

# develop

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LAST  
DEVELOPER  
TO LEAVE  
BRITAIN  
PLEASE  
TURN OUT  
THE LIGHTS

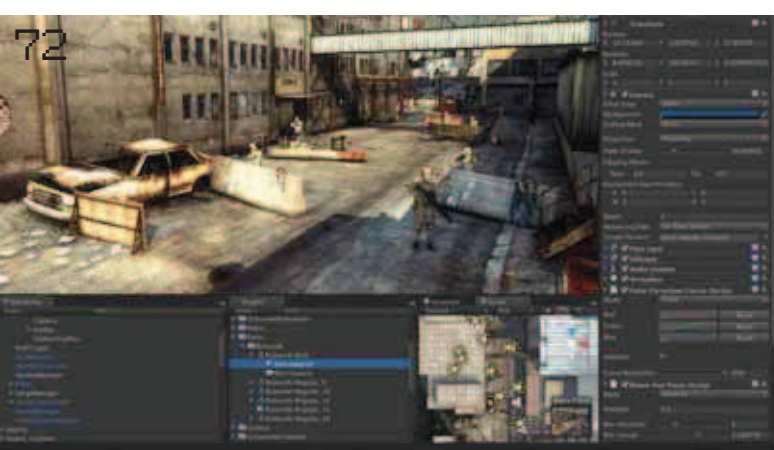
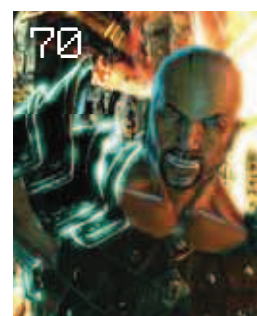
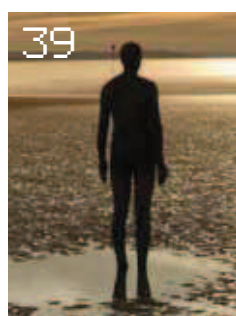
**INSIDE:** Special report on why  
Canada's game industry thrives

PLUS ▶ MINECRAFT • KINECT • JAMES BOND • BIGPOINT • TOOLS NEWS & MORE

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## MAKE GAMES.MOBILE

From consoles to handheld and beyond



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# ALPHA

ADVENTURES IN GAMES DEVELOPMENT: NEWS, VIEWS & MORE

“Since 2008 studios have shed nearly nine per cent of the UK’s full-time developer headcount...”

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# Italian dev sector now ‘a major international force’

A ‘confident and expanding’ national industry to be showcased at the Italian Videogame Developers Conference

by Will Freeman

## ITALY’S DEVELOPMENT

sector is currently enjoying a period of significant growth and buoyancy.

That’s according to the organisers of this month’s Italian Videogame Developers Conference.

The conference itself takes place from Friday, December 3rd to Saturday, December 4th at Rome’s Luiss University Main Hall.

The IVDC’s organisers are also confident that this year’s show vastly improves on the 2009 event. Now in its third year, the IVDC has moved from Milan.

“[At the IVDC] you will come into contact with a confident and expanding Italian games market and development scene, which will be extremely interesting and insightful from an international point of view,” said president of the IVDC Marco Accordi Rickards.

“We are very excited with the potential and prospects for companies working in the Italian video games industry – many of which will be featured at this year’s IVDC conference. Over the coming years Italy

will become a major international force.”

“We’ve made a huge leap from last year’s IVDC to this one,” insisted Rickards.

“Rome, for example, offers greater opportunities like greater Governmental



“At the IVDC you will come into contact with a confident and expanding Italian games market and development scene.”

Marco Accordi Rickards, IVDC

Lionhead’s Peter Molyneux, Crytek founder Avni Yerli and industry figurehead Phil Harrison are all set to speak at the free-to-attend event, along with a number of representatives from the Italian Industry, including Milestone, Artematica and SpinVector. In an attempt to broaden global appeal, English is the IVDC’s ‘official language’, and will be used throughout the panels and sessions.

Meanwhile, the IVDC Play element welcomes the wider public to a special consumer area of the show.

“We’re very excited with IVDC Play as it broadens the appeal of the event and – whereas we’re helping to push the Italian and international industry debates forward – at our core we want to bring in aspiring game developers to the industry,” confirmed Rickards.

The IVDC Digital programme is also set to run alongside the main conference schedule, offering a number of tailored workshops and sessions, and a special roundtable addressing new markets for games.

The European Game Developers Federation is also preparing to address attendees of the IVDC.

More information on attending can be found at the IVDC’s official website.

[www.ivdconf.com](http://www.ivdconf.com)

speakers at the event detailing their support for the Italian games industry. The programme is also more internationally-oriented with a number of star developers speaking at the conference, and a brand new consumer area called IVDC Play.”



# 10 years of Game Connection

This month the Game Connection networking event series celebrates its tenth anniversary. **Will Freeman** talks to managing director Pierre Carde about the history of the industry's leading business meeting gathering...

## WHAT WAS the original vision when Game Connection was founded 10 years ago?

The vision behind Game Connection was both practical and engaged.

The core idea was to make the process for a developer to sell and finance a game project simple and easy.

Ten years ago the games industry's creative teams didn't have an event to bring playable demos to and pitch their know-how to potential publishers; especially console and tech developers. Game Connection's architecture and values were also designed by game developers themselves for game developers.

Back in 2000 our local industry was at its pinnacle.

I was myself a game producer before owning Game Connection and I can you tell how hectic the spirit was between colossal publishers like Infogrames/Atari, EA and a bunch of highly talented indie or in-house studios such as Eden Games, Arkane studio, Etranges Libellules, Phoenix Interactive, Widescreen Games and others.

All that positive energy was gathered to answer all developers' needs.

## How has Game Connection expanded its remit since the first show?

There are more events. Since 2001, the event also changed from a France-centric event at first to two international events

We are also really eager to keep offering what the current market needs by bringing together the good players and to add exciting new initiatives like Game Connection Selected Projects and Game Connection Invest, rather than offering only the same, limited event each and every year.

## How have events in new territories and countries bolstered what Game Connection offers?

The global landscape was different 10 years ago. That's a fact and the real catch for any trade show is always to revamp, rethink, and reinvent itself to bring the best quality of service and return on investment to participants. Over the last 10 years, only a few happy events have grown outside their own frontiers to achieve a real international recognition.

Game Connection is among the top-five events with E3, GDC, TGS and Gamescom in terms of business results, and is the fourth oldest after GDC, TGS and E3.

I've seen a couple of other events trying to mimic Game Connection, and we're flattered. But, we've been doing this successfully for a long time and we have long standing relationships with key industry players, so we expect to

**“ Our DNA is still very much non-profit. We want to help the industry grow and develop as much as we did 10 years ago. ”**

Pierre Carde, Game Connection

gathering the whole industry with up to 20 nationalities. The event has evolved from a developers and publishers-only to all players from the production pipeline – including the services providers and outsourcing companies.

We also now give the opportunity to our attendees to meet investors and that's something the games industry really gets with the Game Connection Invest initiative. Today, it would be crazy to think that you can grow a business as a developer without having an excellent business model in place.



Above: Game Connection's managing director Pierre Carde





GAME CONNECTION

► continue in our leadership position with ongoing and permanent improvements.

### What has the impact of Game Connection actually been on the industry?

The impact was immediate in 2001 and Game Connection's effect on the industry has continued to grow throughout the past decade.

The number of developers demoing new titles, the number of interested publishers, and the number of attendees has expanded consistently every year. Even during the difficult global economic challenges of 2008 and 2009 the attendee numbers rose significantly.

We think that these growing numbers provide evidence that the industry believes Game Connection to be worth its time. In turn that tells us there are professionals making deals which both sides of the industry—developers and publishers—think are especially good for their businesses.

### How has Game Connection changed over the years to reflect the changing industry?

Nothing and everything. We kept the format and the skeleton the same and the rest of the event is renewed almost completely. The philosophy behind Game Connection remains unchanged. It was created by a non-profit association and, even though the team behind it bought it to run it as a private project, our DNA is still very much non-profit. We want to help the industry grow and develop as much as we did ten years ago.

The industry has changed significantly, probably more than a lot of other industries. Luckily enough, most people are great individuals in the game industry, and that makes every Game Connection a very fun and worthwhile event.

The networking gathering has shifted from a console market to a global production and finance market, that is probably the main change.

[www.game-connection.com](http://www.game-connection.com)

## Game Connection – The main event



LIKE ITS predecessors Game Connection's tenth anniversary show is designed to bring together those from development, publishing, finance, outsourcing and a wealth of other disciplines for focused business meetings.

The event's unique Meeting Application tool has been conceived to make it easy to secure face-to-face time with dozens of prospective business partners.

Glance over the list of over 1,400 companies large and small available to spend face-to-face time with, and it's clear Game Connection offers a significant boon to attendees' prospects.

This year's show takes place in Lyon, France, and runs from Tuesday, November 16th until Thursday, November 18th.

For information on attending visit [www.game-connection.com](http://www.game-connection.com)

# THE MONTH AHEAD

A look at what November has in store for the industry and beyond...

### NOVEMBER 1ST:

**All Saints' Day**, or, the day after Halloween. That pale developer skin becomes uncool again.



### NOVEMBER 4TH:

The **London Games Conference** looks at survival and profit in an ever-changing industry. It's going to be pretty damn insightful.



london games conference 2010

### NOVEMBER 5TH:

**Bonfire Night**. On this night in 1605, Guy Fawkes failed to blow up the Houses of Parliament, which means you need to eat a jacket potato cooked in a fire.



### NOVEMBER 6TH TO 7TH:

Tired of the generic nature of modern games? **R3play** in Blackpool brings together hundreds of playable retro classics on arcade cabs, classic consoles, vintage computers, and even pinball machines.



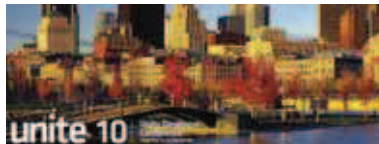
### NOVEMBER 8TH TO 9TH:

In snowy Québec, the seventh **Montreal International Game Summit** will be bringing developers in from the cold for two days of top-flight industry speakers.



### NOVEMBER 10TH:

The ongoing motion control war will heat up once again as Microsoft launches its **Kinect** peripheral and almost 20 launch titles.



### NOVEMBER 10TH – 12TH:

The **Unite 2010 Conference** takes place in Old Montreal, Canada. See page 26 for our interesting, informative and entertaining copy.

### NOVEMBER 16TH:

Ezio Auditore da Firenze returns as a middle-aged knife-for-hire trying to keep up with the kids in Ubisoft Montreal's **Assassin's Creed: Brotherhood**.



### NOVEMBER 18TH:

Get your thinking faces and 'deep' ideas ready for the UNESCO **International Philosophy Day**.



### NOVEMBER 18TH:

The **ME Awards 2010** will be awarding and rewarding the standout developers and businesses working in the mobile sector today.



### NOVEMBER 25TH TO 29TH:

The **1st Ashes Test** takes place at The Gabba stadium in Brisbane, Australia. Young gamers in England and Australia fight their dads for control of the TV.



### NOVEMBER 30TH:

Warren Spector's conservatively titled new magnum opus, **Epic Mickey**, is released on the Wii.



# Connecting people

Some of the industry's leading developers and publishers reveal what Game Connection means to them, and offer some advice...

## PETE SMITH Executive producer, SCEE

"When it comes to discovering new talent Game Connection Europe has been one of the high points in the calendar for the past ten years. In allowing easy access and opportunity to catch up with established studios while being introduced to up-and-coming developers it is one of the key annual events for the ongoing health, growth and innovation within the games industry."

## CASPER GREY Acquisitions manager, Square Enix London Studios

"There are always pitches that surprise and intrigue me – you never know what the next meeting will bring. It's an event that constantly reminds you of the passion and dedication to the craft that is so prevalent in our industry. We're all in this to make games that are great entertainment, that reach the biggest possible audience and that deliver commercial success for everyone involved. Over the last decade, developer/publisher relationships have grown into collaborative partnerships and, to me, this is a positive sign of a maturing industry."

## RAPHAEL COLANTONIO President and co-creative director, Arkane Studios/Bethesda

"We signed two publishing deals following up meetings with publishers we probably wouldn't have even thought of if it weren't for Game Connection. When we were independent, there was simply no better way to meet all publishers in such a fast and cost effective way. Now that we're part of Bethesda, we still attend the event from the buyer's side"

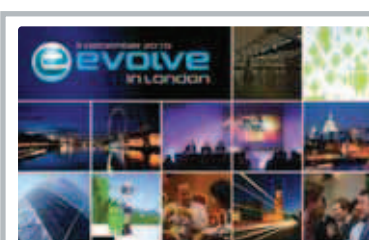
## MARTYN BROWN Co-founder, Team17

"For developers I'd advise that they try and present themselves and their projects very clearly, keeping the pitch short and succinct. With each meeting only lasting 30 minutes, you need to have plenty of time for discussion. I think it's also helpful to understand that developer's first meetings with publishers should be considered very valuable introductions and first impressions are very important, so make yourself and your projects memorable – the real work will come in follow-up talks, meetings and such."



# DEVELOP DIARY

Your complete games development event calendar for the months ahead...



## EVOLVE IN LONDON December 8th London, England [www.evolveconference.com](http://www.evolveconference.com)

Evolve in London is a day-long conference focusing on how to develop games for new platforms, new technologies and new markets.

The event's programme will explore emerging platforms, new business models and the integration of internet services and user-generated content. It has been conceived to help game developers tackle the issues arising from emerging platforms and digital marketplaces, connected gaming, user-generated content, and the crossover between games and Internet services.

Key speakers include ngmoco's CEO Neil Young and Playfish boss Kristian Segerstale.

## NOVEMBER 2010

### LONDON GAMES CONFERENCE November 4th London, England [www.develop-online.net](http://www.develop-online.net)

### MONTREAL INT. GAMES SUMMIT November 8th to 14th Montreal, Canada [sijm.ca/2010](http://sijm.ca/2010)

### NEON 10 November 8th to 14th Dundee, Scotland [www.northeastofnorth.com](http://www.northeastofnorth.com)

### UNITE 2010 CONFERENCE November 10th to 12th Old Montreal, Canada [unity3d.com/unite](http://unity3d.com/unite)

### SOCIAL GAMING SUMMIT November 11th London, England [www.mediabistro.com/events](http://www.mediabistro.com/events)

### SOCIAL GAMING SUMMIT November 12th London, England [www.mediabistro.com/events](http://www.mediabistro.com/events)

### GAME CONNECTION November 16th to 18th Lyon, France [www.game-connection.com](http://www.game-connection.com)

### ME AWARDS 2010 November 18th London, England [www.mobile-ent.biz](http://www.mobile-ent.biz)

### DEVELOP IN LIVERPOOL November 25th Liverpool, England [liverpool.develop-conference.com](http://liverpool.develop-conference.com)

### MCV PUB QUIZ December 2nd London, England [www.mcvuk.com](http://www.mcvuk.com)

## DECEMBER 2010

### ITALIAN VIDEOGAME DEVELOPERS CONFERENCE December 3rd Rome, Italy [www.ivdconf.com](http://www.ivdconf.com)

### GDC CHINA December 5th to 7th Shanghai, China [www.gdcchina.com](http://www.gdcchina.com)

### EVOLVE IN LONDON December 8th London, England [www.evolveconference.com](http://www.evolveconference.com)

## FEBRUARY 2011

### D.I.C.E. February 9th to 11th Las Vegas, US [www.dicesummit.org](http://www.dicesummit.org)

### CASUAL CONNECT February 8th to 10th Hamburg, Germany [europe.casualconnect.org](http://europe.casualconnect.org)

### GDC February 28th to March 4th San Francisco, US [www.gdconf.com](http://www.gdconf.com)

# LET'S GET DOWN TO BUSINESS



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