



Stanford eCorner

Intellectual Property

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Kim talks about how there is a large range in the projects at EA. Team sizes range from 30 people to 200. Development times take 10 months to 2-3 years. Some projects are original licensed intellectual property, like Lord of the Rings; others are hybrid intellectual property, like Golden Eye, based off of James Bond. Some games at EA are developed completely internally, others are partly outsourced to third party companies, and some are the result of partnerships.



Transcript

There's a very large range of development projects that companies like EA and our competition will pursue your team sizes of 30 or less to over 200 people and we'll talk about some of that range of cases sort of today. Development time of 10 months to two to three years. Original license or hybrid intellectual properties. You want to talk about intellectual property, Lord of the Rings is an intellectual property. Medal of Honor, which was something that EA has, you know, has created on our own or Sims something that we've created on our own is an intellectual property, that's original. A hybrid might be, you know, what I consider like Golden Eye, you know, it's based off of James Bond but it's something that was created within that fictional world that's original in its development. Also there's case studies for internal, external, and hybrid development as well. So some games, EA will develop end to end fully all internally or there will actually go out of higher or third party company and partner with them to make company, and then there's also hybrid where, you know, some portions of it you will form out and other portions of it we'll bring in. And I sort of talk about this range because we worked sort of at the stage and the development of a, or the trying of the video game in the screenwork, all things are out there and it's changing. It's changing on a regular basis.

People are creating new rules on, you know, everyday about the best way to make games is. However, that being said, EA on a regular basis tries to normalize, understand, learn, synthesize, and then put back into the organization what that learning might be. But knowing that it's always evolving.