



entertainment
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association

Content and the Innovation Society: Creating the Right Environment



Silicon Flatirons Conference on Digital Broadband Migration

MICHAEL D. GALLAGHER

President and CEO

Entertainment Software Association

February 12, 2012



Video Games: The Future

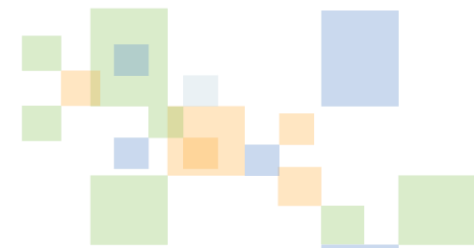


Industry innovations transform the way gamers play, interact with, and consume media.

- Virtualization Services: Cloud Gaming

PLAY INSTANTLY ON YOUR PC, MAC®, TV, TABLET OR PHONE.

- Digital Distribution Platforms





- Free-to-Play Model
- Subscription Model
- Xbox Live



24
The percent of entertainment software industry sales revenue generated by purchases of digital game content.



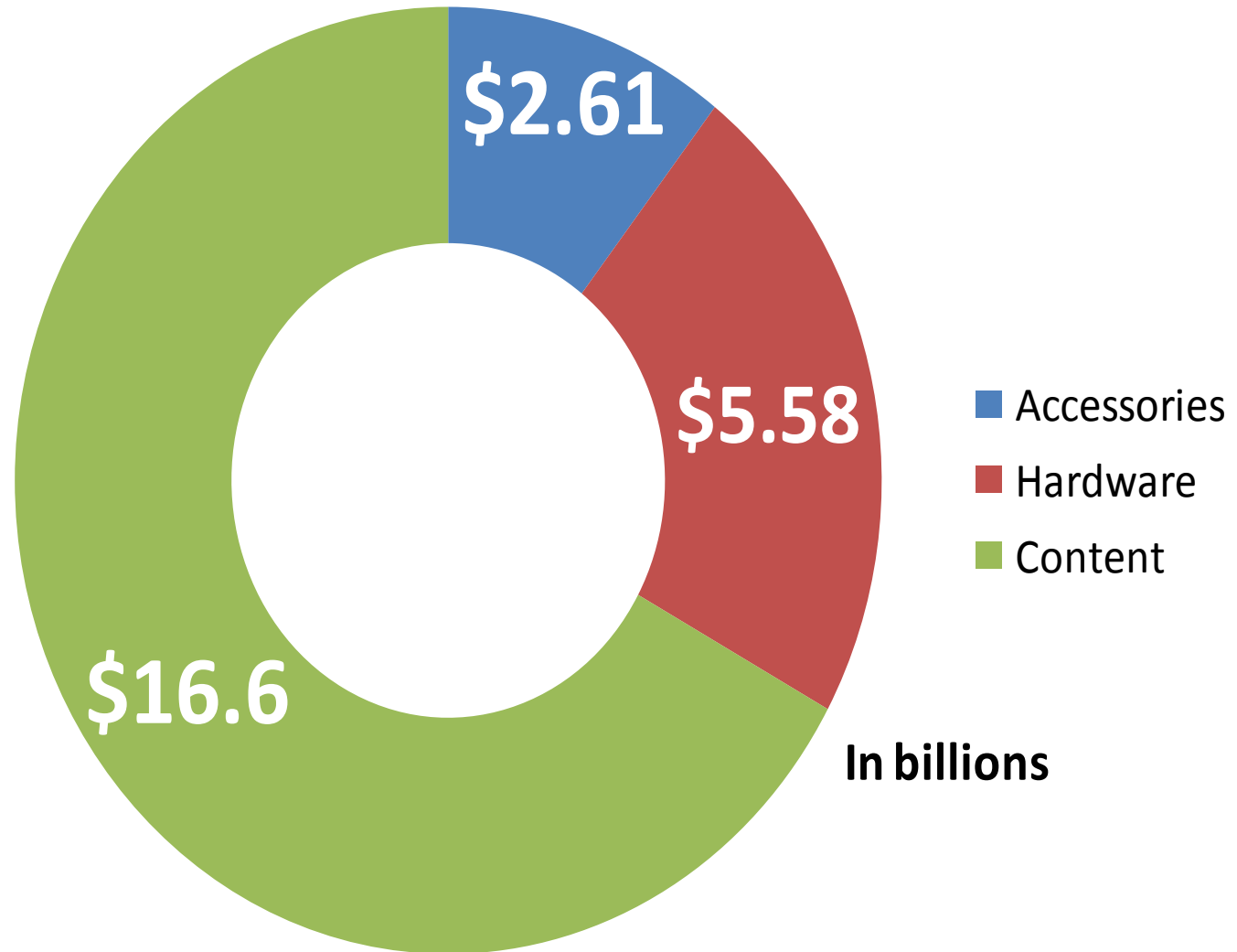


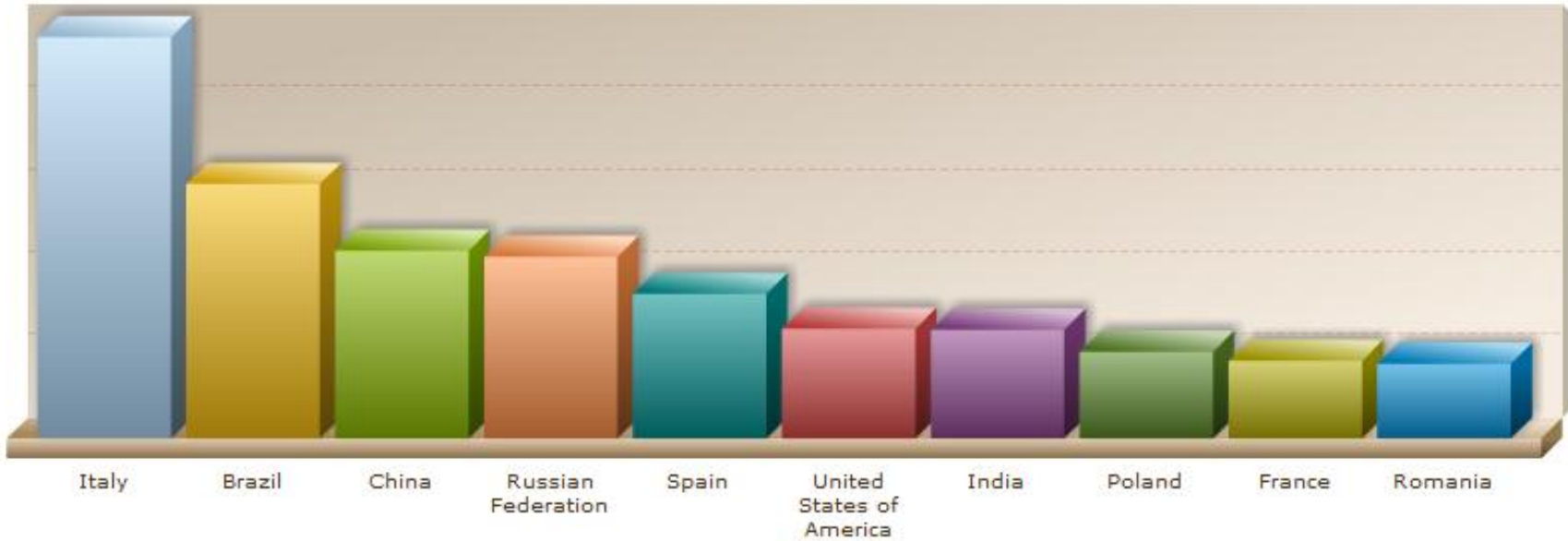
Games in the 21st Century Economy



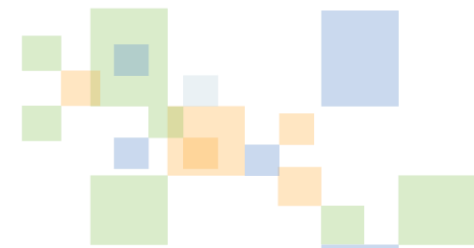
*The video game industry generated **\$24.79 billion** in 2011*

Consumer Spend on Game Industry 2011



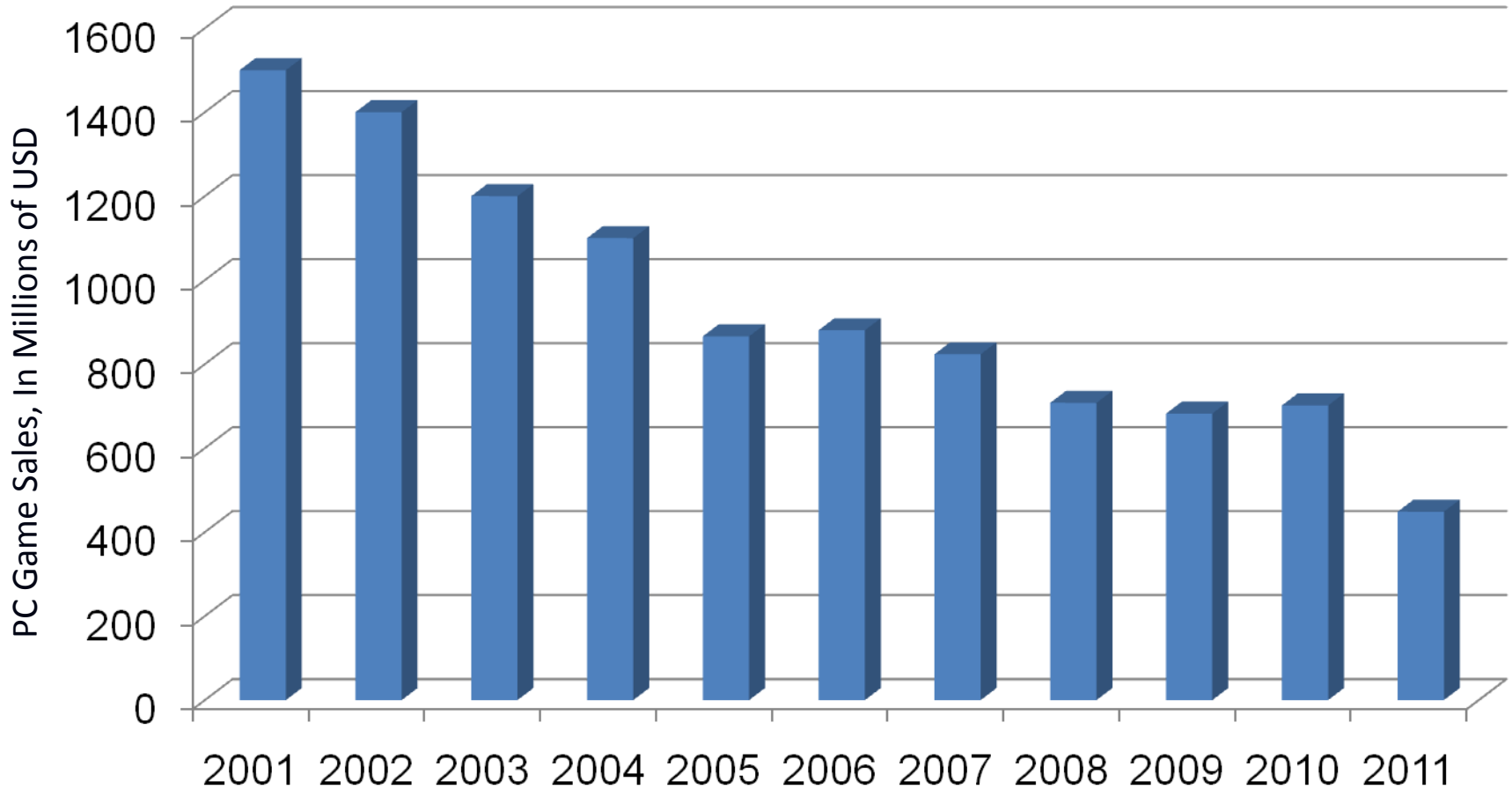


- Top 5 countries in 2011: Italy, Brazil, China, Russia, and Spain

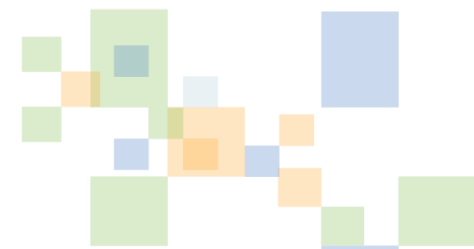




PC Game Sales

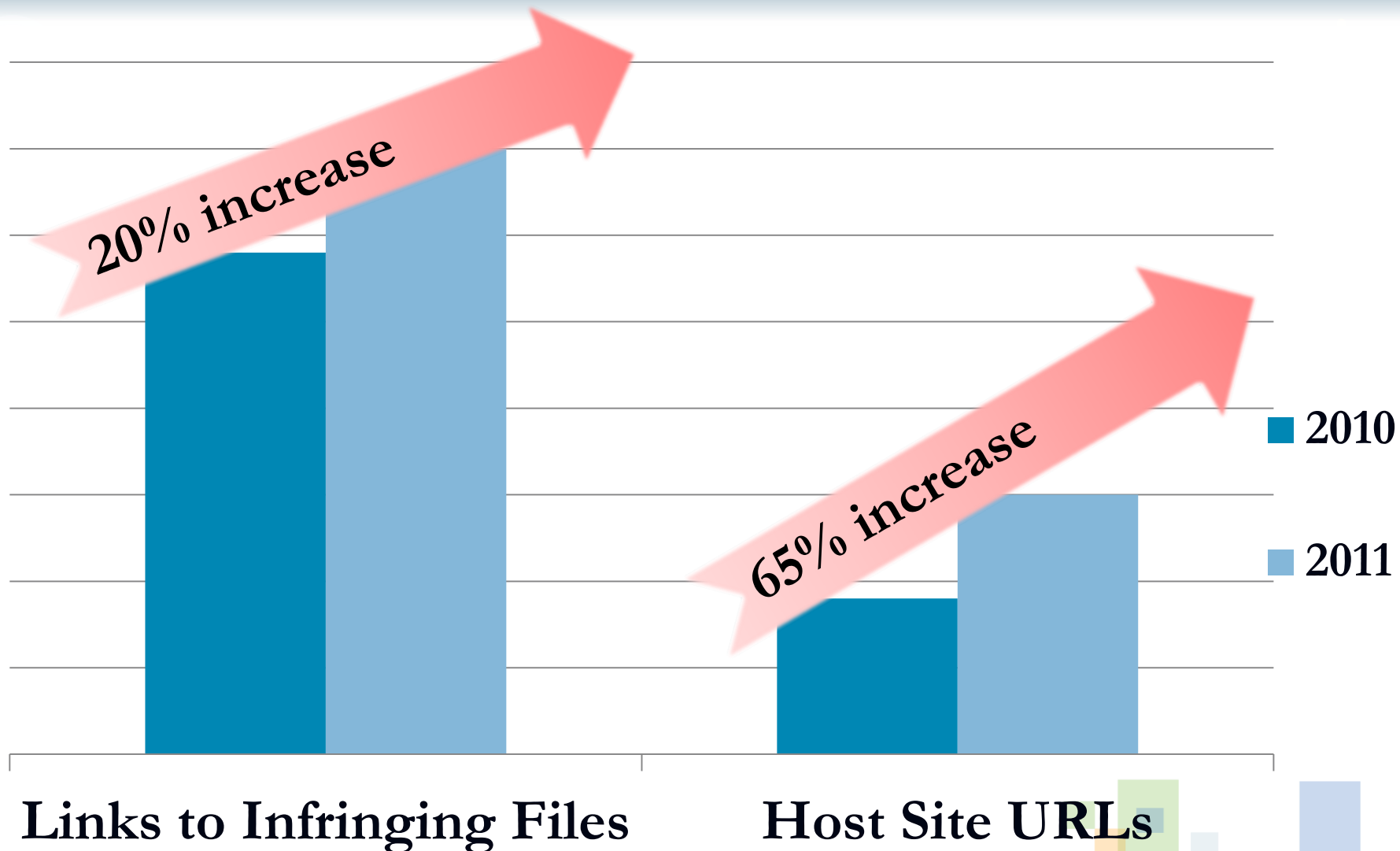


Source: The NPD Group / Retail Tracking Service





Linking Sites and “One-Click” Hosts





International Nature of the Problem

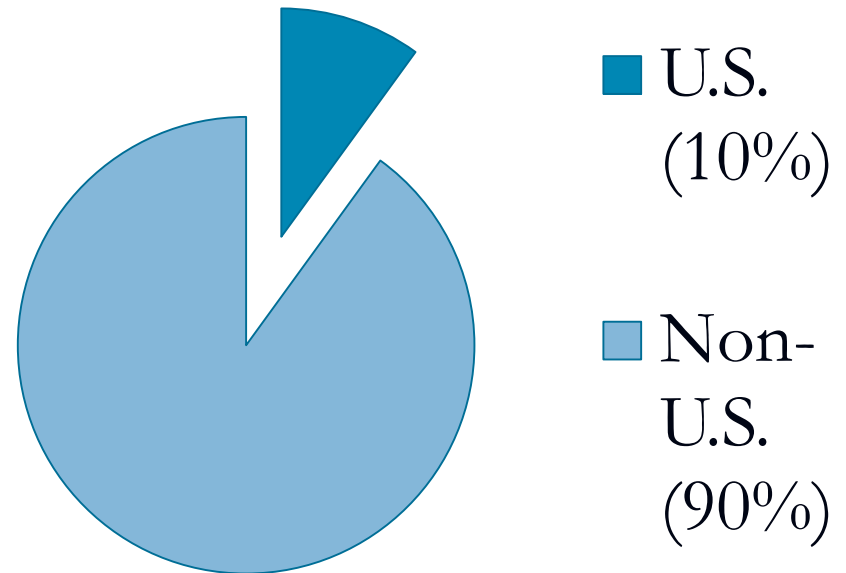


P2P Connections to Infringing Game Files



Source: ESA Online Monitoring Vendor

Linking Sites – Where Located?



Source: ESA Online Monitoring Vendor



















Typical Linking Site



click here to start search

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sublim service og vejledning

Sjældent har jeg oplevet sådan en service, som hos softmodding.dk
 Brian har besvaret mine mange spørgsmål, og sådan at selv en som jeg har kunne forstå hvordan og hvorledes.

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Annonce

1-Konsol.dk

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- ✓ X-BOX
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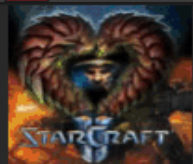
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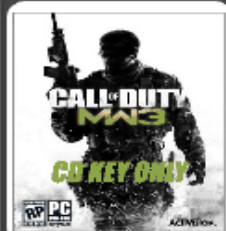


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Games & Job Creation



This growing industry has generated more than 120,000 jobs in over 34 states and is a major international player as well. It's time Congress took notice.”

—Rep. Kevin Brady (R-TX), co-chair of the Congressional Caucus for Competitiveness in Entertainment Technology

- Industry employees earn an average salary of \$90,000.
- Exports contribute a substantial percentage of U.S. publishers' revenue (as much as 40 percent).
- Growing game industry exports will help support President's goal of doubling exports by 2014.

