

# On-line Game in Asia Broadband in the Future



Shin'ichi Okamoto  
CTO

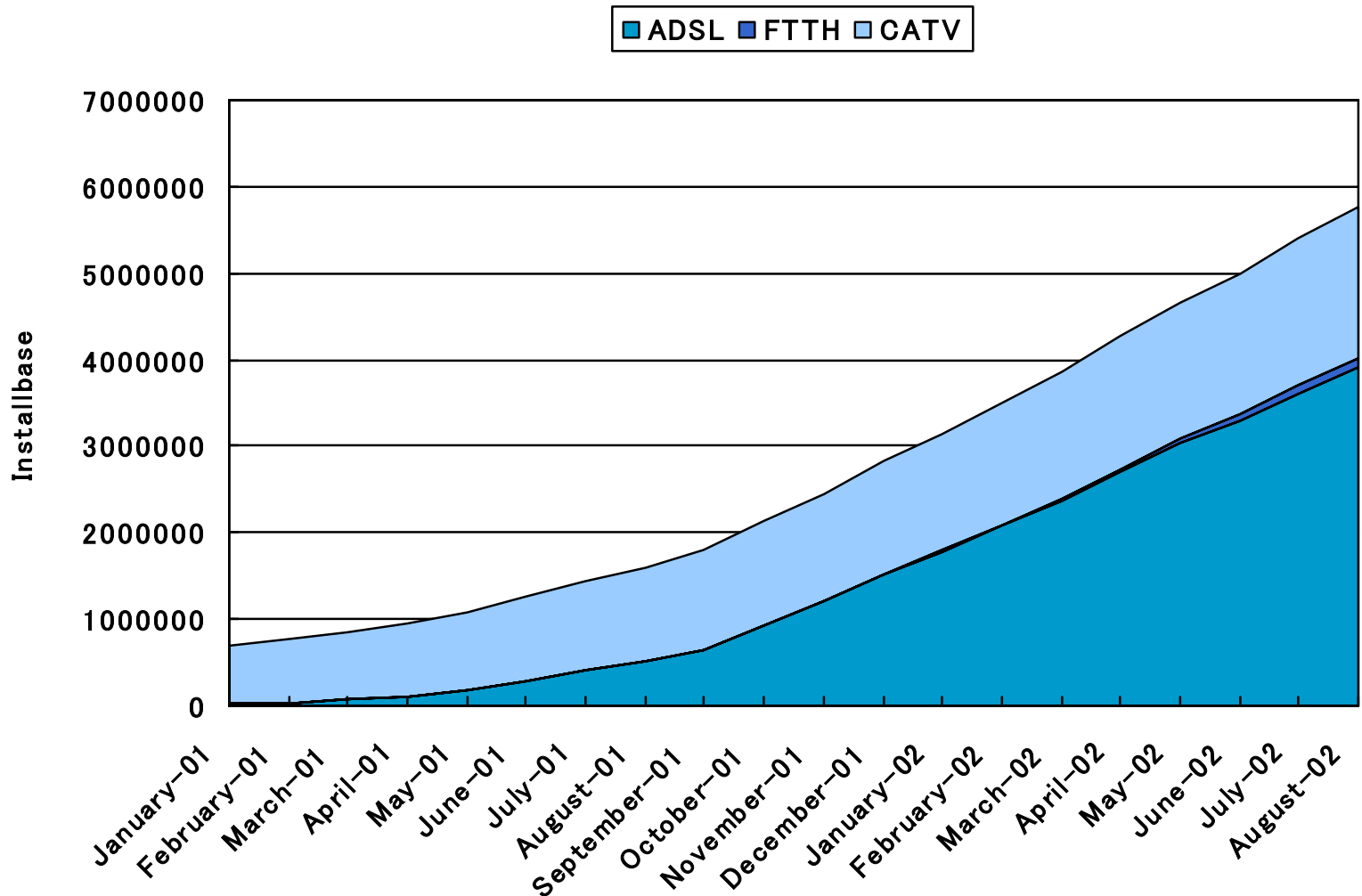
Sony Computer Entertainment, Inc.



# Agenda

- Latest trend
- Action by SCE
- For the next step

# Broadband in Japan



November 13, 2002

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## New Trend : VoIP Services

- Ex. : “BB Phone” by Yahoo! BB
  - Monthly fixed fee : 390 yen (<\$3)
  - Per one minute fee : 7.5 yen (<7c) for all area in Japan and USA
- Merits of subscribers
  - ADSL subscribers can reduce their payment for voice service with VoIP service.

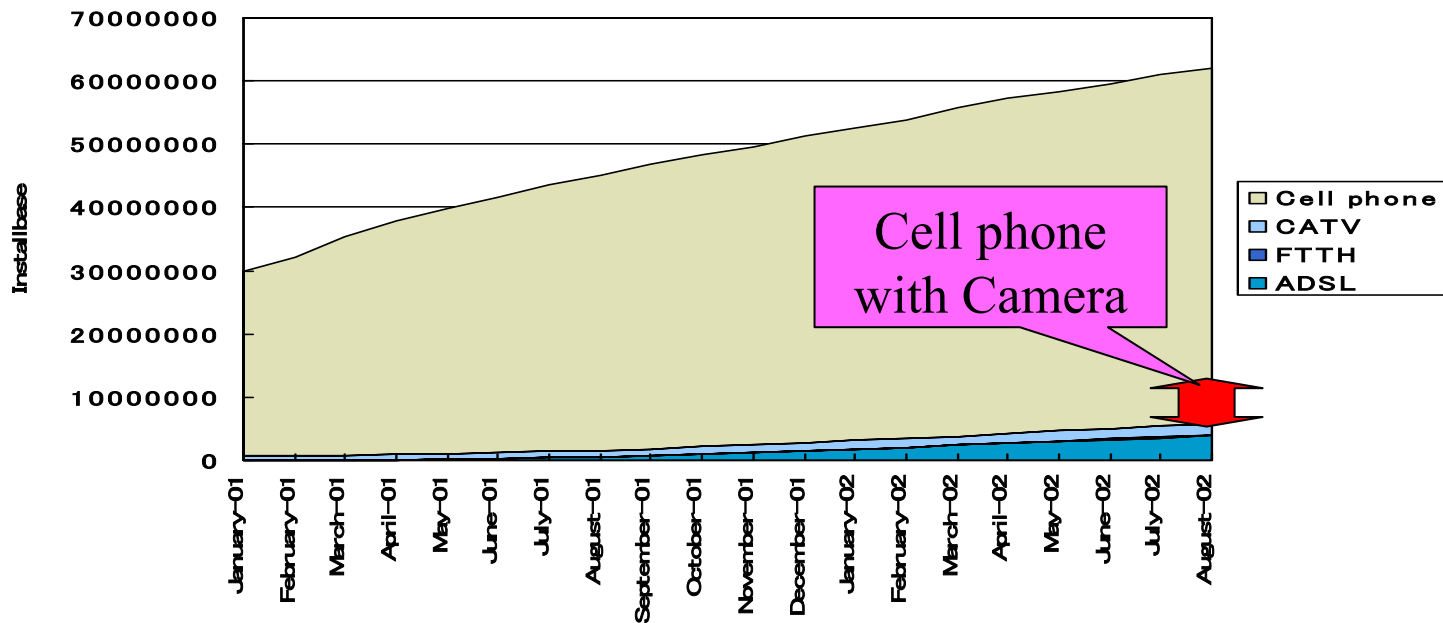


## New Trend : New Contents

- Ex. : Bandai started a streaming distribution of the newest series of “Gundam” animation film
  - Free to watch
  - Available for one week from the next day of TV broadcast
  - <http://flets.gundam-seed.net/>

# New Trend : Cell Phone with Camera

- 6.7m units were shipped in the six months from Apr. to Sept. of 2002



# New Trend : MMORPG in Asia and Console

	Lineage	FFX I	Ultima Online	PSO	Ever Quest
Users	6,000K users(TTL) <b>2700K users(KOREA)</b> <b>2300K users(TWN·HK)</b> <b>50K users(JPN)</b> simultaneous 300K users	<b>120K users (JPN)</b> simultaneous 5.50K users	240K users (TTL) <b>80K users (JPN)</b>	300K users (TTL) <b>130K users (JPN:DC+PC)</b>	430K users(TTL) <b>12.0K users(JPN)</b> simultaneous 100K users
Platform	PC	PS2/ PC(2002 Nov7th)	PC	Dreamcast/PC	PC
Package	Free (Download, post)	7,800yen (shop front)	1,980yen (Shop front/Online)	6,800yen(DC/PC) (shop front)	\$19.99 (Online/shop front)
Online Payment	1,400yen(incl.tax)/month	•1,280yen /month(basic) •100yen/month (supplement)	•\$9.95/month (card) •3,980yen/90days 1,980yen/30days (prepaid)	•400yen /30days 1,000yen/90days (DC) •1,000yen/30days 2,000yen/90days (PC)	\$12.95/month
Company	NC Software (Korea)	Square (JPN)	Electric Arts (USA)	SEGA (JPN)	SOE (USA)



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# On-line Games at Launching



SOCOM:  
U.S. Navy SEALs  
(VoIP + Headset)



NFL GameDay '03

November 13, 2002

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# Launching : Latest TOP10 Title List

by NPDFunworldSM TRSTS® Service

- Madden 2003
- SOCOM: U.S. Navy SEALs
- NCAA Football 2003
- Grand Theft Auto III
- Gran Turismo™ 3: A-spec
- Medal of Honor Frontline
- Onimusha 2 Samurai's Destiny
- NFL 2K3
- Street Hoops
- Stuntman

Top 2 are on-line titles !

# Broadband Unit

- In Japanese
  - May 2002
  - Distribution channel :  
Broadband ISPs
- Specification
  - Network Adapter
  - + 40G Byte HDD
  - + Broadband Navigator





# On-line Games in Japan

## Final Fantasy XI



## Hot Shots Golf Online



## Nobunaga Online



## Catan



## Venus & Braves



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# “PlayStation BB”

- Definition

- Home entertainment platform based on “PlayStation 2”, TV set and broadband network.

- “PlayStation BB Navigator”

- Software to enjoy broadband contents and services on “PlayStation 2”, supporting game, picture, movie, music, proprietary home-pages providing game publishers and ISP. A sort of Media Player.



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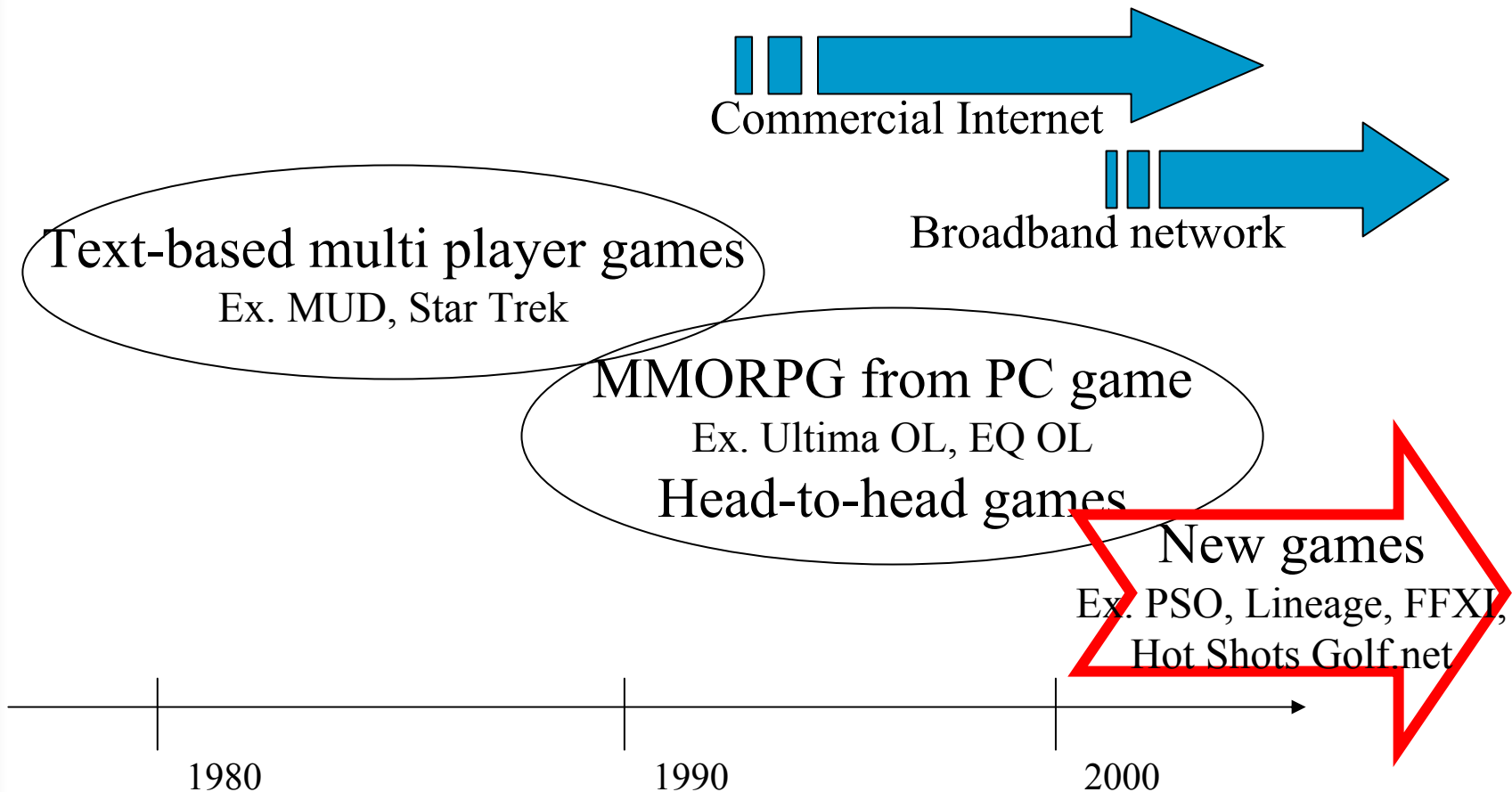


# Flexibility of On-line Game

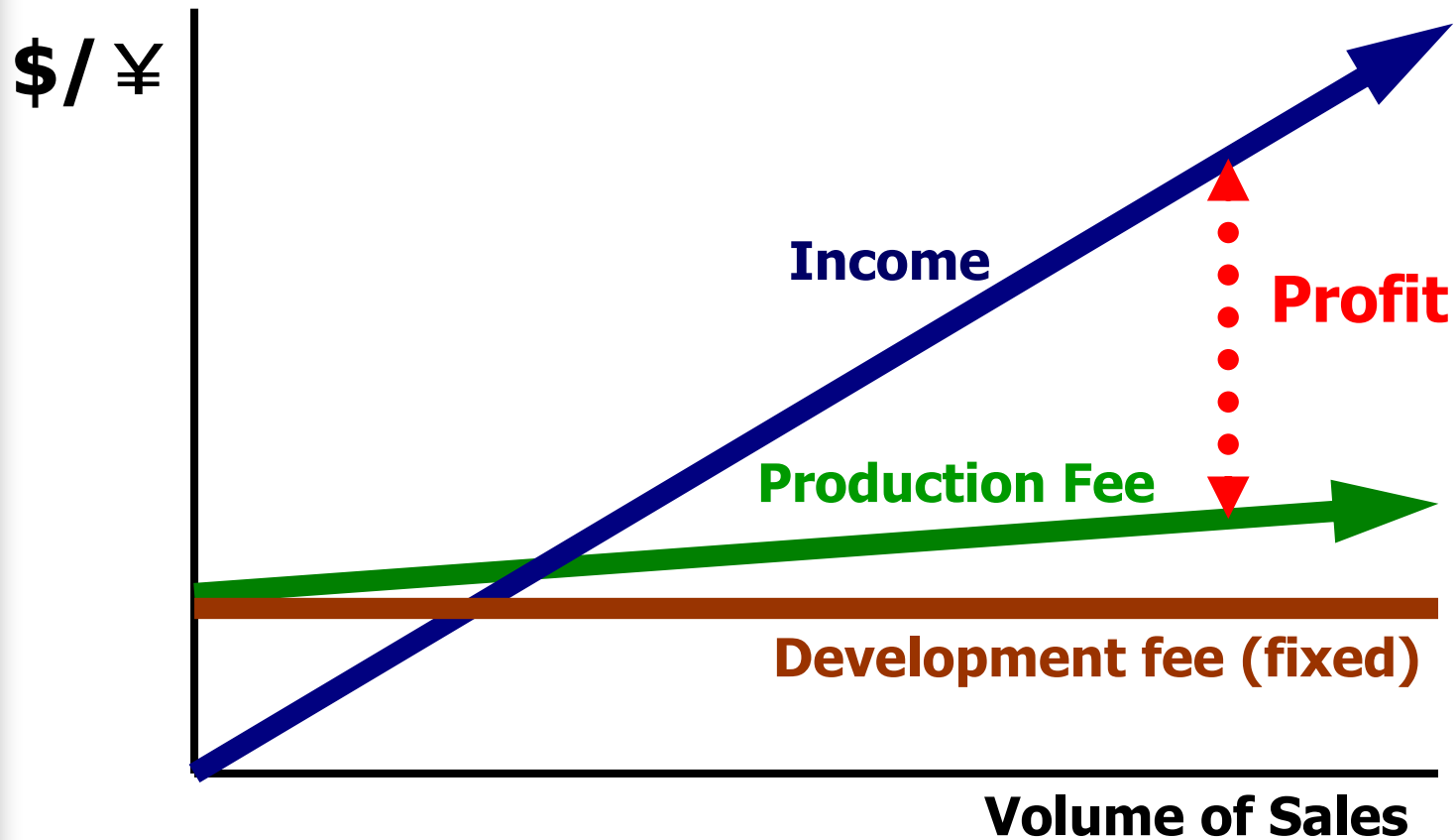
- Server-oriented type
  - All the players are linked to server while they are playing the game
  - Ex. : MMORPG like Ultima Online and Ever Quest
- Head-to-head type
  - No server, or small server
  - Ex. : SOCOM ( 16 users play together as a team with voice chat )
- Information sharing type
  - Ex. : Everybody's Golf.net ( Japanese language only )
- Distribution type
  - Download, streaming, virtual rental, episodic, ...



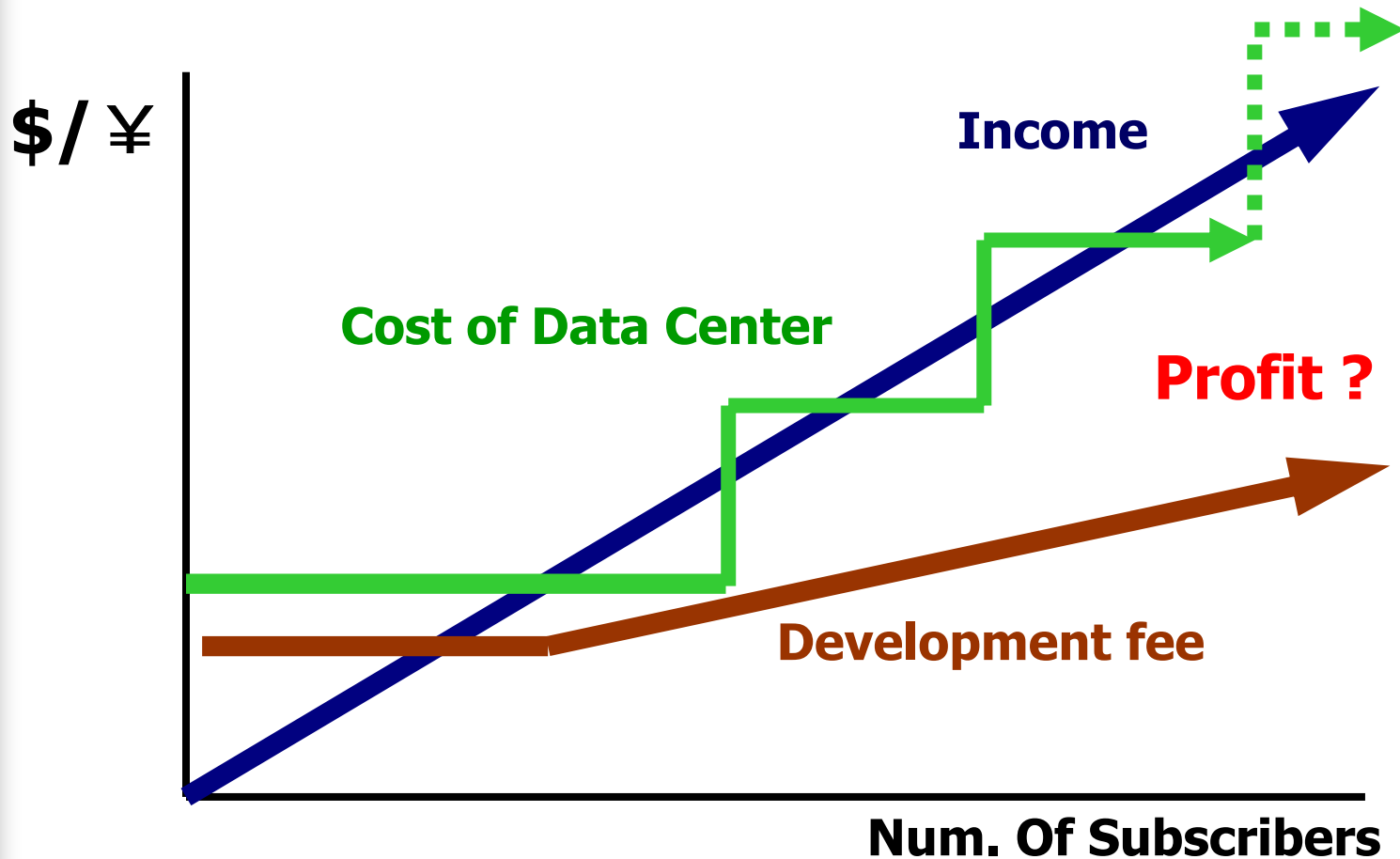
# New Games in Broadband Age



# Biz Model of Video Game



# Biz Model of On-line Game

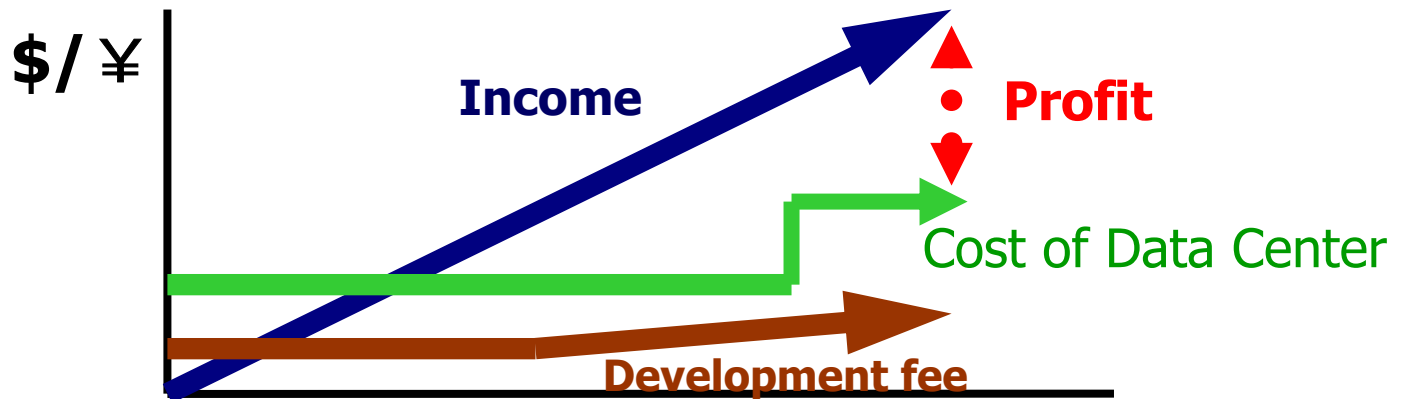


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# Idea : Hybrid Game Business

- Income = Disc sales (+ network fee)
- Back up with ...
  - Productive Middleware
  - Flexible & Low Cost Data Center
  - Non-Server Centric Game System



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Num. Of Subscribers



# Conclusion

- Re-definition of “Broadband” is valuable.
  - From the view of contents and services
  - Not technology, not infrastructure
- On-line gaming is one of the killer contents for broadband, because it has established business and customers.
- Effective business model is necessary, anyway.

# On-line Game in Asia Broadband in the Future

A decorative horizontal bar consisting of various colored segments in shades of blue, teal, yellow, and black, arranged in a slightly wavy pattern across the width of the slide.

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