



**UBM TECHWEB
GAME NETWORK**

www.jointhegamenetwork.com

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GAMASUTRA.COM/GDMAG



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The Video Game Industry

According to Reuters, global video game market revenue will increase from **\$65 billion** in 2011 to **\$72.1 billion** in 2015.*

DFC Intelligence forecasts the greatest growth area for the game industry is PC games and games for mobile devices such as smartphones and tablets. Total worldwide sales of online games are expected to increase from **\$19.3 billion** in 2010 to **\$37.9 billion** by 2016. This includes revenue from PC online games, console online games and mobile online games including mobile phones and tablets. **

According to Game Developer Research***:

- More than **43,000** professionals are involved in the art and business of making games in the US with an additional **12,200** professionals in Canada
- Almost **600** game companies operate in North America alone
- An estimated **10,400+** game related organizations and businesses exist worldwide in **74** countries****
- The computer and video game industry sells an incredible **9 games** every second

* Source: Reuters Nov 28, 2011 ** Source: DFC Intelligence Sept 8, 2011 *** Source: 2009 Game Developer Census Report **** Industry Map Reports 2011, Dave Perry



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Game Developers Conference® Events



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GDC¹²

March 5-9, 2012
Moscone Convention Center • San Francisco, CA
GDCConf.com

**GDC¹²
ONLINE**

October 9-11, 2012
Austin Convention Center • Austin, TX
GDCOnline.com

**GDC¹²
CHINA**

August 13-15, 2012
Congress-Centrum Ost Koelnmesse • Cologne, Germany
GDCEurope.com

**GDC¹²
EUROPE**

August 13-15, 2012
Congress-Centrum Ost Koelnmesse • Cologne, Germany
GDCEurope.com

Network of Sites

The UBM TechWeb Game Network of Sites includes over **1,500,000** unique users per month, from over **70** countries and over **5,050,000** monthly page views*!



GAMASUTRA

The Art & Business of Making Games



Game Developers Conference®



The **Game Developers Conference® (GDC)** is the largest industry event dedicated to the creation of games, including computer, console, mobile, tablet, smartphone, and online games. It is the central forum for learning, inspiration, and networking in the game industry.

The GDC attracts more than **19,000*** attendees, and is the main global forum where programmers, artists, producers, game designers, audio professionals, business decision makers and others involved in the development of interactive games gather to exchange ideas and shape the future of the industry.

“GDC is the single most critical conference for game developers. It is where all the creative geniuses from the industry congregate and share ideas. You can't stop at a single booth without learning something, and you won't leave a session without new ideas.”

— 2011 GDC Attendee

* Based on 2011 conference records





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Who are Game Developers?

- Average age 35
- Predominantly male
- Creatively oriented
- Technically savvy, passionate, and invested in what they do and the industry itself
- Includes: programmers, producers, writers designers, artists, composers, publishers and other job functions

How Do We Best Serve This Audience?

- **Training & Education**
- **Networking opportunities** with peers and industry luminaries
- **By creating unique and meaningful interactions** with professionals who face similar issues



March 5-9, 2012
Moscone Convention Center
San Francisco, CA
www.GDConf.com

GDC

Game Developers Conference®

With humble beginnings as an informal gathering of about 25 developers in the living room of a notable game designer 25 years ago, GDC celebrated its **25th edition** in 2011.

Five day event includes:

- Six focused tracks



Game Design



Programming



Business, Marketing & Management



Production



Audio



Visual Arts

- More than **500** sessions and speakers
- Eight summits & two full days of tutorials
- The Independent Games Festival
- Game Developer Choice Awards
- Game Career Seminar
- **19,000+** attendees*
- **300+** exhibitors & sponsors



GDC12 Two- and One-Day Summits

Our summits address unique interests and specific trends/sectors within the industry.

These summits evolve year after year to meet the needs of developers and respond to new genres and opportunities today.



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Game Developers Conference®

GDC 2011 Attendee Demographics:

- Visual Arts - 13.2%
- Programming / Engineering - 27.7%
- Game Design - 20.0%
- Audio - 5.4%
- Production - 14.2%
- Business / Management - 13.3%
- Other* - 6.7%

GDC 2011 conference attendees currently develop for these platforms:

- Console - 43%
- Handheld Console (Vita, 3DS, etc.) - 17%
- PC/Mac - 46%
- Smartphone - 35%
- Tablet - 25%
- Web - 22%



* "Other" includes Content acquisition/licensing, students, educators, press/media, and other job functions. Information is based on 2011 GDC Post Show Survey conducted by Audience Insights and conference management records.

Relevance

95% of GDC 2011 attendees heard something useful within their craft they didn't know before
93% of GDC 2011 attendees were inspired

Geography

85% of GDC attendees are from North America with the balance mainly coming from Western Europe (9%) and Asia (6%)

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GDC conference attendees:

- Have an average of **6 years** of experience
- Have worked on an average of **8** games
- Manage an average of **15** people directly or indirectly

Top four actions attendees have taken as a result of attending GDC 2011:

- Visited an exhibitor's website
- Sent an email
- Requested more information from an exhibitor
- Downloaded a GDC Session from GDC Vault



March 5-9, 2012
Moscone Convention Center
San Francisco, CA
www.GDConf.com

GDC

Game Developers Conference™ Europe

The **Game Developers Conference™ Europe** is the premiere pan-European developer event bringing together developers and business professionals from across the continent and worldwide. Held in conjunction with gamescom, Europe's leading game publisher, business meeting, and consumer event, GDC Europe provides the essential forum for learning, networking, business, and inspiration. The event targets exhibitors featuring the latest tools and services within the games industry; business professionals; and developers and students interested in further developing their skills and knowledge within specific game development fields.

In 2011, GDC Europe hosted over **2,000** game professionals from over **45** countries, **190** speakers, **45** exhibitors and sponsors, and **270** media and press representatives. The conference held over **90** sessions with tracks on **Business & Marketing, Game Design, Production, Programming,** and **Visual Arts.**



GDC Europe is supported by:





GDC Europe Key Stats*

GDC Europe Conference attendees

- Have on average been involved in game development for **5 years**
- Have worked on an average of **8 games**
- Employ a median number of **35 employees** in their office or studio
- Manage a median number of **4 employees**
- Have an average development budget of **\$7.4 million** and median budget of **\$300,000**
- Spend over **5 hours** on the expo floor

GDC Europe attendees currently develop on these platforms

- **22%** Console
- **12%** Handheld console (Vita, 3DS, etc.)
- **26%** Smartphone
- **19%** Tablet
- **34%** Web
- **38%** PC/Mac

86% of attendees take action after attending GDC Europe including

- Visiting an exhibitor's website
- Requesting more information
- Sending an email or contacting an exhibitor
- Setting up a post GDC Europe meeting
- Purchased a product or service



* Based on 2010 GDC Europe Post Show Survey conducted by Audience Insights

Game Developers Conference® Online



The **Game Developers Conference® Online** is the premier game developer event focusing on **online and connected gaming** including casual, social networking games, virtual worlds, and MMOs. GDC Online is the international hub for developers and business professionals looking to take full advantage of the opportunities of connected gaming and features visionary keynotes, a robust expo hall, and lively networking events in one of America's most creative and independent cities, Austin. This year, GDC Online will also play host to the 2nd annual Game Developers Choice Online Awards, the premier award ceremony for peer-recognition in the connected games industry.

In 2011, the community-oriented conference featured tracks focused on business & marketing, customer experience, design, production, programming, and monetization. The conference attracted more than **3,350** attendees from across the globe, providing social, online, and connected gaming development professionals educational, networking, and business opportunities. The conference featured more than **145** lectures, panels, keynotes and roundtable discussions presented by **226** industry-leading speakers, over **80** media representatives, and a bustling expo floor with more than **100+** exhibitors and sponsors.



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This October, GDC Online represents a unique opportunity for business development professionals, developers, tool-vendors and service providers to come together to create new partnerships to drive the \$19 billion video-game industry forward.

GDC Online Key Stats*

The Average GDC Online Attendee

- Has worked in game development for **7 years**
- Has worked on **11 titles**
- Manages at least **17 other game developers**
- Has a development budget of **\$10 million**
- Spent **5 hours** on the Expo Floor

As a result of attending in 2011, **88%** of attendees have taken action including

- **58%** of attendees visited an exhibitor website
- **53%** of attendees sent an e-mail to an exhibitor
- **33%** of attendees sent a request for more information to an exhibitor

GDC Online attendees currently develop on these platforms

- **14%** Console
- **25%** Handheld Devices (Vita, 3DS, mobile platforms including smartphone and tablets)
- **41%** Web
- **20%** PC/Mac

* Based on GDC Online (2011) Post Show Survey conducted by Audience Insights

October 9-11, 2012
Austin Convention Center
Austin, TX
www.GDCOnline.com

GDC
Online

Game Developers Conference™ China



China is one of the most prolific regions for video and computer gaming today. Its online gaming sector represents one of the largest and fastest growing industries in the world and is a prime market for game development and business opportunities.

The **Game Developers Conference™ China** (GDC China), serves this thriving region by focusing on the challenges of game development across borders, tackling subjects such as **Online and Global Game Development, Independent Games, Social Games, & Mobile Games**. It provides a forum for local and international game developers to share ideas, discover new business ventures, and connect with peers.

GDC China serves as the premier developer event in China by offering a forum for learning, networking, & inspiration to further the games industry in this region. GDC China also features the annual **Independent Game Festival China**, and is currently the only game developer conference officially endorsed by the Ministry of Culture of the People's Republic of China.



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GDC China Key Stats*

GDC China 2010 by the numbers

- **Over 3,000** attendees including conference & expo attendees
- **72** press & media representatives
- **68** speakers
- **55** sessions
- **52** exhibitors and sponsors

GDC China Attendees currently develop on these platforms

- **50%** PC/Mac
- **36%** Console
- **30%** Web
- **52%** Handheld Devices (Vita, 3DS, mobile platforms including smartphone and tablets)

Top 3 primary lines of business for GDC China Attendees

- Independent 3rd Party Game Development
- 1st Party Game Development/ Publishing
- Online game service provider
- **Top job titles include:** VP/Executive Mgr/Biz Dev, CEO/ President/Director, Project Lead, Programmer, & Lead Programmer



* Based on GDC China 2009 & 2010 Post Event Report and Publishers Records

GDC Play

GDC Play is a unique opportunity for emerging developers to showcase their games in a low cost turnkey solution to key distributors, publishers, press and investors attending the conference.

GDC Play participants will have access to the official **GDC Business Matchmaking software**—the catalyst for business at GDC. Request and receive meetings from major publishers, distributors, All-Access Pass holders and exhibitors attending the event.

GDC Play includes special events to further encourage B2B meetings, including an invitation-only **VIP Reception** and **Networking Lounge** the duration of the conference.



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**A sample of organizations you can schedule meetings with
via GDC's Matchmaking Software...**

Over 70 Publishers, Investors, and Agents including:

2K Games, 505 Games, 6waves, Activision/Blizzard, Atlas, Big Fish Games, Cartoon Network, Digi-Capital, Digital Chocolate, Disney Mobile, EA Partners, GameHouse/Real Networks, Glu Mobile, Indie Fund, Joystick Labs, Konami, Microsoft Game Studios and more

Over 300 GDC Exhibitors and sponsors including:

Google, Unity, Epic Games, Crytek, Sony, Blizzard, Activision, WB, Riot Games, BigPoint, Disney, Onlive Amazon, Playspan, NCSoft and more

In addition, over 250 Top Media Outlets will be attending GDC Play, including:

GameSpot, MSNBC, The New York Times, AOL Games, 1UP, Spike TV, G4 TV, Joystiq, IGN, Reuters and more

GDC Play is also supported by the largest number of International Governments and Trade Organizations, including:

Belgian Trade Commission, Koelnmesse GmbH, Newfoundland and Labrador, Nova Scotia, Canada, Korea Game Developers Association, Prochile Scottish Development, International Swedish Trade Council, Game Developers Association of Australia, Foreign Affairs and International Trade Canada, TIGA, Quebec Government, Queensland Department of Employment, Economic Development and Innovation

**GDC
Play**



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GDC Vault, the premium content portal for all GDC attendees, offers post-event access to conference recordings & proceedings in slide, audio, and video formats. Hosted and accessed via GDCVault.com, GDC Vault extends the life of the Game Developers Conference® into an organized and easy-to-use web tool. As a sponsor of a GDC session, you have the opportunity to upgrade your package and participate in GDC Vault.



How Does it Work?

GDC will video/audio record your sponsored session at GDC as well as screen-capture your slides. We'll sync up the recorded content and host it via GDC Vault for up to three months after the conference.

What's the Value?

GDC will promote Vault content to all attendees and members of GDC and visitors to GDConf.com. Sponsors also have the option to **collect leads** and promote their company products and services long after the event.





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At the heart of the Game Network of sites is **Gamasutra**, an internally recognized and Webby Award winning online community, delivering an audience of over **550,000** registered members, with over **280,000** of the members located outside the United States. It is the top source for information on the "Art & Business of Making Games" since 1997.

Gamasutra.com features:

- 2x **Webby Award** winner
- Daily news about the game industry
- **Original features** and **technical articles** written by industry professionals
- The most comprehensive **job board** for game developers on the web, and **free resume storage** for members
- A **directory of game developers and companies** providing services to game developers
- A **directory of schools and training programs** relevant to game developers

Gamasutra.com enables vendors to reach developers with product news and technical information.



Gamasutra.com Stats

- Over **3.75** million page views per month
- Over **1,130,000** unique visitors a month
- Average **7** minutes per session

Source: Omniture Site Catalyst statistics, February 2012

Gamasutra Affiliated Sites



The **Game Career Guide** website was launched by the UBM TechWeb Game Network in August 2006 and has become the leading website specifically for students and educators in the game industry.

GameCareerGuide.com has expanded from the already successful education coverage on its sister website, **Gamasutra.com**, and is run as a complement to the *Game Developer* magazine's annual **Game Career Guide** issue. The site publishes daily news and twice-weekly feature coverage on the cutting edge of game industry education.

GameCareerGuide.com features:

- International **school directory** of 550+ game development schools
- **Student Game Download Section** and **Student Gallery**
- Education **articles, news** and **features**
- **Forums** to discuss games, industry news and career opportunities
- Student **resources** – 2011 Game Career Guide, internships and more...



GameCareerGuide.com Stats

- Over **200,000** page views per month
- Over **65,000** unique visitors monthly

Source: Omniture Site Catalyst statistics, six month average, February 2012

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★ INDIE GAMES

IndieGames.com the weblog was established to discover, report on, and encourage innovation in game development, and to recognize the best independent game developers.



IndieGames.com Stats

- Over **1,100,000** page views per month
- Over **240,000** unique page visitors monthly

*Source: Omniture Site Catalyst statistics,
six month average, October 2011*

IndieGames.com features:

- Latest **news, features, and interviews** in independent game development
- **Reviews and coverage** for emerging games across desktop, console, and mobile platforms
- Official IndieGames **Podcast**

Game Developer Magazine

by game developers, for game developers



Game Developer magazine has created an editorial environment where leading game experts explore solutions, provide in-depth technical information and tackle the challenges that game developers face every day.

Game Developer magazine reaches over **35,000** professional game developers monthly and has positioned itself as the magazine that game developers count on for the **most relevant and respected content** in the industry.

Game Developer magazine provides:

- **New!** GD Mag extends its reach into the developer community with its Digital Web and App/Mobile Editions
- Featured articles on forward-looking topics in the areas of graphics, AI programming, audio design and engineering, art and animation, QA/testing, game design, and project management
- Content written by industry leaders and game development experts
- Technical solutions, new product reviews, and strategies for creating innovative, successful games

Game Developer Quick Stats*

- *Game Developer* magazine subscribers **manage 5-6 people in their company**.
- *Game Developer* magazine subscribers are deeply involved in their organizations' decisions to purchase Hardware, Software, and Services.
 - **69%** Are involved in purchasing hardware (products or technologies)
 - **79%** Are involved in purchasing software products or technologies)
 - **65%** Are involved in purchasing services (contract, consulting, outsourcing)

* Based on the 2009 State of Game Development Survey by Audience Insights



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Game Developer Magazine - Digital and Mobile Editions

Game Developer magazine expands its reach into the developer community with its Digital Web and App/Mobile Editions.

Game Developer magazine's digital edition has over **11,000** digital subscribers and was viewed over **75,000** times in 2011.

The average user viewed **14** pages and stayed with the publication for an average of **4.4** minutes.

The recently launched **Game Developer magazine app** has already soared to over **6000** downloads and provides instant access to developers who refer to *Game Developer* magazines as a resource throughout the day.



Game Advertising Online

Advertise your game to over 65 million gamers!



The UBM TechWeb Game Network is proud to now offer new business to business opportunities with **Game Advertising Online**.

Game Advertising Online (GAO) provides a **cost-effective** solution to acquire new players for online games, utilizing a **user friendly** self-service interface for advertisers to carefully manage their spend. The simple **pay-per-clickthrough** (CPC) model enables advertisers to easily fine-tune their campaigns to pay only for placements that perform to their requirements. Additionally, a unique, optional **profit-tracking system** and **'concierge' service** for inventory management for top clients allow even more flexibility for those looking to promote their free-to-play MMO or online game.

Game Advertising Online's ad network is comprised of 200+ **leading worldwide game-related and entertainment websites**, each receiving a robust click-based return for banners served via the company's proprietary ad server and bidding-based advertising system. GAO enables website creators to monetize their premium and/or remnant inventory with quality banner ads that are highly targeted to their audience.



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GAO Key Stats

Audience & Exposure*

- **65 million** unique viewers monthly
- **5.5 billion** ad impressions monthly
- Core audience consists of 15-35 year old gamers

In-game advertising & banner placements on:

- Browser-Based/Web-Based Games
- MMORPG Portals
- Casual Games Sites
- Gamer Communities
- Review & Fan Sites
- Web Comics
- eSports Portals & more



* Based on Quantcast report (<http://www.quantcast.com/p-57mrc03j0BaV2>)

www.GameAdvertisingOnline.com