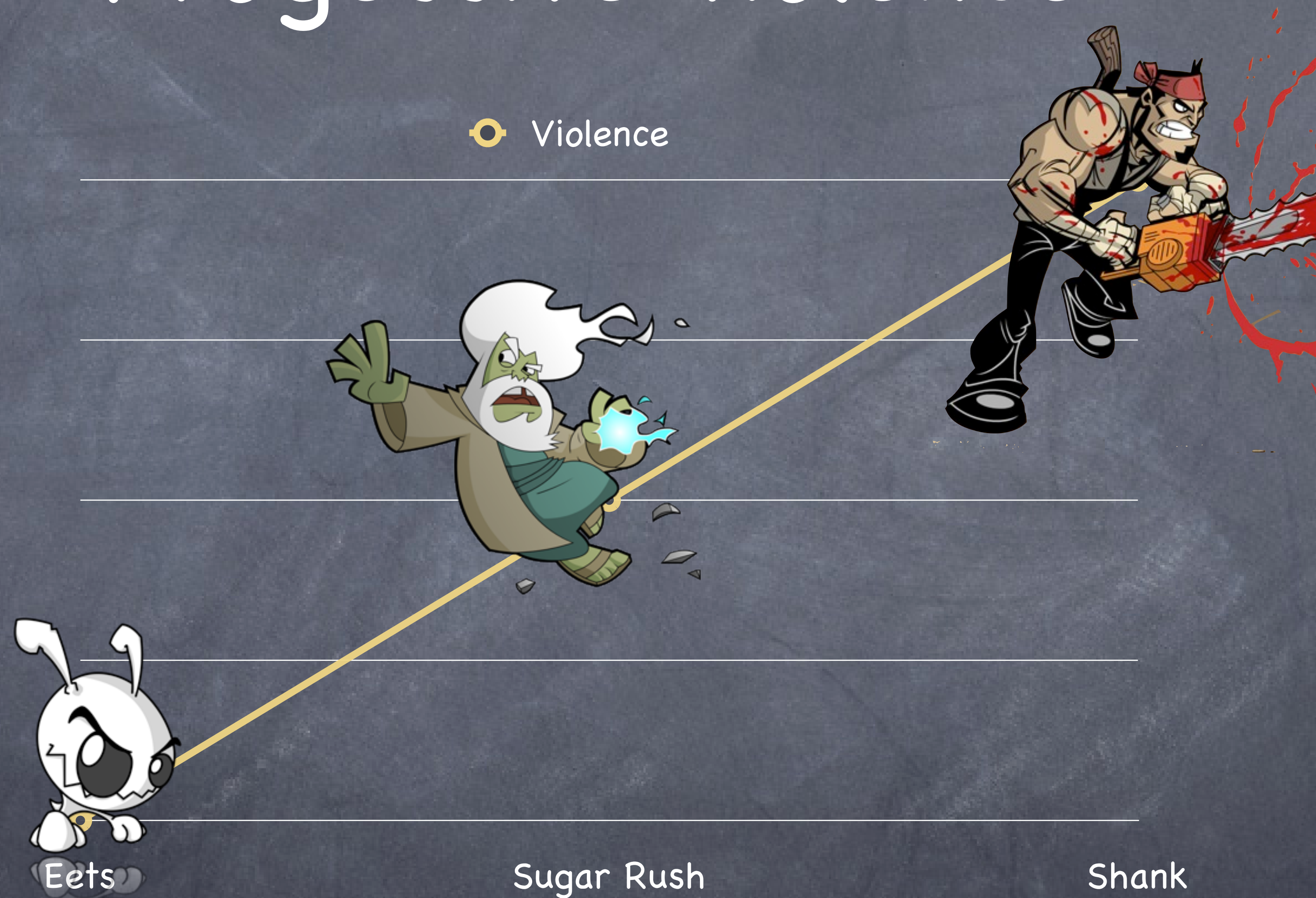


# The Journey to Creating Shank

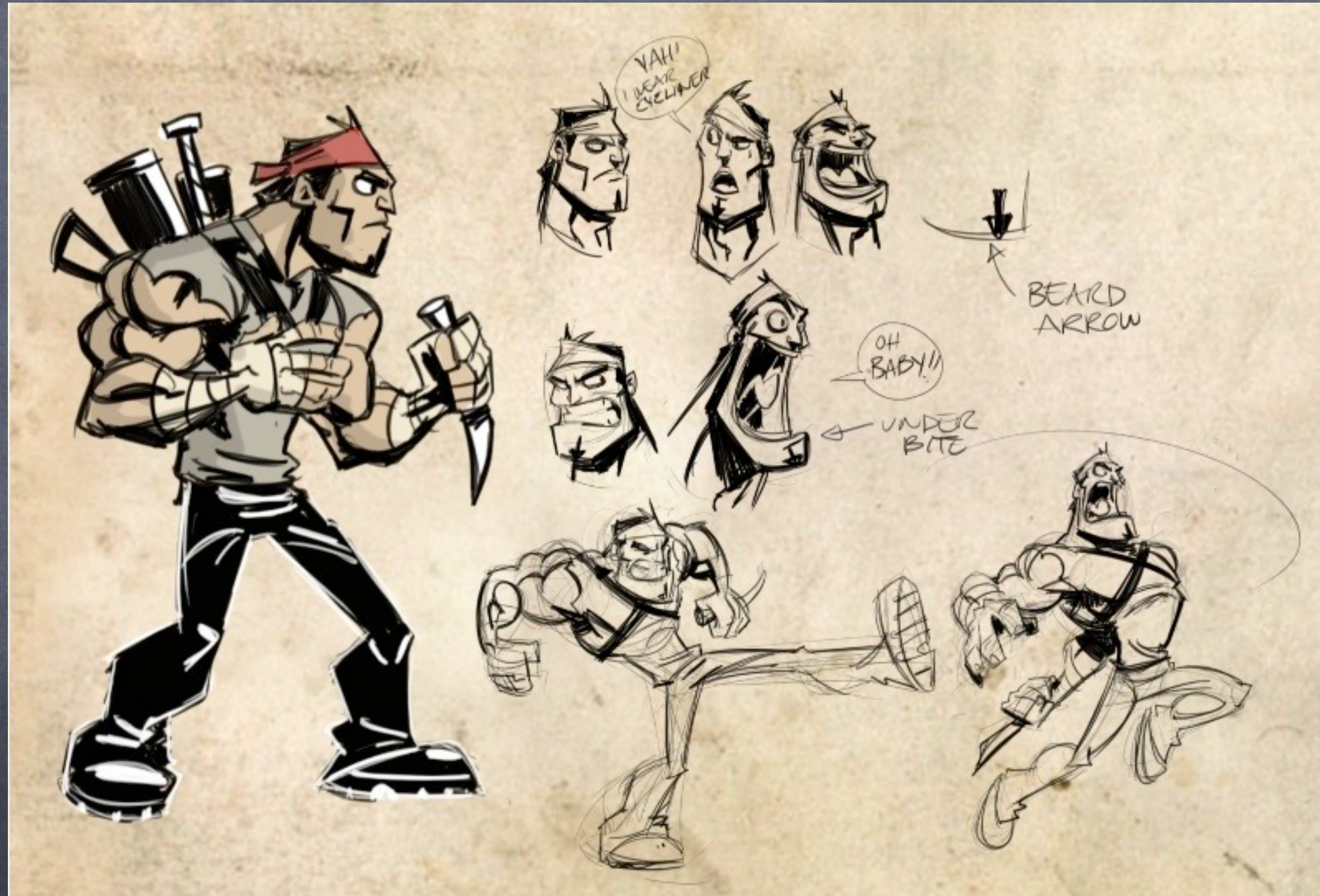
# Progressive violence

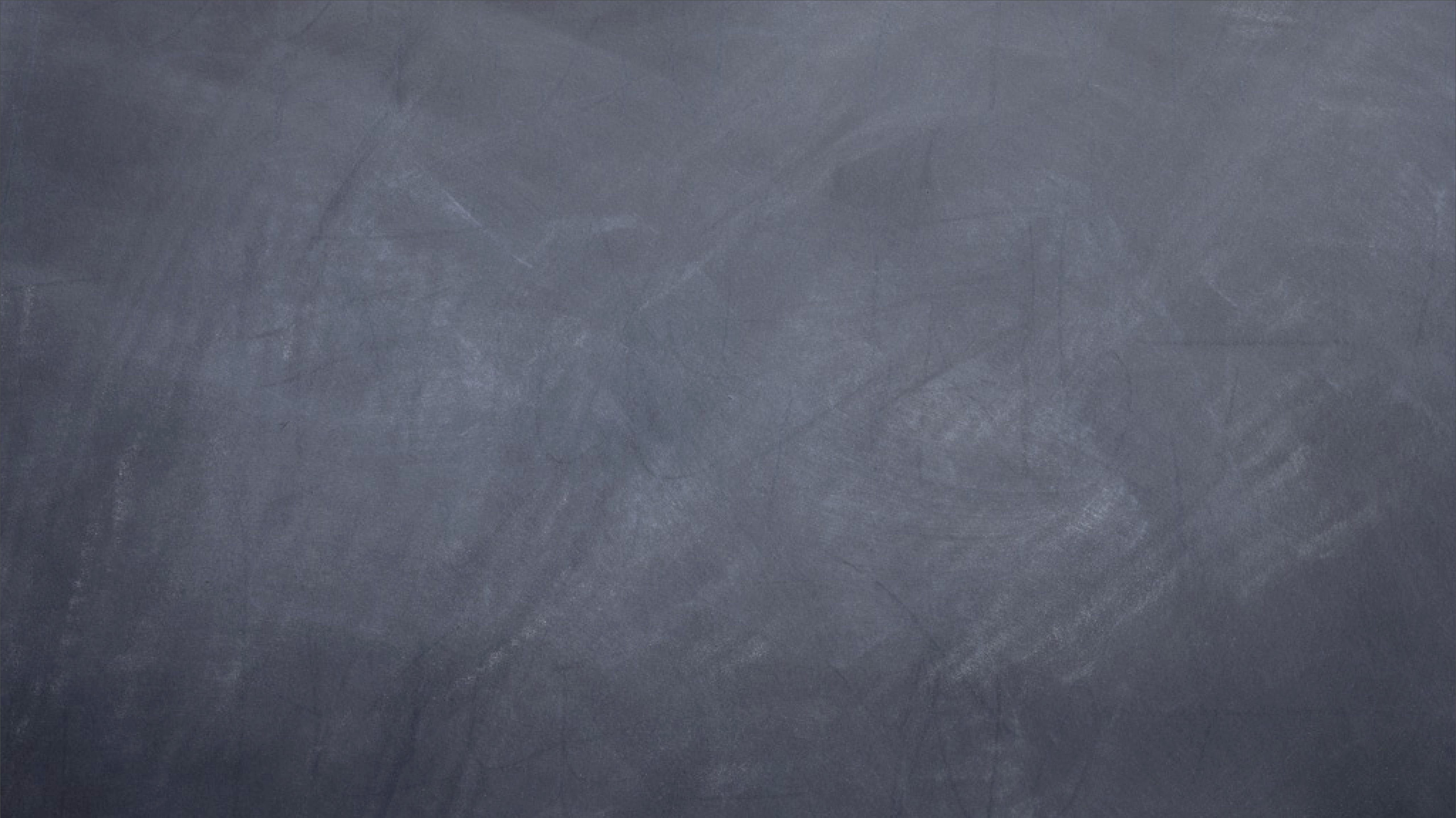


[object StateAttack]



# Character Design







# PAX 2009

# PAX 2009



# Technically hard things

- PLAYSTATION 3 port --  
nothing to ship in 4 months
- 2GB download
- Fragmentation on X360 --  
lots of small files





Going for Broke!



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- Temporary, optional, employee wage reductions (with interest)



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# Going for Broke!

- Temporary, optional, employee wage reductions (with interest)
- Shareholder loan
- Bank loan against assets
- Responsibility both to staff and to the industry!

# Other random fun things

# Other random fun things

- 13 levels in 3 months
- Dishwashers...



# Cinematics

## Cesar Mouth Charts





Sequence: 2C-04  
l intro

Page  
217

Notice how the storyboards end up just being scribbles as we run out of time...

SCENE 466

BG



SCENE 467

BG



SCENE 468

BG



Sequence: 2C-04  
Name: brawl intro

Page  
219

SCENE 472

BG



SCENE 473

BG



474



# Post-launch data



Completed Normal Mode -- 30.03%  
Completed Co-op Mode -- 15.68%  
Completed Hard Mode -- 1.69%

Average Session Duration -- 56 minutes

Conversion rate on XBLA -- 26.00%

Game Download Size -- 2GB

Aggressive Vs. Defensive players

# Publisher Relations

Less Good

Good

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- Arbitrary Deadline
- “Olde style” PR
- Consumer expectations
- Possibly reduced upside

# Publisher Relations

## Less Good

- Arbitrary Deadline
- "Olde style" PR
- Consumer expectations
- Possibly reduced upside

## Good

- Creative Freedom
- "True" support
- Multiplatform
- Marketing
- Reduced Risk
- Less platform requirements

How'd we do?



# How'd we do?

- Sold more in the first 24 hours than Eets:  
Chowdown did lifetime



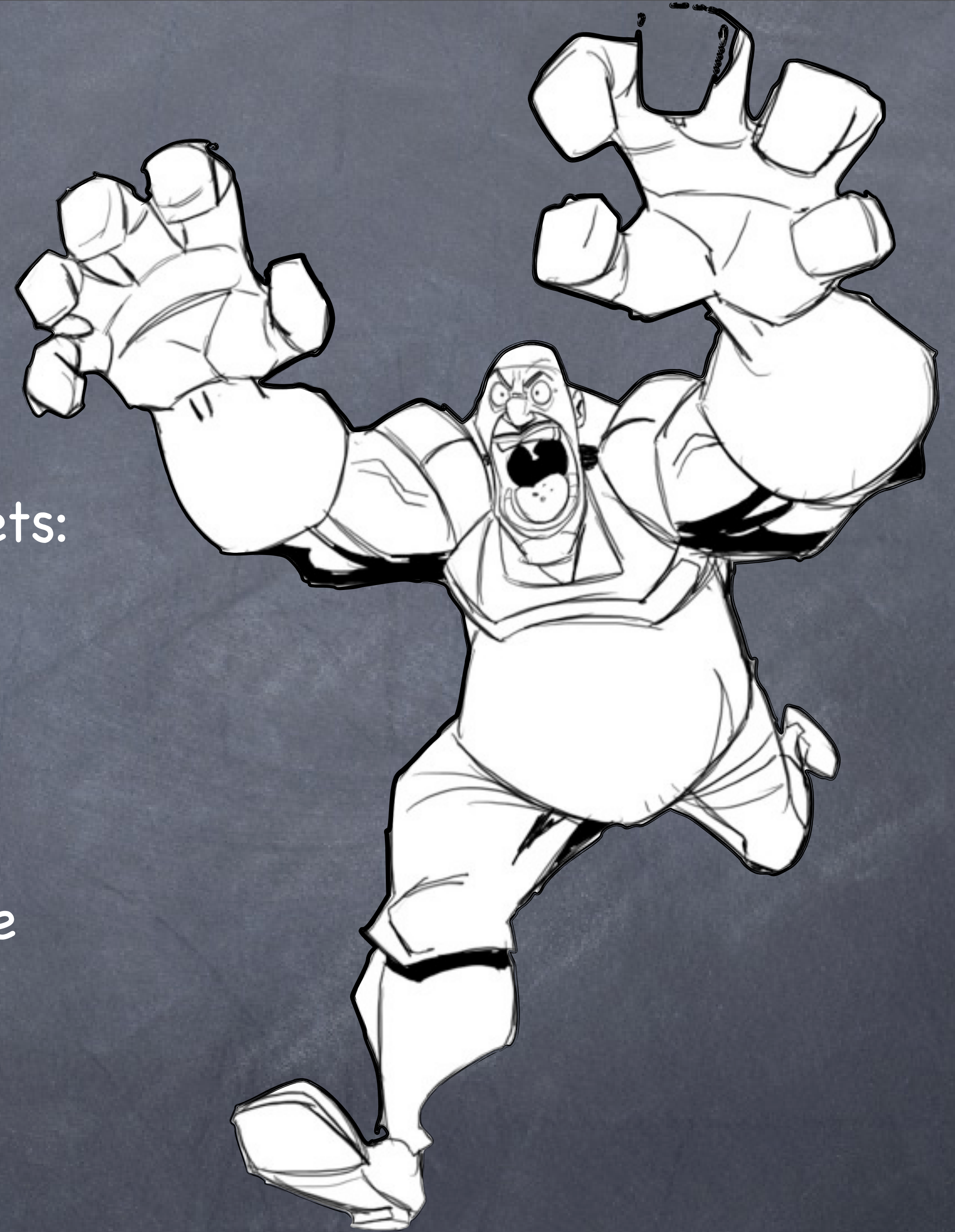
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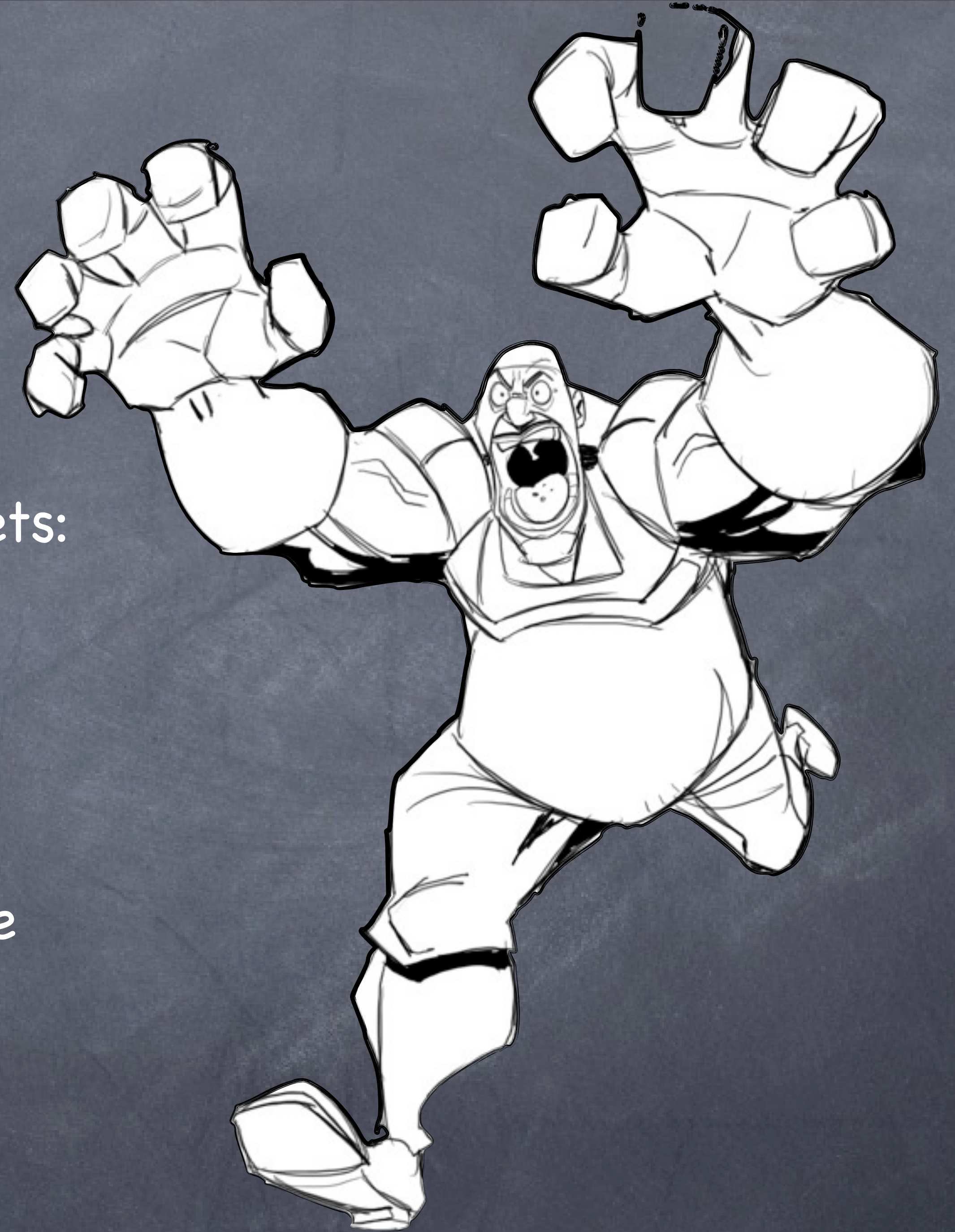
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# How'd we do?

- Sold more in the first 24 hours than Eets: Chowdown did lifetime
- XBLA reported 41,000 units in the first week
- Respectable and profitable for everyone
- Multiplatform release was key for profitability



# Overview of Shank



- Prototyping (3 months)
- Tools (9 months)
- . . . (6 months)
- Ship it!

# Thoughts on the future...

- The best breakout hits in the console downloadable space are making < \$10m in profit, and there are comparably low number of games.
- The platforms really need to push the numbers upward and keep adding great features if they want this space supported and working in the long run.
- King Making is a double-edged sword... what's needed is a way to create real hits without King Making -- virtually all the top games have been either supported by IP or the platform.
- We need more ways to promote games organically.  
Recommendations, gifting, most played last week, more games on one page, etc.

# Abundance Mentality

Saturday, March 5, 2011

It's not just indies

Steam and iOS don't care about exclusivity -- they know they're going to make more money if it's on more systems, not less!

Steam doesn't care about giving out free codes