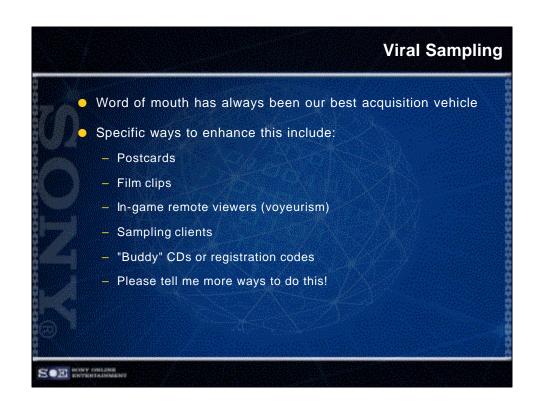


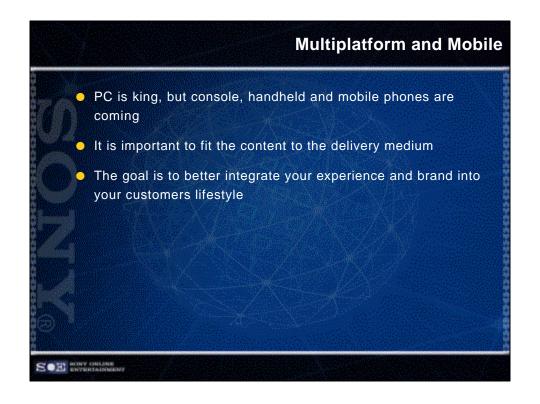
Larger Audiences == Short Play Cycles We are competing against TV as an entertainment medium Many of our potential players have only 15-30 minute time slices Less setup time/more payoff! LESS "PAIN" - MORE FUN!



Much of the mass audience wants no to low interactive entertainment What portions of your experience would be compelling to watch? Any portions they could wager or vote on? The game that creaks this problem may well be a breakthrough for the entire medium



Player Generated Content We have always had player generated content, this is only about increasing the scope There are challenges (editorial, trademark infringement) Opportunities (common carrier, tapping into consumer creativity, player ownership in and of the environment) Possible approaches The game that cracks this problem may well be a breakthrough for the entire medium



Intense Socialization / Rites of Passage What do I mean by socialization and rites of passage? (using real life meaning) How can you do this in MMOGS? Tutoring Initiation Gaining competence/acceptance Milestone accomplishments TV moments Retiring This is an huge opportunity to tap the emotions of your community in real and meaningful ways



