

Build for the Future

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Predict through your timeline



Pattern



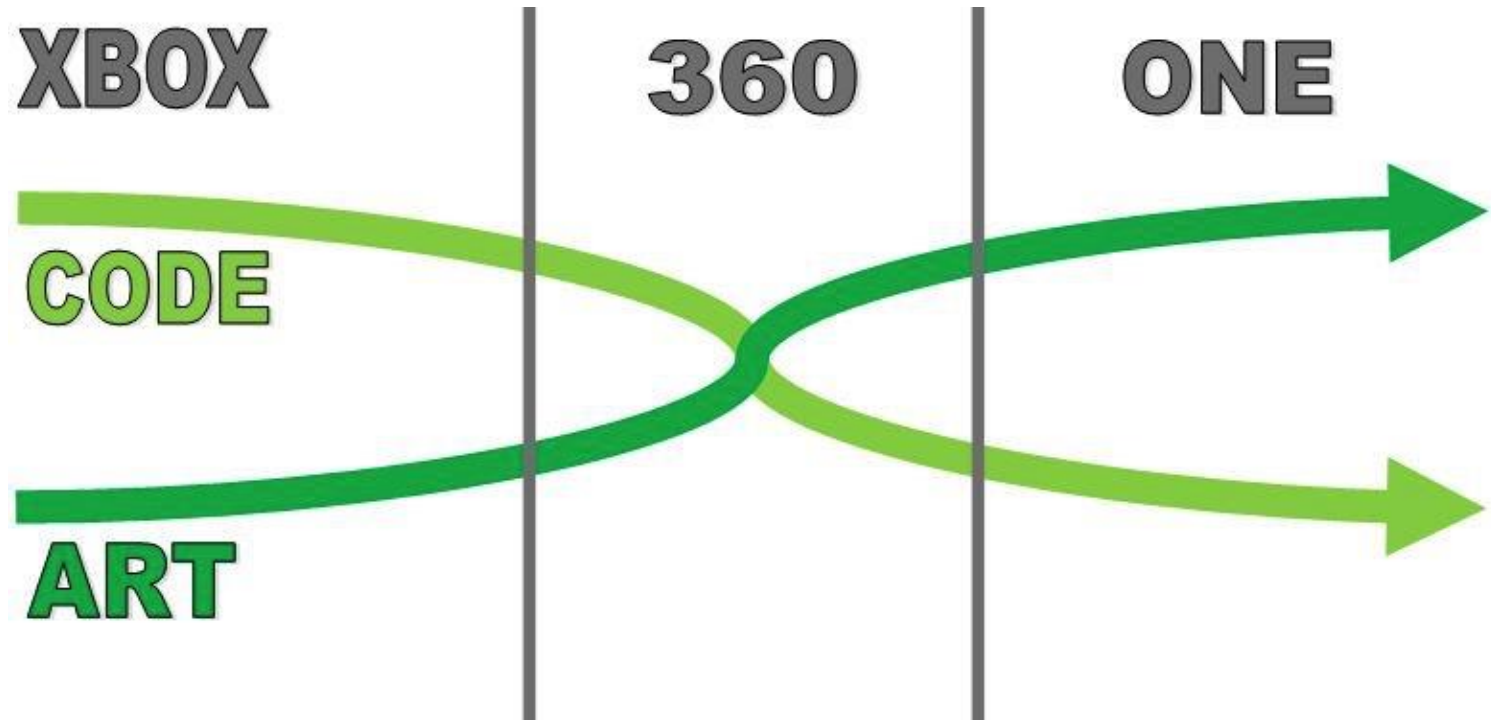
Trends Exercise

1. Identify trends you have no control of
2. Choose a few for your timeframe
3. Make predictions
4. Course correct

Notes:

Trends that are technical carry less risk

AAA Game Development Risk

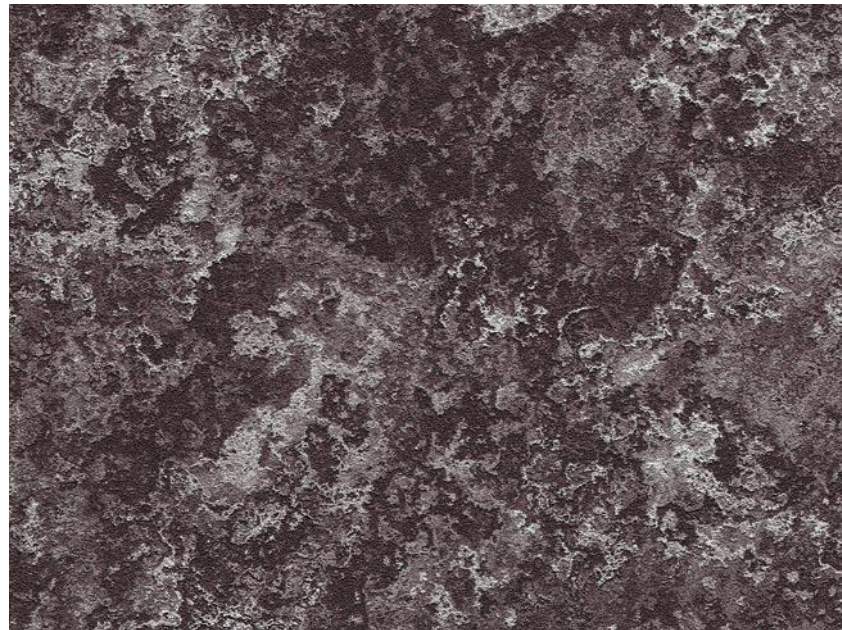


Hardware

- Hardware research dominated by mobile
 - Low power / cost, 1st
 - compute & storage, 2nd
- IoT 20B - 50B by 2020
- PC GPUs are an outlier

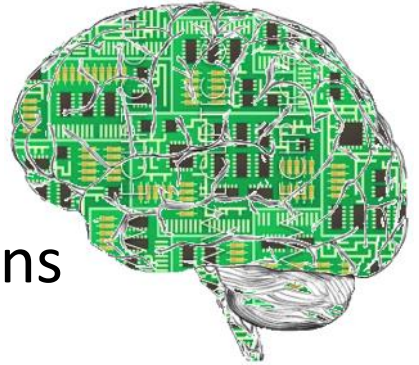


GPU Compute vs Textures



Neurogaming

- Natural Input
 - Read body language
- Natural Output
 - 3D Stereoscopic
 - Haptic feedback
- Emotive AI
 - AI's aware of and interacting with emotions



Customer Segmentation

Price Insensitive AAA Gamer	Hardware: +\$2000 Hi wattage video cards Hi cost gaming computer	Games: \$50+ Best graphical fidelity 100s to choose from
Price Sensitive AAA Gamer	Hardware: ~\$300 Power constrained package Low cost console	Games: \$50+ Good graphical fidelity 100s to choose from
Mobile Gamer Social, casual, innovative	Hardware: \$0 - \$800 Low power devices Prices run low to middle	Games: \$0 - \$5 Wants fun, innovation, but not willing to pay much 1000s to choose from

Notes:

Chart is really a state of things now

What are the implications?

Over 10 years?

Innovation



Christmas Kohler @kobunheat

5d



Not even a negative tweet. I'm pointing out that the Rubicon has been crossed. True innovation and AAA are incompatible. Look to low-budget.



Christmas Kohler @kobunheat

5d



Just FYI, interesting AAA games are over. They come in 3 genres now (violence, driving and sports). Low-budget indie games are our savior.

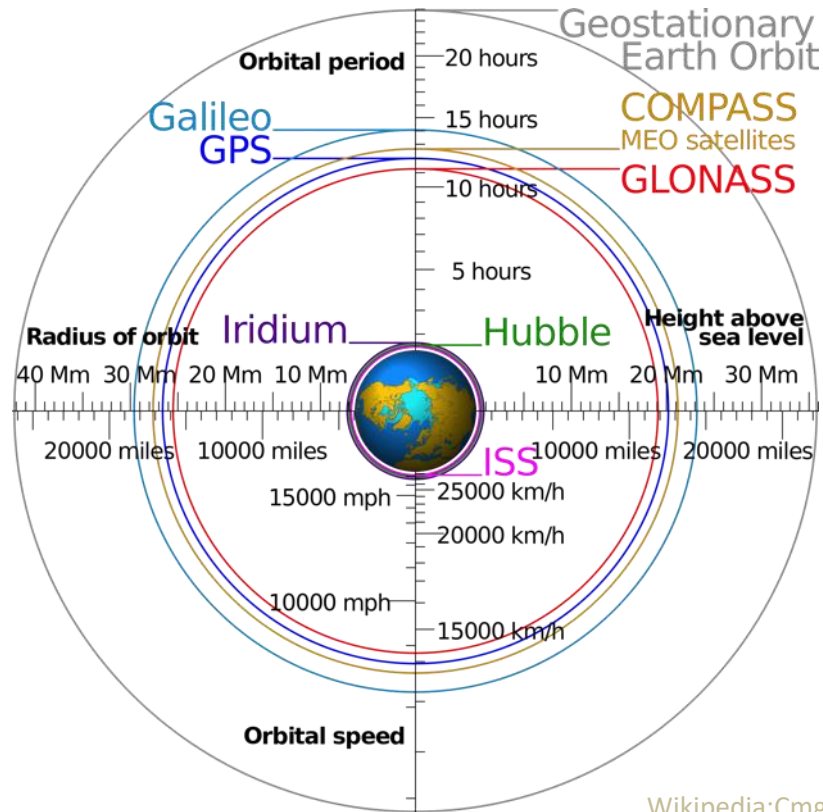
Notes:
Consoles have indie games, but that isn't the primary business model
AAA is where the money is on a console



Image from [spacex.com](https://www.spacex.com)

Communication Facts

- Geo 35,786 km, ~240ms
- LEO 1,100 km, ~7ms
- C In Space – 1.0
– 299793 km/s
- C in Glass – 1.52
– 197231 km/s



Predictions

- Game risk looks more like Movie risk
- Development tools move to the cloud
- Tune after Shipping
- The end of DRM
- Rethink of the end devices we use

Predictions

- Bidirectional communication everywhere
- New competition in communications
- Rethink CDN & Distribution Strategies
- Rethink Geo-fencing and audience sizing
- Massive upheaval in all media distribution

Wrapping Up

- Really about investment strategies
- All predictions involve risk
- Focus on a few that matter
- Collect data as you go, then course correct

Finish

- Blog: <http://boyd.multerer.com>
(I update it sometimes...)
- Twitter: @BoydMulterer
- This slide deck can be found at...
 - <https://github.com/boydm/presentations>