



Stanford eCorner

Opportunity Assessment: Two Towers

Arcadia Kim, *Electronic Arts*

November 12, 2003

Video URL: <http://ecorner.stanford.edu/videos/727/Opportunity-Assessment-Two-Towers>

Kim explains that the Two Towers development was done with a team of 40 at EA and the help of a third party developer in order to get it finished in time. The EA team injected their values, processes, management style and work ethic into the outside team, she says.



Transcript

And so I mean, just to sort of then fast forward to what happened then, that group of five people turned into a group of forty people who then moved all of our desks over to this third party developer, sat with them and helped worked with them to ship the game. We injected sort of our EA values, our process use, our management style, our hardcore way of doing things in order to make sure that we were going to ship Two Towers. So, what Two Towers did for Lord of the Rings is just sort of create a launch pad. We'll say, "OK let's touch home, let's touch base, I think we can have a big business here." It's not saying, "OK we've got the word, then we're going to sort of sit down." What we were able to do was sell four million units worldwide. That ain't too shabby with a metacritic - the metacritic is basically an average of all of the different reviews - a metacritic rating of 82 that's over 100. That's not too shabby either. Worldwide, Two Towers was the ninth game in ranking and it was critically acclaimed as sort of the first decent movie game. And that was the goal that we had set up last year.