



**UBM TECHWEB
GAME NETWORK**

www.jointhegamenetwork.com

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The Video Game Industry

According to PricewaterhouseCoopers, video game sales will reach \$21.6 billion in the US and Canada by 2013 and \$73.5 billion worldwide. This represents an average growth rate of 5.8 percent over the next five years and is superior to other entertainment/media except for online advertising and web access.

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 business exist worldwide in **74** countries**
- The computer and video game industry sells an incredible **9 games** every second



* Source: 2009 Game Developer Census Report ** Industry Map Reports 2011, Dave Perry

Game Developers Conference® Events



UBM TECHWEB
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GDC¹²

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

GDC¹¹ Europe

August 15-17, 2011
Cologne Congress-Centrum Ost
Cologne, Germany
GDCEurope.com

GDC¹¹ Online

October 10-13, 2011
Austin Convention Center
Austin, TX
GDCOnline.com

GDC¹¹ China

November 12-14, 2011
Shanghai Exhibition Center
Shanghai, China
GDCChina.com

Network of Sites

The UBM TechWeb Game Network of Sites includes **1,500,000** unique users per month, from over **72** countries and **5,000,000** monthly page views*!



* Omniture Site Catalyst statistics, five month average, January 2011



Game Developers Conference®

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

The GDC attracts more than **18,000*** 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 where the best minds in games meet to further their knowledge and to share it with the rest of us, in order to further the industry as a whole.”

— 2010 GDC Attendee

* According to 2010 conference records



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



www.jointhegamenetwork.com

Game Developers Conference®

With humble beginnings as an informal gathering of about 25 developers in the living room of a notable game designer 24 years ago, GDC celebrates it's **25th edition** in 2011.

Five day event includes:

- Six focused tracks



Game Design



Programming



Business/Mgmt.



Production



Audio



Visual Arts

- More than **500** sessions and speakers
- Nine summits & two full days of tutorials
- The Independent Games Festival
- Game Developer Choice Awards
- Game Career Seminar
- **18,000+** attendees*
- **300+** exhibitors & sponsors



INDEPENDENT
GAMES FESTIVAL



GAME
CAREER SEMINAR

* According to 2010 conference records; GDC 2011 official attendance numbers will be available post-event in March of 2011



UBM TECHWEB
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GDC11 Two- and One-Day Summits

Our summits address unique interests and emerging 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.



* Noted summits are based on 2011 line-up. Check back at GDConf.com in the fall for 2012 line-up.

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

GDC



www.jointhegamenetwork.com

Game Developers Conference®

GDC 2010 Attendee Demographics:

- Visual Arts - 12.2%
- Programming / Engineering - 24.5%
- Game Design - 12.1%
- Audio - 3.6%
- Production - 7.2%
- Business / Management - 16.5%
- Other* - 14.7%

GDC 2010 conference attendees develop for these platforms:

- Console - 38%
- Handheld Devices (mobile platforms) - 54%
- PC/Mac - 56%
- Web - 29%



Relevance

87% of GDC 2010 attendees heard something useful within their craft they didn't know before

87% of GDC 2010 attendees were inspired

Geography

85% of GDC attendee are from North America with the balance mainly coming from Western Europe (9%) and Asia (5%)

* "Other" includes Content acquisition/licensing, students, educators, press/media, and other job functions.

Information is based on 2010 GDC Post Show Survey conducted by Audience Insights and conference management records.

GDC conference attendees:

- Have an average of **5 years** of experience
- Have worked on an average of **10** games, and published on average **10** games
- Manage an average of **6** people directly

Top four actions attendees have taken as a result of attending GDC 2010:

- Visited an exhibitor's website
- Sent an email
- Contacted an Exhibitor
- Downloaded a GDC Session from GDC Vault



March 5-9, 2012
Moscone Convention Center
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GDC



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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 2010, GDC Europe hosted over **2,000** game professionals from over **45** countries, **170** speakers, **40** exhibitors and sponsors, and **270** media and press representatives. The conference held over **90** sessions with tracks on **Business & Management**, **Game Design, Production, Programming**, and **Visual Arts**.



GDC Europe is supported by:



European
Games Developer
Federation



GDC Europe Key Stats*

GDC Europe Conference attendees

- Have on average been involved in game development for **3.6 years**
- Have on average published an average of **9 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 **\$6.2 million** and median budget of **\$300,000**
- Spend over **5 hours** on the expo floor



GDC Europe attendees currently develop on these platforms

- **53%** PC/Mac
- **24%** Console
- **24%** Web
- **38%** Handheld devices (mobile platforms)

76% 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

August 15-17, 2011
Cologne Congress-Centrum Ost
Cologne, Germany
www.GDCEurope.com

GDC
Europe



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Game Developers Conference® Online

The **Game Developers Conference® Online** is the premier game developer event focusing on **online and connected gaming** including social games, virtual worlds, casual games, & MMOs with conference tracks focused on business & marketing, design, production, programming, monetization and going Live. In 2010, GDC Online covered emerging topics in connected game development including microtransactions, the casualization of MMOs, and new distribution models.



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.

In 2010, the conference attracted more than **3,000** attendees from across the globe and provided social online and connecting gaming development professionals educational, networking, and business opportunities. The conference featured more than **140** lectures, panels, keynotes and roundtable discussions presented by **190** industry-leading speakers, over **85** media representatives, and a bustling expo floor with more than **85** exhibitors and **30** sponsors.





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 **5 years**
- Has worked on **8 titles** and has published **10 titles**
- Manages at least **13 other game developers**
- Has a development budget of **\$7.6 million**
- Spent **4.6 hours** on the Expo Floor

As a result of attending in 2010, **86%** of attendees have taken action including

- **55%** of attendees visited an exhibitor website
- **48%** of attendees sent an e-mail to an exhibitor
- **43%** of attendees sent a request for more information to an exhibitor

GDC Online attendees currently develop on these platforms

- **40%** PC/Mac platforms
- **22%** Console
- **21%** Handheld devices (mobile platforms)
- **17%** Web

October 10-13, 2010
Austin Convention Center
Austin, TX
www.GDCOnline.com

GDC
Online

* Based on GDC Online (2009 & 2010) Post Show Survey conducted by Audience Insights



www.jointhegamenetwork.com

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**, **Serious 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.

Now approaching its fourth successful year, GDC China will continue to serve 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 will also play host to the 3rd annual **Independent Games Festival China**, and is currently the only game developer conference officially endorsed by the Ministry of Culture of the People's Republic of China.



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 (mobile platforms)

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

November 12-14, 2011
Shanghai Exhibition Center
Shanghai, China
www.GDCChina.com

**GDC
China**



www.jointhegamenetwork.com

Gamasutra.com

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 **500,000** registered members, with over **255,000** 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:

- 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 **3.3 million** page views per month
- Over **1,000,000** unique visitors a month
- Average **3.2** page views per session

Source: Omniture Site Catalyst statistics, January 2011



Gamasutra members' primary line of business:*

- 30% - Game Industry (*incl. Publishing, Distribution, & Social Network Game Development*)
- 38% - Related Industry (*incl. TV/Video/Film, Education, Tools/Middleware, & Multimedia Development*)
- 19% - Contract Game Development Services (*incl. Animation/Graphic Arts, Programming, Script Writing, Music, QA, Production, & Contract Development*)
- 13% - Other industry

Gamasutra members manage directly or indirectly 4-5 people in their company.*

Gamasutra members are developing on the platforms below:

- 73% - PC/Mac
- 41% - Console
- 39% - Handhelds (*mobile platforms*)

Gamasutra members are currently involved in these gaming areas:*

- 56% - Casual Games
- 34% - Serious Games
- 29% - Online Multiplayer
- 22% - Handheld Games (*mobile platforms*)
- 18% - Social Games (*Facebook, MySpace, etc.*)
- 14% - Online Worlds
- 6% - Advergaming
- 5% - In-Game Advertising

Gamasutra members' job function:*

- 27% - Programming/Engineering
- 16% - Game Design
- 18% - Other
- 14% - Visual Arts
- 13% - Business/Management
- 8% - Production
- 3% - Audio
- 1% - Publishing

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

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:

- 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

GDC Vault

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.

www.GDCVault.com



www.jointhegamenetwork.com

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 provides a **cost-effective** way 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 showcase their free-to-play MMO or online game.

Game Advertising Online's ad network itself comprises a number of **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
- eSport Portals & more



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

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