

# **DEVELOPMENT AND PLAY DO WOMEN DO IT DIFFERENTLY?**

**Paulina Bozek  
Women in Games 2008**



**Courtney  
Love**

**Avril**

*Me as Christina  
Aguilera*

**Lady Miss  
Kier, Dee Lite**

7 years in games industry.

Producer / Director

Ubisoft, SCEE, >> ATARI

BSc Cultural Studies,

MSc Media & Communications.

video



Mass market. Social game. Broad demographic.  
60% female players.

15 Million Units Sold.

SingStar is entertainment.

It is:

Fun, social, competitive, not gender  
specific, aspirational, authentic, music.

# Key Decisions

## Social

2 microphones.

## Competitive

scoring system

## Authentic

real music and videos.



Influenced by media and pop culture





Assumed primary target audience was girls.  
But that changed very quickly.

It did attract girls.



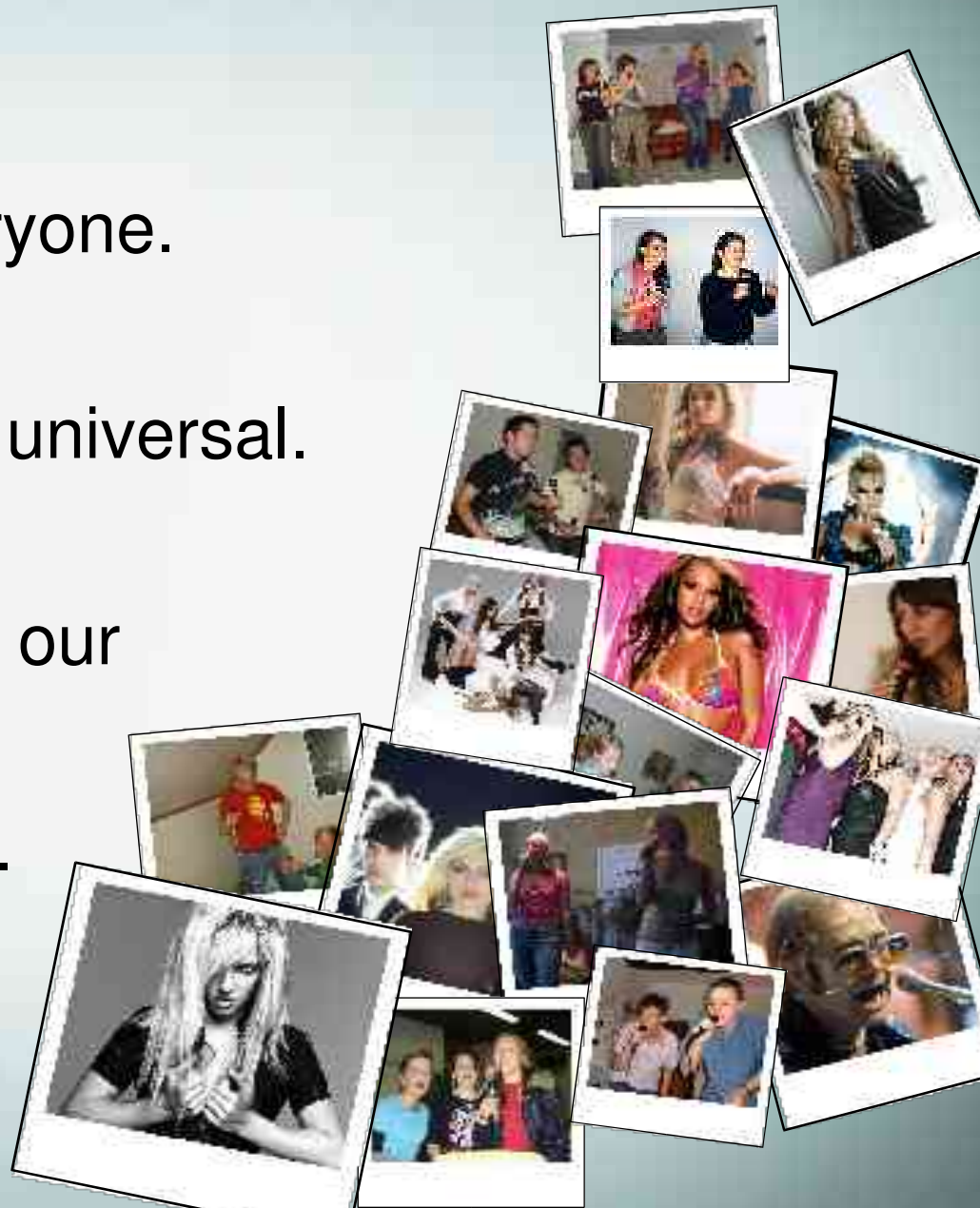
But also attracted guys who  
wanted to see what the girls  
were doing...

And moms, dads, teens, college kids, grandma...



Target audience is everyone.  
Music is universal.  
The experience proved universal.

Song selection became our  
primary method of  
audience segmentation.



# Lesson #1

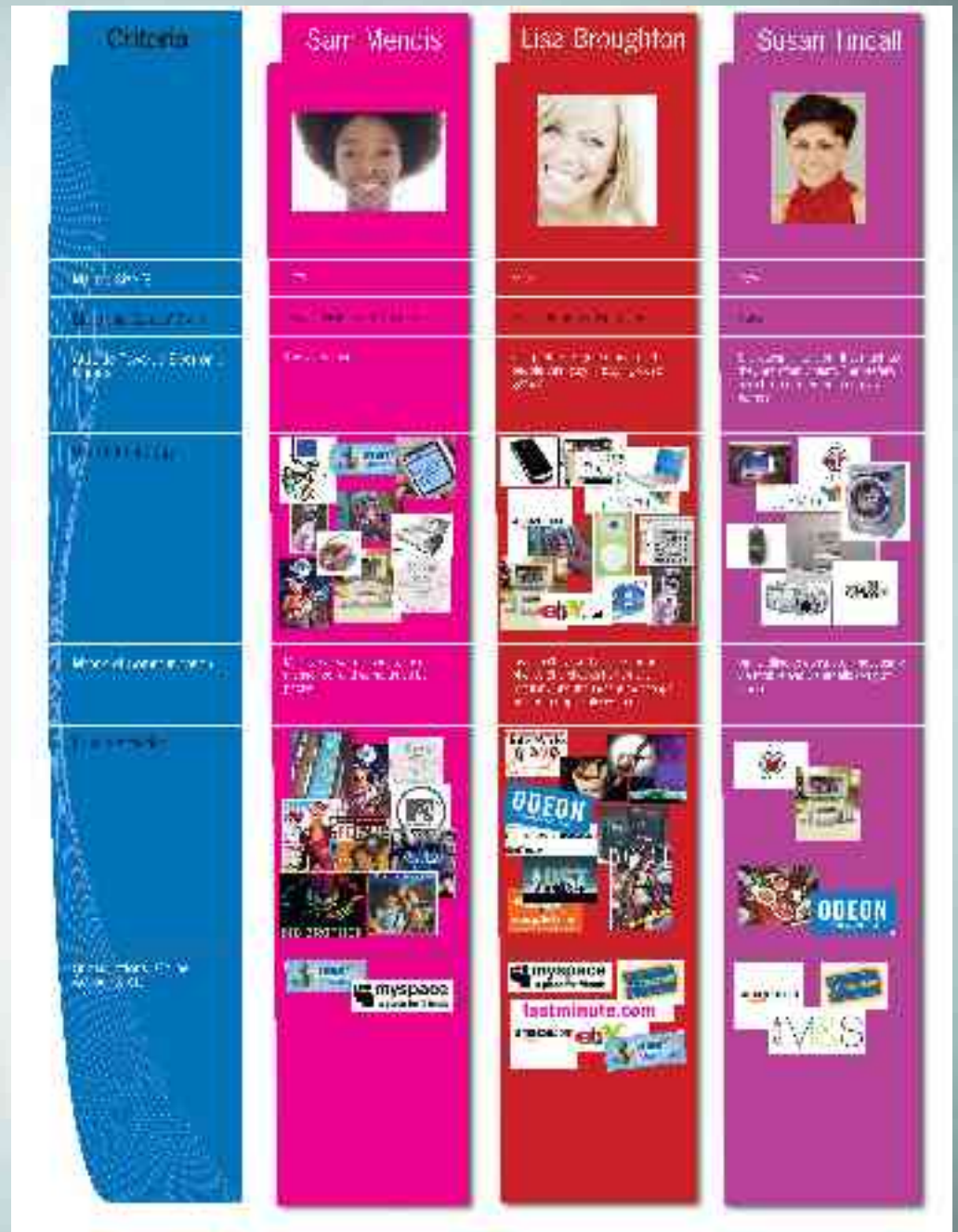
It's all about the user and the experience

- Importance of feedback and testing
- Importance of demos and shows.
- Importance of sampling for marketing.

## Lesson #2

Prioritize what brings the most value to the experience.

Focus on the user again.





**PLAYSTATION. 3**





33% women



**WARRHAMMER ONLINE**  
THE STRONG AND THE FREE

**What is Coming**

DECLARE YOUR ALLEGIANCE  
JOIN THE BATTLE NOW!  
ROLL OVER

WORLD GAMES 2008

## Sony's Bozek, BioWare's Clark Headlining Women In Games 2008



The award ceremony will be hosted by Kotaku.com in a live webcast, and will be moderated by Kotaku.com's Dan Snierson. A list of potential nominees for the award is being compiled and will be announced in the days leading up to the event. The deadline for nominations is Oct. 10.

Bozek is a game developer from the Sony Computer Entertainment, and is the director of the Serious Games Institute, a non-profit organization that promotes the use of games in education and training. Bozek will be headlining the event.

Tasha Bozek in the photo, on the way, holding the BAPTA award she won for her work.

09:25M

The full schedule has yet to be determined, as the event organizers are still accepting submissions for talks. Further info after the time.

Watch It: Game Central

Journalist of the Week: JK

09:25M

YTMW 04:42 PM on 08/03/08

25/11

Can't wait for the awards ceremony, but I'm sure it will be a great event.

YTMW 04:42 PM on 08/03/08

It's a shame that the awards ceremony is being held in a hotel, but I'm sure it will be a great event.

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brash 07:31 PM on 08/03/08

It's a shame that the awards ceremony is being held in a hotel, but I'm sure it will be a great event.

wellington 08:00 PM on 08/03/08

WashedUp 07:11 PM on 08/03/08

It's a shame that the awards ceremony is being held in a hotel, but I'm sure it will be a great event.

Zigger 06:47 PM on 08/03/08

It's a shame that the awards ceremony is being held in a hotel, but I'm sure it will be a great event.

JK 06:30 PM on 08/03/08

It's a shame that the awards ceremony is being held in a hotel, but I'm sure it will be a great event.

For: GAMES 2008

YTMW 04:51 PM on 08/03/08

It's a shame that the awards ceremony is being held in a hotel, but I'm sure it will be a great event.

It's a shame that the awards ceremony is being held in a hotel, but I'm sure it will be a great event.



**Jade**  
**Beyond Good and Evil**



**Boss character**  
**MGS3**



**Elena Fischer**  
**Uncharted**



**Kenny** at 05:09 PM on 06/09/08



Bozek is hot.



**VishusBurn** at 05:14 PM on 06/09/08



@Kenny:

Seconded.



**DefDealer** at 05:46 PM on 06/09/08



You mean this bozek?

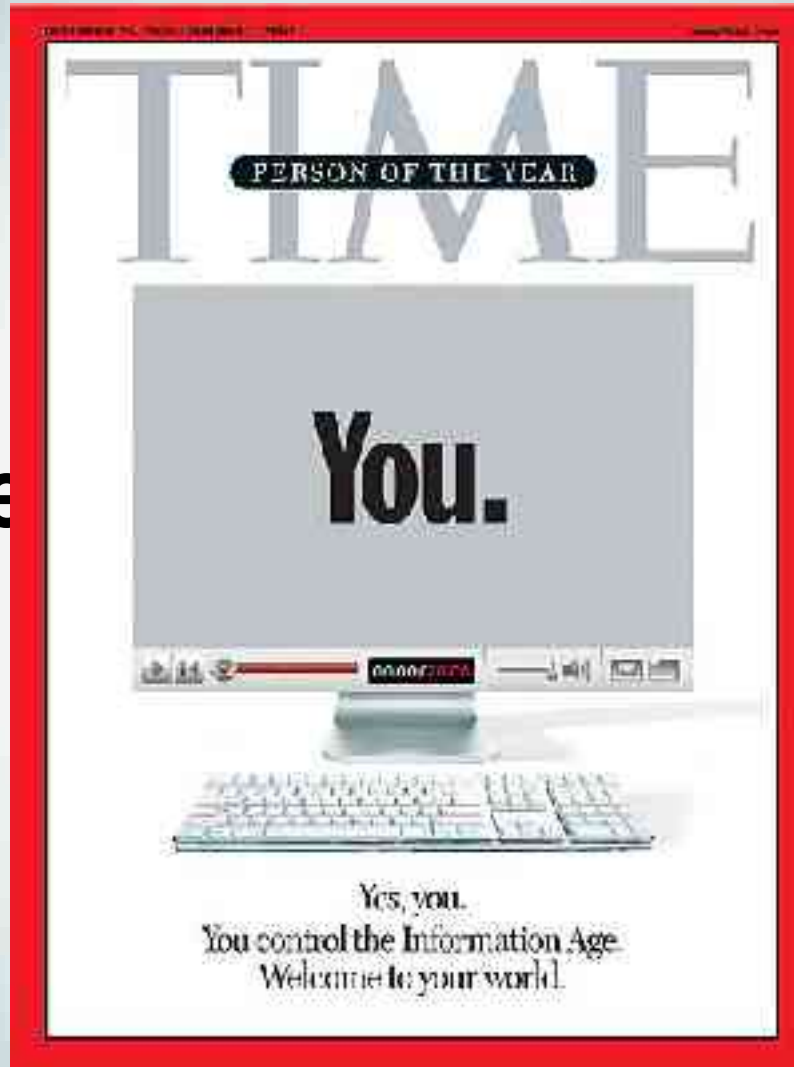
[[www.ecetia.com](http://www.ecetia.com)]

????????????? !!!!!!!!!!!!!!!





Use



ent





“we are living in the middle of a remarkable increase in our ability to share, to cooperate with one another and to take collective action, all outside the framework of traditional institutions and organizations.”

“they do not coordinate, they help users coordinate themselves.”

“unsupervised effort”

“the old divisions of amateur and professional are changing”

“access to re-creative tools like Flickr, Wikipedia, weblogs – ability to distribute their creations to others

“UGC is not a personal theory of creative capabilities but a social theory of media relations.”

“any radical change in our ability to  
communicate with one another changes  
society”

Wow – awesome, power to the people!!



# community gallery

highest rated video playbacks



TussellendAm

Elvis Presley  
Suspicious Mind

★★★★★



01

04

05

06

07

SELECT BACK

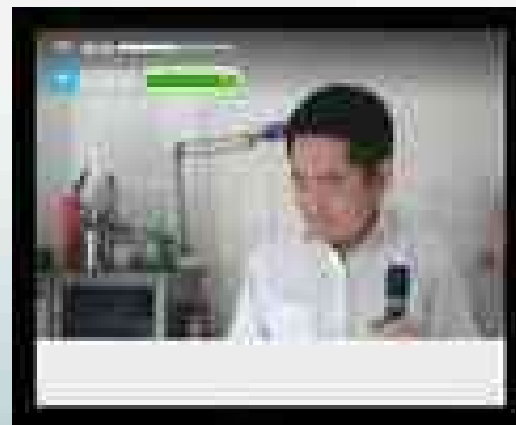


TIME 0:25

★★★★★

SELECT BACK







How to become a designer at Media Molecule, make LBP levels.



Spore YouTube Channel

- 20 official spore videos from EA
- 122, 680 user created videos



Anshe Chung:  
The First Second Life Millionaire



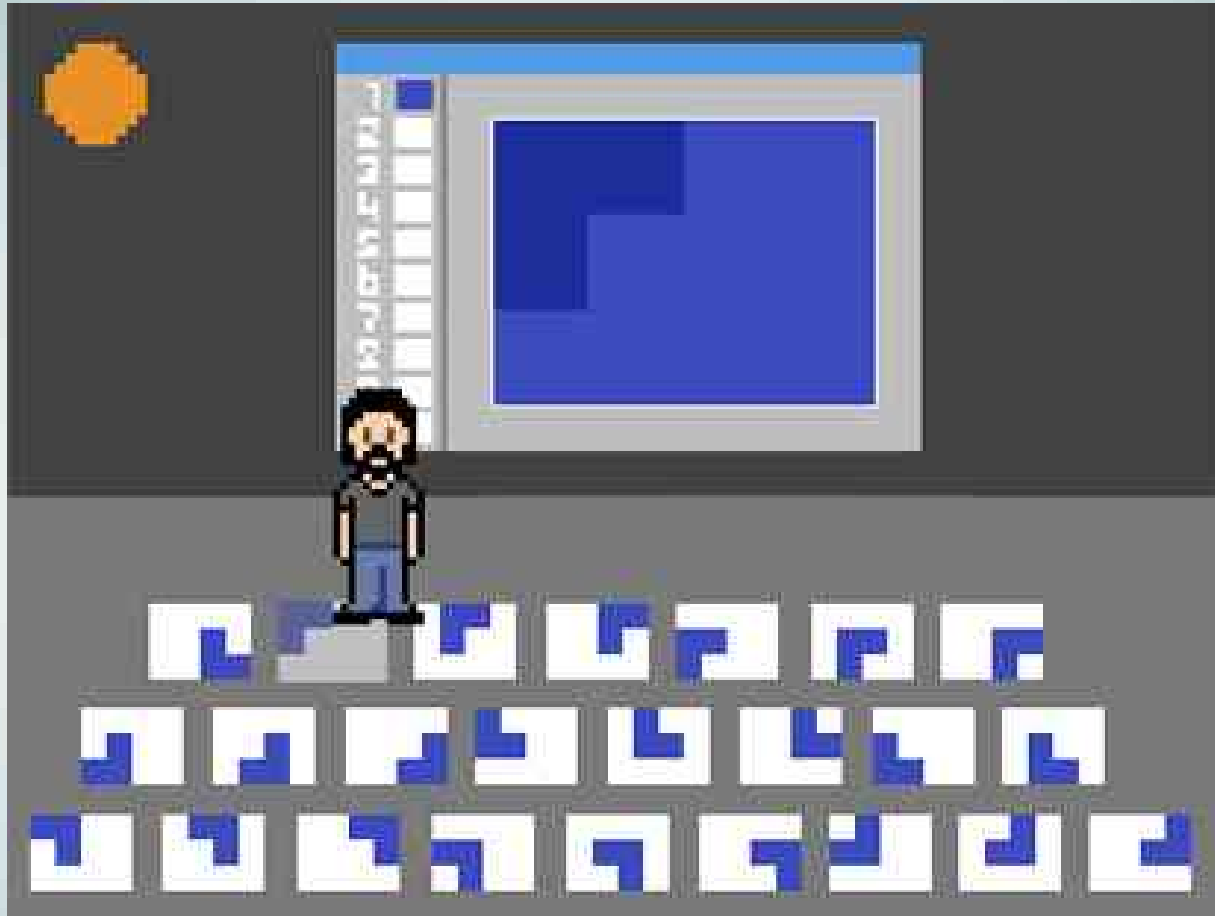
*convert millions of players into game designers -  
no programming skills required!*

video

- If we have this conversation in 2 to 5 years time, wonder how the landscape will change as a result of the rise of UGC
- alongside academic programs, conferences and other formal initiatives, the rise of UGC may have an impact after all.



# Honorarium



Assemble lectures to present. If you do well enough, you can unlock invitations to travel and speak.

**Thank You**

