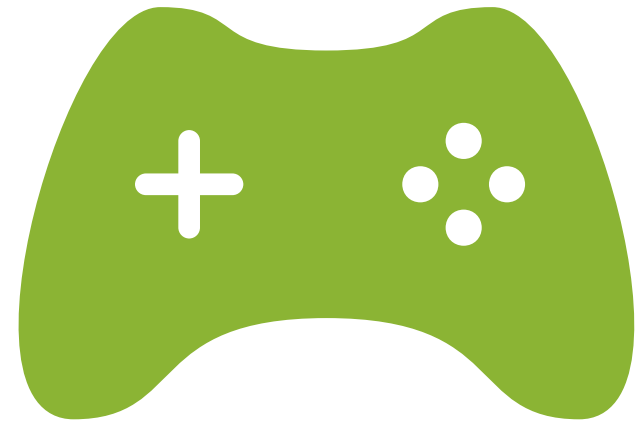# Strategic Presentation for Game Development List
By Jessica Vega

Strengths:

- Our books are a market leader in video game development with top-name authors and consistent best-selling books

Weaknesses:

- We do not have a lot of products in the international market

Opportunity:

- Growing an international author market base

- New advancements in Games and Game development (Multiplayer online battle arena (MOBA), Indie games and publishers, mobile gaming, game development)

Threats:

- Though we have a strong program, other Publishers are more innovative with their books. We must adapt more to a changing publishing environment and make sure our list remains topical

- Disney is becoming very protective of their IP (which will not only impact animation, but also games that use Star Wars and Marvel characters and images)

Three Month Overview Tasks:

Conduct a thorough evaluation of the list

Revise select past editions

Connect with Centers of Influence

Attend conferences (physically and digitally)

Conduct a Thorough Evaluation of the List:

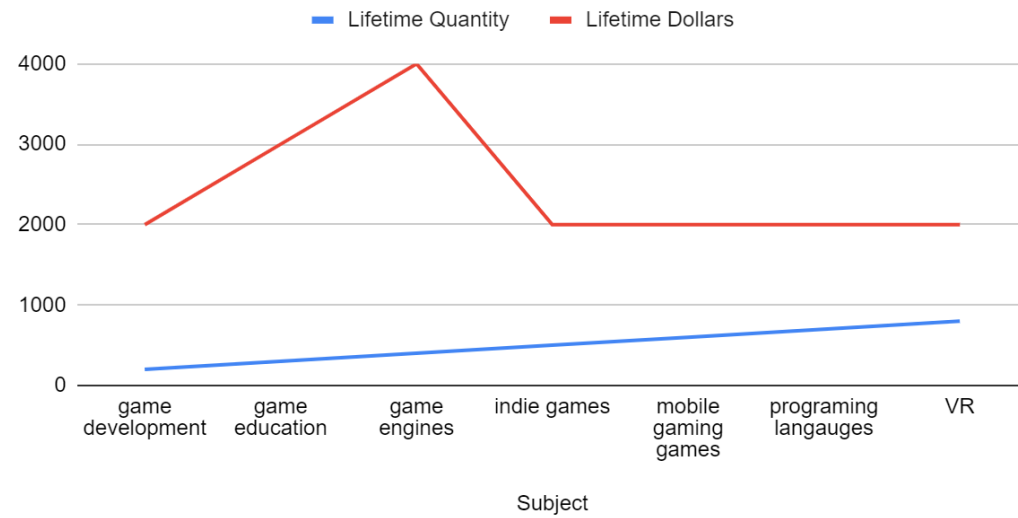| Double check list prices with the market	Look at production costs	Shorter revision schedule
▪ As the market leaders, can we increase the prices without losing customers?	▪ Can we decrease some of the money spent? ▪ What if we publish eBook only versions?	▪ Can we cut down on the proof stage for certain books for faster market turn-around?

Revise Past Editions:
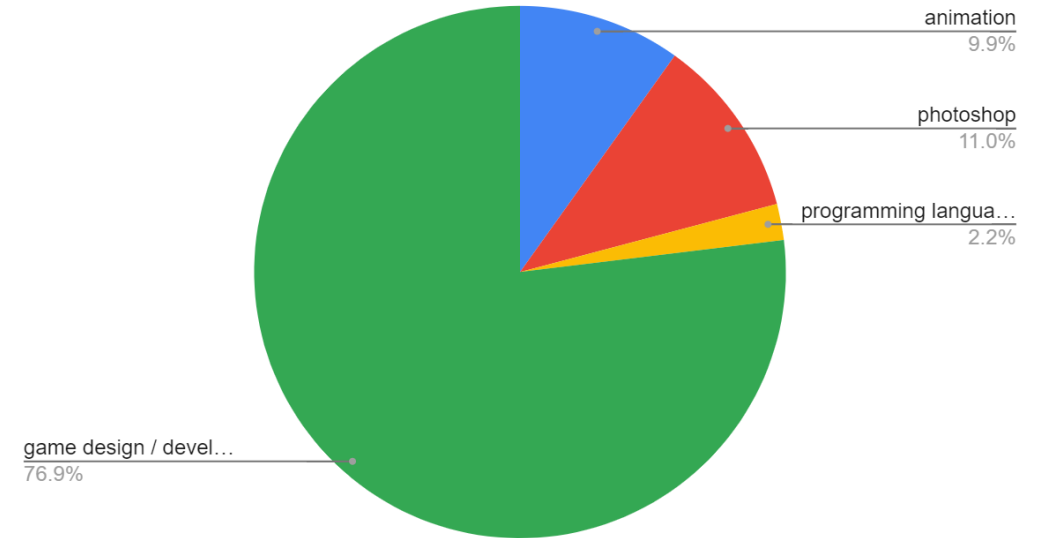

Lifetime Quantity and Lifetime Dollars

- Lifetime Quantity
- Lifetime Dollars

Subject axis: game development, game education, game engines, indie games, mobile gaming games, programing langauges, VR

Y-axis: 0, 1000, 2000, 3000, 4000

*Numbers randomly generated

Top Selling Subjects from Competitors

- animation 9.9%
- photoshop 11.0%
- programming langua… 2.2%
- game design / devel… 76.9%

*Information obtained from Amazon best seller lists in game development 2020

Publication Date	Title	Author	Lifetime QTY	Lifetime Dollars
8/2/1999	Games and You	Smith, John	2000	8000
5/6/2025	Super Mario Bros. vs Link	Quinn, Harley	3000	7000
12/3/1844	Games and Books	Washington, George	4000	6000
9/23/1960	Games and Movies	Eyre, Jane	5000	5000
7/11/2011	Video Games of the Era	Kent, Clark	6000	4000
10/9/1888	Animals in Video Games	Wayne, Bruce	7000	3000
11/16/2000	Games of the Future	Kyle, Selena	8000	2000

*Numbers, Names, and Dates randomly generated

Revise Past Editions

Connect with Centers of Influence:

Twitter (e.g. #Gamedev, #IndieGame, #Unreal, etc)

- EpicGames (4.1M Followers)
- GameDev.tv (10.7K followers)
- Jesse Schell (21.2K followers)

Linkedin

- Ubisoft (673K followers)
- Electronic Arts (727K followers)
- International Game Developers (11K followers)
- Blizzard Entertainment (587K followers)

Journals

- More information to be found on slide #11-12

Universities

- More information to be found on slide #21

Coursera:

- Game Design and Development Specialization

- C# Programming for Unity Game Development Specialization

- Unity Certified Programmer Exam Preparation Specialization

High profile professional sites:

- 80.lv

    - Offers workshops and master courses
    - Facebook fans 56K / Twitter followers 67.7K

- GameDev.net

    - Has expert blogs, portfolios, professional projects, and tutorials
    - Facebook fans 33.9K / Twitter followers 15.8K

- Gamasutra

    - Expert blogs, news, and a game career guide (hosted by Informa)
    - Facebook fans 45.6K / Twitter followers 507.1K

- Game Analytics

    - Offers game development information from experts
    - Facebook fans 22.7K / Twitter followers 11K

- Unity Technologies Blog

    - Education services and blogs where experts showcase their knowledge
    - Facebook fans 805.2K / Twitter followers 371.7K

Attend Conferences

- [Megacon](#) - March 18-21, 2021

- [PAX East](#) - June 3-6, 2021

- [Gaming Community Expo 2021](#) - June 12-13, 2021

- [Actors Voice Over Expo](#) - July 2, 2021

- [GDC](#) - July 19-23, 2021

- [Lightbox Expo](#) - ~September 11-13, 2021

- [Trojan Horse Was a Unicorn (THU)](#) - ~September 23-28, 2021

Six Month Overview Tasks:

AUTOMATE THE PROCESS OF LOOKING FOR HOT TOPICS

CONTACT JOURNAL AUTHORS AND SELF-PUBLISHED AUTHORS

GROW OUR INTERNATIONAL MARKET

CONTINUE TO CONNECT TO CENTERS OF INFLUENCE

CONTINUE TO ATTEND CONFERENCES (PHYSICALLY AND DIGITALLY)

Automate the Process of Looking for Hot Topics

Using software to search through:

- Abstracts
- RSS feeds
- Journal articles
- Conference talks
- Etc.

Contact Self-published Authors:

'No Bugs' Hare:

- *I: GDD, Authoritative Servers, Communications (Development and Deployment of Multiplayer Games)*
- *Development and Deployment of Multiplayer Online Games, Vol. II: DIY, (Re)Actors, Client Arch., Unity/UE4/*

Tommaso Lintrami

- *Unity 2017 Game Development Essentials - Third Edition: Build fully functional 2D and 3D games with realistic environments, sounds, physics, special effects, and more!*

Contact Authors from Notable Journals

- EAI Endorsed Transactions on Serious Games
- Elsevier Entertainment Computing
- Entertainment Computing
- European Conference on Games Based Learning
- Games and Culture
- Game Studies
- JMIR Serious Games
- Loading...
- Simulation and Gaming

Hot Journal Topics:

Popular Journal Subjects

- VR — 8.3%
- indie — 2.8%
- MOBA — 5.6%
- AI — 27.8%
- mobile gaming — 11.1%
- game education — 25.0%
- game development — 19.4%
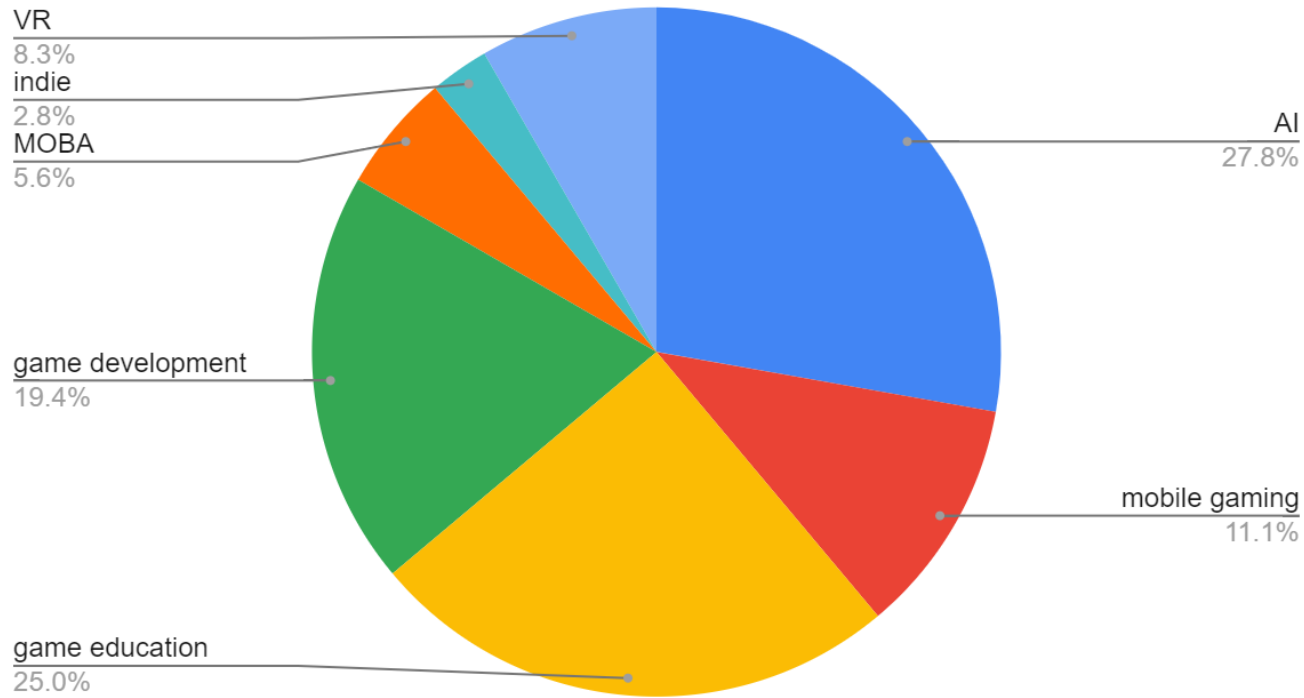
*Data taken from "International Journal of Advancements in Technology" "International Journal of Computer Games technology" "Elsevier" "EAI Endorsed Transactions on Serious Games" and "Eludamos"

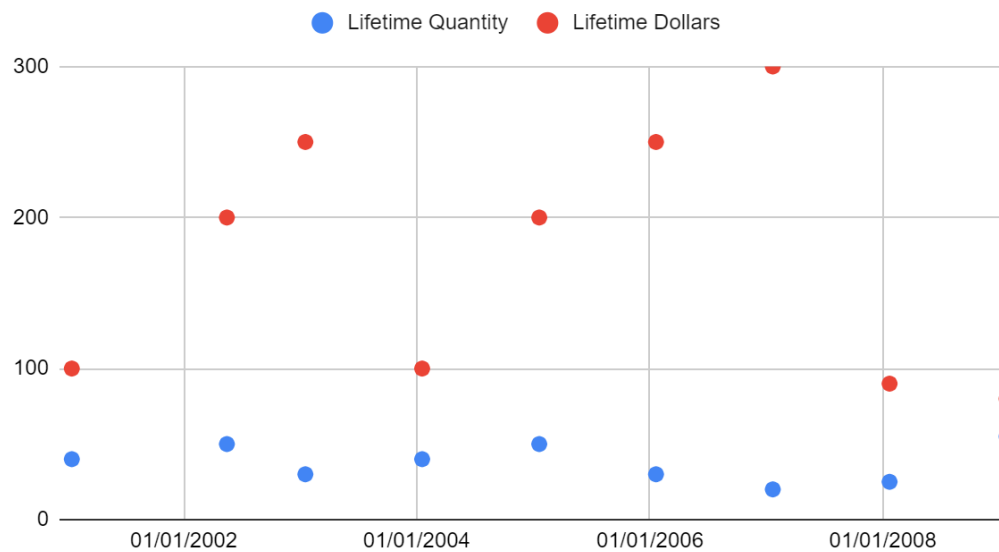## Popular Journal Topics from "International Journal of Computer Games Technology"

Speech / audio search
Signal processing systems
Mixed / augmented reality
Algorithmic game theory and mechanism design
3D imaging
Machine learning
Dynamic programming
Massively multiplayer online games
Computer games
Computer vision problems
Document types
Interactive games
Animation
Education
Virtual reality
Image manipulation
Virtual reality
Motion processing
Natural language interfaces
Collaborative and social computing

*Image from "International Journal of Computer Games Technology"
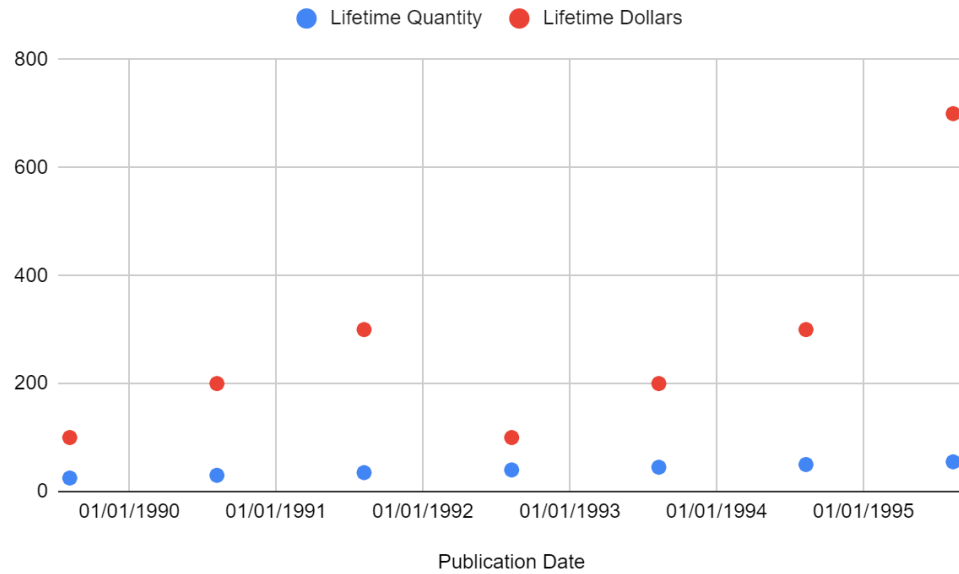
Lifetime Quantity and Lifetime Dollars

Indie Games Sales Information:

Mobile Gaming Sales Information:
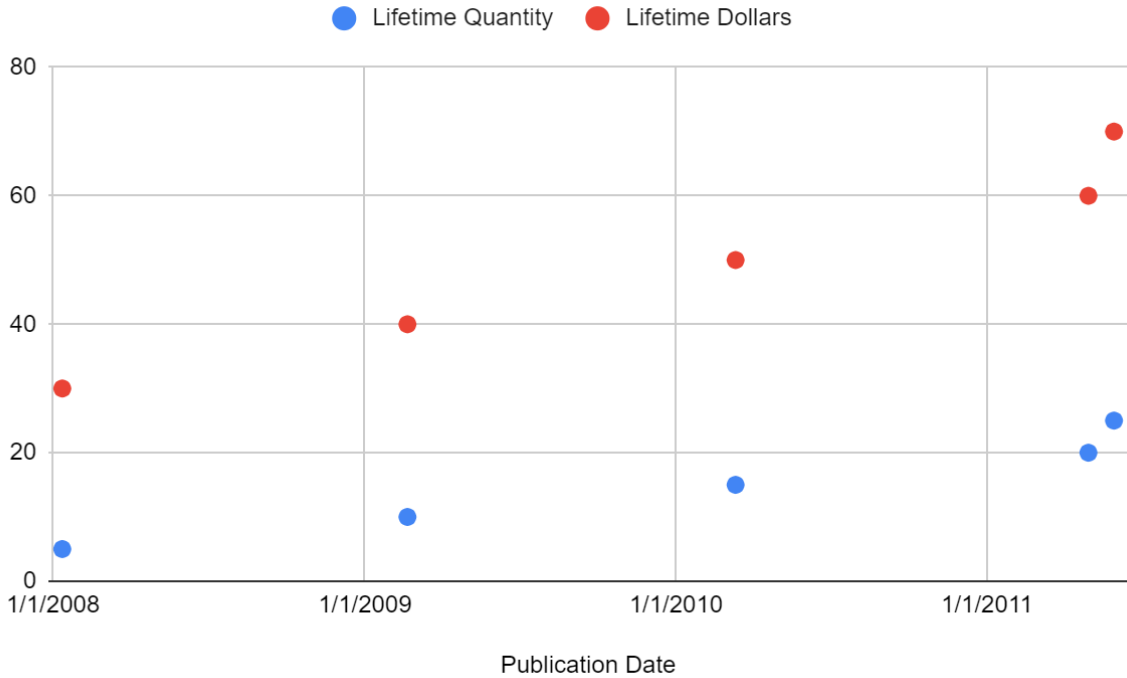
*Numbers randomly generated

Grow our International Market:

	Country	Region	Population	Internet Pop.	Revenues (USD)
1.	China	Asia-Pacific	1,439.3M	907.5M	$40,854M
2.	United States	North America	331.0M	283.9M	$36,921M
3.	Japan	Asia-Pacific	126.5M	101.5M	$18,683M
4.	South Korea	Asia-Pacific	51.3M	48.2M	$6,564M
5.	Germany	Europe	83.8M	75.5M	$5,965M
6.	United Kingdom	Europe	67.9M	61.8M	$5,511M
7.	France	Europe	65.3M	58.2M	$3,987M
8.	Canada	North America	37.7M	33.7M	$3,051M
9.	Italy	Europe	60.5M	52.7M	$2,661M
10.	Spain	Europe	46.8M	40.8M	$2,656M

*chart taken from NewZoo.com

International Sales
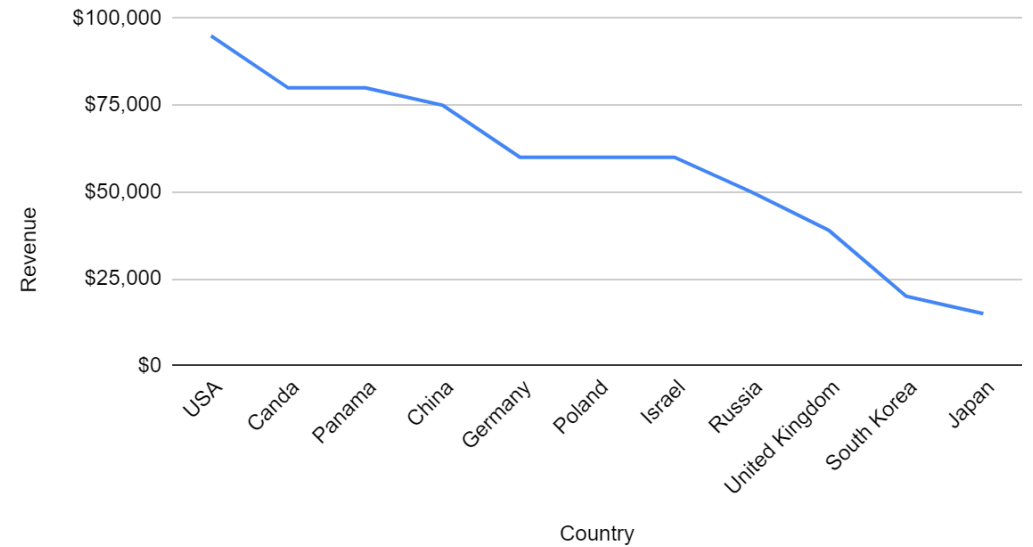
*Numbers and Countries randomly generated

Grow our International Market:

Translation Agencies and Publishers:

Japanese translation agencies:
- Japan Uni Agency
- The English Agency
- Tuttle Mori Agency

Chinese translation Publishers:
- Post Wave Publishing Consulting (Beijing) Co., Ltd.
- Nanjing Normal University Press (NJNUP)
- China Renmin University Press
- CRC Chinese translations

South Korean translation companies:
- Hanulim Publishing

Notable International Authors and their Books:

- *Virtual reality: Commercial applications and impact* by 楊浩然

- *HTC Vive VR Game Development* by 胡良雲

- *A Brief History of E-Sports: From Games to Sports* by 戴焱淼

- *Game Programming Pattern* by Robert Nystrom

International Journals:

- Eludamos

Twelve Month Overview Tasks:

Begin the creation of more book series

Contact and make deals with major universities

Look into co-publishing

**Continue to connect with Centers of Influence**

Continue to attend conferences (physically and digitally)

Create Possible Series:

- An educational series about game design and coding (for children and adults)
    - Historical sales information can be located on slide #13
- A series that focuses on a particular aspect of game development geared towards Indie developers (e.g. The Wolfgang GPU books)
    - Historical sales information can be located on slide #14
- A book series written by minorities in Game Development industry
    - Historical sales information can be located on slide #20

Sales Information about Minorities in Game Development
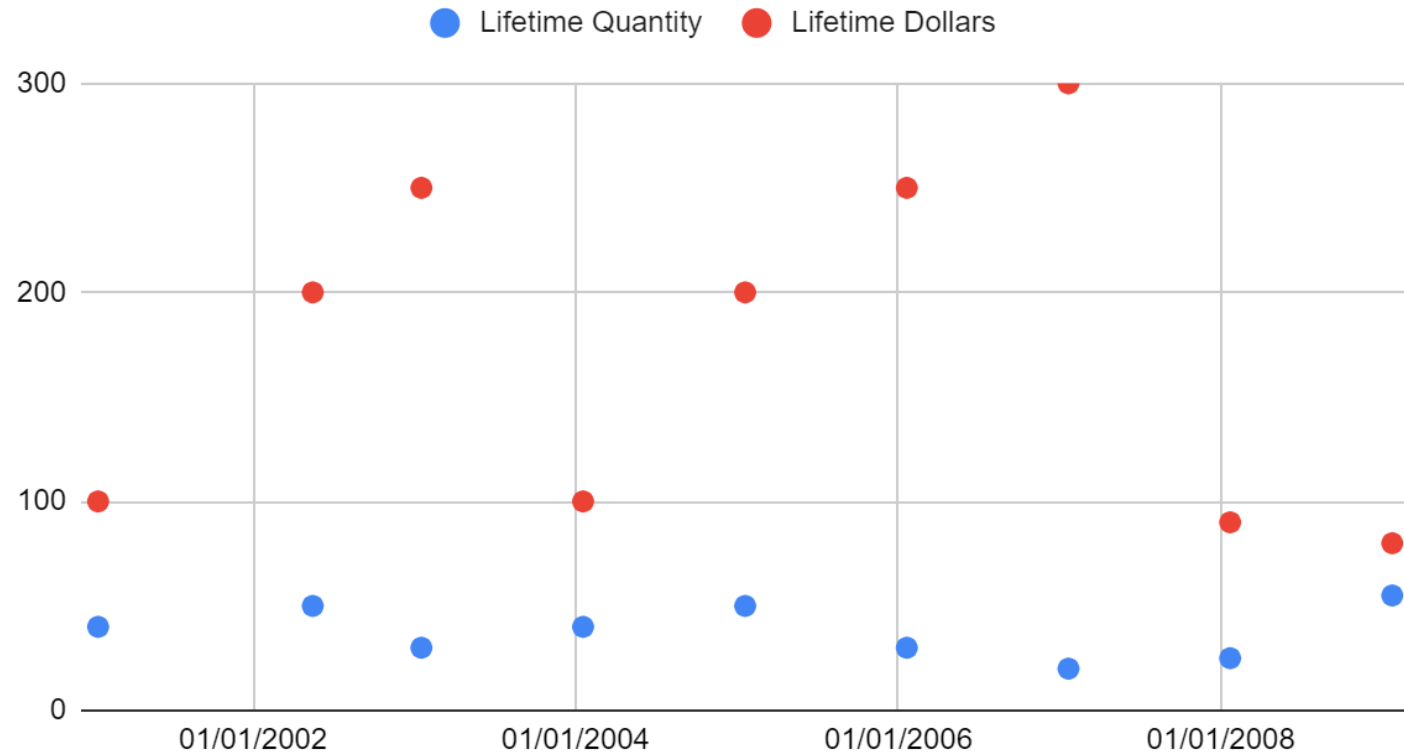
Contact Major Universities:

- **Rochester Institute of Technology**
  - Game Design
  - Game design and development
  - Gameplay and Prototyping
- **Digipen Institute of Technology**
  - Fundamentals of scripting languages
  - Physics
  - 2D and 3D level design
- **Becker**
  - Intermediate Game Development
  - Level Design
- **University of Southern California**
  - (Tracy Fullerton)
  - CTIN 489 Intermediate Game Design Workshop
  - ITP 380 Video Game Programming
  - ITP 485 Programming Game Engines
  - CTIN 484L Intermediate Game Development

Admission Rate vs. School
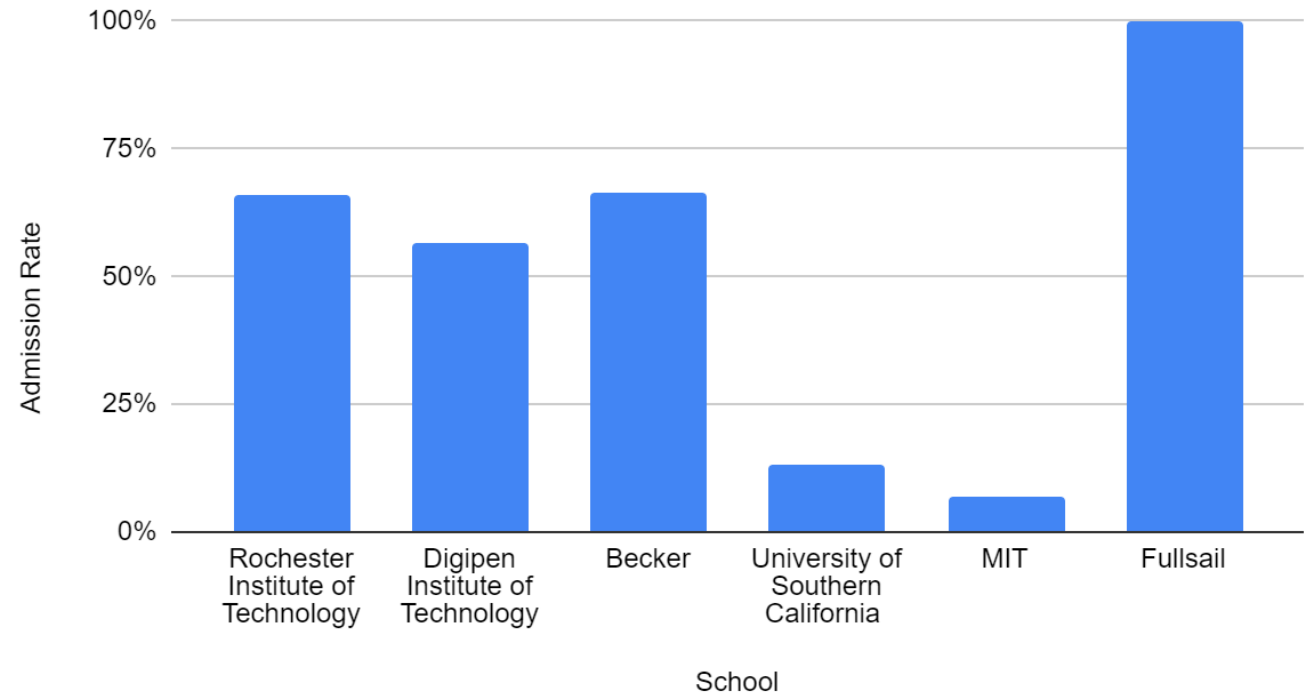
*Data obtained from Google

Look into Co-publishing

Influential websites:

- 80.lv

- GameDev.net

- Gamasutra

Other Publishers:

- O'Reilly Media, Inc.
- Manning Publications
- No Starch Press
- Packt Publishing

Universities:

- MIT

- Fullsail University

- Rochester Institute of Technology

- Digipen Institute of Technology

- Becker

- University of Southern California

Three to Five Years Overview Tasks:

Contact competitor authors

Establish relationships with indie publishers and developers

Look into acquiring additional publishers

Continue to contact journal authors and self-published authors
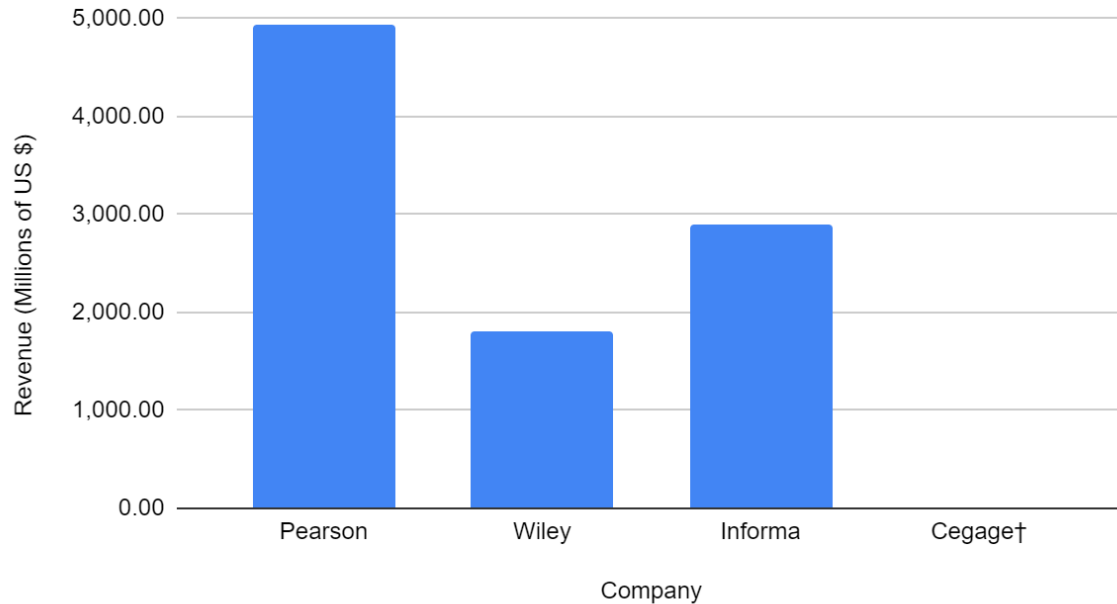
Continue to grow our international market

Continue to connect to Centers of Influence

Continue to attend conferences (physically and digitally)

Contact Competitor Authors:

Revenue (Millions of US $) vs. Company

† Cegage made 1.5 billion in 2017
*Data obtained from Google and Wikipedia

Wiley
- Partnerships with a lot of major names
  - Microsoft
  - Institute of Electrical and Electronics Engineers (IEEE).
- A leader in Open Access journals and text. In 2019 they signed a contract with Project DEAL
  - More than 700 academic institutions have access to Wiley's journals
- Notable Wiley titles included
  - *The Gamification of Learning and Instruction* by Karl M. Kapp
  - *Level Up! The Guide to Great Video Game Design 2nd* by Scott Rogers

Pearson

- Has a number of imprints, including:
  - Addison-Wesley
    - A publisher of textbooks and computer literature
    - Majority of sales derive from the United States (55%) and Europe (22%)
  - Peachpit
    - A publisher of graphic design, web design, and development books
    - Peachpit is the official publishing partner for Adobe Systems, Lynda.com, Apple Certified at Apple Inc, and other tech corporations
- Notable Pearson titles include:
  - *Fundamentals of Game Design 3rd edition* by Ernest Adams
  - *Agile Software Development 2nd edition* by Alistair Cockburn
  - *Introduction to Game Design, Prototyping, and Development: From Concept to Playable Game with Unity, and C# 2nd edition* by Jeremy Gibson Bond

Cengage
- Operates in almost 40 countries worldwide
- A merger with McGraw-Hill Education was cancelled in May 2020
- Notable Cengage titles include:
  - *Beginning Game Programming 4th Edition* by Jonathan S. Harbour
  - *The Official GameSalad® Guide to Game Development 1st Edition* by GameSalad / Jeanie Novak
  - *Game Development Essentials: Game Interface Design 2nd Edition* by Kevin Saunders / Jeanie Novak

Look into Acquiring New Publishers:
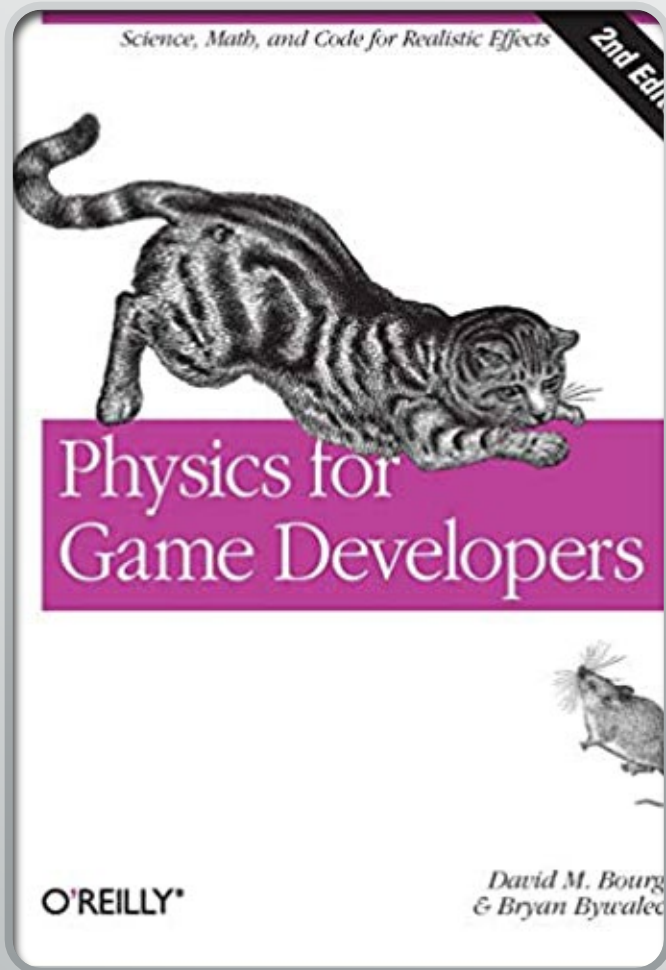
- O'Reilly Media, Inc.
  - Established 1978
  - Distinctive brand of covers (features illustrated animals)
  - Large professional network
  - O'Reilly Online Learning (includes books, videos, live online training, O'Reilly conference videos, and more)

- Manning Publications
  - Established 1990
  - Distinctive brand of covers (Sylvain Maréchal's collection of regional attire)
  - Offers a unique "Manning Early Access Program (MEAP) which allows subscribers to receive incremental completed chapters before the book is finally published"
  - Focuses on computers, programming, programming languages and web development.

- No Starch Press
  - Established 1994
  - Titles have been translated into over thirty languages
  - Focuses on subjects like programming and game consoles
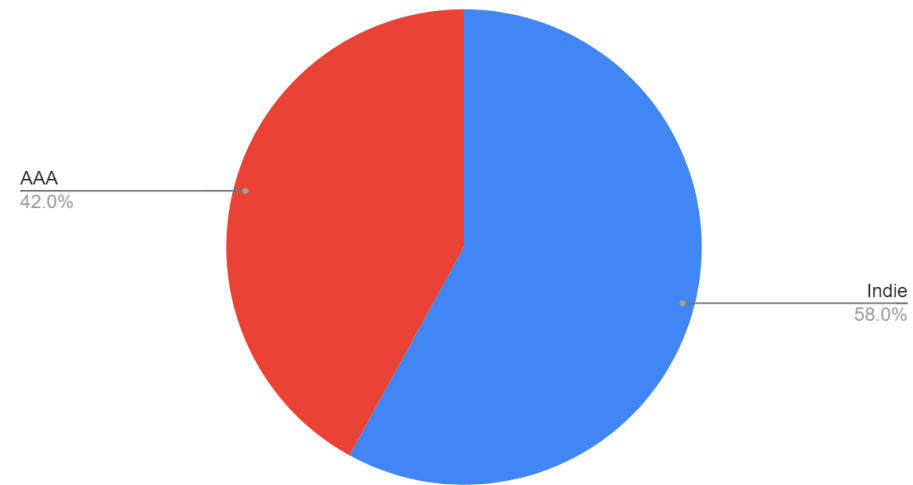 - More of a "street cred" publisher that authors and readers will resonate with

The Raise of Indie Games:

Indie sales vs AAA sales
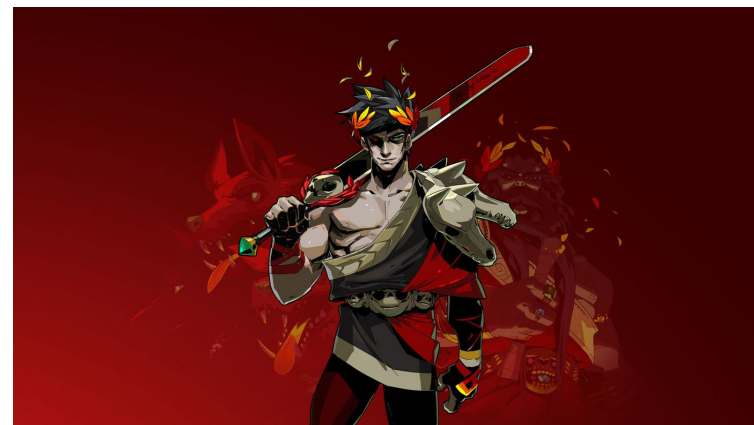
AAA
42.0%

Indie
58.0%

*Data taken from Steam's December best selling list

Indie Publishers / Developers:

- Innersloth
  - *Among Us*
- ConcernedApe
  - Stardew Valley
- House House
  - *Untitled Goose Game*
- Freebird Games
  - *To the Moon*
  - *Finding Paradise*
- Thatgamecompany
  - *Journey*
  - *Sky*
  - *Flower*
- Slitherine Software
  - *Battlestar Galactica Deadlock*
  - *Order of Battle: World War II*
- Supergiant Games
  - *Hades*

Indie Conferences:

- GDC
- PAX (East and South)
- POCKET GAMER CONNECTS
- FULL INDIE SUMMIT
- INDIECADE
- NORDIC GAME

Establish Relationships with Indie Publishers and Developers:

End