



**DIGITAL CONTENT CREATION  
IN THE ENTERTAINMENT INDUSTRY  
ED BAINBRIDGE**



**THE INTRO**



**WHO KNOWS GAMES?**





WHO AM I?





## RETAIL GAMES





**ONLINE GAMES**

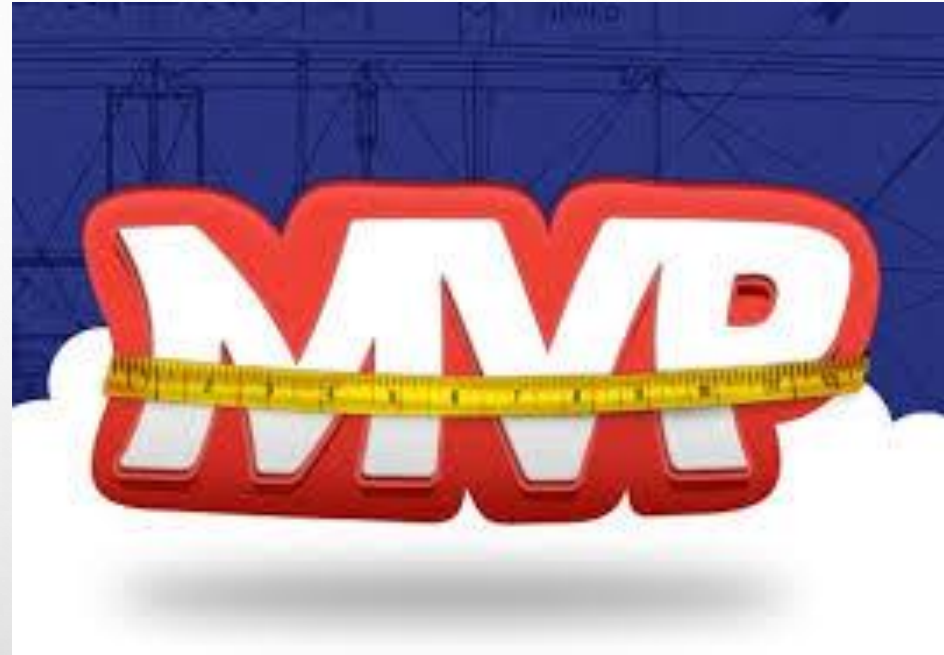


## MOBILE GAMES



**HIGH COST/LONG LEAD PROJECTS**





**MINIMUM VIABLE PRODUCT**



## **APPOINTMENT GAMING**



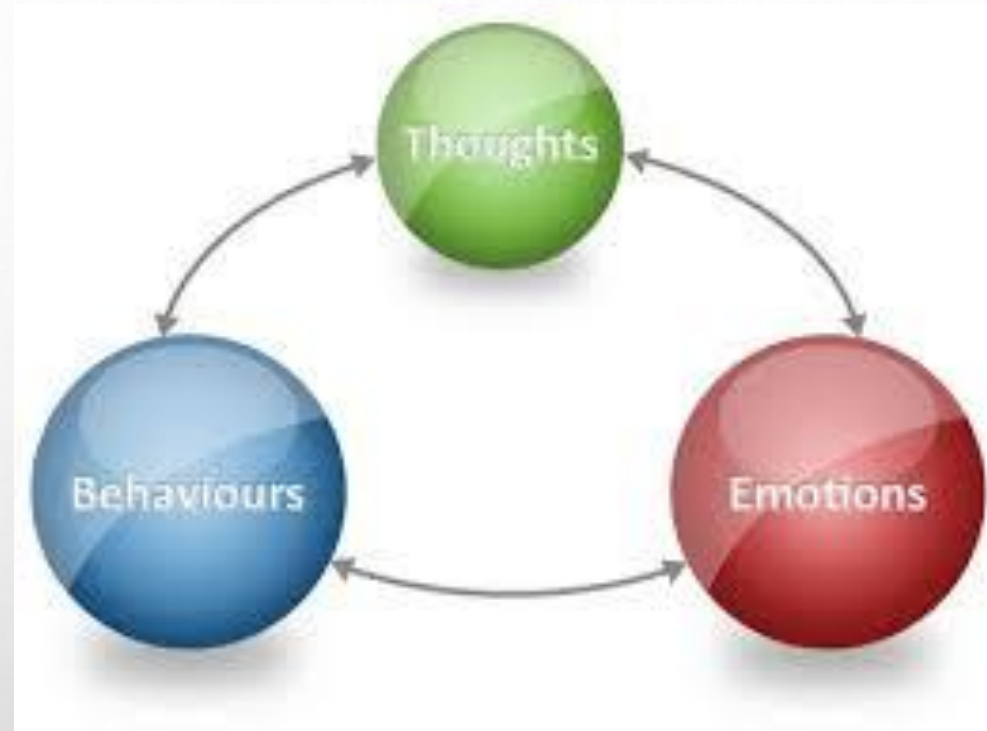


**FAVOURITE GAMES AND PLAY PATTERNS**





**KNOW WHERE YOU PLAY?**



**FOLLOWING BEHAVIOURS**



**THE ALWAYS ON GENERATION**





b+w - by the way  
brb - be right back  
tty l - talk to you later  
lol - laugh out loud  
2day - today

## A NEW LANGUAGE



## MOBILE BEHAVIOURS





PLATFORMS, CHANNELS, SHIFTS







**THE CHANGE**



**TRADITIONAL DEVELOPMENT**



**THE DEVELOPER & PUBLISHER RELATIONSHIP**





## THE GREENLIGHT PROCESS

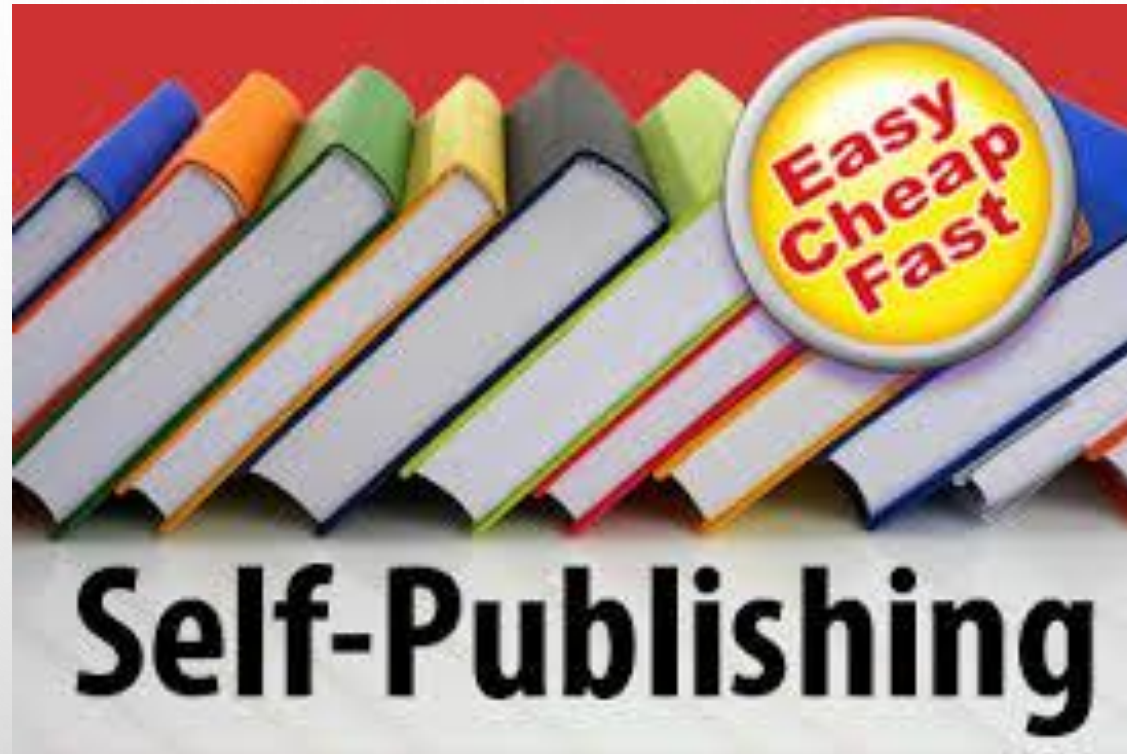


THE PLATFORM CYCLE



**CONTEMPORARY DEVELOPMENT**





DIFFERENT PUBLISHING MODELS



**F.A.I.L.**

First Attempt In Learning

**SPEED TO MARKET**



**FROM NOW INTO THE FUTURE – THE LANDSCAPE**





**CONSUMER BEHAVIOURS**



**COMPETING FOR ATTENTION**



**DATA-DRIVEN DEVELOPMENT**





**A LIVE ENVIRONMENT**



## EMERGING PLATFORMS & PLAY PATTERNS



**A PHYGITAL WORLD**





DIGITAL MONETISATION MECHANICS

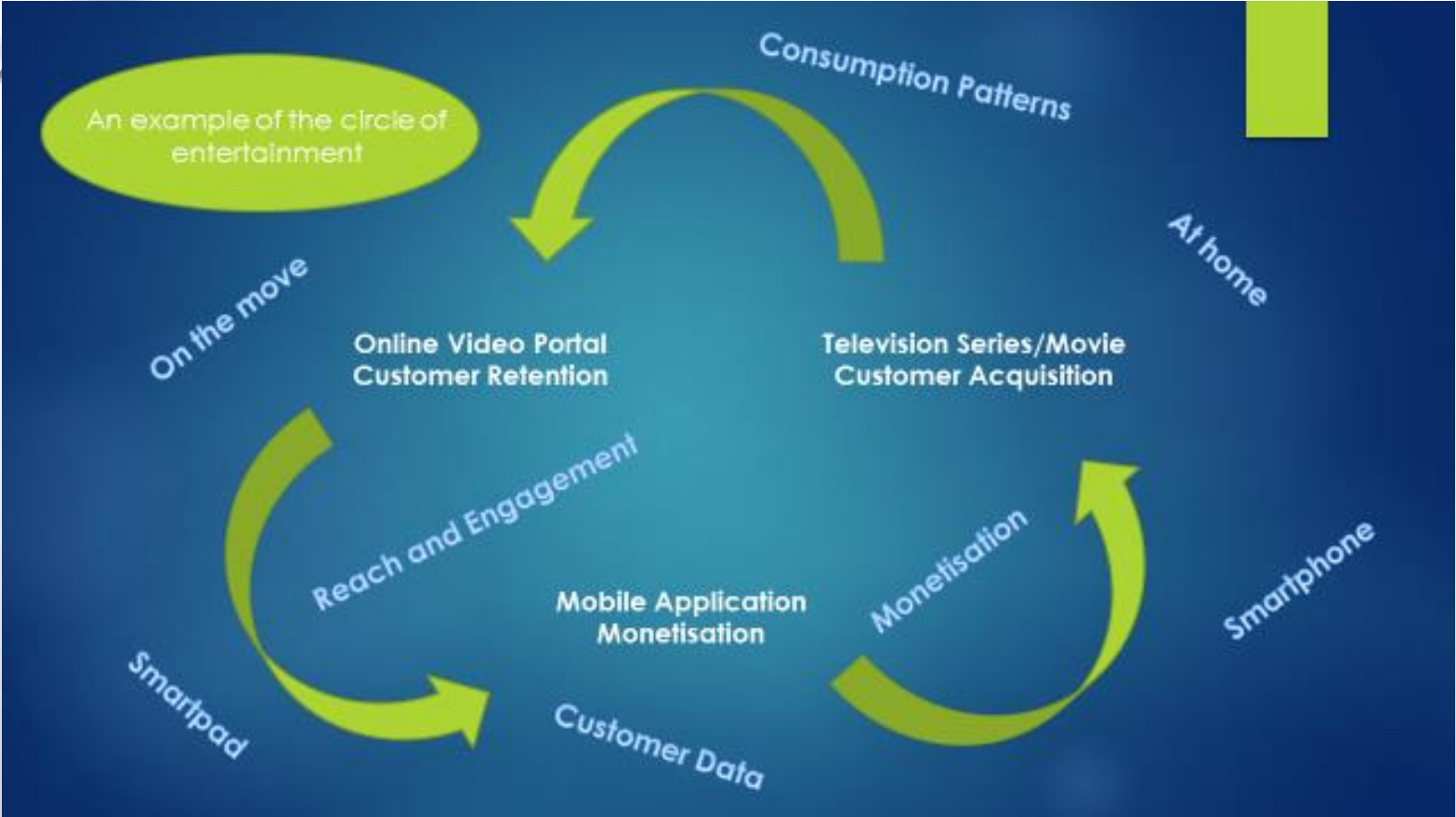


**MULTI-CHANNEL DIVERSIFICATION**



**TRULY MULTIMEDIA CONTENT**





# THE CIRCLE OF ENTERTAINMENT

**ALWAYS**



**ON**

**ALWAYS CONNECTED**



**THANK YOU**