



## Stanford eCorner

### Market potential: GameBoy

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Erin Turner, a producer at Electronic Arts specializing in action-hero titles, explains that the GameBoy has a pretty substantial market with 40 million sold worldwide. The mission with the GameBoy is to create some unique draw or additional fun factor, since it does not have nearly the graphical capabilities as a console, she says. The team's challenge is to provide the optimal gaming experience, while working within the constraints of the limited hardware.



#### Transcript

So with Bond, there are multiple platforms and multiple producers on the console. But the product that I am going to talk to you today is Gameboy. I brought the Gameboy -- I don't know how many people here have a Gameboy. OK, a few. There were about 25 million of these in the market last March and they expect by the end of this year, there are going to be 20 million more. So we're looking at an install base of about 40 million worldwide. So even though a lot of the glamorous titles are on Xbox, PlayStation and Game Cube, Gameboy has actually a pretty significant market. Before I get into it, I want to show you a trailer from the console product and then talk about what we did to create the Gameboy. So if we could run the trailer first. EA games.

Challenge Everything. I deduced the mission was successful. All the nanobots were destroyed except for one courtesy of MI-6 and James Bond. How ironic. Bond is now planting the seeds for his own destruction. This should be enough. The world will know and fear the name, Nikolai Diavolo. You have everything you desire. Yes, Katya, everything. Bond, nothing.

Nice day for a drive. Why don't you show me the way? Here is something for your next mission that I'm particularly proud of, 007. You're not afraid of spiders, are you? Thus, people of Russia, then we will unleash our evil nanobots on the world. If there is dying to be done, you first. That's it. So one of the reasons I wanted to show you that. This is a product that I am now working on at that's coming out in February, but back last spring, I was asked to fit that onto this. And you can see that was quite a challenge. How do you get the essence of Bond and what fans know from the movies into a device, into a screen that's 240 X 160? So that product, the Gameboy product, will actually be finished in September. It's coming onto shelves next week.

So that's the case I want to talk to you about today. The X of the movie or of the game is this year, there is no movie. The game is the movie. But on a Gameboy, you don't have nearly the graphical capabilities that you have on a console, and when I talk about console, I'm talking about Play Station, Xbox and Game Cube. So you have to create some sort of fun factor that makes the player feel like they're getting what they want from the world's greatest secret agent, but at the same time, working in the constraints of the hardware. So I'm going to tell you how we figured that out but that was the challenge. The business imperatives were to ship this product in a very, very short development cycle, pretty much a record, which is five months. It needed to generate between \$5 and \$10 million. It has to ship simultaneously in Europe, the US and Japan. It also has the Bling feature, which means that it can connect with the Game Cube and be completed before the Game Cube version of the game is done.

And finally, the quality of the game needs to sell Bond as a third-person title because we have this license for many years to come and we want players to buy the next game.