

# INDIE GAME COMPETITION

# DEFINING OPPORTUNITY

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## OPPORTUNITY

- Create the definitive independent games competition
- Showcase game concepts and sponsors of the event through massive reach of YouTube Celebrities
- Showcase Northern Ireland as the center of the game industry leading up to and including the event.

## GOALS

- Millions of video views of game submissions
- Significant exposure during lead-up to all sponsors promoting the competition finals in Northern Ireland.
- Live event in Northern Ireland (streaming broadcast) to showcase the country as a premier destination for the games industry

## TARGET

- Core Gamers, Game Publishers, Game Developers, Industry tech and service providers, Investors and Press

# OVERVIEW

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# BIG IDEA

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## “AMERICAN IDOL FOR INDIE GAME DEVELOPERS”

We are proposing to build the most entertaining and exciting Independent Game competition ever. This **three phase** competition will showcase some of the most innovative and interesting new game ideas from unknown talent around the world. Similar to great talent competitions like “*American Idol*,” “*X Factor*” and “*The Voice*,” we will give these diamonds in the rough massive exposure to fans and industry opportunities all around the world via the largest video distribution service on earth; YouTube.

Using celebrities and their reach to broadcast originally produced content leading up the finals, we will be able to drive excitement among the games communities by allowing them to have input and decision making power on which game ideas make it to the finals.

There will be a fan voting component (via YouTube and other social portals) to help determine the finalists. After this, the finalists will all be flown to Northern Ireland to compete for the grand prizes. A panel of expert judges made of of legendary game makers will make the final decisions on which games are the best.

# EVENT PHASES

JUNE 16<sup>th</sup> – JULY 30<sup>th</sup>

## CALL FOR SUBMISSIONS

- Announcement of competition just prior to E3
- Massive Public Relations effort
- Sponsors and prizes announced
- Website for submissions live
- Culling of submissions happens over ensuing six weeks

JULY 30<sup>th</sup> – SEPT 10<sup>th</sup>

## YOUTUBE BROADCASTING

- Website updated with contenders game pitches
- Weekly produced shows air on Youtube
- Public voting and commenting on game ideas
- Bracketed system to reduce submissions

SEPT 23<sup>th</sup> – SEPT 24<sup>th</sup>

## LIVE EVENT

- Finalists announced
- Event is 2-day
- **Day 1:** Kick-off & Keynote
- **Day 2 Morning:** Business focused panels & keynotes
- **Day 2 Evening:** Final competition judged by Game Industry legends
- Live stream of the finals competition

# CREATIVE OVERVIEW

## STRUCTURE:

After the call for submissions and a six week break to cull down the entries, we begin the consumer facing phase of the content. This is where the entertainment starts. Over the course of the weeks leading up to the live event, we will produce one show a week showcasing our eight Indie Game finalists. These shows would be produced with a live audience, have an entertaining host and highlight what is great about each of the different games. The format for the shows is to get the Indie Game developer to solicit sponsorship from our panel of Youtube celebrities (think The Hunger Games).

By securing Youtube celebrity support, the developer will enjoy significant exposure and promotion from that celebrity on their broadcast channels. Some developers may secure multiple sponsors thus launching games awareness while others may receive no sponsorship and be on their own to garner promotion. This all leads to the final live broadcast event from Northern Ireland where our panel of game developer Legends pick the winner.

**EXAMPLE:** <http://www.twitch.tv/xboxlivearcade>



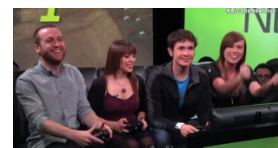
**The Host**



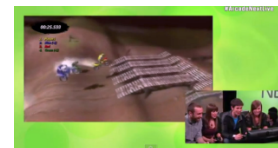
**Co-Host**



**Celebrity guests**



**Sponsor Solicitation**



**Live Playthrough**

# CELEBRITY YOUTUBERS SAMPLES



[www.youtube.com/seananners](http://www.youtube.com/seananners)

- TOTAL YT Subscribers 1,013,995
- Twitter 230K
- Facebook 152K

1 of the top 10 gaming Celebrities



[www.youtube.com/tobygames](http://www.youtube.com/tobygames)

- TOTAL YT Subscribers 3,188,134
- Gaming YT Subscribers 873,044
- Twitter 200K
- Facebook 182K

1 of the top 10 gaming Celebrities



[www.youtube.com/katersoneseven](http://www.youtube.com/katersoneseven)

- TOTAL YT Subscribers 201,346,
- Twitter 28.4K
- Facebook 1,5K



[www.youtube.com/olgakay](http://www.youtube.com/olgakay)

- TOTAL YT Subscribers 694,556
- Twitter 74,.2K
- Facebook 40,6K

# CELEBRITY YOUTUBERS SAMPLES

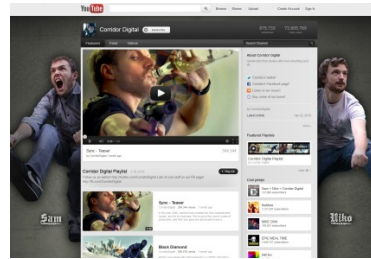
## THE YOGSCAST



<http://www.youtube.com/user/BlueXephos?ob=0>

- TOTAL YT Subscribers 1,699,477
- Twitter 177K
- Facebook 61K

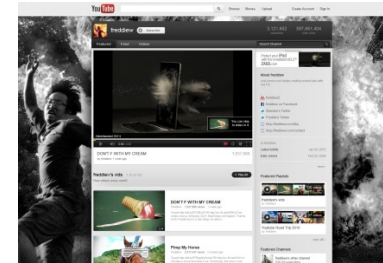
## CORRIDOR DIGITAL



<http://www.youtube.com/user/CorridorDigital?ob=0>

- TOTAL YT Subscribers 875,733
- Twitter 24K
- Facebook 51K

## FREDDIE WONG



<http://www.youtube.com/user/freddiew>

- TOTAL YT Subscribers 4,061,202
- Twitter 195K
- Facebook 509K



# LIVE EVENT FINALS

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## OVERVIEW:

- Focus attention of gaming industry on Northern Ireland
- Host a B2B conference prior to the televised competition final with panels and keynote speeches as well as an opportunity for local Northern Ireland representatives to showcase advantages to doing business in the country
- Live stream the finale where each of the eight developers showcases their game concept, gets critiqued by the judges and evaluated on their ability to generate buzz.
- Grand prizes awarded to the winner.

## STRATEGY:

The culmination of the summer long event is the showcase conference in Northern Ireland where the eyes of the gaming community will be focused on. The day will be split between B2B efforts and capped off by a star studded live broadcast competition. **An invite only conference**, we will target 200-250 industry attendees from around the globe to be our guests, attend the panels and discussions and be a part of the black tie awards ceremony. Attendees would be made up of key press, publishers, developers and service providers to encourage global coverage and showcase Northern Ireland as a hub of game development.

PRIZING

# PRIZE PACKAGES

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- **8 WINNERS**
- **GRAND PRIZE PACKAGES WILL INCLUDE**
  - Publishing contracts (Example: Atari, Konami, Microsoft)
  - Technology license and associated service agreements (Example: Havok, Unity, Epic)
  - Marketing/PR services (Examples: [a]List Games)
  - Legal services (Example: Reed Smith, local counsel, other legal sponsors)
  - Other game-related services (Example: Kickstarter, Angel/Venture investment)
  - Cash Prizes

(Prize packages are subject to sponsorship efforts)

VALUE

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# Value For All Involved

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## **For Northern Ireland:**

- 10 week lead-up to event provides extensive PR
- “Phase 2” programming will drum up extensive interest in finals competition
- Actual event will be the focal point of the industry and press.
- Contestants and invited guests will see what Northern Ireland has to offer in the games community
- Local games community will be invited and have the opportunity to mingle with the industry execs in attendance.

## **For Sponsors:**

- Unparalleled combination of industry and consumer exposure
- Significant potential for business opportunities/contacts

## **For Developers/Contestants:**

- Consumer visibility
- Publisher/industry contacts
- Prize package

## **For Judges/Celebrity YouTubers/Press:**

- Content
- Exposure

BUDGET

# EVENT PHASES

PHASE 1	PHASE 2	PHASE 3
<p><b>CALL FOR SUBMISSIONS</b></p> <p>Website development: \$55,000</p> <p>Public Relations: \$18,000</p> <p>Culling of submissions: \$10,000</p> <p>Legal Fees: \$50,000</p> <p><b>SUB TOTAL: \$133,000</b></p>	<p><b>YOUTUBE BROADCASTING</b></p> <p>Website updates: \$40,000</p> <p>Youtube Celebrities: \$60,000</p> <p>6 Produced Shows: \$195,000</p> <p>Public Relations: \$18,000</p> <p><b>SUB TOTAL: \$313,000</b></p>	<p><b>LIVE EVENT</b></p> <p>Event Production \$150,000</p> <p>Evening Awards: \$60,000</p> <p>Live stream: \$60,000</p> <p>Public Relations: \$10,000</p> <p>Travel: \$25,000</p> <p><b>SUB TOTAL: \$305,000</b></p> <p><b><u>GRAND TOTAL: \$726,000</u></b></p>

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