

URL: <https://stvp.stanford.edu/blog/videos/gaming-in-china>

Earl discusses the importance of understanding and developing games for local markets. EA started a studio in Shanghai to learn about China's gaming population. He also talks about protecting EA's IP via an online distribution mechanism.



Transcript

So the question is, are we making games specifically for China, and how do we protect our property? The answer to the first question is, yes, we are.. We have a studio that we just created in Shanghai.. We have a publishing division that's already out there and we have some joint ventures that are in motion.. And we are creating games that are specifically for that marketplace.. For us, it's a real learning experience because we're very understanding of what the interests are in the western societies in North America and Europe, we don't know a lot about what's really in demand in Asia, and we're still learning.. But, yes, we're creating some games over there.. We're kind of reformatting some of our existing products like--I showed you "FIFA Online".. That could be a product that we could take in to China.. The second part of the question is, how do you protect your IP? Really the best way and really the only way that we know of right now to protect your IP is to make it a purely online experience.. To put a packaged good product out there means that you'll basically sell one copy and hundreds of thousands, if not millions, of people will be playing it..

That's not interesting.. To do it online where you can sort of check the heartbeat of the machine and make sure that they are paying customer is feasible, and that's really the way around protecting your IP.. It's a real challenge.. Yeah...