

DEVELOPMENT AND PLAY DO WOMEN DO IT DIFFERENTLY?

**Paulina Bozek
Women in Games 2008**



**Courtney
Love**

Avril

*Me as Christina
Aguilera*

**Lady Miss
Kier, Dee Lite**

7 years in games industry.

Producer / Director

Ubisoft, SCEE, >> ATARI

BSc Cultural Studies,

MSc Media & Communications.

video



Mass market. Social game. Broad demographic.
60% female players.

15 Million Units Sold.

SingStar is entertainment.

It is:

Fun, social, competitive, not gender
specific, aspirational, authentic, music.

Key Decisions

Social

2 microphones.

Competitive

scoring system

Authentic

real music and videos.



Influenced by media and pop culture



Assumed primary target audience was girls.
But that changed very quickly.

It did attract girls.

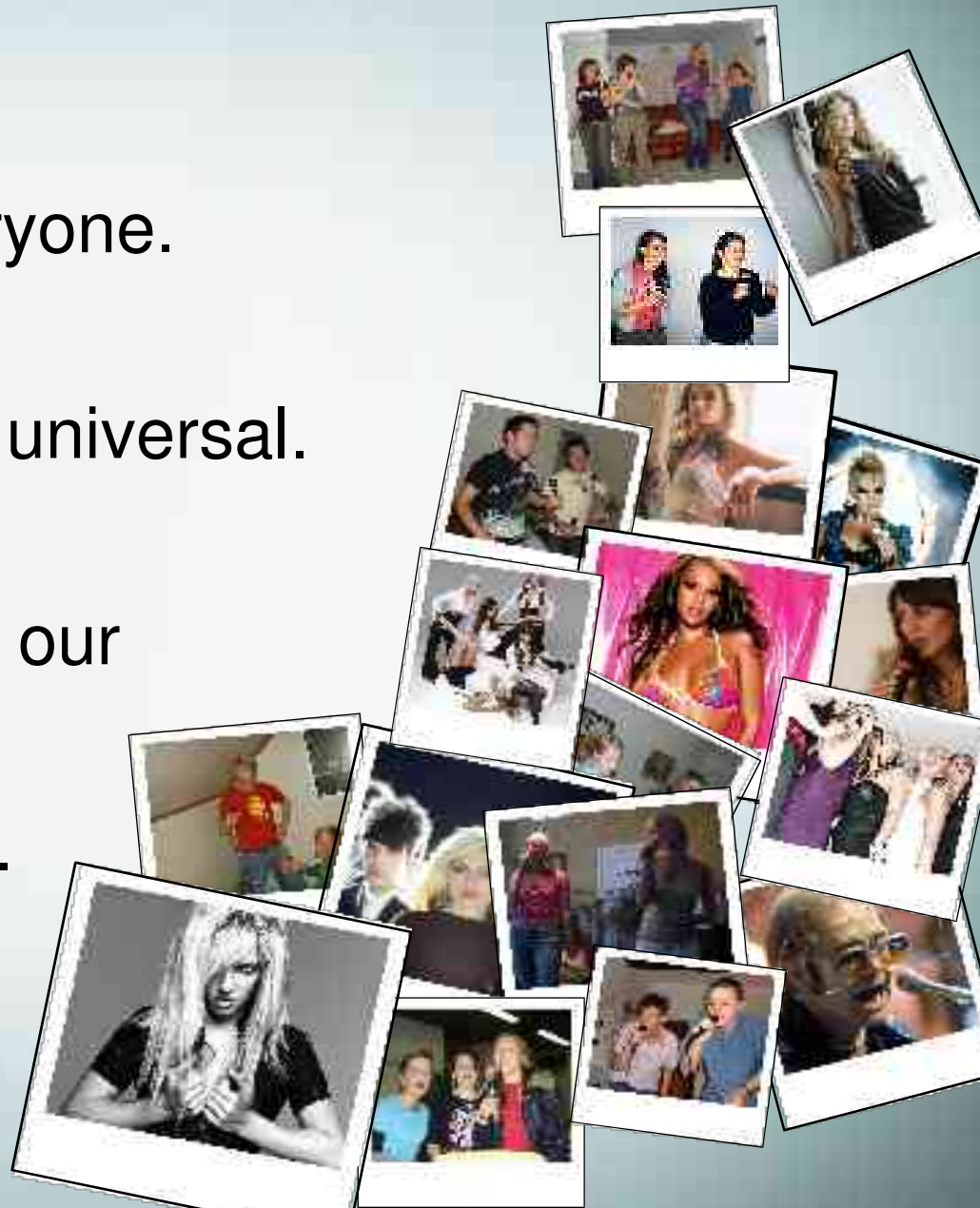


But also attracted guys who
wanted to see what the girls
were doing...

And moms, dads, teens, college kids, grandma...

Target audience is everyone.
Music is universal.
The experience proved universal.

Song selection became our
primary method of
audience segmentation.



Lesson #1

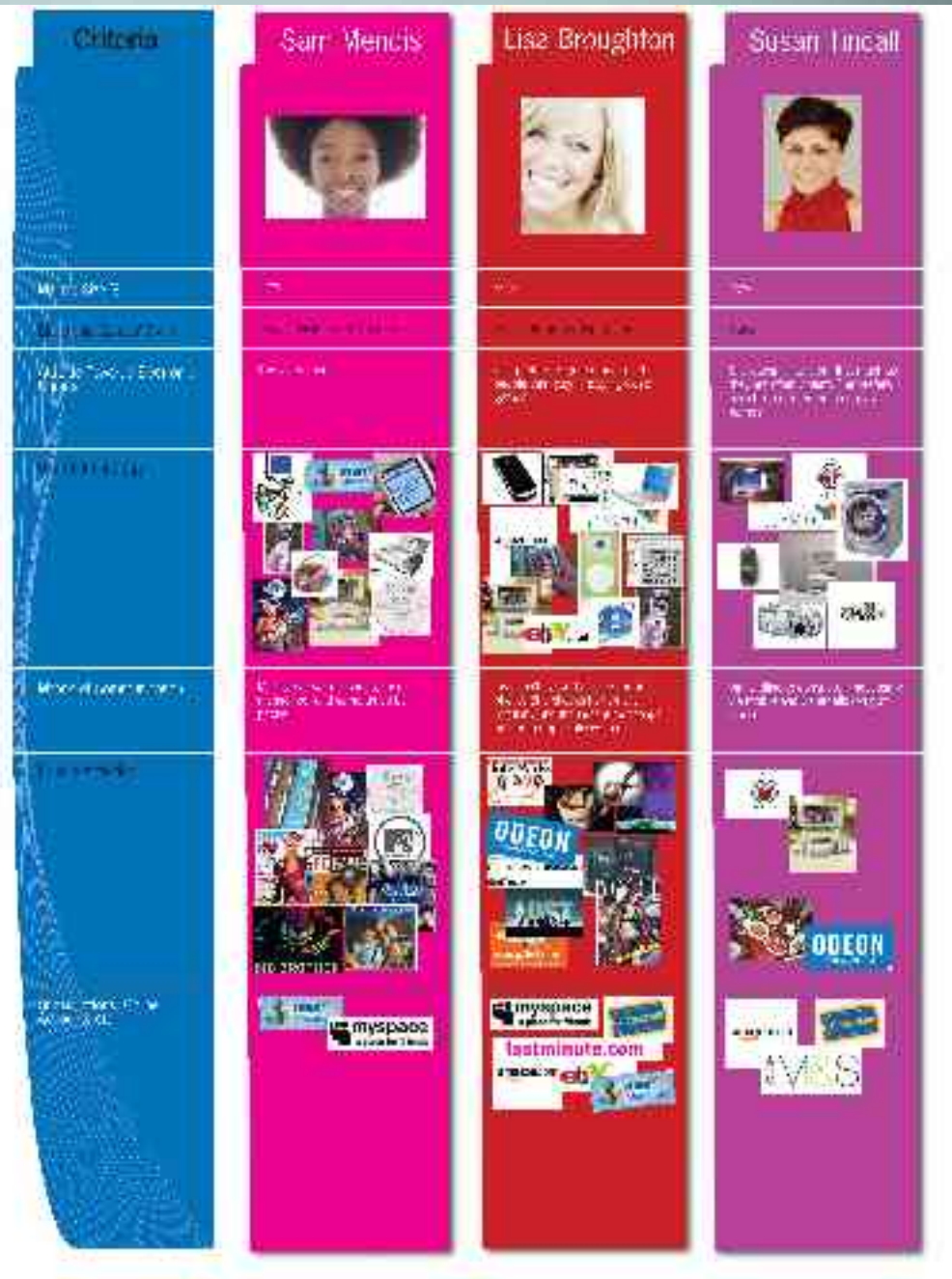
It's all about the user and the experience

- Importance of feedback and testing
- Importance of demos and shows.
- Importance of sampling for marketing.

Lesson #2

Prioritize what brings the most value to the experience.

Focus on the user again.





PLAYSTATION 3



33% women

WARRHAMMER ONLINE
THE STRONG AND THE FREE



What is Coming

DECLARE YOUR ALLEGIANCE
JOIN THE BATTLE NOW!
SIGN UP NOW



WORLD GAMES 2008

Sony's Bozek, BioWare's Clark Headlining Women In Games 2008



The award ceremony will be hosted by Kotaku's own first female department editor, and will feature a special live-streamed panel with award winners at prominent news firms—many of whom are using a live feed on one of the live feeds of the following two time slots.

As a special event, a live stream from Sony's Tadhg Bozek, director of Specialty, Research Director of David de Freitas of the Serious Games Institute, Karen Evenden of The Media Lab, and veteran technoevangelist Elizabeth Brown will also be headlining the event.

Tadhg Bozek in the photo, on the way, holding the BAFTA award she won for her work!

5:00PM

The full schedule has yet to be determined, so the event organizers are still accepting submissions for talks. Further info after the jump.

Watch It: Game Center

Journalist of the Week: JK

09/03/08 12:27 PM

YTMV 4, 04:51 PM on 08/03/08

25/01/08

Can't wait for the awards, especially for the live stream! Glad to see you're still around!

YTMV 4, 04:42 PM on 08/03/08

It's a shame you can't attend the event, but you can watch the live stream. It's a great way to see the winners and hear from the winners.

...and the winners, too. I'm sure you'll find it interesting to see who's getting the awards.

...and the winners, too. I'm sure you'll find it interesting to see who's getting the awards.

brash 4, 07:31 PM on 08/03/08

Great! The live stream is a great way to see the winners and hear from the winners. It's a great way to see the winners and hear from the winners.

wellington 4, 07:31 PM on 08/03/08

Wladimir 4, 07:31 PM on 08/03/08

...and the winners, too. I'm sure you'll find it interesting to see who's getting the awards.

Zigger 4, 06:47 PM on 08/03/08

...and the winners, too. I'm sure you'll find it interesting to see who's getting the awards.

JK 4, 04:30 PM on 08/03/08

...and the winners, too. I'm sure you'll find it interesting to see who's getting the awards.

For: GAMES 2008

YTMV 4, 04:51 PM on 08/03/08

...and the winners, too. I'm sure you'll find it interesting to see who's getting the awards.

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Jade
Beyond Good and Evil



Boss character
MGS3



Elena Fischer
Uncharted



Kenny at 05:09 PM on 06/09/08



Bozek is hot.



VishusBurn at 05:14 PM on 06/09/08



@Kenny:

Seconded.



DefDealer at 05:46 PM on 06/09/08



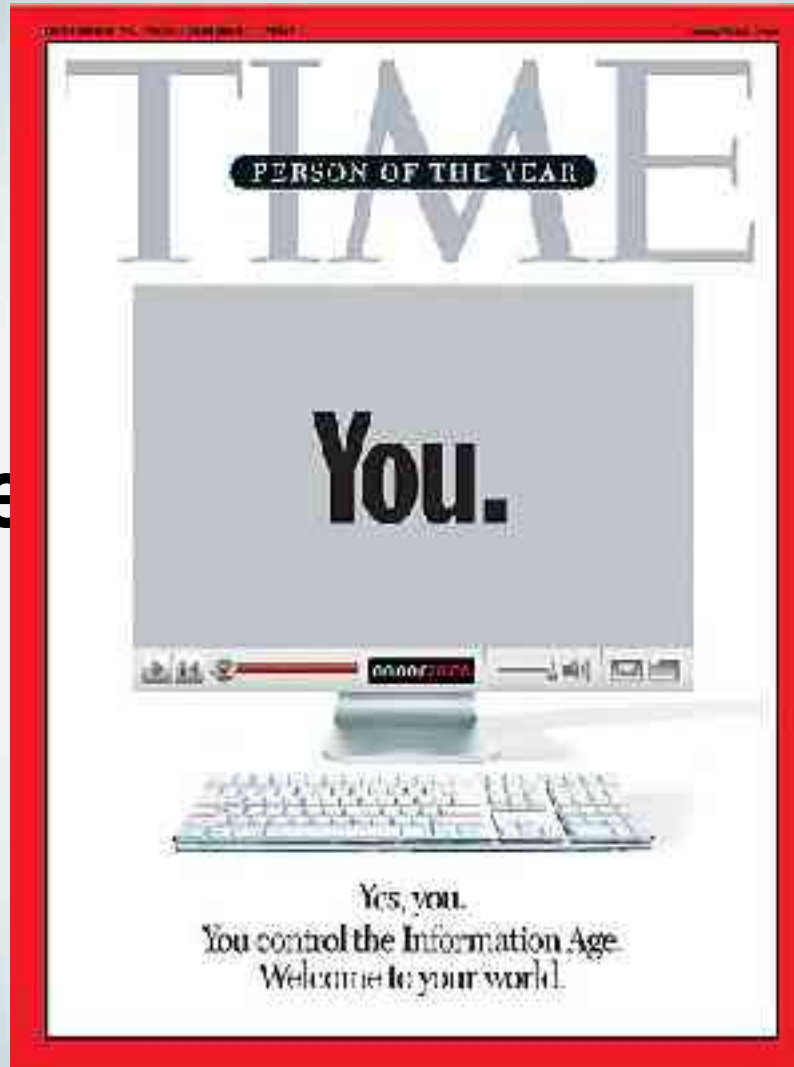
You mean this bozek?

[www.ecetia.com]

????????????? !!!!!!!!!!!!!!!



Use



ent



“we are living in the middle of a remarkable increase in our ability to share, to cooperate with one another and to take collective action, all outside the framework of traditional institutions and organizations.”

“they do not coordinate, they help users coordinate themselves.”

“unsupervised effort”

“the old divisions of amateur and professional are changing”

“access to re-creative tools like Flickr, Wikipedia, weblogs – ability to distribute their creations to others

“UGC is not a personal theory of creative capabilities but a social theory of media relations.”

“any radical change in our ability to
communicate with one another changes
society”

Wow – awesome, power to the people!!



community gallery

highest rated video playbacks



TussellendAm

Elvis Presley
Suspicious Mind

★★★★★



01

04

05

06

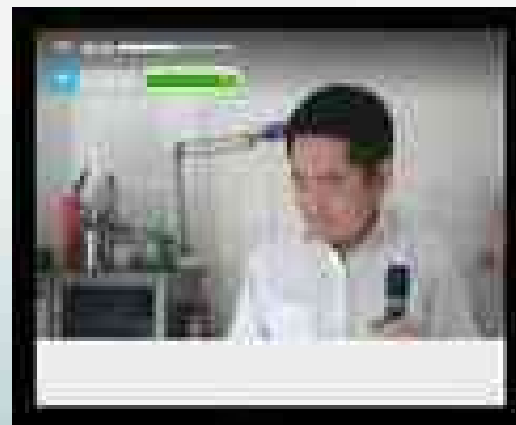
07

SELECT BACK



★★★★★

SELECT BACK





How to become a designer at Media Molecule, make LBP levels.



Spore YouTube Channel

- 20 official spore videos from EA
- 122, 680 user created videos



Anshe Chung:
The First Second Life Millionaire

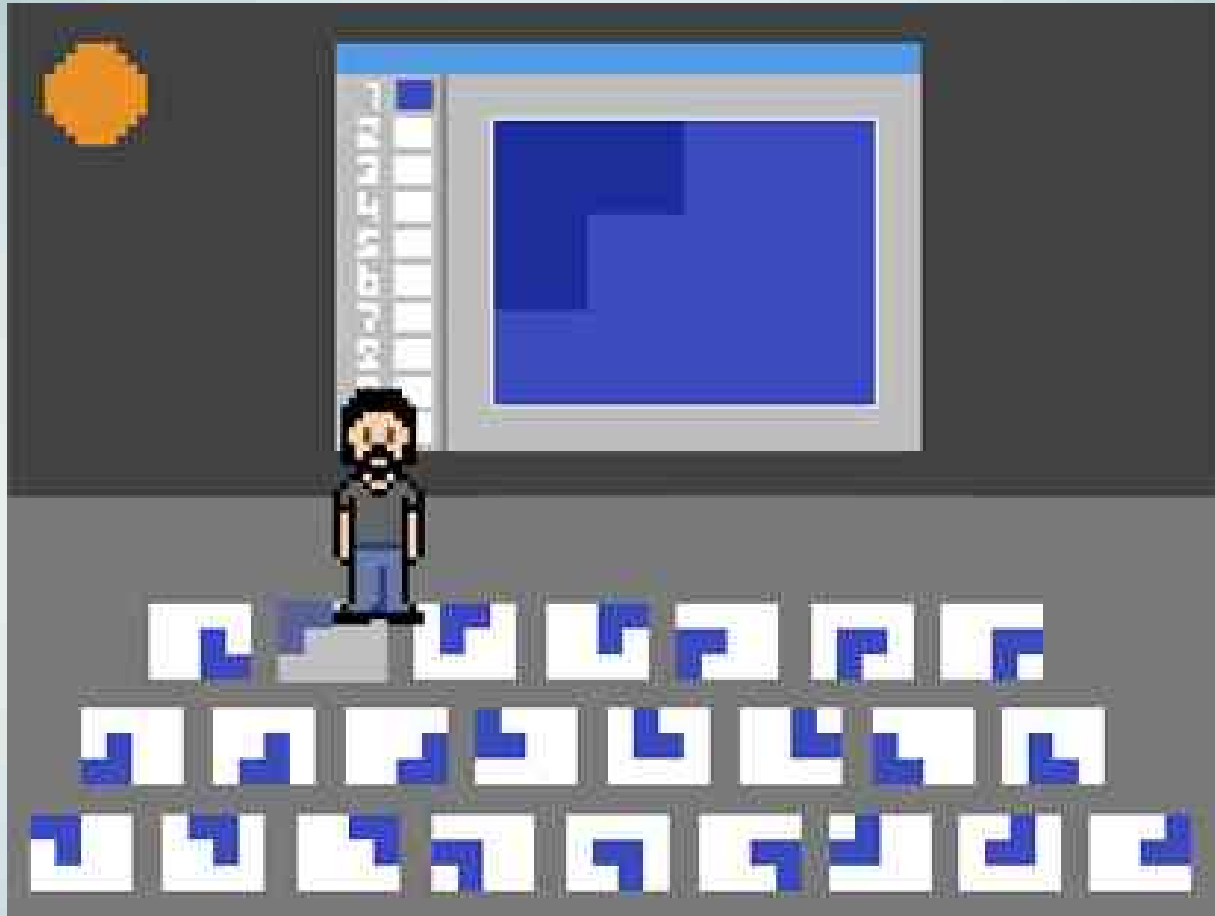


*convert millions of players into game designers -
no programming skills required!*

video

- If we have this conversation in 2 to 5 years time, wonder how the landscape will change as a result of the rise of UGC
- alongside academic programs, conferences and other formal initiatives, the rise of UGC may have an impact after all.

Honorarium



Assemble lectures to present. If you do well enough, you can unlock invitations to travel and speak.

Thank You

