



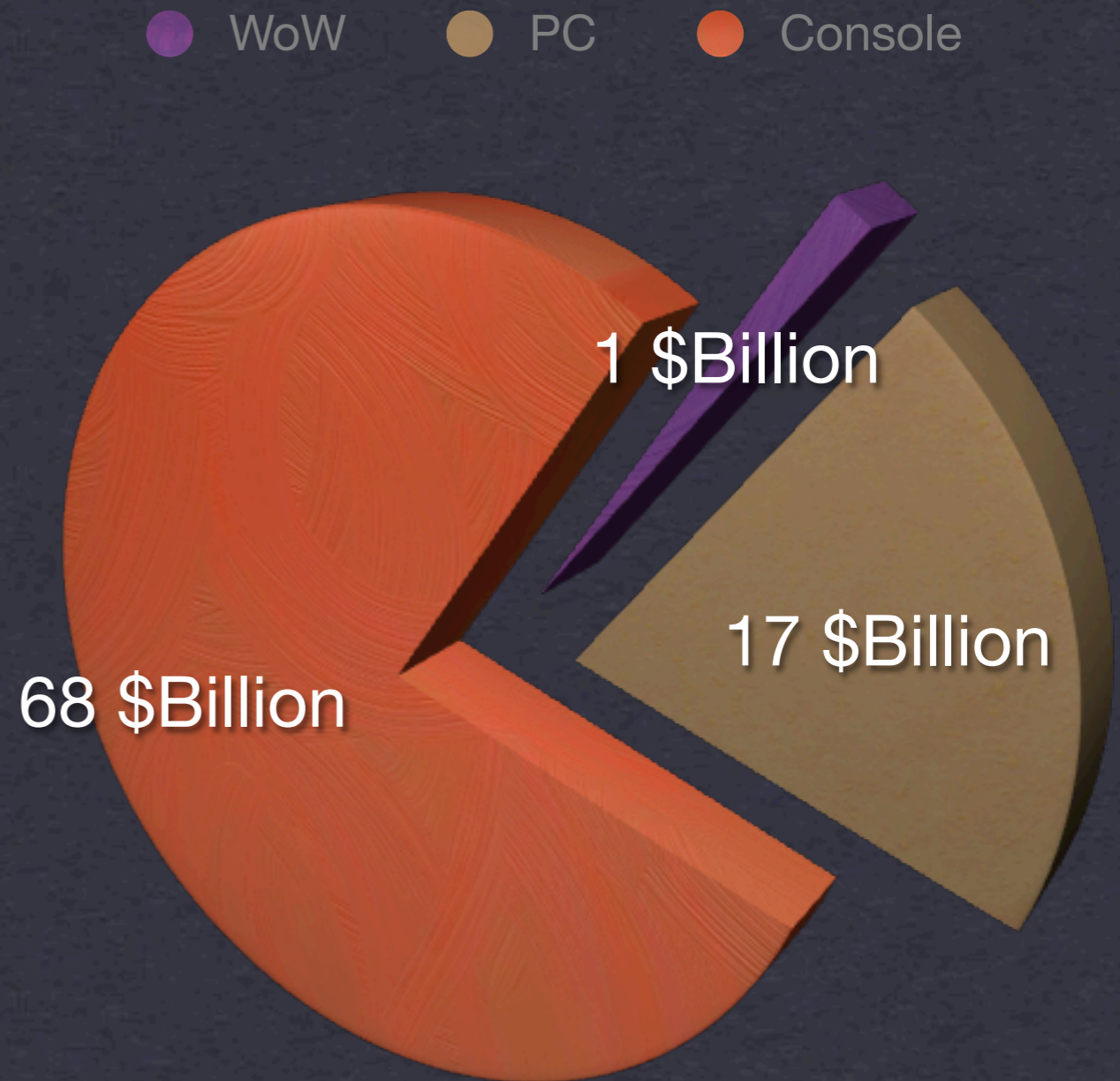
GAMES MARKET 2015

TECHNOLGY, CONCEPTS, VISION. BY TEUT WEIDEMANN: TEUT986@GMAIL.COM

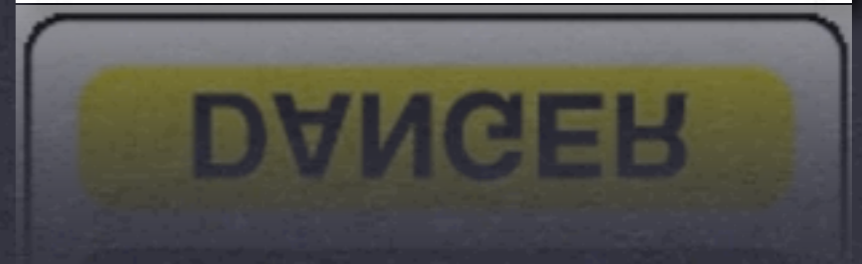
Market 2008

Console domination

Data without F2P Online!



Threat? Danger?



TRADE + SAVE



TRADE IN GAMES SAVE ON LOADS OF STUFF

Trade in your old games and accumulate trade credits for any games, accessories, or controllers in the Store. You can rent or buy the hottest games, new games, save **BIG** on pre-owned games, or step up your gaming with new accessories.



Trade In Games and
Get \$20 Off
Select New Releases

DANGER: TRADE IN GAMES

PRICE VS. SALES VS. USED GAMES LOWERS DEMAND IN NEW RELEASES

GF GAMEFLY.
Ready to Play

NEWS FLASH:
NEW TRADE-IN PROGRAM **BETA**

Dear _____

As a long-time member, we welcome you to try out our new [GameFly Trade-In Program](#). Now you can trade in the games you own for credit toward your membership fees! Trade in as many games as you want, and stack up the GameFly Credits.



We would appreciate your valuable feedback if you use this new feature. For feedback or questions about our new Trade-In Program, please e-mail tradein@gamefly.com.

TRY IT NOW!



GameStop accepts trade-ins for the following formats:

Ps2
Ps3
PSP
Xbox 360
Nintendo Wii
Nintendo DS
DVD
HD-DVD
BluRay DVD
UMD



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Registriert: 58.180.183 | Online: 111.422

HOME **BROWSER GAMES** DOWNLOAD GAMES MINI GAMES

community forum support center my bigpoint

DEEPOPOLIS
DAS KOSTENLOSE ONLINE-SPIEL

SPIEL JETZT MIT!

REPEAT

O₂

2 Monate gratis telefonieren!

TOP BROWSERGAME **TOP DOWNLOADGAME** NEU

DARKORBIT

An diesem Spiel kommt keiner vorbei!
Jage durch's All! Fights und Missionen führen Dich an die Spitze Deiner Firma!

FRAGORIA

Das Online-Rollenspiel!
Im Duell oder in der Schlacht: Kriegskunst und Magie sind Deine Waffen!

MYSTERIUM

27.03.2009
Puzzle / Logik

BROWSERGAME CHARTS **DOWNLOADGAME CHARTS** MIN

SEAFIGHT

LAST CHAOS

Facebook | Home gamigo.de | Dein Portal für kostenlose MMOGs

http://www.gamigo.de/ Google

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LOGIN

gamigo

DEIN PORTAL FÜR KOSTENLOSE ONLINE SPIELE

Home | gamigoNews | Community | Accountsystem

TOP 5 GAMES

- 1 Last Chaos
- 2 Fiesta Online
- 3 Level R
- 4 Dreamlords
- 5 Shot Online

Drei Engel für Fiesta

Der neue MMORPG Hit

Fiesta

AMIGO GAMES TRAILER

Schaut Euch den Gametrailer zu den gamigo games an! Klickt auf den Button.

KOSTENLOSE SPIELE während dein Spiel

http://mmohub.org/ trade in games

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MMOHUB
YOUR SOURCE FOR MMOs & MMORPGs

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FEATURED GAMES Tales Runner - 3D racing MMO

SPELLBORN

REVIEW: 'The Chronicles of Spellborn'

HOT GAME

TALES RUNN

SECRET OF

PROJECT TO

PERFECT W

LAST CHAO

IN THE SPOTLIGHT **WEEKLY FREEIE**

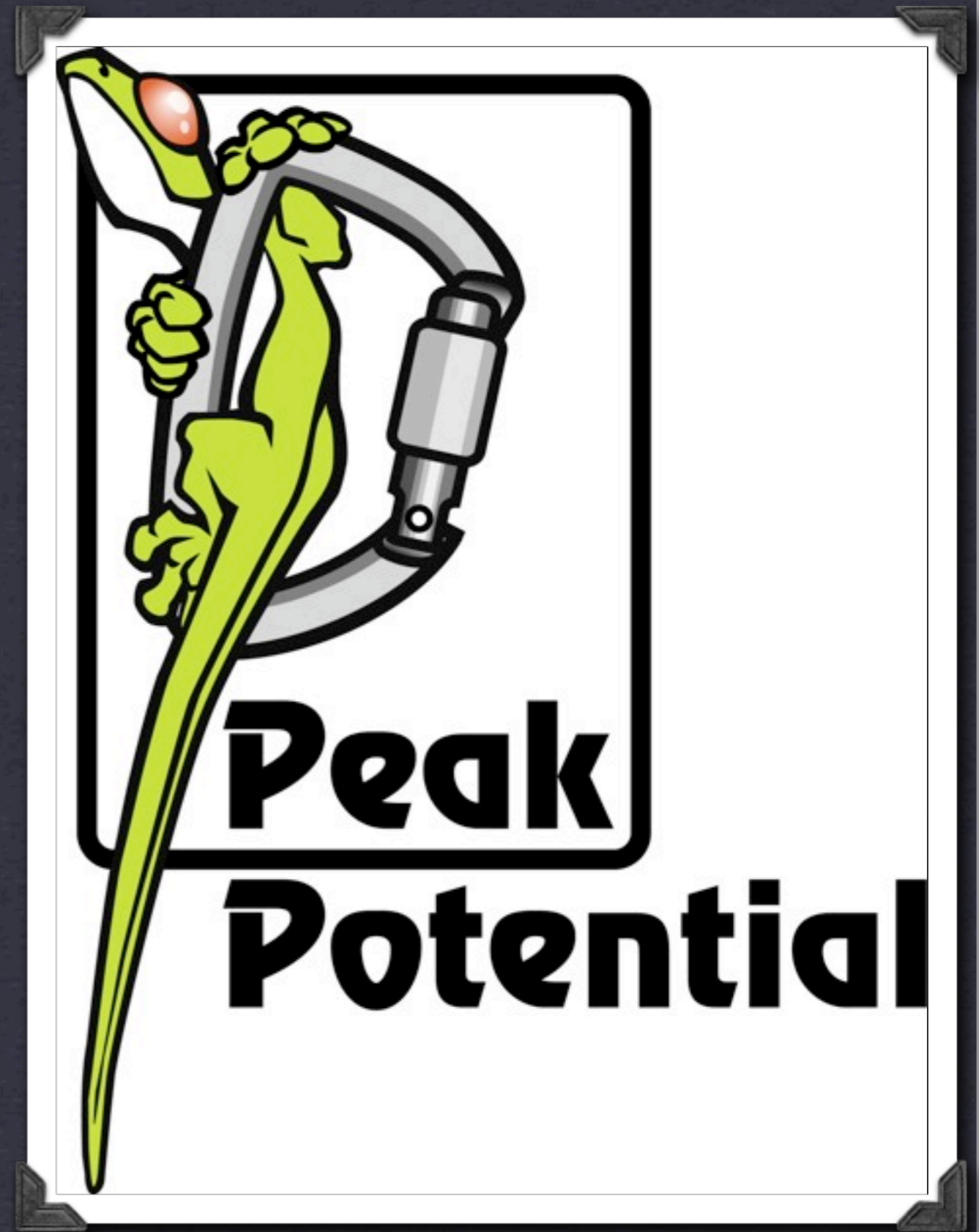
RAPPELZ

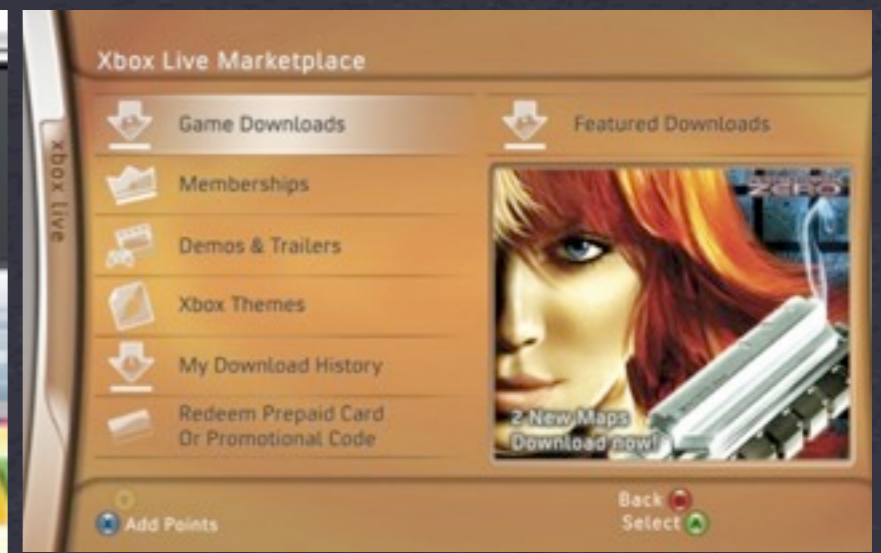
Seafight

FREE TO PLAY: WHY PAY FOR RETAIL?

F2P GAMES GROWTH 350% PER YEAR

Chances!
New Markets!





NEW DISTRIBUTION PLATFORMS

„SMALLER“ GAMES FIND NEW MARKETS

Facebook | Home Browsergames | Online Games und

http://de.bigpoint.com/ Google

Apple Google Maps Beliebt Gmail XING Facebook Golem Engadget FOCUS Research Shops News (702)

BIGPOINT
YOU'LL NEVER PLAY ALONE.

Registriert: 58.180.183 | Online: 111.422

HOME **BROWSER GAMES** DOWNLOAD GAMES MINI GAMES

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DEEPOLIS
DAS KOSTENLOSE ONLINE-SPIEL
SPIEL JETZT MIT!

TOP BROWSERGAME **TOP DOWNLOADGAME** NEU

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Das Online-Rollenspiel!
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MYSTERIA
27.03.2009
Puzzle / Logik

BROWSERGAME CHARTS **DOWNLOADGAME CHARTS** MIN

SEAFIGHT **LAST CHAOS**



ONLINE PUBLISHING: F2P & BROWSER GAMES

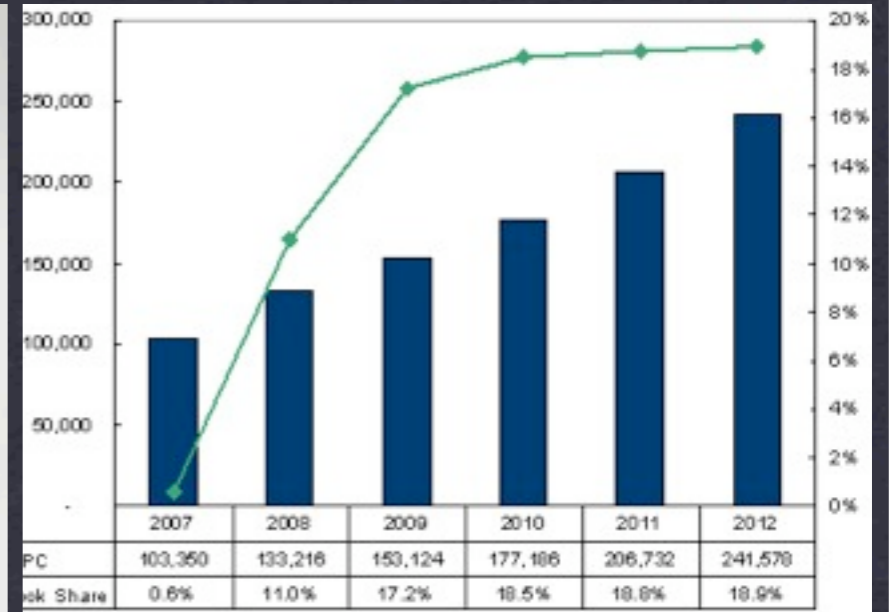
GO WORLDWIDE WITHOUT LEAVING YOUR OFFICE

**YOU GOT GREAT
POTENTIAL**



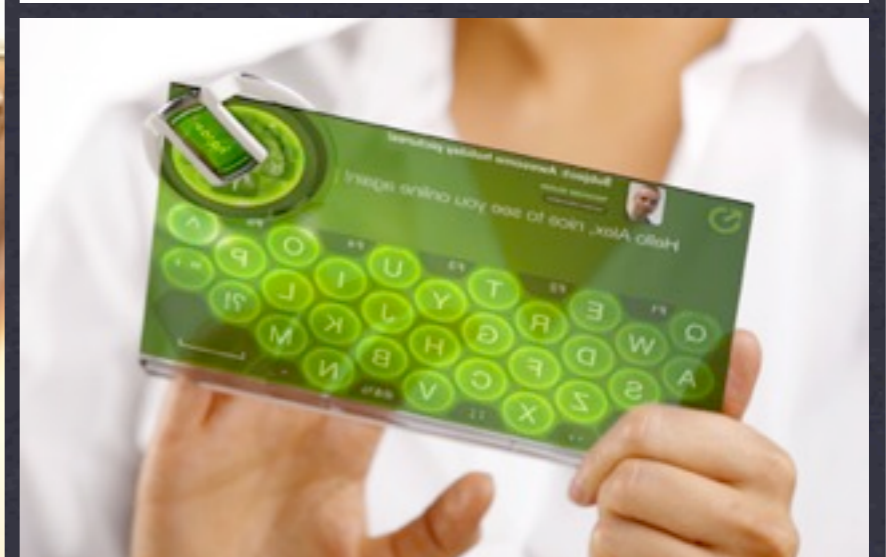
Vision: Hardware 2015

This is not Science Fiction



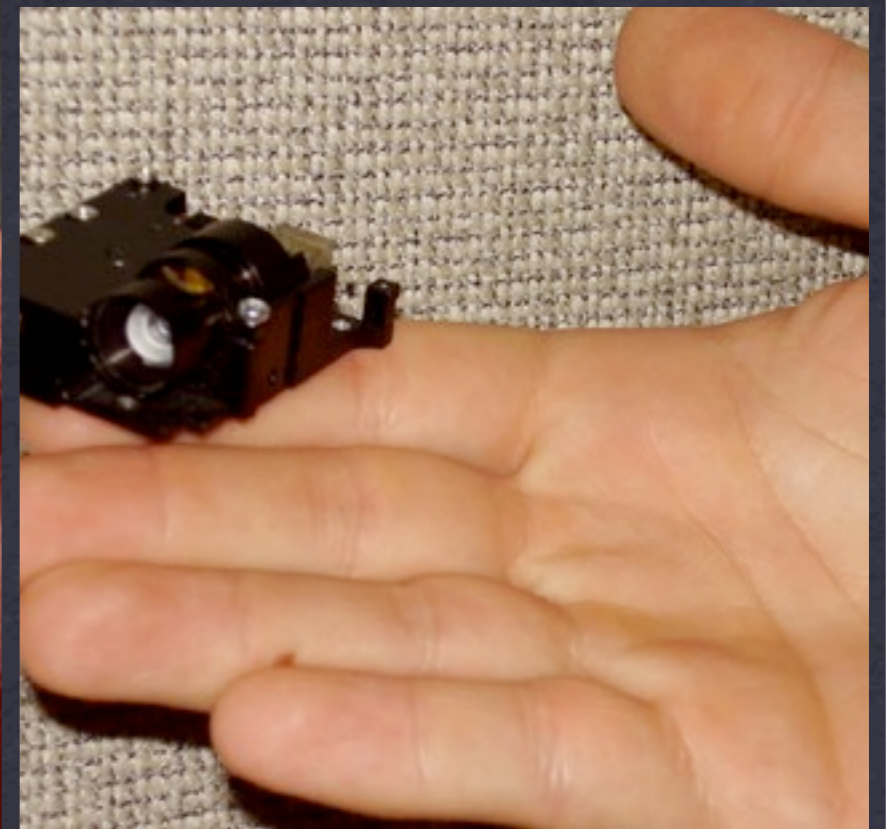
NETBOOKS WITH 3D

3D, ALWAYS ON, TOUCH SCREEN, CAMERA, UNDER \$300



MICROBOOKS

3D EVEN HERE, ALWAYS ON, OFFICE IN YOUR POCKET



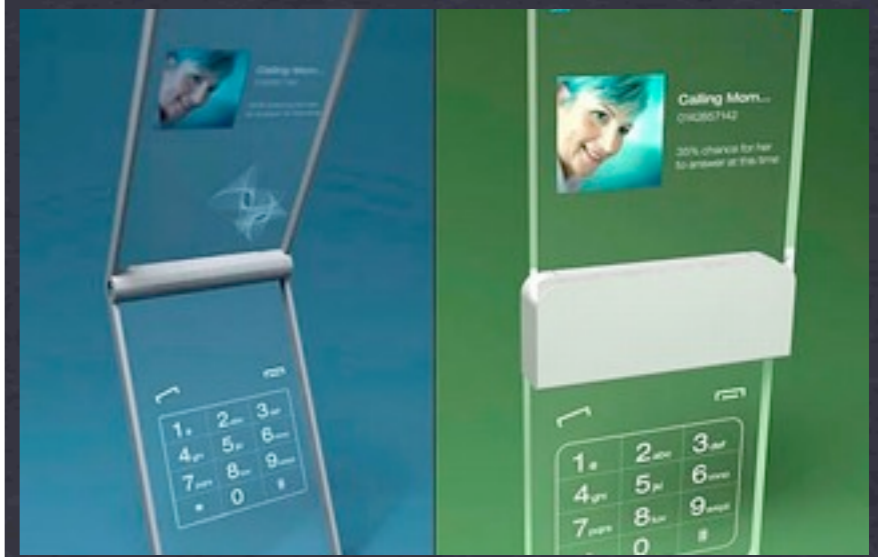
PICO PROJECTORS IN HD

MOVIE SCREENS ON THE GO



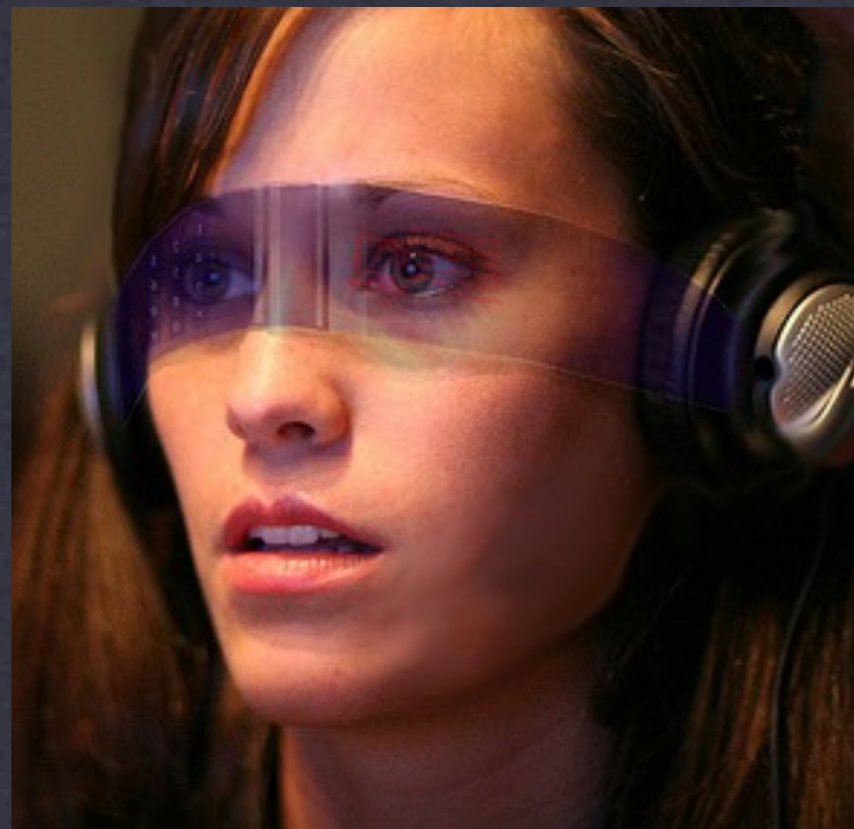
PICO PROJECTORS IN MOBILE DEVICES

DEATH OF TFT SCREENS? AUGMENTED REALITY, VIRTUAL INFORMATION IN THE REAL WORLD



ULTIMATE SMARTPHONES

ALWAYS ON, APPSTORES, PICO PROJECTOR, CAMERAS, 3D, GAMES!



INTERFACES

TOUCH, GESTURES, EVERYWHERE



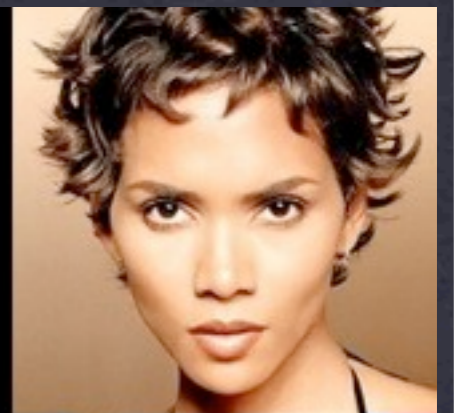
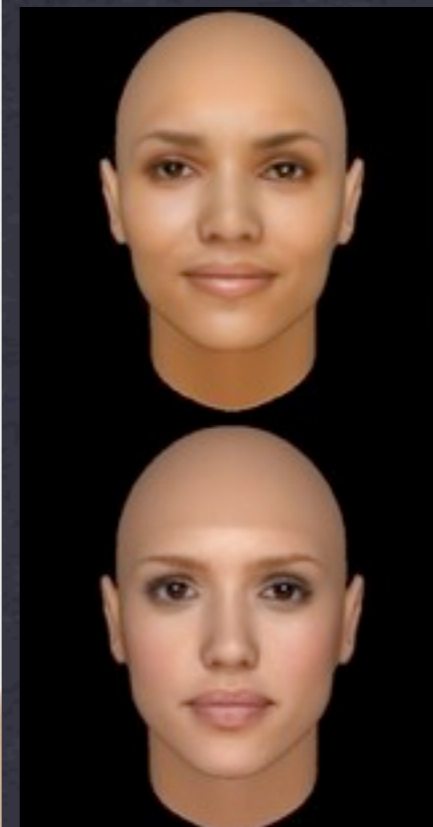
OLED - CHANGING LIGHT AND VISION

ANYONE READY FOR THIS?



Vision: Consoles 2015

Moving ahead



GRAPHICS: PHOTOREALISTIC

FACE LIBS, ACTING LIBS, MOTION LIBS, TERRAIN FROM DIGITAL EARTH DATA



ALWAYS ON!

DIGITAL DOWNLOADS, GAMES, MOVIES, MUSIC, TV RECORDER, SOCIAL NETWORKS, VOIP



Online

Playing the World

Games



Burnout Paradise: The Ultimate Box

PUBLISHER: Electronic Arts
 GENRE: Racing
 RELEASE DATE: Feb 5, 2009
 USER RATING: ●●●●●



Company of Heroes: Opposing Fronts

PUBLISHER: THQ
 GENRE: RTS
 RELEASE DATE: Sep 27, 2007
 USER RATING: ●●●●●



Crysis Wars

PUBLISHER: Electronic Arts
 GENRE: Action
 RELEASE DATE: Sep 18, 2008
 USER RATING: ●●●●●



F.E.A.R. 2: Project Origin

PUBLISHER: Warner Brothers
 GENRE: Action

Back

THE **ONLIVE** GAME SERVICE
 ANY GAME. ANYTIME. ANYWHERE.



PC
 via browser plug-in



TV
 via OnLive MicroConsole



MAC
 via browser plug-in



OnLive + Games + Details

Mirror's Edge Multplayer ESRB



PUBLISHER: Electronic Arts
 GENRE: Adventure
 RELEASE DATE: Jan 13, 2009
 USER RATING: ●●●●●

In a city where information is heavily monitored, agile couriers called Runners transport sensitive data away from prying eyes. In this seemingly utopian paradise, a crime has been committed, your sister has been framed and now you are being hunted. You are a Runner called Faith - and this innovative first-person action-adventure is your story.

Buy / Rent Demo More Info

ARENA

Live + Friends



Back

LIVE STREAMING: GAMES, MOVIES, MMO'S
 HD FOR EVERYONE, MASSIVE ONLINE FOR EVERYONE, FULL DYNAMIC WORLDS, NO PIRACY

Tropical Paradise



How May We tempt You?

Shadows Demo

The light and dark side of Unity2.



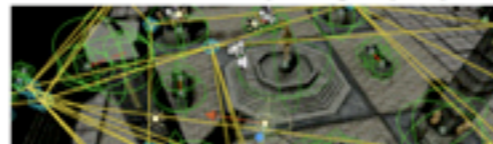
Avert Fate

Feel the real power of Unity in this game.



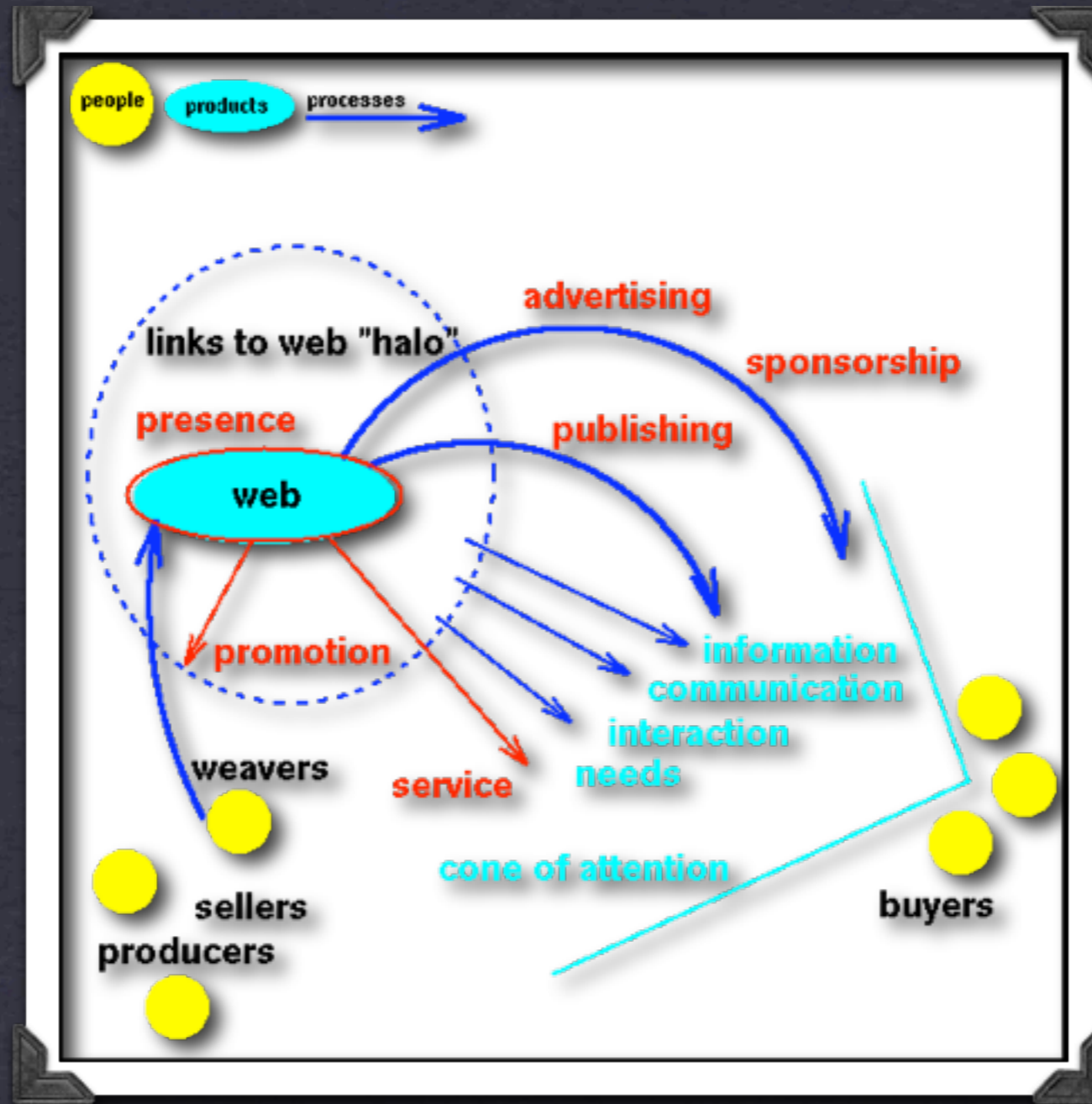
Unity

What is this Unity thing anyway?



BROWSER GAMES LOOK LIKE RETAIL

NO INSTALLATION, WIDER USER BASE, LOWER SYSTEM SPECS, EASIER PUBLISHING



Business Models

Broadening Access. Opening the World

Free to Play

- AAA quality in all genres
- Worldwide reach
- Less „publisher“ hassle
- No piracy
- Honest business model
- Lowest System Spec (BG)



Streaming

- „Crysis“ quality on all PC's
- Subscription: Library access
- Longer „shelf“ life
- Worldwide reach
- No piracy
- Social Gaming built in
- Works on PC, TV, Console



Online Stores

- Instant Access
- Automatic reach to device
- Easy payment
- Easy installation

App Store (Mobile) * Live Marketplace (Console)

* Steam (PC) * Amazon (PC) * etc.



Advertising

New Methods:

- Old Ads no longer work
- They want INTO the world
- But Coke in WoW?
- Methods: See Asia



Distribution

Moving away from Retail

Wider price range (\$1-\$99)

Better games range

Means wider audience

Less piracy

More business - Better games



Conclusions



Prepare for a larger market
Multiple Devices
Wider target audience
Play everywhere, online
Direct market access



Everyone plays
Each with unique challenges
Each needs custom care
Learn from social networks
Viral Marketing is key