

## „Ein Blick hinter die Kulissen: Welche Berufe gibt es in der Spiele-Industrie?“

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## Why do you want to work in the games industry?

**EA: Entlassungen wagt bei Call of Duty 1.8 Millionen**  
Quelle: gamedaily.de

Es geht wirklich über den Dschungel anger. Auch das Studio EA Tiburon, das mit den First-Person-Shootern Madden und NCAA sowie der Tiger Woods-Serie sehr erfolgreich und mit vielen profitablen Spielen liefert, muss einige Abgänge hinnehmen.

Über die genaue Anzahl der geschlossenen Stellen, schwingt EA sich aus, es soll die Produktivität des Studios aber kaum beeinträchtigen.



**THQ gab Einblick in den jüngsten Geschäftsbericht, und wie schon in den Quartalen zuvor schrieb der Publisher auch in den letzten drei Monaten des vergangenen Jahres rote Zahlen. Das Minus betrug 191,8 Mio. Dollar - im gleichen Quartal des Vorjahres hatte man noch einen Gewinn in Höhe von 15,5 Mio. Dollar auf der Haben-Seite verbuchen können. Auch beim Umsatz gab es einen deutlichen Einbruch, sanken die Einnahmen doch von 109,6 Mio. auf 357,3 Mio. Dollar.**

Quelle: Investor Relations



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**Midway Games**

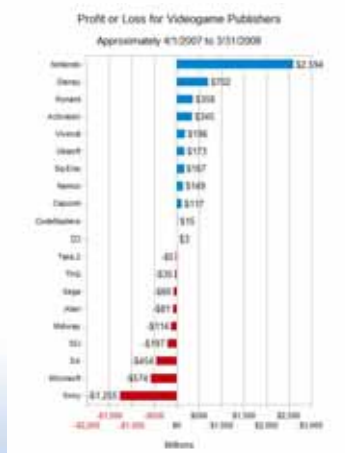
Midway Games ist ein führender Publisher für Action- und Sports-Spiele. Das Unternehmen ist bekannt für seine erfolgreichen Franchises wie Mortal Kombat, Tekken und Def Jam Fight for NY. Midway Games ist ein wichtiger Bestandteil der Entertainment Industry Group (EIG).



## Are you ready for this?

- Delays
- Partners that do not live up to their promises
- Relatively insecure job
- Negative Image - especially in Germany
- Customers who do not want to pay for your product
- Dependent on journalist's ratings – “who know better”

## Does this look like a healthy industry?\*



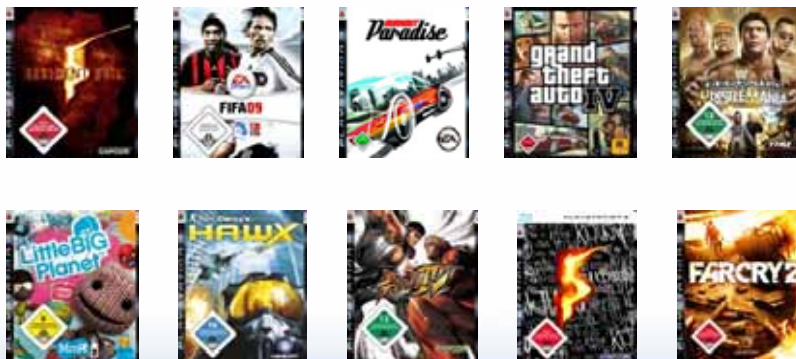
\* Kotaku Juli 2008

## Oh yes. There are many reasons...

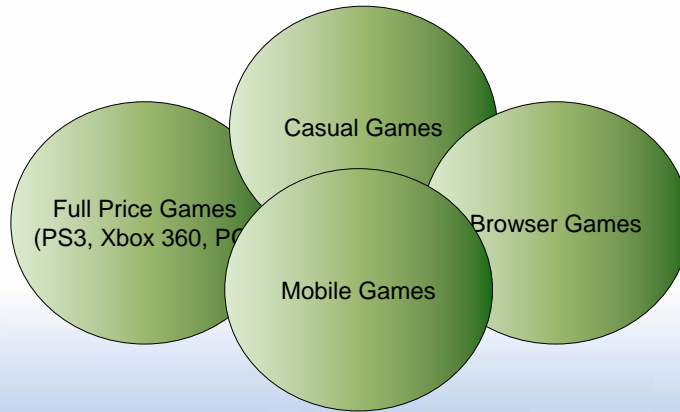
- It's all about entertainment
- So far a growing industry and recession proof
- Very dynamic industry
- Young
- Quick and direct feedback

... if you like games

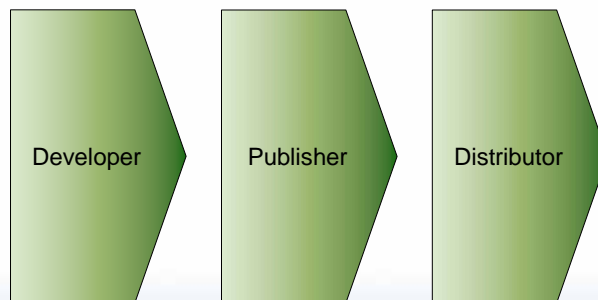
## Games as we know them



### Which games are we referring to?



### Structure games industry (full price)



## Example



Developer

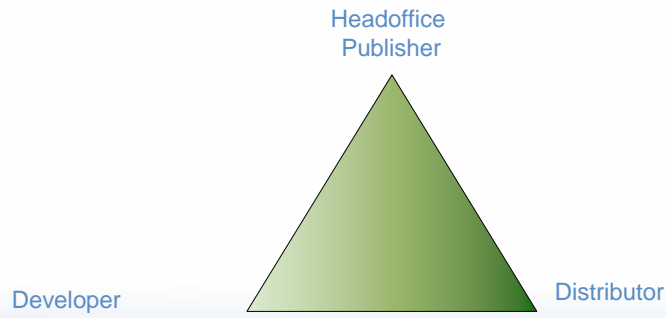
Publisher

Co-Publisher/  
Distributor

## Top 20 Game Publishers

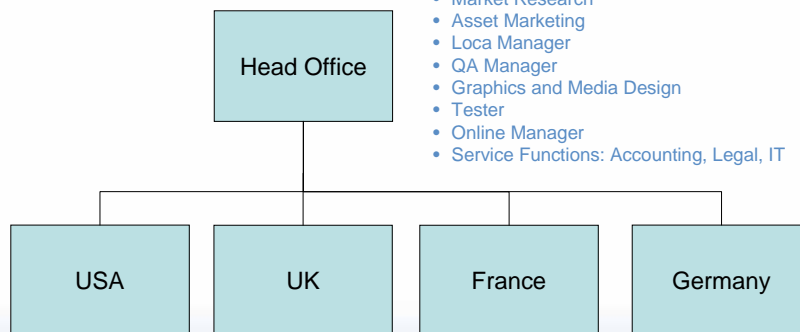
- |                                |                                |
|--------------------------------|--------------------------------|
| 20. Midway                     | 10. Square Enix                |
| 19. Eidos Interactive          | 9. Microsoft Game Studios      |
| 18. Codemasters                | 8. THQ                         |
| 17. LucasArts                  | 7. Sega of America             |
| 16. Disney Interactive Studios | 6. Take Two                    |
| 15. NCSoft                     | 5. Sony Computer Entertainment |
| 14. Capcom                     | 4. Ubisoft                     |
| 13. Namco Bandai Games         | 3. Activision                  |
| 12. Vivendi Games              | 2. Electronic Arts             |
| 11. Konami                     | 1. Nintendo                    |

## Job offers vary



## Set up of Games Publisher

- Business Development
- Product Evaluator
- Producer
- Brand Manager
- Product Management
- Market Research
- Asset Marketing
- Local Manager
- QA Manager
- Graphics and Media Design
- Tester
- Online Manager
- Service Functions: Accounting, Legal, IT



- Community Manager
- PR Manager
- Marketing Manager
- Sales
- Service functions according to company size

## What publishers are not looking for

- Game Designer
- Coder
- Sound designer
- Modelists
- ➔ Typical developer positions
  
- Although customer service is important it is frequently outsourced.

## What are Publishers looking for?

- Talent
- Youth
- Passion for gaming
- Industry knowledge
- Experience
- Excellent education
- Flexibility
- Very good English
- International background

## How to get experience

- Internships
  - Diploma thesis
  - Work as a journalist on game portals
  - Create fan sites
  - Manage forums
- Start your career as early as possible

## Where to look for jobs in the games industry

- Websites for games publishers and developers
- Specialized career networks like mediabiz.com
- Unsolicited applications
- Internationally
  - Talk to recruiting companies, especially in UK
  - Mcvuk.com, kotaku.com etc.

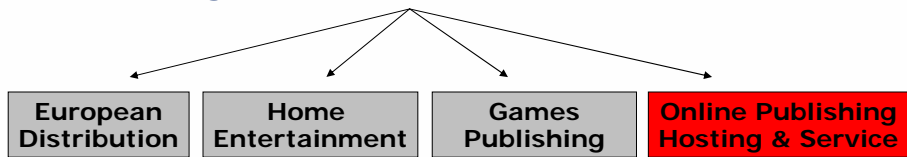
## About Us

## Competitive Landscape

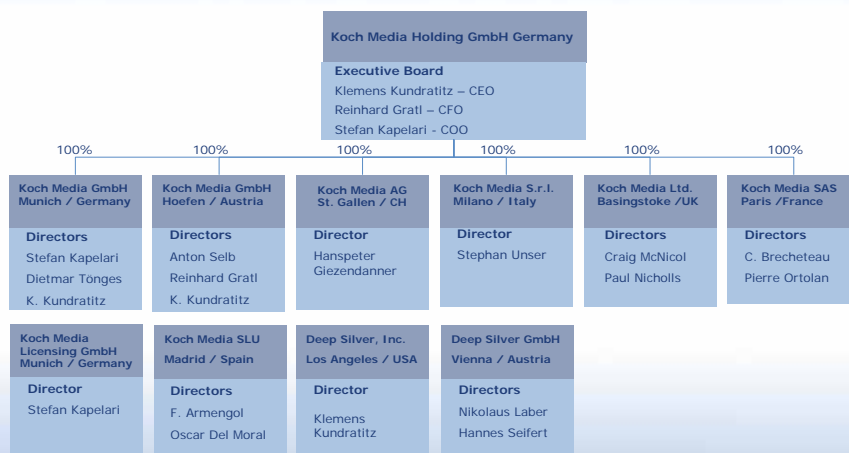
US	Europe	Asia
Microsoft Activision-Blizzard EA Take2 THQ Midway	Ubisoft Koch Media Atari Eidos Codemasters Digital Bros./505	Nintendo Sony Namco-Bandai Sega Konami Square Enix

## ABOUT US | STRATEGIC BUSINESS UNITS

### Strategic Business Areas of Koch Media



## Corporate Structure



## Where we are



## Product Portfolio

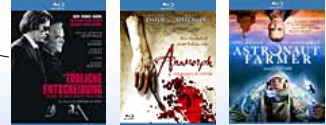
Games Publishing



Games & Software Distribution

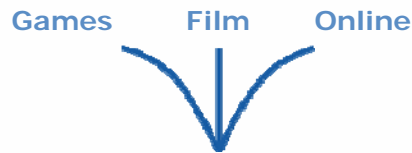


DVD and Film Business



## Vision

The entertainment markets converge



Koch Media positions itself as the first independent fully integrated media company with business units in

- Interactive Entertainment
- Film Entertainment
- Online Entertainment

## Deep Silver Portfolio

### Games for Gamers



### Casual Games



### Family Entertainment

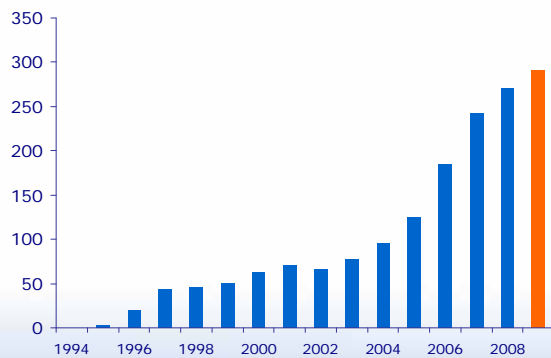


### Key Products



### Key Figures

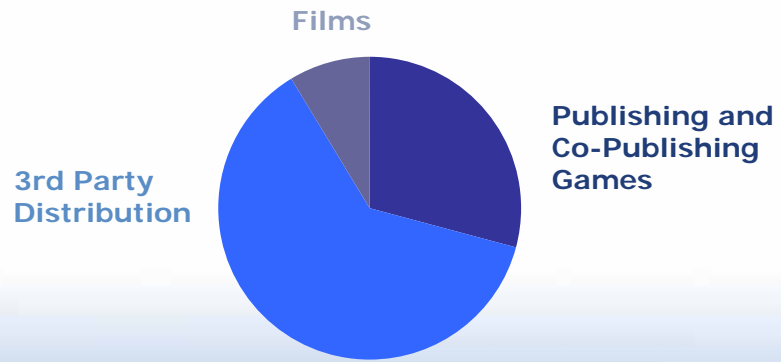
CONSOLIDATED GROUP REVENUES IN MIO €



Koch Media is ambitiously pursuing a long term growth strategy in all territories

## Revenue Segments

### REVENUE BY BUSINESS SEGMENTS



THANK YOU