



Stanford eCorner

The Future of Online Games

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The PC market has not been growing as much as was hoped, says Earl. Creating games that can be played against other players from a TV set is an important goal, but the commercial side about how to make money is still under development.



Transcript

We're finding that in a PC space kind of the traditional online space that things are not growing quite as much and quite as fast as we would have hoped. We've had a couple of launches recently like the Sims online, which have been up to our expectations. Thankfully we're finding that growth is their console online and so far Arcadia's product Lord of the Rings and Bond are both online consoles and we believe that's kind of a key component for online success and, you know, EA finds itself with pretty good position. We've made a huge investment to online and we think that's going to pay off. But we feel like creating communities and having people play over the television set, you know, in one state, in one side of the country, the other side of the country really is an important feature for our products. And we think there's a lot of growth. The commercial side of it is how you monetized is still very much to be determined. We have not really known to really crack that nut just yet. Right now it's just a free feature. Next generation with PS3 and Xbox 2.

There's a chance we will be able to monetize that, but right now that is, you know, that is very much hanging out as a question mark. From a design standpoint and what online offers as the opportunity is to create that community it's taking us that has people coming back because, you know, what you are playing with or interacting with is not sort of, you know, just the machine it's actually real life organic people. And so I think from a design standpoint, playing, exploring what online might be able to do for us in games has been really exciting. There's a lot of ground that hasn't been broken yet and you know, it's certain that in the business model about how we monetize just kind of comes along with it so...