

Make Money. Make Impact.

Commercial Video Games for
Learning & Social Impact

Alan Gershenfeld
President, Co-Founder E-Line Media



游戏开发者大会·中国

GAME DEVELOPERS CONFERENCE CHINA

SHANGHAI INTERNATIONAL CONVENTION CENTER
SHANGHAI, CHINA · OCTOBER 25-27, 2015

1980s



**South China
Morning Post**
南華早報

1990s

The image shows the Activision logo, which consists of the word "ACTIVISION" in a bold, black, sans-serif font. The letter "V" is stylized with a horizontal bar across its top. A registered trademark symbol (®) is located to the right of the word. The logo is centered within a white rectangular box.

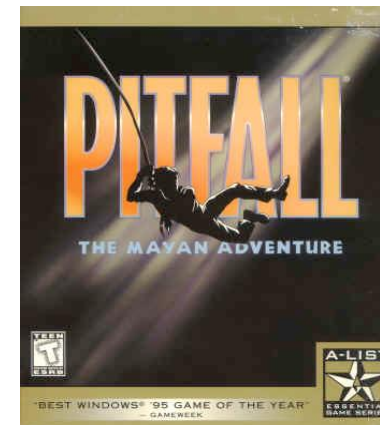
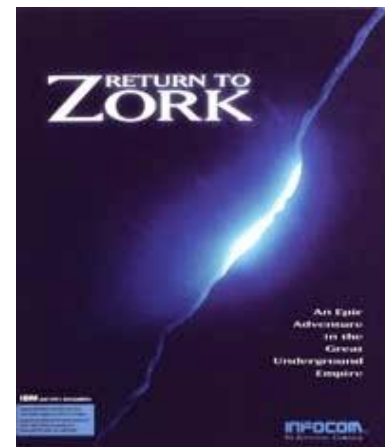
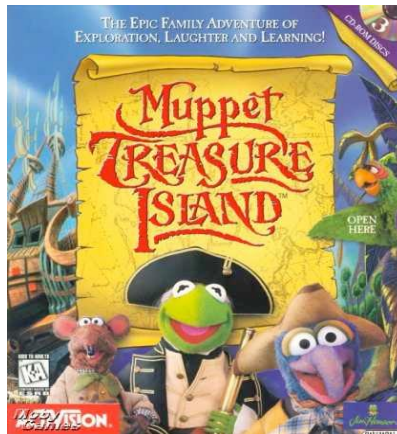
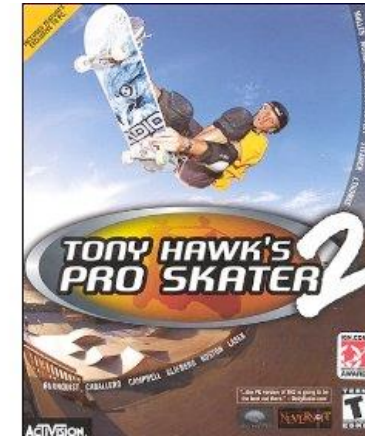
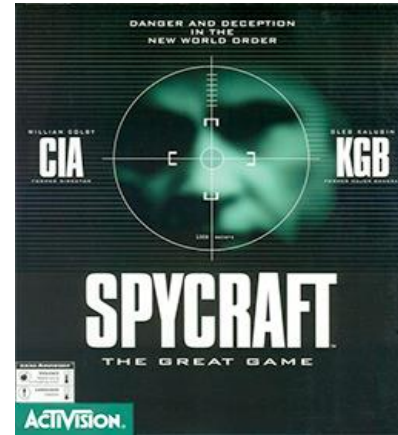
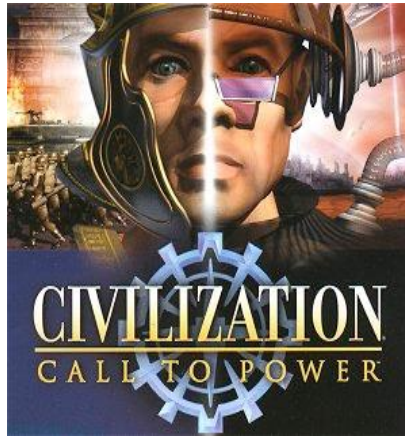
1990s



1990s



1990s



2000s



2000s



Federal Games Working Group

fun 2000s *play*

agency

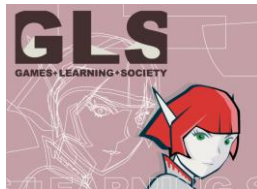
mastery

creativity



challenges

*role-
playing*



*fail
safely*

engagement

Federal Games Working Group

collaboration

*copious
feedback*

*meaningful
choice*

*problem-
solving*

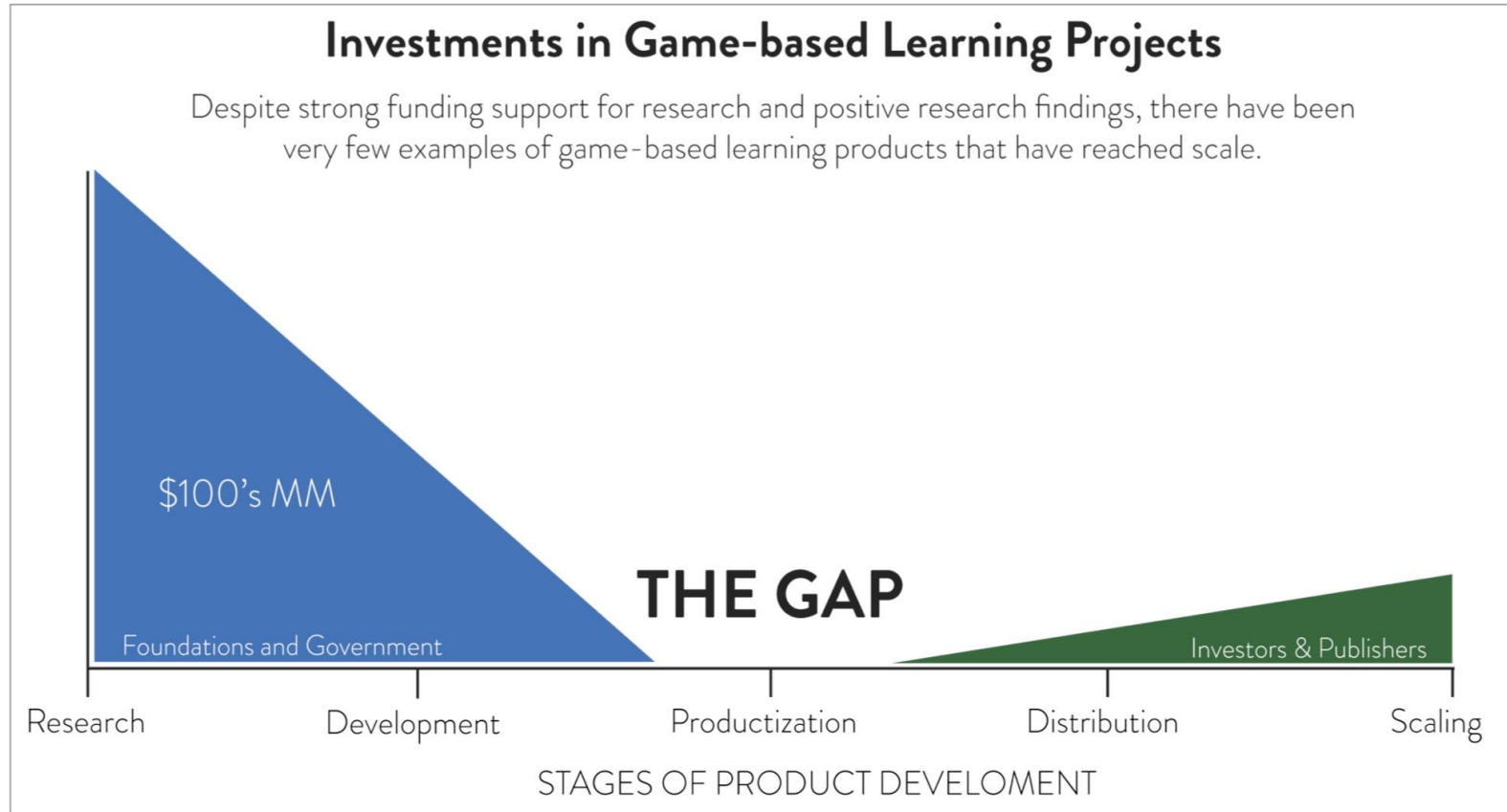


we spend **3 billion hours per** week playing games



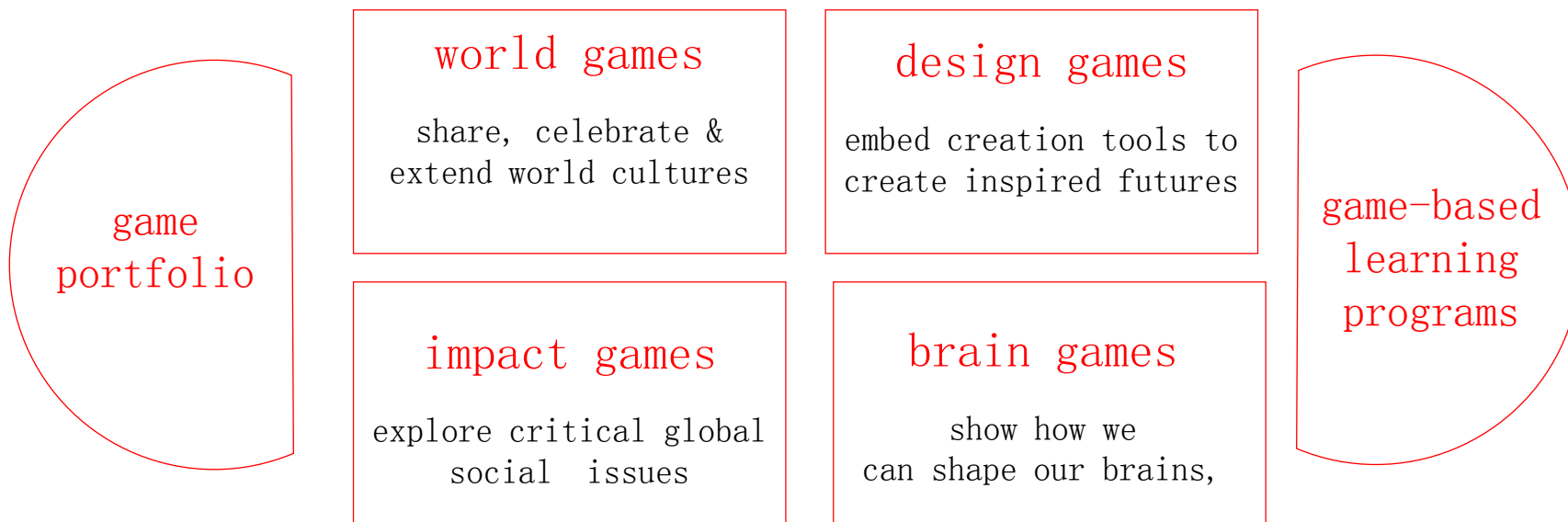
how can we make this incredible investment
of time and money both fun and meaningful?

2000s





games and game-based-programs that engage, educate and empower





digital games that **engage** and **empower**

work with innovative and non-traditional partners to expand the boundaries of
games...



MacArthur
Foundation

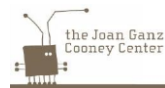


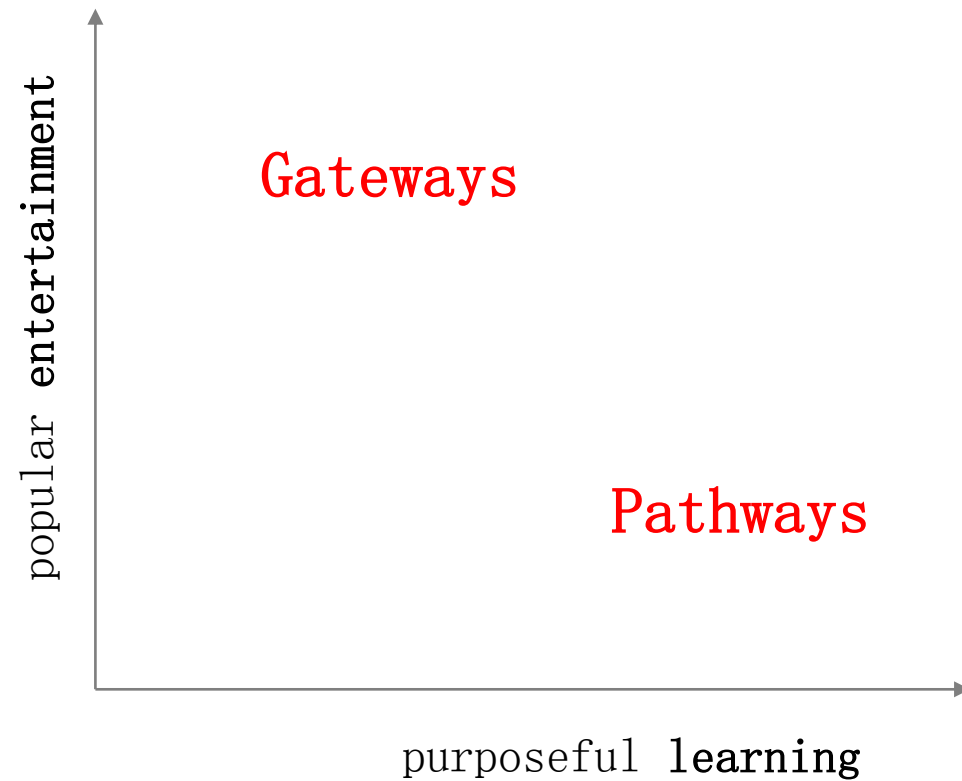
Smithsonian

BILL & MELINDA
GATES foundation



THE CENTER FOR
BITS AND ATOMS
Massachusetts Institute of Technology





gateways

fire the imagination;
catalyze a desire to learn more

consumer channels

World Games

Games Thousands of Years in the Making





inclusive development



cross
platform

atmospheric
puzzle
platformer

narrated
in Iñupiaq

translated to
16 languages

26 unlockable
'cultural
insights'

Inclusive Development

- build trust & respect
- align interests & objectives
- see world through each others eyes
- clearly define inclusive process
- anchor project pillars
- have fun, make money, make impact!

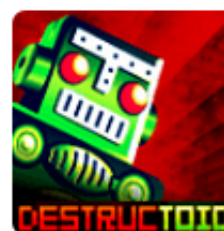


Show Never Alone Video Here



2+
million downloads

75+
'Best of 2014' media lists including...



750+

reviews and feature articles in
popular media and gaming press



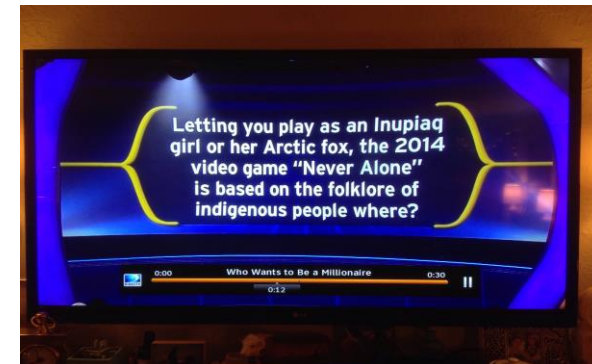
millions of Twitch TV/You Tube views



presence in popular culture



Fan Art



Who Wants to Be a Millionaire?



CosPlay

pathways

game-based learning trajectories toward
meaningful lives and careers

educational channels

Design Games

Empowering the next generation of creators & innovators



From Never Alone to World Games



Fox Tales (Never Alone DLC)



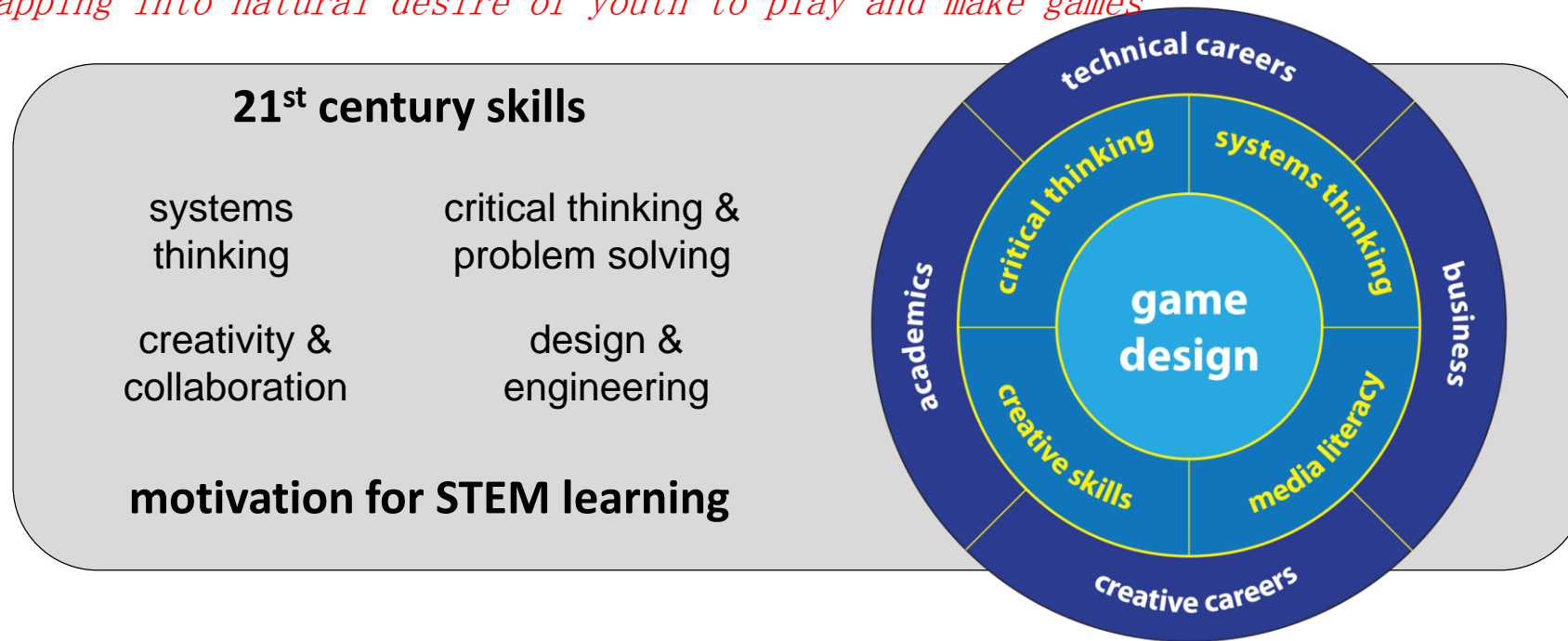
TBD New World Game



Gamestar Mechanic

Game, Platform, Tools, Curriculum and Community

Tapping into natural desire of youth to play and make games



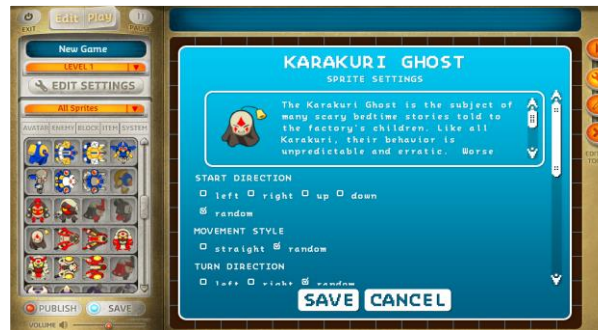
Show Gamestar Video Here

Gamestar Mechanic

play & fix



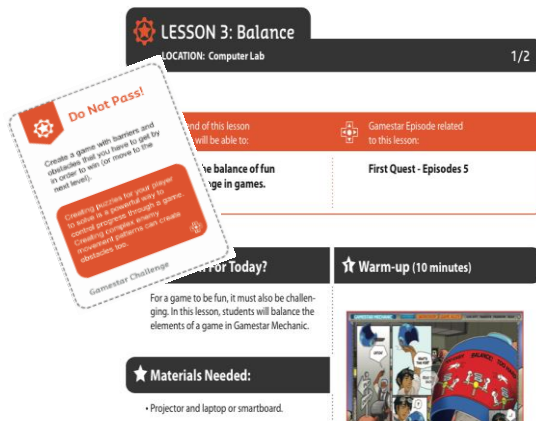
design



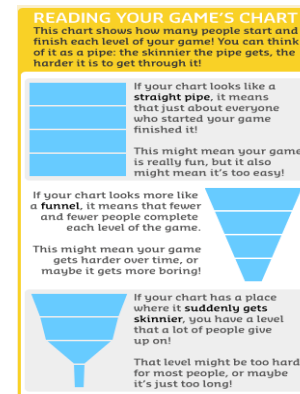
share



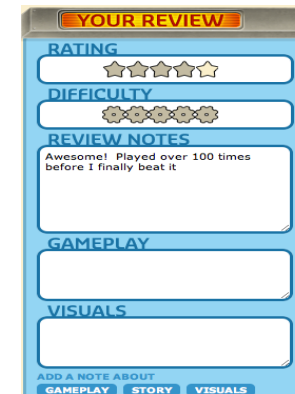
flexible curriculum



assessment & feedback



quantitative



qualitative

Gamestar Mechanic

7,000 +

schools and afterschool programs

750K +

youth-created games published

15 million +

youth-created games played in over 100 countries



“Gamestar Mechanic gives students a sense of mastery and confidence.
It was exciting to see previously disengaged students become peer mentors.”

- Chelsea Nilsson, Dean of Instruction, KIPP Philadelphia School

From Gamestar to Design Games

extend



Gamestar Jr.

Q2 2015

version of Gamestar
for
5-8 year olds released
in partnership with
PBS

deepen



Gamestar Adventures

Q4 2015

version of Gamestar
for
iOS and Android
mobile devices

broaden



Fab: The Game

TBD

sandbox game to inspire
the next generation
of makers;

Deepen and extend impact of games through learning programs

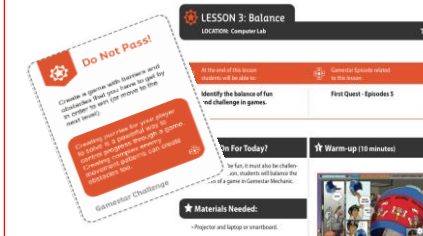
leagues, workshops
& educational e-sports



competitions &
festivals



programs &
curriculum
supports



National STEM Video Game Challenge



E-Line co-founded and operates a national youth game design competition and learning program throughout the U.S.

Announced by President Obama at the White House



Classroom Management

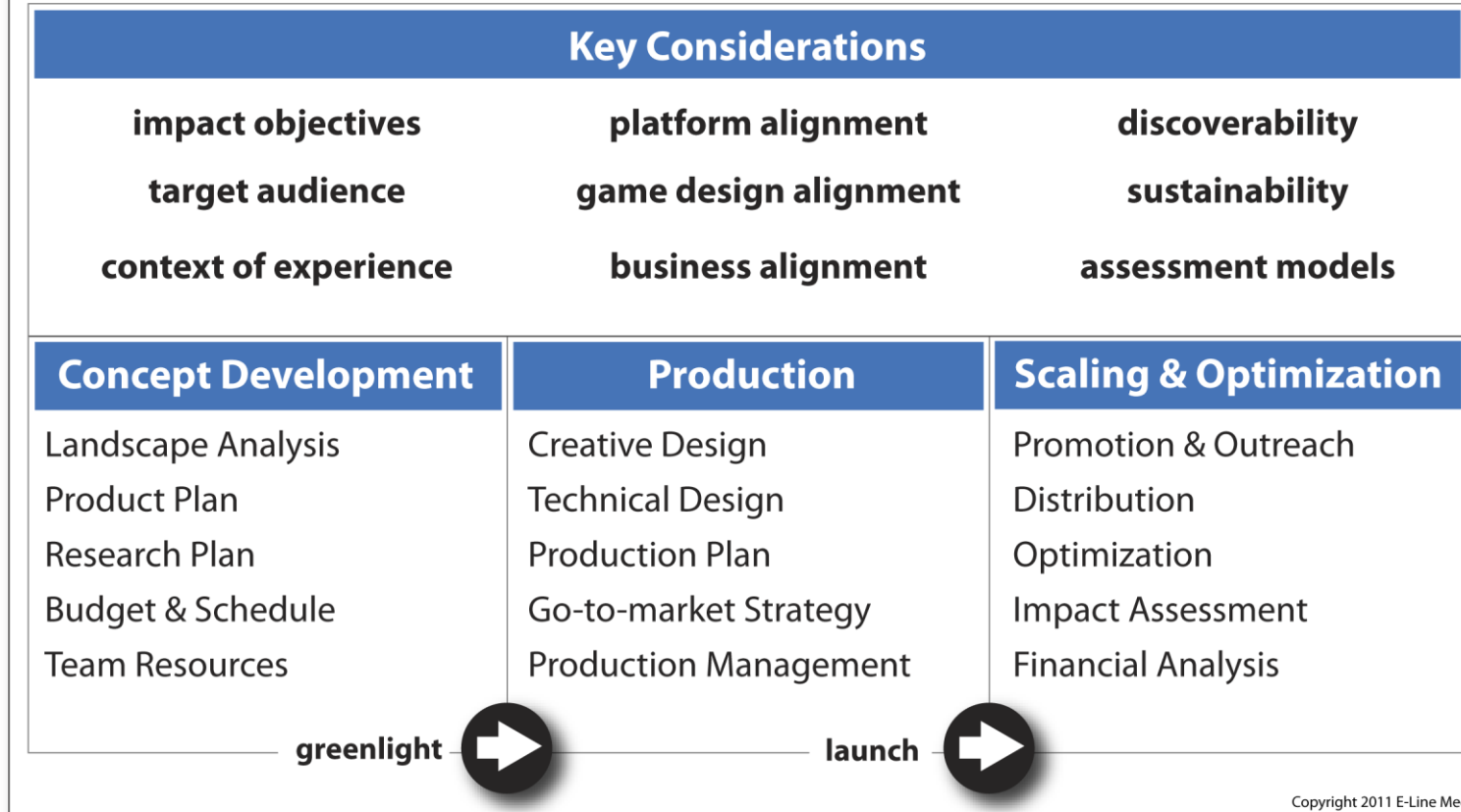
Custom edition of Minecraft with features designed for classroom use.

[LEARN MORE](#)



E-Line has partnered with Teacher Gaming to develop and distribute MinecraftEdu, the education edition of the widely popular consumer game, with features that make it much easier to use in learning environments

Approach to Publishing Games for Impact



Games that engage,
educate & empower



‘Education is not the filling a
bail, it is the lighting of a fire’

– William Butler Yeats

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