

LESSONS LEARNED

STORIES FROM THE GAME INDUSTRY

I'M HERE TO TELL YOU A STORY

A STORY OF CHANGE & INNOVATION



BETA GRÉTARSDÓTTIR

BRAND DIRECTOR OF LIVE SERVICES - BATTLEFIELD

A promotional image for the video game Battlefield 1. It features a central character, a man in a military uniform with a trench coat, holding a handgun in his right hand and a trench knife in his left. He is standing in a dramatic, low-angle shot against a sky filled with a large, bright explosion of orange and yellow fire and sparks on the left, and a large, white, cylindrical structure on the right. The overall atmosphere is intense and action-packed.

BATTLEFIELD 1™

A LONG, LONG TIME AGO...

... WE^{*} WERE IN A HARD SPOT

*WE AS IN „THE ROYAL TRADITIONAL GAME INDUSTRY AS A WHOLE“.



BOXED GOODS

PIRACY



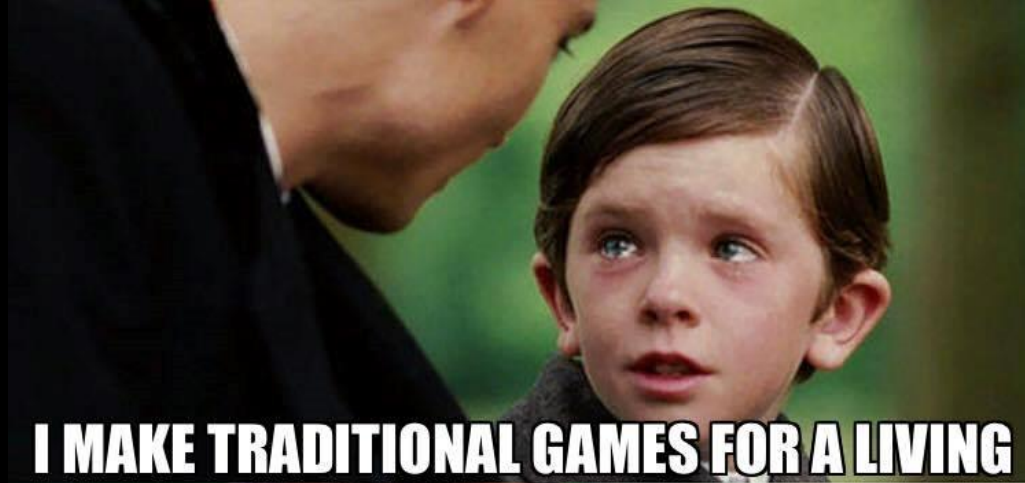


FREE TO PLAY



DEMOCRATIZATION OF GAME DEVELOPMENT





I MAKE TRADITIONAL GAMES FOR A LIVING



NEVER LET

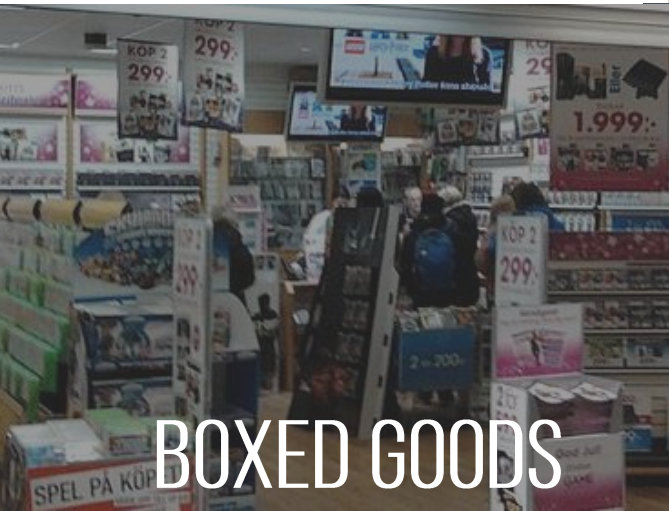
**A GOOD CRISIS
GO TO WASTE**

CEO'S IN THE ENTERTAINMENT AND MEDIA INDUSTRY

OVER 56%

**BELIEVE TECHNOLOGY WILL RESHAPE
THEIR INDUSTRY**

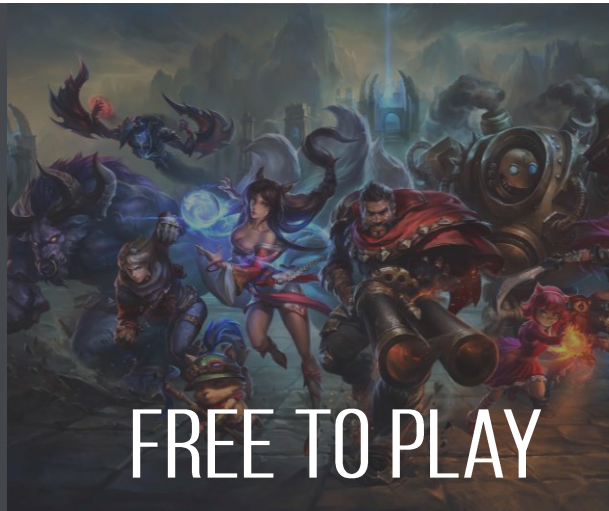
SOURCE FOR INNOVATION



DIGITALIZATION
NEW PLATFORM



DESIGNED OUT



NEW BUSINESS
MODELS



TALENT
NEW IDEAS
USER GENERATED
CONTENT

...TO SUMMARIZE



RELATIONSHIP

WITH PLAYERS

FUELLED BY CONVENIENCE

& ENGAGEMENT

...AND WHERE DOES THAT LEAD US?



THE BEST TIME TO PLANT A TREE WAS 20
YEARS AGO
THE SECOND BEST TIME IS TODAY