



# Stanford eCorner

## Competition

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Video URL: <http://ecorner.stanford.edu/videos/731/Competition>

Earl and Kim respond to the question: How has the competition from Grand Theft Auto influenced EA? Vice City is brilliant in its open world design, says Earl, you can go in any direction and interact with the environment. Grand Theft Auto was a little bit of a wake up call for EA suggesting that they should be doing something like it and watching out for the competition, he adds.



### Transcript

... In a massive way. The Grand Theft Auto is a violent game so there are things that EA would not do and we would not cross the line at some of the content matter. But what's so brilliant about that game with Vice City is the open world design of that product. If I can go any direction, do anything at any time and interact with the world, so it's, you know, it feels contact sensitive. That is, not only it is affecting us, it is affecting the industry in a really profound way. A lot of games in the future are going to be real world environments and fully open integrative world like Grand Theft Auto. I think it's, I personally feel it's the most important game in the industry in probably the last 10 years in that respect. That being said, I also ... So I remember playing Grand Theft Auto and thinking to myself we could've thought of this, you know.

We could've, we could've probably done something like this. And sort of feeling like there was a sense of, you know, innovation. So this is part of the challenge of being number one in this base. And then also being number one where your revenues, you have there your second person, you've doubled their revenue, right? Cause being number one is that you don't have anybody to look at and try to bet. And I remember feeling somewhat thankful for Grand Theft Auto because it was the sort of thing he was, we should be doing a lot like this and we should be doing it faster and we should be doing it better. And that becomes from a competitive landscape positioning standpoint, a potential Achilles' heel for you.