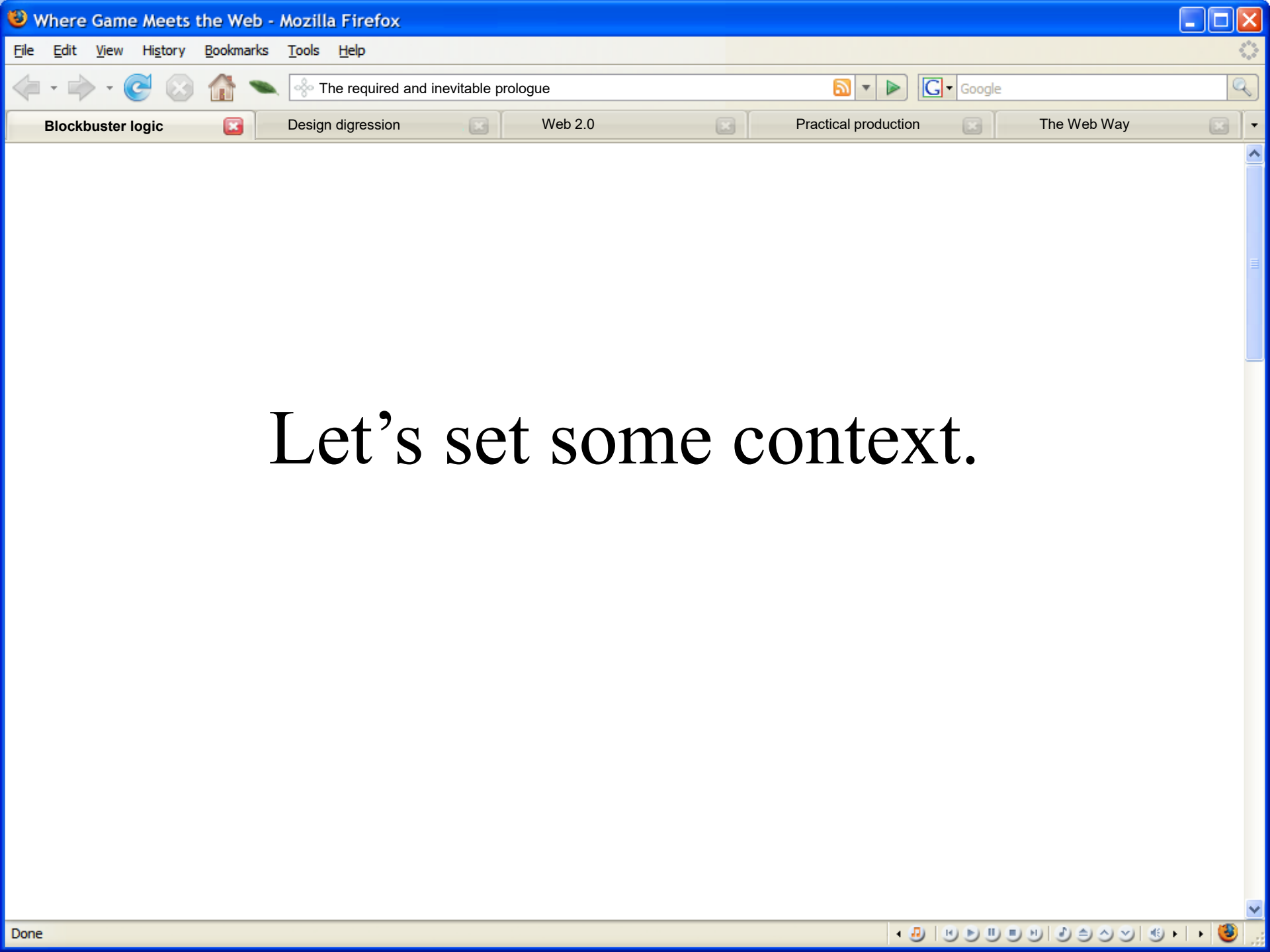


# Where Game Meets the Web

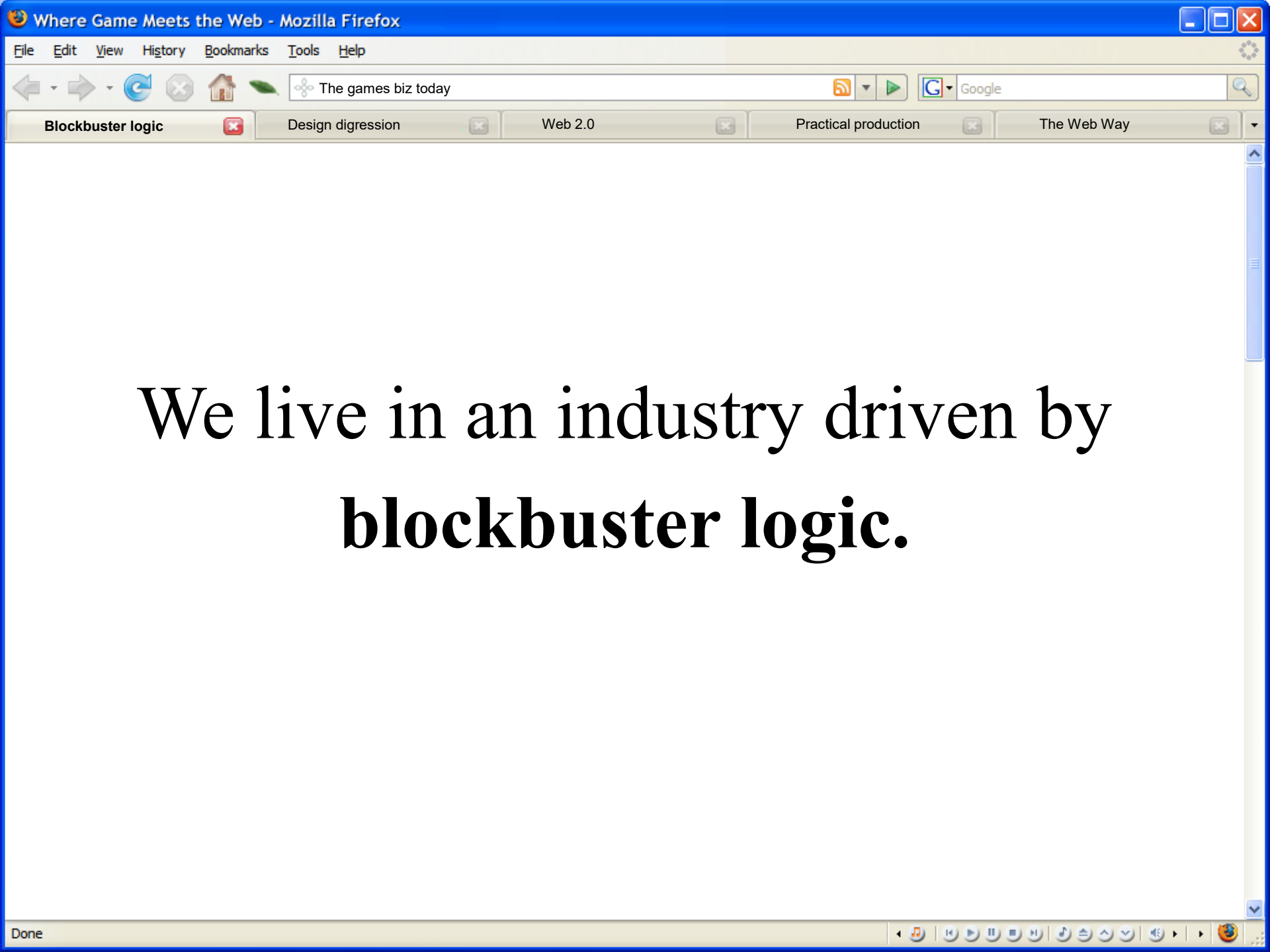
Raph Koster  
President, Areae Inc.



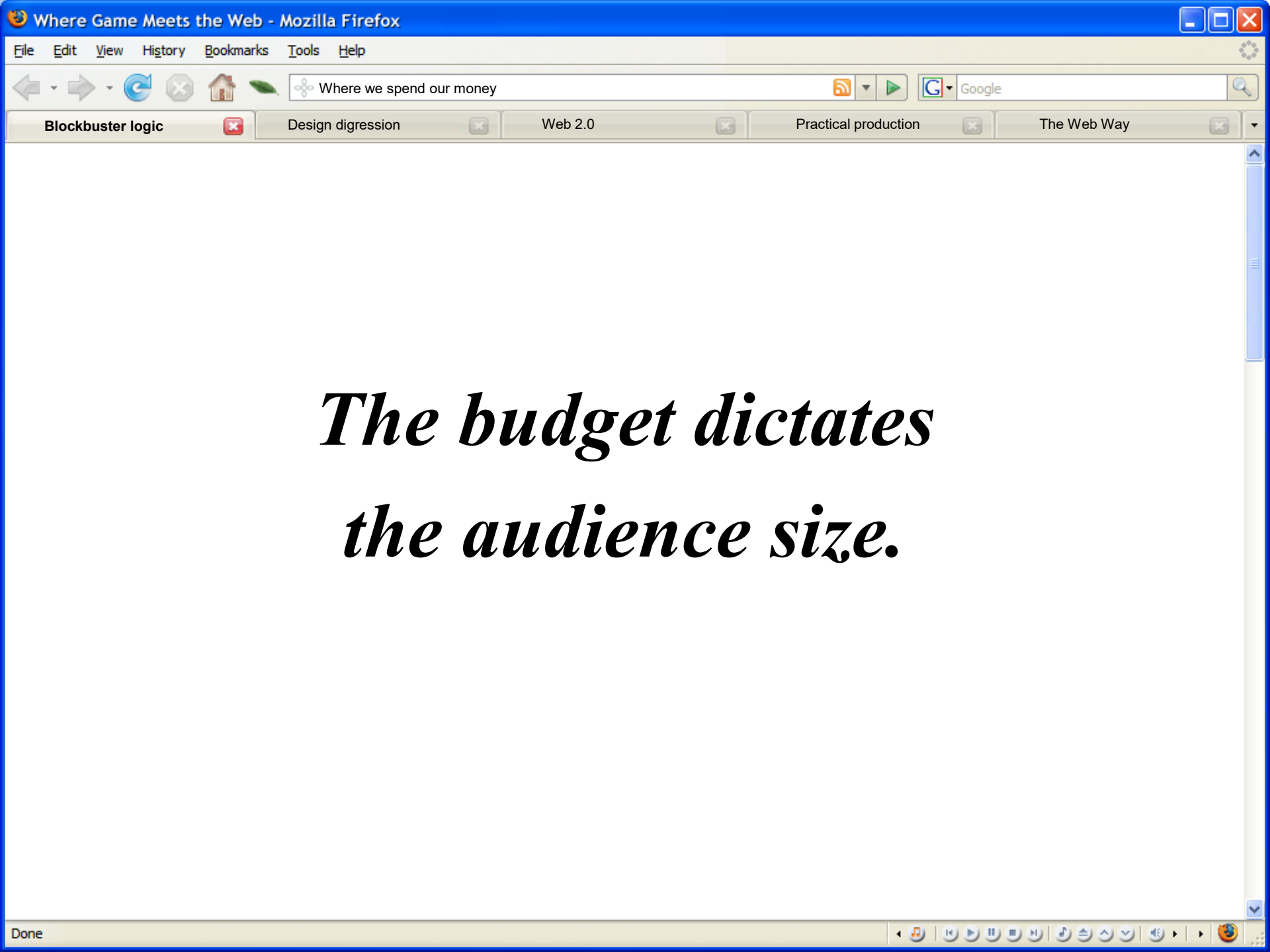
Game Developers Conference 2007



Let's set some context.

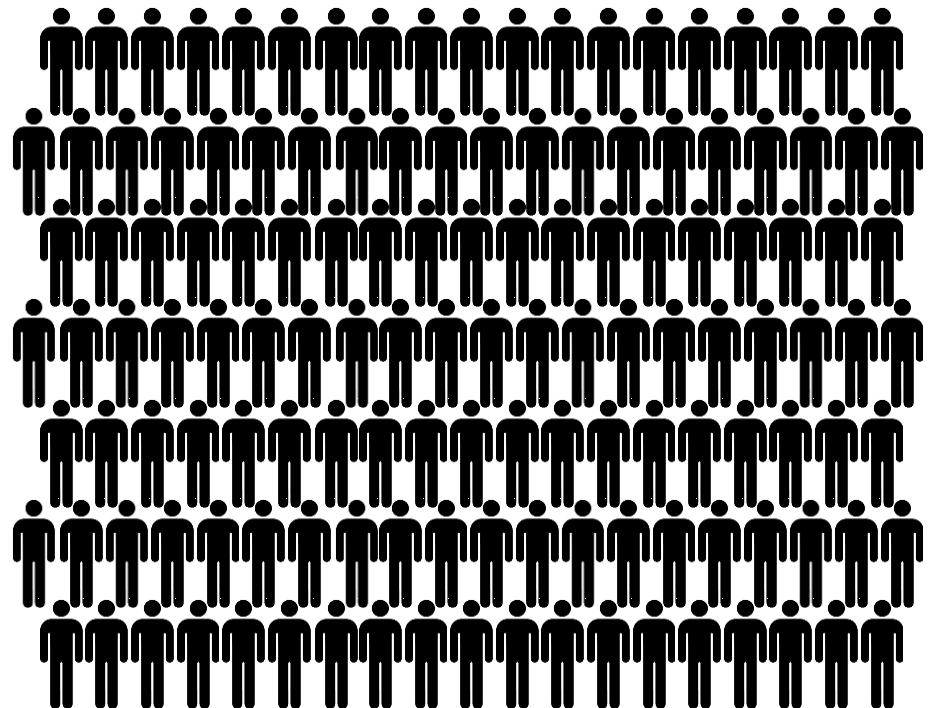


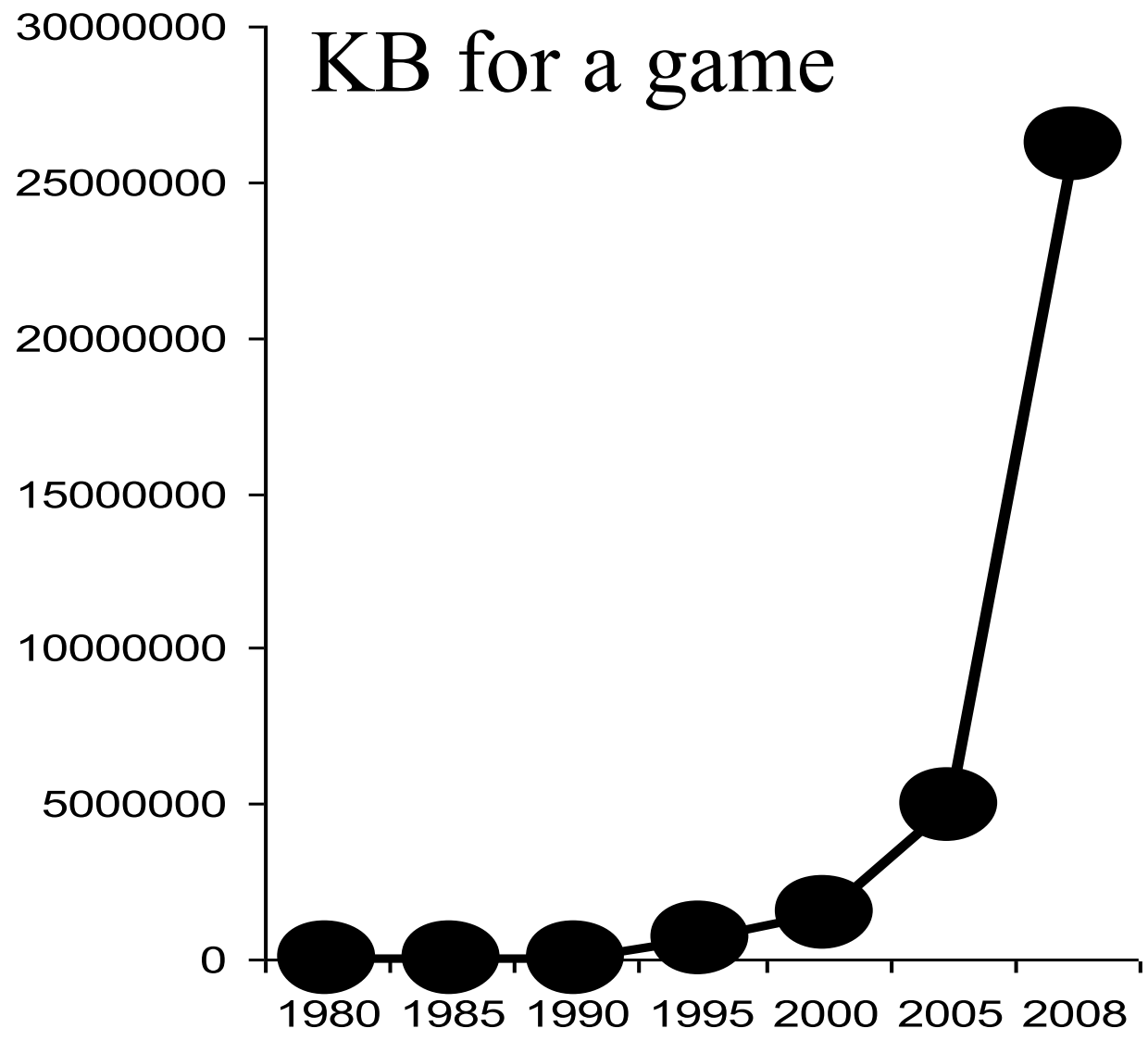
We live in an industry driven by  
**blockbuster logic.**

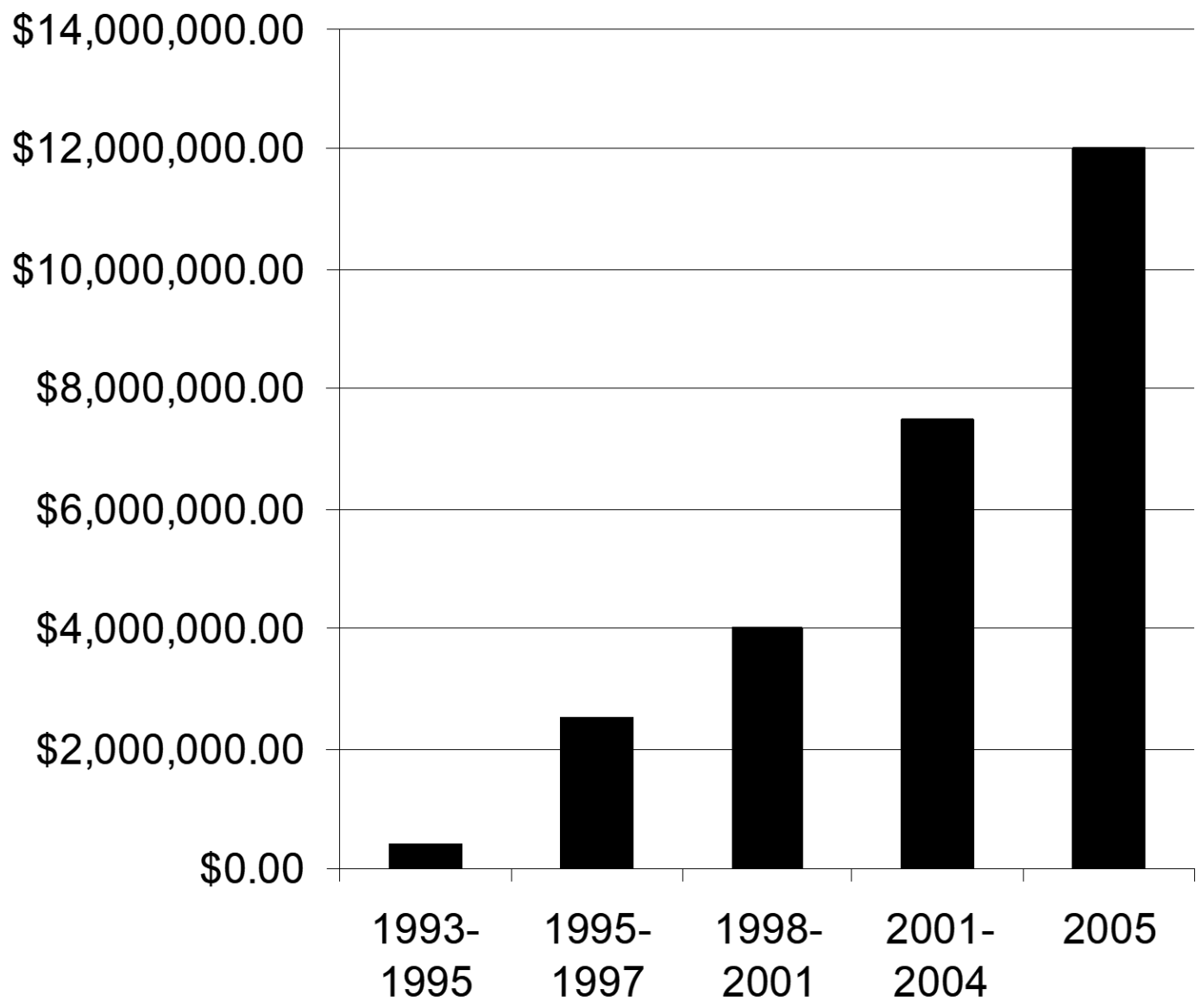


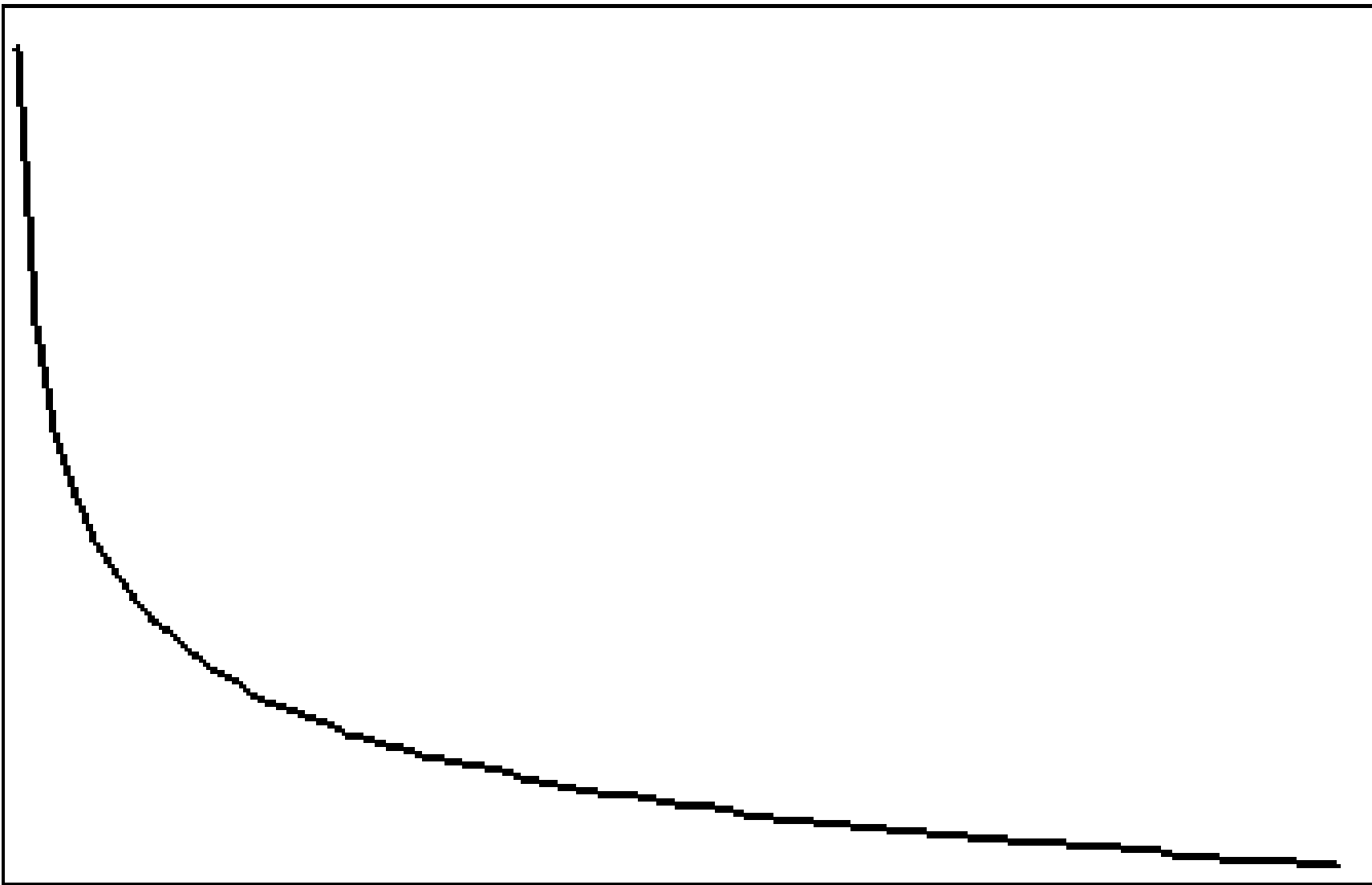
*The budget dictates  
the audience size.*

# 1982 versus today











# The New York Times

Tuesday, March 6, 2007 Last Update: 1:52 AM ET



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In most cases,  
 nearly half of a  
 movie's total  
 audience turns  
 out in the first  
 week of release,

### SCIENCE TIMES »

#### United Kingdom? Maybe

DNA evidence suggests the British and the Irish have much more in common than they once thought.



#### Go Ahead, Cling a Little

Dependency, often seen as neediness, can be healthy, research says.



#### The Difficult Patient, a Problem Old as History

A play by Sophocles from the fifth century B.C. holds lessons for today's medical students.

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- Kristof: Man of the World
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### MARKETS 3/5/07 BigCharts

DOW	12,050.41	-63.69	-0.53%
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– ...which means there has been very little or no word of mouth motivating most of the audience.

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#### Go Ahead, Cling a Little

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The new  at&t

# The New York Times

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The new AT&T. Working together for the way you live. The new 

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Or, put most cynically: Most of the time, there is **no relationship** between how good a film is, and how many people turn out to see it.

- Nov 5<sup>th</sup>, 2005

SCIENCE TIMES »

**United Kingdom? Maybe**  
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Go Ahead, Cling a Little



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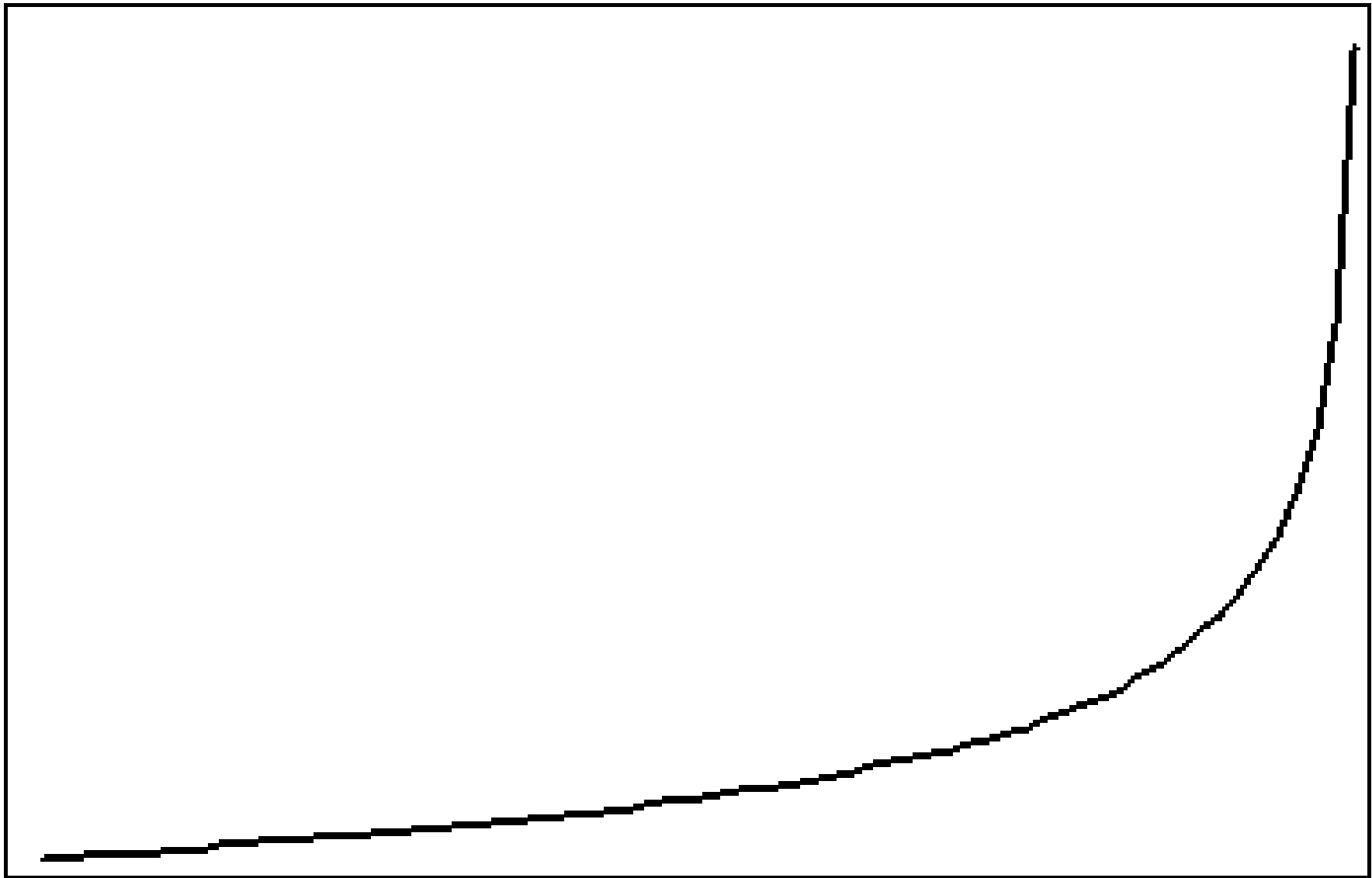
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MONDAY MARCH 05, 2007



VARIETY WEB EXCLUSIVE  
< PREVIOUS 1 2 3 4 NEXT >

**Belushi remembered**  
It was 25 years ago today (March 5) that television and film star John Belushi died at the Chateau Marmont of a drug overdose. Click here for the story that appeared in Variety.

**PUSHY QUESTION:**  
Any thoughts on the Warner Bros. Valerie Plame biopic?  
SEE RESPONSES > ALL QUESTIONS >

ASK THE EDITORS.

**TOP STORIES:**  
Games will never get the financial structure of the movies.

Film at 11.

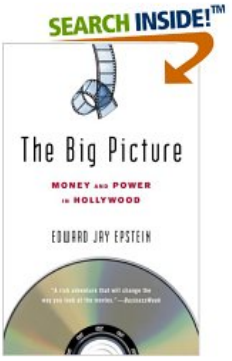
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### The Big Picture: Money and Power in Hollywood (Paperback)

by Edward Jay Epstein (Author) "On March 20, 1948, the elite of Hollywood, braving freezing temperatures and gale-force winds, filed past the newsreel cameras into the Shrine Auditorium in Los..." (more)  
Key Phrases: Warner Bros, New York, Time Warner (more...)

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## Industry News

March 5, 2007

# Design digression!

Game Developers Conference 07  
"A CREATIVE VISION" MARCH 5-9, 2007 San Francisco, CA  
KEYNOTE ANNOUNCED!  
SHIGERU MIYAMOTO Nintendo  
GDCONF.COM



Industry News

**GDC: Analyzing Innovation in Indie Games [03.05.07]** Wild and disparate presentation styles backlit impassioned voices on innovation in independent game development during the Independent Games Summit at GDC, as the creators of *Flow*, *Braid*, and *Everyday Shooter* discussed the state of the indie scene.



**GDC: Nokia's Sauter Talks Next Generation N-Gage [03.05.07]** After a strategic withdrawal from the handheld arena, Nokia director of publishing Gregg Sauter outlined the future of



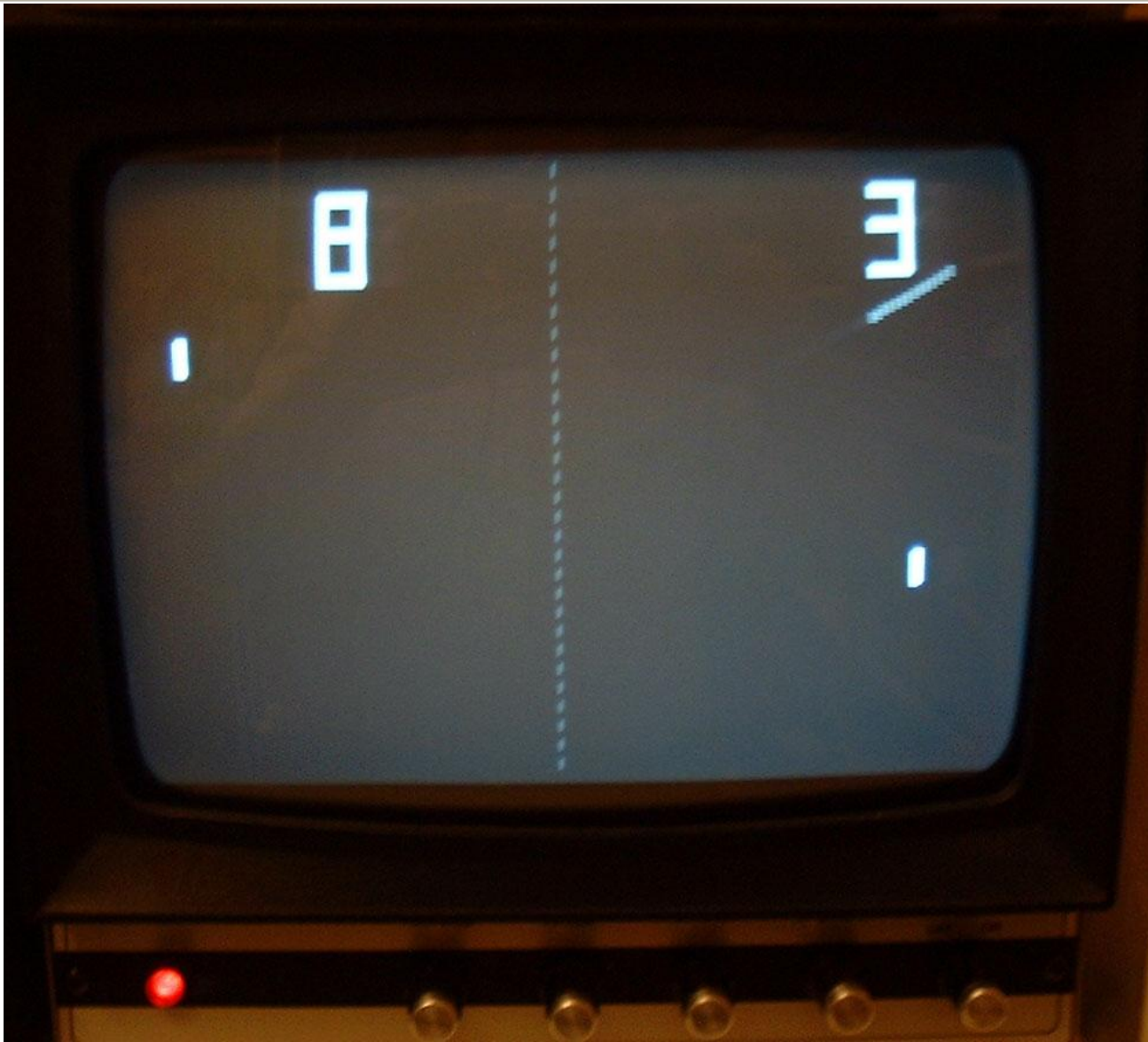
- Because this is a GDC talk, and I should talk about game design instead of money.

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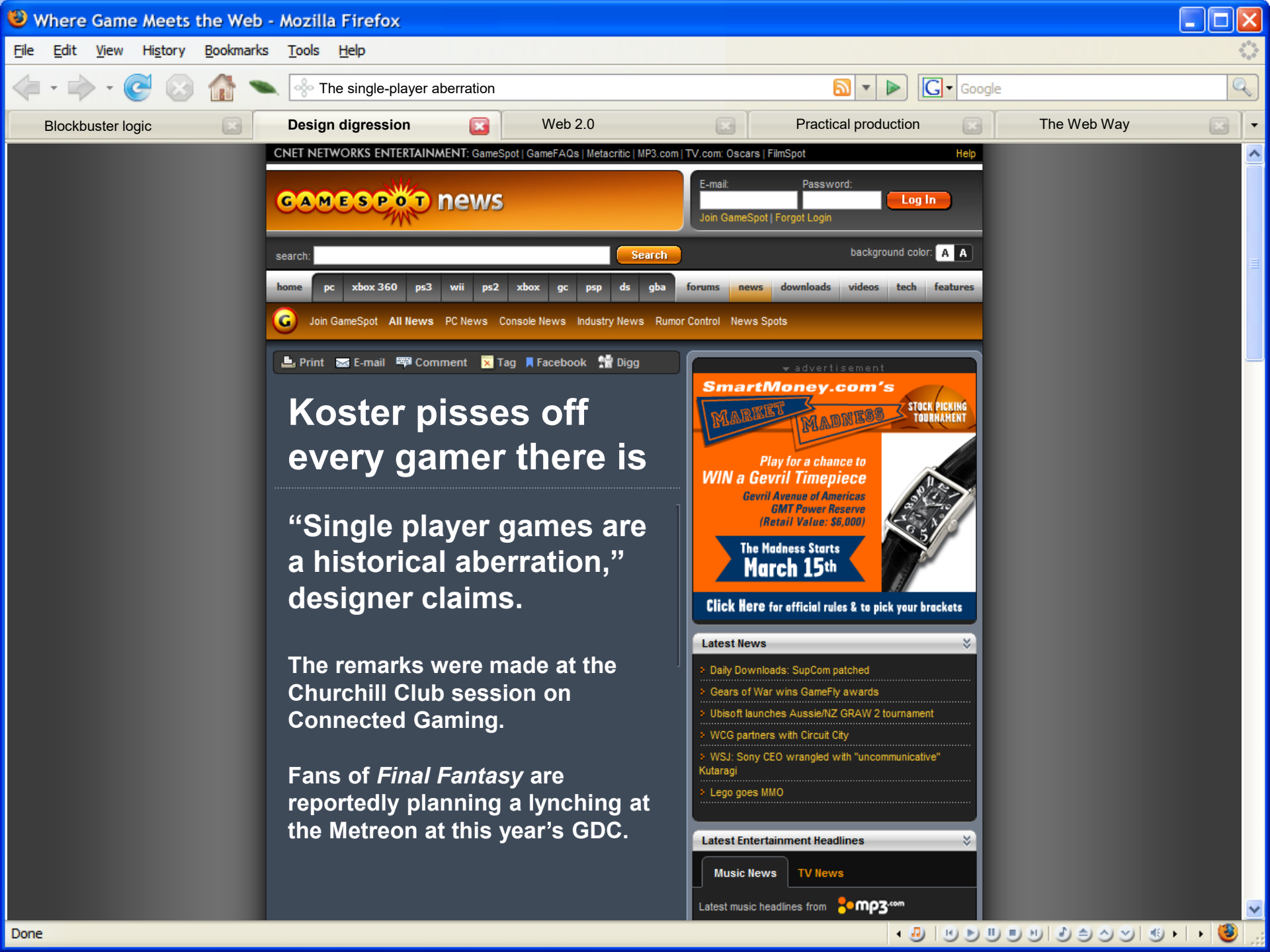


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Operation: Downtown Destruction

PhysX by ageia NETDEVIL  
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# Koster pisses off every gamer there is

“Single player games are a historical aberration,” designer claims.

The remarks were made at the Churchill Club session on Connected Gaming.

Fans of *Final Fantasy* are reportedly planning a lynching at the Metreon at this year’s GDC.

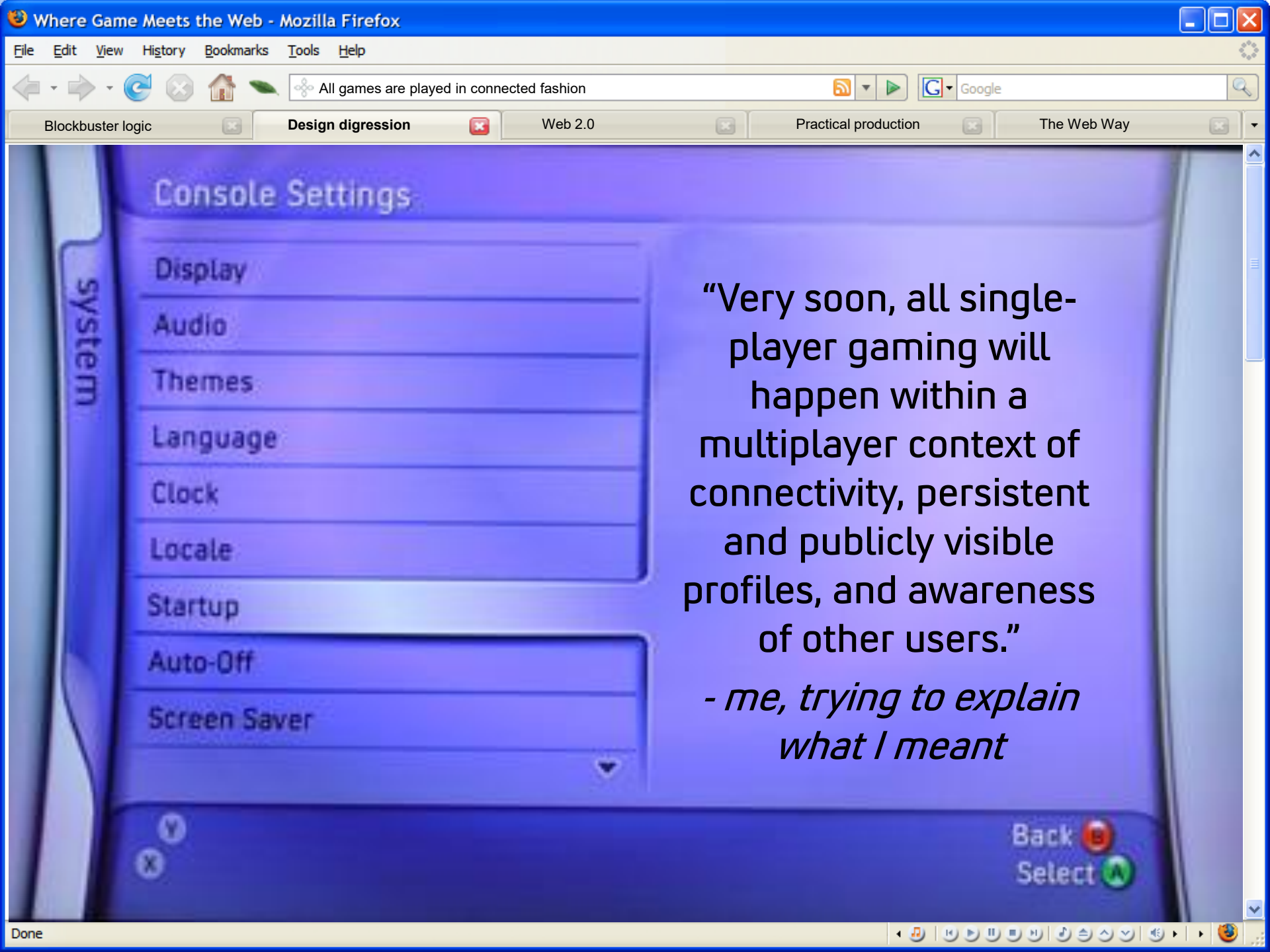
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  - Lego goes MMO

Latest Entertainment Headlines

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“Very soon, all single-player gaming will happen within a multiplayer context of connectivity, persistent and publicly visible profiles, and awareness of other users.”

*- me, trying to explain what I meant*

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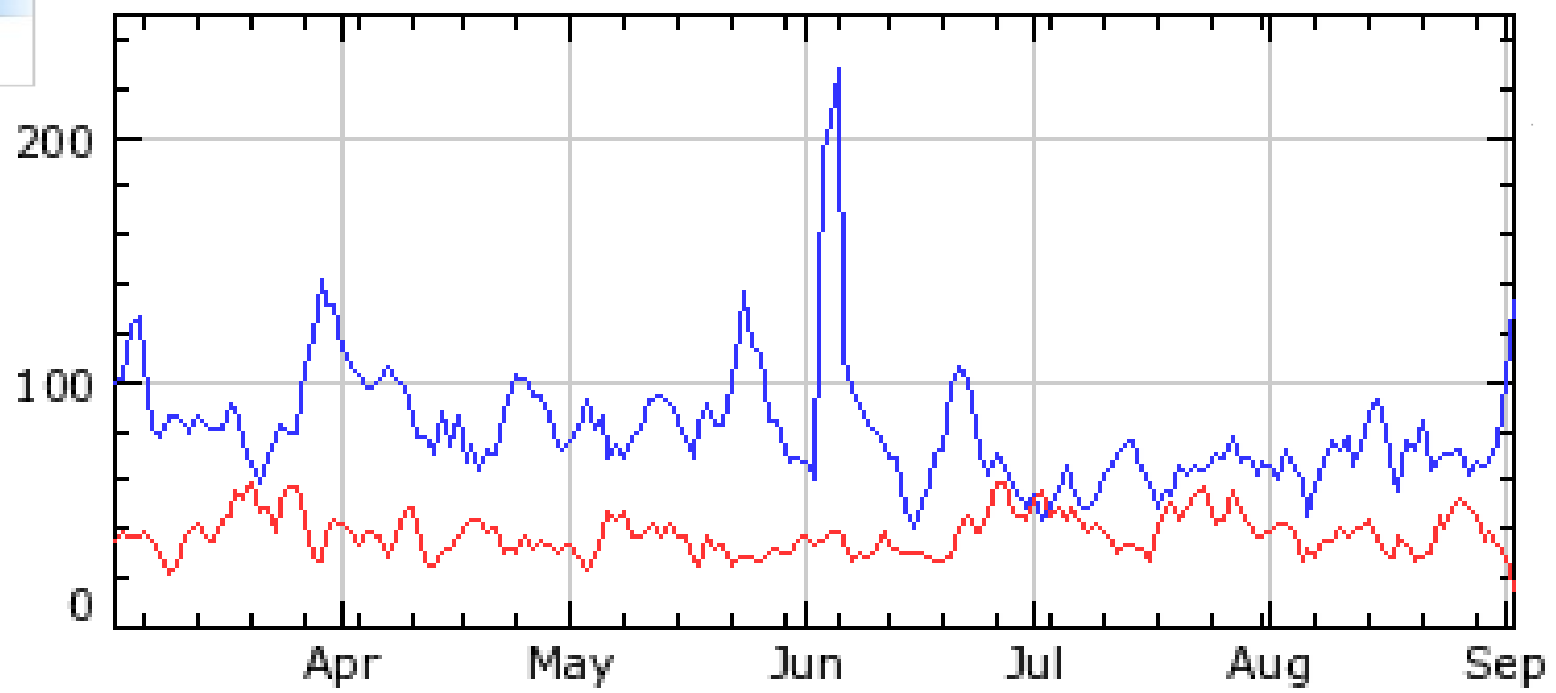
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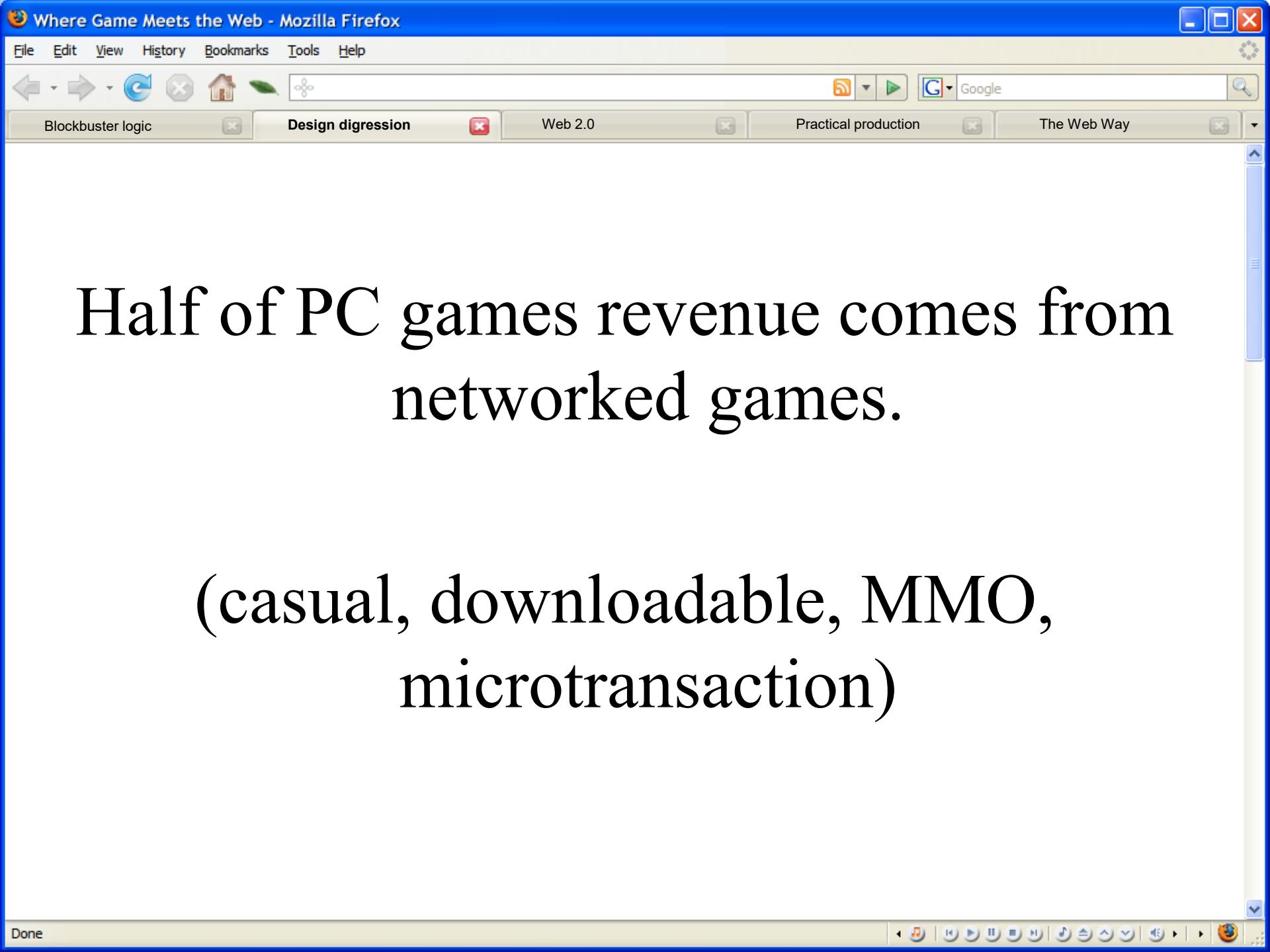
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Use the Wayback Machine to see how THQ looked in the past.

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Half of PC games revenue comes from networked games.

(casual, downloadable, MMO, microtransaction)

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Mar 6, 2007

Yahoo has found a classic distribution pattern to the user participation in its services.

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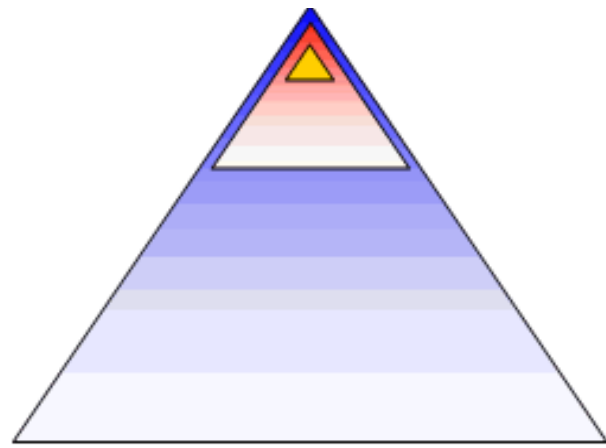
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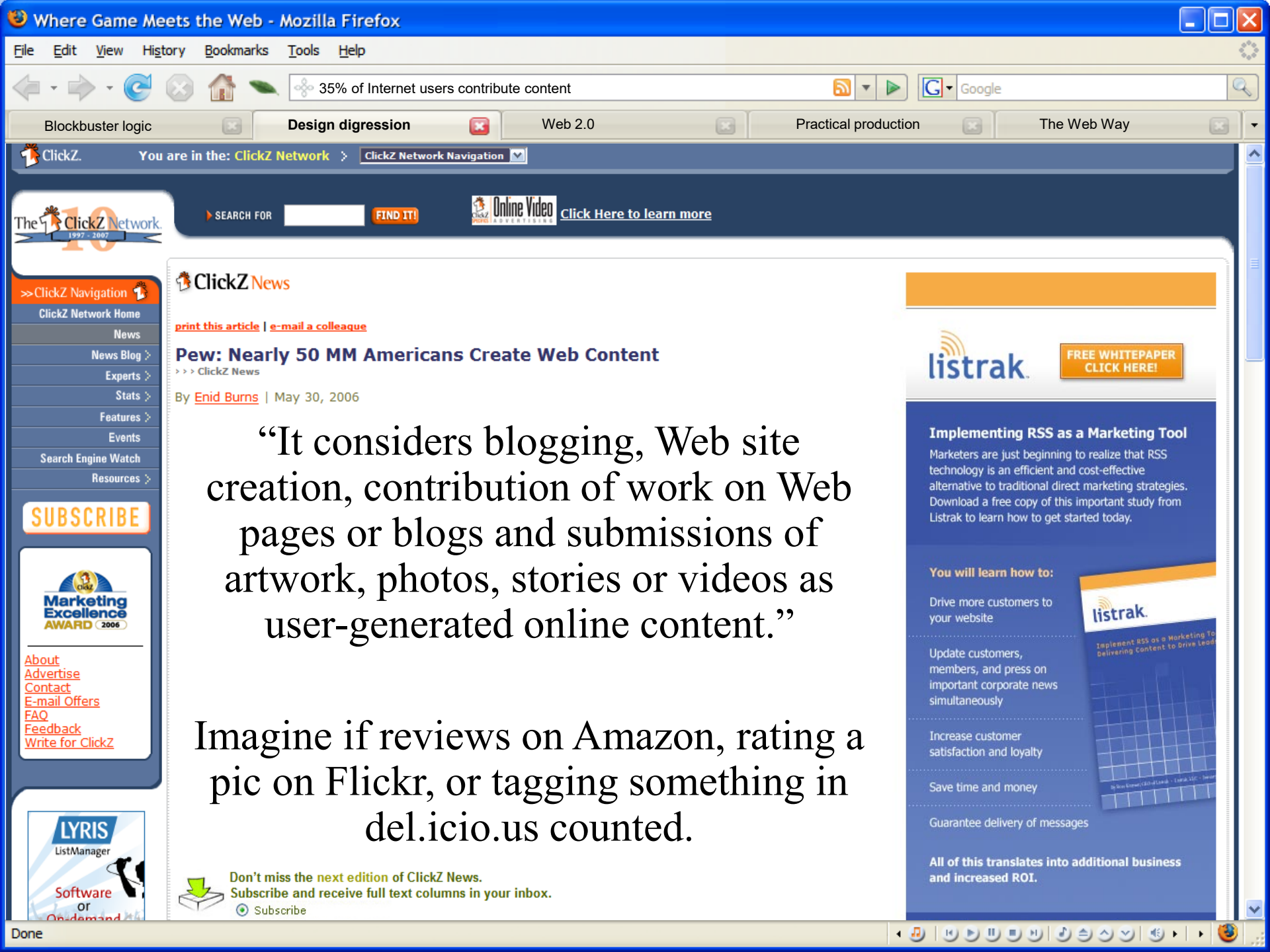
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By Enid Burns | May 30, 2006

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“Today we make games in only a very few genres, and the thing preventing those others from finding shelf space is purely a matter of costs, not of viability as games.”



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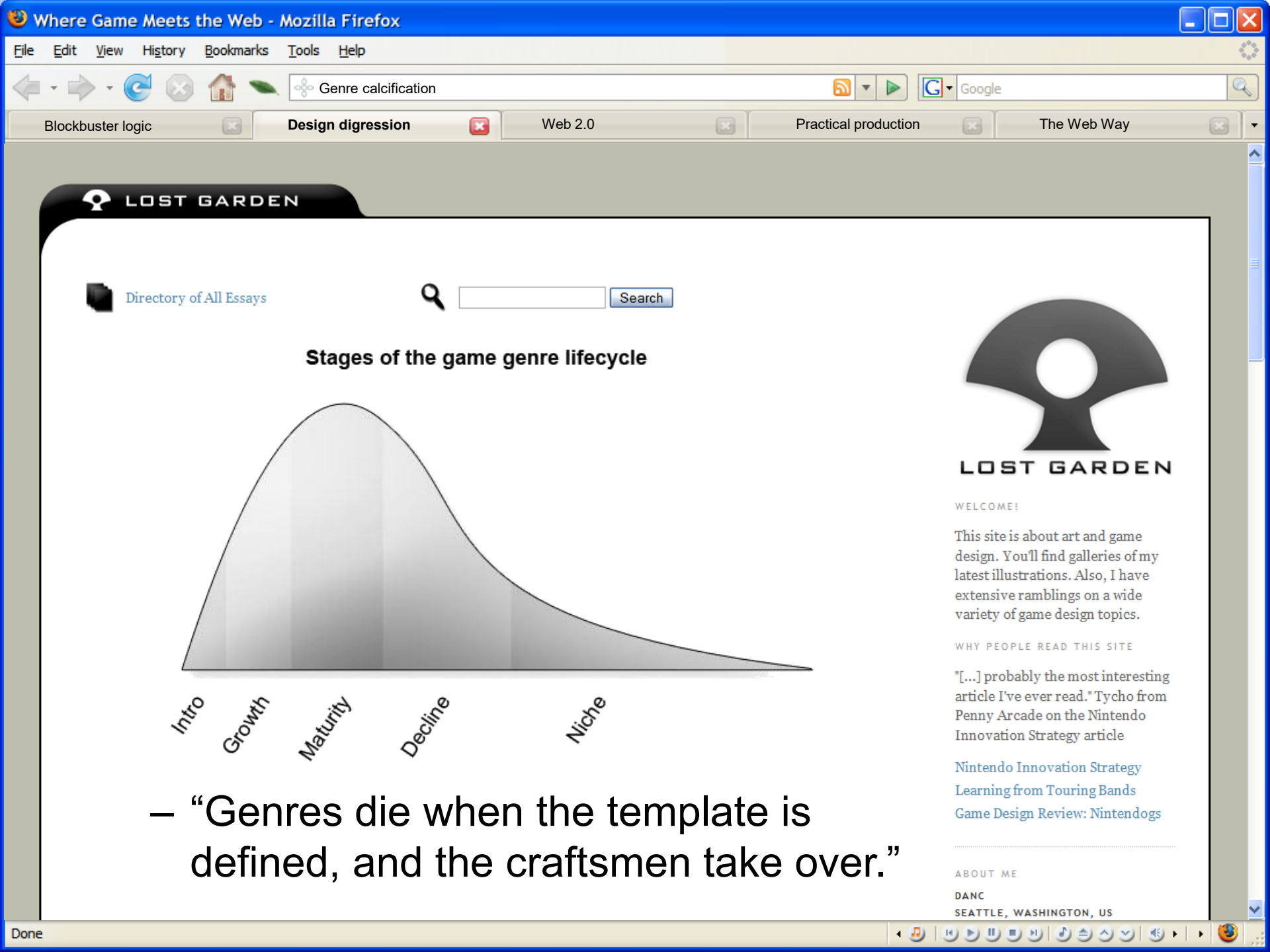
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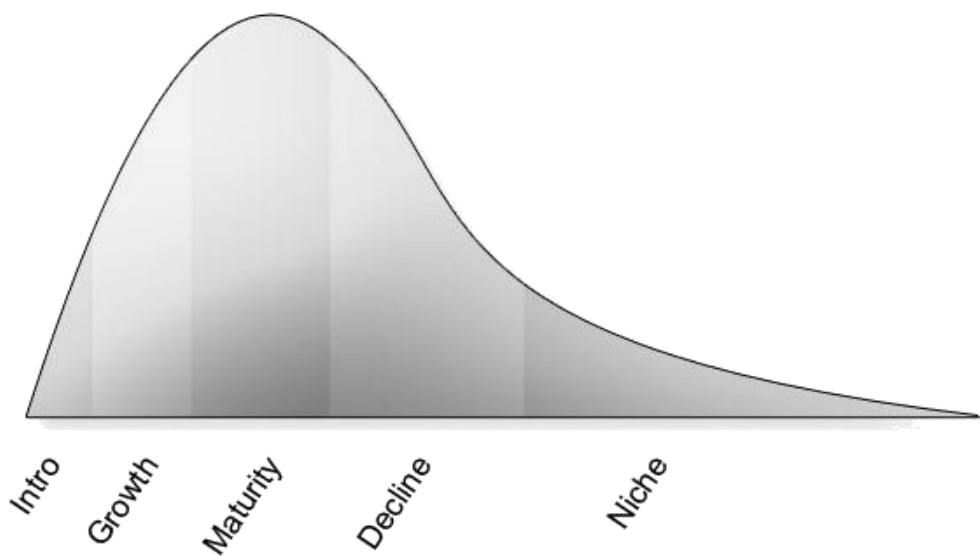


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– “Genres die when the template is defined, and the craftsmen take over.”

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## Beyond the Beyond

# Artifacts

- made by hand
- used by hand
- unique

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## Beyond the Beyond

# Machines

- Have complexity
- Powered
- "Customers."

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THE BOOK IS ABOUT CREATED REALITY and the environment, why that is, and how to shape it.

The ideal system for this book are those authors going into the process of invention of things, not just in the process of invention of things, but also in the process of invention of things, not just in the process of invention of things, but also in the process of invention of things.

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## Beyond the Beyond

# Products

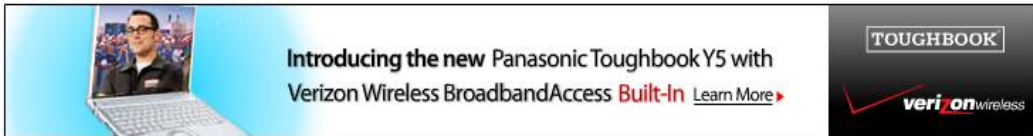
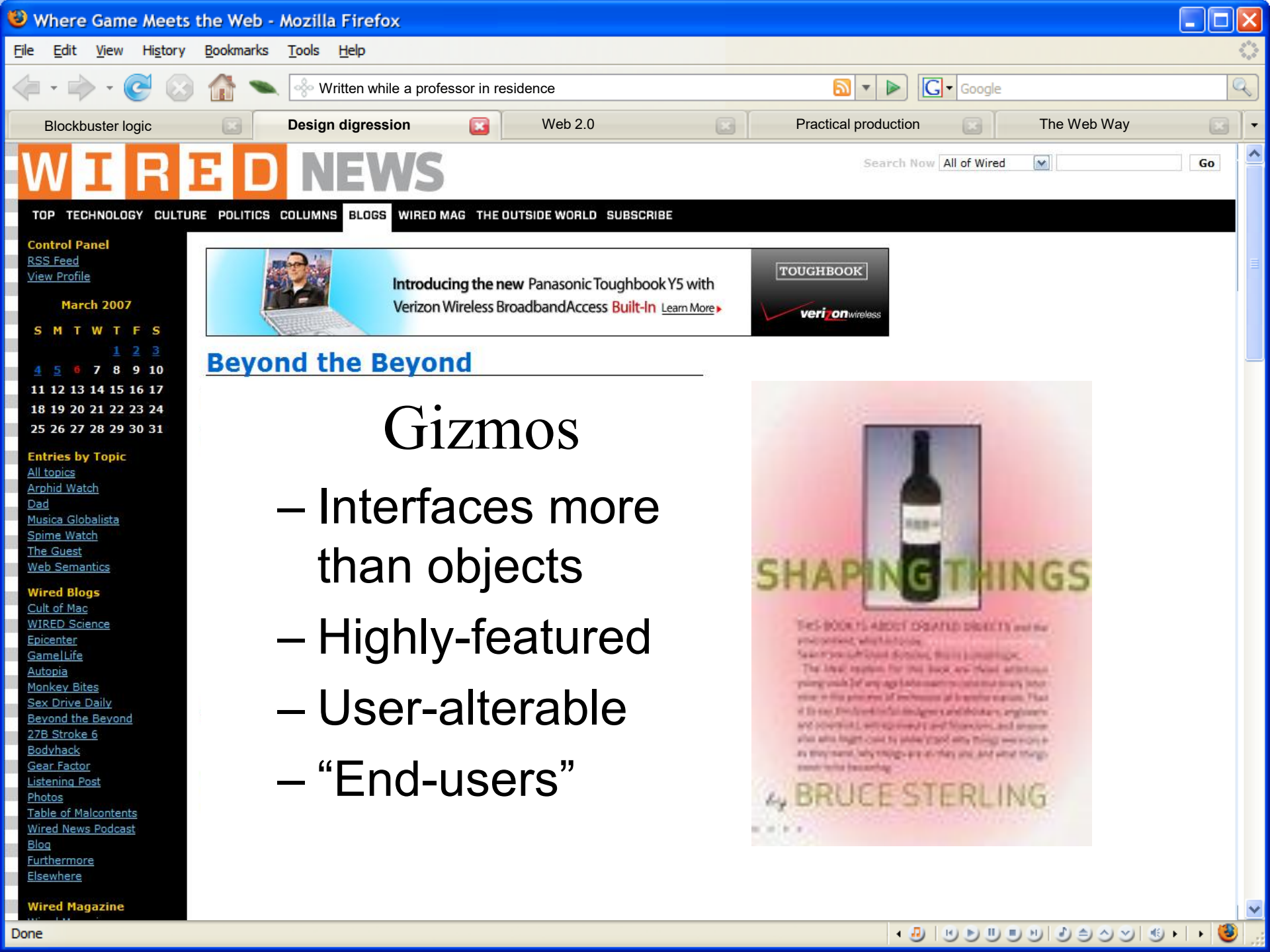
- Mass produced
- Date from WWI
- "Consumers"

**SHAPING THINGS**

THE BOOK IS ABOUT CREATED OBJECTS and the environment, why that is, and how to design it.

The ideal system for this book are those authors going into it for any of the reasons mentioned above. That is to say, the book is for designers and thinkers, engineers and inventors, entrepreneurs and visionaries, and anyone else who might want to understand why things we work with as consumers, why things are as they are, and what things we can do to become...

by **BRUCE STERLING**



## Beyond the Beyond

# Gizmos

- Interfaces more than objects
- Highly-featured
- User-alterable
- "End-users"



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## Beyond the Beyond

# Spimes

- Transparently networked
- Track history and environment
- "Wranglers."

**SHAPING THINGS**

THE BOOK IS ABOUT CREATED REALITY and the environment, why that is, and how to shape it.

The ideal system for this book are those authors going back to any age (classics) who have been able to see in the process of invention all kinds of things. That is to say, the book is for designers and thinkers, engineers and inventors, entrepreneurs and visionaries, and anyone else who might want to understand why things work and as they are, why things are as they are, and what things can be becoming.

by **BRUCE STERLING**

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## Beyond the Beyond

# Biots

- We are the machine
- He does write science fiction, after all


**SHAPING THINGS**

THE BOOK IS ABOUT CREATED REALITY and the environment, why that is, and how to survive in it. Search for a new world, or just a new one.

The ideal system for this book are those authors going mad (or any mad) in the process of trying to do it. That is to say, the book is for designers and thinkers, engineers and inventors, entrepreneurs and visionaries, and anyone else who might want to understand why things work, or as they are, why things are as they are, and what things can be becoming.

by **BRUCE STERLING**



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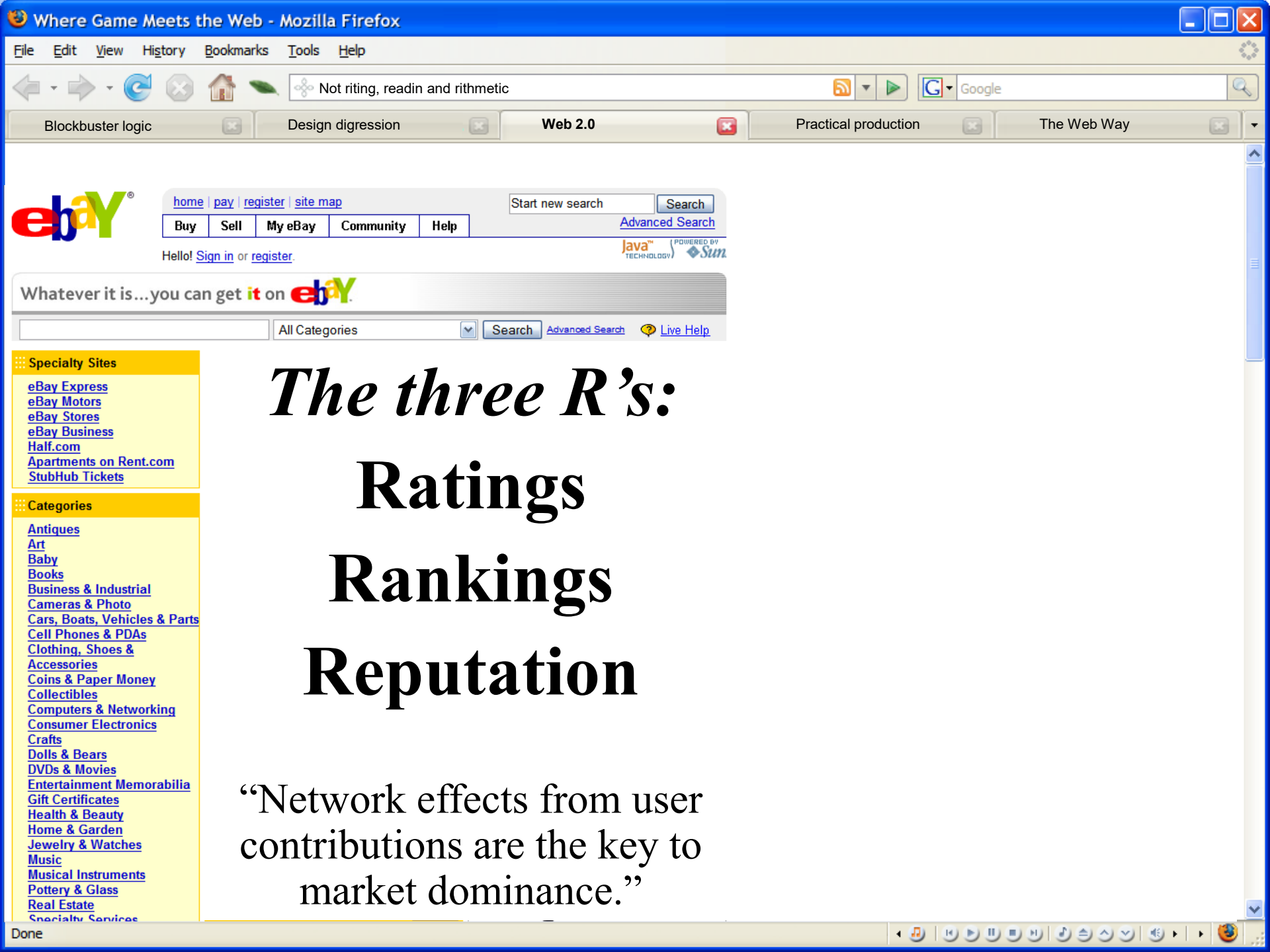
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“Users pursuing their own "selfish" interests build collective value as an automatic byproduct.”

- Tim O'Reilly



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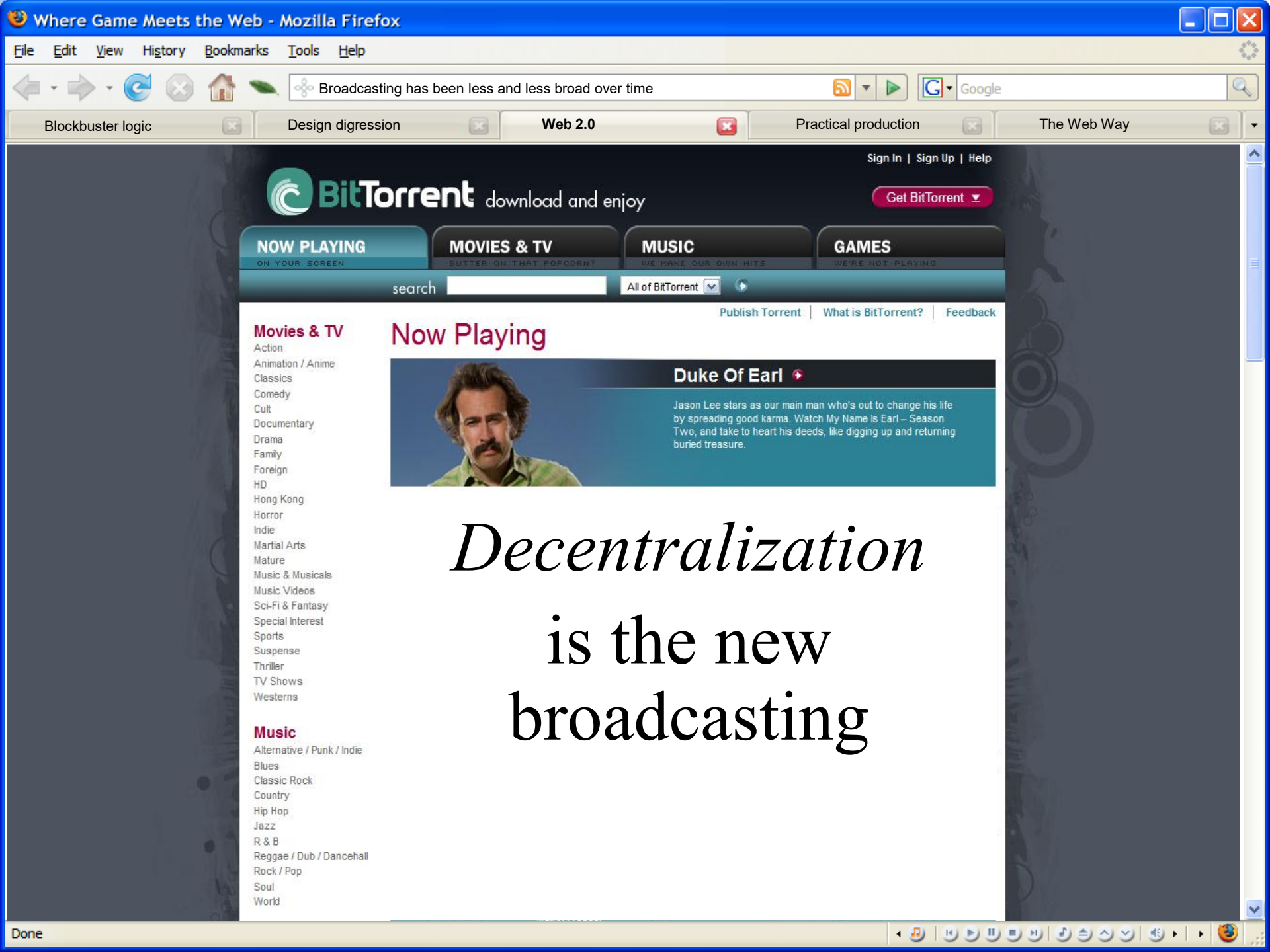
# *The three R's:*

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# Rankings

# Reputation

“Network effects from user contributions are the key to market dominance.”



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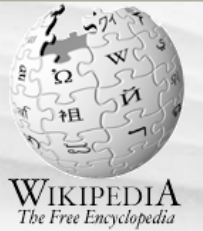
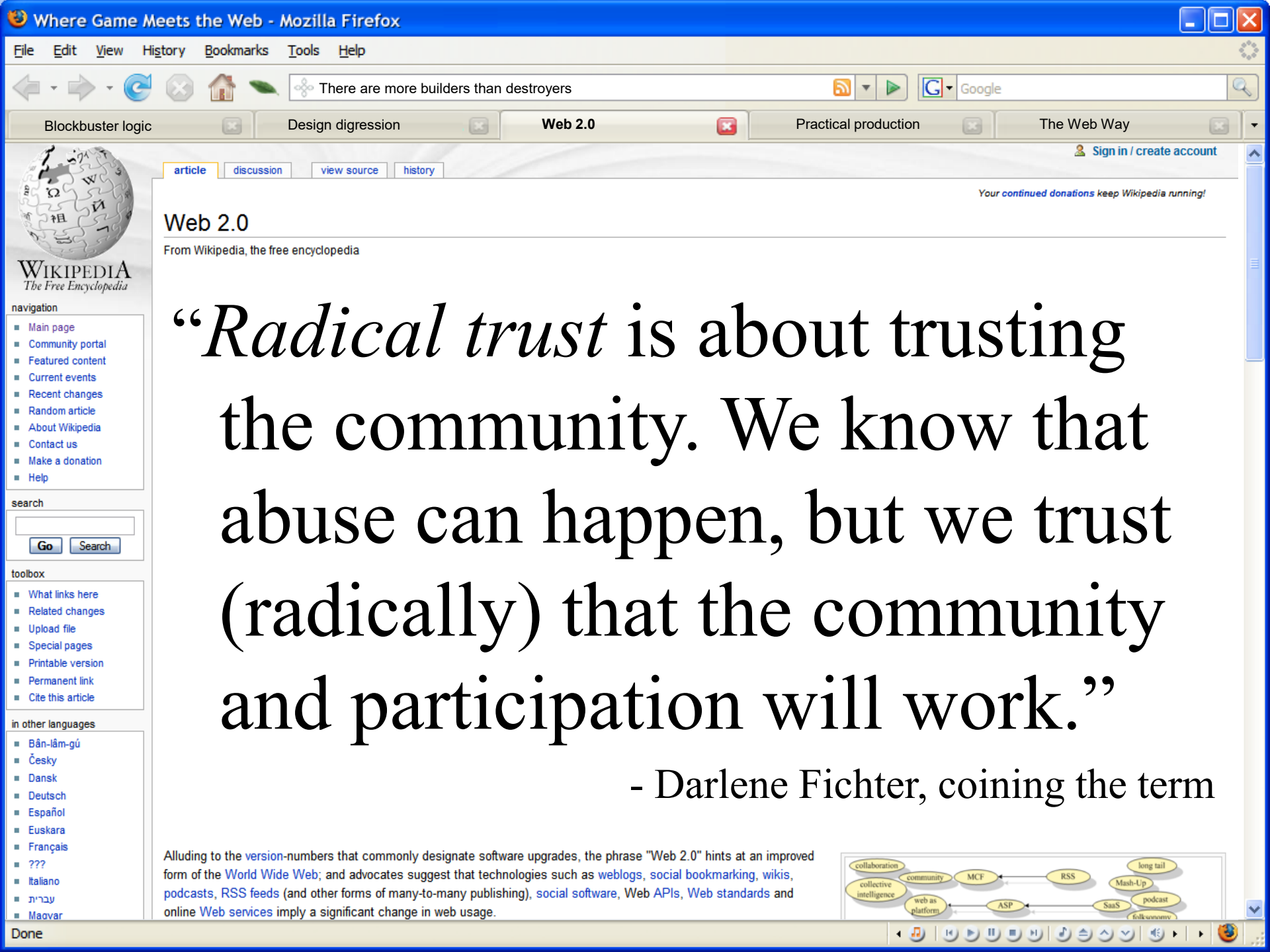
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# Web 2.0

From Wikipedia, the free encyclopedia

*“Radical trust is about trusting the community. We know that abuse can happen, but we trust (radically) that the community and participation will work.”*

- Darlene Fichter, coining the term

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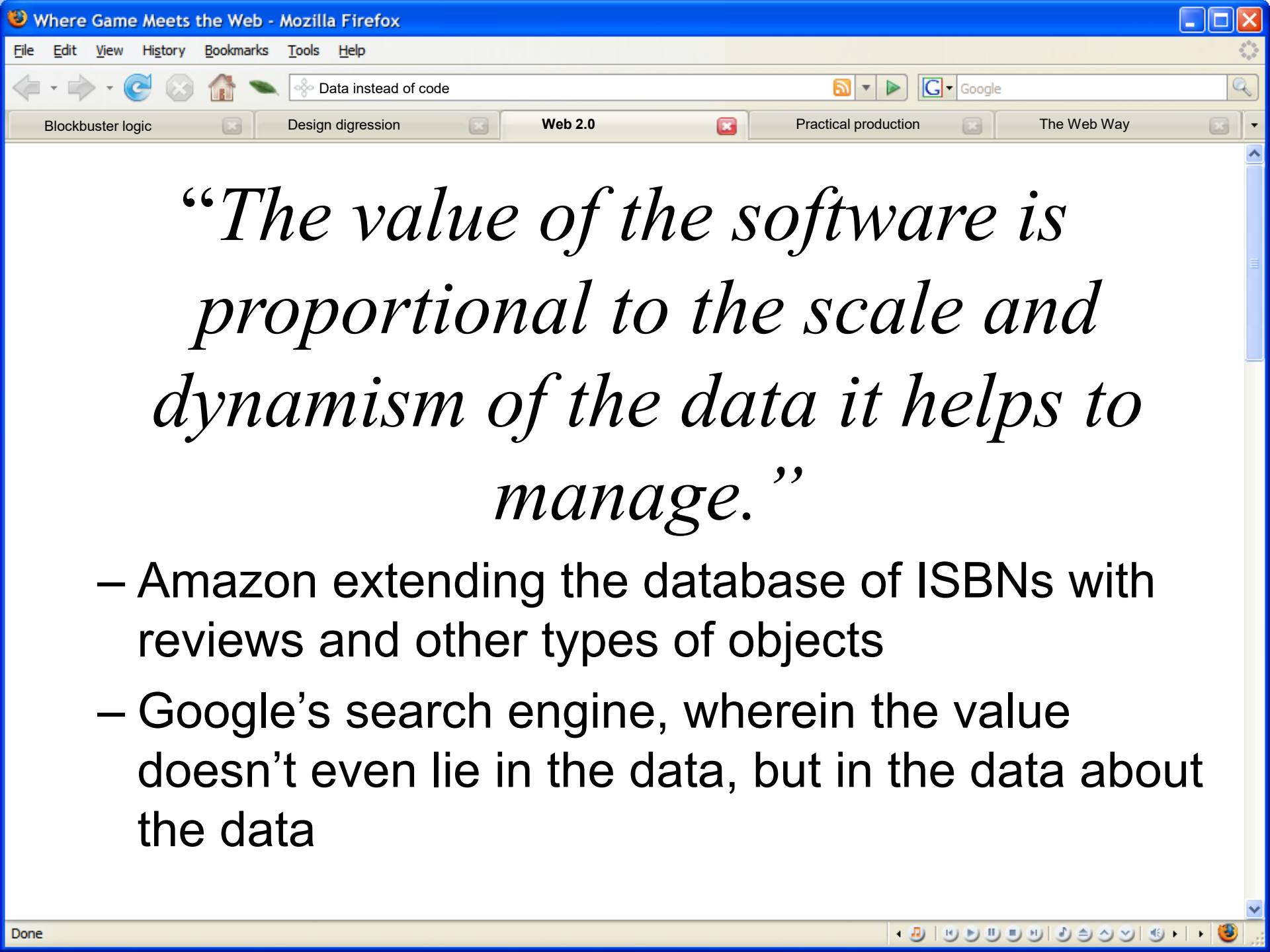
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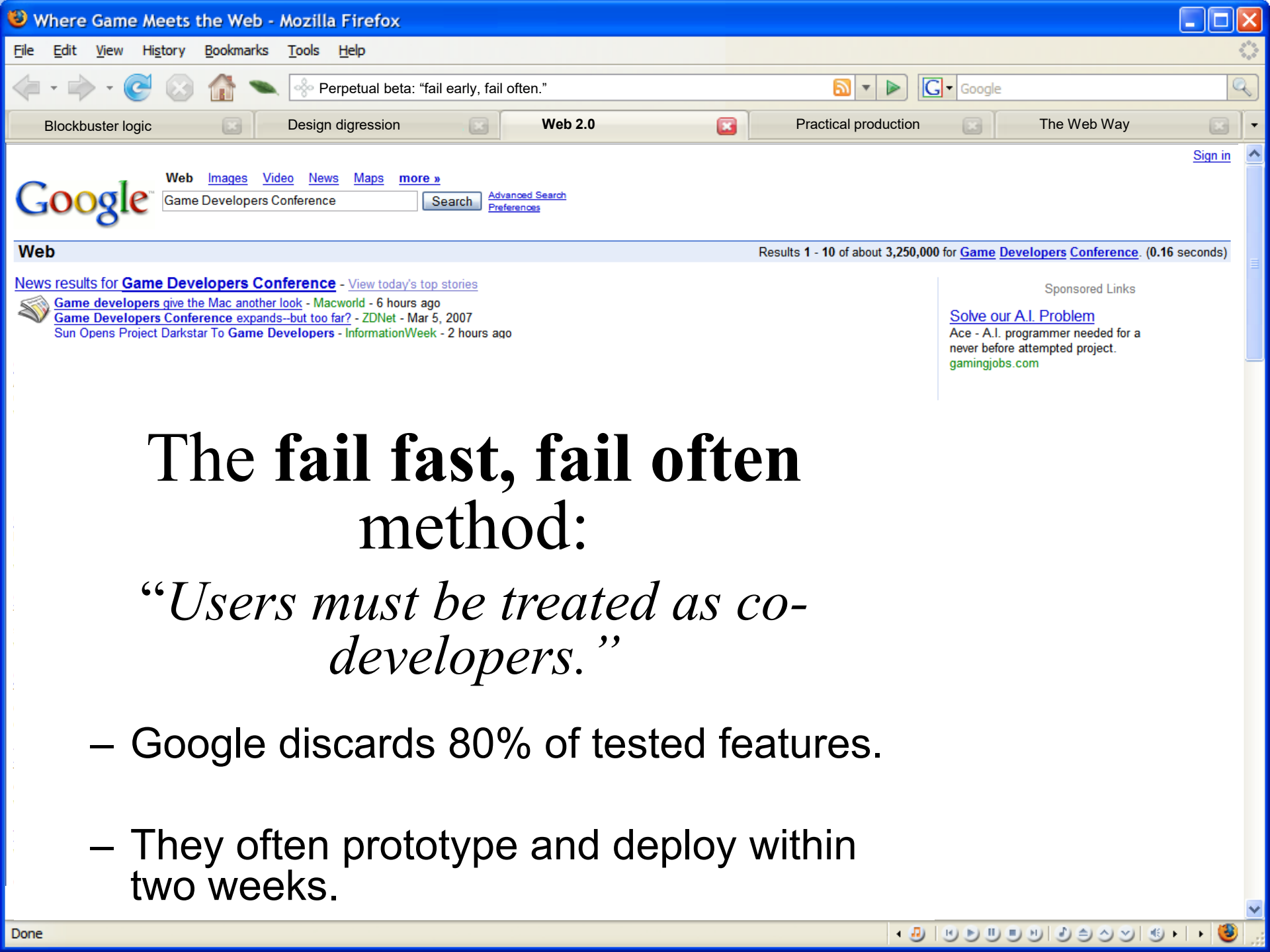
Alluding to the version-numbers that commonly designate software upgrades, the phrase "Web 2.0" hints at an improved form of the World Wide Web; and advocates suggest that technologies such as weblogs, social bookmarking, wikis, podcasts, RSS feeds (and other forms of many-to-many publishing), social software, Web APIs, Web standards and online Web services imply a significant change in web usage.





*“The value of the software is proportional to the scale and dynamism of the data it helps to manage.”*

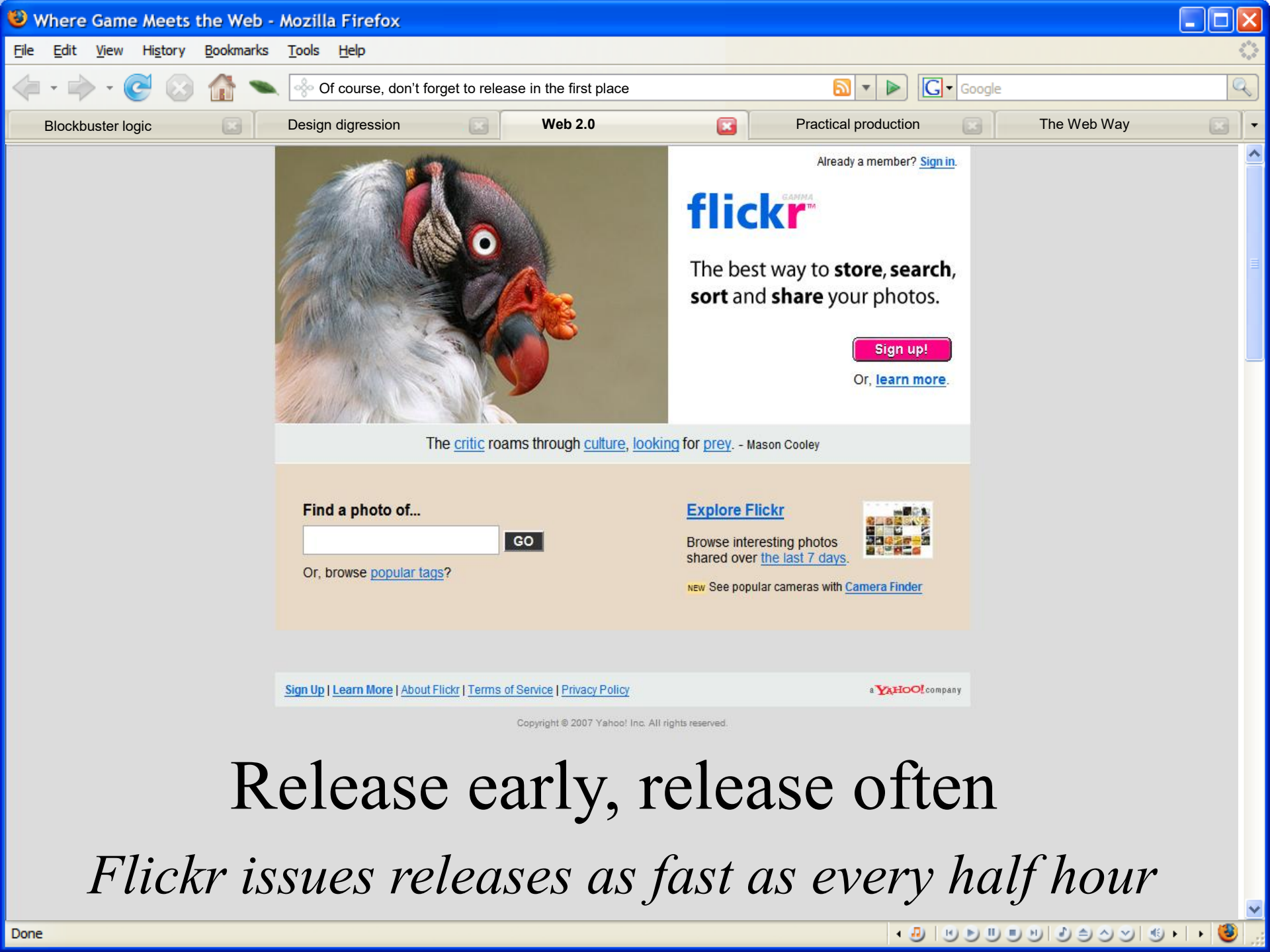
- Amazon extending the database of ISBNs with reviews and other types of objects
- Google's search engine, wherein the value doesn't even lie in the data, but in the data about the data



# The fail fast, fail often method:

*“Users must be treated as co-developers.”*

- Google discards 80% of tested features.
- They often prototype and deploy within two weeks.



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The [critic](#) roams through [culture](#), [looking](#) for [prey](#). - Mason Cooley

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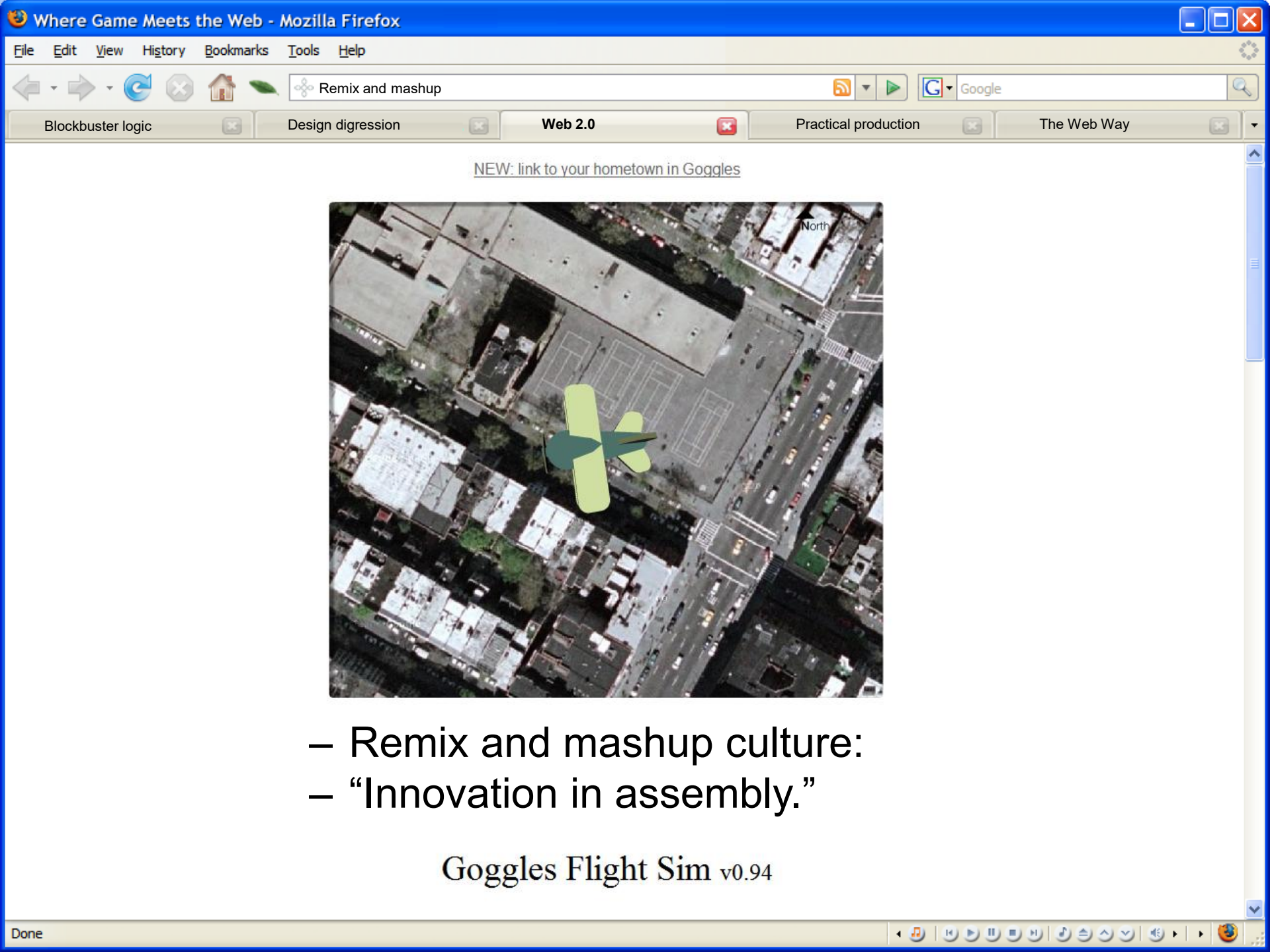
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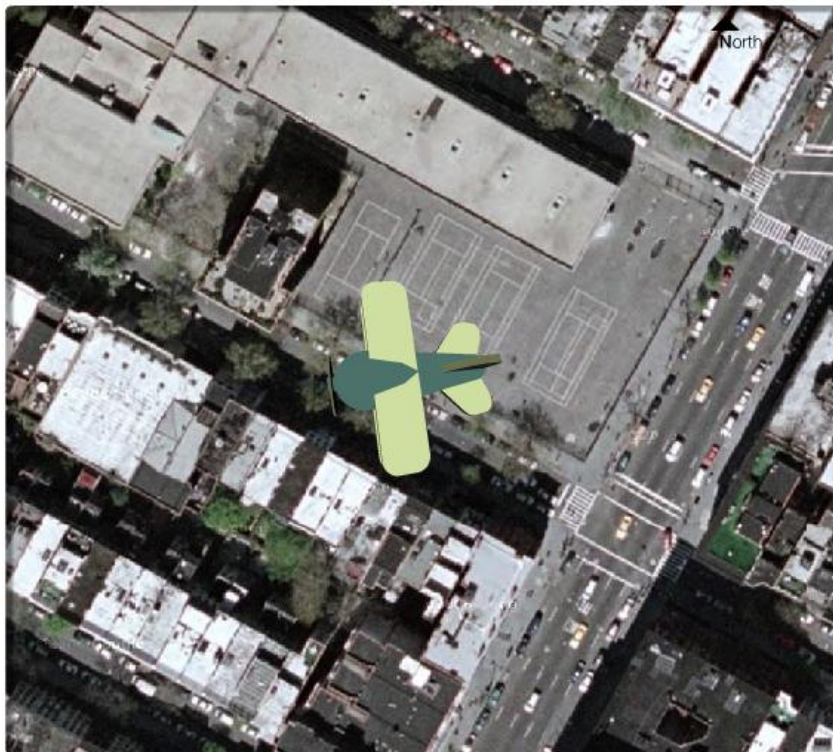


# Release early, release often

*Flickr issues releases as fast as every half hour*



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- Remix and mashup culture:
- "Innovation in assembly."

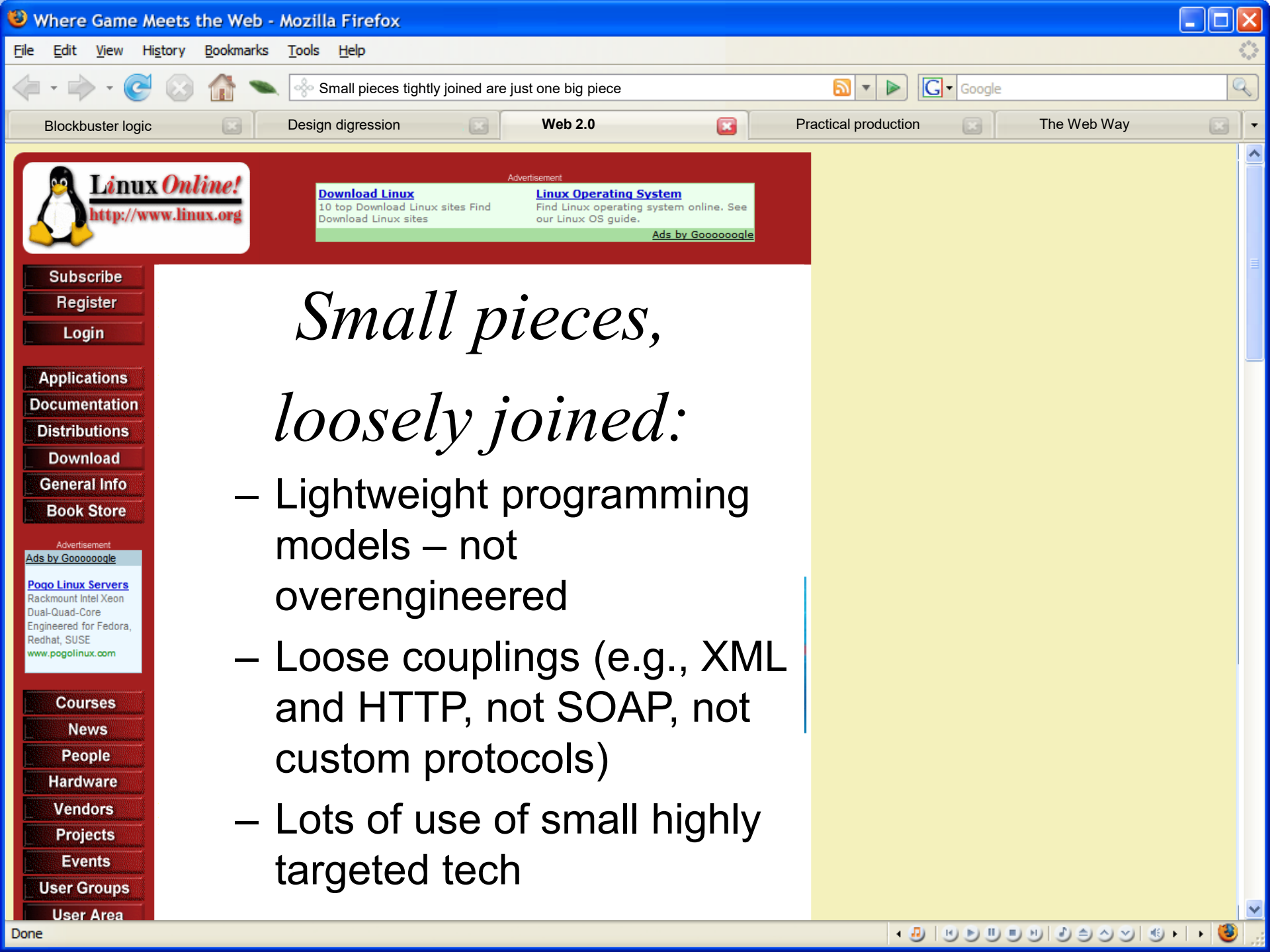
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# Small pieces, loosely joined:

- Lightweight programming models - not overengineered
- Loose couplings (e.g., XML and HTTP, not SOAP, not custom protocols)
- Lots of use of small highly targeted tech



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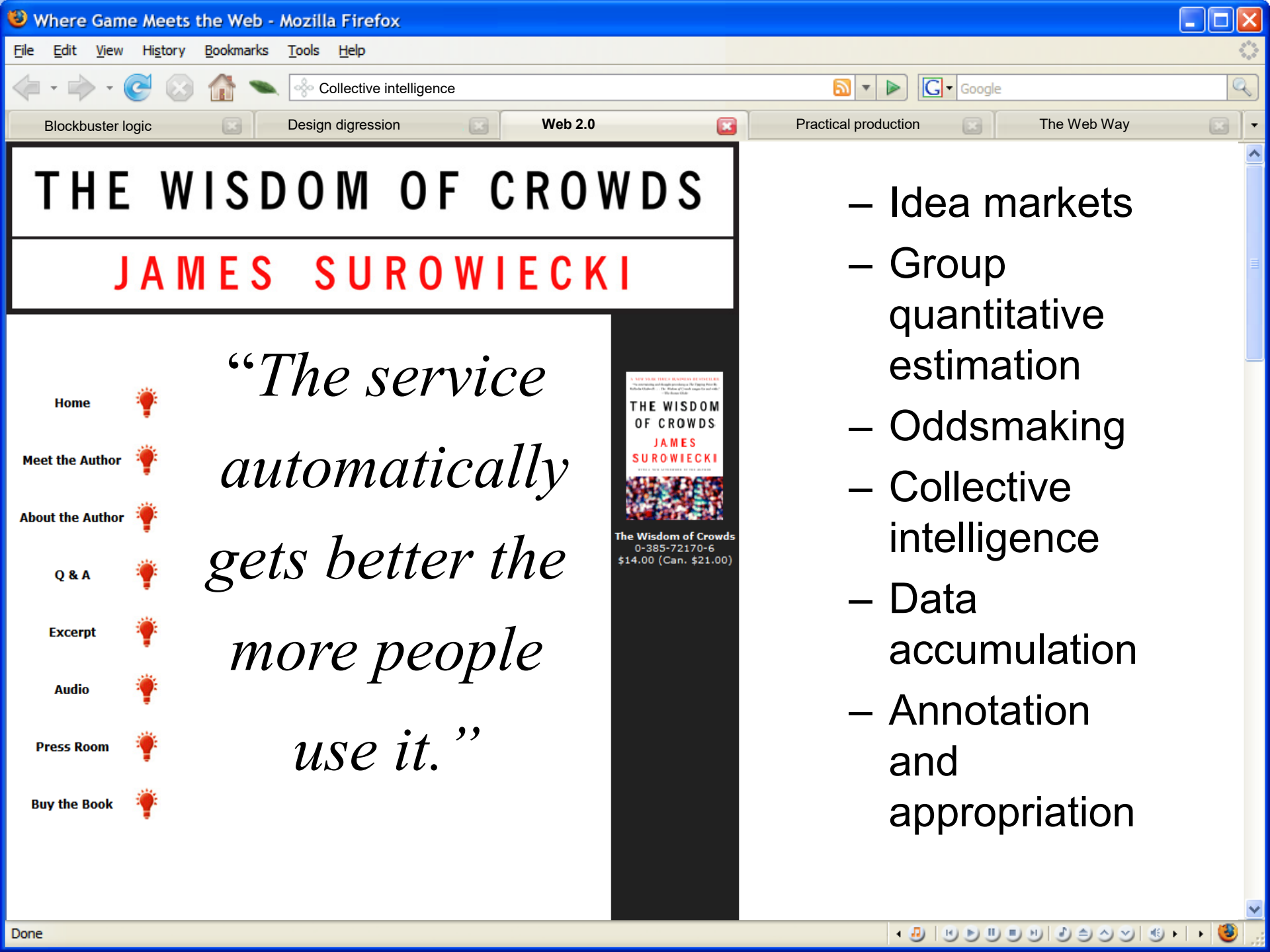


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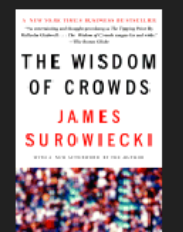
“Above the level of a single device.”  
Meaning, make no platform assumptions.



# THE WISDOM OF CROWDS

JAMES SUROWIECKI

*“The service automatically gets better the more people use it.”*



The Wisdom of Crowds  
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- Group quantitative estimation
- Oddsmaking
- Collective intelligence
- Data accumulation
- Annotation and appropriation

# The Long Tail

A public diary on themes around a book



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## Long Tail comment elsewhere...

[Might the Long Tail actually reduce choice?](#)  
Nick Carr notes a NYT column that suggests that if all content is "unbundled" and forced to fend for itself, the cultural products subsidized by commercial junk may go away. Carr writes: "It's not a sure thing, in other words, that an a la carte menu will end up giving us the widest possible array of choices. Rather than promoting the creation of a "long tail" of diverse products, unbundling may end up pushing even more economic rewards to the "hits," squeezing out a lot of the good stuff." My take: unless he's referring to the number of mediocre album tracks that piggyback on the singles, I think Carr is overestimating the amount of subsidization that actually takes place.

[Long Tail software development mailing list](#)  
There's a mailing list for people who want to discuss the Long Tail of software development, something I've talked about [here](#) and [here](#).

[Railroads: the Long Tail of 1869](#)  
Nathaniel Talbott, in a long meditation on software that goes from rails (iron variety) to Rails (the programming language), makes an interesting analogy: "The transcontinental railroad was to the real estate of inland America as iTunes is to the music marketplace of today. It enabled people to move away from the "hits" of the coasts to the "long tail" of the interior, and many jumped at the opportunity. The middle of the country exploded with growth,

March 05, 2007

# Don't chase hits

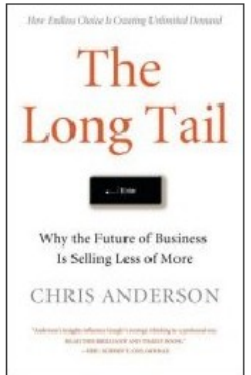
# In today's world, the

# tyranny of the shelf

# no longer applies.

# Instead, target niches.

## About



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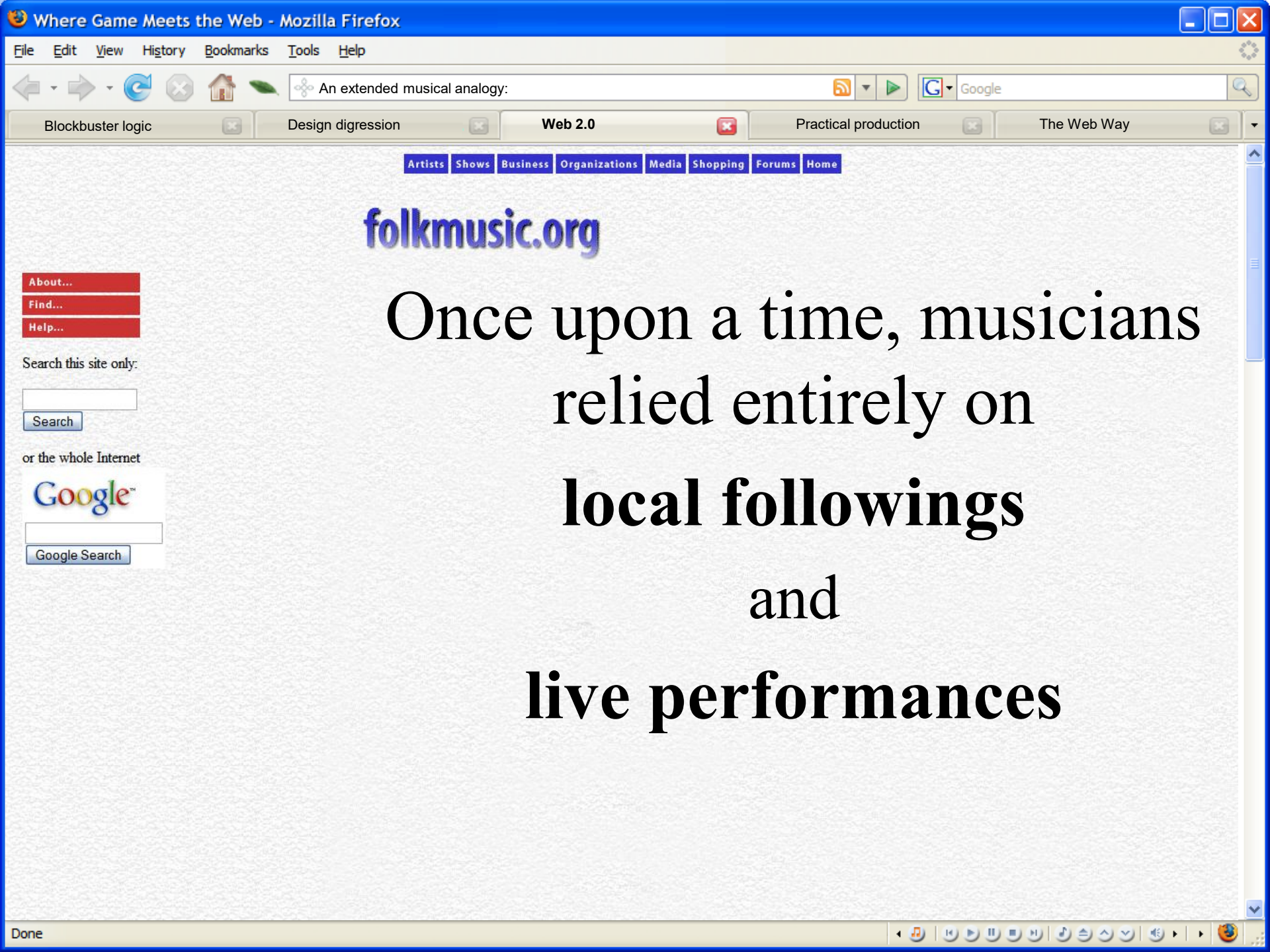
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relied entirely on  
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Then was born the  
**radio broadcast**

And with it, the notion of  
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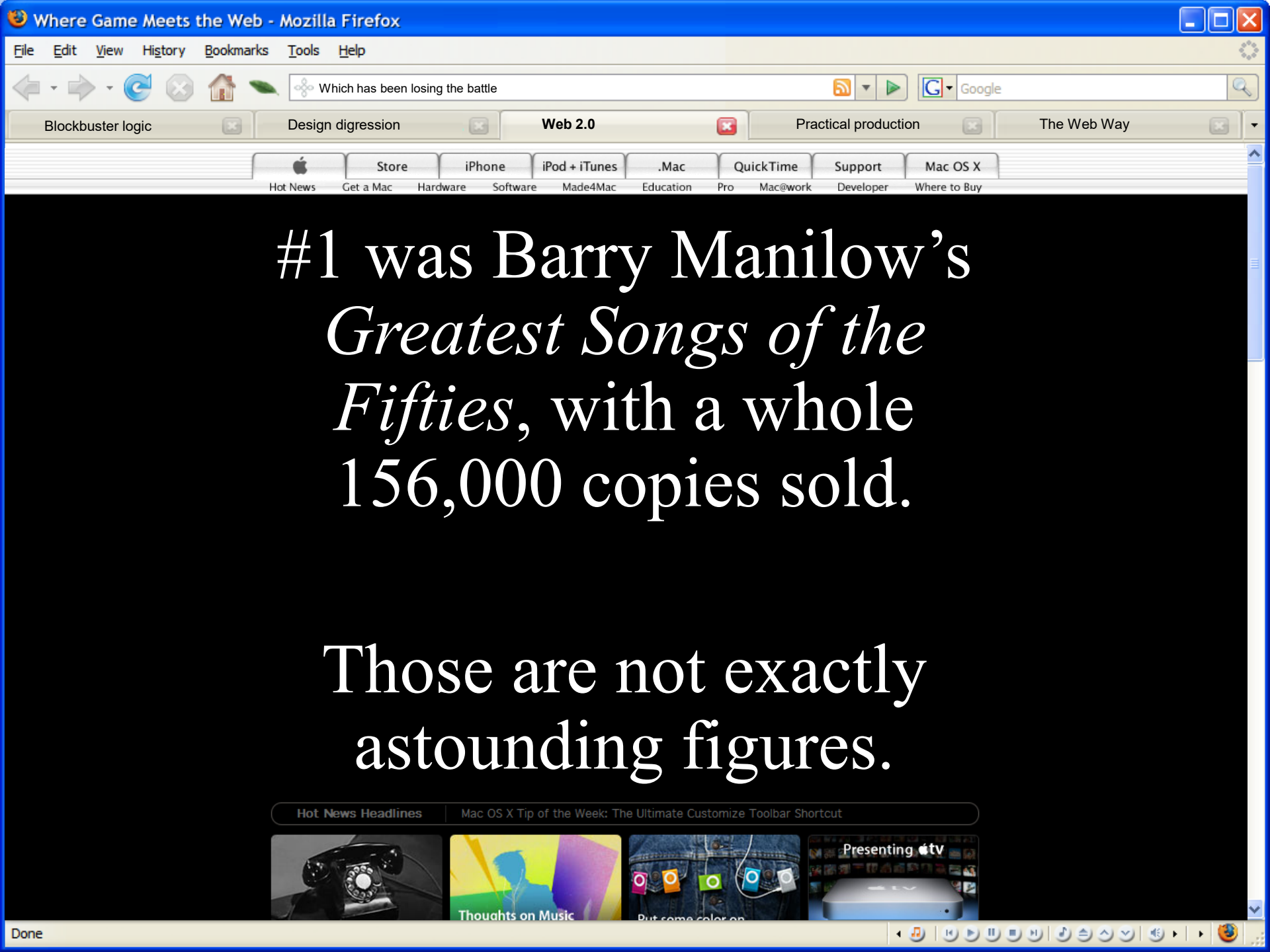


Finally, we got  
**music reproduction**

which ironically, crowded out  
 all the local musicians  
 who catered to specific  
 narrow tastes

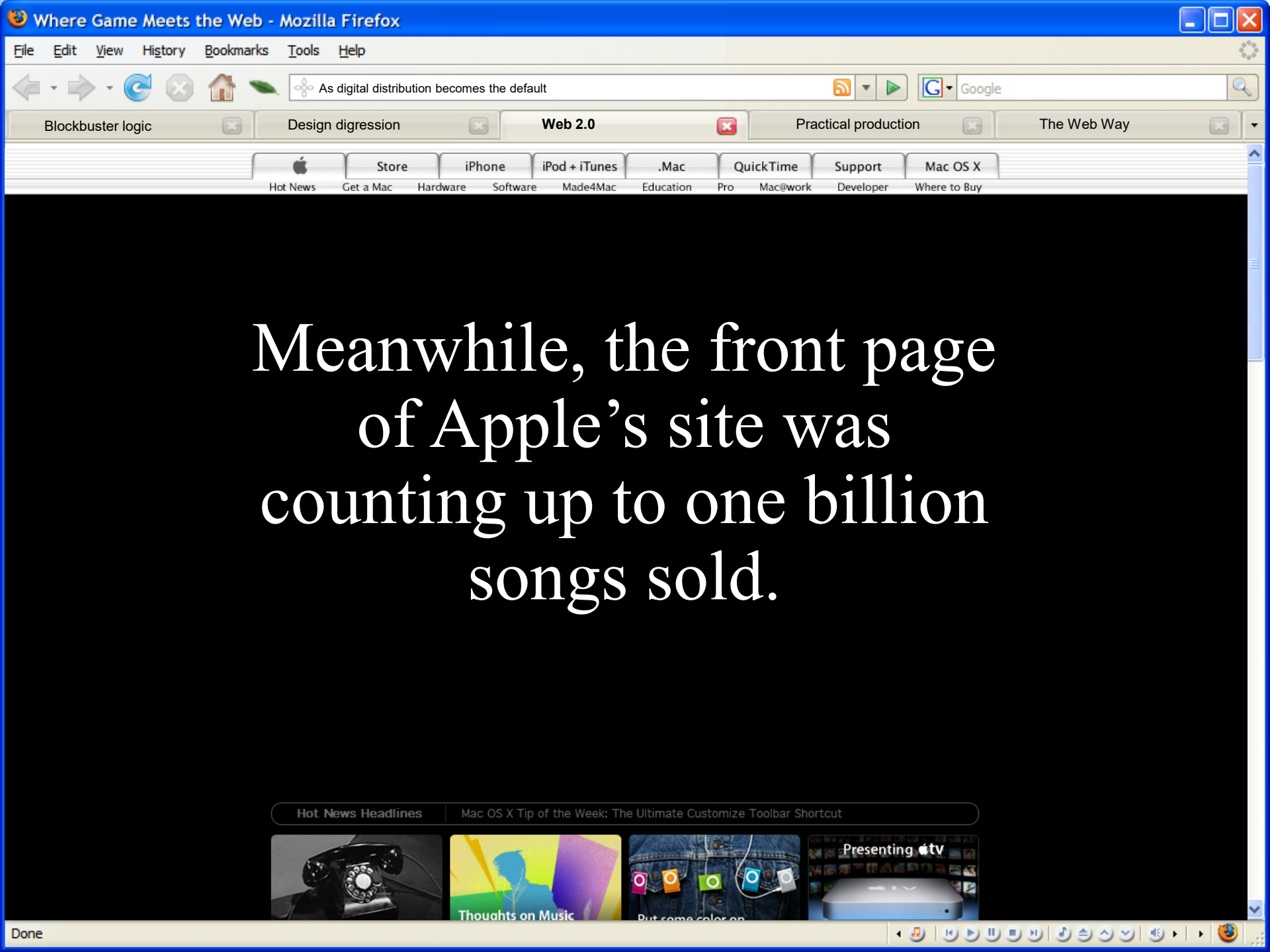


Train's new CD debuted at #10  
on the Billboard charts in  
February 2006, having sold all  
of 62,000 copies.

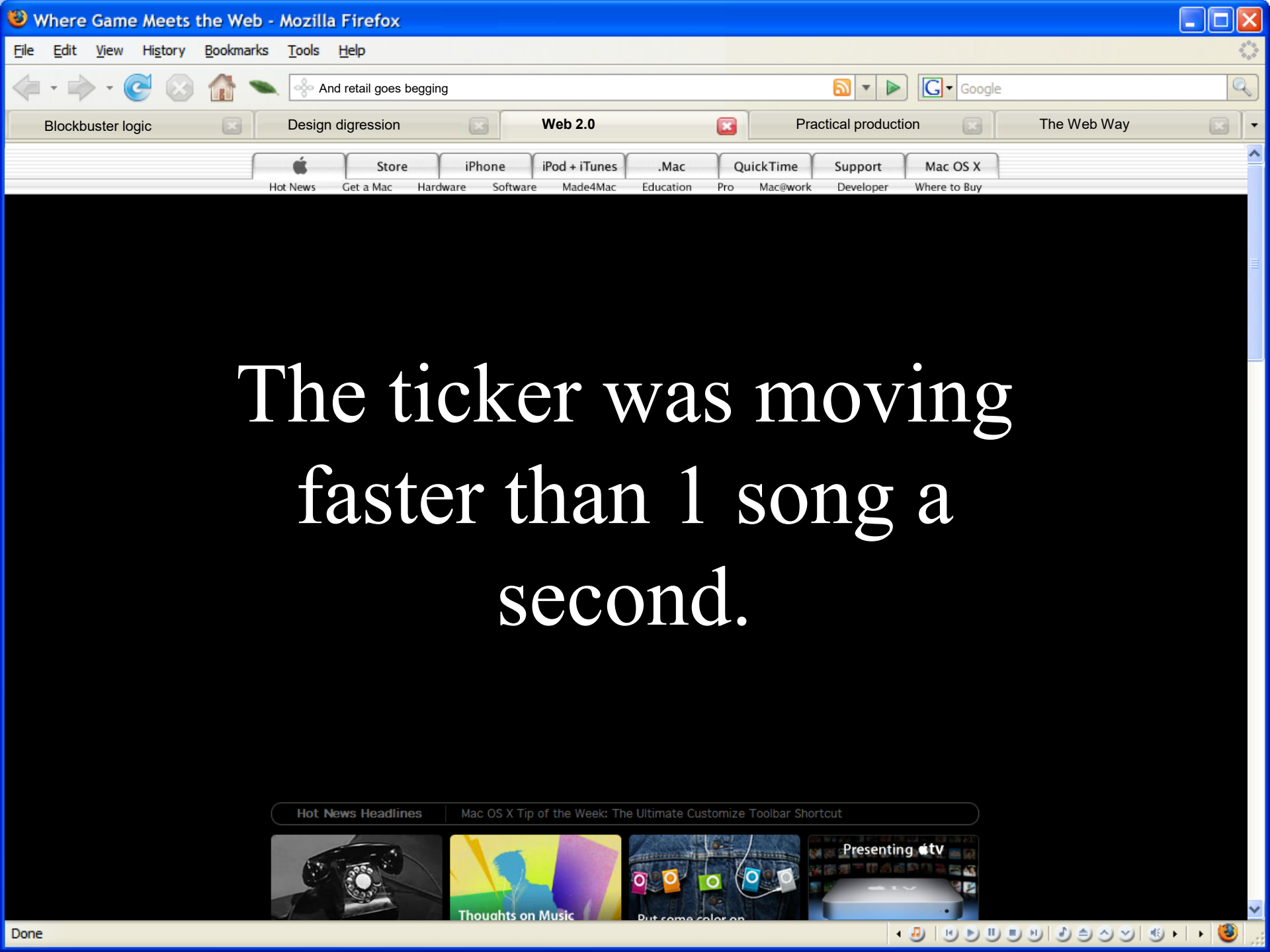


#1 was Barry Manilow's  
*Greatest Songs of the  
Fifties*, with a whole  
156,000 copies sold.

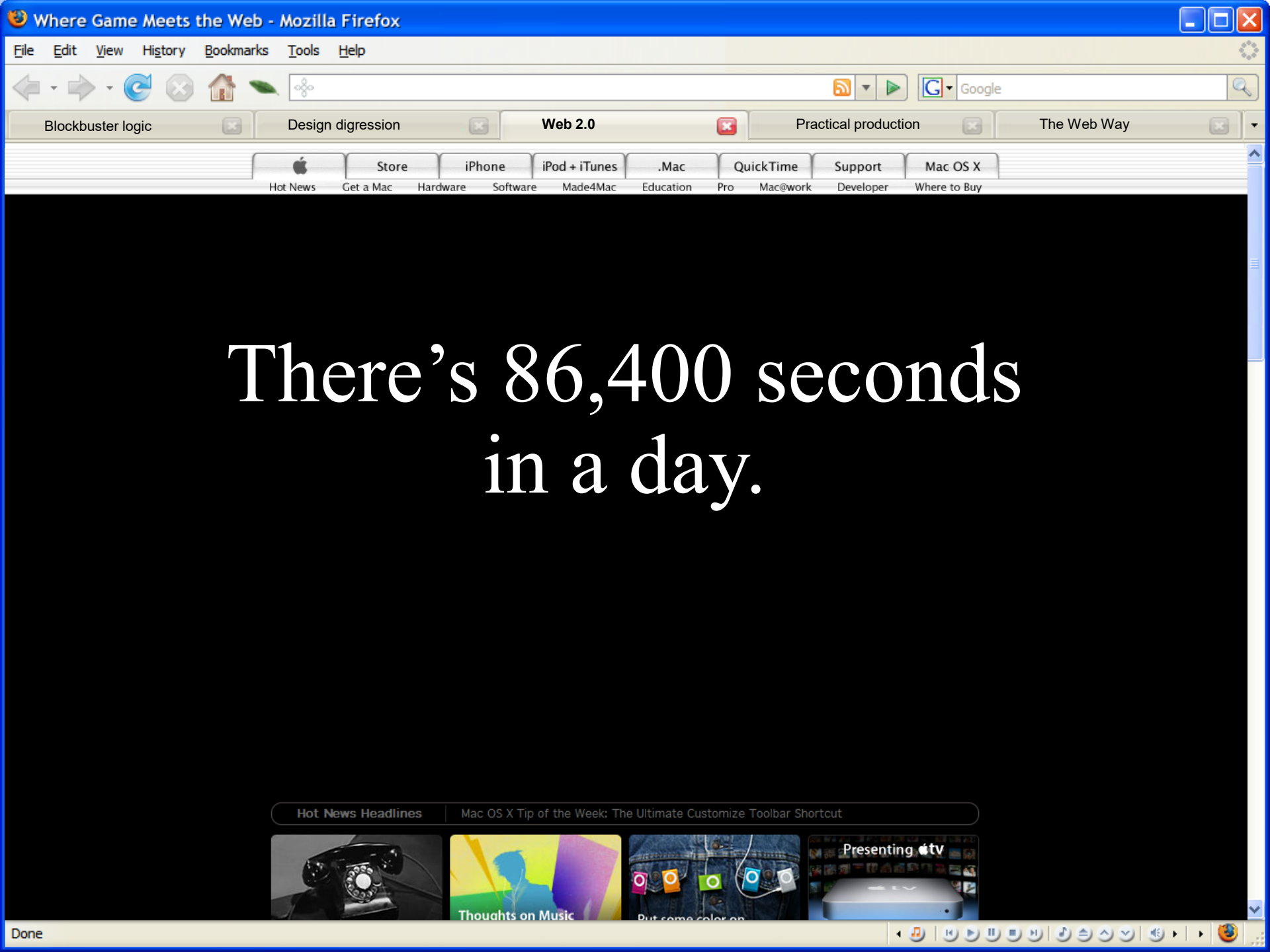
Those are not exactly  
astounding figures.



Meanwhile, the front page  
of Apple's site was  
counting up to one billion  
songs sold.



The ticker was moving  
faster than 1 song a  
second.



There's 86,400 seconds  
in a day.



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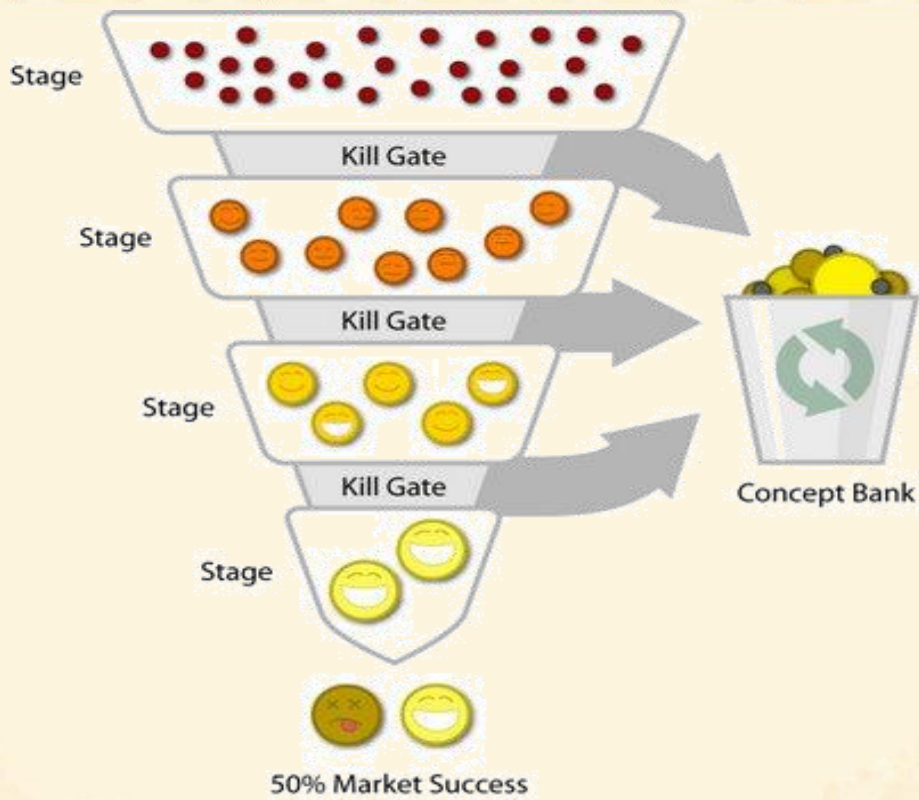
“The ability to make many small mistakes in a hurry is a vital accomplishment... What is intellectually different about the 21st century is its improved mechanical ability to winnow out the three good [ideas] among the 97 bad ones — and to keep the 97 bad ones around so that we needn’t do them again.” – Bruce

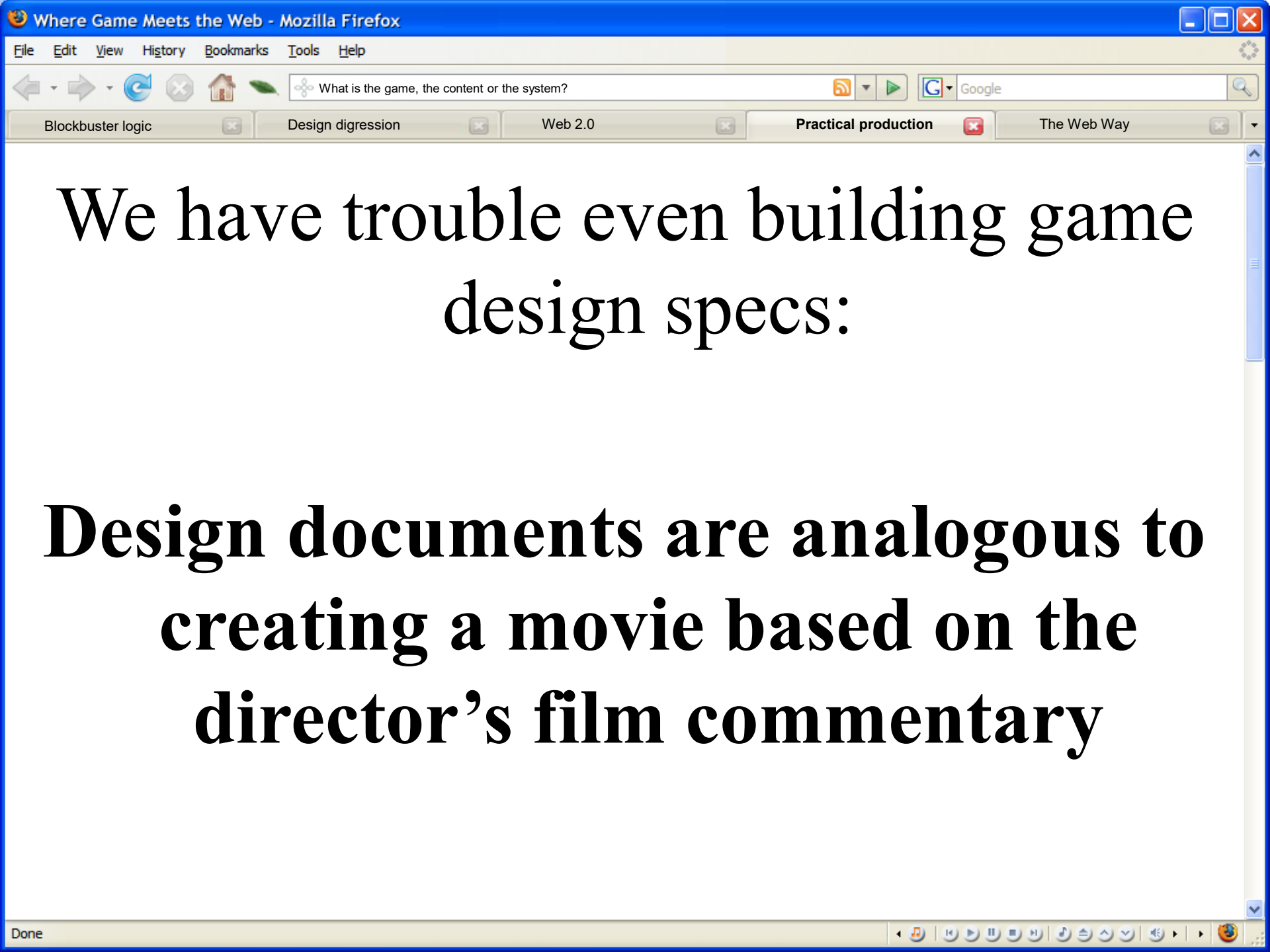


# Project Horsehoe

Solving Game Design's Toughest Problems

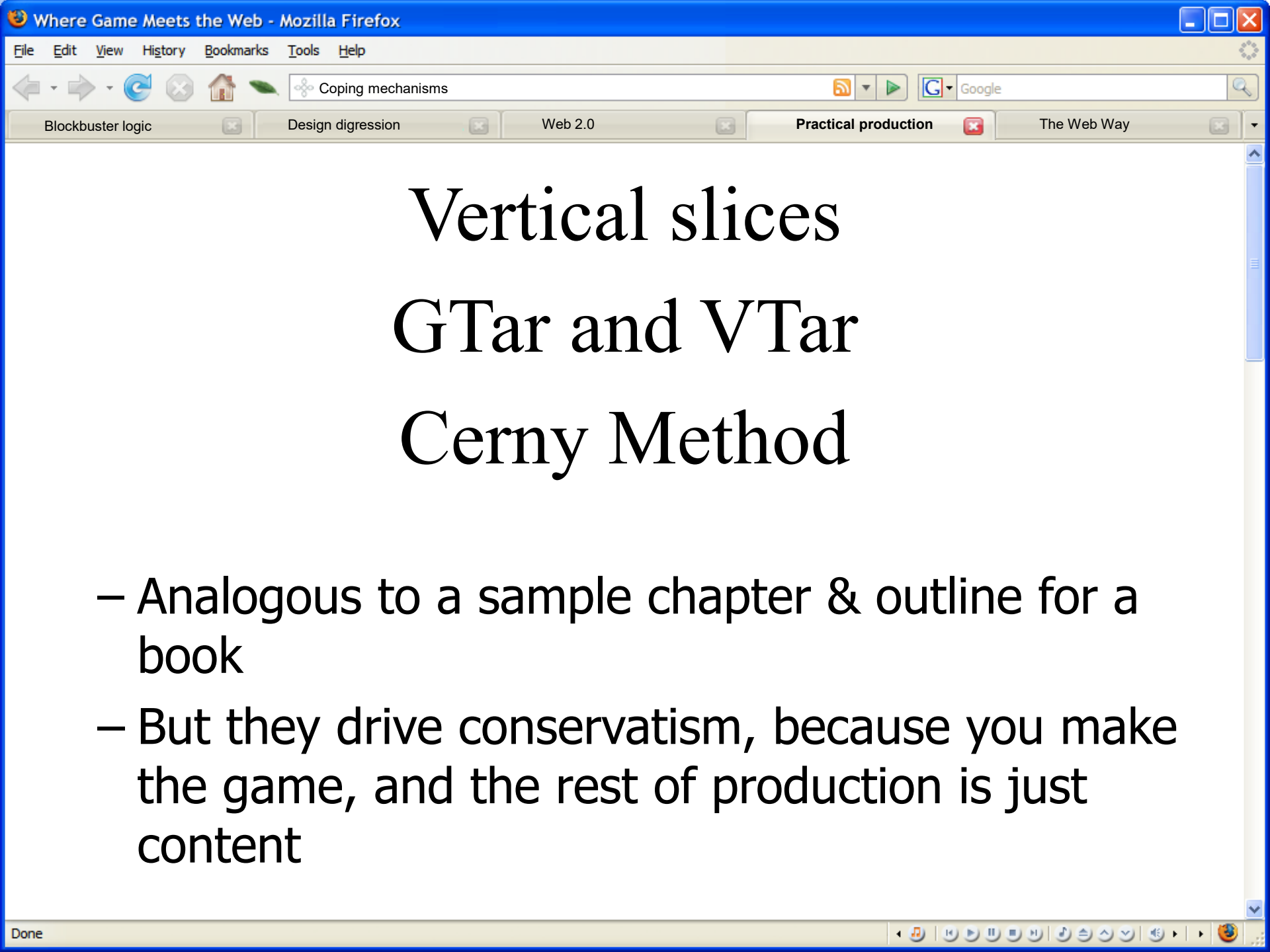
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We have trouble even building game design specs:

**Design documents are analogous to creating a movie based on the director's film commentary**

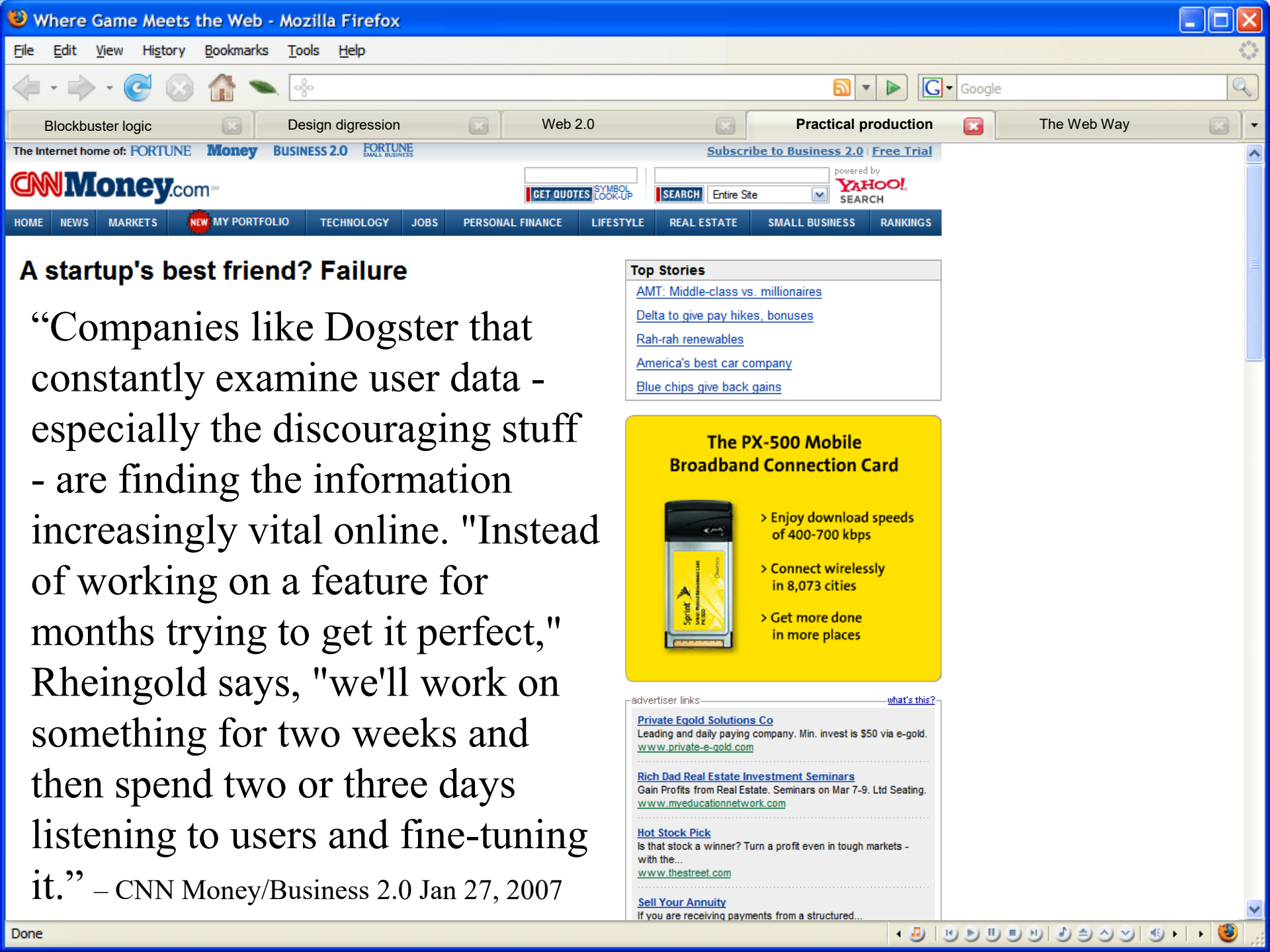


# Vertical slices

## GTar and VTar

## Cerny Method

- Analogous to a sample chapter & outline for a book
- But they drive conservatism, because you make the game, and the rest of production is just content



### A startup's best friend? Failure

“Companies like Dogster that constantly examine user data - especially the discouraging stuff - are finding the information increasingly vital online. "Instead of working on a feature for months trying to get it perfect," Rheingold says, "we'll work on something for two weeks and then spend two or three days listening to users and fine-tuning it.” – CNN Money/Business 2.0 Jan 27, 2007

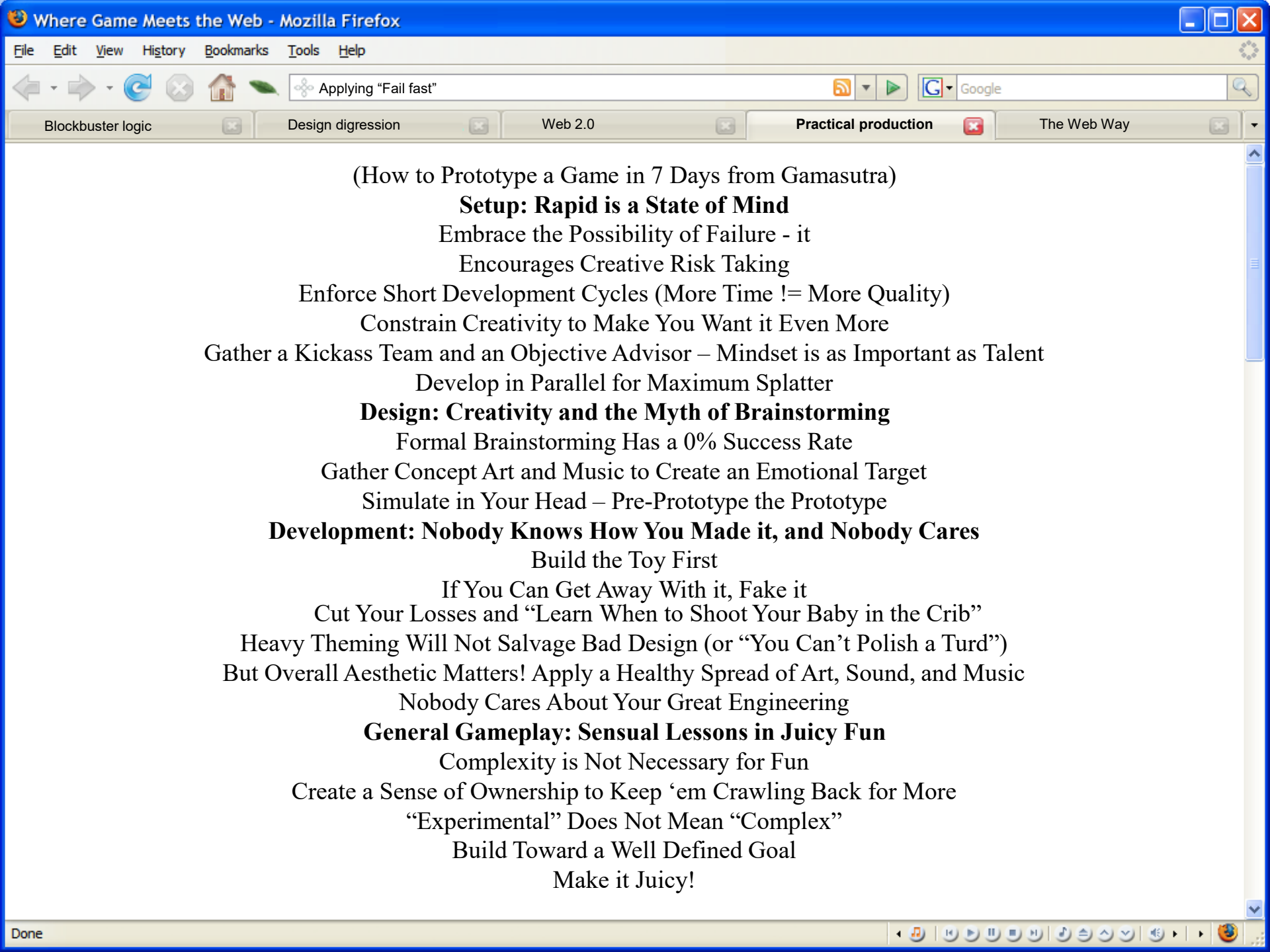
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  - [Hot Stock Pick](#)  
Is that stock a winner? Turn a profit even in tough markets - with the...  
[www.thestreet.com](http://www.thestreet.com)
  - [Sell Your Annuity](#)  
If you are receiving payments from a structured...



(How to Prototype a Game in 7 Days from Gamasutra)

**Setup: Rapid is a State of Mind**

Embrace the Possibility of Failure - it

Encourages Creative Risk Taking

Enforce Short Development Cycles (More Time != More Quality)

Constrain Creativity to Make You Want it Even More

Gather a Kickass Team and an Objective Advisor – Mindset is as Important as Talent

Develop in Parallel for Maximum Splatter

**Design: Creativity and the Myth of Brainstorming**

Formal Brainstorming Has a 0% Success Rate

Gather Concept Art and Music to Create an Emotional Target

Simulate in Your Head – Pre-Prototype the Prototype

**Development: Nobody Knows How You Made it, and Nobody Cares**

Build the Toy First

If You Can Get Away With it, Fake it

Cut Your Losses and “Learn When to Shoot Your Baby in the Crib”

Heavy Theming Will Not Salvage Bad Design (or “You Can’t Polish a Turd”)

But Overall Aesthetic Matters! Apply a Healthy Spread of Art, Sound, and Music

Nobody Cares About Your Great Engineering

**General Gameplay: Sensual Lessons in Juicy Fun**

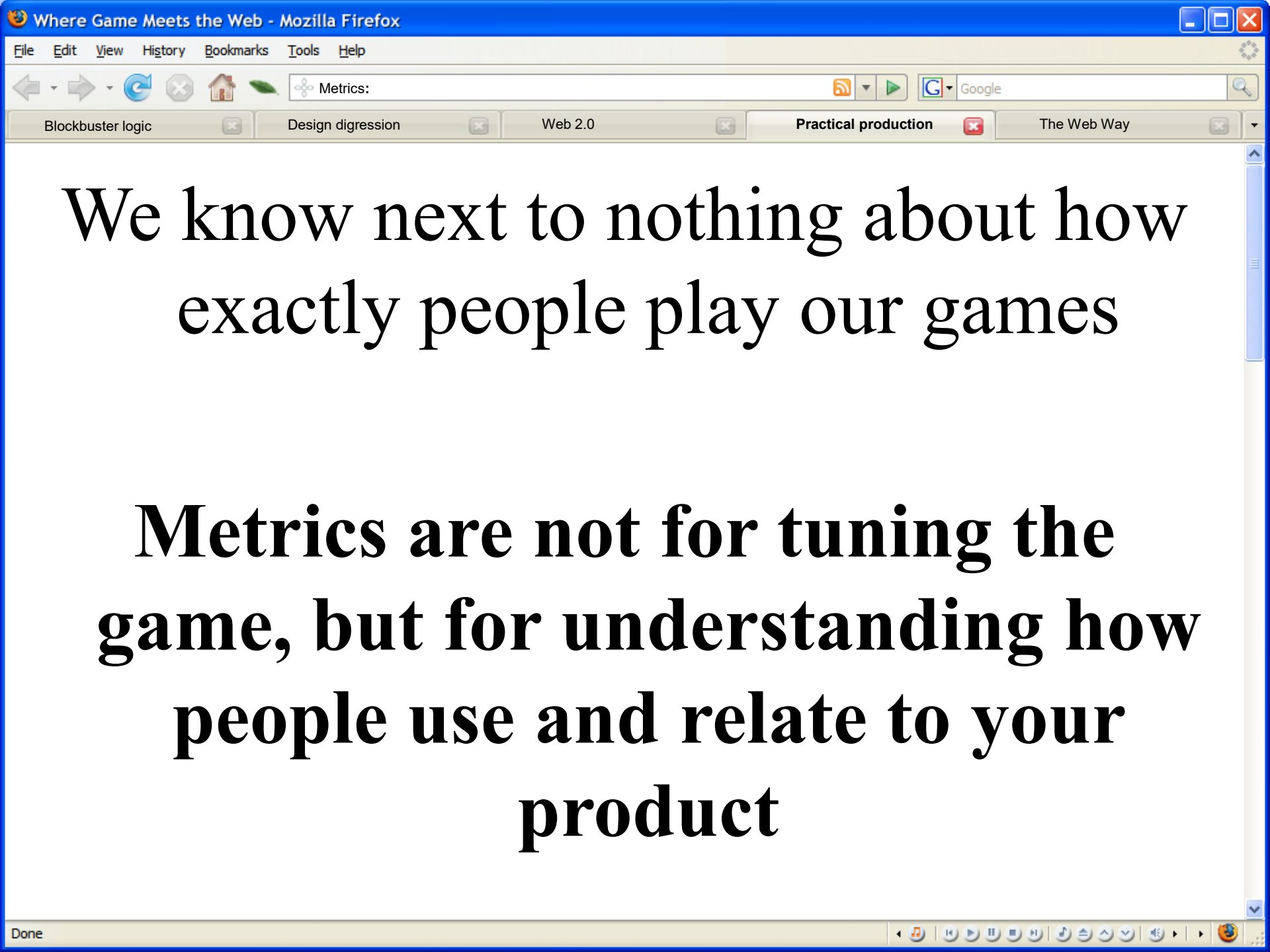
Complexity is Not Necessary for Fun

Create a Sense of Ownership to Keep ‘em Crawling Back for More

“Experimental” Does Not Mean “Complex”

Build Toward a Well Defined Goal

Make it Juicy!



We know next to nothing about how exactly people play our games

**Metrics are not for tuning the game, but for understanding how people use and relate to your product**



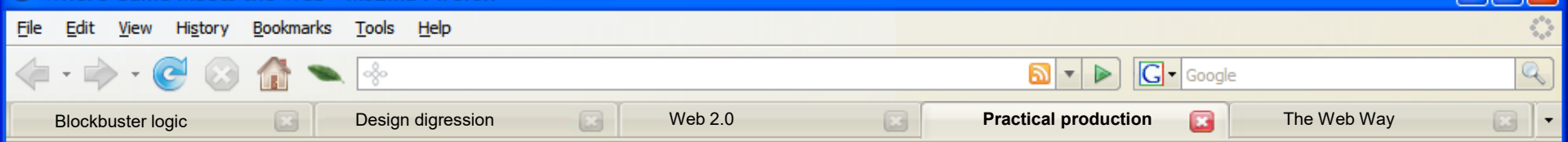
WHAT IS SECOND LIFE? SHOWCASE BUSINESS & EDUCATION DEVELOPERS COMMUNITY BLOG SUPPORT Search Second Life

JOIN NOW MEMBERSHIP IS FREE SECOND LIFE IS A 3D ONLINE DIGITAL WORLD IMAGINED, CREATED, & OWNED BY ITS RESIDENTS. BUY & SELL LINDEN DOLLARS OWN VIRTUAL LAND REFER FRIENDS VIEW INTERACTIVE MAP UNDER 18? CHECK OUT TEEN Second Life

Table with statistics: Total Residents: 852, Logged In Last: 692, Online Now: 606, US\$ Spent Last: 644, LindeX Activity La: 2,019

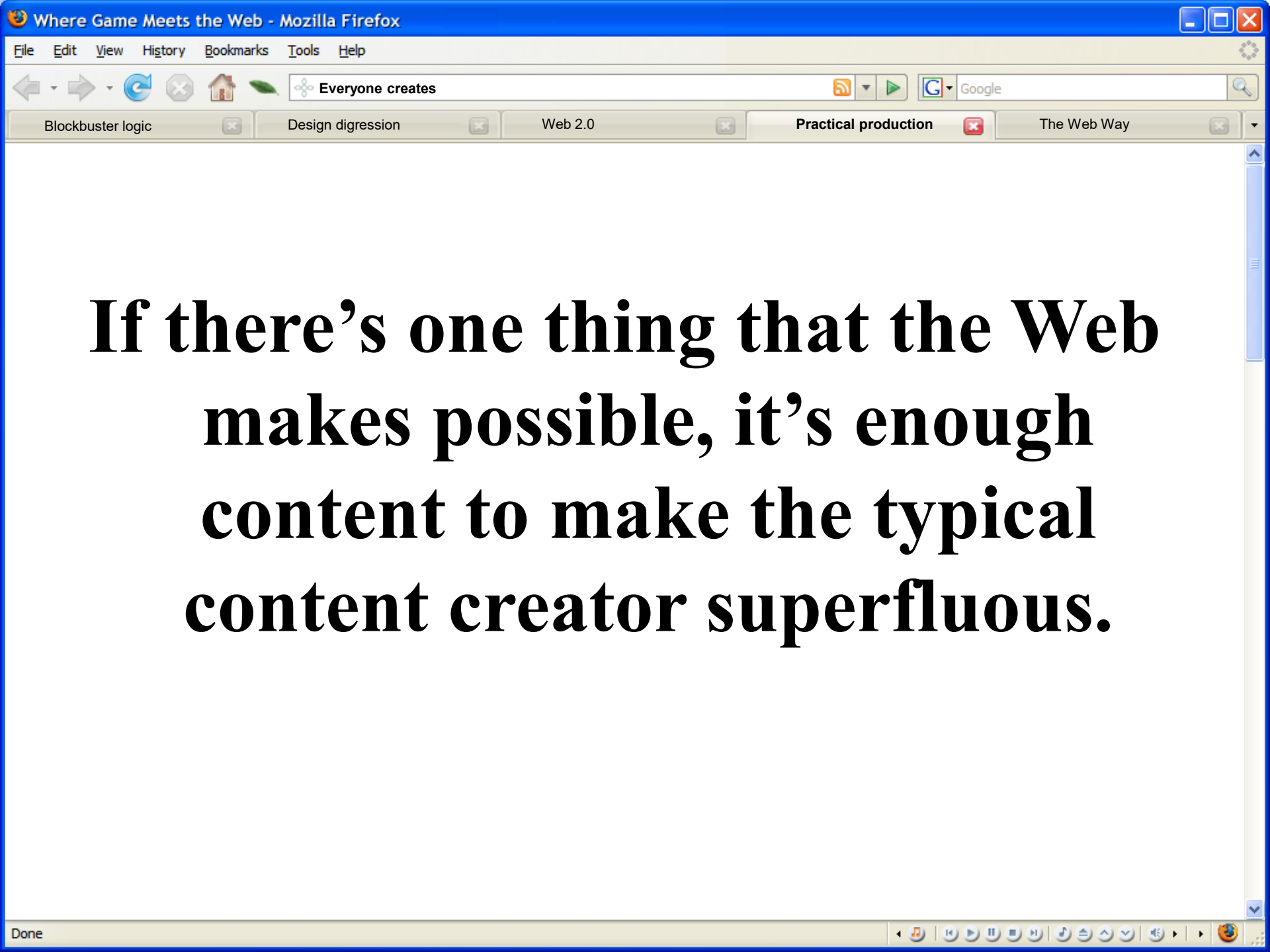
Headlines section with various news snippets and a 'SECOND LIFELIFE' button

“...after such a machine was invented, currency as we knew it ceased to be function. Since everyone had the capability to create (replicate) anything they desire, capitalism as we knew it died, and the new dawn of perfect Marxian philosophy was adopted by the Federation.” – Kevin Lim @theory.isthereason

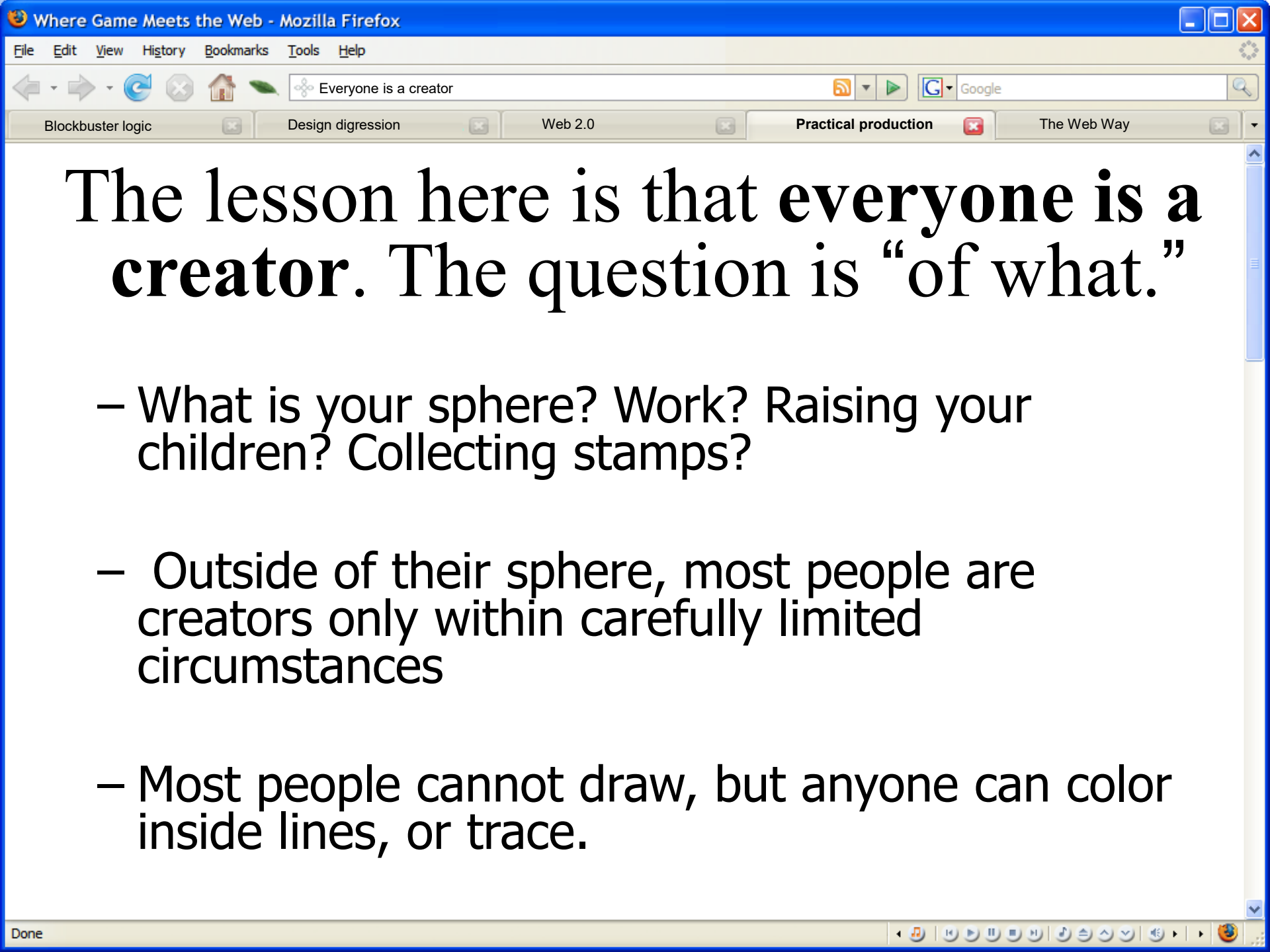


*“Never trust the client. Never put anything on the client. The client is in the hands of the enemy. Never ever ever forget this.”*

- **The Laws of Online World Design**

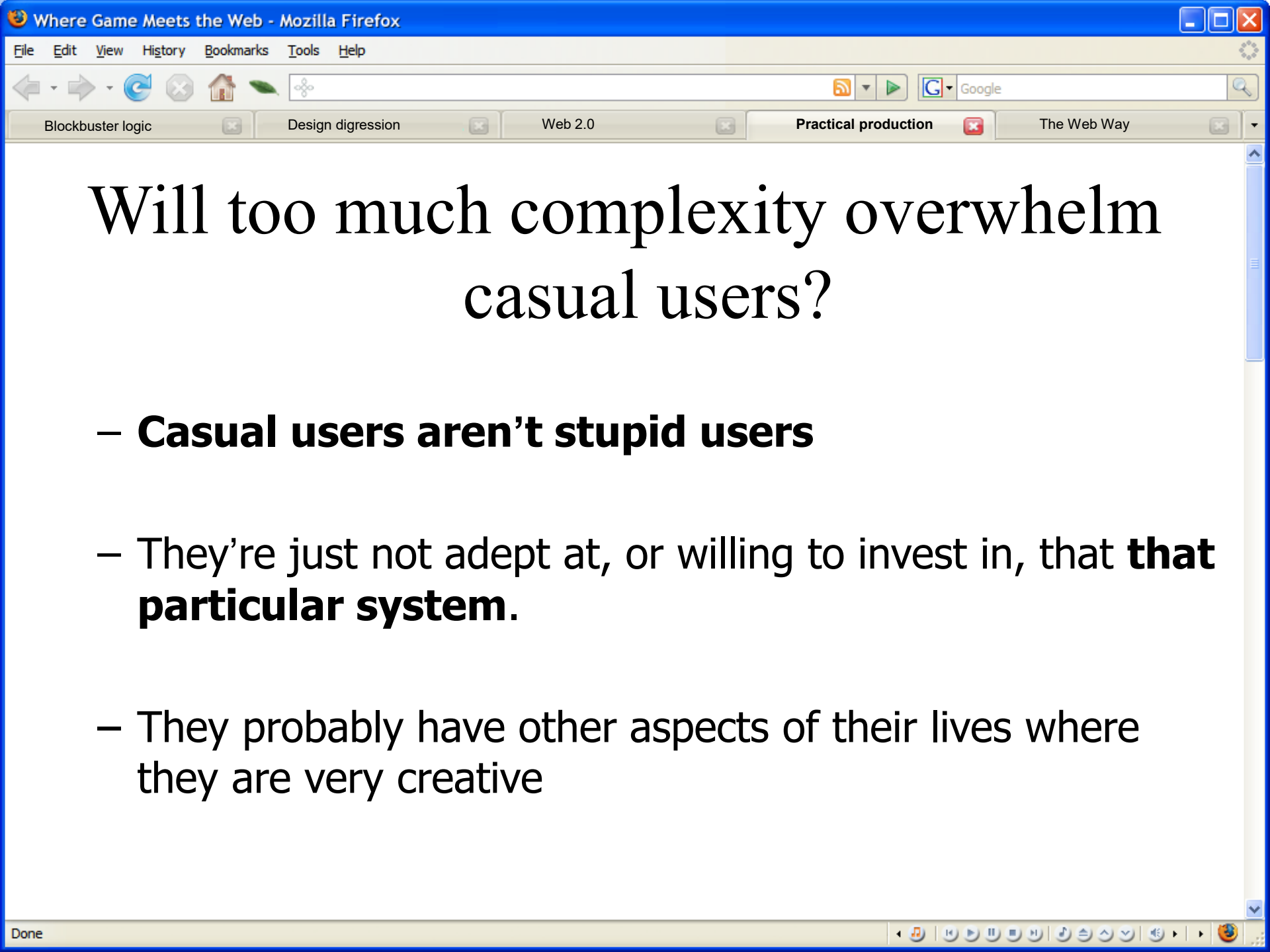


**If there's one thing that the Web makes possible, it's enough content to make the typical content creator superfluous.**



The lesson here is that **everyone is a creator**. The question is “of what.”

- What is your sphere? Work? Raising your children? Collecting stamps?
- Outside of their sphere, most people are creators only within carefully limited circumstances
- Most people cannot draw, but anyone can color inside lines, or trace.



# Will too much complexity overwhelm casual users?

- **Casual users aren't stupid users**
- They're just not adept at, or willing to invest in, that **that particular system.**
- They probably have other aspects of their lives where they are very creative

**ESCAPE THE GORILLA!**  
Get a cell phone ringtone!



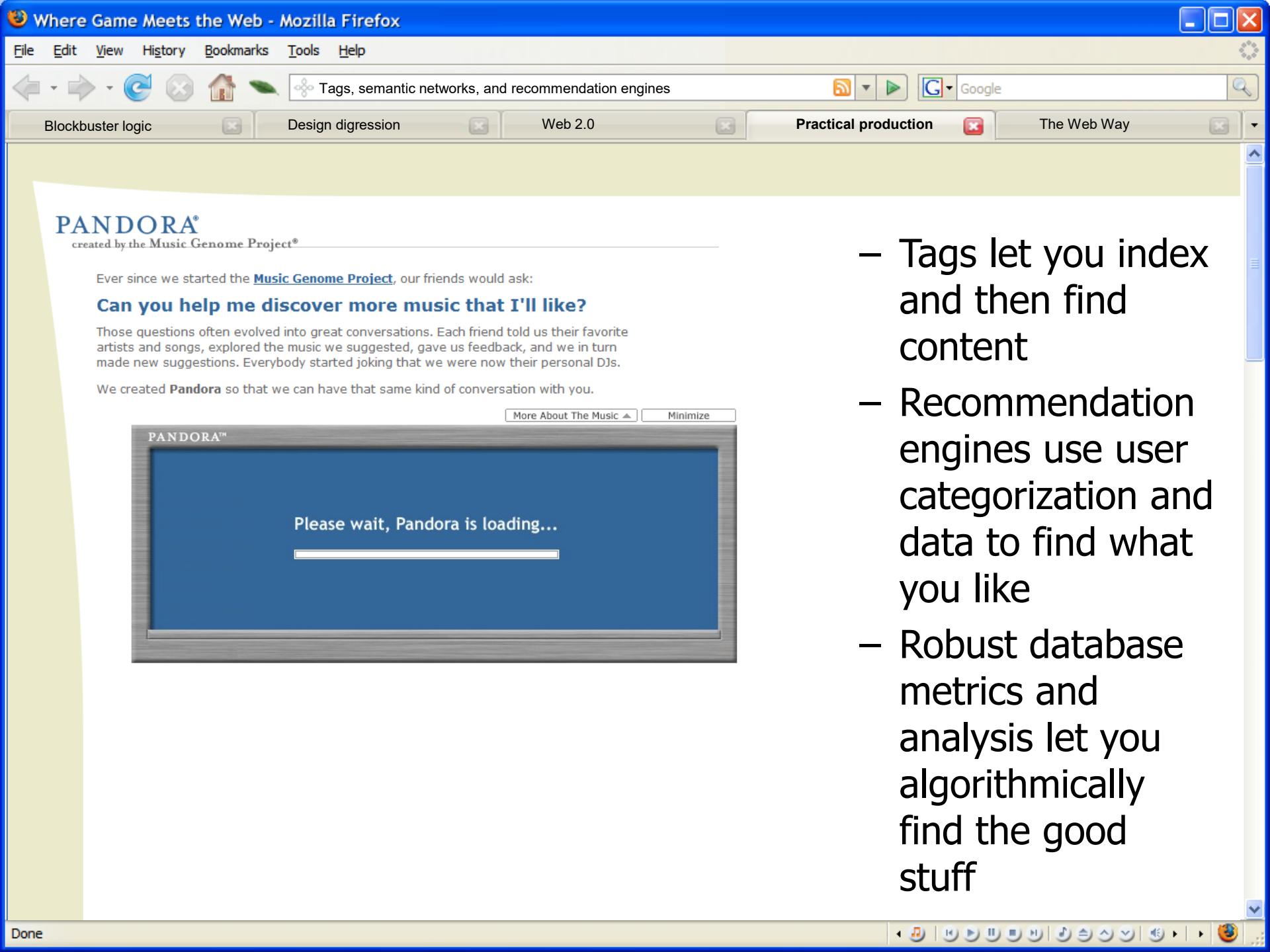
MySpace Search powered by Google

Home Browse Search Invite  
Film Mail Blog Favorites  
Forum Groups Events  
Most user content is crap.  
Videos Music Comedy  
Classifieds

jeremiah



Male  
101 years old  
Austin, TEXAS



PANDORA®

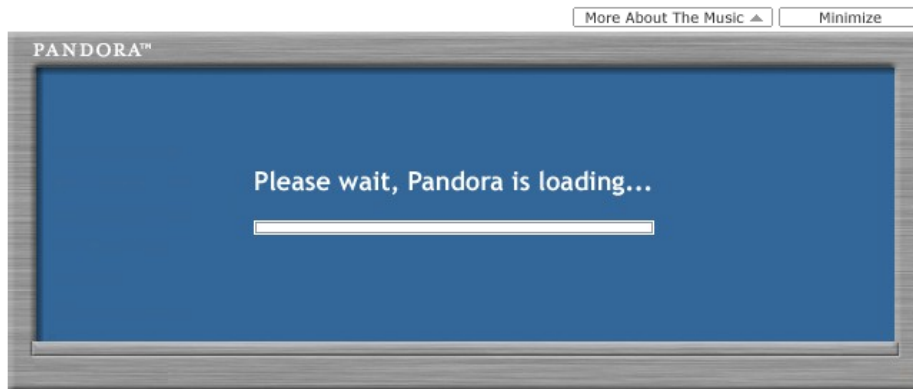
created by the Music Genome Project®

Ever since we started the [Music Genome Project](#), our friends would ask:

### Can you help me discover more music that I'll like?

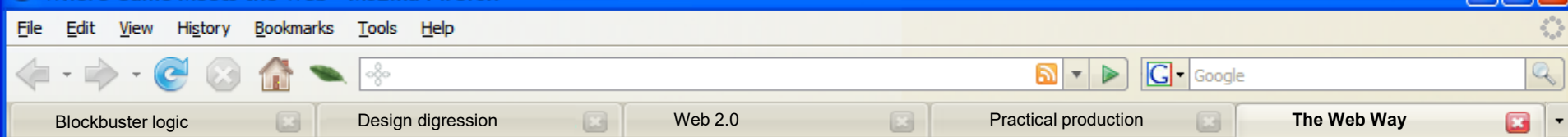
Those questions often evolved into great conversations. Each friend told us their favorite artists and songs, explored the music we suggested, gave us feedback, and we in turn made new suggestions. Everybody started joking that we were now their personal DJs.

We created **Pandora** so that we can have that same kind of conversation with you.



- Tags let you index and then find content
- Recommendation engines use user categorization and data to find what you like
- Robust database metrics and analysis let you algorithmically find the good stuff





# The Web Way for Games:

- The future is not in AAA titles: rising content costs incompatible with niches
- Value lies in performance, not fixed recordings
- Digital distribution & games as service; portals, not publishers
- Accreted user-contributed data



# ALPHA KONGREGATE

Sign In or Register  
Username     Remember me

- HOME
- GAMES
- UPLOAD
- COMMUNITY
- FORUMS

Search [advanced search](#)

### Featured Games



**Five Till**  
by [jmtb02](#)

You have 5 minutes to reach the bomb and disarm it. Can you reach the end in time? Probably!

[207 gameplays >>](#)

Welcome to Kongregate!  
The best place to play and upload games. [Sign up now!](#)

★ KONGREGATE ★  
Game Competitions!

WE'RE LOOKING FOR  
GREAT FLASH GAMES.  
WE'RE GIVING AWAY  
GREAT CASH PRIZES.

[Learn more about our current competitions >>](#)

Rate this ad: ★★★★★

### Hot New Games



**Diesel and Death**  
by [3rdsense](#)

★★★★★  
Race your motorbike across a post-apocalyptic world.

[153 plays >>](#)



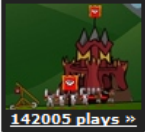
**Cosmic Crush**  
by [sarcastro](#)

★★★★★  
Space exploration and destruction!  
This is my best game to date. I hope everyone enjoys it.

[182 plays >>](#)

[view all latest games >>](#)

### Popular Games



**Bowmaster Prelude**  
by [DragonGamez](#)

★★★★★  
Your kingdom is under attack! You are armed with a legendary bow and can use a variety of spells and different types...

[142003 plays >>](#)



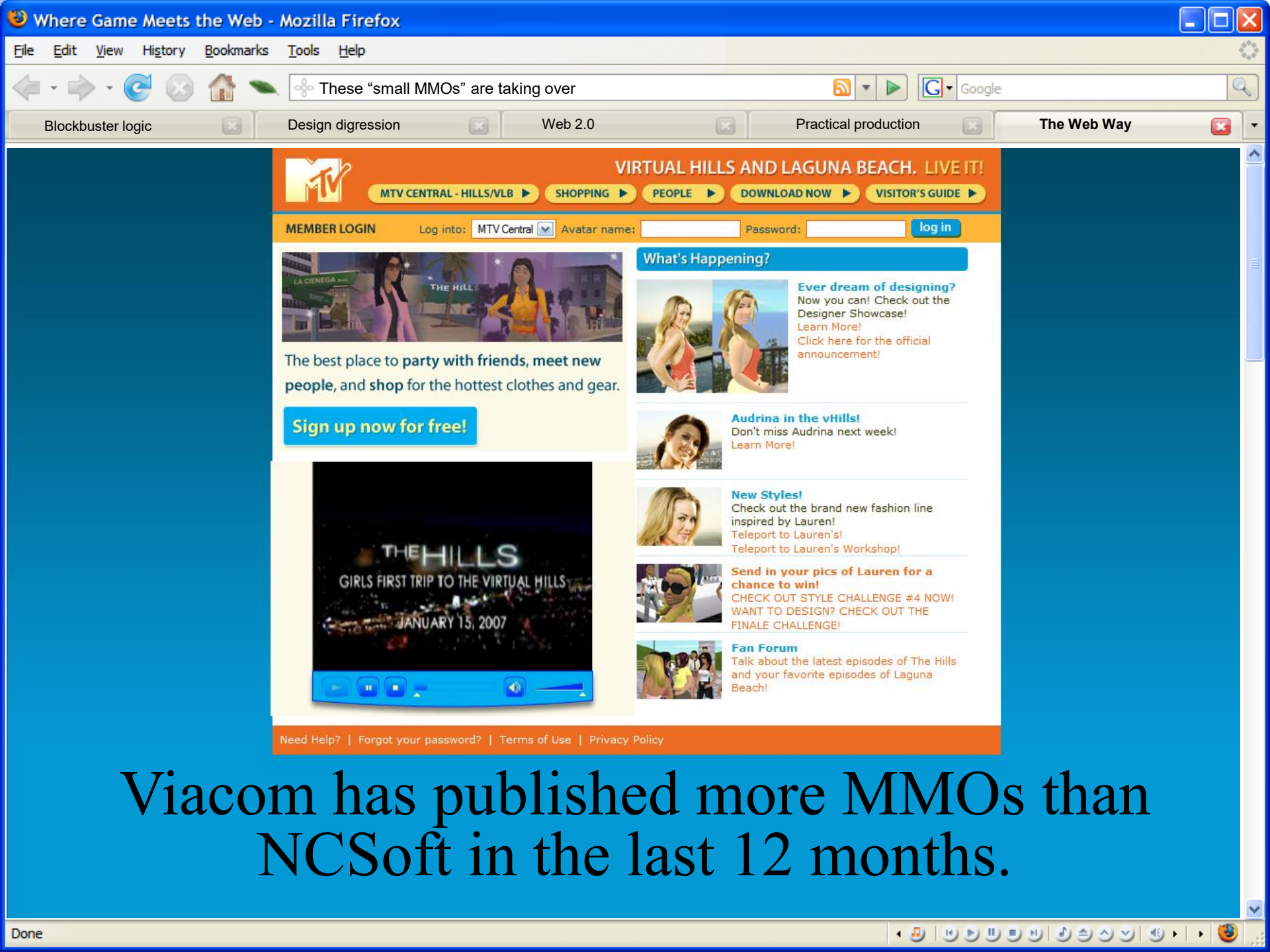
**The Fancy Pants Adventures**  
by [DrNeroCF](#)

★★★★★  
The first world in the Fancy Pants Adventures series. Run and jump your way through the first 3 levels and defeat th...

[15530 plays >>](#)

### Popular Tags

2 3d addictive adventure and  
arcade armor ball click  
contest winner cute defense  
dingoeatingfuzz easy fast fighting flash  
fun games goal hard jmtb02  
jump jumping keyboard logic luksy  
man mario mouse physics  
platform platformer retro revamped  
rpg shoot sidescroller simple  
space stick survival thing-thing tile  
tile-based timing up violent water



**MTV TV** VIRTUAL HILLS AND LAGUNA BEACH. LIVE IT!

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**What's Happening?**

**Ever dream of designing?**  
Now you can! Check out the Designer Showcase!  
[Learn More!](#)  
[Click here for the official announcement!](#)

**Audrina in the vHills!**  
Don't miss Audrina next week!  
[Learn More!](#)

**New Styles!**  
Check out the brand new fashion line inspired by Lauren!  
[Teleport to Lauren's!](#)  
[Teleport to Lauren's Workshop!](#)

**Send in your pics of Lauren for a chance to win!**  
CHECK OUT STYLE CHALLENGE #4 NOW!  
WANT TO DESIGN? CHECK OUT THE FINALE CHALLENGE!

**Fan Forum**  
Talk about the latest episodes of The Hills and your favorite episodes of Laguna Beach!

[Need Help?](#) | [Forgot your password?](#) | [Terms of Use](#) | [Privacy Policy](#)

Viacom has published more MMOs than NCSOFT in the last 12 months.



MMO attached to a plush toy.  
*2.5m uniques in Dec 2006.*

**Disney's THE TOONTOWN ONLINE TIMES**

**FREE TRIAL**

THE BEST GAME IN THE TOONIVERSE ARE YOU TOON ENOUGH? FIVE JELLYBEANS

Hi, Guest!  
Log In or Join

**PLAY**

News

Toon HQ

Tips & Tricks

About Toontown

Member Services

Help

Dear From. Dear From.

Use the amazing TOON letter creator!  
[Click Here](#)

# Welcome to Toontown Online!

**Join Forces!**  
Team up with your friends to save Toontown from the evil robot Cogs!

**Be a Toon!**  
Personalize your Toon with cool clothes and decorate your Toon's own house!

**Adventure!**  
Take on hundreds of tasks to earn Gags and Laff Points!

**TOONS OF THE WORLD UNITE!**

**Top Toons**  
For March 06, 2007

**Gifts Given**

- Captain Bingo Biggenchomp - 188
- Cool Violet Mizenquack - 77
- Doctor Comet Googleton - 75
- Silly Alvin - 67
- Monkey Boy - 65

[More Top Toons](#)

# 2.5m in Dec.

**GAME OF THE YEAR**  
GAMING

Computer Gaming World's 2003 MMORPG of the Year

**Give the Gift of Toontown!**

Thanks a million!

[Click here](#) to give family and friends a Toontown Online Game Subscription.

**Cast your VOTE!**

How many Level 7 gags have you unlocked?

- None
- 1-2
- 3-4
- 5-6

[VOTE](#)



- RuneScape**
- ★ Create a free account (New user)
  - ✂ Play RuneScape (Existing user)
  - 📷 View in-game screenshots
  - 🌐 Language > English | German

Create a free account (New user)

Play RuneScape (Existing user)

- Knowledge Base**
- 🔍 Knowledge Base Home
  - 📖 Getting started
  - 📜 Rules
  - 📖 Manual
  - 📖 QuestHelp
  - 👨‍👩‍👧‍👦 Parents' Guide
  - 🛡 Safety & Security
  - 🗣 Customer Support
  - 🗣 Comment on our service
  - 🐛 Report a bug/fault

- Latest Poll**
- Which of these long-running quest storylines is your favourite?
- 🗳 Vote in this poll (Members only)
  - 🗳 View previous polls

- Website Features**
- 🗺 World map
  - 🏆 Hiscores
  - 🗣 Forums
  - 📖 Stories and Letters
  - 📄 Downloads
  - 👑 Jagex Shop

5.8m  
in  
December



Waddle around and meet new friends!

Club Penguin is a kid-friendly virtual world where children can play games, have fun and interact with each other.

- Kid-friendly chat
- Nothing to download
- Lots of fun games
- Lots more!

Membership Shop What's New Contact Us

# 4m uniques in Dec.



### MEMBERSHIP

Want to become a member of Club Penguin? Learn what membership is all about and find out why so many have already become members. [Learn More](#)

## PLAY NOW!



### GIFT CARDS

### FUN STUFF



Club Penguin Awards  
The Better Business Bureau - Kid's Privacy Seal of Approval



"Editors Choice" award from Children's Technology Review Magazine



**SmartFoxServer 1.5** [info >>](#)

- ▶ Rapidly develop sophisticated multiplayer applications
- ▶ Highly reliable, scalable and secure
- ▶ Fully extendable using Actionscript, Python and Java
- ▶ Extensive documentation. Over 30 tutorials with source code

more: **Free 20 users licence. No time limits.**

- HOME PAGE
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Club Penguin's server can be bought for 3500 Euro.

### Spotlight



**Death Valley Racer!** is a real time multiplayer racing game developed by Inbox Digital and powered by **SmartFoxServer PRO**.

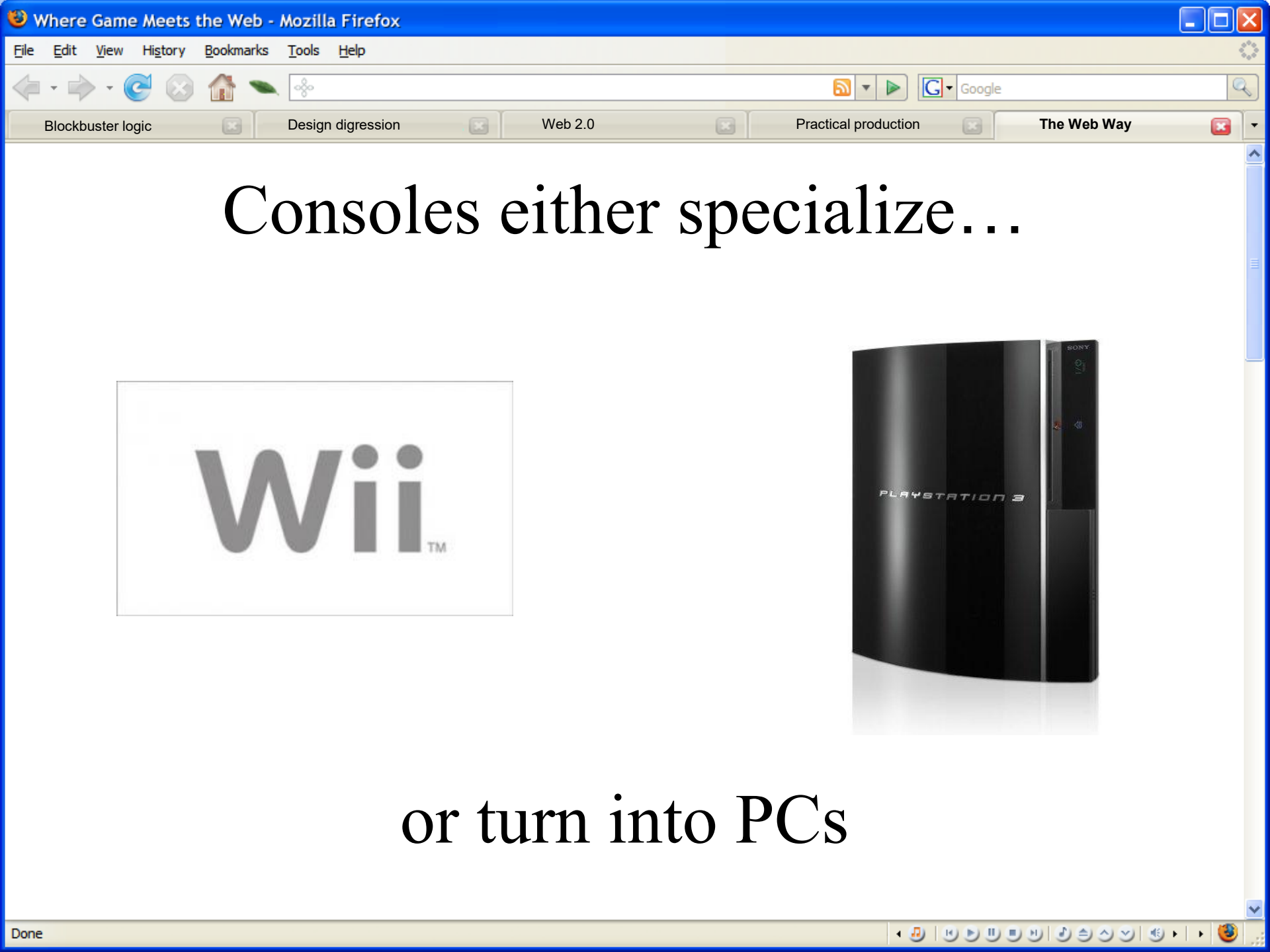
[Read more about this project >>](#)

### Free downloads

DOWNLOAD LITE EDITION	DOWNLOAD BASIC EDITION	DOWNLOAD PRO EDITION

# Services, not products

- Developers should be asking themselves how much longer they will sell console titles
- As opposed to being **shows** on the Wii channel or the PS3 channel or the Live channel
- Content **given away** in order to drive service value via achievements and microtransactions



Consoles either specialize...

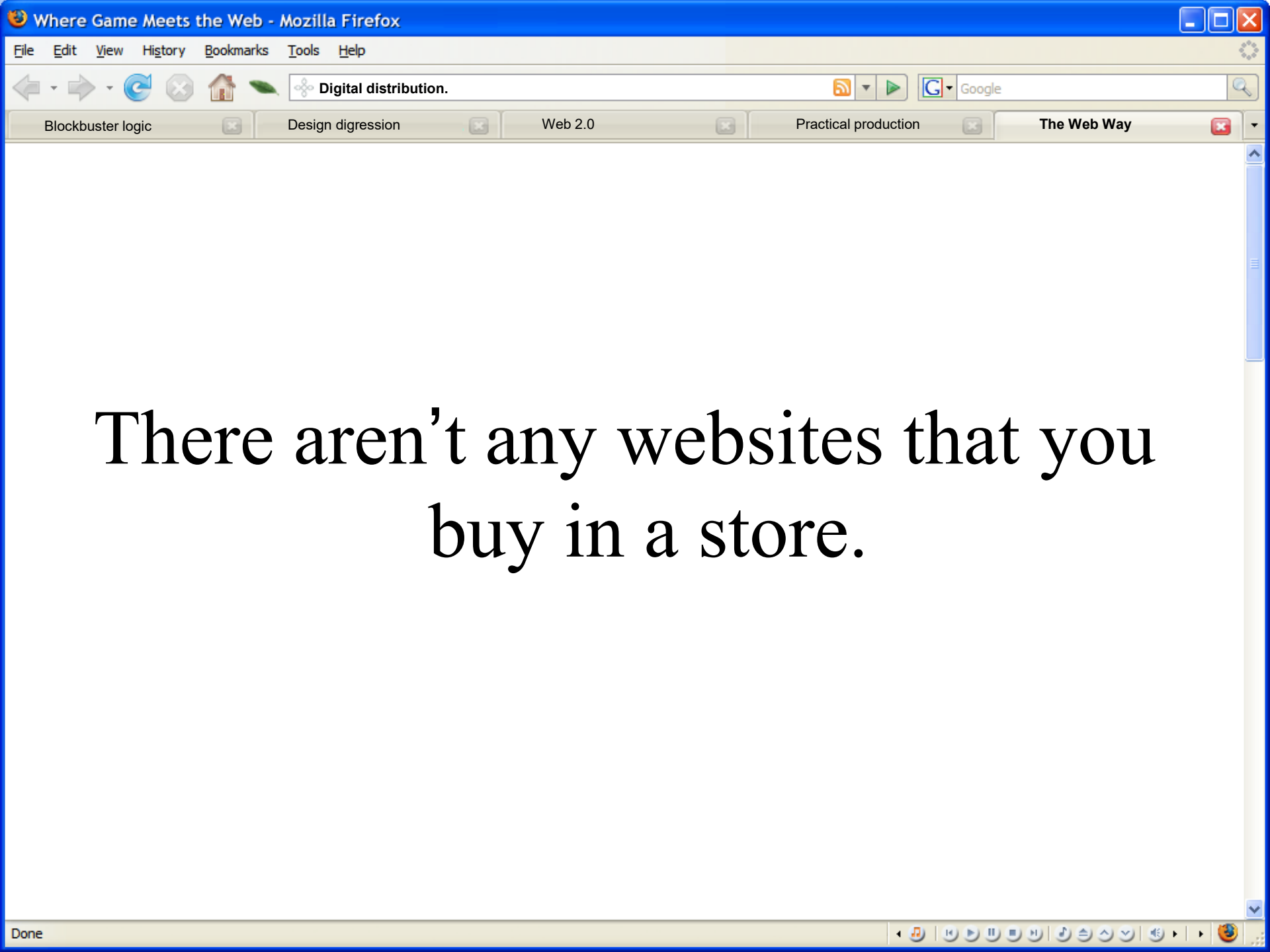


or turn into PCs



# Lock customers in via branded lifestyles

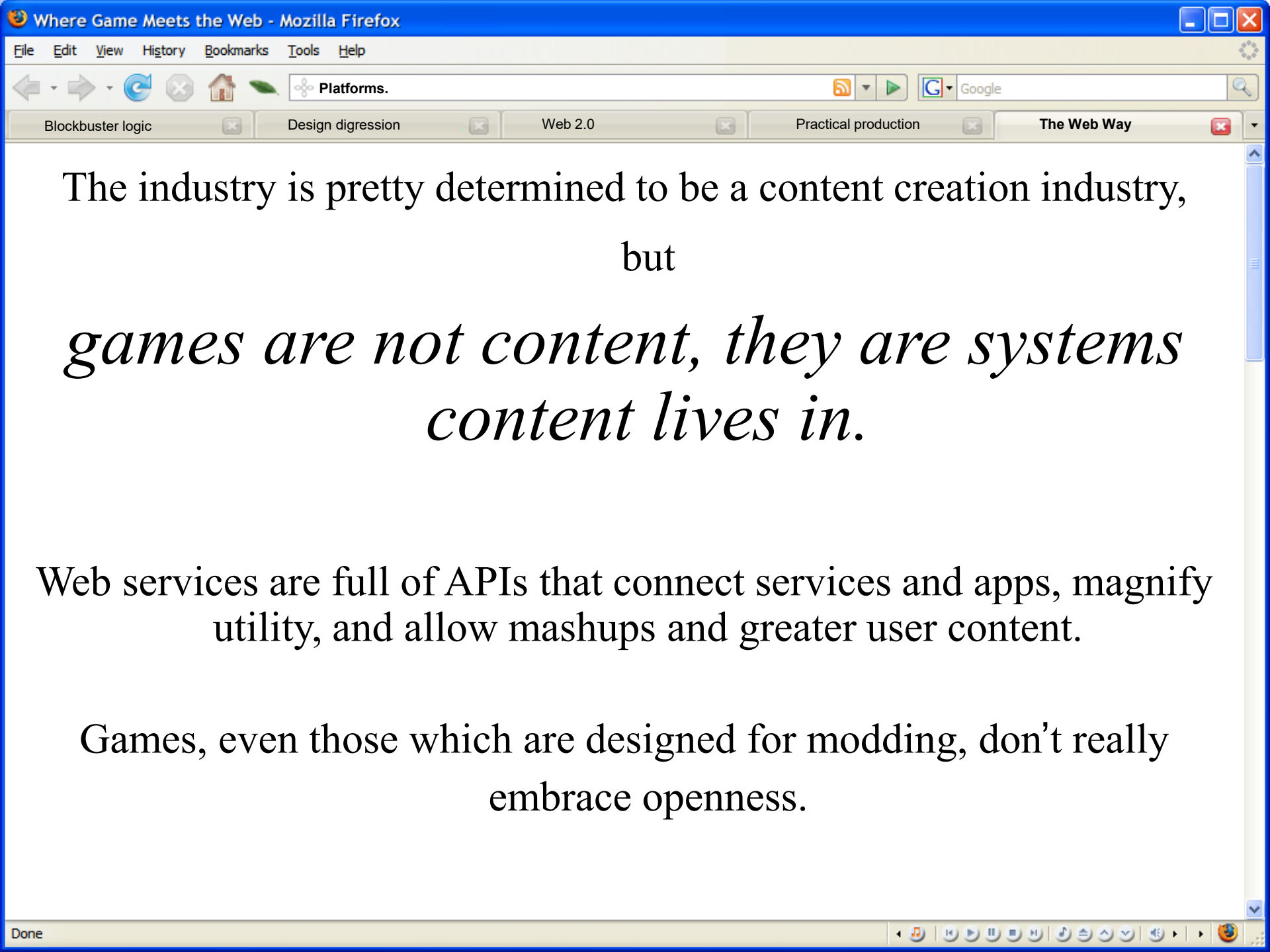
- Loyalty-driven sites
- “Club” sites
- Demographically targeted portals
- Niche-driven aggregators
- Networks combining the above



There aren't any websites that you  
buy in a store.

“Being **designery** is what one does, as a practical measure, in order to overcome the reactionary clinging to the installed base of malformed objects that maul and affront the customer. What cannot be overcome with reason can be subverted with glamor. That’s what design glamor is for...

[Raymond] Loewy didn’t mind assuming the public credit for the work of his collaborators and subordinates... if Loewy is publicly seen as a supreme visionary, then his collaborators and subordinates will get more work... A conspicuous lack of charlatanry and pretension means that little is happening in the designer’s cultural battlefield.” – Bruce again



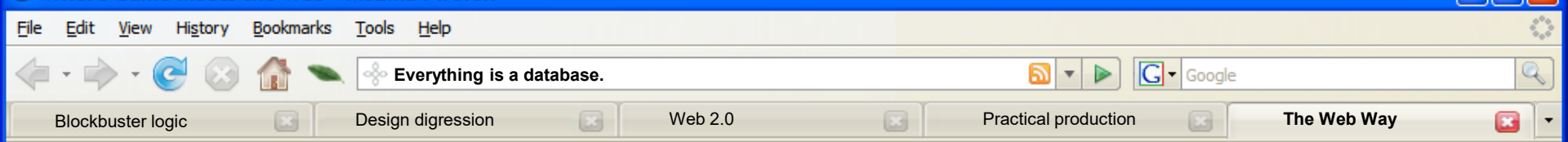
The industry is pretty determined to be a content creation industry,

but

*games are not content, they are systems  
content lives in.*

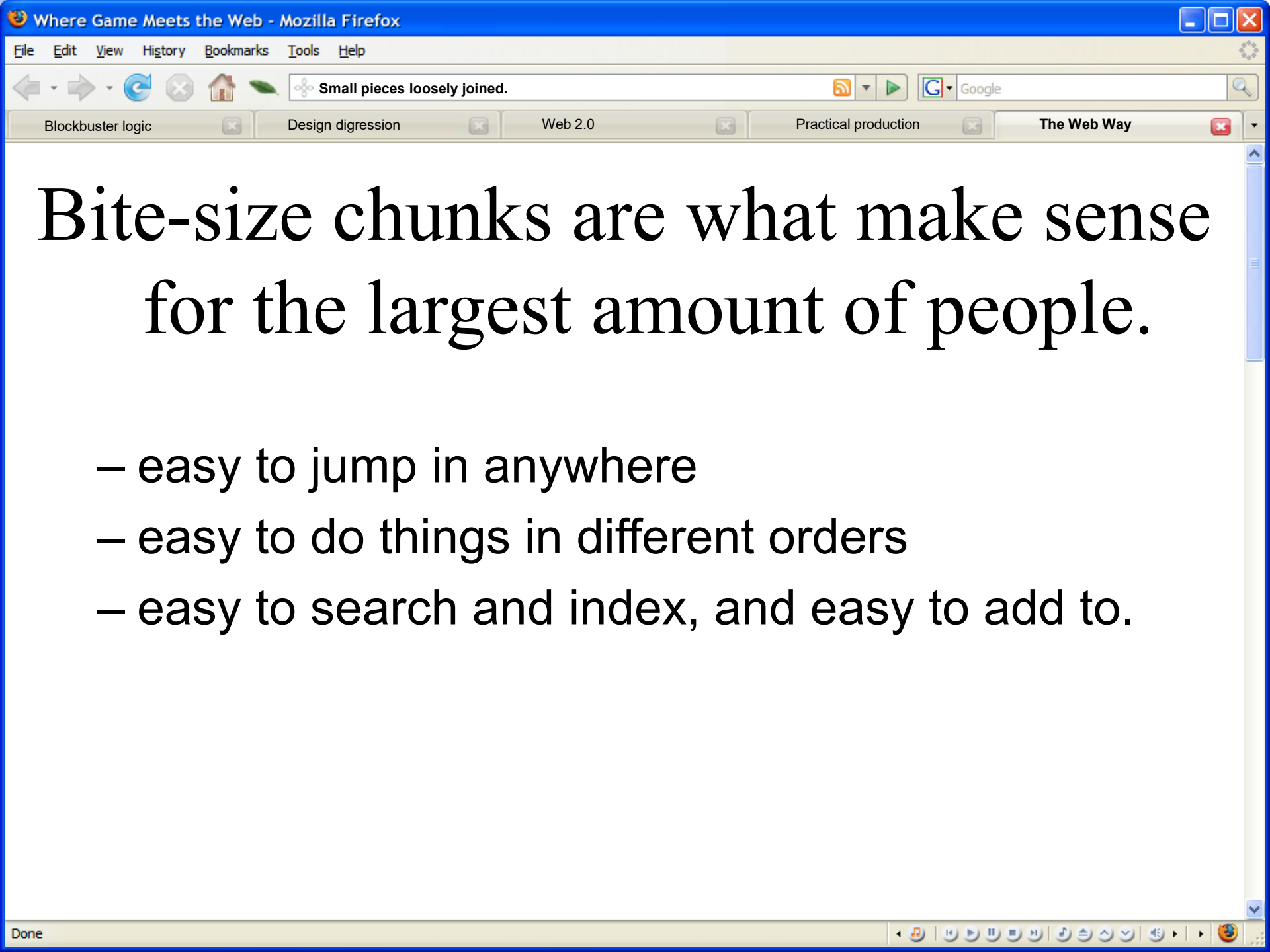
Web services are full of APIs that connect services and apps, magnify utility, and allow mashups and greater user content.

Games, even those which are designed for modding, don't really embrace openness.



# The web is built on databases

- Games aren't databases, they are models
- ...but they are typically models that interact with databases.
- Embracing your databaseness opens up all sorts of possibilities for how you interact with the data.



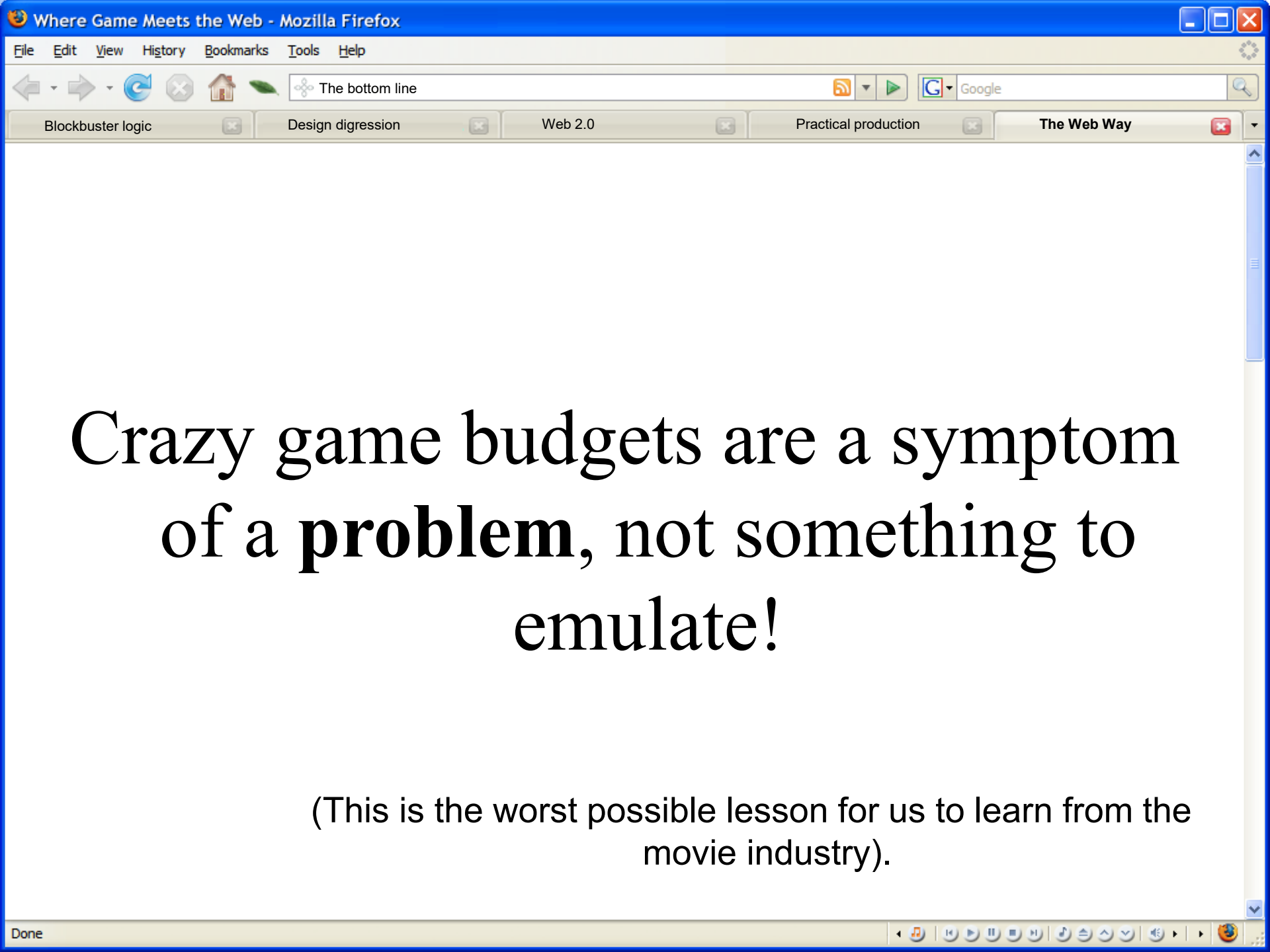
# Bite-size chunks are what make sense for the largest amount of people.

- easy to jump in anywhere
- easy to do things in different orders
- easy to search and index, and easy to add to.



# Games are in love with overcomplication

- (Particularly the “mainstream” games industry, which is anything but, targeted as it is at mostly hardcore gamers and hobbyists).
- Most websites do something highly targeted and simple, and do it well.



Crazy game budgets are a symptom  
of a **problem**, not something to  
emulate!

(This is the worst possible lesson for us to learn from the  
movie industry).

# Where Game Meets the Web

- Nimble development: get your eyes off of the damn graphics! Small is beautiful.
- Iteration that watches metrics. Design documents are mostly a waste of time.
- Long Tail: Niche plays leveraging digital distribution.
- Heavy investment in user generated content.
- Lifestyle branding and celebrity to stand out in the noise.
  
- And then... how about getting rid of these stupid closed platforms?