Stanford eCorner

Making an Interactive Game Successful

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Earl talks about how EA is good at figuring out early on if a game is not going to be successful and starting over before it is too late. EA brings a compliment of distribution, marketing, resources, larger teams, better technology, and high caliber designers, artists, and engineers to help increase the chances of creating a successful game, he says.

Transcript

It's funny it's true and it has happened a lot across many licenses.. I think what EA brings is a confluence of things - distribution marketing, resources, we have larger teams, we've got better technology, we share our technology, we've got more people contributing to our framework, our technology base.. We like to think that we have high-caliber designers, artists, engineers.. We have good leaders, directors and producers.. So with all of that said, it's still is a roll of dice.. What EA has been good at is figuring out early on if we're not going to get there, starting fresh or starting simply new.. So what you see is the final products that we feel confident about.. We kind of know we're going to be successful, but it doesn't mean that everything that starts actually makes it to the market place...