

# Connecting Games & Movies/TV



When Worlds Collide – A new star is born

# Gaming meets Movies

Presentation @ Game Developers Conference 2010 – Presentation outline

1. Brief project history overview
  - Game-Producer meets Movie/TV Producers to talk about
    - i. Genre
    - ii. Technology
    - iii. Interest
    - iv. History
    - v. Future
2. Introduction of the involved people and the initiators
3. Summary of the first meeting in Cologne and results
  - Common interest (entertainment)
  - Different state of mind
  - Contrary approach to the medium and its audience (passive vs. interactive)
  - “Language” barrier
4. Where to start? 7 basic rules:
  - a. Rule #1: Create a shared vision before anything else
  - b. Rule #2: It’s not about extension
  - c. Rule #3: Find a common language
  - d. Rule #4: Due diligence of the whole concept from both sides viewpoints
  - e. Rule #5: Screw advance payments
  - f. Rule #6: Share all assets and create with joint force
  - g. Rule #7: Understand the differences in the target group
5. Past of interactive TV and past of film industry in gaming
  - Interactive TV before the digital age of TV (HUGO, Goldener Schuss etc.)
  - TV tries to get active gamers back to the TV set
  - Media tries to get audience back to and from...wherever!
6. Games on their way to the big screen... And the big screen creating interesting approaches for games!
7. Problem analysis
8. The opportunity for the future: A new interactive genre and form of media usage
9. intermediary result
10. Project introduction: Orson Wells: Safe Harbor (Nevigo)
11. Project introduction: A brave new world: ROME (Headup Games, Phoenix Films)
12. Outlook and conclusion: The merging of the different media forms and the need and opportunities for a new media genre
13. Questions & answers