

# Interactivity and gaming

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# What options

(input ETC event march 10th, "ODS")

- Games

- Individual players

- Quizzes on screen
    - Bingo

- Group games

- Team gaming

- Gaming Market – Competitions

- Interactivity

- ordering

# Examples: Individual players

- GoldPocket (<http://www.goldpocket.com/Corp/Home.aspx>)
  - SMS based
  - Originally broadcast oriented
    - Interactive game shows
      - Vote for the winners A,B,C
      - Send in correct answer ...
    - Interactive advertising
      - Do you wish to get more info? SMS xyz
  - Now also in theaters with direct feedback

# Examples: Group games

- TimePlay
  - Proprietary controls

## Interactivity: ordering

- TimePlay
  - Proprietary controls
- See Presentation Timeplay

timeplay

# Video Games

# Bingo

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## Operations

**Players pick up their game machine preloaded with electronic bingo cards in the theater lobby**

- Dedicated TimePlay POS
- Wireless game controllers

**Buy in price is \$10 for 15 min block**

- Five games every 15 min block

**Show Hours:**

- Ten, 2 hour shows a week
- M-F, afternoon and evening shows

**150 seat capacity per show**

- Greater demand managed with additional screens

**Operated by charity volunteers and TimePlay personnel**



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## Market Research

- Video game industry is \$10 B
- Supported by positive demographic trends which point to steady growth in addressable audience for next 20 years (WMS Equity Brief, 2003)
- 92% of kids aged 2 – 17 play video games\*
- 50% of all Americans play video games regularly
- 60% of parents play games with their kids once a month
- 68% of parents play electronic games with their child and 63% of parents believe games are a positive influence on their child\*\*

\*US national survey conducted by National Institute of Media and Family (NIMF)

\*\* Electronic Software Association (ESA)

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*Theater vs. Theater  
Videogames: Players in  
different theaters compete  
remotely or inside the  
same complex.*



*Team vs.  
Team Play  
within the  
audience*



*MTV's GOT GAME: Variety/Game  
Show for tweens and teens. Fast-  
paced series of minigames built  
around MTV shows encouraging  
social interaction.*



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## Kid's Games



*SpongeBob's Summer Camp: A suite of minigames and activities built around the Nickelodeon hit shows aimed at 6 to 10 year old birthday and event business.*



# Interactivity

- Ordering of Food and Beverages through timeplay system
- Ordering of movie merchandising through timeplays system
- Ordering of advertised products through timeplay system

# Examples: Individual and Group

- **BT** (Martin Percy: <http://www.martinpercy.com/>)
  - **SMS based**
  - **Interactive video games**
- **Concept:**
  - **Digital Video reel => Quiz**
  - **Audience can join via SMS and answer all the question in one SMS** (alfanumerical string)
  - **At the end of the pre-show winner is announced on screen.**



# Examples: Gaming Market – Competitions

- Consumer consoles
  - XBOX / PSP3 / PC based
  - Must require HD quality for big screen
- Benefits
  - Young target audience
  - Off regular business hours (24h around the clock)
  - Potential for targeted marketing and sponsoring
- Famous competitions
  - FIFA 2005: interactive world championship
  - Halo
  - Call of Duty 2
  - Battlefield 2 (4 people per screen/24 players)

[http://www.soccergaming.com/db/press\\_release/show.php?PRID=93](http://www.soccergaming.com/db/press_release/show.php?PRID=93)

- **FIFA, Xbox and EA Kick Off Interactive World Cup**

Date: Friday, 23 September, 2005

The 2005 FIWC tournament follows last year's inaugural competition in **which thousands of contestants from six continents battled for a place in the final**. Ultimately, Brazilian Thiago Carrico de Azevedo was crowned the first-ever FIFA Interactive World Player at last year's FIFA World Player Gala, and he accepted his trophy alongside fellow countryman Ronaldinho, named FIFA World Player 2004.

Kicking off in October, the FIFA Interactive World Cup will travel to eight cities in six continents, concluding with the final taking place in London in December 2005. Regional Tournaments will be held in the following locations:

- London – Olympia 2 – Saturday 15 October
- Sao Paulo - Villa Noah – Saturday 22 October
- Seoul - Sang Am World Cup Stadium - Sunday 30 October
- Johannesburg - Acton Sport Academy - Saturday 12 November
- Los Angeles - The Globe, Universal Studios - Saturday 19 November
- Sydney - Overseas Passenger Terminal - Saturday 26 November
- Germany - Cologne – The Palladium - Sunday 4 December
- Paris - Carrousel de Louvre - Saturday 10 December

... The winner of the tournament will be named FIFA Interactive World Player 2005 and take centre stage to receive his/her trophy among some of the biggest names in football at this year's **prestigious FIFA World Player Gala in Zurich on 19 December 2005**.

In an exciting addition to this year's FIWC tournament, two out of the **two million plus Xbox Live members** will ...

# Demo

- Xbox PRG