



Blurring the Line between Community & Studio

Johan Andersson

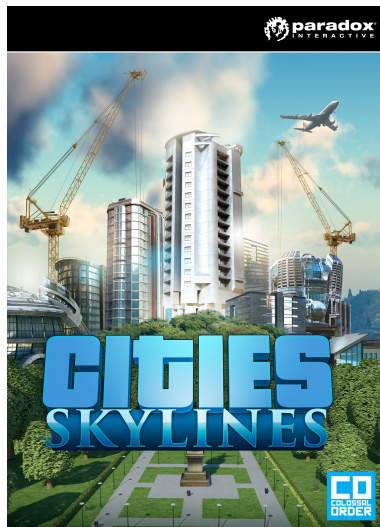
EVP Creative, Paradox Interactive

Johan Andersson

- EVP Creative
- 22 years in industry
- Programmer

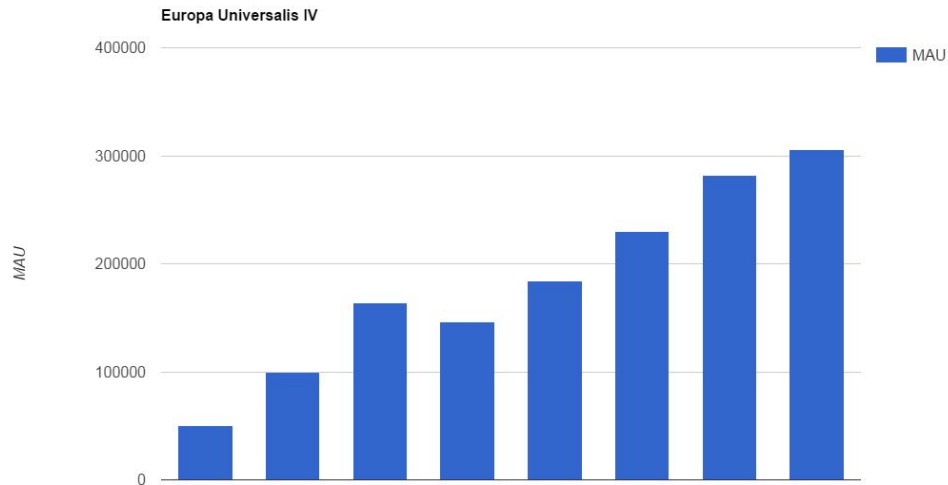


Paradox Interactive



What is the benefit of integrating the community in the development process?

Our Community



Awesome Community

Image 1. The European Theater staff in action, preparing for the cross channel assault.



- No Great Plan
- Open Files
- Low on time

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        CHG CHI CRE CRI DAH DAI DAK DAN ENG ETH FRA GEN GEO HAB HAN  
        HEL HES HOL HUR HYD KNI KOL KON KOR KZK LOR LUA MAH MAL MEC  
        MKS MLC MOG MOL MOR MTR MYA MYS NIP NOG OHI OMA PAP PAR PER  
        PFA POL POR PRU RUS SAC SAV SHA SHL SON SPA SUD SWE THU TIB  
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        countryeconomy = 7  
        countrymilitary = 6  
        countrydiplomacy = 7  
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Europa Universalis - Message forums

Registered Members: 1435
4342 threads in total | 48990 posts in totalYou last visited: 02-03-2001 16:30.
The time now is 16:30. [View today's active threads.](#)
Welcome to our newest member, [poorsod](#).

Welcome to the Europa Universalis - Message forums. If this is your first visit, be sure to check out the [FAQ](#) by clicking the link above. You may have to [register](#) before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

Forum	Posts	Threads	Last Post	Moderator
Public forums				
Announcements Announcements from Paradox Entertainment	28	27	01-03-2001 12:45 by Gustaf	
General discussions General discussions on the game.	22505	1973	02-03-2001 16:28 by Sonny	Greven
Europa Universalis France French language forum for Europa Universalis. Technical support questions should still be posted in English in the support forum.	70	9	02-03-2001 16:19 by Hartmann	JP , pierre , yndenwal
After Action Reports (AAR) For discussions on the After Action Reports posted by Paradox and by members. Feel free to add your own!	3603	273	02-03-2001 16:03 by Picolano	Oranje , Sapura
FAQ This is the place for questions regarding the functions of the game and/or the game-engine.	3468	472	02-03-2001 15:07 by Wasa	Hartmann , Huszics
Support Post questions regarding compatibility etc here.	678	117	02-03-2001 16:01 by Faol Righ	Patric
Scenario forum For questions, comments and other discussions on user made scenarios posted in the depot .	1598	78	02-03-2001 16:26 by Doomdark	Doomdark , Hartmann
Multiplayer forum For multiplayer discussions	104	23	02-03-2001 09:16 by Lord Phillips	
Fun forums				
Off topic (OT) For those off topic discussions that people are so fond of :)	9002	373	02-03-2001 16:01 by Red Cloud	King Christian IV , Sapura
Roleplaying forum EU Roleplaying - Just for fun	1792	60	02-03-2001 16:24 by Werner the Bold	Drakken

Currently Active Users:

There are currently 43 member(s) and 34 guest(s) on the boards.

[Apollon](#), [Arinvald](#), [Athiest Grenade](#), [bargle2000](#), [Berkut](#), [Caesar Augustus](#), [Charles I](#), [Dark Teuton](#), [Doomdark](#), [DubCat](#), [El Moez](#), [Faol Righ](#), [fbundus](#), [Gauldor](#), [Glazer](#), [Gryphon](#), [HarveyB](#), [Ivan](#), [Kedryn](#), [King Christian IV](#), [Loewefuchs](#), [Lord William](#), [Octavian](#), [poorsod](#), [Rarden30](#), [Red Cloud](#), [rodo benzo](#), [Romulus9](#), [sean9898](#), [shecky](#), [Sonny](#), [stenicplus](#), [Tahiti Bob](#), [Temple Houston](#), [The Federalist](#), [The Hulk](#), [tonhur](#), [Werner the Bold](#)

All times are GMT. The time now is 16:30.

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So.. What is the benefits then?



Thomas Johansson
VP of Development
Fan since 2001
Hired April 2004



Henrik Fåhraeus
Game Director
Fan since 2000
Hired July 2001



Chris King
Senior Designer
Fan since 2001
Hired April 2006

Playing turns customers into fans

Quality Increase

- Game Developers are not gods.
- Feedback!
- Great is better than good!



How to do it?

Play YOUR game!

EU2 Tsunami

Tsunami is an EU2 player game that strives to provide the best in MP play. The idea is to have fun playing EU2, drive and test a few beta changes and to play out a 1492 campaign to its logical conclusion.

We tend to start 9am on Saturdays (GMT) and play throughout the day. The best way in is to hang out in tsunami channel and if you can't get into our game there are other games going on. We

If you want to play on Tsunami the best way is to ICQ me. I can not guarantee positions at 9am Saturday morning or across the rest of the weekend due to the high volume of demand. If you ICQ where you are, experience and connectivity speed then I am better positioned to help you.

I welcome anyone who can play seriously and vaguely competently (competent defined by knows how to actually play the game in SP). I will have problems hosting you if you run a 56K modem. If you have never played MP please check that you can actually connect by running a test in vnet. Please do not use tsunami as the test whilst 17 others wait, its anti-social.

We have no rules apart from do not select till instructed and do not play short term.

TIME LINE

It is now updated and covers 1492-1817

We had the following countries

England
France
Spain
Portugal
Austria
Sweden
Denmark
Russia
Poland
Lithuania
Ottoman Empire
Persia
Mameluks
Algeria
Morocco
Genoa
Venice
Hungary
Holland
Mughals
Mysore
Hessen
Brandenberr



Architecture for Modding

- Clausewitz 2004 -> Future
- Datadriven
- Appreciated by modders

Communication

- Developers do PR
- Rules stifle communication
- Live and Learn

Our Communication Rules

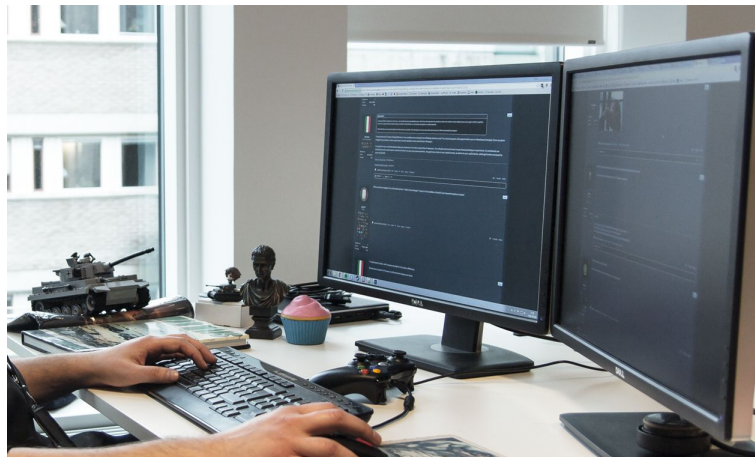
- Allow them
- Let them be honest
- Two-way communication

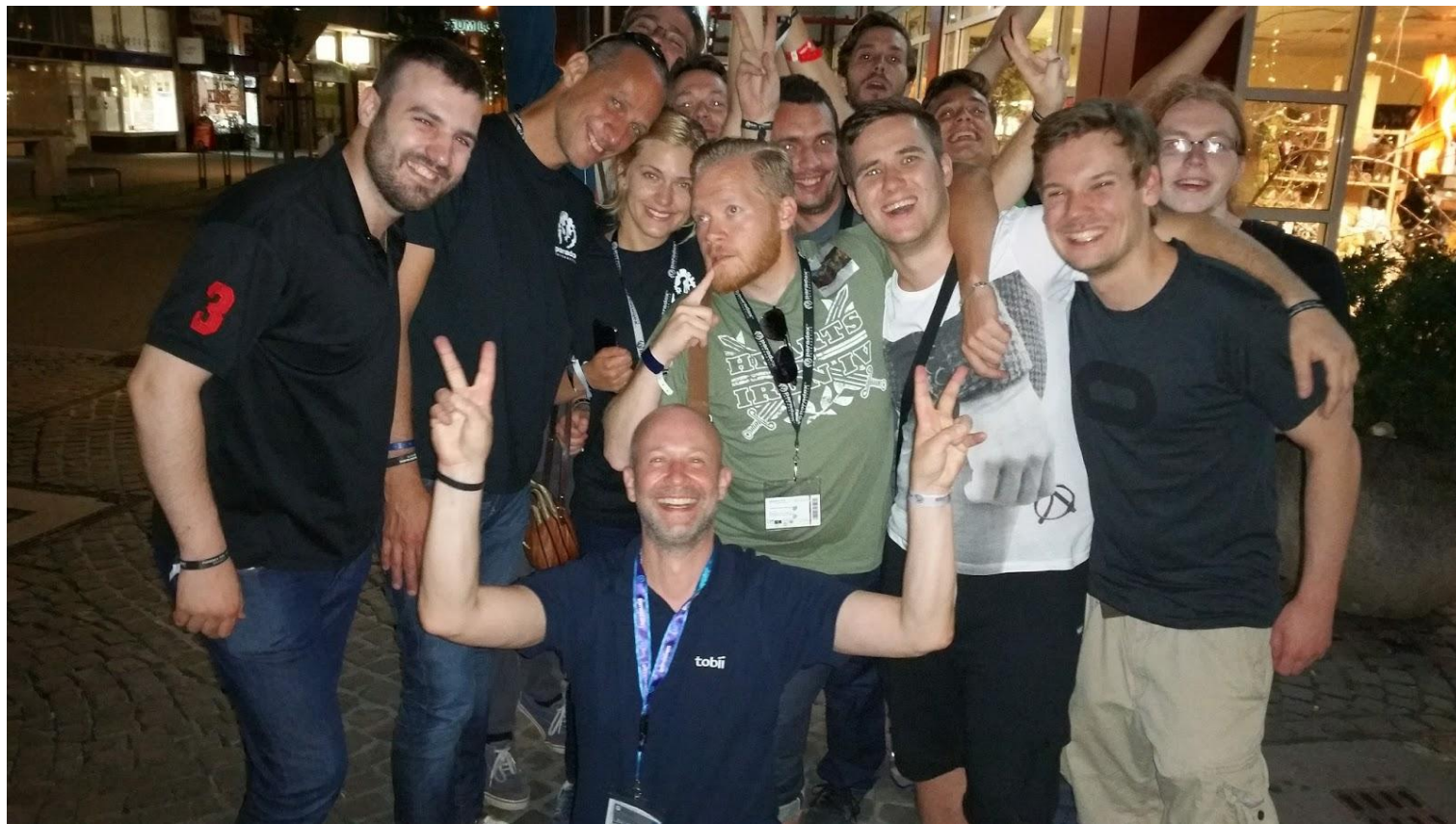
How do we communicate

- Streams, Forums, Social Media
- All the time, outside of work, at work

Community Management

- Atmosphere
- Analytical methods





Building the Game

- Community a part of it
- Updates, information flow
- Closed betas



Beta Testing

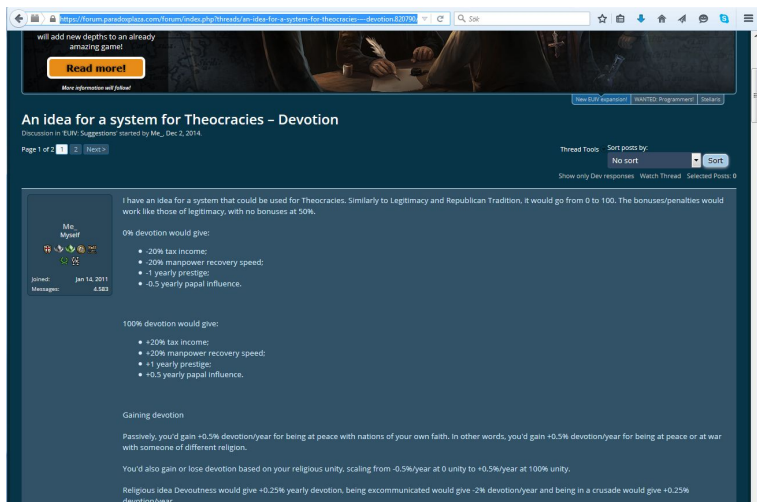
- Development Tool
- Help, not just playing
- Research & Content



Betateesting – Our do's and Don'ts

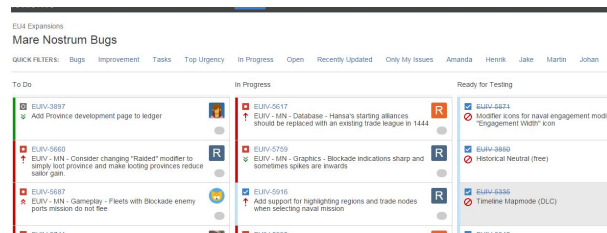
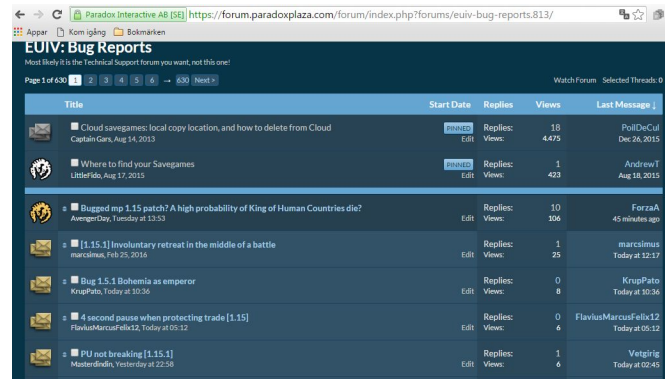
- Limited amount of people.
- Give them tasks.
- Don't rely on them.

Fans Suggests into the game!



Our Forum

- Core Interaction
- Suggestions/Bugs
- Manual Labour



Conclusion

- Devoted Developers Multiply!
- Fans, not customers!
- Improved Games!

Q&A

@producerjohan