

Dubai World Games Expo – October 2009

# Today Dubai, Tomorrow the World

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# In This Presentation

Learn about the opportunities for you to develop games for consoles:

- minis for PSP™ (PlayStation®Portable)
- PlayStation®3 (PS3™)
- PlayStation®Store



# Console Past

- Console development kits were expensive (\$10,000 US or more)
- Concept evaluations created barriers
- Media and distribution costs
- Long Lead time through manufacturing



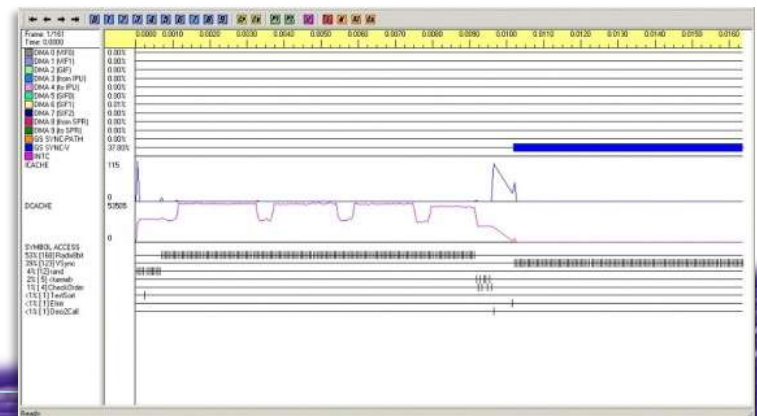
# PlayStation® Present

- PSP DevKit: €1,200 (~ 6,500 Dhs)
- PS3 DevKit: €1,700 (~ 9,200 Dhs)
- Option for Digital Distribution via PlayStation Store as well as disc
- **miniS**



# Game Development on Consoles

- Largely C or C++ (some assembler)
- Windows based development environment
  - Cross compile to a hardware “target”
- Tools integrated with Visual Studio
- Performance tools from SN Systems
- Free Technical Support & Training



# Example Middleware to help

- Game Engines
  - All the main commercial Engines
  - SDK includes PhyreEngine™ (a full game engine with game templates as sourcecode)



- Flash
  - Scaleform
- Network
  - PSN provides “heavy lifting” of commerce, match making, community
  - Additional Commercial Middleware

# minis



# Background

- Research suggested that PSP users wanted smaller and easier games to play in short bursts, as well as PSP blockbusters
- *minis* launched as a new category on PlayStation Store on October 1st 2009 for PSP and PSPgo users

minis



# Consumers view of minis

New minis category listed on the front page of the PlayStation Store on PSP

## – Features:

- Product spotlights
- Latest games section
- Top 10s
- Category Links
- Promotional Banners



- Heavily promoted via spotlights and promotions
- An exciting and fresh destination for consumers looking for new bite-size gaming experiences for PSP

# driving PlayStation Store connections

## – Media Go

- The easy to use PC application to organise photos, movies, music & games on your PSP
- Provides easy access to content on PlayStation store in absence of Wi-Fi connection



## – PlayStation Network Cards

- Easily add funds to your PlayStation Network wallet without the need for a credit card.
- Widely available from many retailers
- 20 / 50 (£, \$ and Euro) cards available



## – PlayStation Network and Sign-up Education

- Why join PlayStation Network?, FAQs and sign up guides on PlayStation.com.
- PSN guide and 'How to sign up' posted to eu.playstation.com around category launch

# minis for Developers & Publishers

- Focusing on smaller, cheaper to develop, interactive gaming experiences
- Each game is less than 100MB, making them quick to download
- Launch titles developed globally:
  - Gameshastra (India)
  - Honeyslug (London)
  - Creat (Russia)
  - Subatomic Studios (Oregon, USA)
  - Etc.



SUBATOMIC  
STUDIOS

# Who Can Make a mini ?

- Any game developer company
  - opportunities for existing developers and publishers whilst also welcoming new studios
  - New developers and publishers should sign up at [www.tpr.scee.net](http://www.tpr.scee.net)
  - There is no requirement for content approval
    - Other than Objectionable Content Criteria and Local Age Ratings apply
- QA Process
  - All minis are subject to a QA process to ensure they function on PSP systems
  - Shortened QA cycle
  - Transparent, trackable and predictable process

# minis' Business Model

- Competitive business model
- Revenue realised on a monthly basis
- No penalties for minimum sales
- No quota on number of games released
- Publisher retains control of release dates
- No bandwidth charges



# Results

- 13 minis released on “day one” (1<sup>st</sup> October)
- Developers priced at their games at between £2.50 / €3 (~16Dhs) and £3.99 / €4.99 price (~27 Dhs)
- Quality: Eurogamer.net gave high scores to:
  - Breakquest: 7/10
  - Fieldrunners: 8/10
  - Kahoots: 8/10
  - Pinball Fantasies: 9/10
  - Tetris: 9/10



# PlayStation Network



# PSN Vital Statistics

- PSN available in 58 countries
  - 12 languages, 22 currencies
  - Including UAE & Saudi Arabia, more soon
- Free for consumers to access
- 800+ games and demos available
- 600+ million items downloaded worldwide
- More than 250K registered in the Middle East
- Total PSN Sales ¥25 billion (~1+ billion Dhs)
  - as of FY2009 Q2



# PSP Vital Statistics

- 52.9 million globally (as of end June 2009)
  - 17 million in SCEE Region
  - More than a million in the Middle East
- Tie Ratio: 4:1



PlayStation®Portable



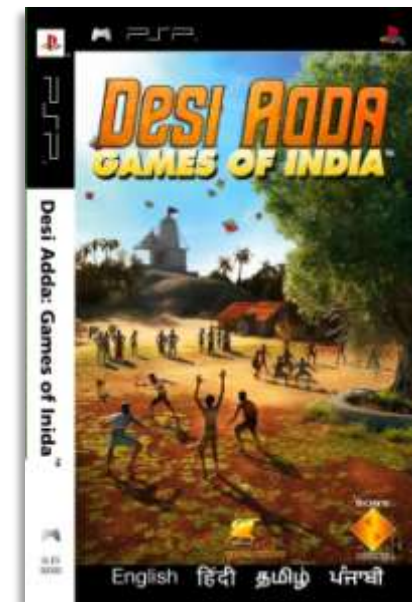
# PS3 Vital Statistics

- 23.7 million PS3s (as of end of June 2009)
  - One million of the new model sold in three weeks in September
- More than 375K in the Middle East so far
  - PS1 and PS2 both sold more than 5 million during their lifespan
- 60% of PS3 users go online
- Tie Ratio 8:1

**PS3**<sup>TM</sup>  
PlayStation®3

# Start today in Dubai

- Digital distribution provides both a cost-effective platform for games targeting specific interests:
  - target individual PlayStation Stores
  - target stores with a game appealing to specific tastes (Eg “Desi Adda” [Games of India] on PS2 and PSP)
  - (Release candidates are identical for digital and disc)



# Tomorrow the World

- Can release on disc in one region, but via PlayStation Store in others
- Efficiently target consumers tastes globally
- On PSP, simultaneous disc and Store releases

# We're to Help

- Developer Services:
  - Based in London
  - Technical Support for Developers in Europe, Middle East, India, Australia
  - Dedicated websites (SDK, forums, training presentations and video, private support)



**PLAYSTATION 3**

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**WELCOME TO THE PS3 DEVELOPER NETWORK**

If this is your first visit to the PS3 Developer Network, please read about [obtaining support](#).

**Latest news:**

- 2008-05-09** (3 days ago) *New!*  
**Vision Engine Package Release Information**  
 The following packages have been released;
  - Vision Engine 6.4  
 Vision Engine of Game Engine has been released newly.
- 2008-05-08** (4 days ago) *New!*  
**PhyreEngine(TM) Roadmap Updated**  
 The PhyreEngine(TM) Roadmap was updated. This roadmap will be updated any time there's additional information from now on.
  - PhyreEngine(TM) Roadmap (as of May 8, 2008)
- 2008-05-02** (10 days ago)

**PSN development server status**  
 All services (as of 2008-05-12 11:13) OK

**Notices**

**Useful Information**

Be sure to take a look at these documents:

- PS3 Setup Guide
- SDK Roadmap
- PhyreEngine(TM) Roadmap
- Disc Submission Information
- RSX(TM) hardware BUGs and WARs

DevStation 2008 London  
10th & 11th Jun

# Any Questions ?

