



GameSpy Technology: Direct2Game Overview

A Product Brief

Overview

GameSpy Technology's Direct2Game downloadable content service enables developers to bring digital commerce and content distribution directly into their games.

With Direct2Game, partners can integrate a fully customizable store experience straight into their game's user interface (UI). GameSpy's established payment, distribution and customer support infrastructure handle order processing and fulfillment, powering in-game stores with the same scalability, legal compliance and reliability as seen in IGN's Direct2Drive and FilePlanet digital distribution services.

The service's emphasis on flexibility enables publishers to maintain complete control of their downloadable content plans. Direct2Game partners can distribute content through mechanisms that fit seamlessly within a game's UI, rather than through one-size-fits-all marketplaces that sit outside the game. All of this provides partners with a more fluid user experience, a tighter relationship with the gamer, significantly greater control over content rollout and presentation, and an ever-present opportunity to optimize sales channels.

In-Game DLC is Essential for Connected Games

- **Games can no longer live by boxed copy sales alone**
 - A tight economy, shrinking shelf space and exploding budgets limit potential retail upside for most titles
 - DLC enables developers & publishers to monetize used game sales
 - Gamers expect more value to justify higher price tags
 - Premium DLC powers new, long-term revenue streams
 - Direct sale of premium content
 - Sponsorship revenue
 - Content subscriptions
 - Innovative business and subscription models have spawned the notion of "games as a service"
 - Games are no longer "fire and forget" products
 - New model helps publishers break the reliance on retail boxed copy sales
 - Monetize players more often, more deeply, over a longer period of time
- **DLC extends title lifespan**
 - New content extends player engagement
 - As DLC increases the core title's value, the game attracts new players
 - Premium DLC can fund resources for post-launch development
 - New releases provide media exposure long after launch
- **Digital distribution is changing the way games are consumed and experienced**
 - All gaming platforms are now online, all the time
 - Gamers have been trained to expect extensible content post-launch
 - Playable content: mods, maps, missions
 - Customizations: weapons, clothes, accessories
 - PC gamers in particular are moving online to purchase games & content
- **The iceberg factor**
 - Most third party / platform specific DLC solutions are one-size-fits-all straightjackets



- Pure do it yourself strategies usually require a patch work of third party solutions
- Content and sales must be regionalized
- Legal, tax and financial requirements must be met, worldwide
- Time to integrate a DLC strategy can negatively impact a tight development schedule

Key Features

GameSpy Direct2Game is an easy-to-integrate DLC solution that provides partners with maximum flexibility to sell and distribute downloadable content to players from within games. As with all GameSpy Technology products, it works across a variety of platforms and is compatible with all major game engines and user interface designs.

• Flexibility

- **Account Management:** Works with GameSpy ID or a partner's own account system, e.g. EA Online, ubi.com; existing Web-based UI can be used to manage payment methods already associated with GameSpy ID accounts
- **Look and Feel:** Does not rely on rigid storefront model used by consoles / platforms; developers can adapt it to an individual game's specific types of add-on content and usage context to better highlight purchase opportunities
- **Reporting:** Partners can view customized reports on item sales and distribution on the web or via e-mail
- **Content Types:** Suitable for both free and paid downloadable content, and can be regionalized to support different content types or presentations for different markets
- **Item Bundles:** Individual products can be grouped together and sold at different price points to encourage increased purchases
- **Promotions:** Publisher can create pricing specials on products and make them available during a specific window
- **Single Item Checkout:** Purchases can be quickly checked out without requiring developer to build a complex shopping cart UI

• Scalability

- **Billing / Transactions:** Uses IGN's tried-and-true billing services with a five year history of serving hundreds of thousands of users and transactions
- **Fulfillment:** Delivery through IGN's own highly scalable file server network with regional mirrors, known to millions of gamers through FilePlanet and Direct2Drive for game content and full game digital distribution
- **Catalog Management & Expansion**
 - Accommodates evolving and growing catalog over time
 - GameSpy Technology personnel assist with content additions and management
 - Groups of products can quickly be rolled out and rolled back; also allows for regional catalogs with unique prices and product lists
 - Patches will keep installed content up to date
- **Customer Support:** Utilizes proven IGN/GameSpy infrastructure for account management, billing, content delivery and customer support (GameSpy ID, Direct2Drive, FilePlanet, customer support)
- **Store Availability Control:** Publisher can set the time to launch their store without issuing a game update
- **Service Architecture:** Supported by same services infrastructure & team that has powered 700+ titles – and millions of gamers



- **Security**
 - **SOX and PCI (Level 2) compliant:** Compliant with the Payment Card Industry's (PCI) security standards and regularly audited per Sarbanes-Oxley requirements
 - **DRM:** Third party solution offered (but optional)
 - **Credit Cards:** Broadly supported by all major credit cards and over a dozen international currencies

GameSpy Makes Digital Distribution Easy

From early implementation planning through post-launch support, GameSpy Technology will be your guide every step of the way. For 10 years, GameSpy's 24/7 world-class support and development staff has worked closely with both the games industry and community across 700+ games on 10 gaming platforms, putting us in the unique situation of understanding each group's sensibilities and requirements.

We'll apply that experience and expertise to help you achieve the best possible framework for your in-game digital distribution service.

- **Examples of GameSpy Technology Support Services**
 - **Development Assistance:** GameSpy will work on creating a smooth and scalable store experience throughout your integration phase to maximize revenue.
 - **End User Customer Support:** Questions about billing transactions and item fulfillment are managed by our customer support channel
 - **Design Consultation:** Advance planning will protect you against unwarranted customer chargebacks.
 - **Metrics:** Customized reporting interface with email subscription option.

Product Roadmap

- **Q1/2 2010**
 - Wallet system for micro-transactions, both in real world and virtual (point based) currencies
 - Redeem codes and discount coupons for marketing opportunities and promotional offers
- **Q3 2010**
 - Consumable items that can be purchased more than once with
 - Improved support for free DLC
 - Subscription based billing
 - Additional payment methods

For Additional Information, contact GameSpy Technology:

e-mail: devrelations@gamespy.com

Web: www.poweredbygamespy.com/contact