



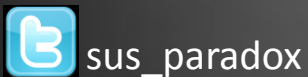
paradox
INTERACTIVE

Developer + Publisher = Partnership

Developer + Publisher = Partnership



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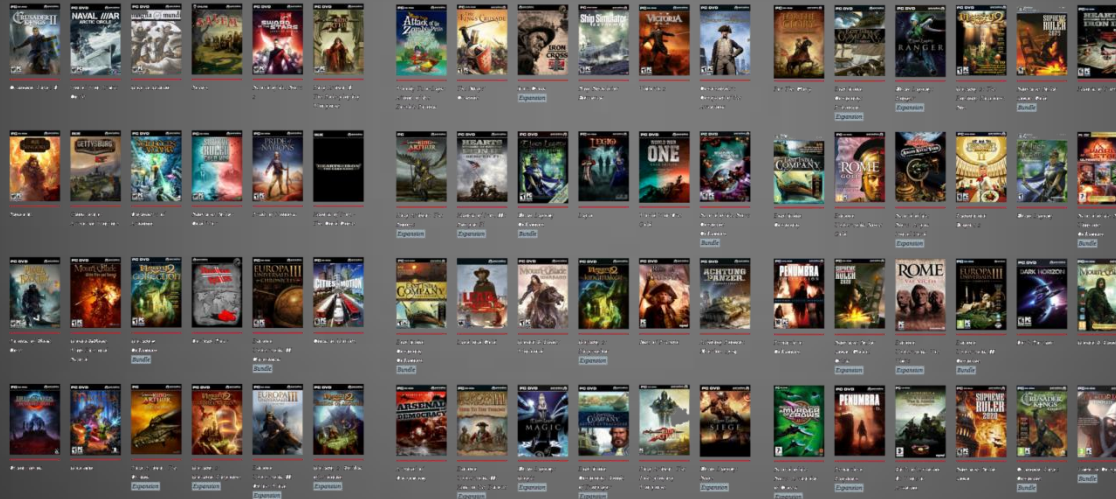


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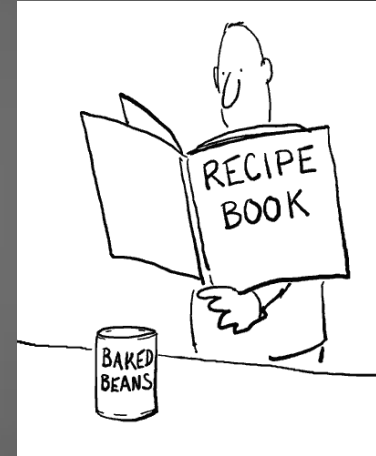
Background – intro

- Paradox 1999 – Today



Overview

- Trust
- Long term relationship
- Limited scope



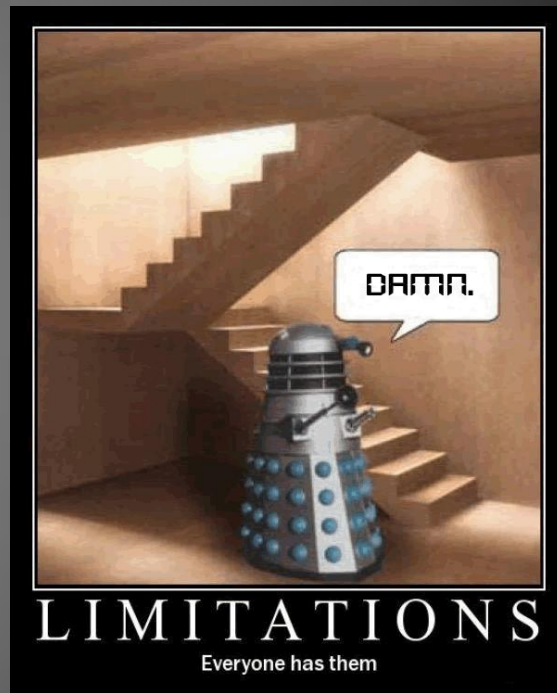
A rare commodity

- Trust
 - Contracts a 1% affair
- Get to know each other
 - Track record
 - Previous games
 - Marketing
 - Business philosophy
 - Coinciding goals
 - Talk to other partners



Know yourselves

- Strengths
- Weaknesses
- Be humble –talk about you limitations
 - Plan accordingly



Marketing & Trust

- Stick to what you know, agree to disagree
- Speak the truth
- Publisher = work smarter



Long Term relationship

- Don't waste XP
- Work towards 2nd 3rd game
- Grow together



Marketing & Relationships

- Power gamers
 - Direct line of communication
 - When, where, how much?
- Under promise to exceed expectations
- Passion and pride (no arrogance!)

What's Going On?

Paradox Interactive Forums Statistics

Threads: 518,033 Posts: 12,432,330 Members: 294,691
Welcome to our newest member, effobbyPraify

Blogs: 205 Entries: 984 Last 24 Hours: 0
Latest Blog Entry, Post Your Victoria II Empire by ZechsMerquise73

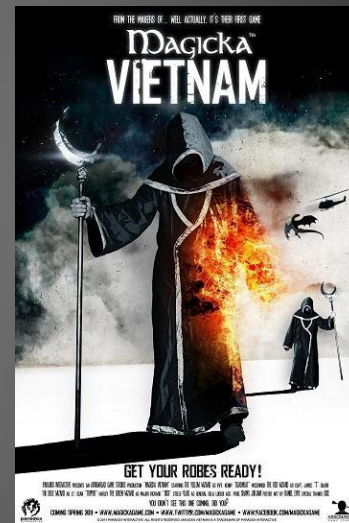
Limited Scope

- Iterative game development/publishing
- Modular / Flexible / Incremental
- Paradigm shift 90/10 - > 50/50



Limited Scope

- Benefits of limited scope – Gameplay
 - Improve your USP's
 - Minimize impact of miscalculations
 - Iterate features – find your DOTA
 - Helps you focus on the core gameplay



Limited Scope

- Benefits of limited scope
 - Business
 - Keep the \$ close to the devs
 - Risk
 - Investors
 - ROI



Marketing & Limited scope

- The best laid plans can't predict how gamers will respond
- Smaller releases allows you to act not just react
- Big bang for your buck

- FUN!!

When to partner with a publisher

- When you are broke
- When you need sales/marketing support
- When you have little or no industry knowhow
- Your main focus is development



When not to partner with a publisher

- When you're mainly looking for funding
- When you want to have control over everything
- When you feel a publisher can't contribute

