

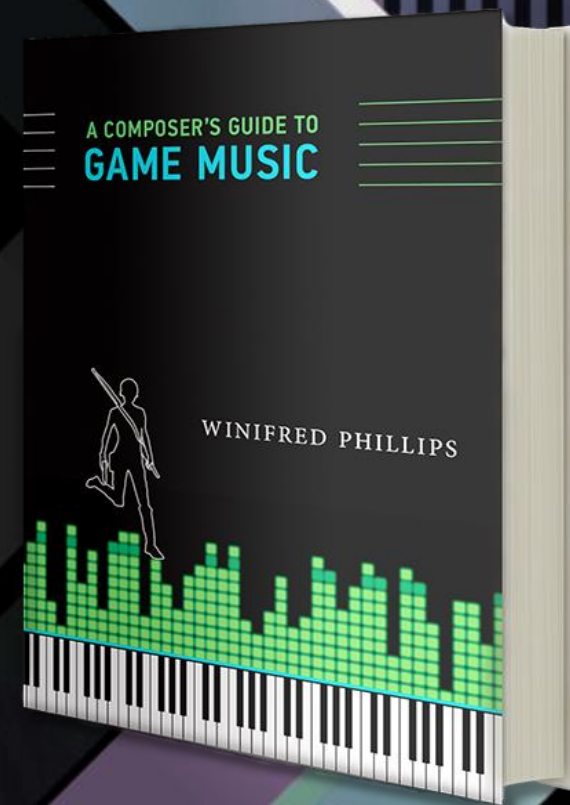


From Total War to Assassin's Creed: Music for Mobile/Handheld Games

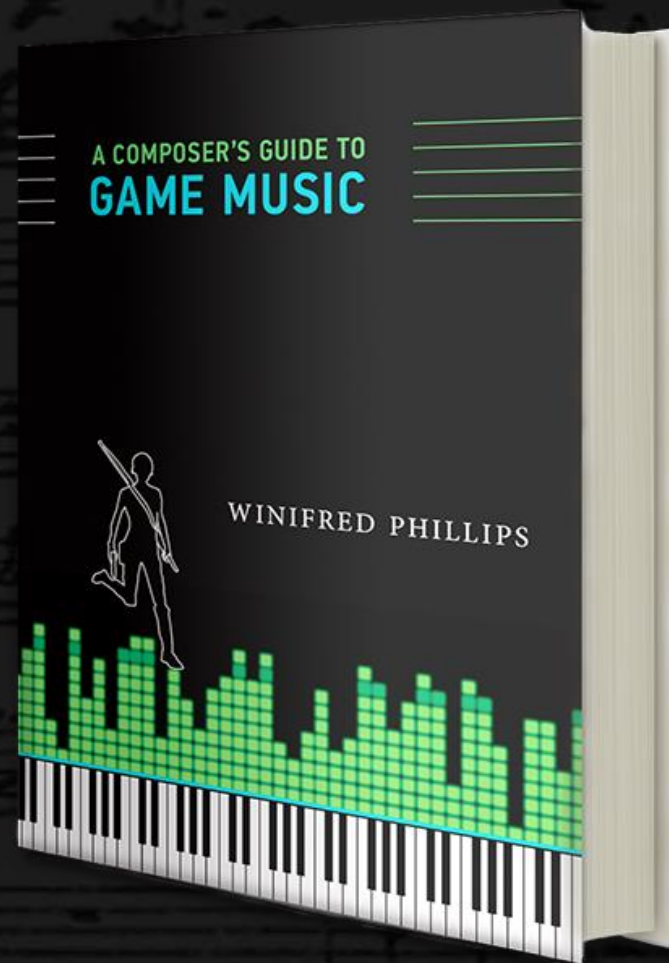
Speaker Name: Winifred Phillips

Twitter: @winphillips

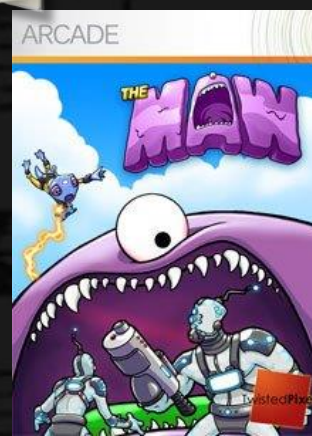
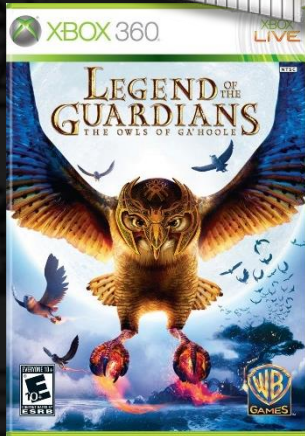
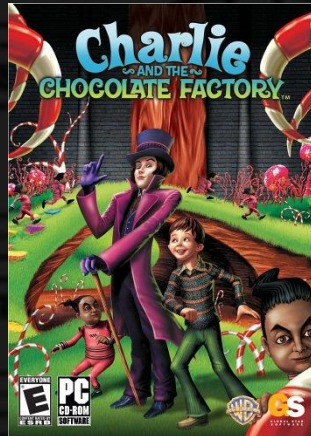
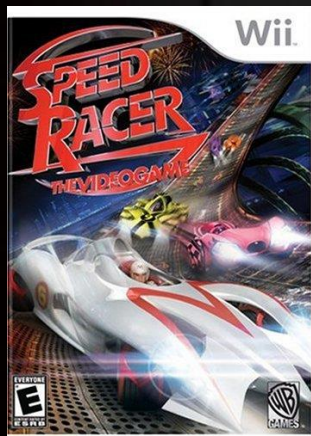
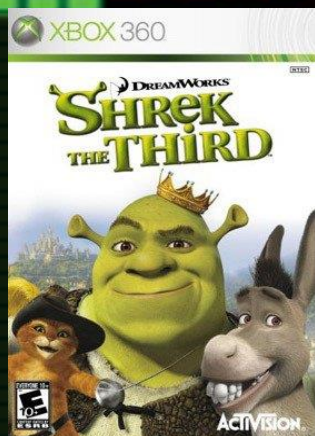
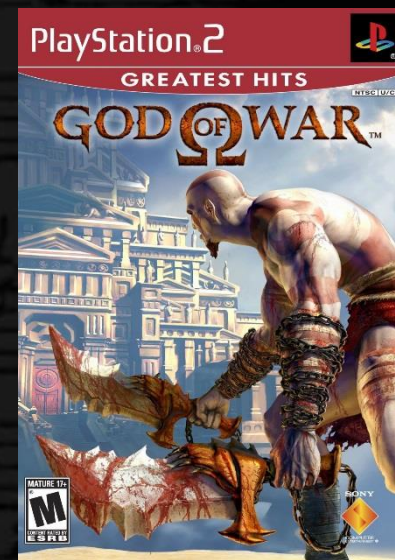
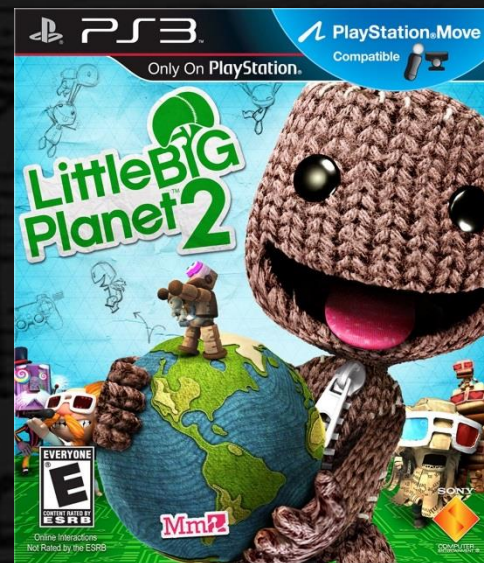
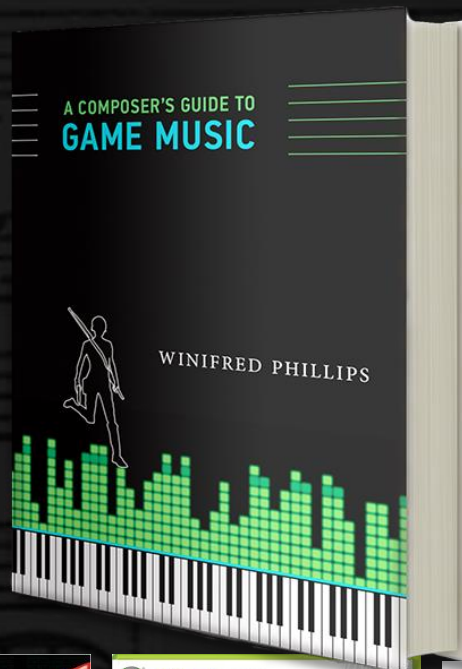
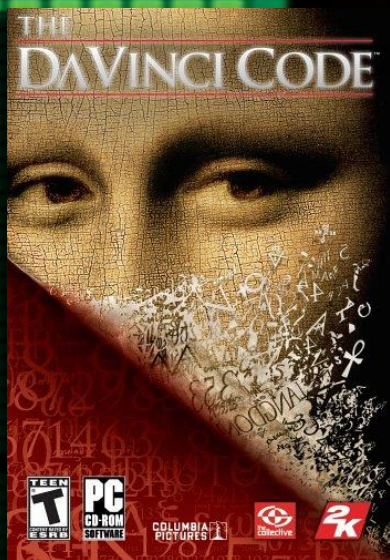
Facebook.com/winifredphillips



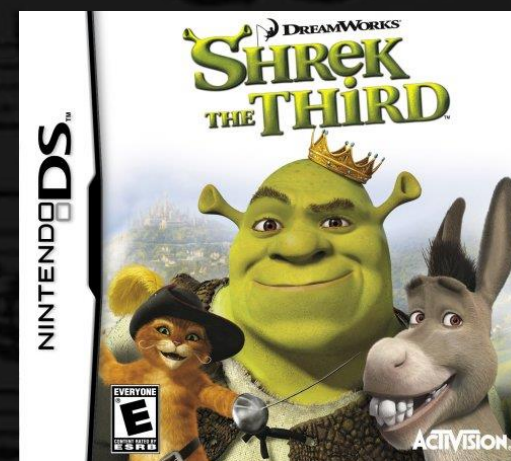
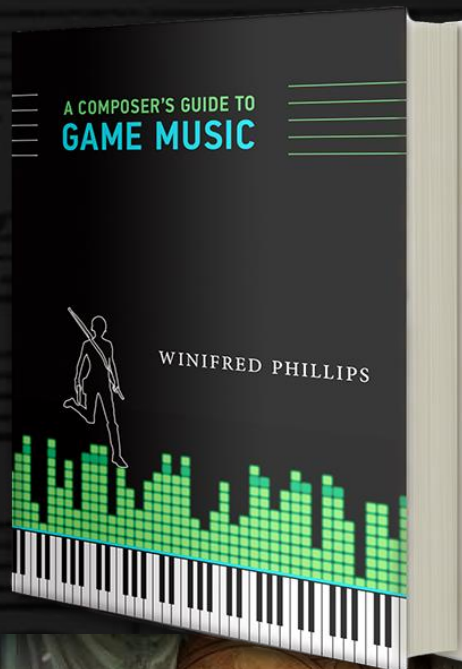
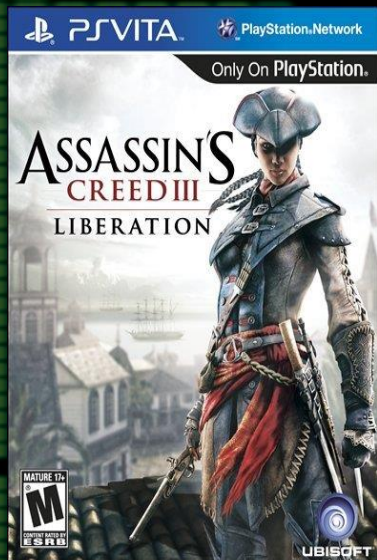
WINIFRED PHILLIPS



WINIFRED PHILLIPS



WINIFRED PHILLIPS



*FROM TOTAL WAR TO
ASSASSIN'S CREED:
MUSIC FOR
MOBILE/HANDHELD
GAMES*



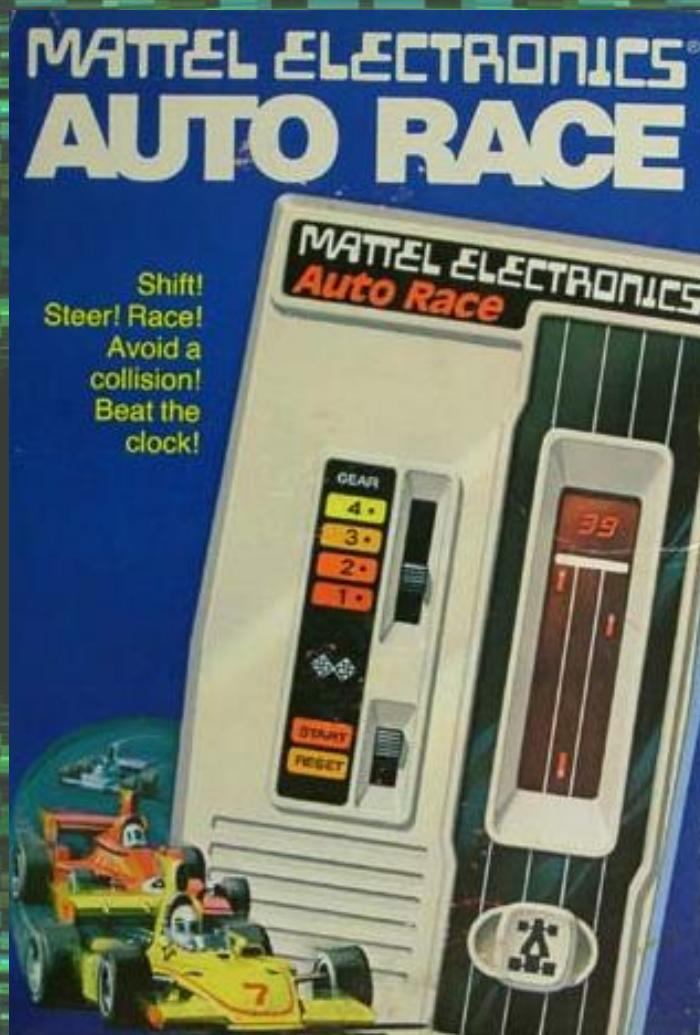




Global Revenues: Mobile Gaming







MICROVISION'S
POP-IN-AND-PLAY SYSTEM



INTERCHANGEABLE CARTRIDGES FOR
MICROVISION

A WHOLE LIBRARY OF
FUN AND GAMES
AT YOUR
FINGERTIPS!

- Interchangeable Microvision cartridges snap easily in and out of your Microvision console
- Each cartridge is self-contained with its own programmable features
- Six exciting games of strategy, skill and chance available separately*

**Microvision console not included.*



MB
MILTON BRADLEY COMPANY
Springfield, Massachusetts 01101



OFF-ON

BATTERY

DOT MATRIX WITH STEREO SOUND

Nintendo GAME BOY™

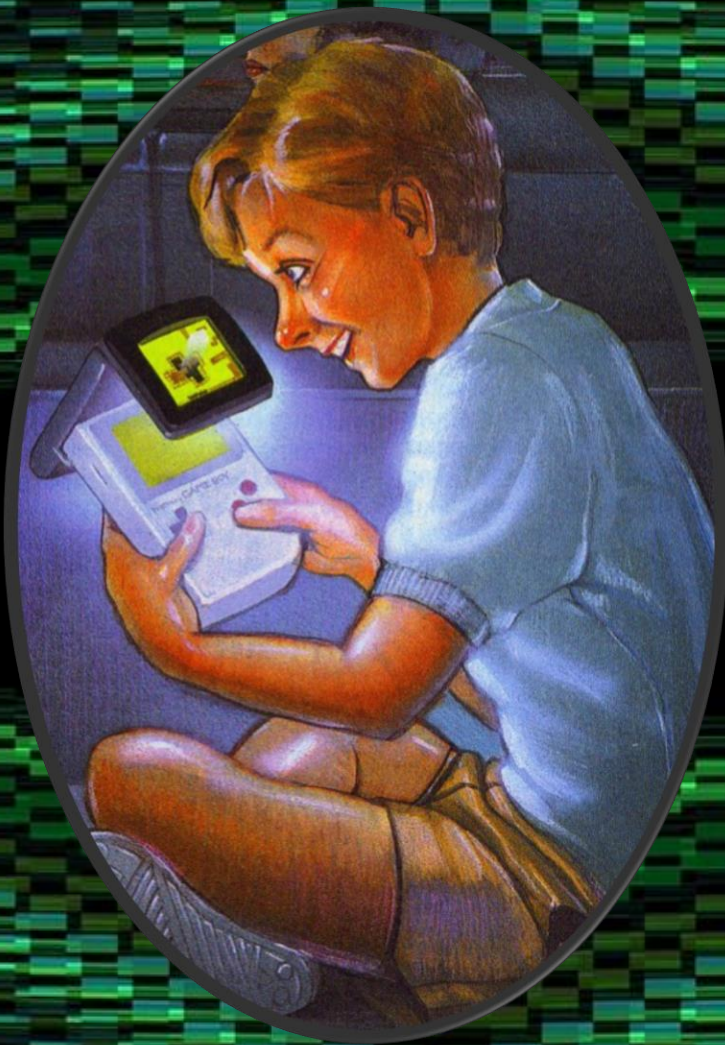
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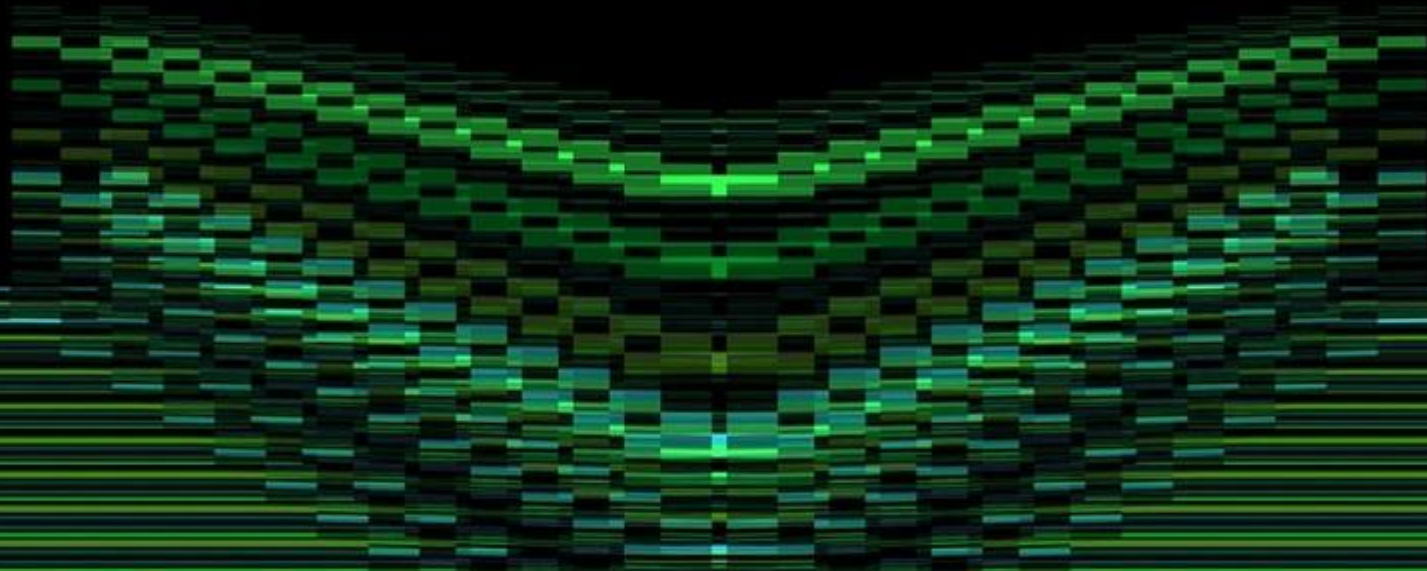
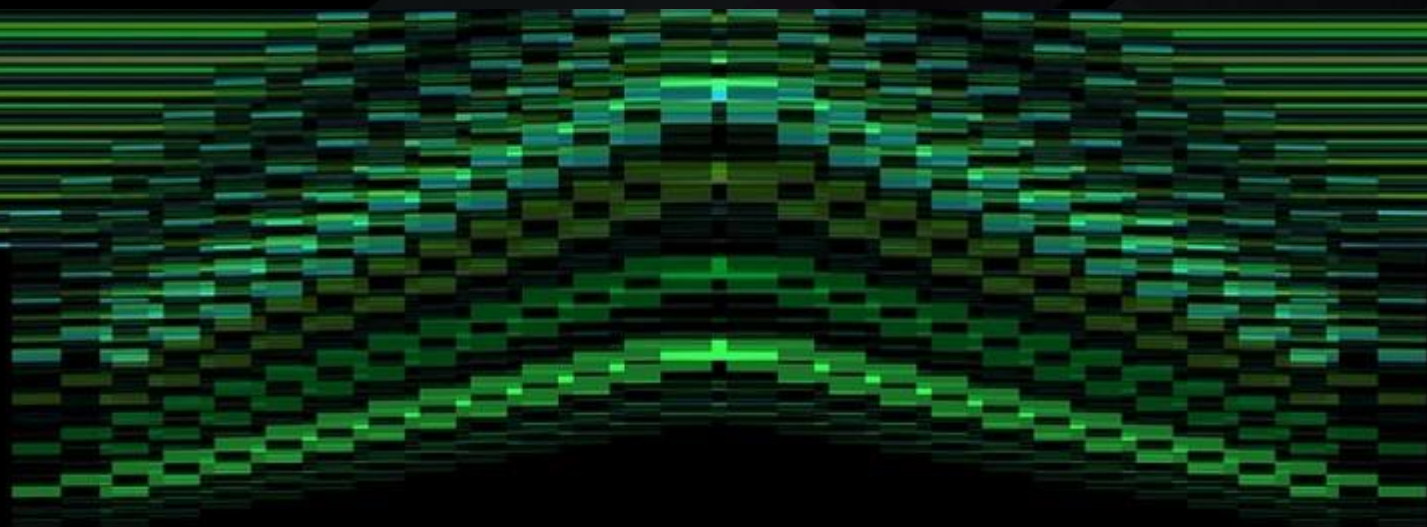
START

PHONES

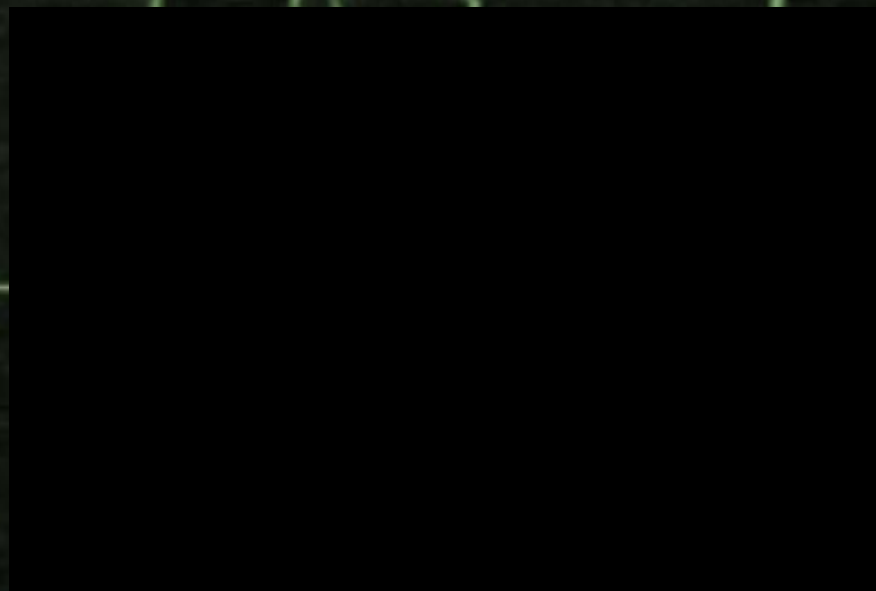
Nintendo®
HANDY GAME MACHINE

GAME BOY™





TETRIS



TETRIS



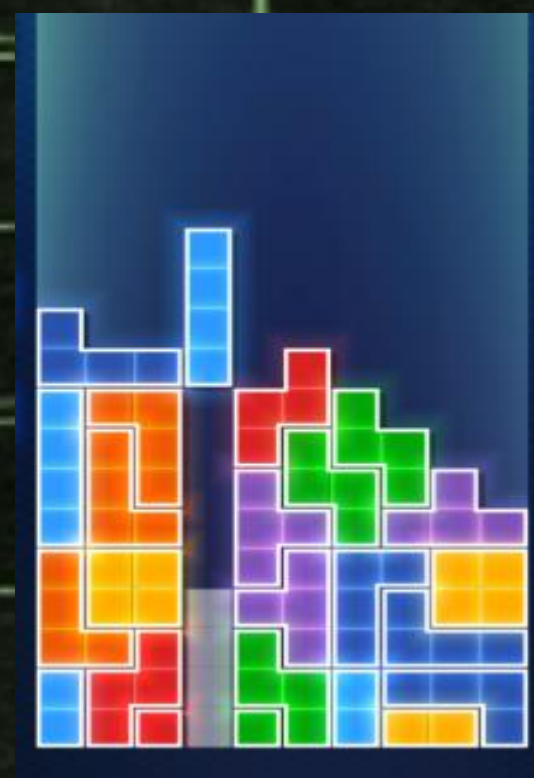
TETRIS



Tetris Gameboy



Tetris DS

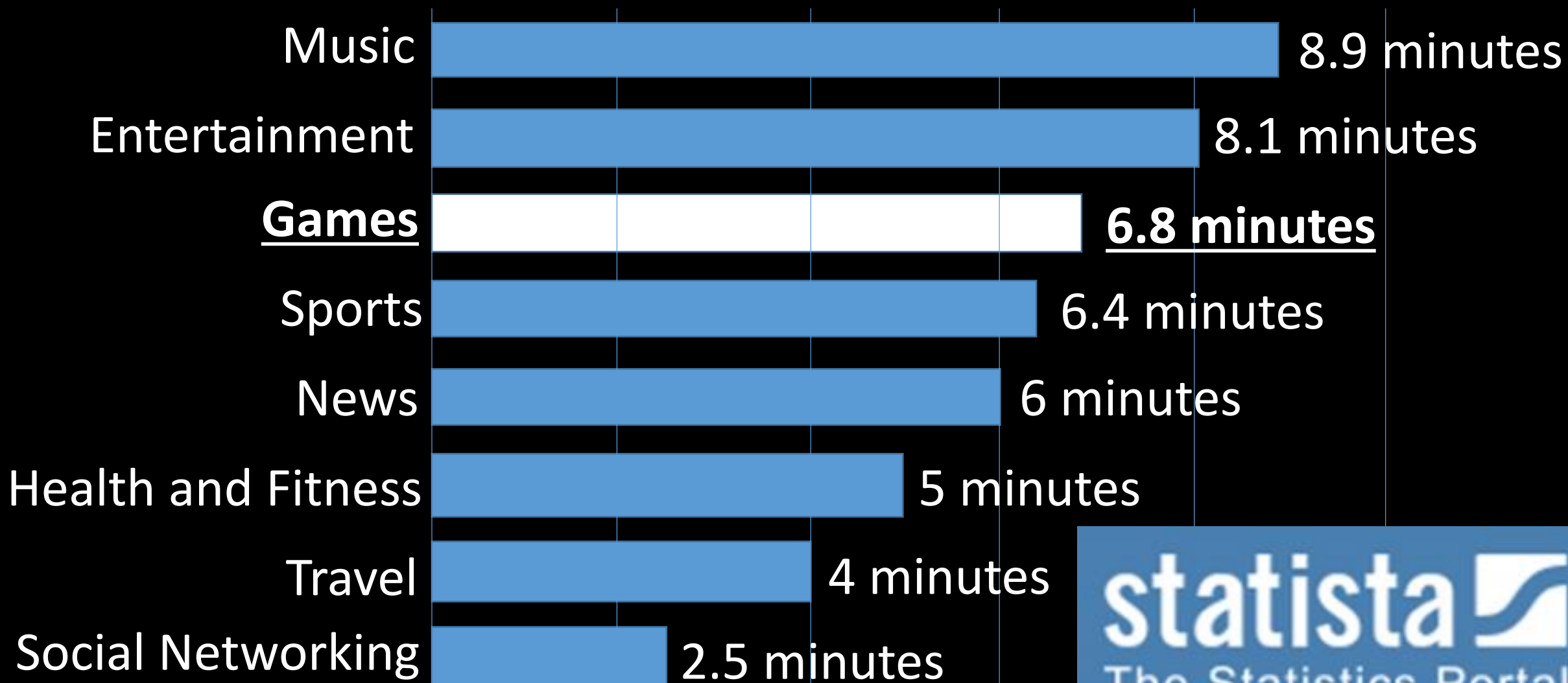


Tetris iOS

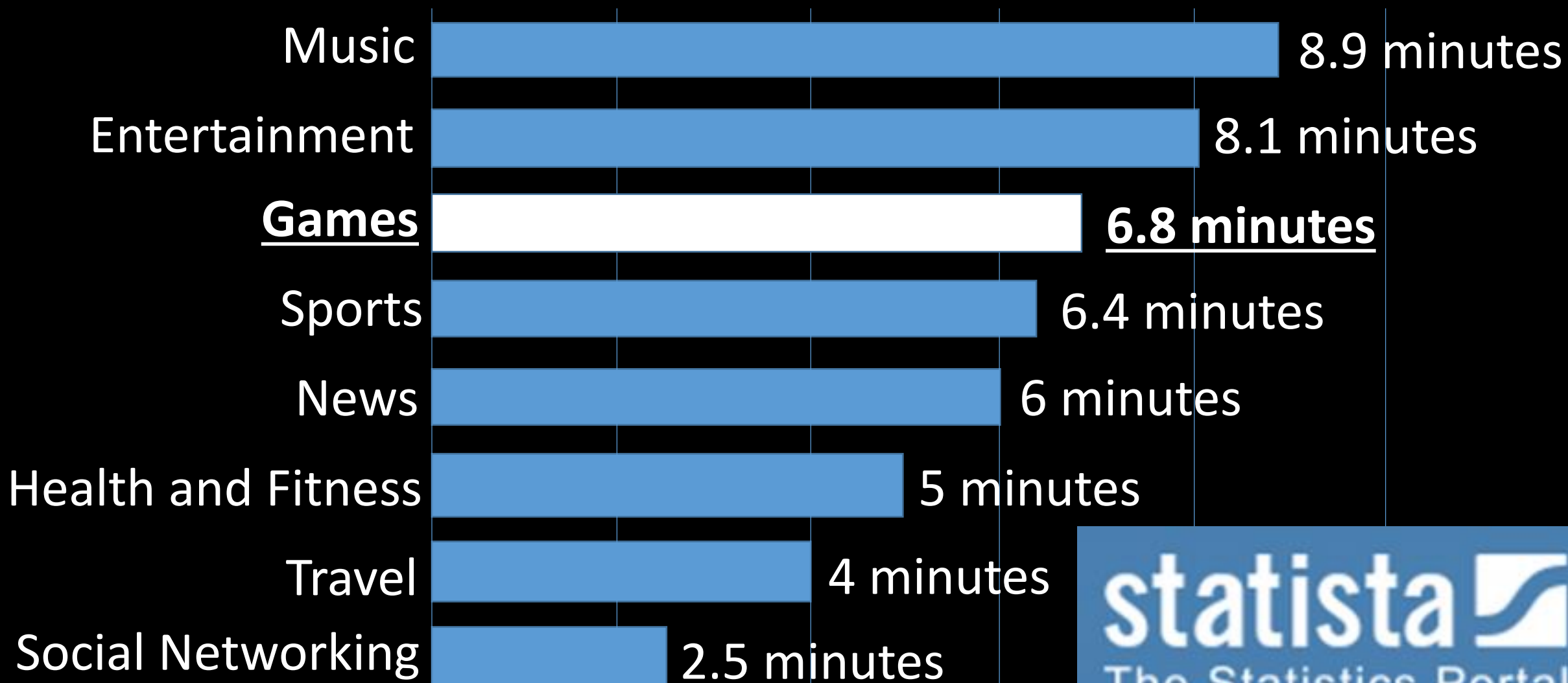


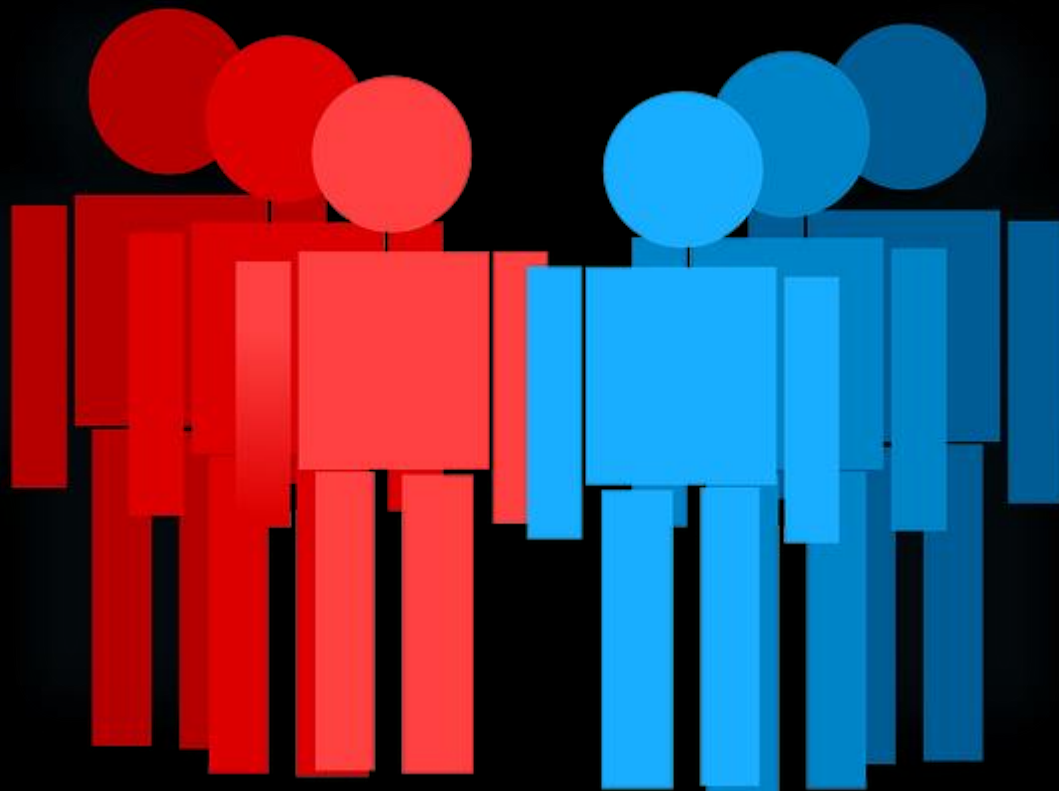
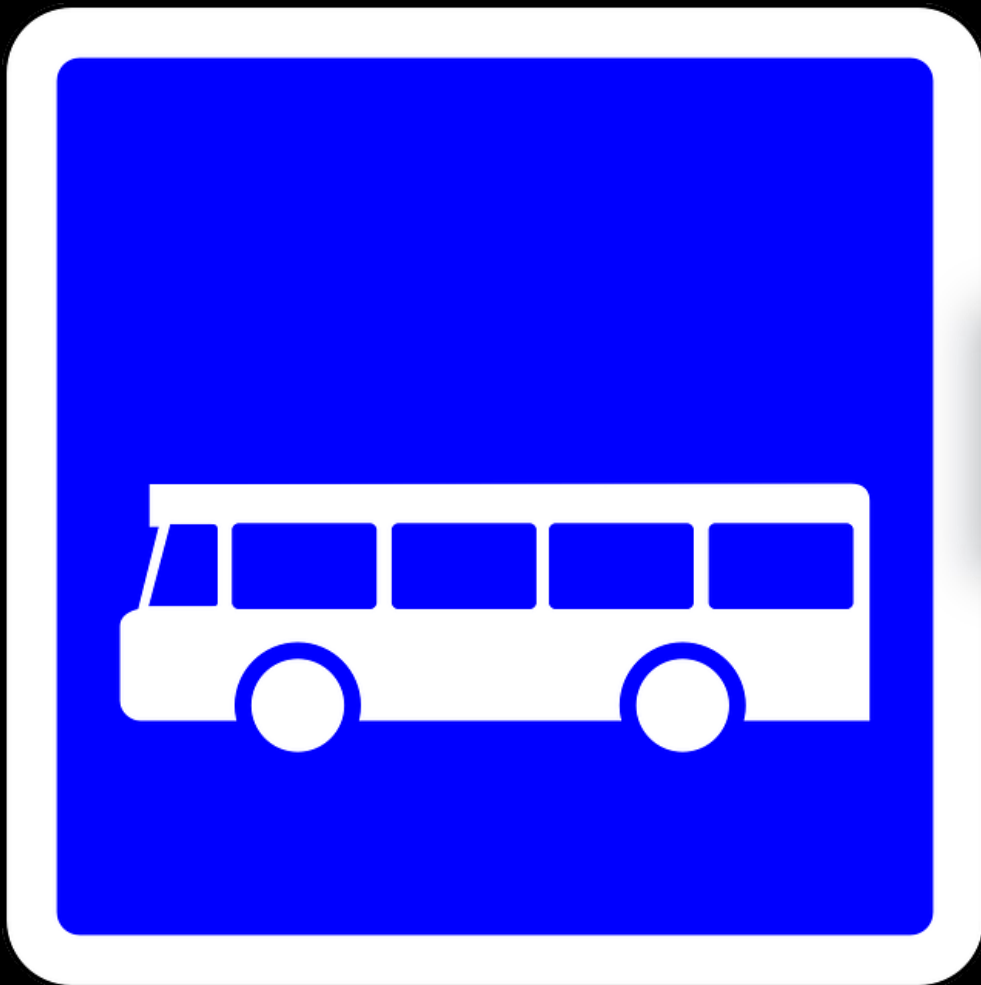
TETRIS

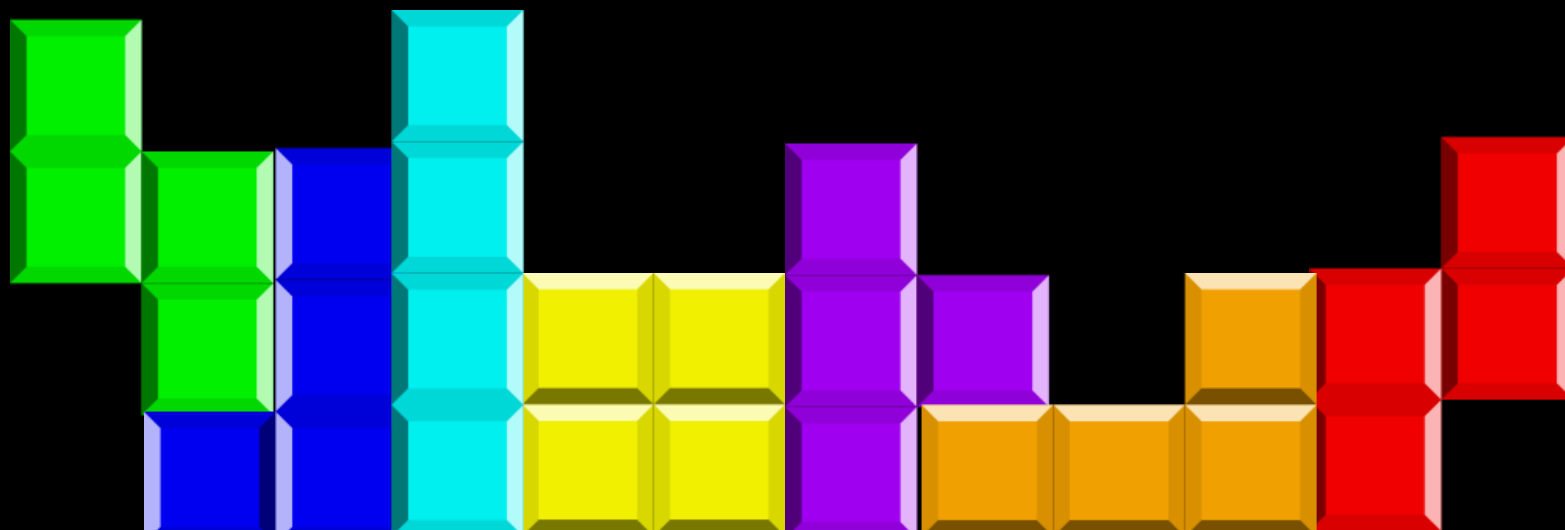
Average Session Length In Minutes



Average Session Length In Minutes







Your level: 0

Full lines: 0

SCORE 169

MISSION
PAUSED...

PRESS START WHEN READY





Mechanics



Music



Narrative



Music



Music

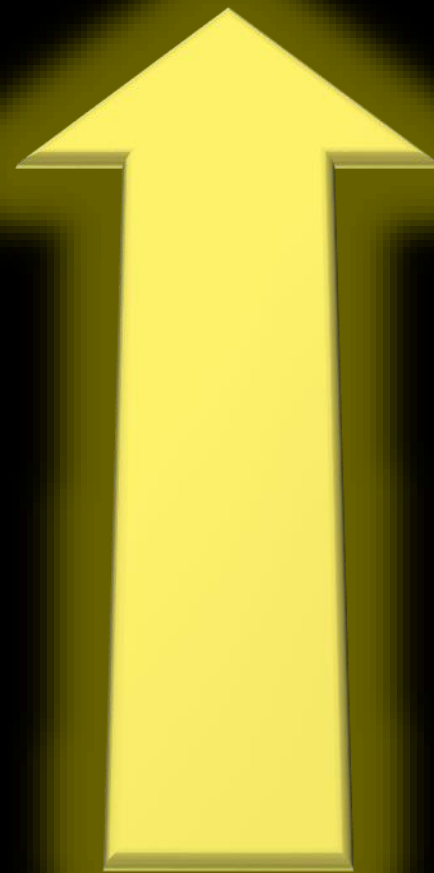
- **Gameplay Momentum**
- **Technical Limitations**
- **Interactive Systems**
- **Sonic Potential**

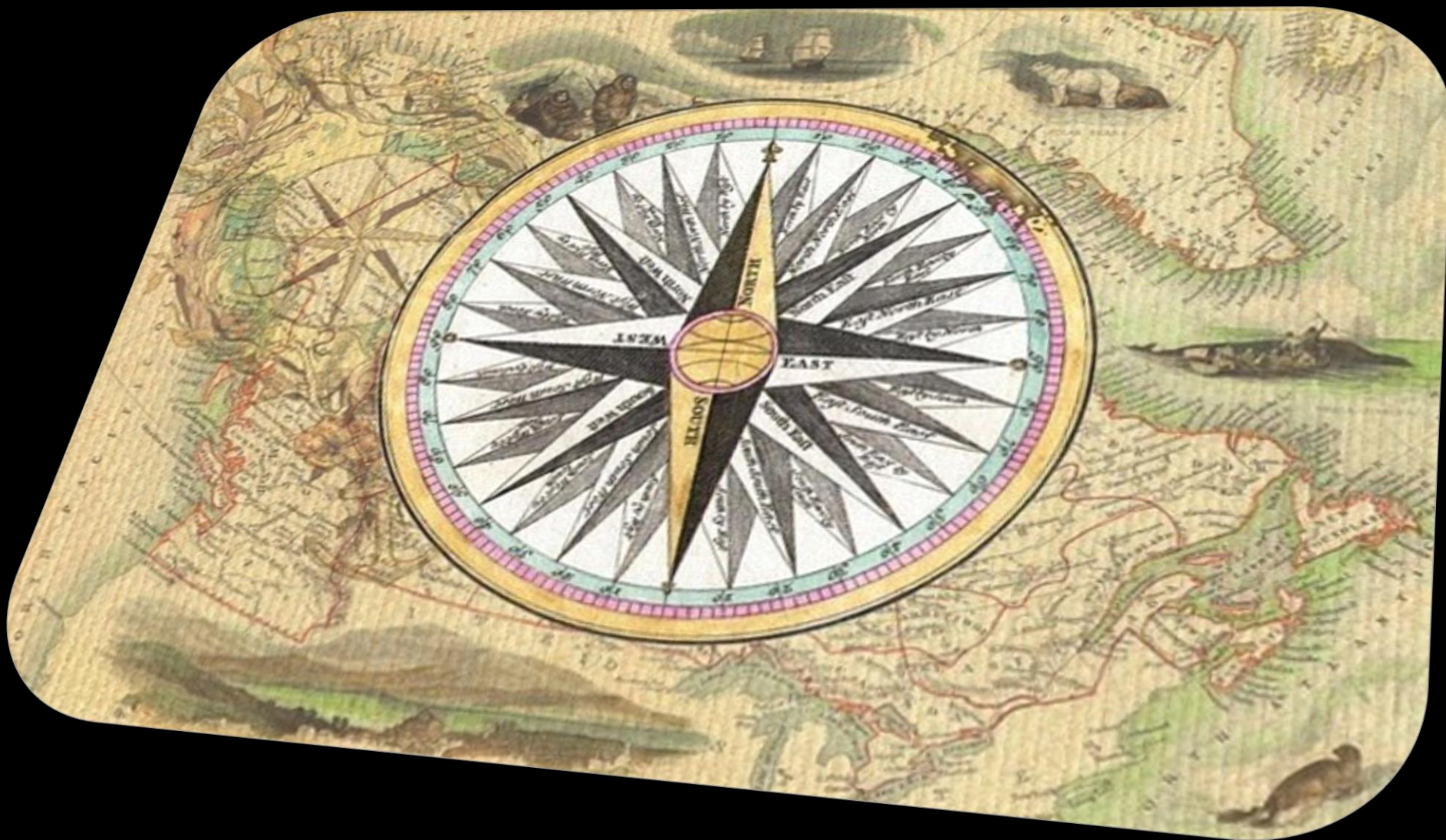


Music

- **Gameplay Momentum**











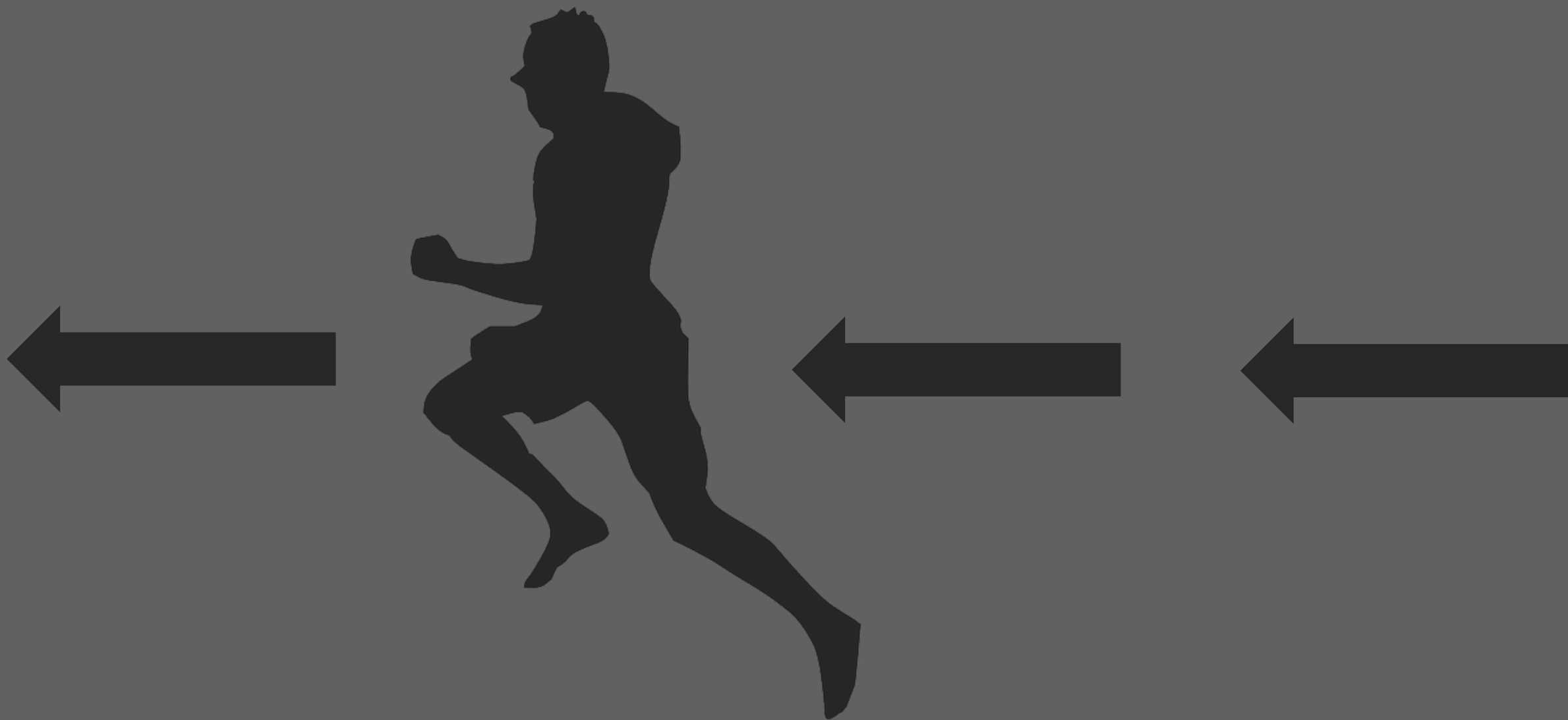
GAME DEVELOPERS CONFERENCE March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16

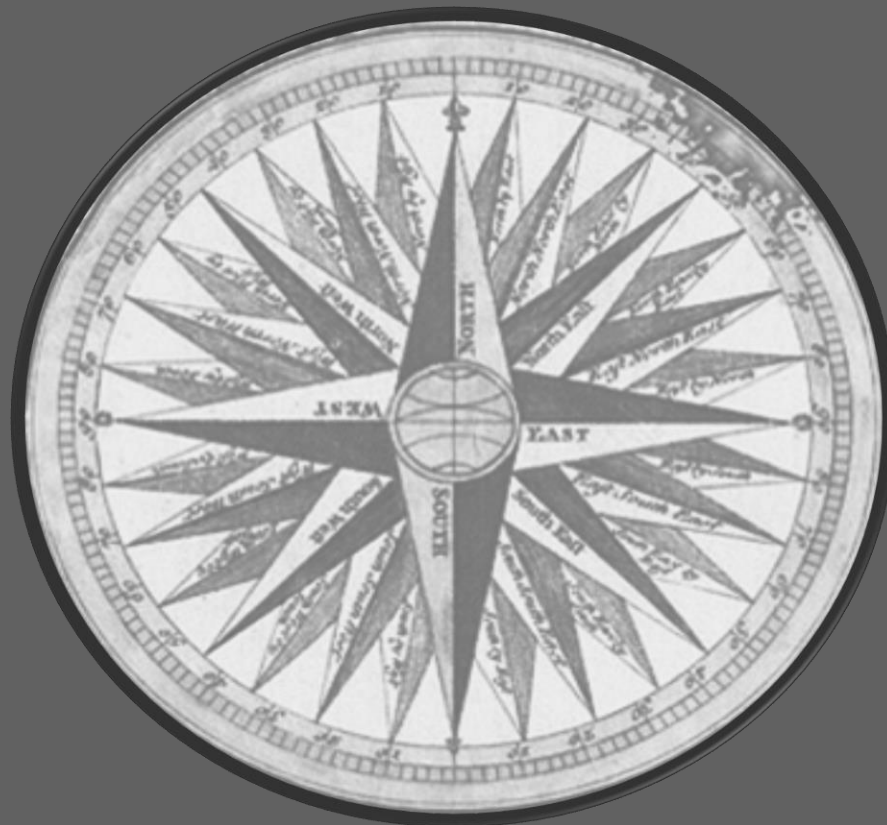


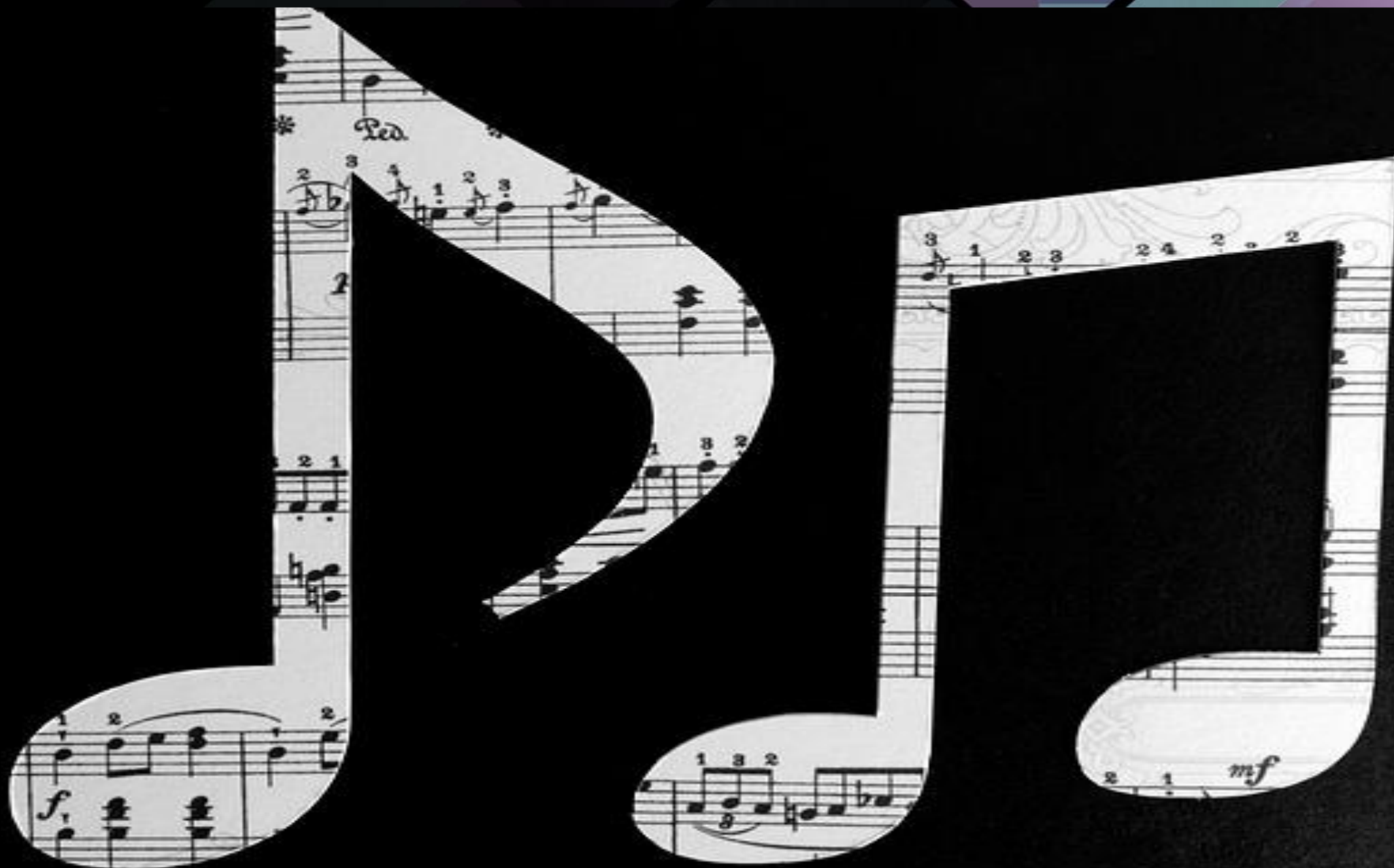


6.8 minutes











Multiplayer Online Battle Arena



Multiplayer Online Battle Arena
6.8 minute engagement window

CALL OF CHAMPIONS

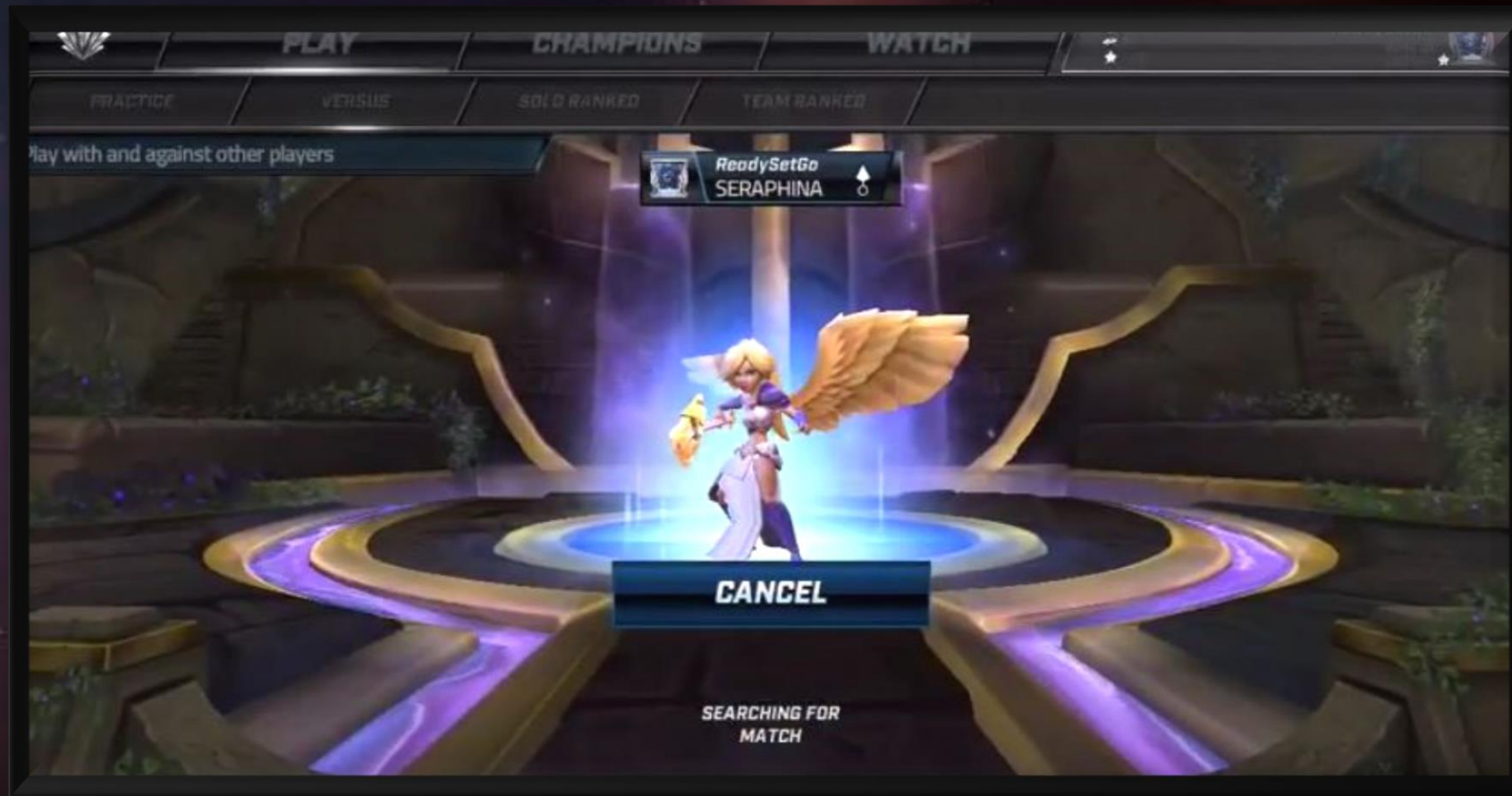




Cinco Barnes
Chief Vision Officer



SPACETIME STUDIOS



Game Main Menu



Gameplay Music



Gameplay Music

- Urgency and Motivation



- Urgency and Motivation
- Tense Rhythm

Gameplay Music



- Urgency and Motivation
- Tense Rhythm
- Emergency Flourishes

Gameplay Music



Gameplay Music

- Urgency and Motivation
- Tense Rhythm
- Emergency Flourishes



Gameplay Music

- Emergency Flourishes





Music

- **Gameplay Momentum**



Music

- **Gameplay Momentum**
- **Technical Limitations**
- **Interactive Systems**
- **Sonic Potential**



Music

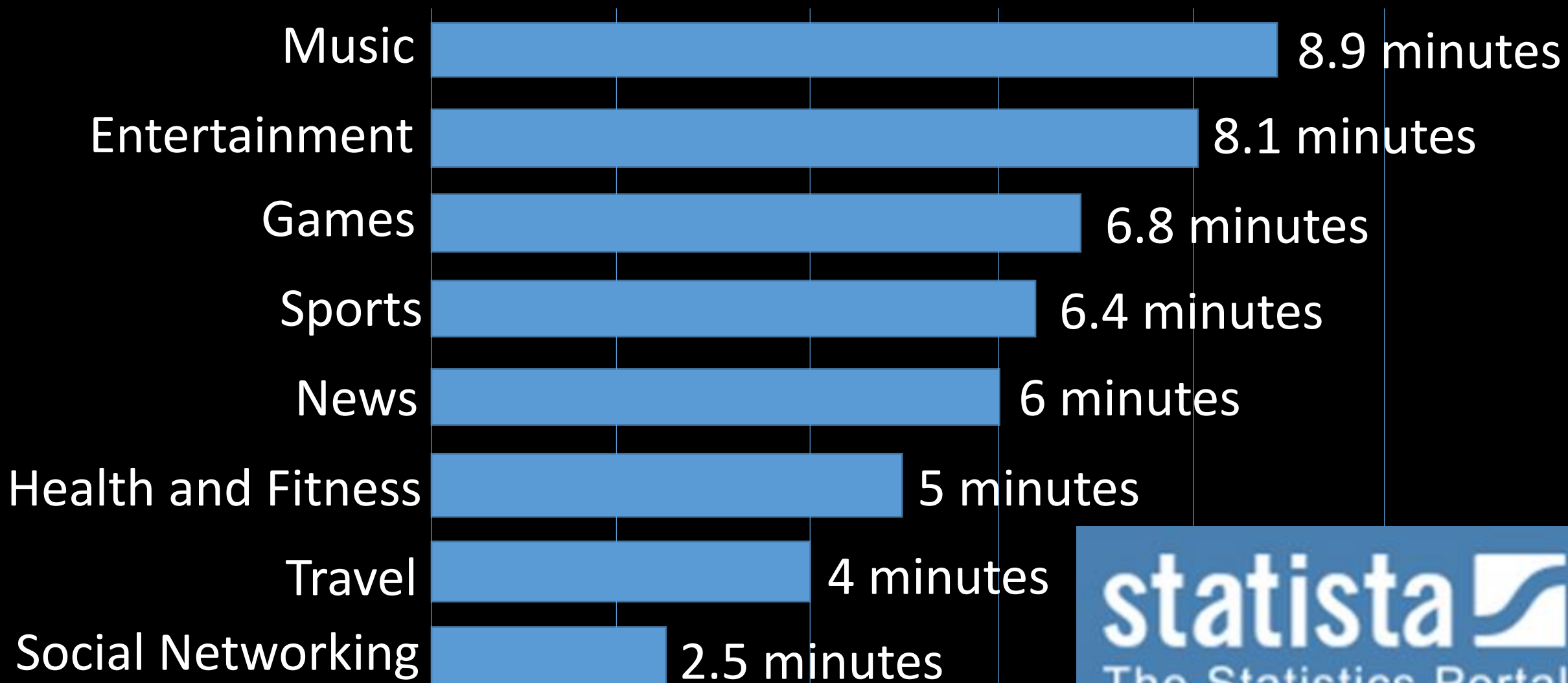
- **Gameplay Momentum**
- **Technical Limitations**
- **Interactive Systems**
- **Sonic Potential**



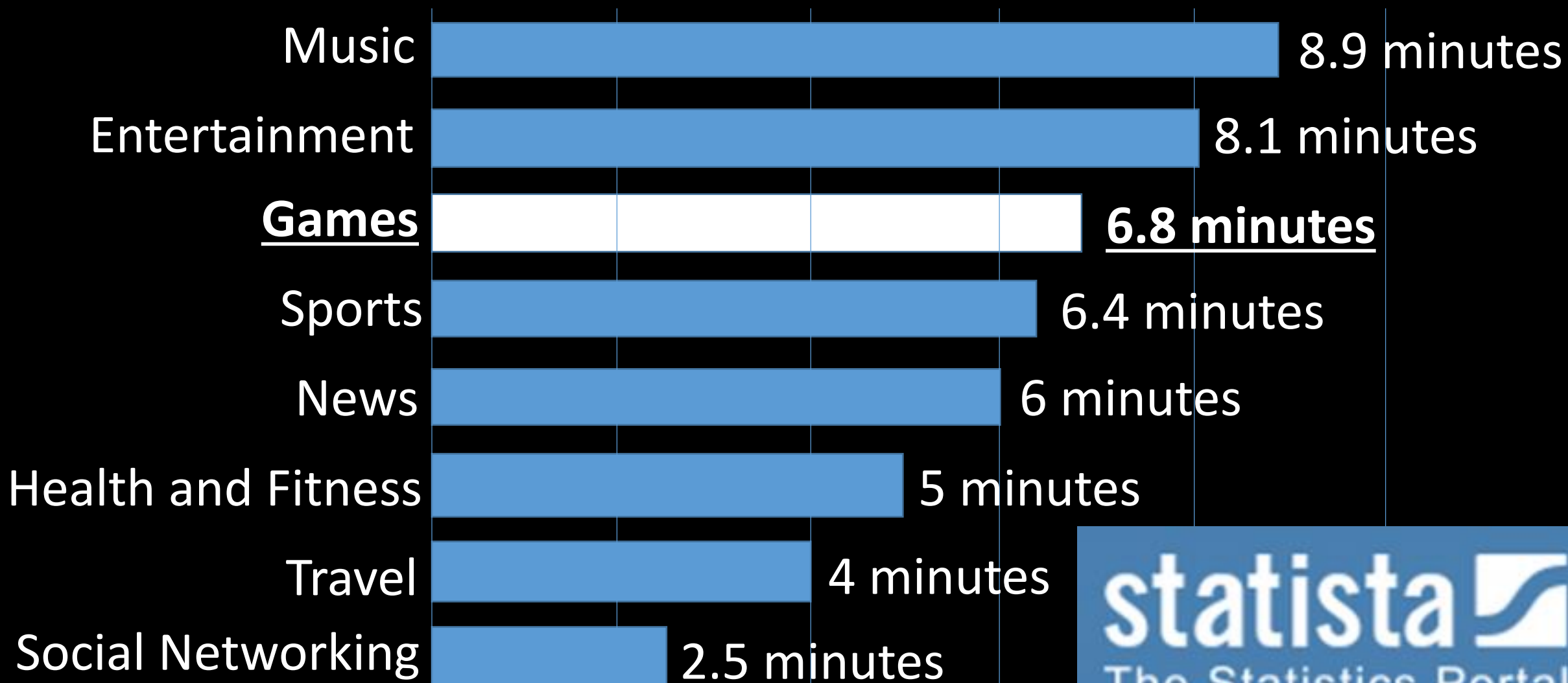


Is stellar audio important?

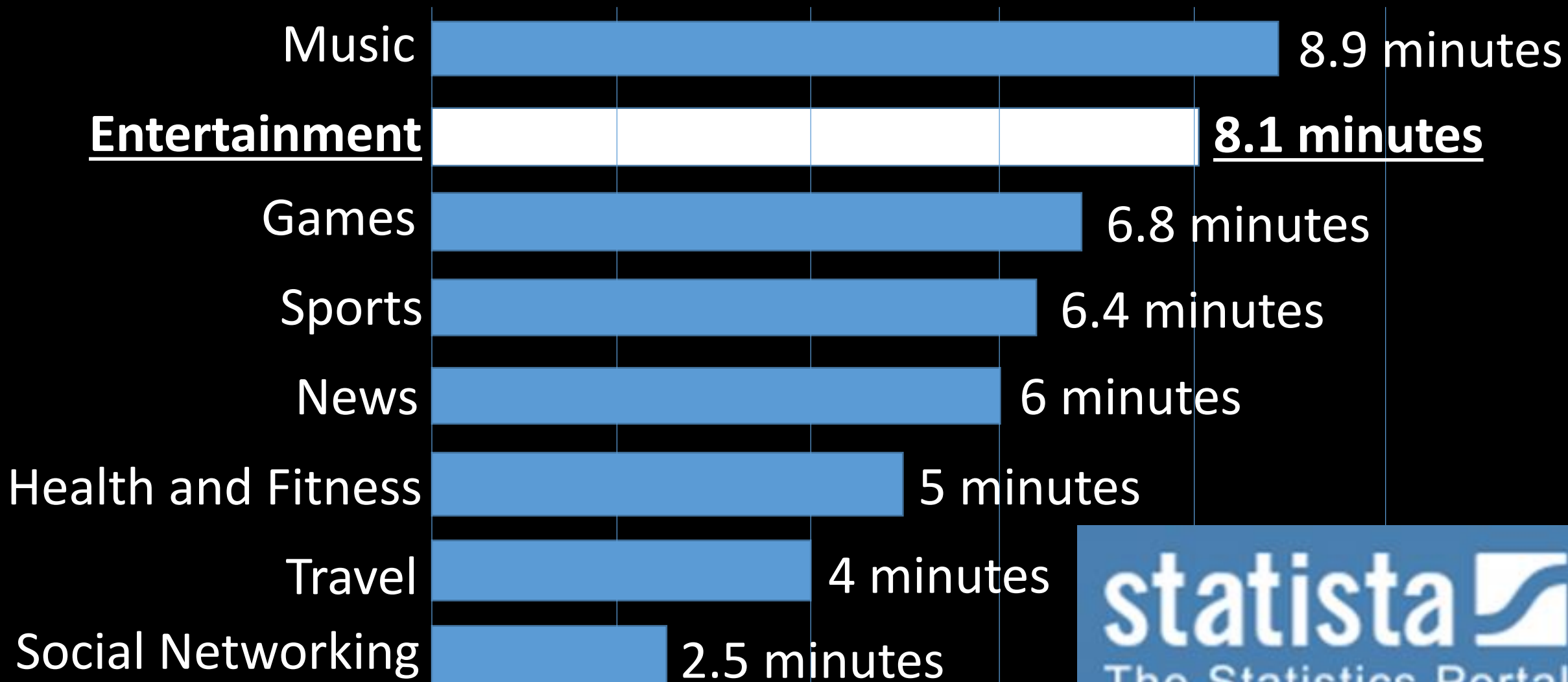
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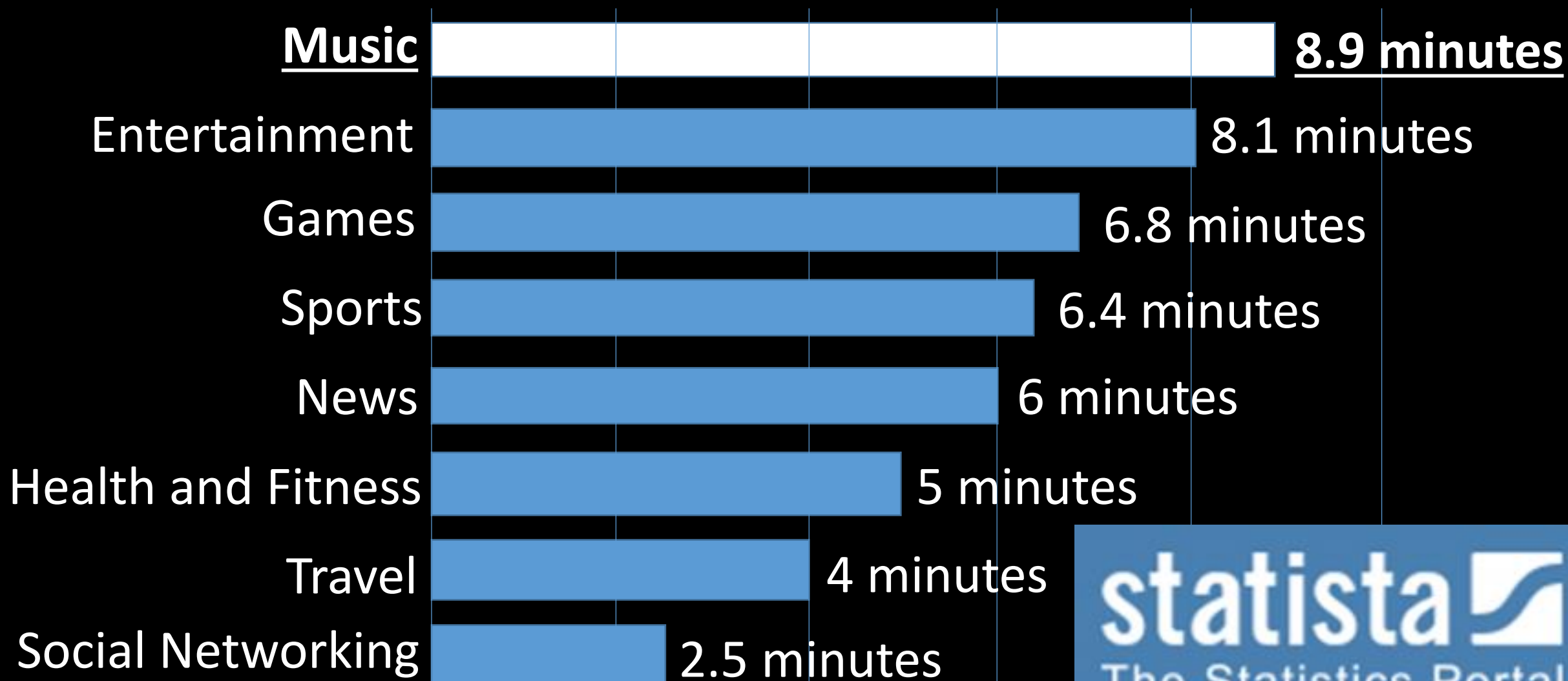
Average Session Length In Minutes



Average Session Length In Minutes



Average Session Length In Minutes



Average Session Length In Minutes

Music



8.9 minutes

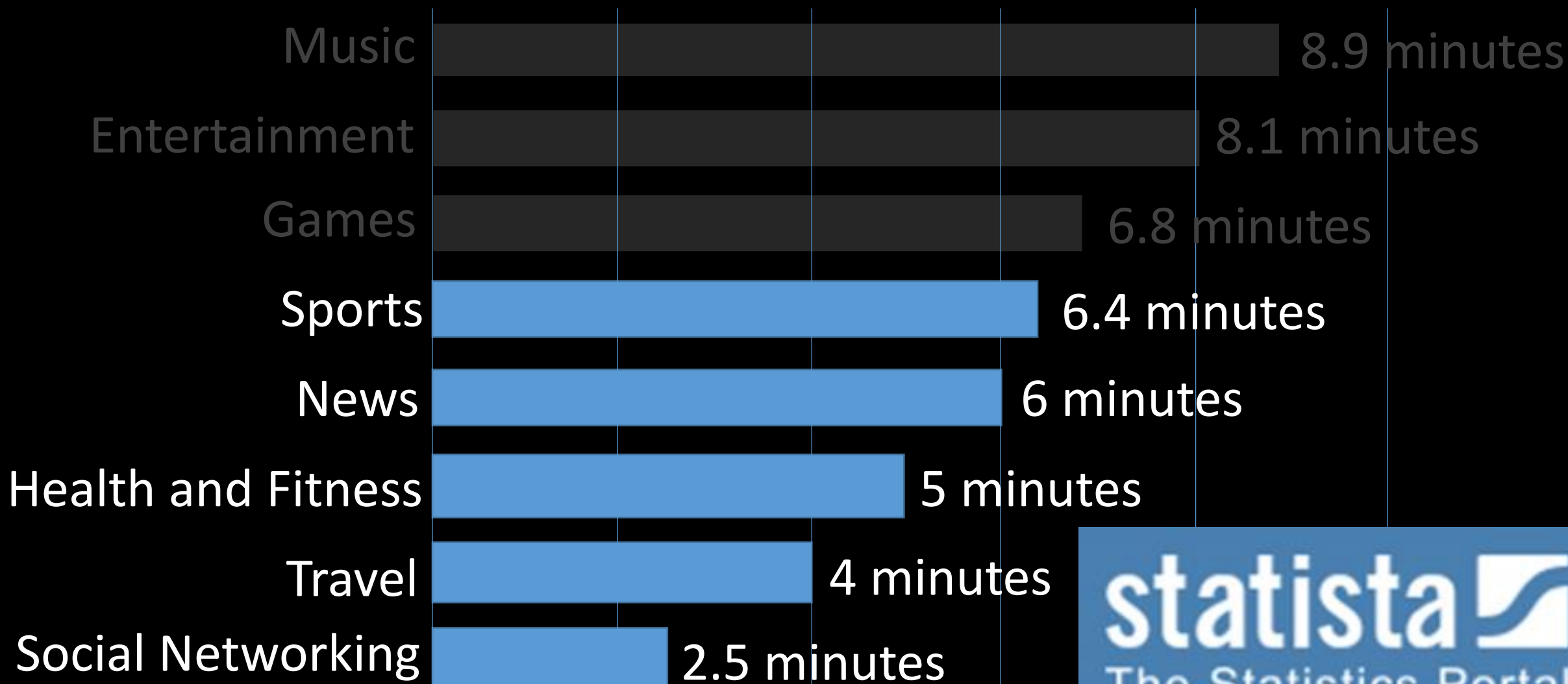
Average Session Length In Minutes

Music

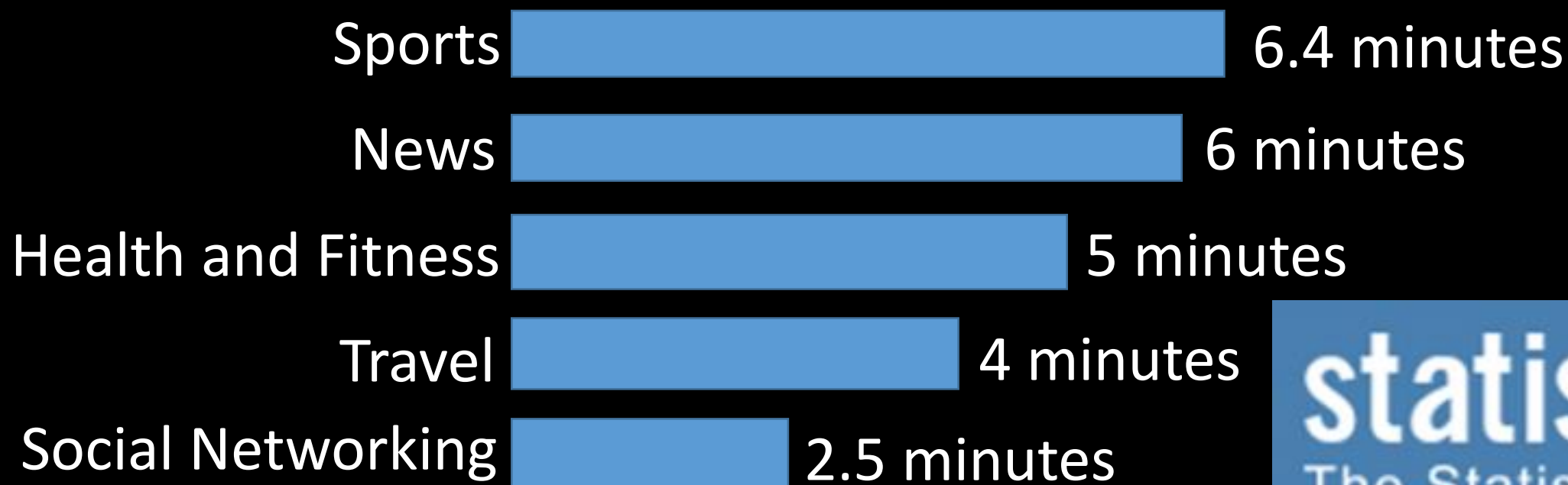
8.9 minutes



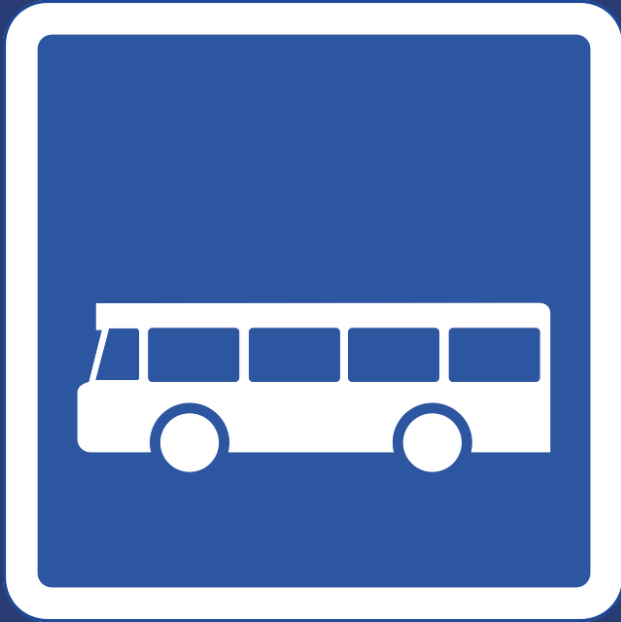
Average Session Length In Minutes



Average Session Length In Minutes



Stellar audio is important!

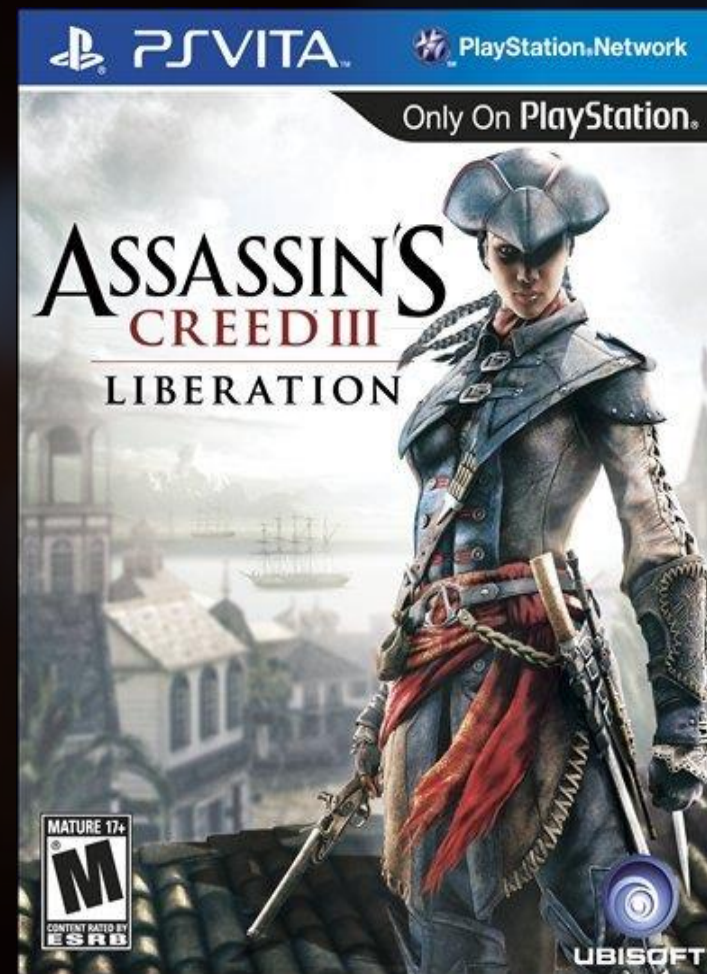


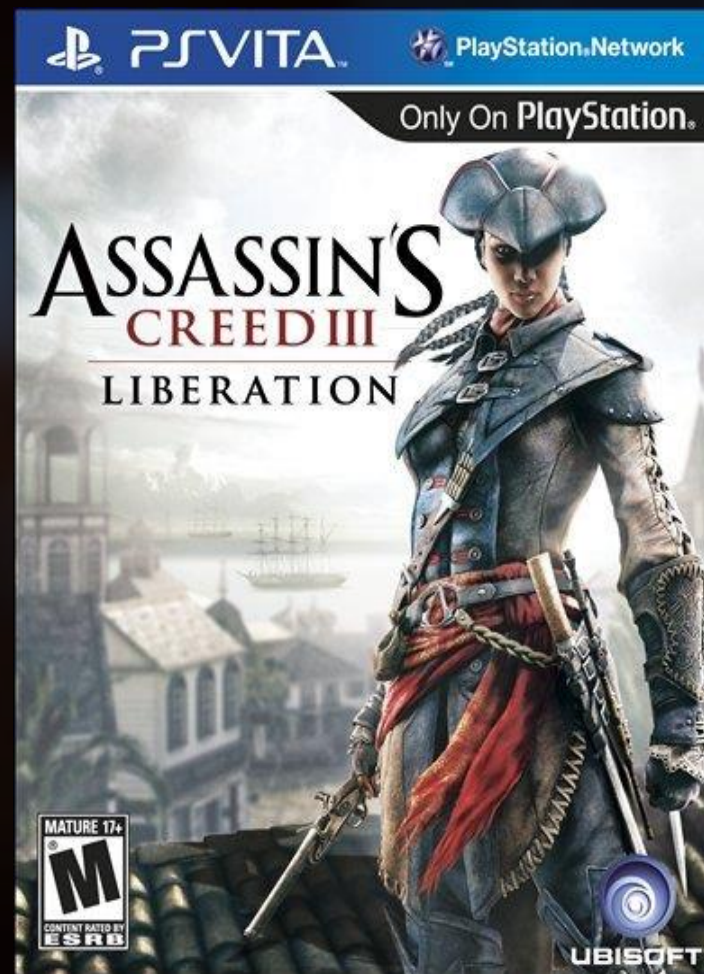


- Gameplay Momentum
- Technical Limitations
- Interactive Systems
- Sonic Potential









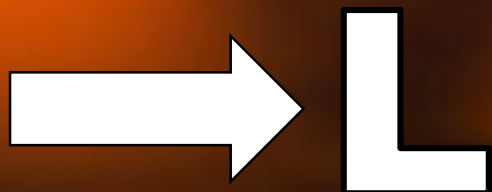




L



R



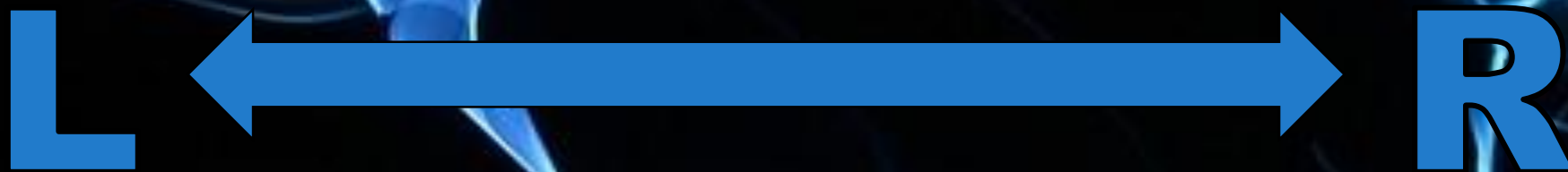
L



R







L R



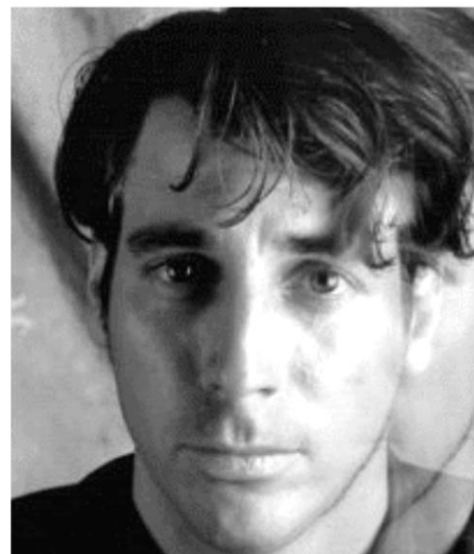












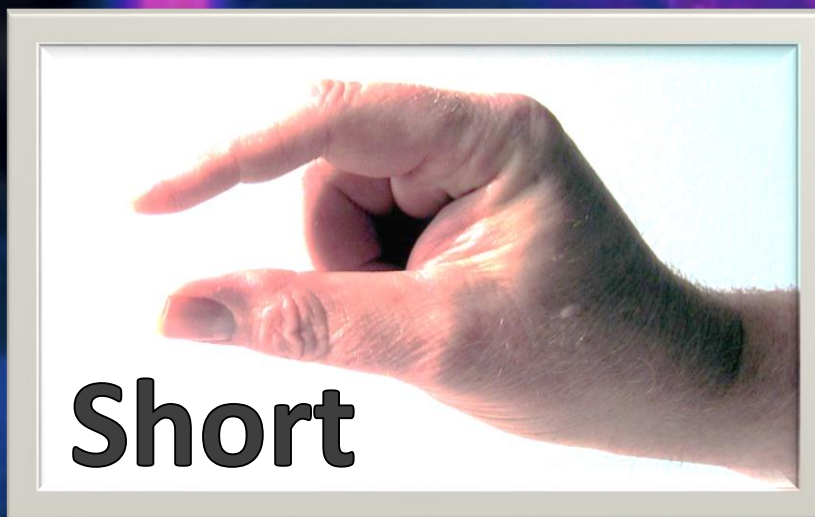
John Gaeta
Creative Producer



Li Yang
Sound Programming



Full Length



A close-up photograph of a person's hand, with the index finger pointing towards the word 'Short'. The hand is positioned in the upper right portion of the frame. The background is a bright, slightly blurred white. The word 'Short' is written in a large, bold, black, sans-serif font in the lower left portion of the frame.

Short

A close-up photograph of a right hand with the index finger pointing upwards. The hand is positioned against a plain white background.

Short

A close-up photograph of a right hand with the index finger pointing upwards, identical to the one in the "Short" image, but set against a solid yellow background.

1

A close-up photograph of a right hand with the index finger pointing upwards, identical to the one in the "Short" image, but set against a solid green background.

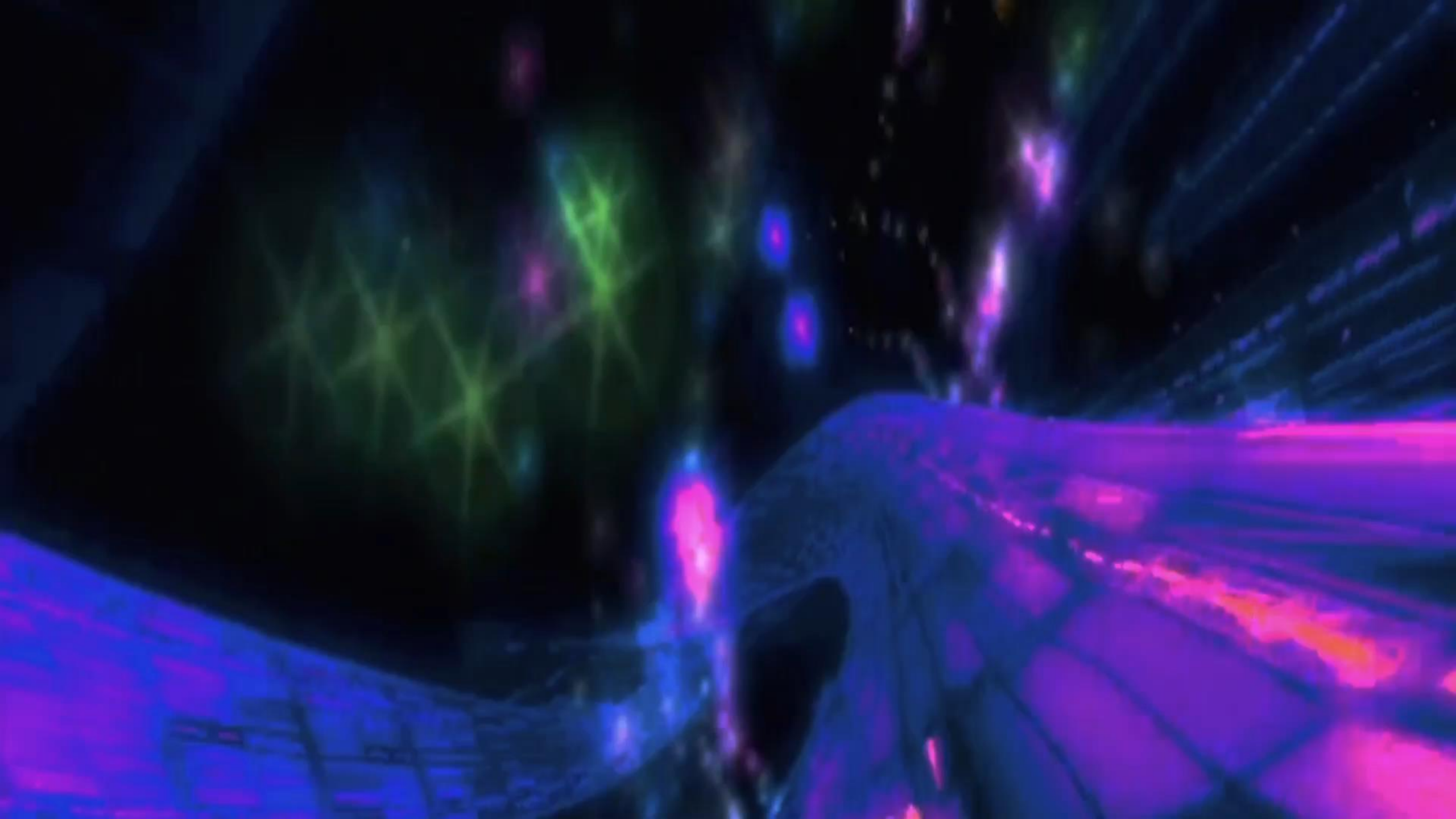
2

A close-up photograph of a right hand with the index finger pointing upwards, identical to the one in the "Short" image, but set against a solid orange background.

3

A close-up photograph of a right hand with the index finger pointing upwards, identical to the one in the "Short" image, but set against a solid blue background.

4



- **Gameplay Momentum**
- **Technical Limitations**
- **Interactive Systems**
- **Sonic Potential**

- **Technical Limitations**





- **Gameplay Momentum**
- **Technical Limitations**
- **Interactive Systems**
- **Sonic Potential**

- **Gameplay Momentum**
- **Technical Limitations**
- **Interactive Systems**
- **Sonic Potential**

- Interactive Systems



- Interactive Systems





Guy Whitmore
Audio Director/Composer



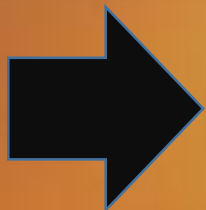
Jaclyn Shumate
Audio Lead



RJ Mattingly
Technical Sound Designer



PopCap®







Midi



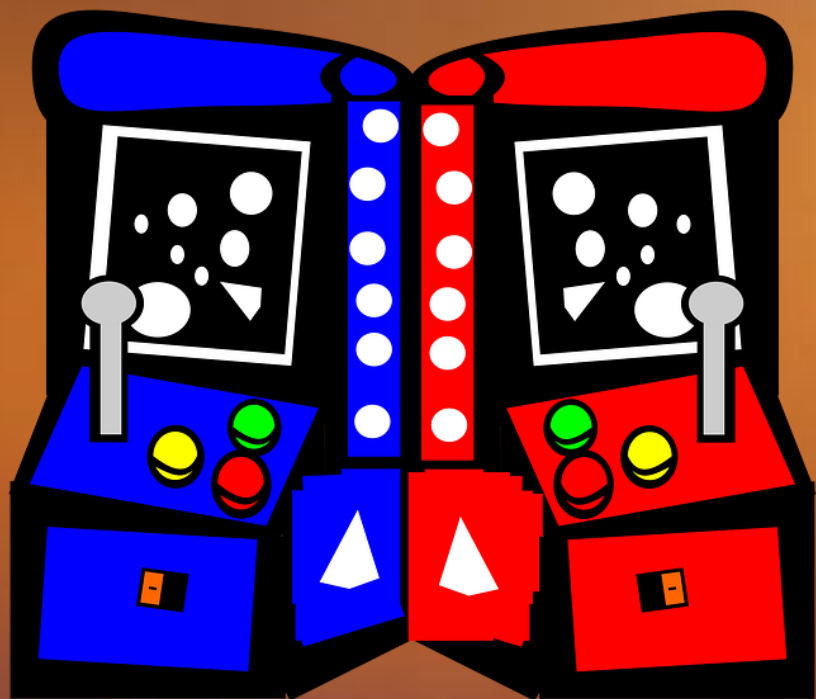


PopCap®



PopCap®







Midi

The word "Midi" is displayed in a large, white, rounded sans-serif font. Above the letter 'i' is a blue sphere with a grid pattern and musical notes. Above the letter 'd' is a red sphere with a grid pattern and binary code (0s and 1s). The background is a warm orange gradient with a diagonal rainbow light streak.



Midi





D. Chadd Portwine
Audio Director





SHREK THE THIRD







Interactive System



Interactive System

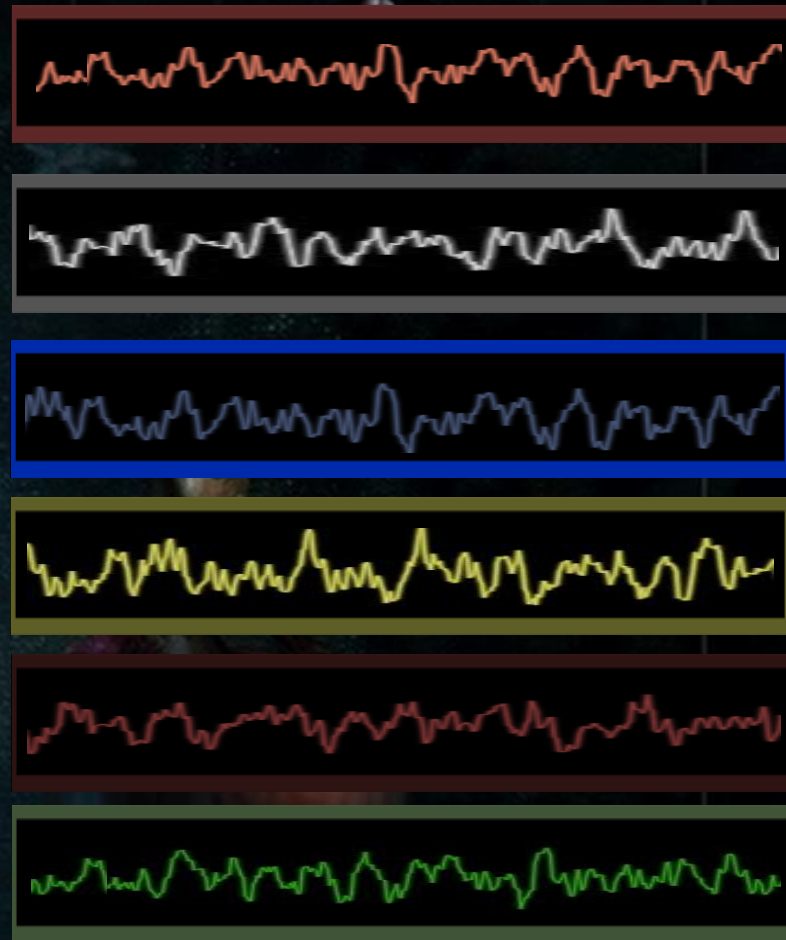


Interactive System

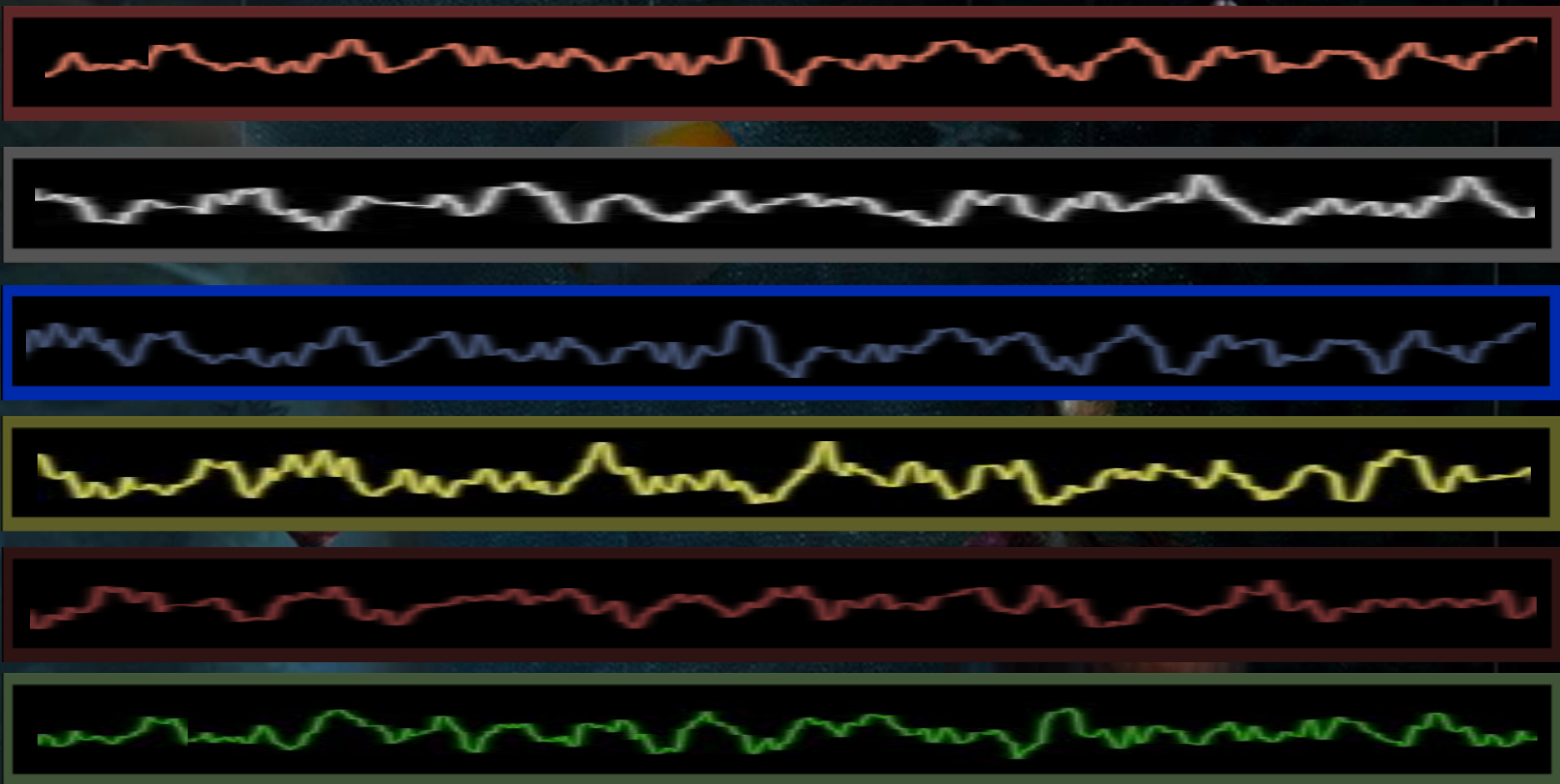
of



Vertical Layering System



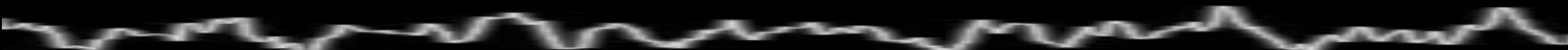
Interactive System

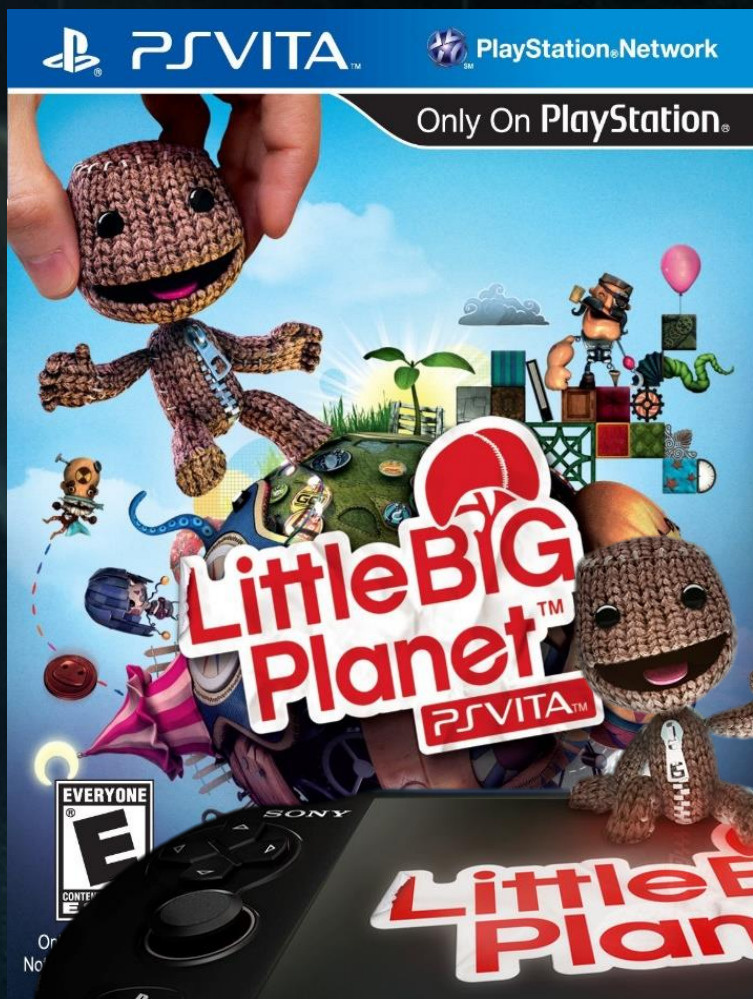


Interactive System



Interactive System



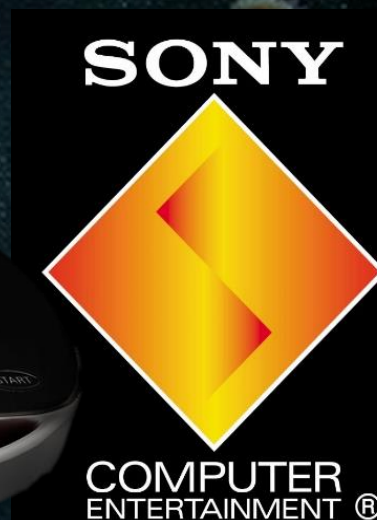


TARSIER

S T U D I O S



Tobias Lilja
Audio Designer

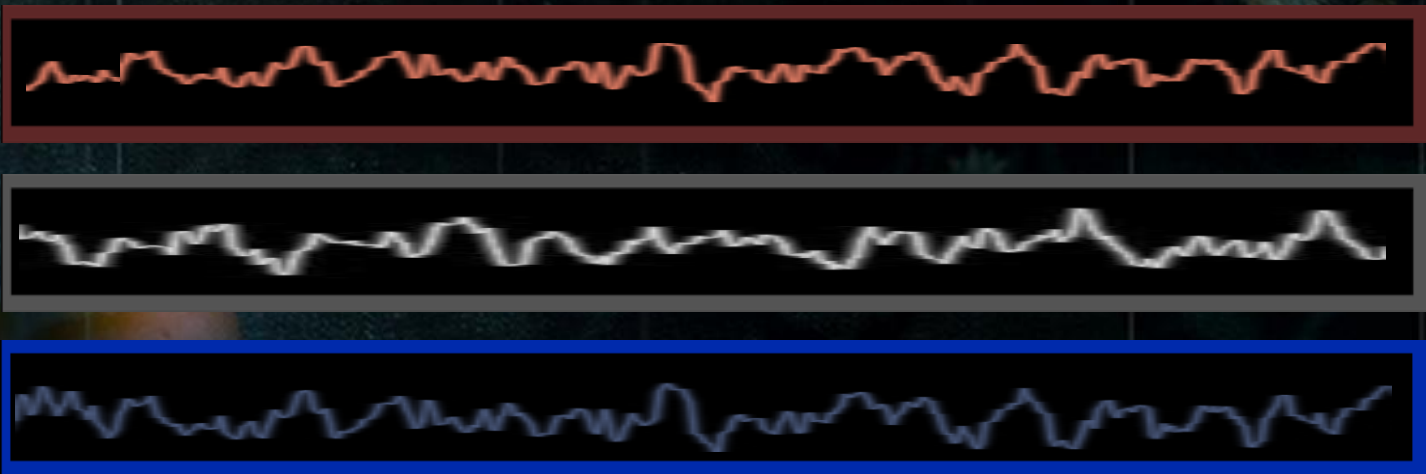
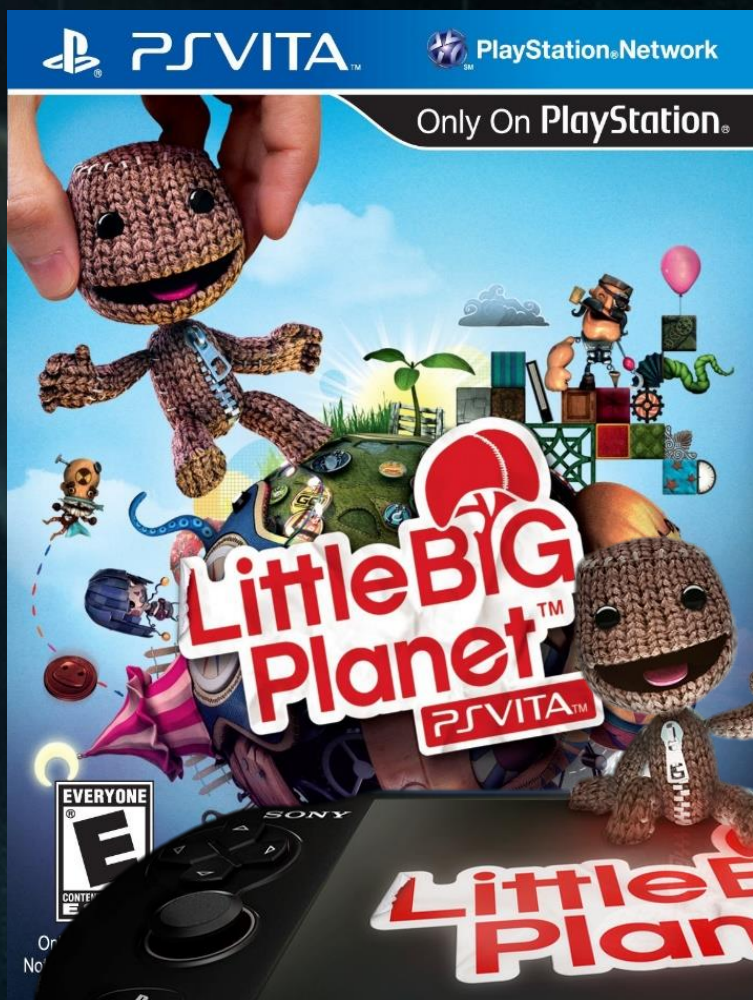


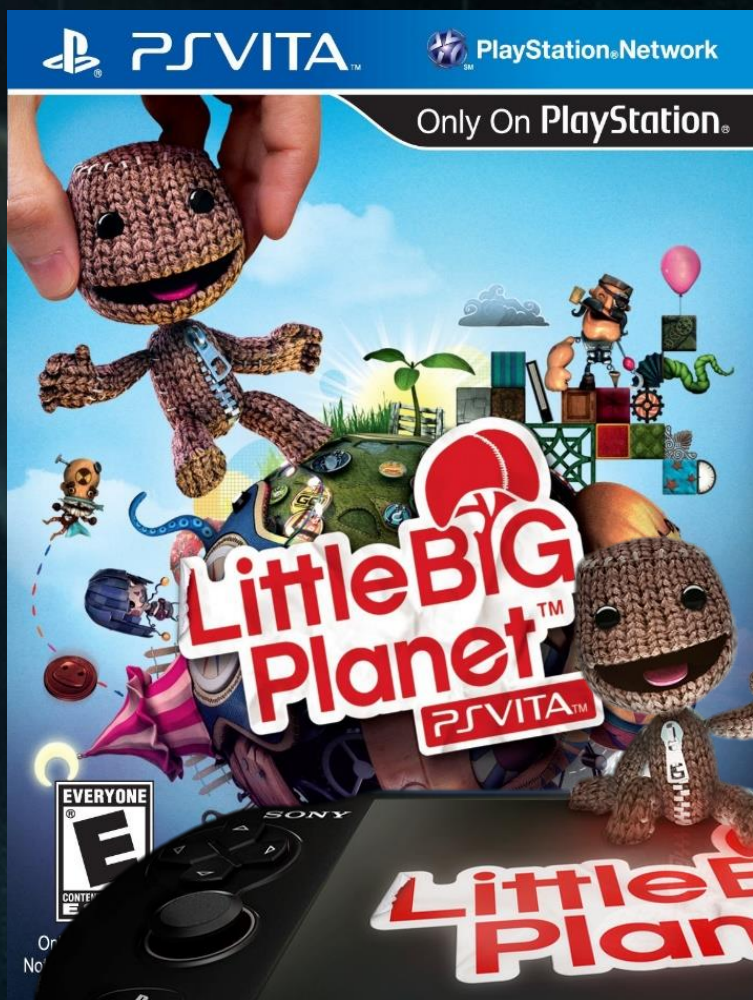
Martin Hewett
Sr. Music Supervisor



TARSIER
STUDIOS







On
No

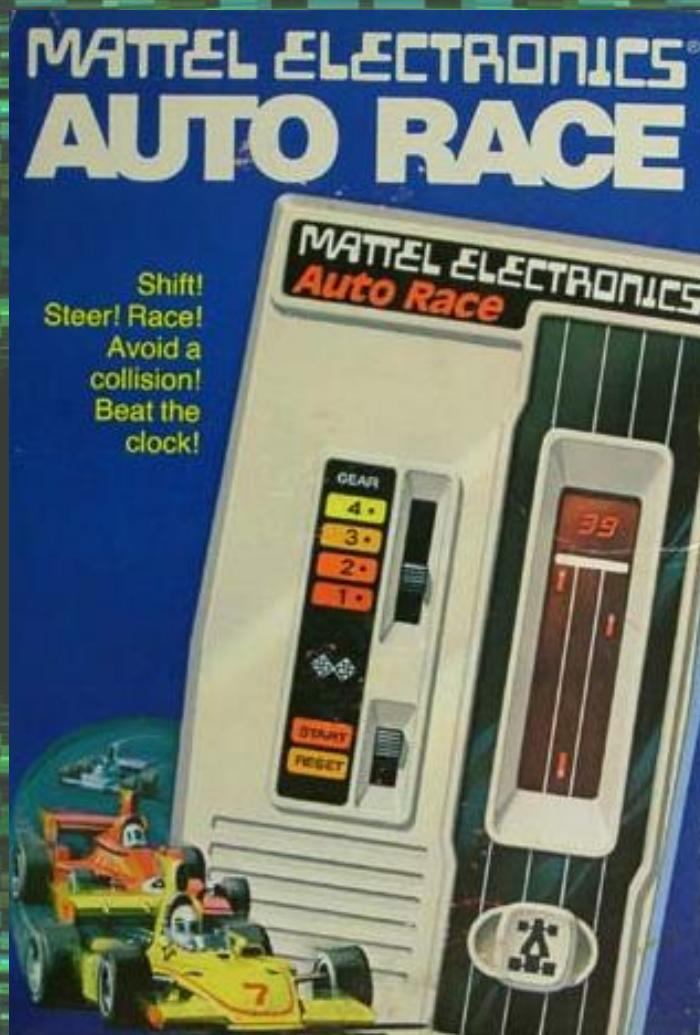


- **Gameplay Momentum**
- **Technical Limitations**
- **Interactive Systems**
- **Sonic Potential**

- **Gameplay Momentum**
- **Technical Limitations**
- **Interactive Systems**
- **Sonic Potential**

- Gameplay Momentum
- Technical Limitations
- Interactive Systems
- **Sonic Potential**



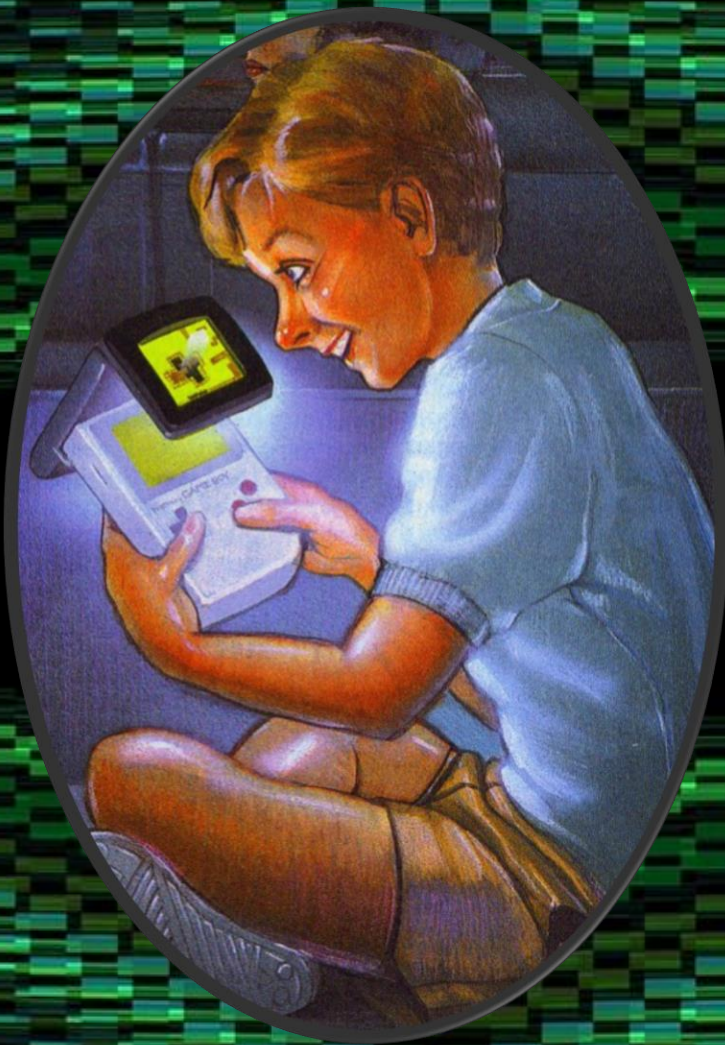


40 YEARS





22 YEARS



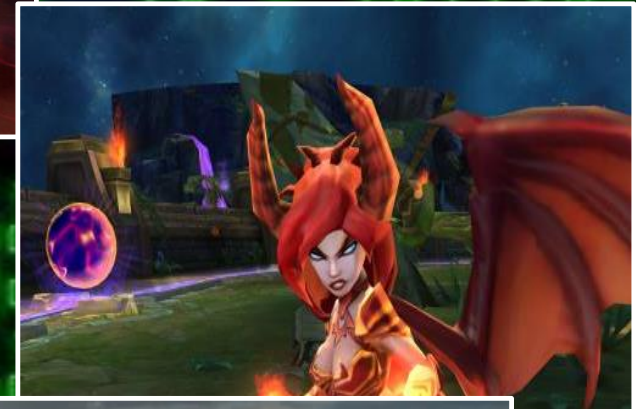




DESIGN SOPHISTICATION

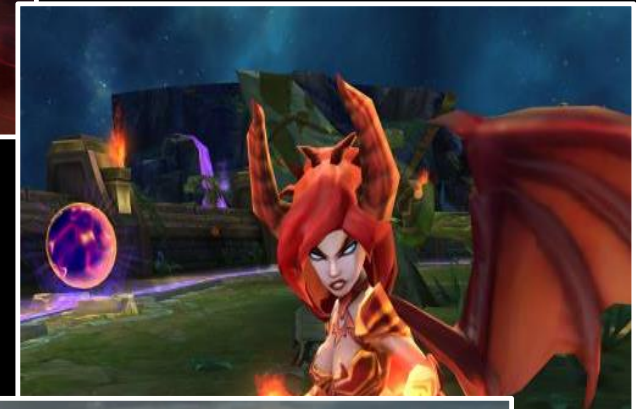
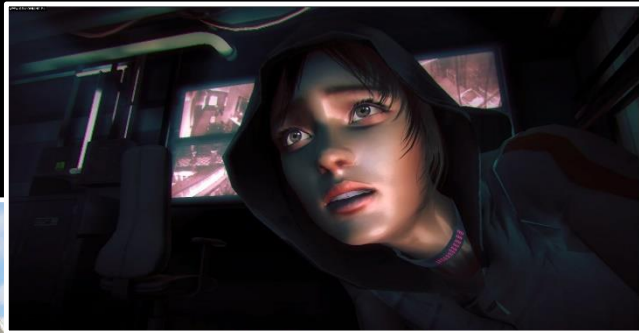
RÉPUBLIQUE

BROKEN
AGEINFINITY
BLADECALL OF
CHAMPIONS*Sonic Potential*sound
shapesUNCHARTED
GOLDEN ABYSS™ASSASSIN'S
—CREED III—
LIBERATION



Sonic Potential





Sonic Potential



A screenshot from the game Clash of Kings showing a large, ornate castle with multiple towers and spires, situated on a hill. The castle is surrounded by a city with various buildings and a large crowd of people in the foreground. The sky is filled with dramatic, orange and yellow clouds, suggesting a sunset or sunrise. The title "CLASH OF KINGS" is prominently displayed in a large, metallic, stylized font at the bottom of the image.

CLASH OF KINGS



Maggie Huang
BD Manager

A promotional image for the game Clash of Kings. It features a large, imposing stone castle with multiple towers and spires, situated on a hill. The castle is surrounded by a high stone wall with battlements. In the foreground, a massive, dense crowd of soldiers, many on horseback, is gathered, facing the castle. The scene is set against a dramatic sky with orange and yellow clouds, suggesting a sunset or sunrise. The title "CLASH OF KINGS" is overlaid in a large, metallic, stylized font in the lower-left corner.

CLASH OF KINGS



The background of the slide is a screenshot from the game Clash of Kings. It depicts a massive medieval-style castle with multiple towers and spires, situated on a hill. In the foreground, a vast, dense army of soldiers is gathered on a grassy field, ready for battle. The sky is filled with dramatic, orange and yellow clouds, suggesting a sunset or sunrise. The title "CLASH OF KINGS" is overlaid in the center in a large, metallic, gothic-style font.

CLASH OF KINGS







Richard Beddow
Audio Manager/Composer



Elizabeth Kenny
Lute



Richard Harwood
Cello



Richard Beddow
Audio Manager/Composer



Sylvia Hallett
Hurdy Gurdy



Heather Wrighton
Harp



DESIGN
SOPHISTICATION



Short



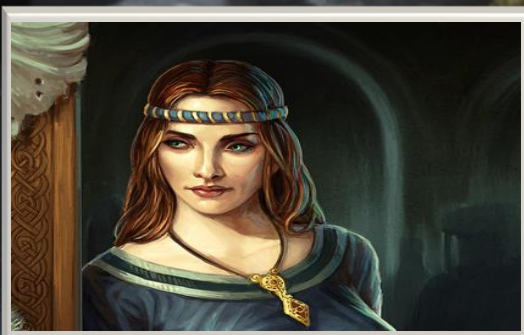
1



2



3





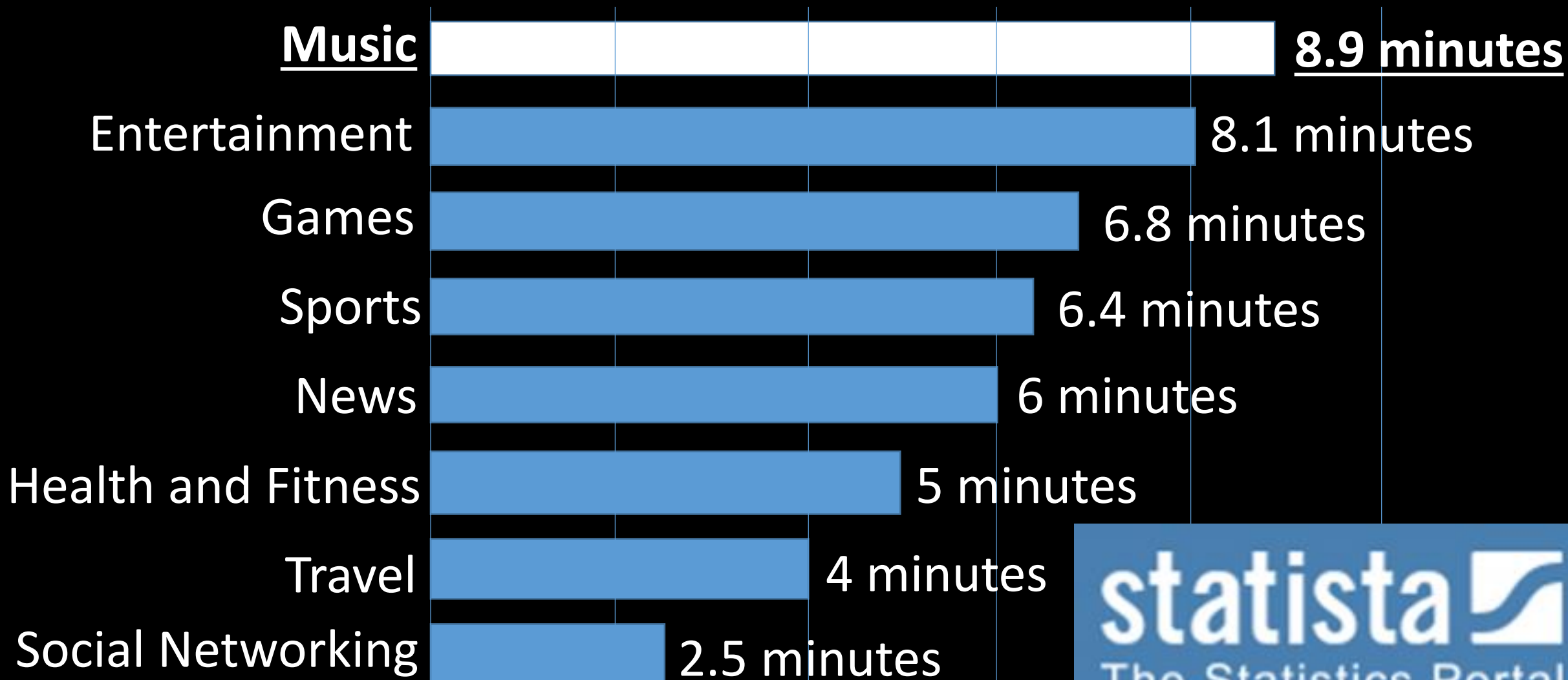






Sonic Potential

Average Session Length In Minutes



Average Session Length In Minutes

Music

8.9 minutes







Music



Music

- **Gameplay Momentum**
- **Technical Limitations**
- **Interactive Systems**
- **Sonic Potential**









From Total War to Assassin's Creed: Music for Mobile/Handheld Games

Speaker Name: Winifred Phillips

Twitter: @winphillips

Facebook.com/winifredphillips

