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The Importance of Audio In Gaming: Investing in Next Generation Sound

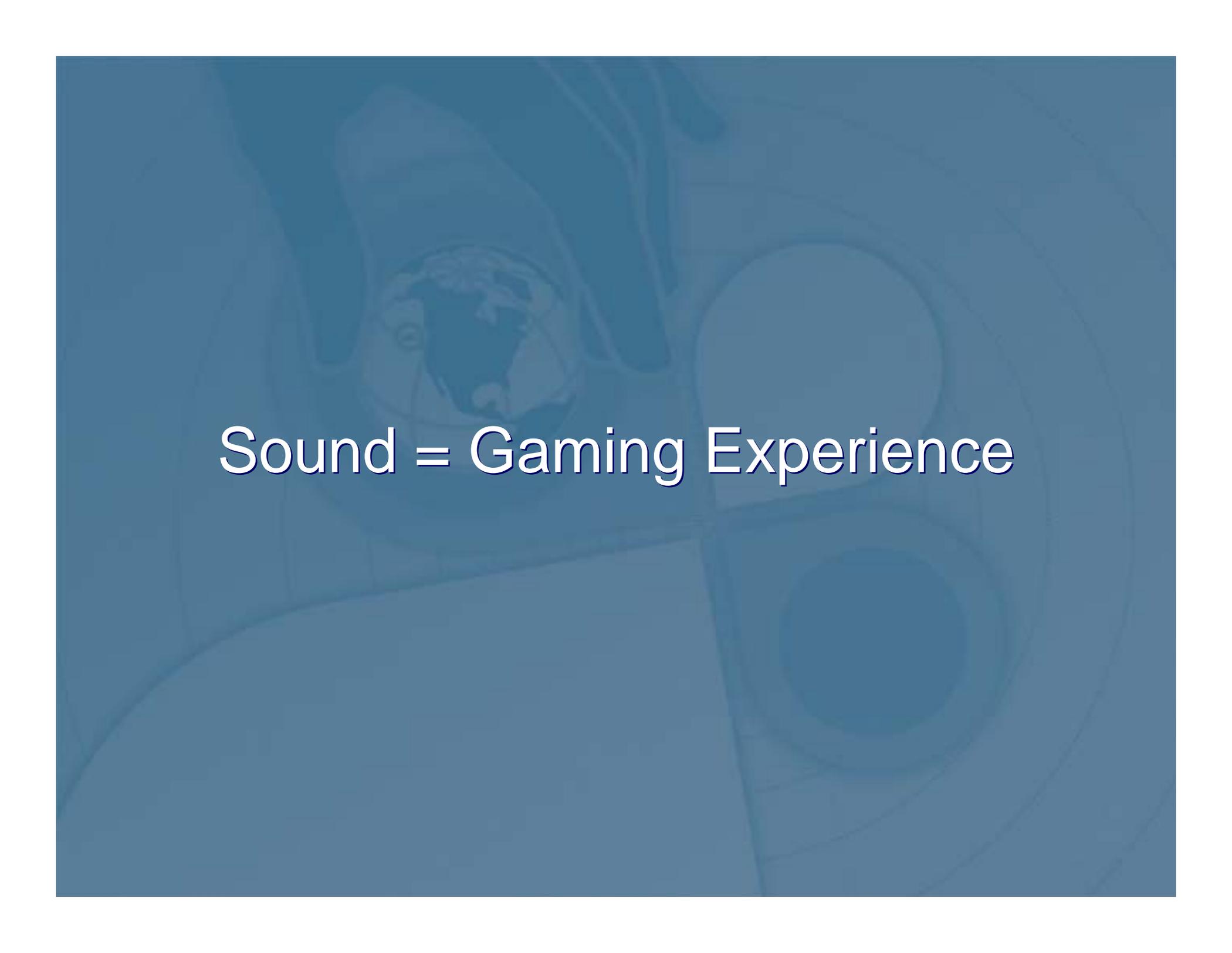
Tracy W. Bush (Audio Director, NCSoft Corporation)

Scott Gershin (Creative Director/Founder, Soundelux
Design Music Group)

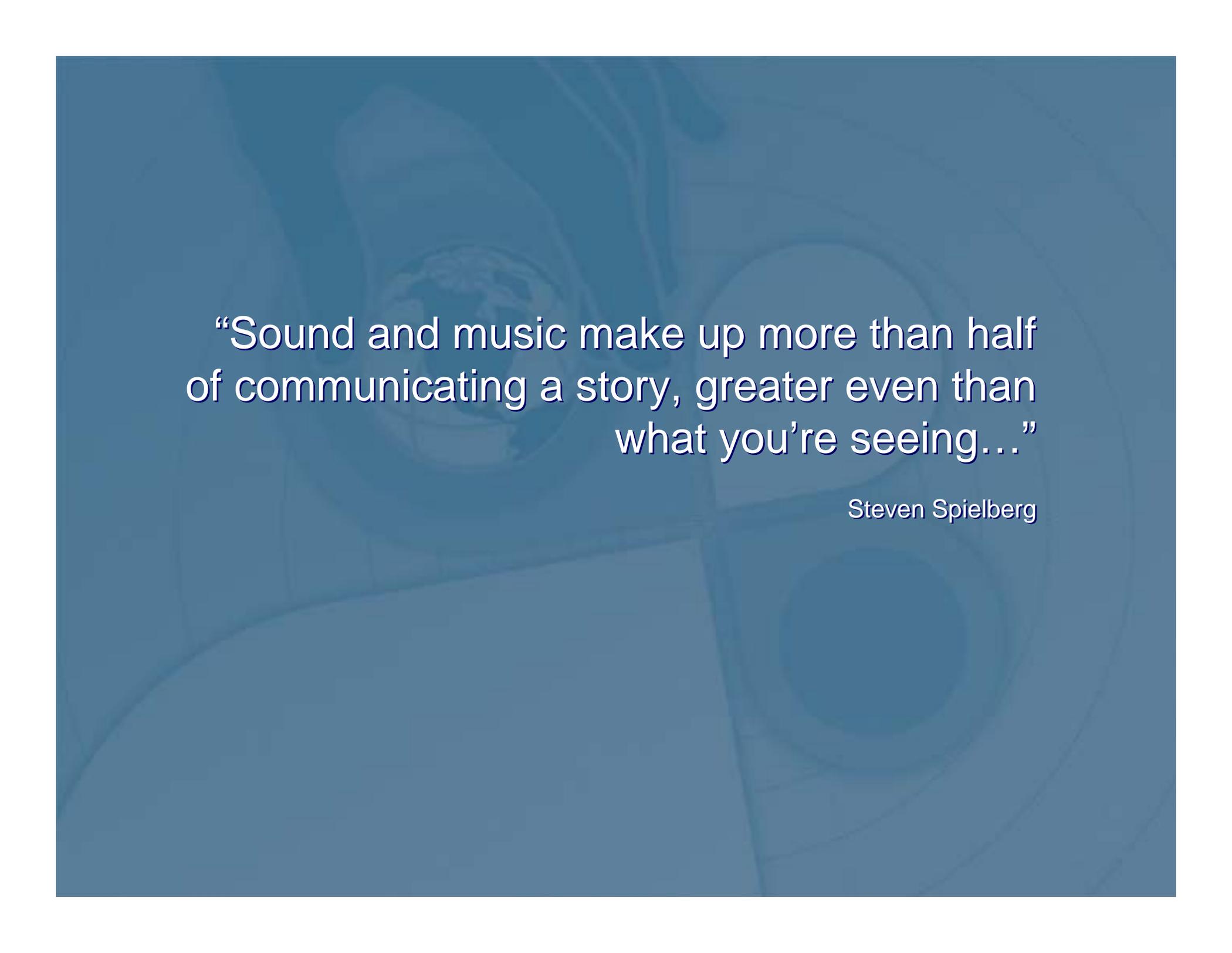
Martin H. Klein (President & CEO, Audiokinetic)

Adam Boyd (Senior Sound Designer, Electronic Arts)

Sarju Shah (Hardware Editor, GameSpot)



Sound = Gaming Experience



“Sound and music make up more than half
of communicating a story, greater even than
what you’re seeing...”

Steven Spielberg



What is preventing us from producing great game audio?

- ③ Low interest from consumers?
- ③ Decision makers do not believe that audio contributes to the gaming experience?
- ③ The ROI for audio development is not financially feasible?
- ③ Lack of audio technology?



Statistics

- ④ 83% of Adult Gamers listed sound as one of the most important video game console elements
 - Consumer Electronics Association, Gaming Technology Study 2006
- ④ 51% of Gamers want Improved Audio in a new console
 - IDC 2004
- ④ 31% of US households have multichannel speaker set-ups
 - Understanding & Solutions 2006
- ④ 47% of Game Console owners (18-25 yr) hook up their game console to a home theatre system
 - IDC, Videogame Consumer Survey 2006



Statistics (cont.)

- ④ 20% of Hardcore Gamers bought a surround sound system to enhance the game experience
 - Consumer Electronics Association, Gaming Technology Study 2006
- ④ 48% of Hardcore Gamers said surround sound is a purchase driver for next generation consoles
 - Consumer Electronics Association, Gaming Technology Study 2006



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Changing the Culture

Game developers are now challenged to create a more 'cinematic' sound experience for gamers. Part of the problem is understanding what this actually means in terms of production. Audio is still the most neglected component in game development.

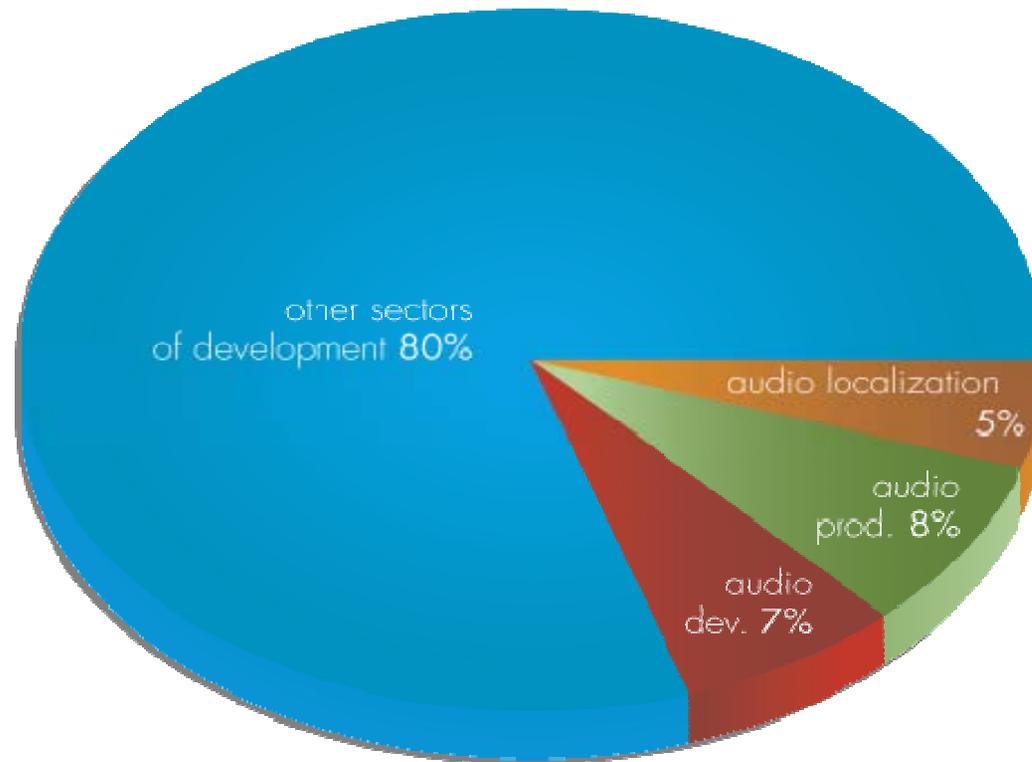


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 - Investment
 - Game reviews
 - Added value
- ⊕ Lack of audio technology?



Distribution of audio costs for the development of a video game



Audio represents on average 20% of a game's development costs

data from Audiokinetic

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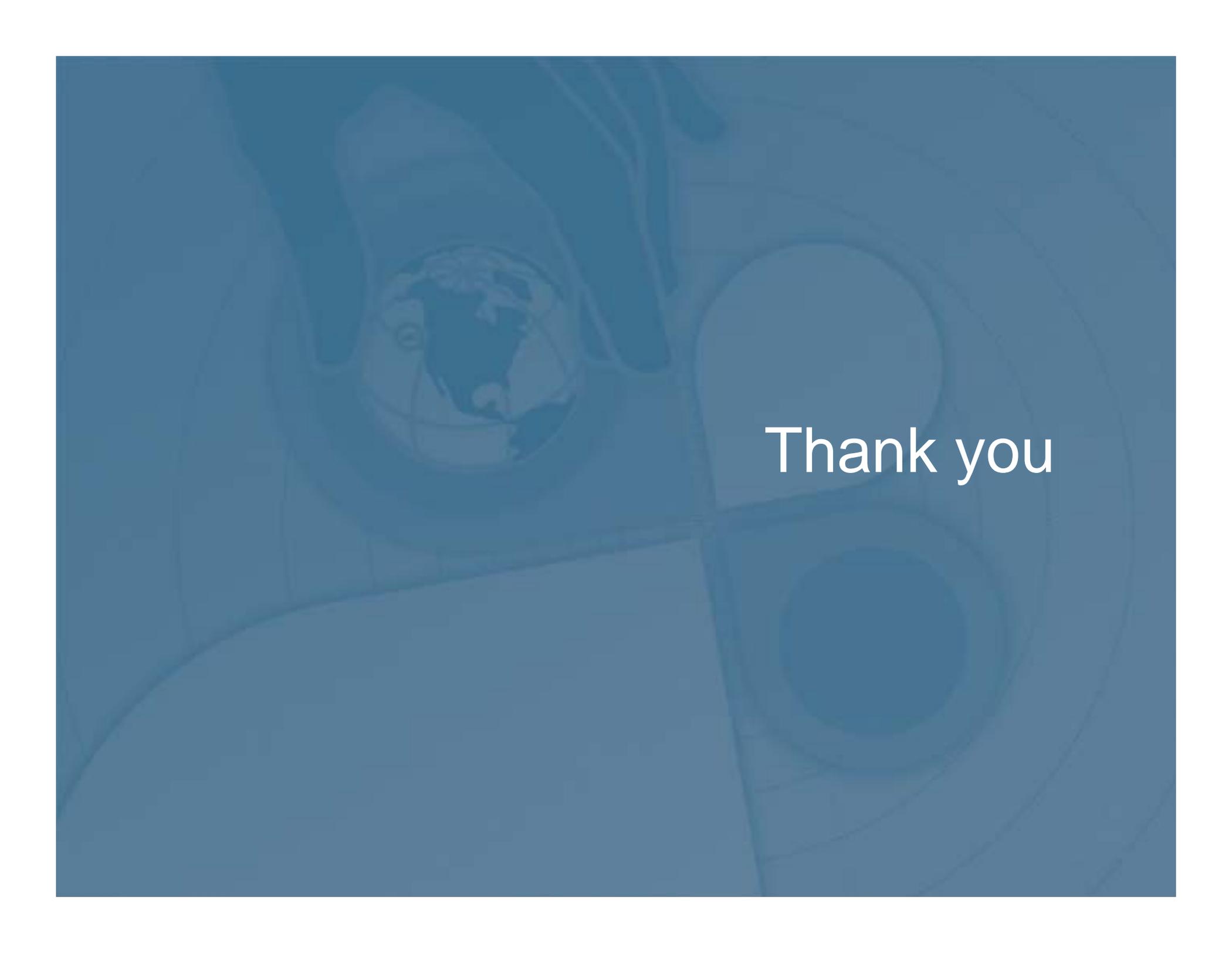
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Thank you



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