

Getting into the Video Game Industry

# Episode II – Unemployment Strikes Back

# Albert Chen



# You want to make games for a living



You want to make games for a living



# What's changed



Not immune to the global recession



**UNEMPLOYMENT**

sucks when your job gets blow'd up

# Layoffs and studio closures 2009

- Factor 5
- Ensemble
- Bottle Rocket
- GRIN
- 3D Realms
- Midway
- Pandemic Brisbane
- Big Huge Games, etc.



# Outsourcing reaching tipping point



There is...



# E-distribution growth?



# Smaller and Indie game developers grow and succeed

**XBOX LIVE arcade** **Game Sales**  
August 3rd - August 30th

	Week of Aug 3rd	Week of Aug 10th	Week of Aug 17th	Week of Aug 24th
1	<b>TMNT Reshelled</b>	<b>Trials HD</b>	<b>Shadow Complex</b>	Shadow Complex
2	Marvel Vs. Capcom 2	TMNT Reshelled	Trials HD	Trials HD
3	Battlefield 1943	Battlefield 1943	Battlefield 1943	<b>NBA2K10 DC</b>
4	Splosion Man	Marvel Vs. Capcom 2	Marvel Vs. Capcom 2	Battlefield 1943
5	Castle Crashers	Splosion Man	TMNT Reshelled	Castle Crashers
6	Worms 2	Castle Crashers	Splosion Man	Marvel Vs. Capcom 2
7	Magic: TG	UNO	Castle Crashers	TMNT Reshelled
8	Monkey Island SE	Worms 2	Worms 2	Splosion Man
9	<b>R-Type Dimensions</b>	Magic: TG	Magic: TG	Worms 2
10	UNO	Monkey Island SE	UNO	Magic: TG

Source: Majornelson.com

# Mobile & Casual

• Tap Tap RC	4,036,348	\$0.99
• Fieldrunners	1,638,916	\$2.99
• Flight Control	1,381,320	\$0.99
• Touchgrind	990,086	\$4.99
• Zombieville USA	960,868	\$1.99
• iShoot	843,392	\$1.99
• Super Monkey Ball	748,063	\$5.99
• Hero of Sparta	747,716	\$0.99
• Enigmo	686,160	\$2.99
• The Sims 3	669,280	\$9.99

# What should you do?



# 3 Easy Steps



# #1: Network, Network, Network



# Join IGDA



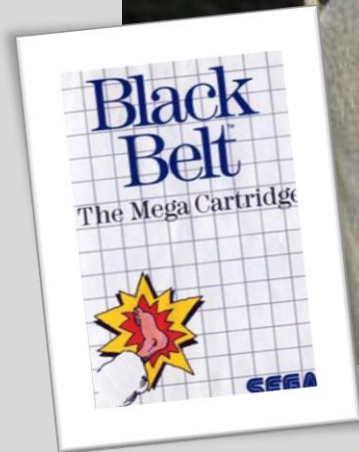
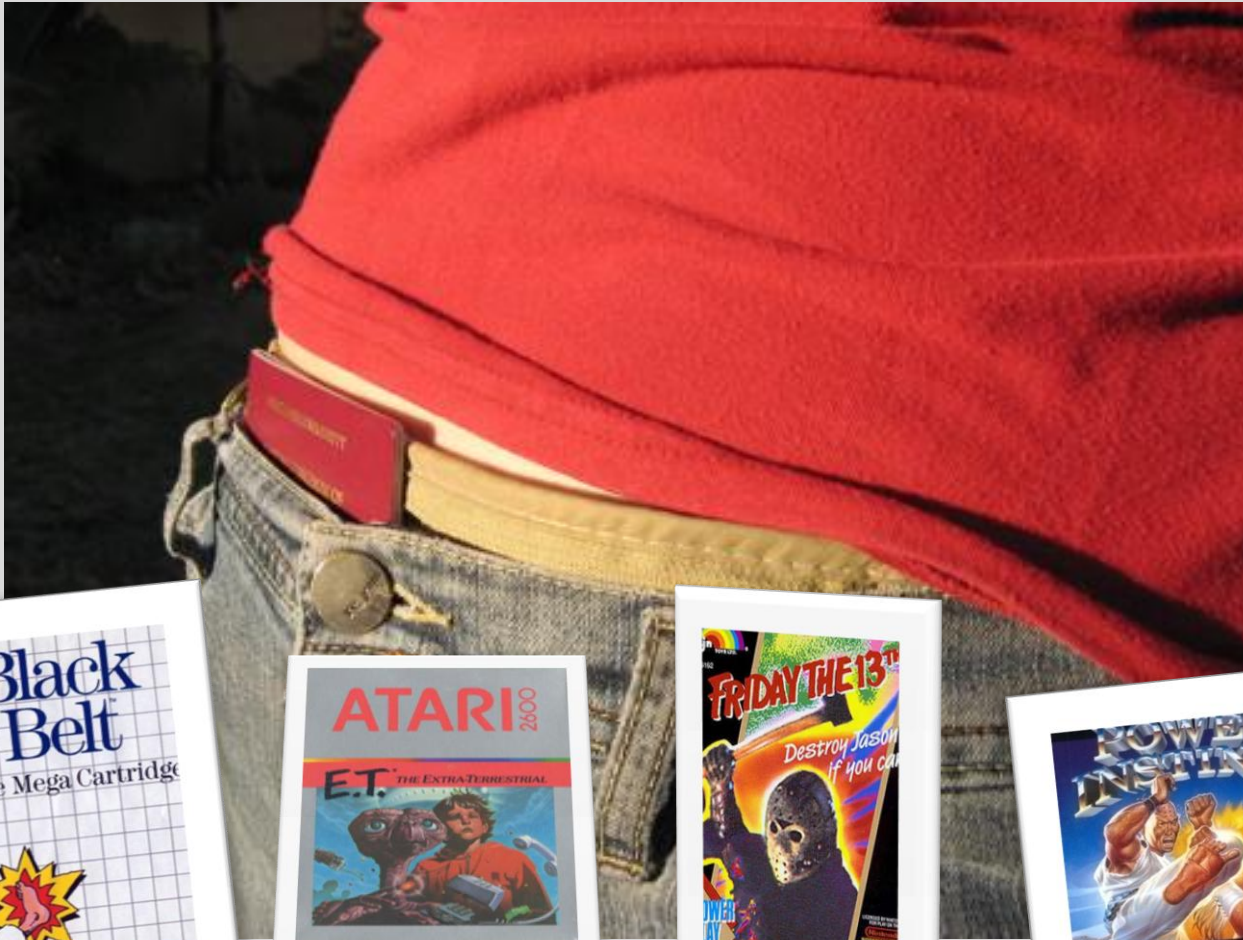
# Game Developer Conference



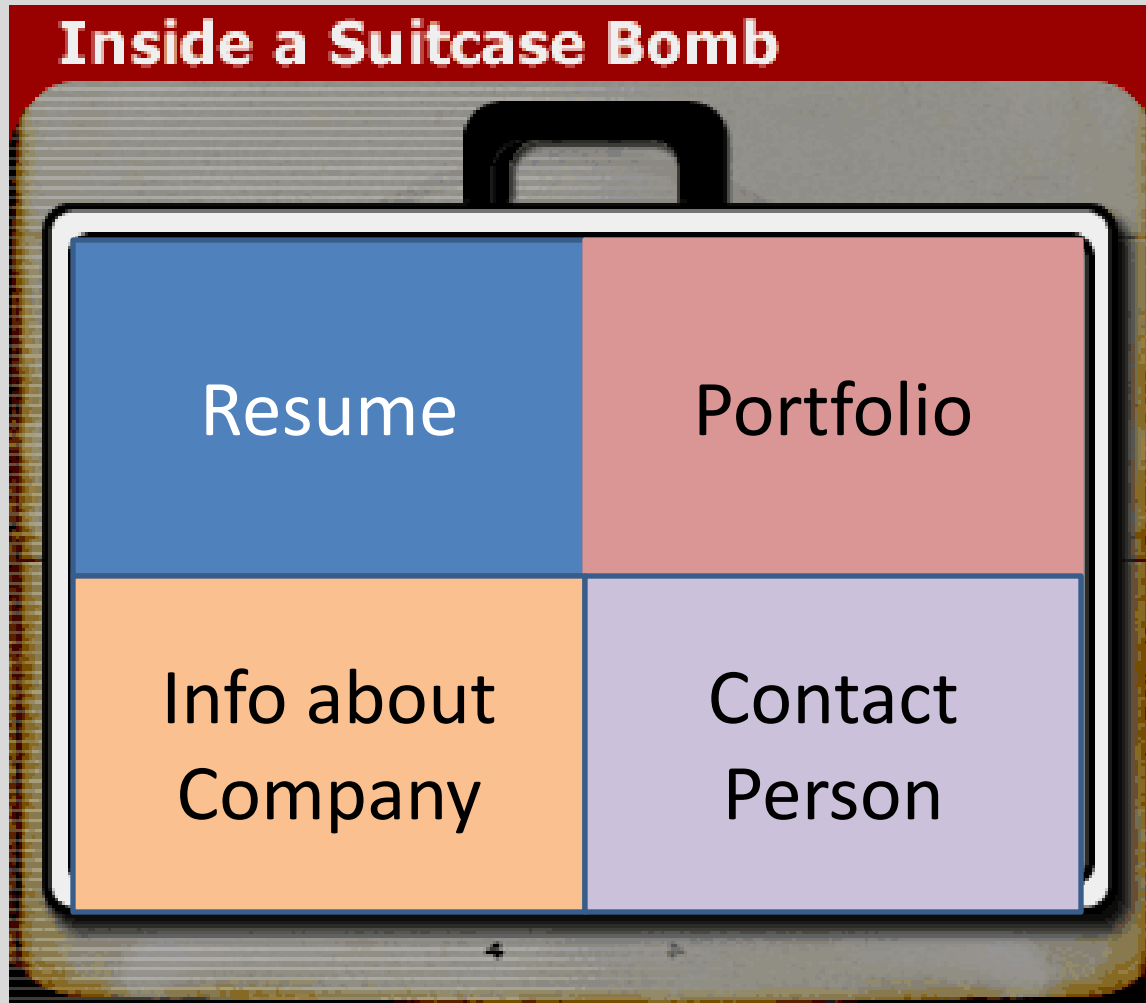
# #2: Complete Game Projects



“ Number of titles under your belt”



# #3: Be prepared



# Remember...

- Network, network, network
- Successfully complete game projects
- Have your targeted portfolio, resume ready, knowledge of company, contact person

# Thank You!

- Email: [achen@cogswell.edu](mailto:achen@cogswell.edu)
- Website: [www.cogswell.edu](http://www.cogswell.edu)
- Phone: 408-541-0100, x118
- [www.gamasutra.com](http://www.gamasutra.com)
- [www.gamecareerguide.com](http://www.gamecareerguide.com)
- [www.gamesindustry.biz](http://www.gamesindustry.biz)
- [www.igda.org](http://www.igda.org)
- [www.siliconvalleyigda.org](http://www.siliconvalleyigda.org)