

The background of the title screen features two World War II-era fighter planes in a dogfight against a backdrop of a cloudy sky. The plane on the left is a P-51 Mustang, and the one on the right is a Zivko Edge. The title "BATTLEFIELD" is rendered in large, bold, metallic letters with a black outline. Below it, the year "1943" is displayed in a similar style, flanked by horizontal lines and stars.

BATTLEFIELD

1943™

My First Arcade Game
Patrick Liu - Producer



FORMULA FOR MAKING MONIES!

1. Have a classic game in store *
2. Recreate what people REMEMBERS from it...
3. ... with free developers.
4. Package it as a downloadable game...
5. ... on consoles...
6. ... at a low price.
7. = PROFIT!

* I've prepared one already, Battlefield 1942



QUICK FACTS

- Released on XBLA/PSN July 2009
- PC Release Spring 2010, digital download only!
- 1200 MS points / \$15
- 3 + 1 maps
- 1 + 1 game modes
- 12 vs 12 players
- Stats and Awards
- First proper digital download FPS



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STATING THE SUCCESS

- Sold over 1M in less than two months
- Broke day one, week one and month one records
- Nominated in a number of awards, among them BAFTA
- Metacritic 84/83 on PS3/X360
 - 82 on PC... (unreleased)



WHERE ARE FREE DEVELOPERS?!

- **Unique premises – make the game as long as resources last!**
- **Cost about a tenth of a full product to make**
 - **Used existing resources in the studio**
- **Production peaked at 15 simultaneous developers**
 - **Not including Frostbite support, QA etc.**
- **About 70 developers went through the project**

EMBRACE YOUR LIMITATIONS!

- **Sticking to the vision**
 - **X: "Simply Revisit Wake Island"**
 - **Nail scope and design very early on**
 - **Communicate the vision to every single member of the team**
- **Team engagement and output exceptionally high**

REMAKING A CLASSIC

- Active Players
- Rosy Colored Glasses
- Battlefield Bad Company Fans
- Non-Battlefield Players
- Casual players



KILLING YOUR DARLINGS

- Replenishing ammo and health
- Only three classes
- Map changes
- No Mini-map and squads...
 - NOT!

ICE



MAINTAKE-AWAYS

- Down time between projects can be of truly (money making) use
- There are always ways of designing your way out of limitations
- There are no holy cows, only target group matters



The background of the slide is a dynamic aerial battle scene from the game Battlefield 1943. Two biplanes are engaged in a dogfight against a backdrop of a bright blue sky filled with white, billowing clouds. The biplane on the left is a P-51 Mustang, and the one on the right is a Zivko Edge. The title 'BATTLEFIELD' is rendered in large, bold, metallic letters with a black outline. Below it, the year '1943' is displayed in a similar style, flanked by horizontal bars that each contain three black stars.

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Questions?
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DICE