studios, Papyrus Racing Games and Impressions Games.



Eidos plc is one of the world's leading publishers and developers of entertainment software. Eidos' rise has been meteoric; it only came into existence as a games company in 1995 and today is home to some of the interactive industry's best known brands including Commandos, Soul Reaver, Championship Manager and Tomb Raider featuring the world's most famous cyber-babe Lara Croft. Eidos develops and publishes a diverse mix of titles for the PC, PlayStation® game console, PlayStation®2 computer entertainment system, Nintendo GameCube™ and the Xbox™ video game system from Microsoft

Eidos' early years were focused in the area of video compression technology. Eidos moved into the entertainment software market in October 1995 with the acquisition of Domark, as well as obtaining a full listing on the London Stock Exchange. In April 1996, Eidos strengthened its position in the industry with acquisition of CentreGold plc, which included Core Design and US Gold. The distribution element, CentreSoft, was sold to a management buyout as part of the decision to focus solely on developing and publishing.

Since this date, Eidos' spectacular growth into a global publisher and developer of entertainment software has been based around:

The Tomb Raider franchise. The first Tomb Raider game was launched in October on Saturn and on PlayStation & PC in November 1996. The Tomb Raider franchise (5 games in total) has now sold more than 28 million units worldwide

The acquisition of the high quality development studio Crystal Dynamics (creator of Soul Reaver and Gex) in November 1998

The acquisition of equity stakes in leading software houses including Ion Storm (Deus Ex), Pyro Studios (Commandos), Elixir Studios (Republic), Hothouse Creations (Gangsters, Who Wants To Be A Millionaire?), Sports Interactive (Championship Manager) and Kronos (Fear Effect). The securing of long term publishing deals with companies such as, Free Radical Design (TimeSplitters) and Attention To Detail (Olympics).

Co-publishing deals with Japanese publishers to receive titles such as Resident Evil (Capcom) and Final Fantasy (Squaresoft)

Selective use of prestigious globally recognised licences, such as the exclusive worldwide ones for the Olympics, the hit film "Chicken Run" and the Disney film 102 Dalmatians together with the licence for "Who Wants To Be A Millionaire?" in the UK and selected European countries.