

Business

Money makes the world go around

# GRAIN OF SALT

- Not strictly related to programming, but may affect you nevertheless.
- Different companies do things in different ways.
  - Everything listed here may be false.
  - Some of the things listed here I'd wish to be false.

# ORGANIZATION

- Typically split into three blocks:
  - Management
  - Content (or "Art")
  - Engineering (or "Code")
- In many organizations, most people perform several roles.

# ORGANIZATION: MANAGEMENT

- Normal day-to-day business running organization.
  - CEO / president
  - HR / payroll / COO
  - IT management
- Project manager(s), directors, etc

# ORGANIZATION: CONTENT

- Lead / Senior / Junior:
  - Game designer(s)
  - Writer(s)
  - Artists
    - 2d, 3d, concept, lighting, animation..
  - Audio designer(s), composer(s)
  - Scripting / level editing

# ORGANIZATION: ENGINEERING

- Lead / Senior / Junior:
  - Core / technology developers
  - Graphics
  - Audio
  - Gameplay
  - AI
  - Tools
- QA
  - testers

# PROJECTS

- Pitch
  - Design document(s)
  - Prototypes
- Project is go!
  - Milestones with publisher
    - Crunch time
  - Going gold
    - Death march
- What next?

# ALTERNATE FUNDING?

- Plan A: being very, very rich.
  - Blizzard, iD
- Smaller companies too:

"As a core business practice, we will always have enough money to run for several years without external funding."

-- Molly Rocket

# ALTERNATE FUNDING?

- Plan B: being very, very small.
  - Indies can survive by keeping costs low.
  - Lots of new venues for indie games in recent years
    - Steam, Big fish, etc. portals on the PC
    - Direct sales through the web
    - Mobile space (iPhone, Android, Nokia OVI)

# WHAT ABOUT THE MMO?

- MMOs (including MMORPGs) are not games.
- MMOs are service platforms that deliver game-like experiences.
- MMOs require extremely large funding, are very complicated and rather risky.
- Majority of MMO projects have never reached release, and most of those that have are not successful.
  - Make games, not MMOs!

# SOCIAL GAMING

(Farmville, vampire wars etc.)

- Is weird.
- Games are simple, but huge.
- How they make money is.. different.
  - Enormous communities
  - Money through "premium currencies"
  - Tie-ins with credit cards etc

# GETTING A GAME-DEV JOB

- Be very good at what you do.
- Build a portfolio.
- Make games.
- Finish your projects.