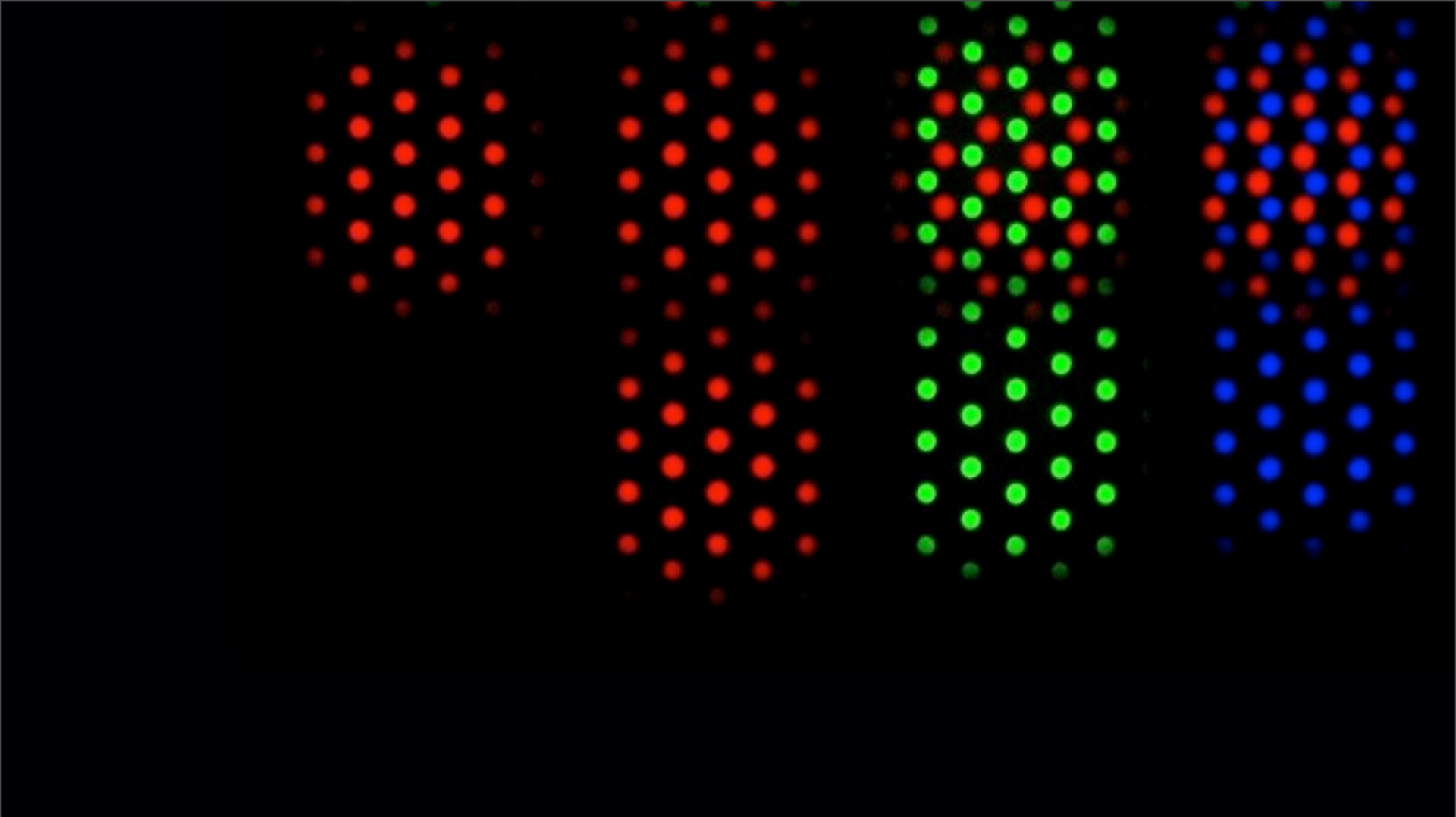


# Game Developers Conference®

February 28 - March 4, 2011  
Moscone Center, San Francisco  
[www.GDConf.com](http://www.GDConf.com)







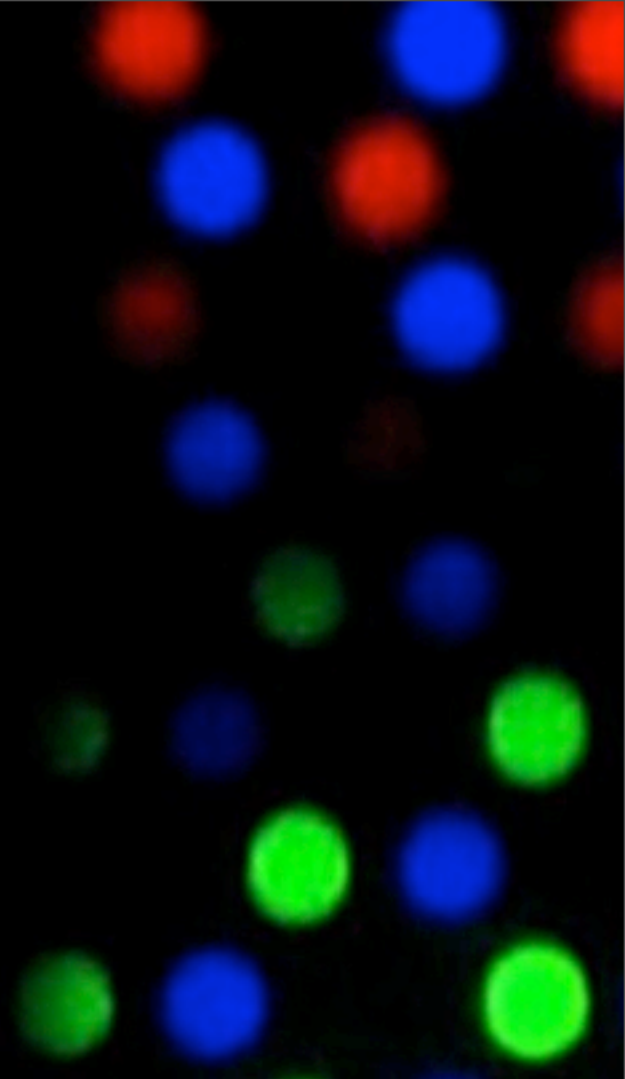
# GAMES ON TV

EVOLUTION OR REVOLUTION?

David Mariner

Friday, March 18, 2011

# Games on TV



Friday, March 18, 2011

# Games on TV

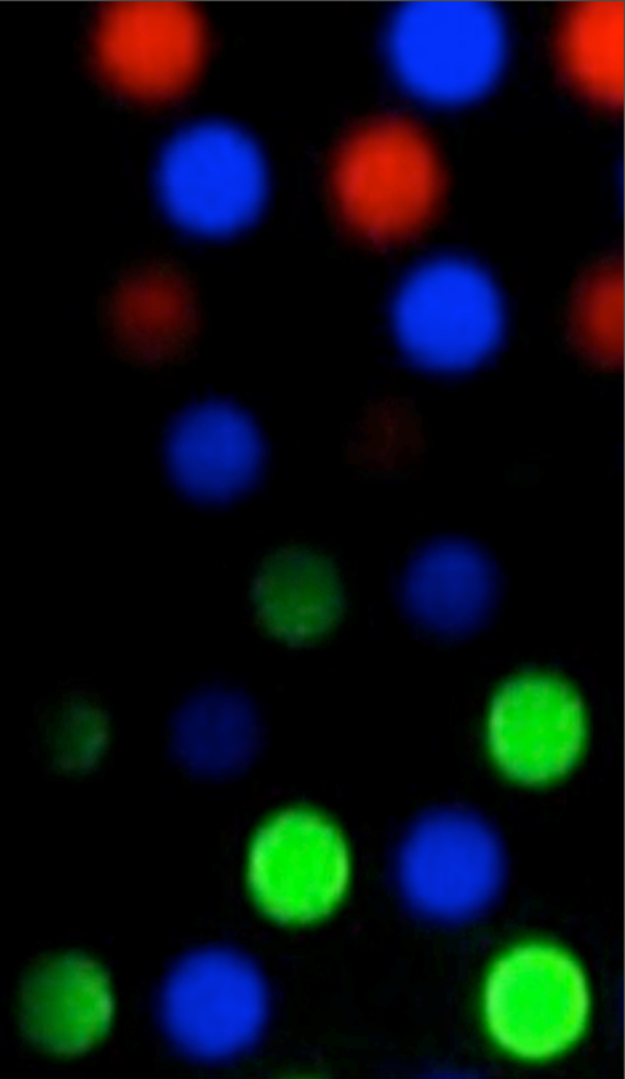
## What won't I hear?

A sales pitch

Absolute certainties

A Dummies Guide to 350m+ People

# Games on TV



Friday, March 18, 2011

# Games on TV

## What will I hear?

What's it all about – and why I should care?

Why should I spend the next <X> in the room?

10 minutes

30 minutes

60 minutes

What can this do for my business?

# The First 10 Minutes™

A close-up photograph of a digital clock display. The clock is showing the time 10:00 in bright red LED digits. The digits are slightly blurred, suggesting a shallow depth of field or motion. The background is dark and out of focus.

Friday, March 18, 2011



# The First 10 Minutes™

Why listen to a company I've never heard of?

What's the problem?

What is this "TV" of which you speak?

10:00:

# Why listen to a company I've never heard of?

# Why listen to a company I've never heard of?

Chosen by the World's top TV operators



**Over 70** TV platforms

**Over 35** countries

**Over 30** languages

# Why listen to a company I've never heard of?



# Why listen to a company I've never heard of?

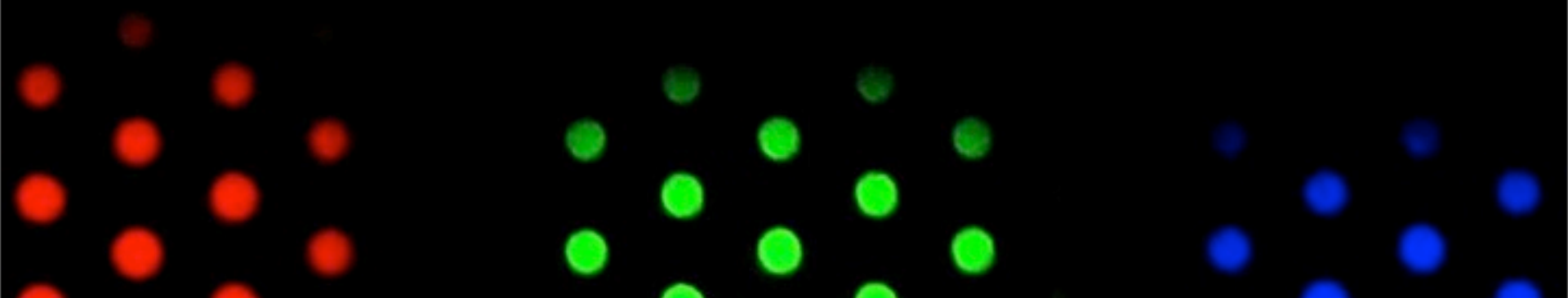
Global and local resources



**Over 20** offices and R&D centres around the World

**Over 5000** people of which over 75% are dedicated to R&D

# NDS New Initiatives



Friday, March 18, 2011

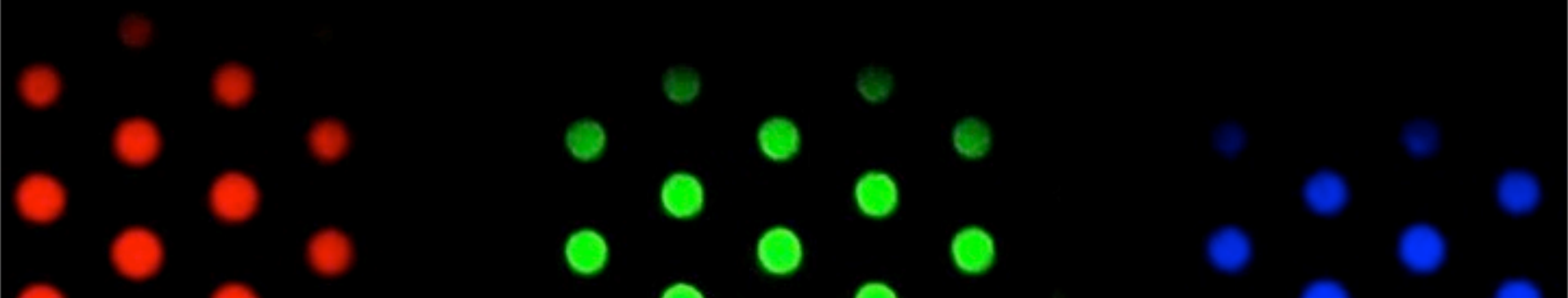
# NDS New Initiatives

About 70 people within NDS, focusing on disruptive innovation on a global level

Emerging Markets

Augmented Reality

Set-top computing



# The First 10 Minutes<sup>TMTM</sup>

10:00:



# The First 10 Minutes<sup>TMTM</sup>

Why listen to a company I've never heard of?

What's the problem?

What is this "TV" of which you speak?

10:00:

What's the problem?

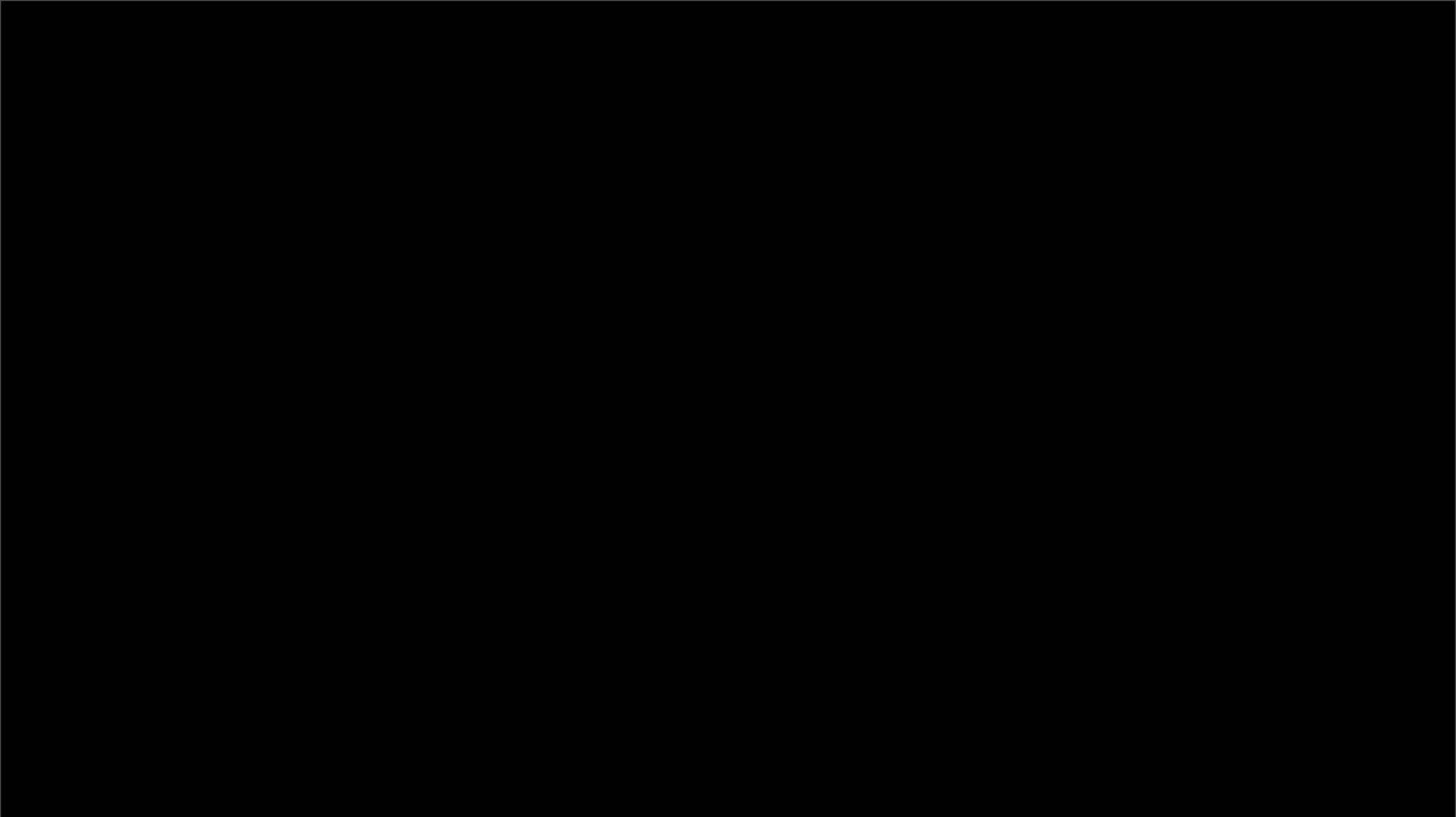


What's the problem?

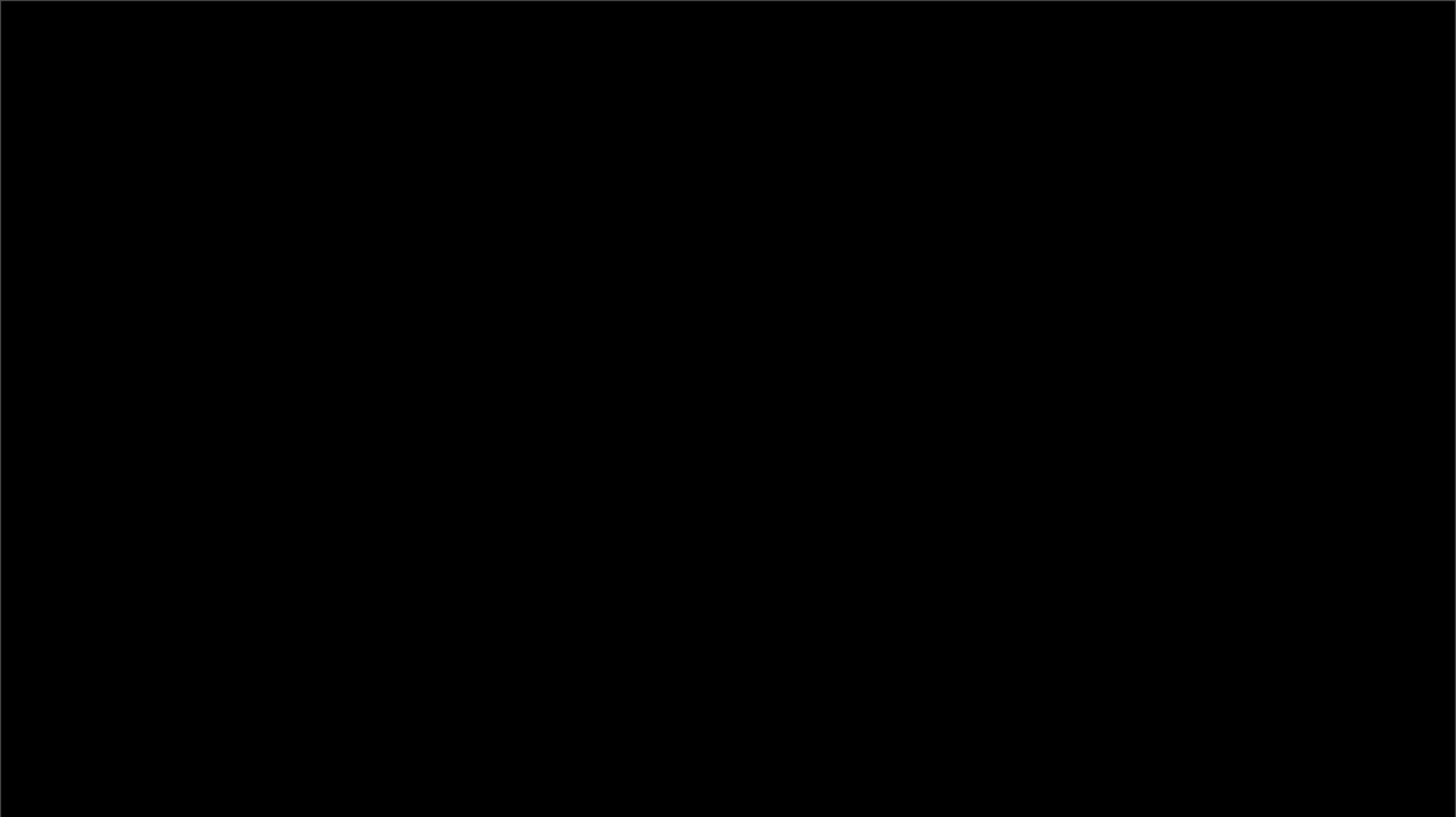
# **THE ELEPHANT IN THE ROOM**



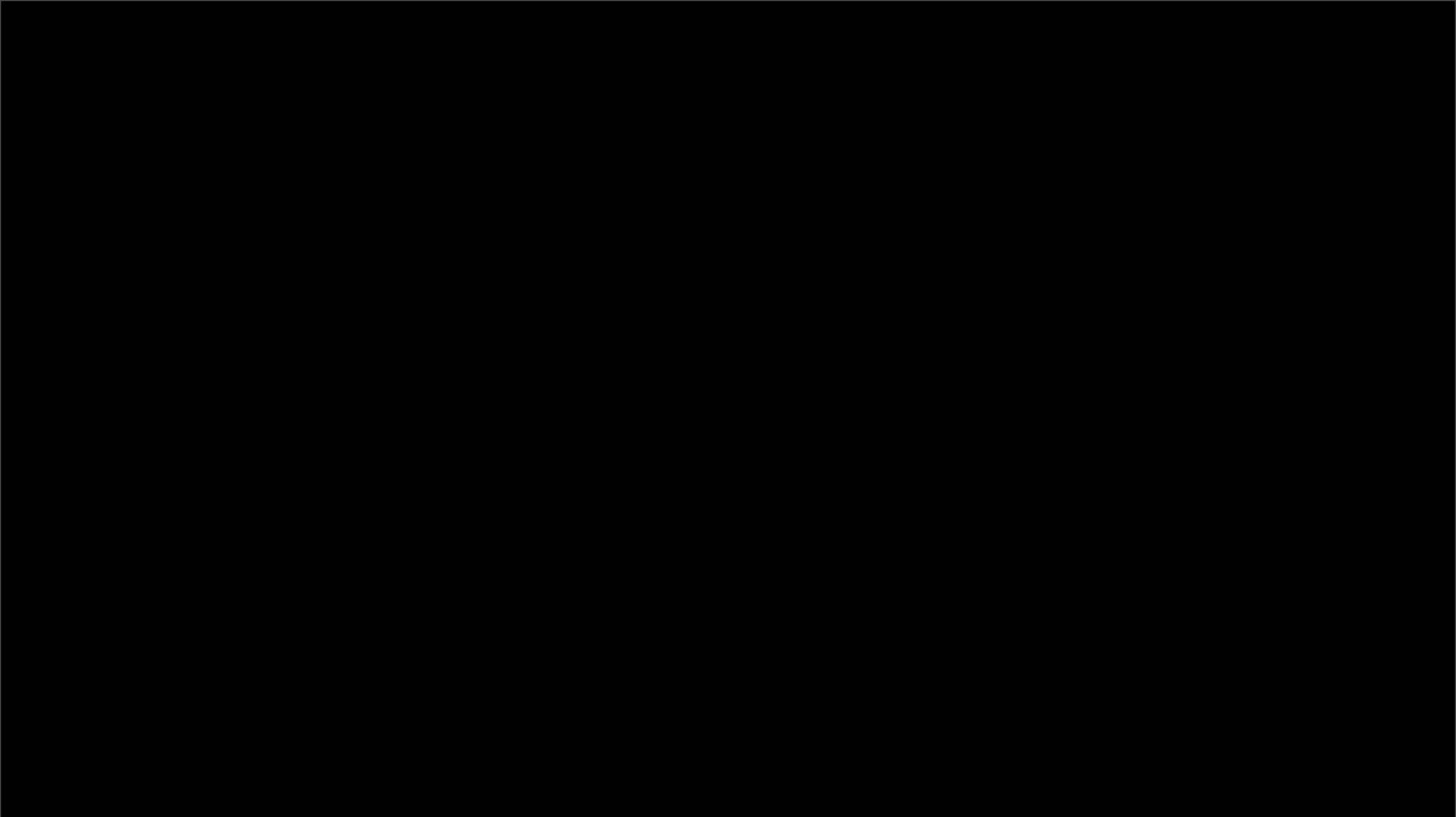
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**EVERYONE PLAYS GAMES**



**EVERYONE WATCHES TV**





**NO-ONE** PLAYS GAMES ON TV

**WTF?**

NO-ONE?

...the world has!

NO-ONE?

Not any more....not really...

...but they used to...

...and people haven't changed...

...the world has!

# The First 10 Minutes™

A close-up photograph of a digital clock display. The clock is showing the time 10:00 in bright red LED digits. The digits are slightly blurred, suggesting a shallow depth of field or motion. The background is dark and out of focus.

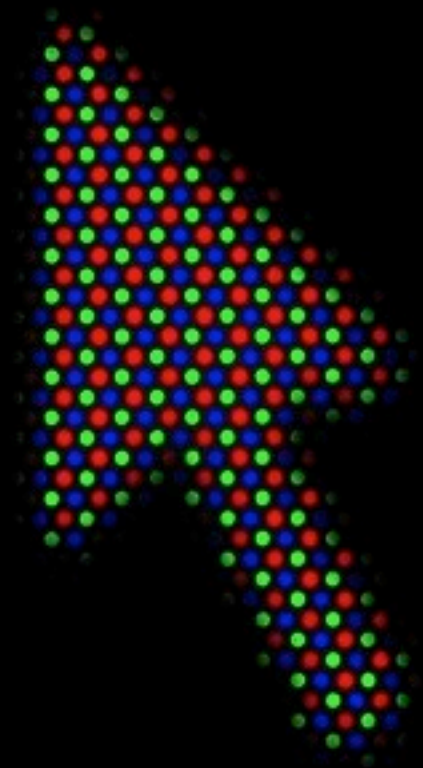
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# The First 10 Minutes™

- Why listen to a company I've never heard of?
- What's the problem?
- What is this "TV" of which you speak?

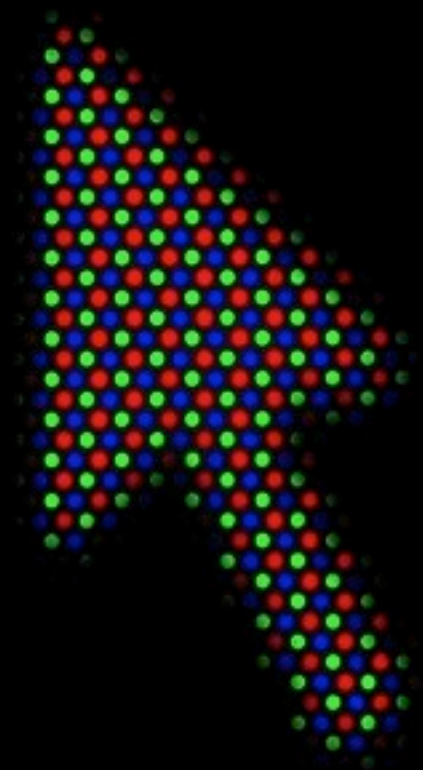
10:00:

# TV Segregation



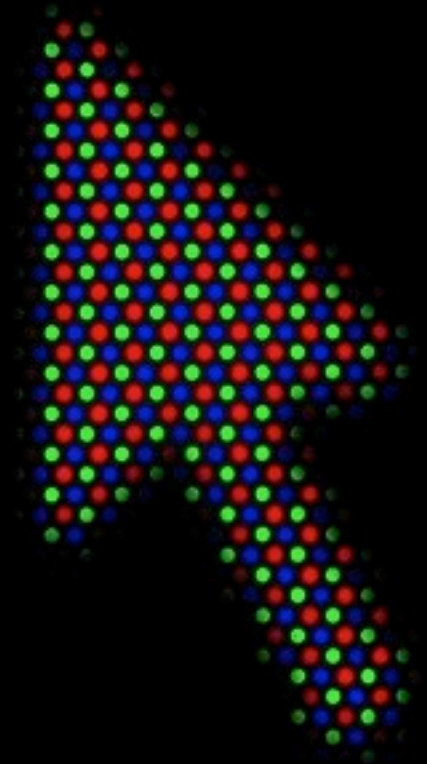
# TV Segregation

- By Delivery Method
  - Satellite
  - Cable
  - (Hybrid)
  - IPTV / OTT
  - Terrestrial



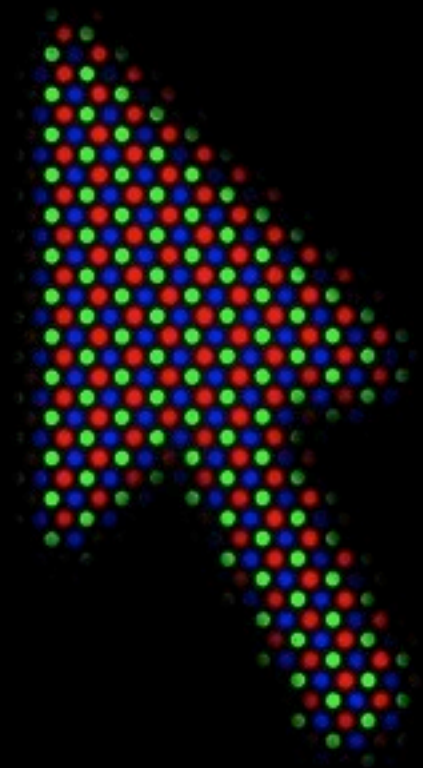


# TV Segregation

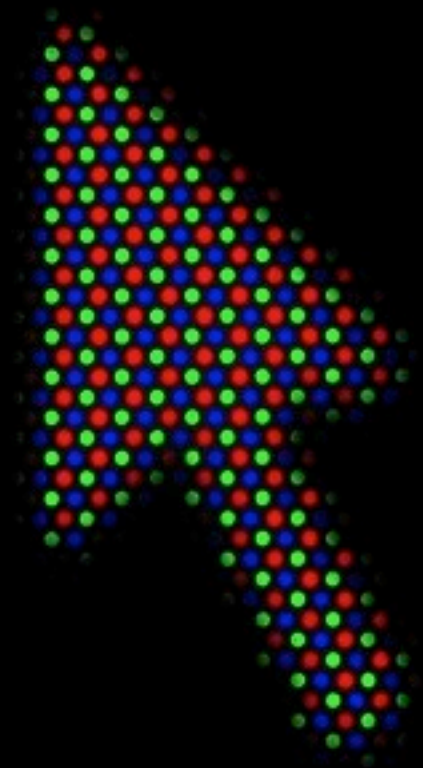


# TV Segregation

- By Format
  - HD
  - SD
  - S3D (?)



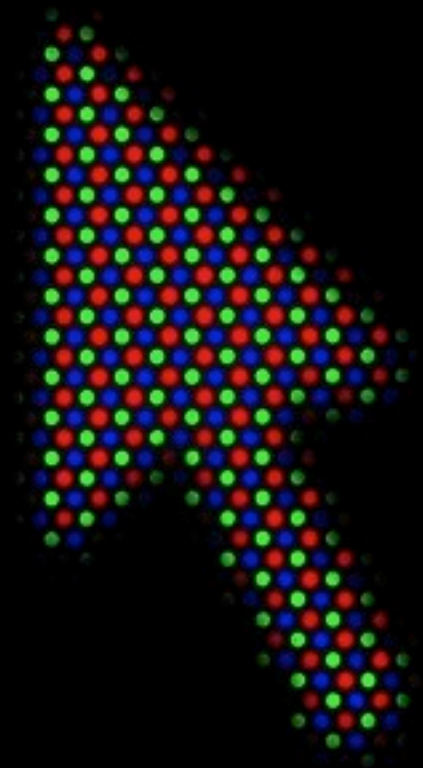
# TV Segregation



# TV Segregation

By Payment

- They do
- They don't



# The Global Pay-TV Market

Source: Screen Digest 4Q 2009

# The Global Pay-TV Market

1.19 billion TV households



Category	Value
TV households	1.19 billion
Digital TV households	464 million (39.4%)
HDTV subscribers	50.6 million
DVR pay-TV subscribers	61 million

464 million Digital TV households (39.4%)

50.6 million HDTV subscribers

61 million DVR pay-TV subscribers

Source: Screen Digest 4Q 2009

# Summary#1

I want me some of that!!

## Summary#1

That's a massive consumer base...

Apparently there's a problem with games

But...that's a **massive** consumer base...!

I want me some of that!!



# The Next 20 Minutes™



Friday, March 18, 2011

# The Next 20 Minutes™

State-of-the-art gaming on TV

TV Development #101

- Business
- Technical
- Platform choices

Changes in parallel markets



# What does gaming look like on TV today?



# What does gaming look like on TV today?



# Decline of the market

## Decline of the market

Reasons are fairly obvious

- Gaming changed
- TV didn't :-)

# The Next 20 Minutes™



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# The Next 20 Minutes™

State-of-the-art gaming on TV

## TV Development #101

- Business
- Technical
- Platform choices

Changes in parallel markets





# TV Development #101 - Business

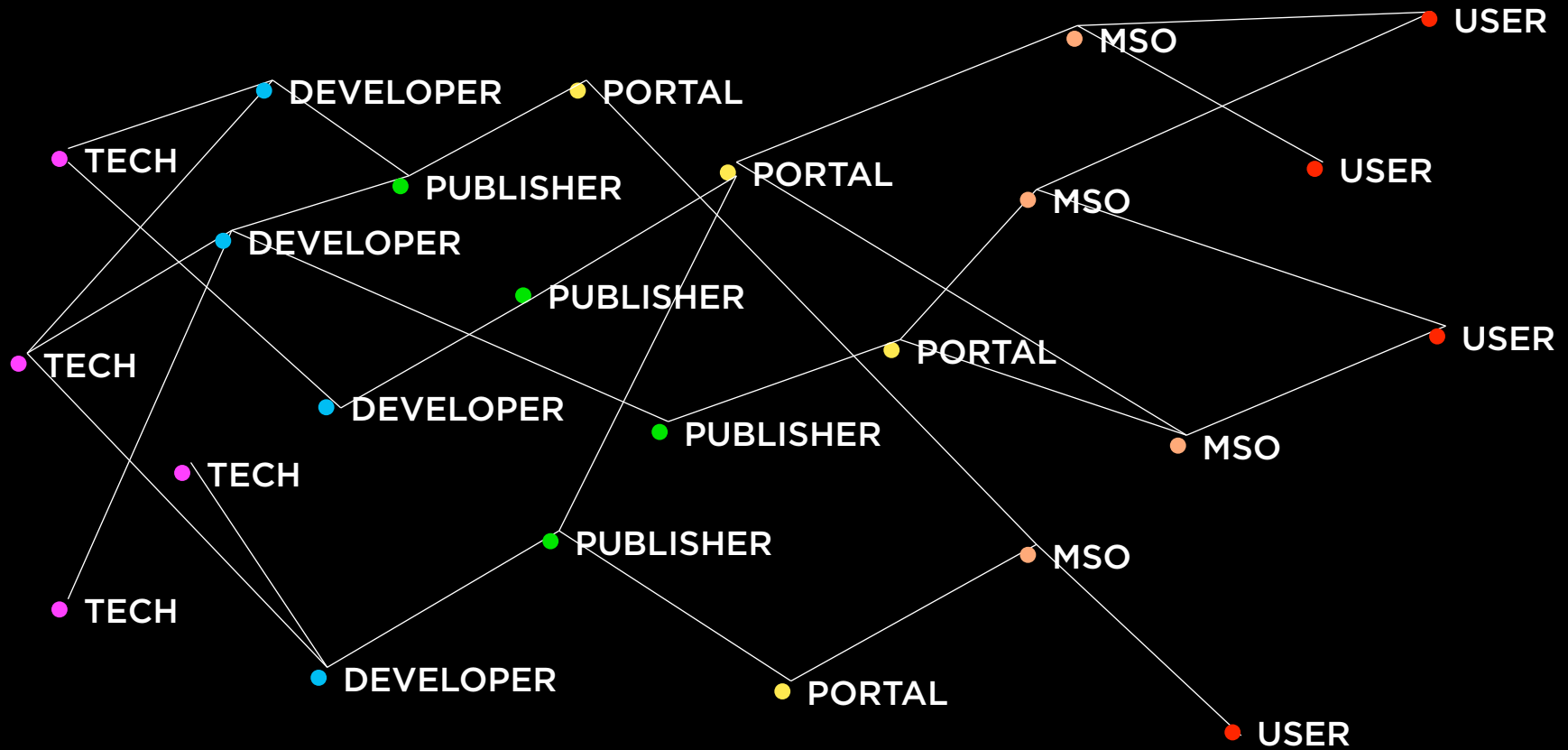
# TV Development #101 - Business

Challenging platform to developing for

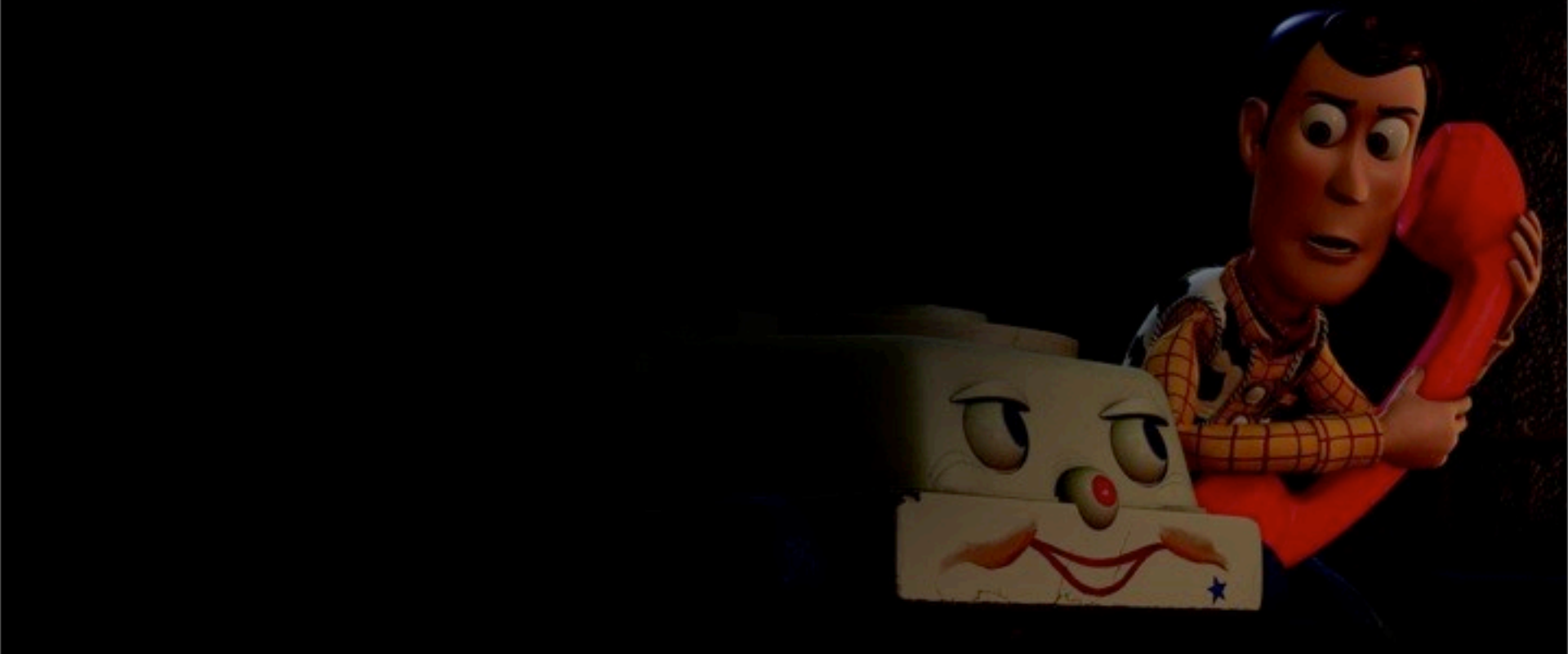
- Complicated Value Chain
- Long, expensive QA cycles
- Expensive to get onto and stay on (test farms, poor revenue share)

# Complicated Value Chain

# Complicated Value Chain



# Long, Expensive QA Cycles



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# Long, Expensive QA Cycles

The root cause lies with  
today's Pay TV  
customers



# Long, Expensive QA Cycles



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Long, Expensive QA Cycles

**MSOs do not  
like this!**





Expensive to get on, and stay on



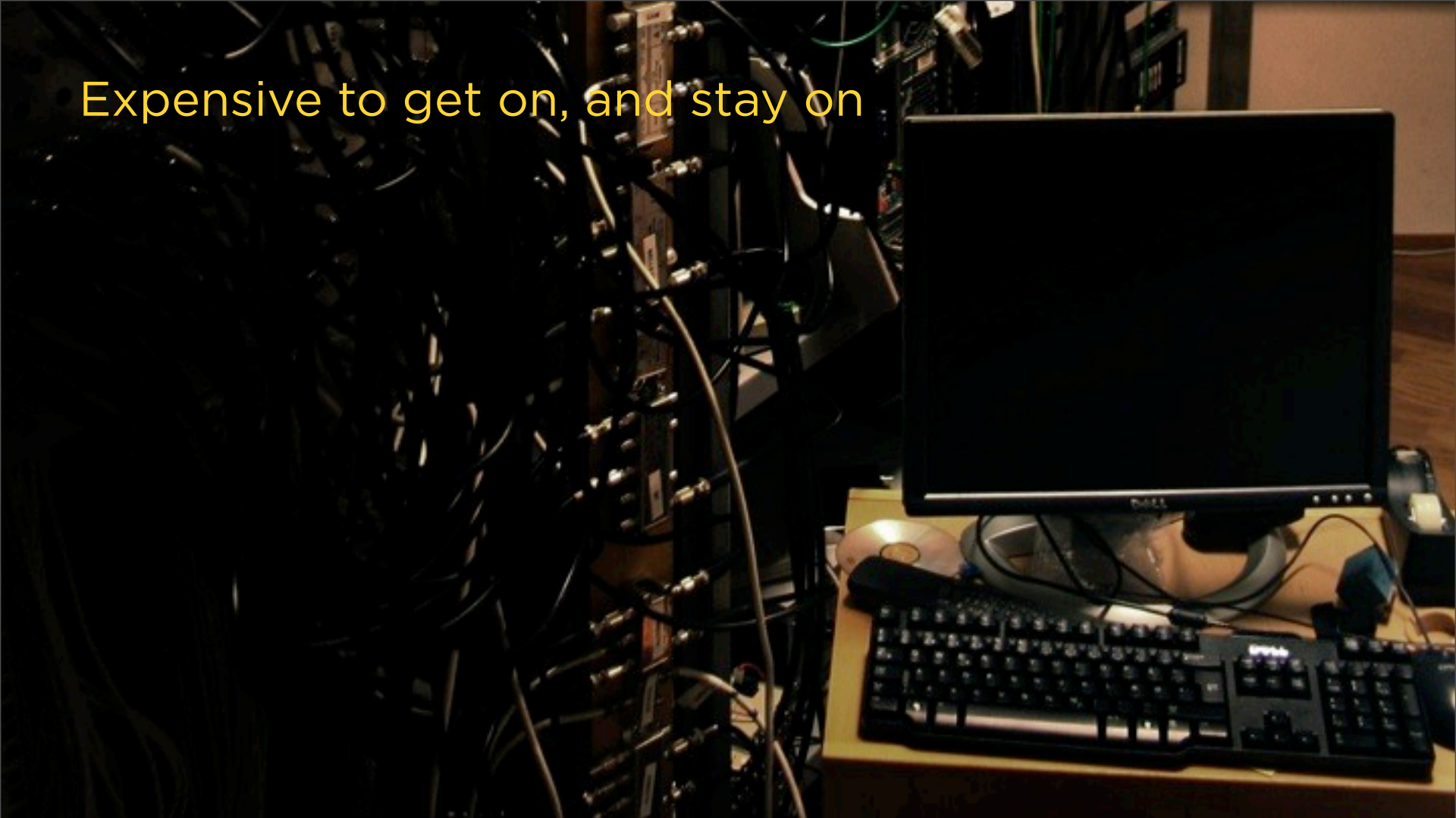
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## Expensive to get on, and stay on

To \*start\* in TV Development in today's market,  
you need a test farm



Expensive to get on, and stay on



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Expensive to get on, and stay on

You need dedicated  
play-out equipment

Expensive to get on, and stay on



## Expensive to get on, and stay on

You either need to buy bandwidth,  
or settle for a slim rev-share deal.

# The Next 20 Minutes™



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# The Next 20 Minutes™

State-of-the-art gaming on TV

## TV Development #101

- Business
- **Technical**
- Platform choices

Changes in parallel markets





# TV Development #101 - Technical



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# TV Development #101 - Technical

Challenging platform for game development

Remote Control

Poor performance

Long load times

Usually one-way connection

Platform-specific code



# The Next 20 Minutes™



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# The Next 20 Minutes™

State-of-the-art gaming on TV

## TV Development #101

- Business
- Technical
- Platform choices

Changes in parallel markets



# TV Development #101 – Platform Issues



# TV Development #101 – Platform Issues

## Fragmented platform choices

- Media Highway
- OpenTV
- MHP / Tru2Way
- EBIF
- Canvas

Normally flavoured differently







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Is this all doom and gloom?



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No, because.....

No, because.....

Size of marketplace....

Attitude of the customer base

Investment in new technologies by the operators.

# The Next 20 Minutes™



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# The Next 20 Minutes™

State-of-the-art gaming on TV

TV Development #101

- Business
- Technical
- Platform choices

Changes in parallel markets





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The TV market is very much like the mobile phone market used to be...



# Parallel market



# Parallel market

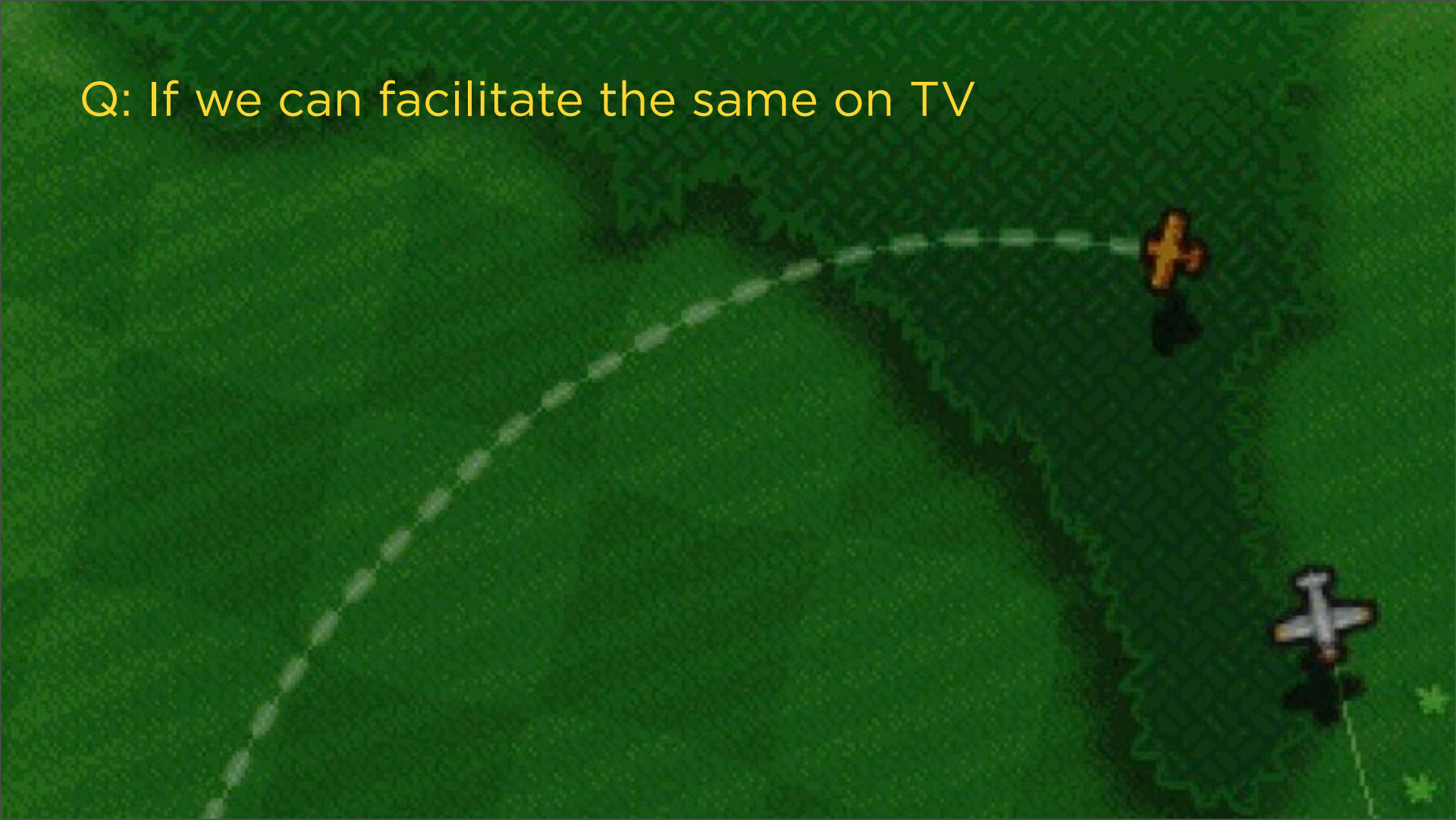
Disruption of mobile phone app market place

Why?





Q: If we can facilitate the same on TV



## Q: If we can facilitate the same on TV

Will that fix the problem?

- Input Device
- Better Performance
- Easy route to market
- Ease of discovery



# Summary #2



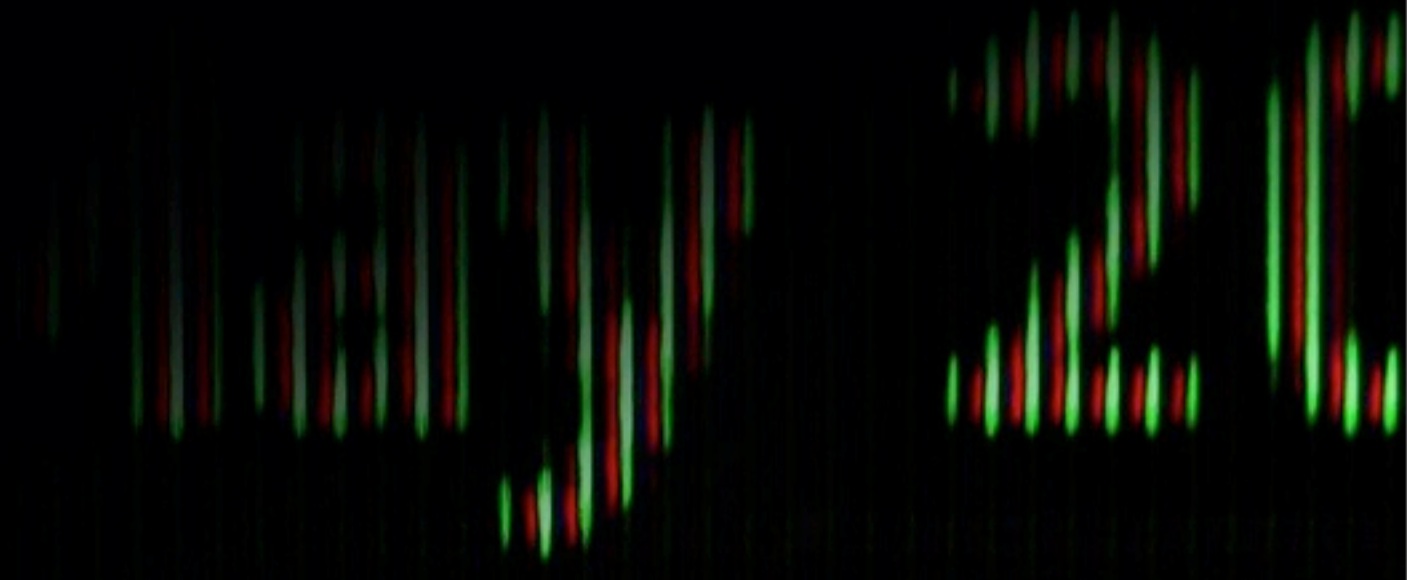
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## Summary #2

- Current market is declining for many reasons
- Entering the current market is challenging and expensive
- Disruptive forces in parallel market worked (enough)

# The Last 30 minutes



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# The Last 30 minutes

Disclaimer #2

Imminent Technology

Timelines

Remaining challenges / solutions

Alternate viewpoints

# The Last 30 minutes

Disclaimer #2

**Imminent Technology**

Timelines

Remaining challenges / solutions

Alternate viewpoints

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# Better Input Device

Input device is a hygiene factor

Many solutions

- Companion Device
- Floating Pointer
- Joypad
- Camera input



# Better Performance



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# Better Performance

GL-ES1.1 / 2.0 Entering the marketplace

CPU Performance getting better

- Intel Canmore / Sodaville line
- ARM7/9-based cores becoming more prevalent

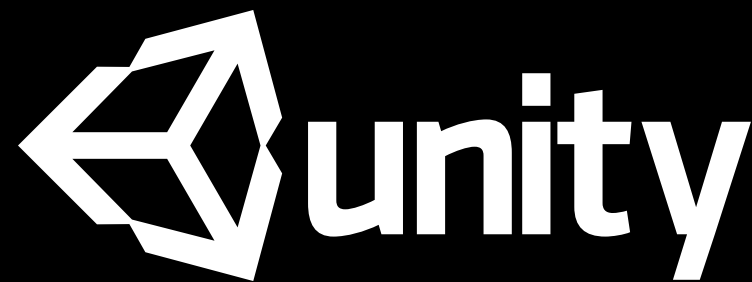
# Easy Route to market

# Easy Route to market

## Enabling 3rd party tech

- Unity
- Flash
- Unreal Engine
- Secure Native Code

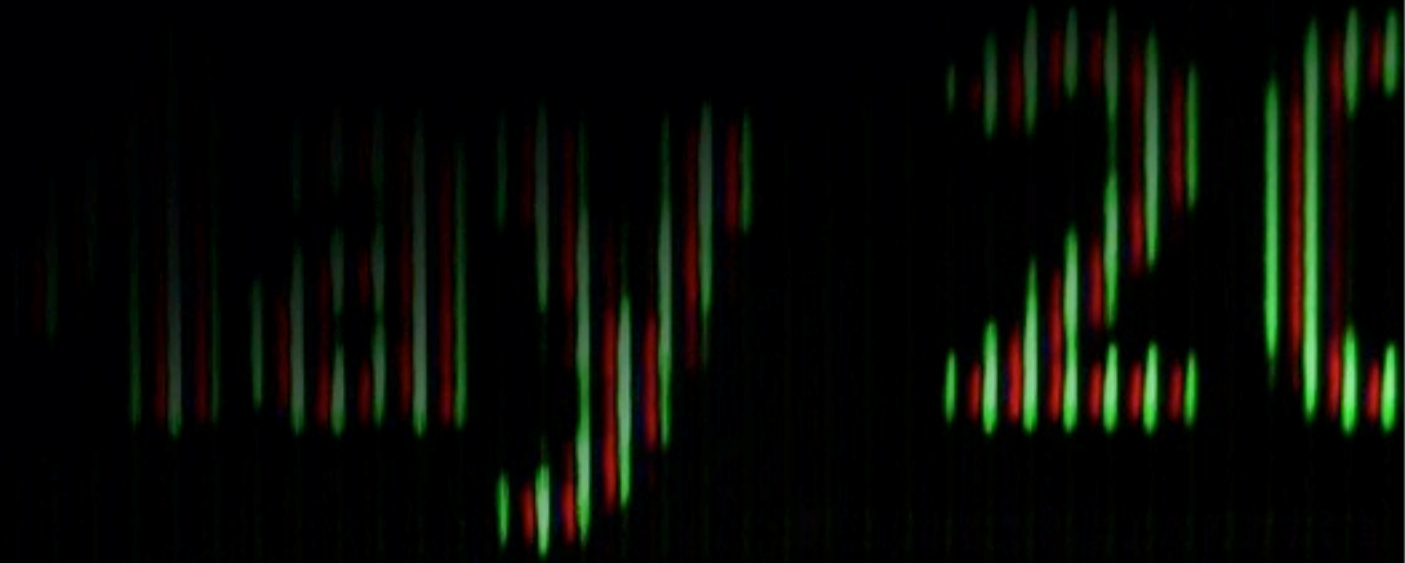
# Demo Time...part 1



# Demo time...part 2



# Television – The Next Generation



Friday, March 18, 2011



# Television – The Next Generation

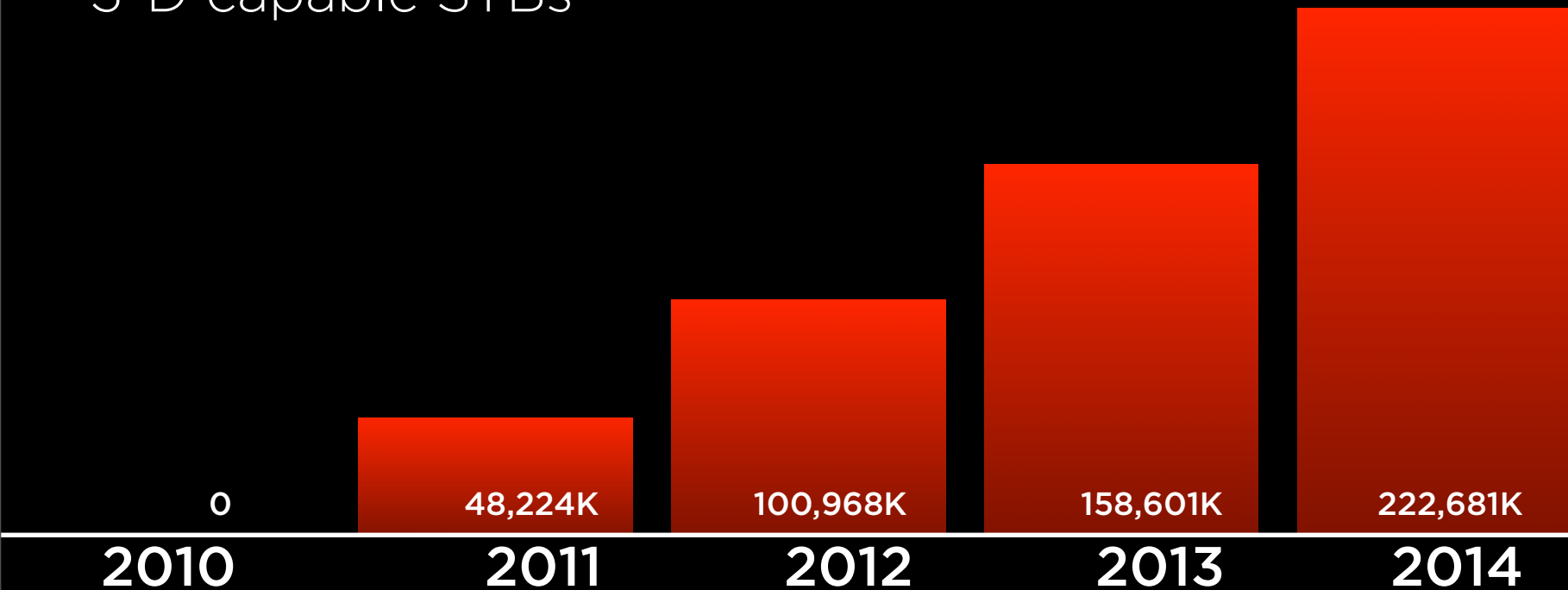
- Disclaimer #2
- Imminent Technology
- **Timelines**
- Remaining challenges / solutions
- Alternate viewpoints

# Market Penetration

Source: Screen Digest Q3 2010

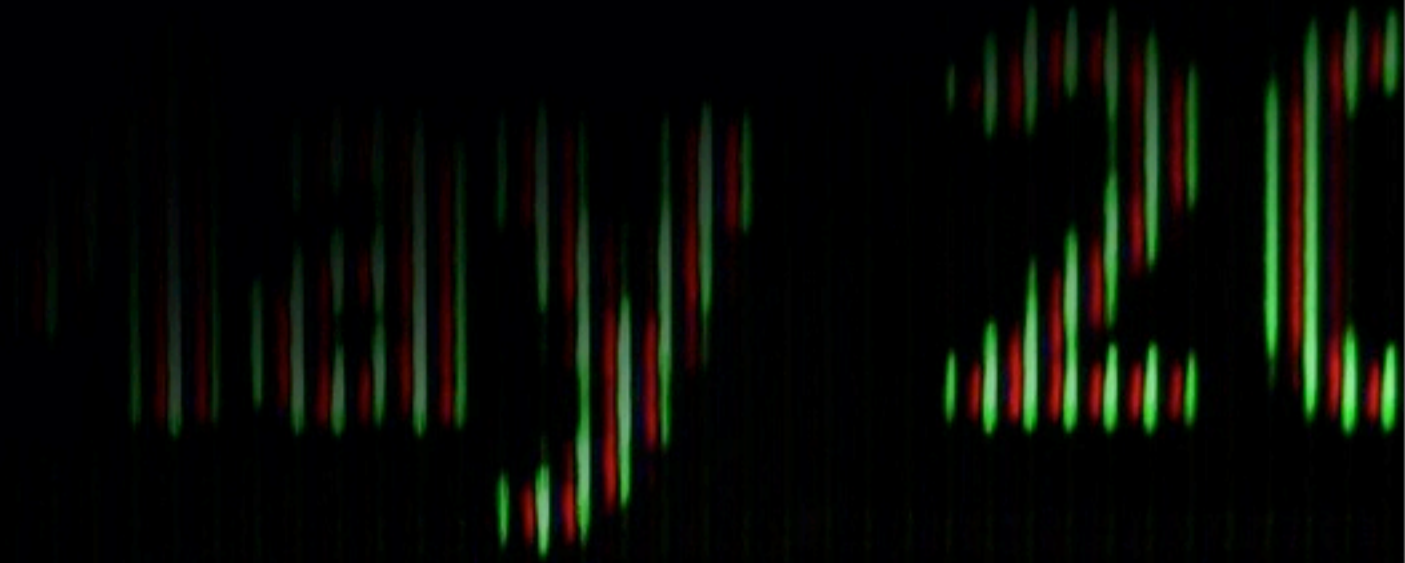
# Market Penetration

3-D capable STBs



Source: Screen Digest Q3 2010

# Television – The Next Generation



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# Television – The Next Generation

- Disclaimer #2
- Imminent Technology
- Timelines
- Remaining challenges / solutions
- Alternate viewpoints

# Remaining Challenges / Solutions



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# Remaining Challenges / Solutions

- **Fixing the Pipeline**

- Enablement
- Workflow
- Defragmentation



- TV's Killer App

# Bridging The Gap



# Bridging The Gap

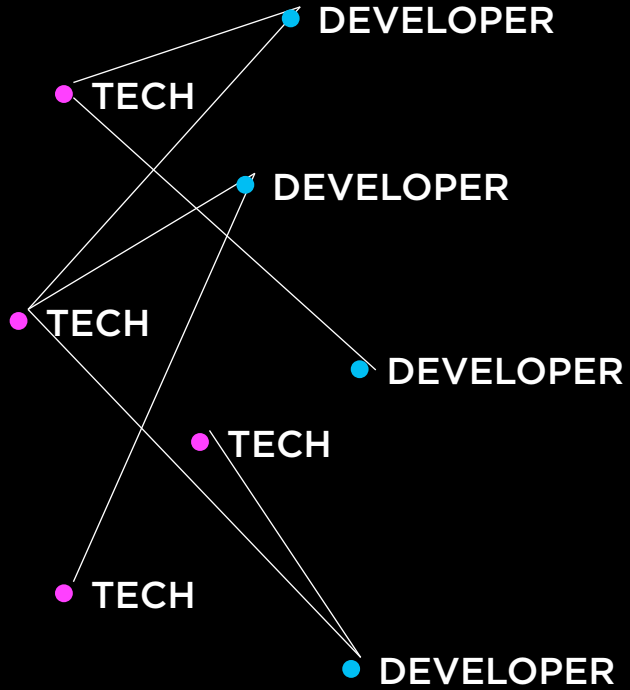
● TECH

● TECH

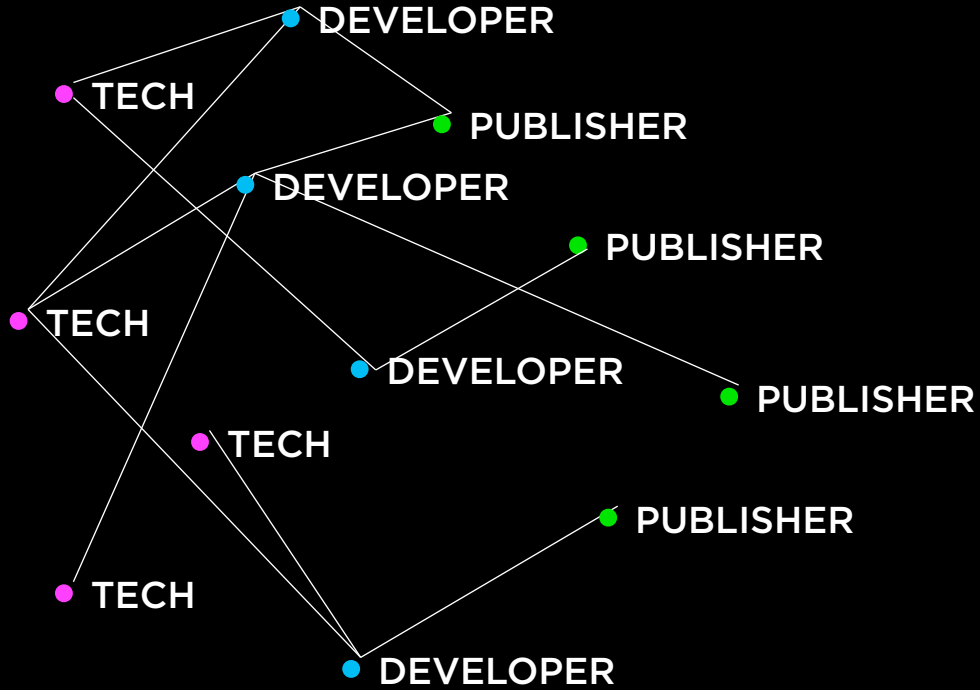
● TECH

● TECH

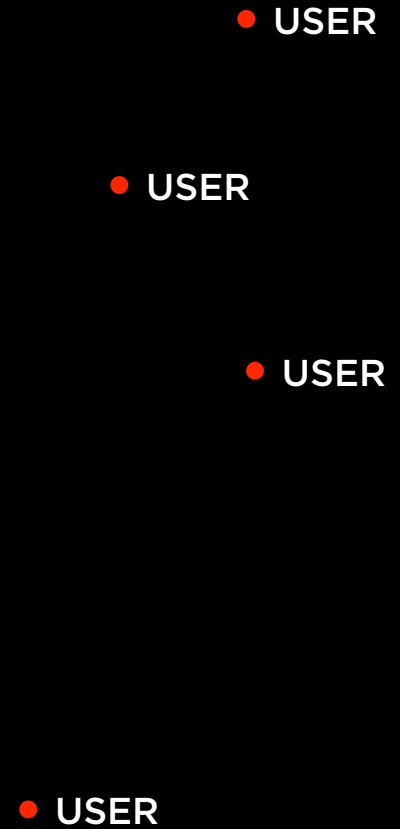
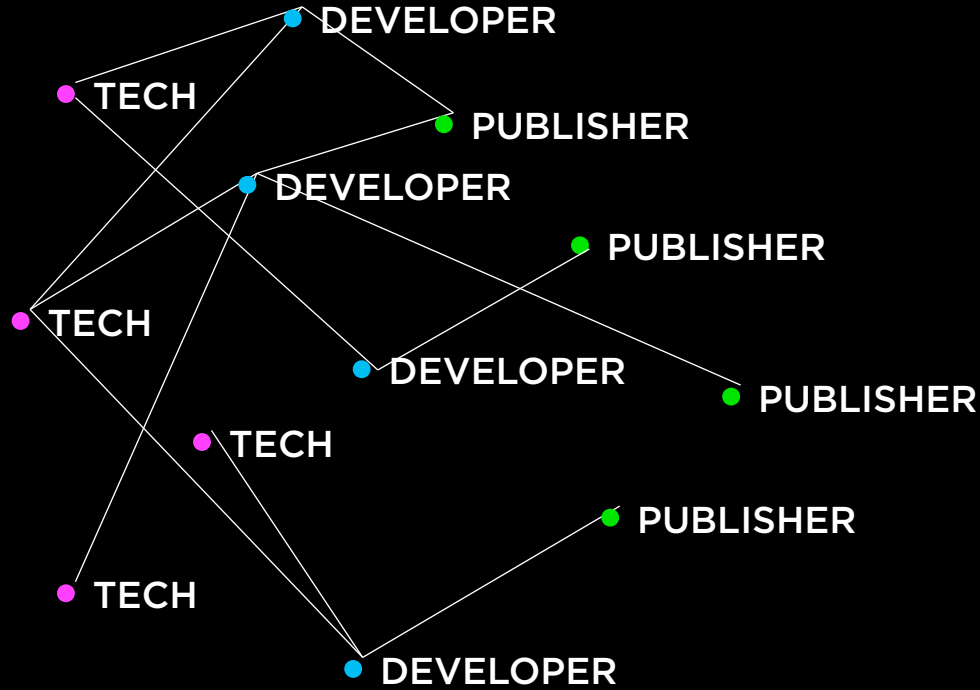
# Bridging The Gap



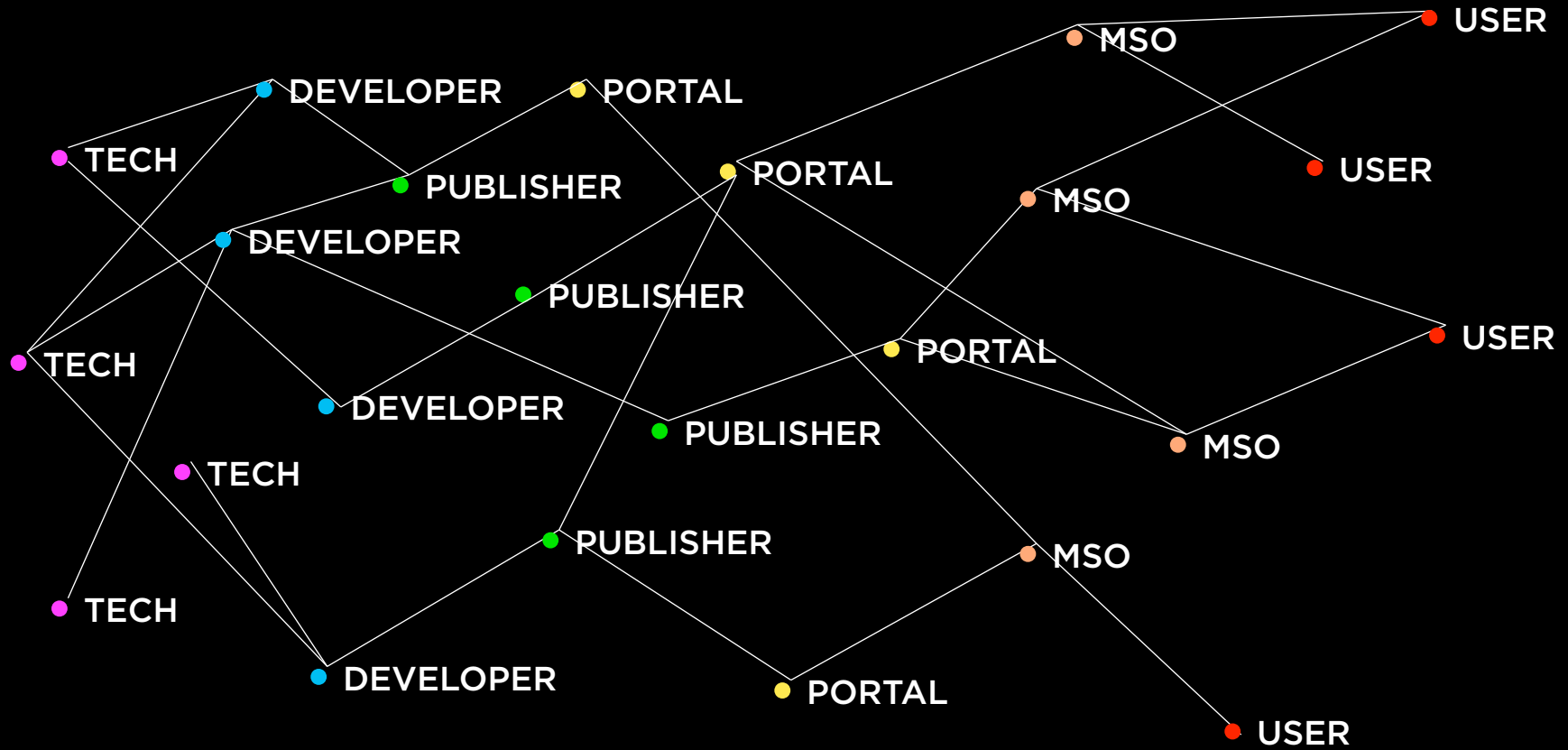
# Bridging The Gap



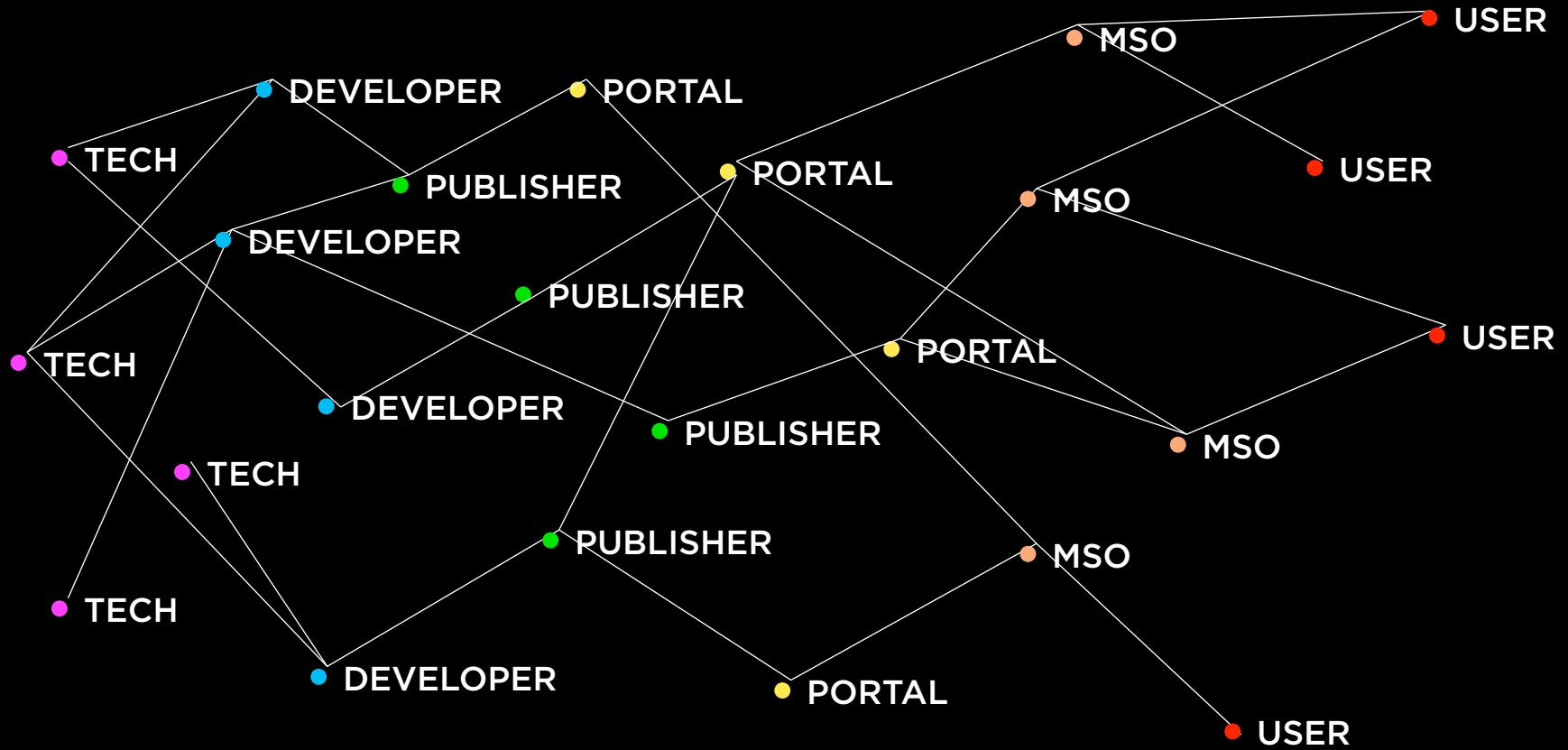
# Bridging The Gap



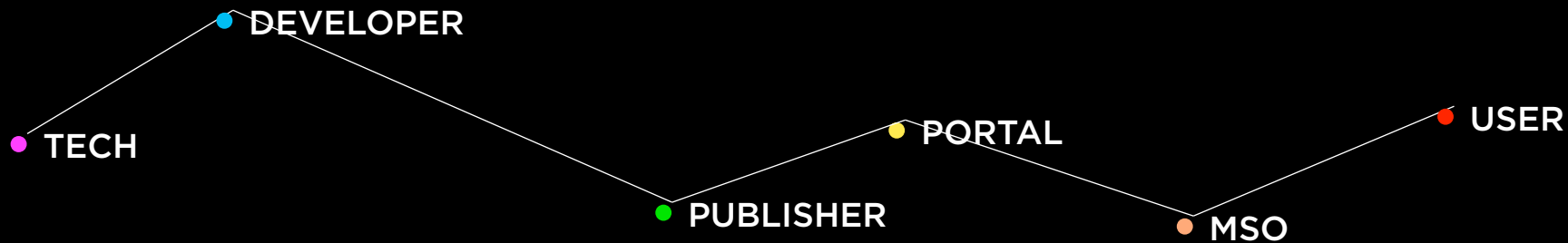
# Bridging The Gap



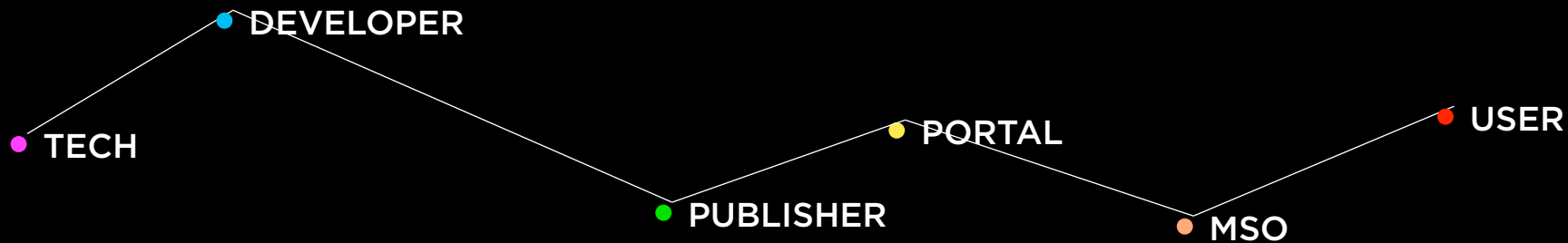
# Bridging The Gap



# Bridging The Gap



# Bridging The Gap





# Bridging The Gap

● TECH      ● DEVELOPER      ● PUBLISHER      ● PORTAL      ● MSO      ● USER

# Bridging The Gap

# Bridging The Gap

Enablement

Integration

• TECH

• DEVELOPER

• PUBLISHER

• PORTAL

Integration

• MSO

• USER

# Bridging The Gap

## Enablement

Integration

• TECH

• DEVELOPER

• PUBLISHER

• PORTAL

Integration

• MSO

• USER

## Workflow

Submission

• TECH

Trusted QA

• DEVELOPER

• PUBLISHER

• PORTAL

Deployment

• MSO

• USER

# Bridging The Gap

## Enablement

Integration

• TECH

• DEVELOPER

• PUBLISHER

• PORTAL

Integration

• MSO

• USER

## Workflow

Submission

• TECH

Trusted QA

• DEVELOPER

• PUBLISHER

• PORTAL

Deployment

• MSO

• USER

## Defragmentation

Platform  
abstraction

• TECH

• DEVELOPER

• PUBLISHER

Platform abstraction

• PORTAL

• MSO

• USER

# Remaining Challenges / Solutions



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# Remaining Challenges / Solutions

- Fixing the Pipeline
  - Enablement
  - Workflow
  - Defragmentation
- **TV's Killer App**



# TV's Killer App



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# Ease of discovery

Ease of discovery

Contextuality within TV



Ease of discovery

Contextuality within TV



# Ease of discovery

Ease of discovery

Contextuality within TV



Ease of discovery

Contextuality within TV



# Ease of discovery

# Ease of discovery

Contextuality within TV



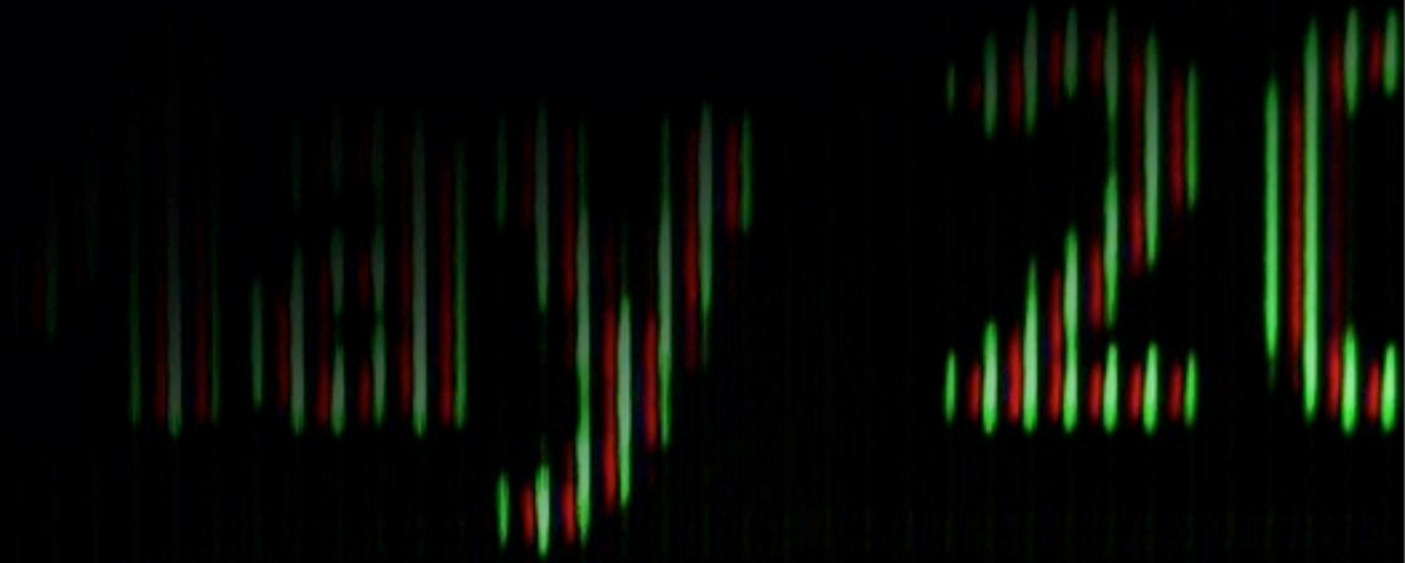


# Ease of discovery

## Contextuality within TV



# Television – The Next Generation



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# Television – The Next Generation

- Disclaimer #2
- Imminent Technology
- Timelines
- Remaining challenges / solutions
- Alternate viewpoints

# Alternate Viewpoints

Oh no! Captain! Are you  
stuck here too?



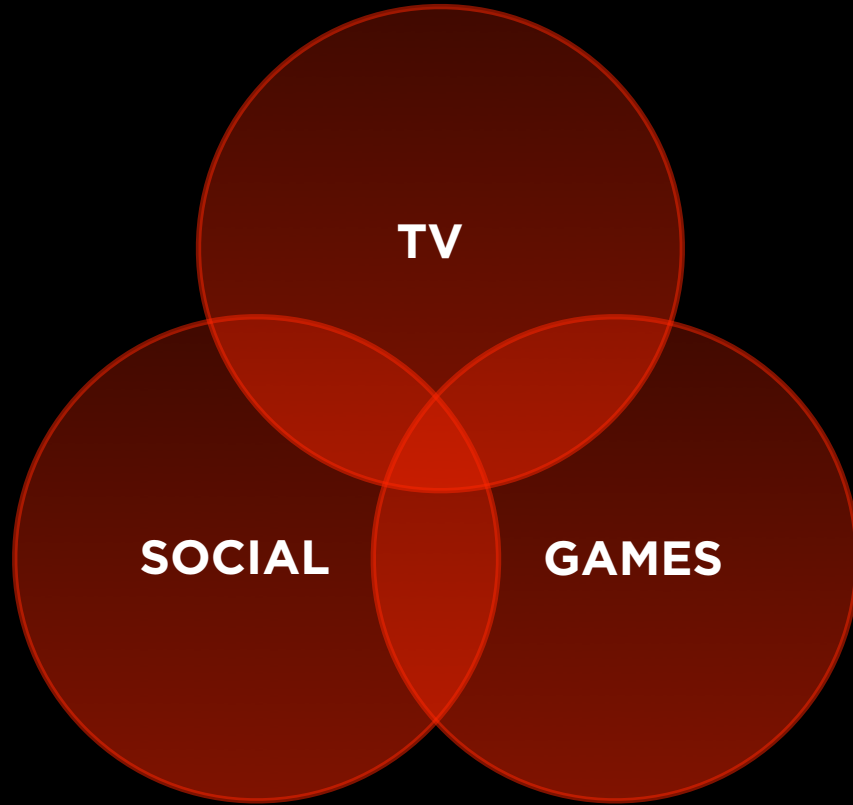
## Alternate Viewpoints

- Microsoft
- OnLive
- GaiKai
- Google.TV
- Apple.TV

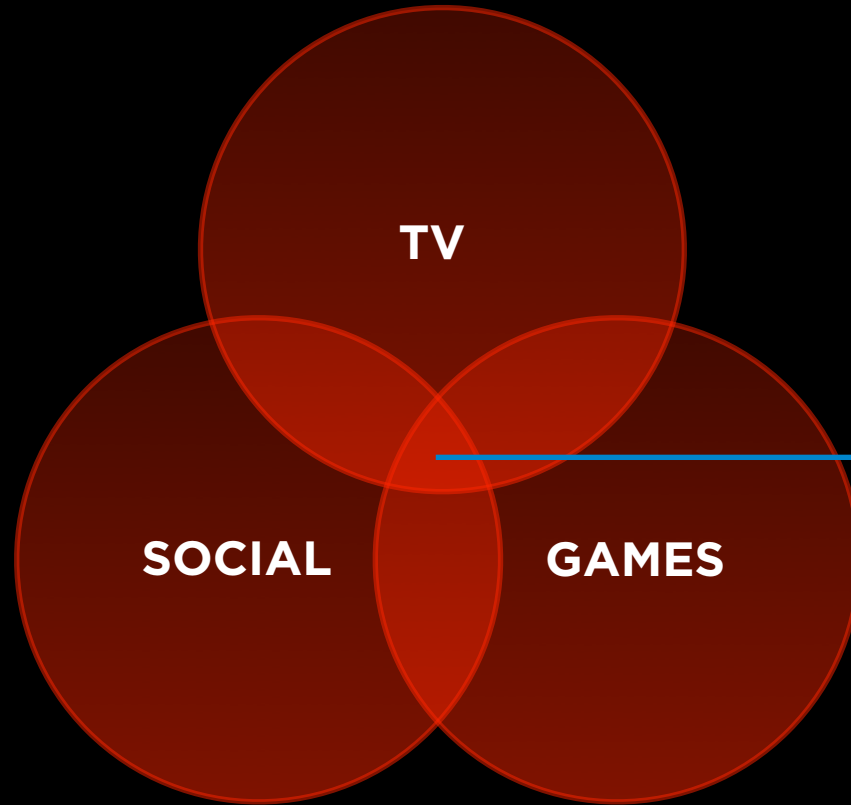


# Emergent Business Models

# Emergent Business Models



# Emergent Business Models



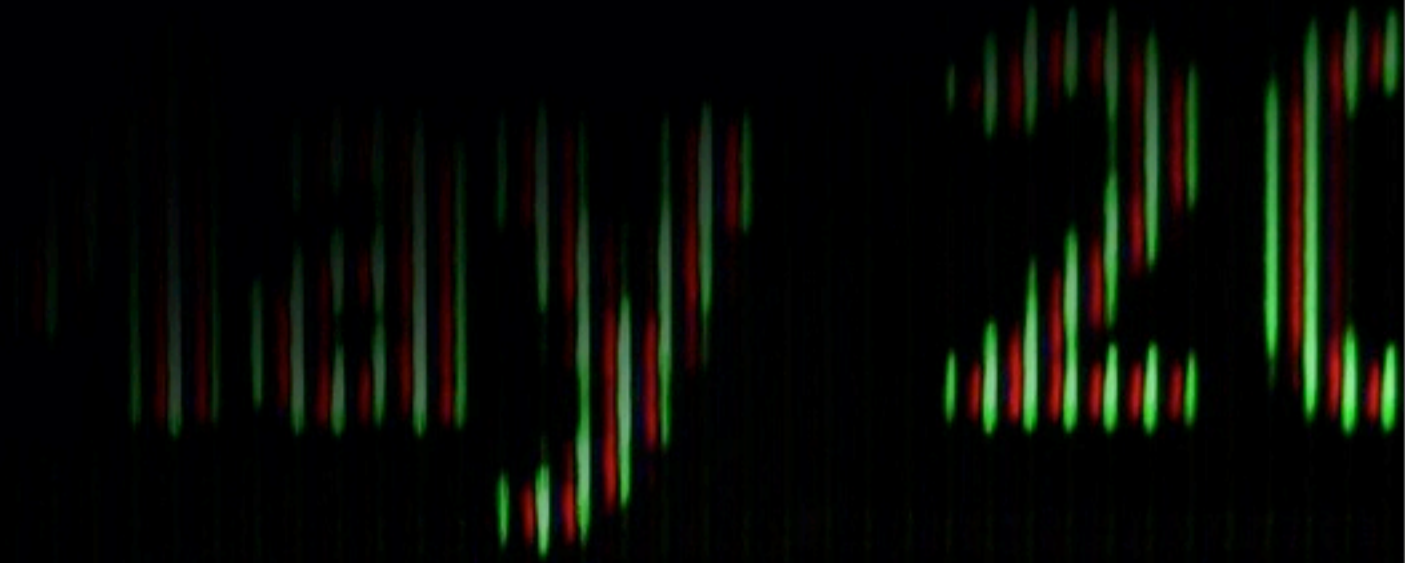
**SYNERGY  
EFFECT**



**EMERGENT  
BUSINESS  
MODELS**



# Television – The Next Generation



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# Television – The Next Generation

- Disclaimer #2
- Imminent Technology
- Timelines
- Remaining challenges / solutions
- Alternate viewpoints

# Demo time...part 3



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So where to focus?

## So where to focus?

- Parallel Markets
- F2P
- Advergaming
- Emergent Markets
  - China
  - S / C. America
  - India
  - Africa
- Trans Media

# Summary #3

## Summary #3

- Current market is massive, but fragmented
- Technology is rapidly changing
- BD is lagging (somewhat) behind
- Don't think about TV as just a big screen on the wall
- Many opportunities beyond games, esp. for the smaller studios

# Hitchhikers guide to talking to TV People



# Hitchhikers guide to talking to TV People

## Games Speak

Platform

Middleware

OS / SDK

Distributor

Broadcaster

Microtransaction

Gambling

## TV Speak

Middleware

Engine

Middleware

Games Channel

Platform Operator (\*not\* broadcaster)

Pay Per View

Gaming

# Questions?

# Questions?

