



TRIONTM

W O R L D S

Building Premium Online Games For the New Games Era

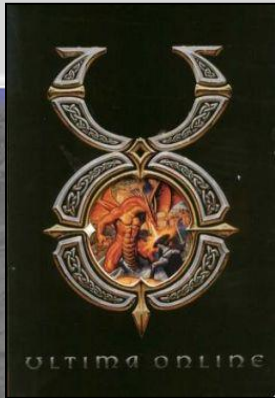
David Reid
Senior Vice President, Publishing
Trion Worlds





Polish, Depth *and* Innovation = *RIFT*

1997



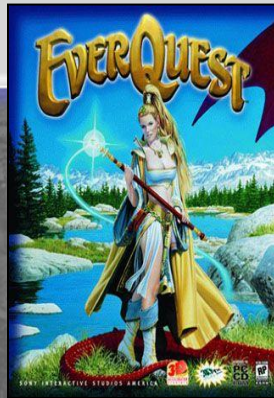
Breakthrough

- ↑ Multiplayer
- ↑ Persistent World
- ↑ Community

Shortcomings

- ↓ Limited PvE Content
- ↓ 2D Graphics
- ↓ Hard to Enter/Niche

1999



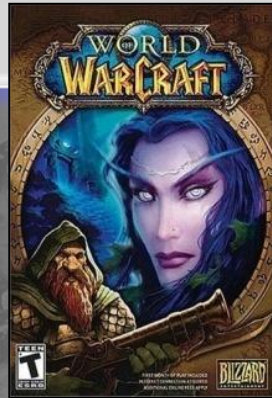
Breakthrough

- ↑ Full Scale PvE
- ↑ 3D Graphics
- ↑ Class System, Roles

Shortcomings

- ↓ Heavily Group Focused
- ↓ Stability Issues
- ↓ Still Hard to Enter

2004



Breakthrough

- ↑ Solo Gameplay Focus
- ↑ Premium Quality Polish
- ↑ Accessibility

Shortcomings

- ↓ Content Fatigue
- ↓ Static World
- ↓ SD graphics

2011



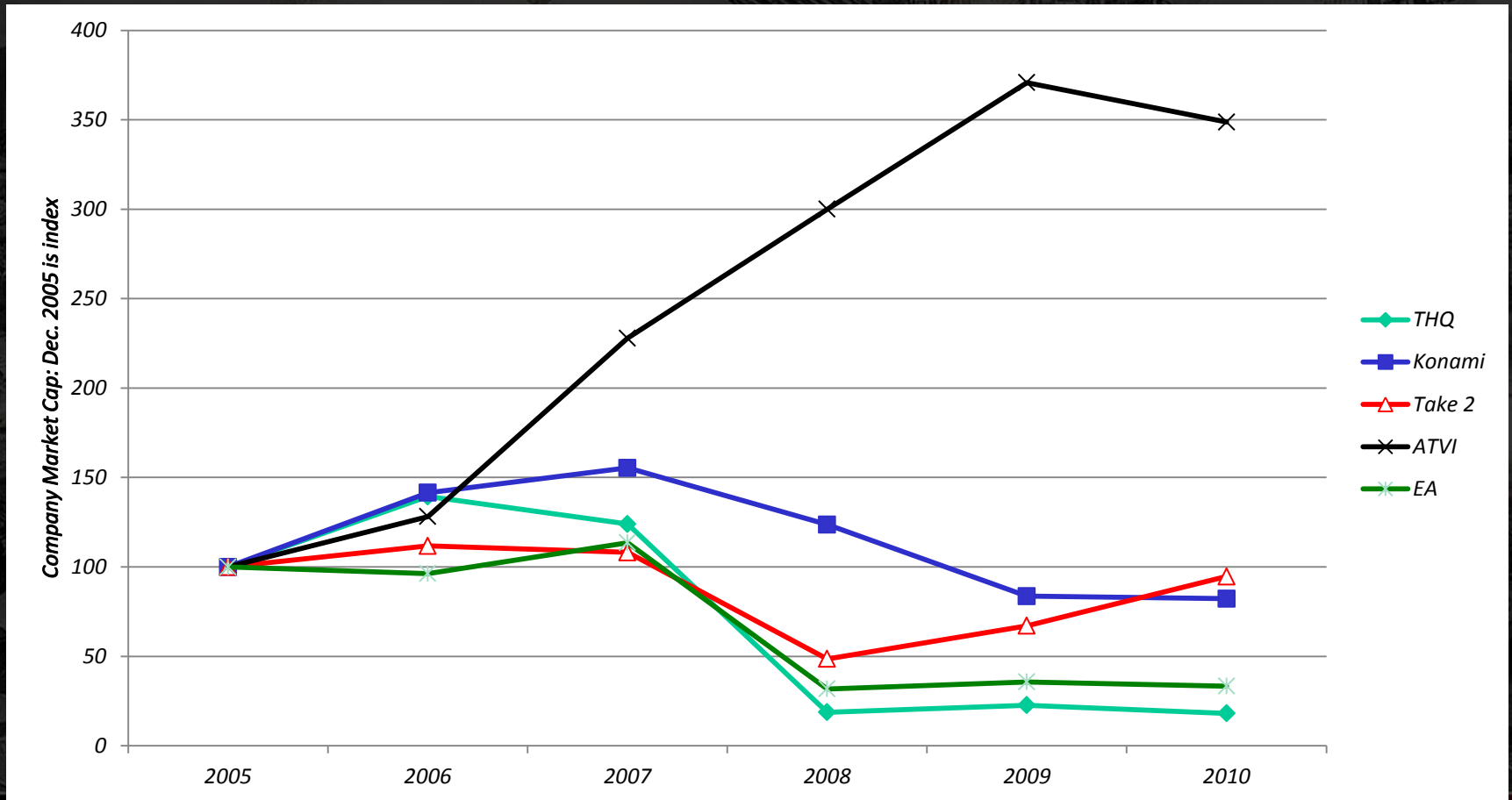
Breakthrough

- ↑ Dynamic Conflict
- ↑ Extensive Class Customization
- ↑ HD graphics

The Year Was ...



Traditional Publishers Losing Market Value ...



... Struggling with Premium Online Games ...

2009	<i>Champions Online</i>	Atari	72
	<i>Aion</i>	NCsoft	76
2010	<i>Star Trek Online</i>	Atari	66
	<i>APB</i>	Real Time Worlds	58
	<i>FFXIV</i>	Square Enix	49

... and Looking to the Shallow End for Growth

2009	Playfish	EA	\$400 mm
2010	ngmoco	DeNA	\$400 mm
2010	Playdom	Disney	\$763 mm
2011	PopCap	EA	\$1200 mm

This is The End ...

“I can't help but get the sense that many game executives and game developers are pulling away from the beloved core game, at least to some degree, in favor of these casual alternatives ... some of the D.I.C.E. sessions made me feel like I was attending my own funeral.”

— Andy McNamara
Editor-in-Chief, *Game Informer*
April 15, 2011



... Or Is It?

“It’s like McDonald’s saying nobody will ever eat at a steakhouse again because McDonald’s cheeseburgers are so successful.”

– Michael Pachter
Wedbush Securities
April 28, 2011



**Premium Games are
NOT Dying ...**

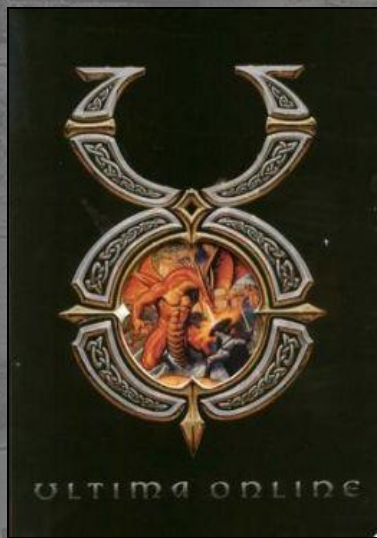
... But they ARE Changing

... and FAST

Traditional Premium Games Have Matured

- + Big genres / premium quality / HD graphics
- Development costs increasing dramatically
- High margin erosion
- Packaged goods software = static content
- Limited social gameplay
- Low recurring revenues

EA Online, circa 2006



Building the Trion Platform

What if premium video games were built like the *Web*?

- *Dynamic, responsive, live services*
- *Massively & synchronously social*
- *Analytically driven, continuous improvement*

And built as live, long-lasting entertainment *Channels*?

- *Like TV, with most development after launch*
- *Appointment-based “prime time” events*
- *Live interactive and linear content*

With a breakthrough *Platform* for games made by other great teams?

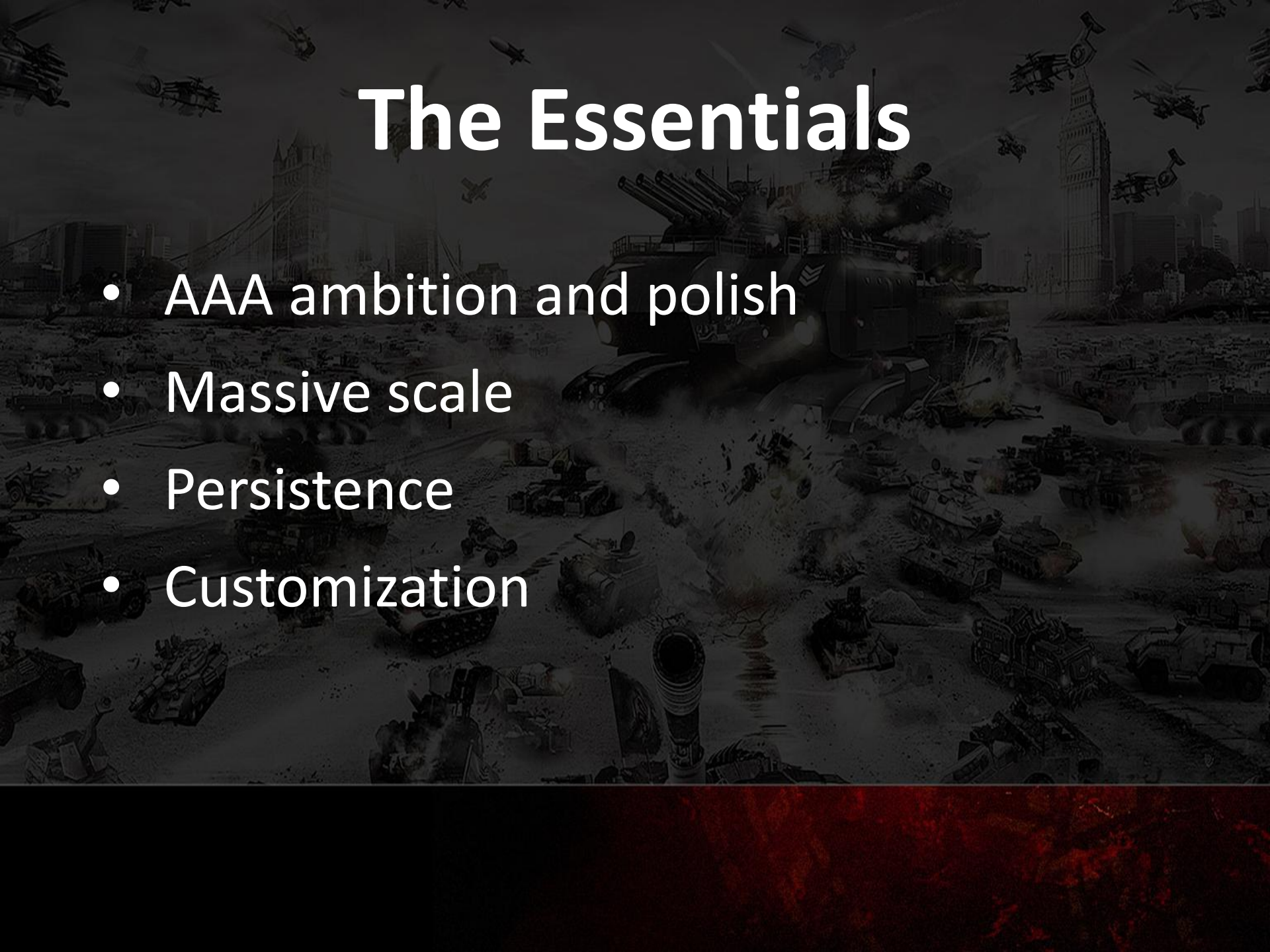
- *Distributed server computing*
- *Extreme scalability and reliability with rapid deployment speed*
- *Across different game genres, platforms, development relationships & business models*



Premium Games in the New Era

The Essentials

- AAA ambition and polish
- Massive scale
- Persistence
- Customization





DYNAMIC CONTENT



CONTINUOUS DEVELOPMENT

RIFT Content Updates

March 4	<i>RIFT</i> launch	1.0
March 30	<i>River of Souls</i>	1.1
May 10	<i>Spoils of War</i>	1.2
June 22	<i>Waves of Madness</i>	1.3
August 3	<i>Legacy of the Fallen</i>	1.4
Coming soon	<i>Ashes of History</i>	1.5

The background image is a dark, monochromatic illustration of a city under attack. In the foreground, numerous tanks and armored vehicles are engaged in combat, with smoke and dust rising from the ground. Helicopters are visible in the sky, some appearing to be in flames or falling. In the background, the Tower Bridge and other city landmarks are visible, partially obscured by the smoke and the dark overlay. The overall tone is gritty and intense.

AGILE BUSINESS MODELS

END OF NATIONSTM

End of Nations E3 Accolades

Best of E3 Awards

GameSpy – Best PC Game

GameSpy – Best Strategy Game

MMORPG.com – Best Genre Crossover

Inc Gamers – Best PC Exclusive

RipTen – Best RTS

RTSGuru – Best Multiplayer RTS

RagingNerds – Best RTS

1UP – Best Strategy Game, runner-up



"...the engine was powerful and smooth enough to contemplate 50-player co-op vs. AI as well. That's an astounding achievement..."

– GameSpy



"Trion's End of Nations does an amazing job of bringing the fast paced multiplayer of RTS to the online game space"

– MMORPG.com

Best of E3 Nominations

E3 Game Critics Award – Best PC Game

E3 Game Critics Award – Best Strategy Game

Gametrailers – Best Online Only

Machinima – Best PC Game

Machinima – Best Strategy Game

Ten Ton Hammer – Best Respawn

Inc Gamers – Best MMO

Gaming Excellence – Best PC Game

Gaming Excellence – Best MMO

Gaming Excellence – Best RTS



"End of Nations just blew us away"

– RTSGuru.com



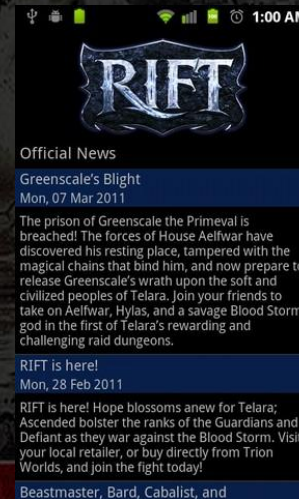
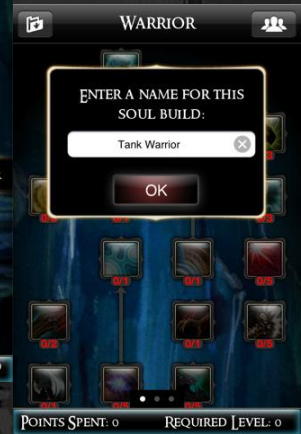
"End of Nations is a new and innovative MMORTS title that has its sights set on redefining and providing a much needed breathe of fresh air into a stale genre."

– RipTen.com



TRANSMEDIA

RIFTconnect: Mobile, Social, Web...



N. American Shards			
Online	Lotham	PvP	Queue: 257
Online	Faeblight	PvE RP	Queue: 220
Online	Sunrest	PvP RP	Queue: 400
Online	Belmont	PvE	
Online	Aedraxia	PvE	
Online	Spitescar	PvP	
Online	Seastone	PvP	Queue: 366
Online	Rocklift	PvE	
Online	Keenblade	PvE	Queue: 94

N. America Europe



DEFIANCE™

Syfy

TRION
WORLD

“The Holy Grail, and nothing less”

--Dave Howe, President, NBC Universal's Syfy



First Ever Multimedia Collaboration of video game and TV show from the ground up

- Intense 3rd person shooter on Xbox 360, Playstation 3 and PC
- Television show on Syfy, the channel that brought you *Battlestar Galactica* and *Firefly*
- Groundbreaking science-fiction universe where the game and show evolve together, driven by their shared audience

Transmedia Content Beyond the Game



Defiance E3 Accolades



“The game looks fantastic... Congratulations to Trion for really delivering above expectations on this hardcore sci-fi title...” — MMORPG.com

Best of E3 Awards

- MMORPG.com – Best of Show
- Maxim – Best Nine Games of E3; only non-sequel chosen
- Ten Ton Hammer - Biggest Reveal
- GamePro – Best MMO, runner-up
- Game Informer – Best MMO, runner-up
- Machinima – Best MMO, runner-up
- GameSpy – Best MMO, nomination

MAXIMGAMING

The Nine Best Games from E3

Posted Wednesday 06/08/2011 by John Gaudiosi

Filed under: [games](#), [gaming](#), [e3](#), [best games](#), [Xbox 360](#), [PS3](#), [PC](#)



Check out the highlights for Xbox 360, PS3 and PC!

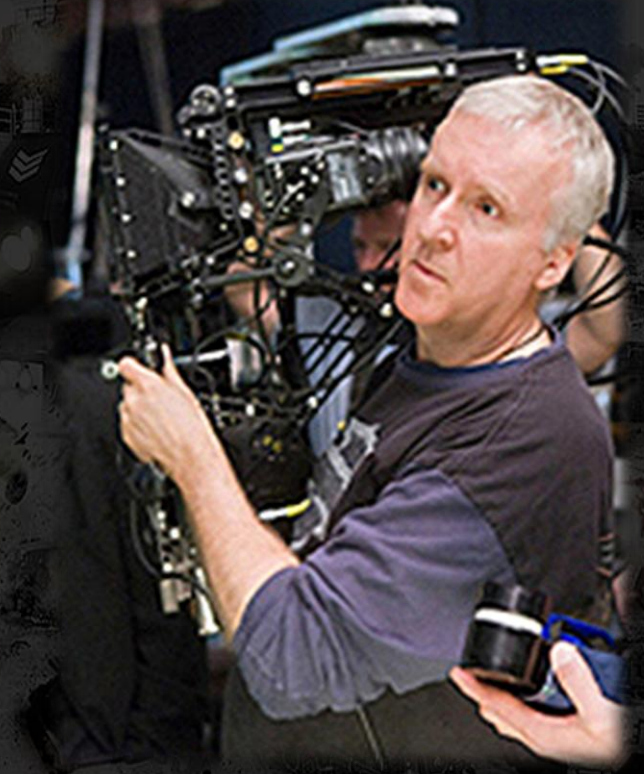
Defiance

Trion Worlds and Syfy have partnered to create the world's first, first-person shooter online game and television series with Defiance. The massively multiplayer online action game will ship for PC, Xbox 360 and PlayStation 3, allowing players to explore a future United States ravaged by war (also known as "Detroit"). Syfy will launch a live action TV show in conjunction with the new game, and the actions of players will influence the events in the TV series and vice versa. The shooting action is as intense as Halo, so gamers can also bypass watching the boob tube if they want.



“ I think it’s great, it [*Defiance*]
has a lot of promise... It’s almost
like having an artificial intelligence
at work behind the primary story
but your audience is the A.I. ”

James Cameron



Past *and* Future: Deep *and* Shallow

Premium
Games



TRION
WORLDS

Casual
Games



YAHOO!
GAMES

 **zynga**

Packaged Games
Publishers

Digital and Online
Distributors

Online Gaming
Platforms

2001

2011

The Premium Online Gaming Platform

Fully distributed server architecture with extreme scalability

Revolutionary games across genres, platforms, development models, business models

*1st party
subscription*

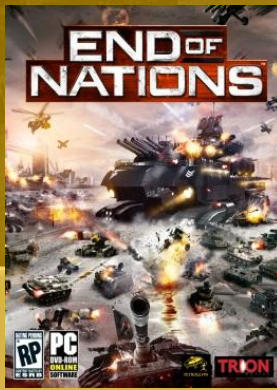
*3rd party
F2P*

*Co-Dev
TBA*

???



Role-playing



Strategy



Shooter

**YOU
ARE
HERE**

???

Platform



Thank You

TRIONTM
W O R L D S

Hall 9, A021