



Microsoft



The Market



Why PC Home CD-ROM Interactive Market?

- Largest installed CD-ROM base
- Taps in existing large home PC market (25% of households)
- Rapid growth rate & high margins on title sales
- Edutainment: Parents want more than games
- People like to own titles. (videos)



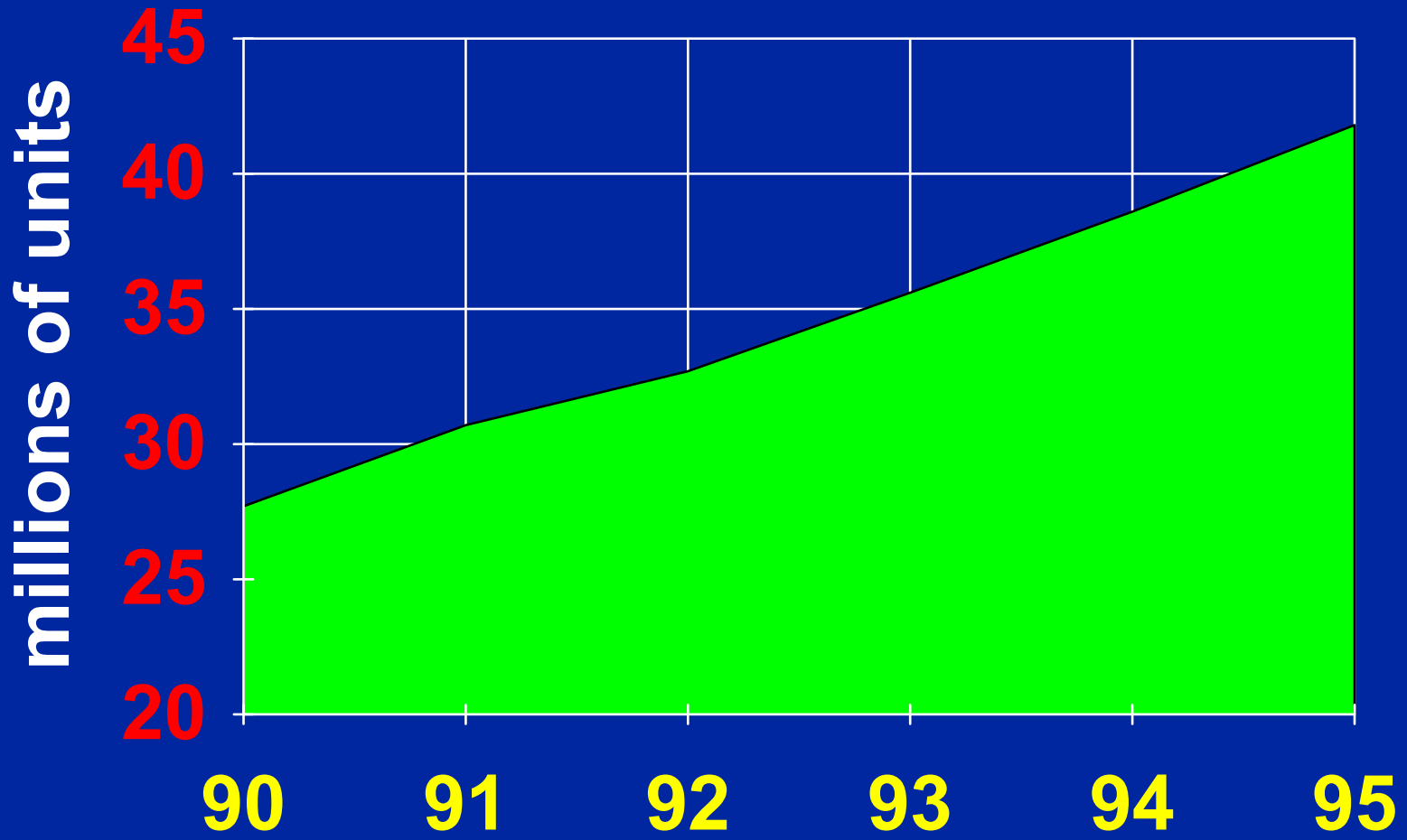
Windows-Compatible Multimedia PCs

- Base system requirements: 386, 4MB, SVGA
- Systems with audio and CD-ROM drives
- Upgrade kits for existing PCs





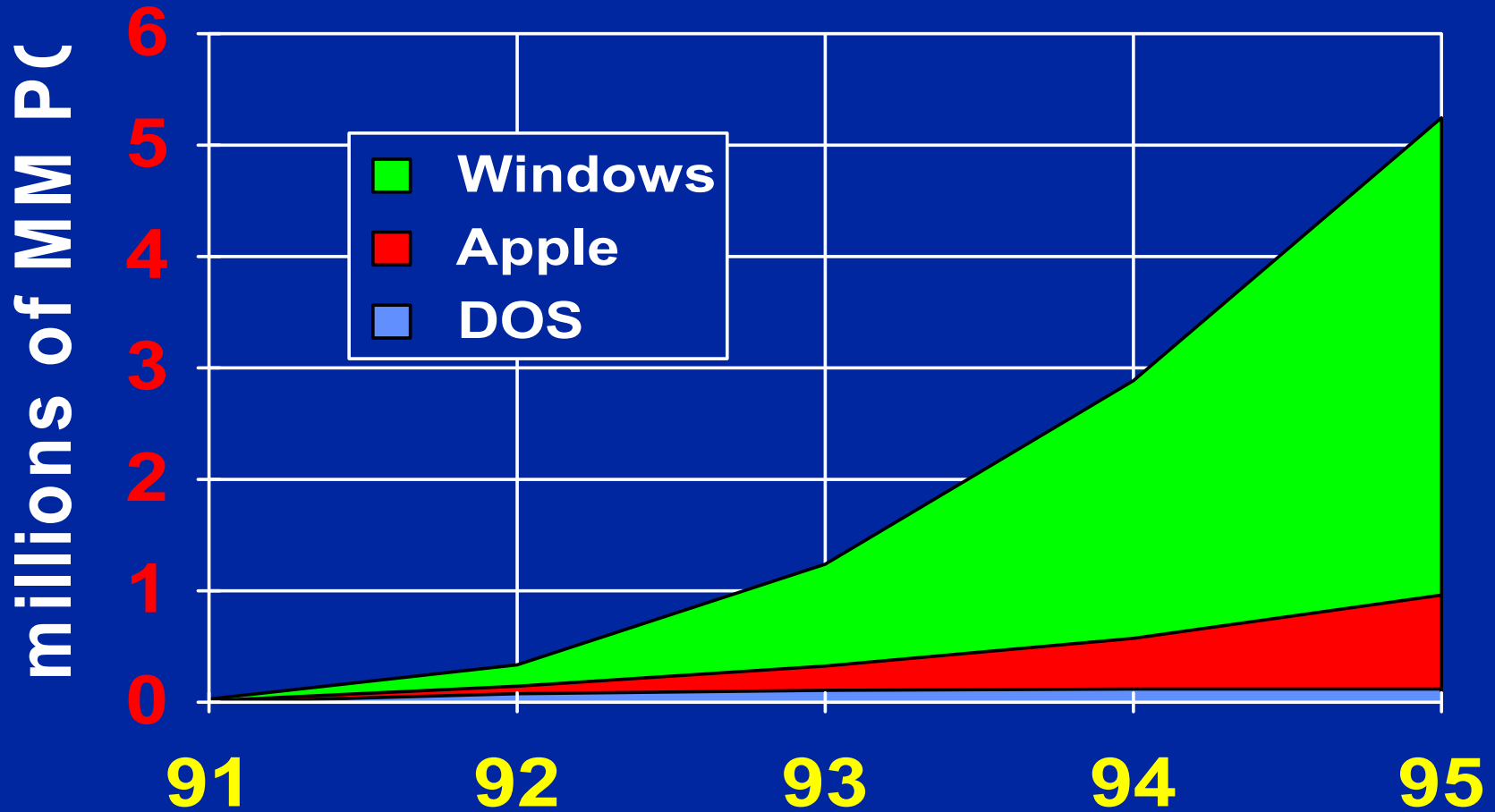
Home PC Installed Base



Source: LINK Resources Corporation, 1993



MM PC Installed Base



Source: LINK Resources Corporation, 1993

Costs Driving Down



1990
386 PC
\$4,500

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1990
386 PC
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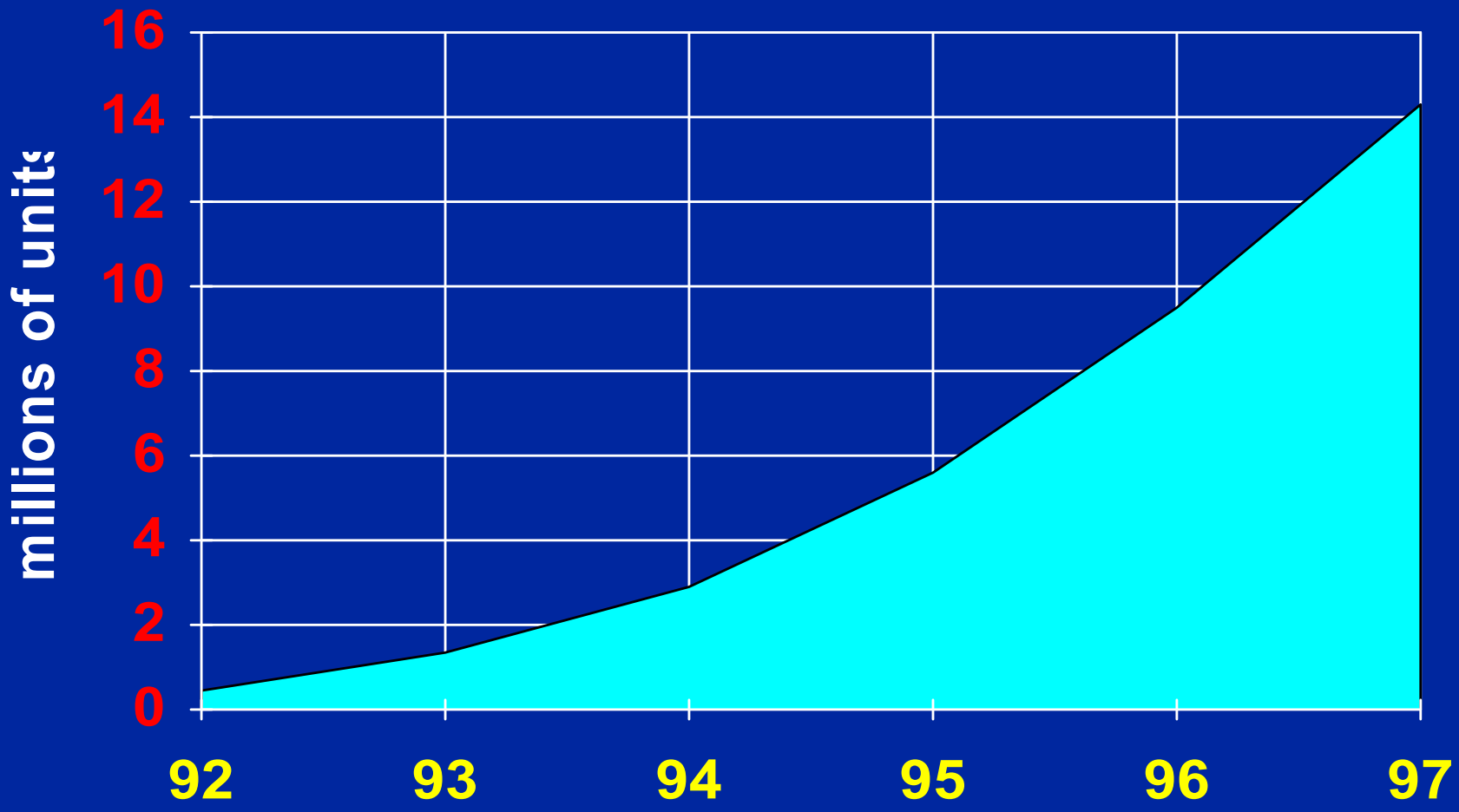


1993
386 MPC
\$1,600





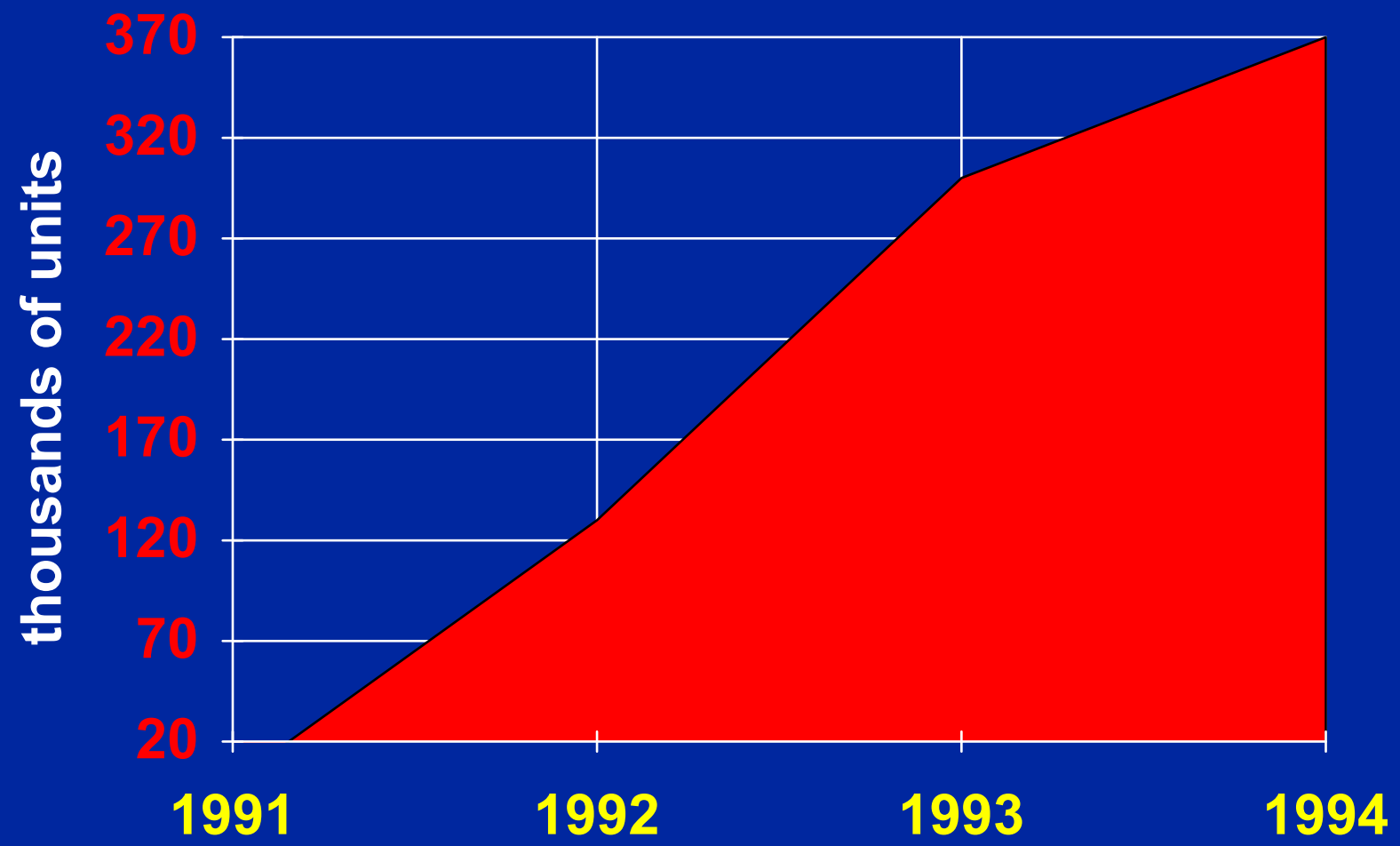
CD-ROM Growth in the home



Source: INTECO Corp., 1993



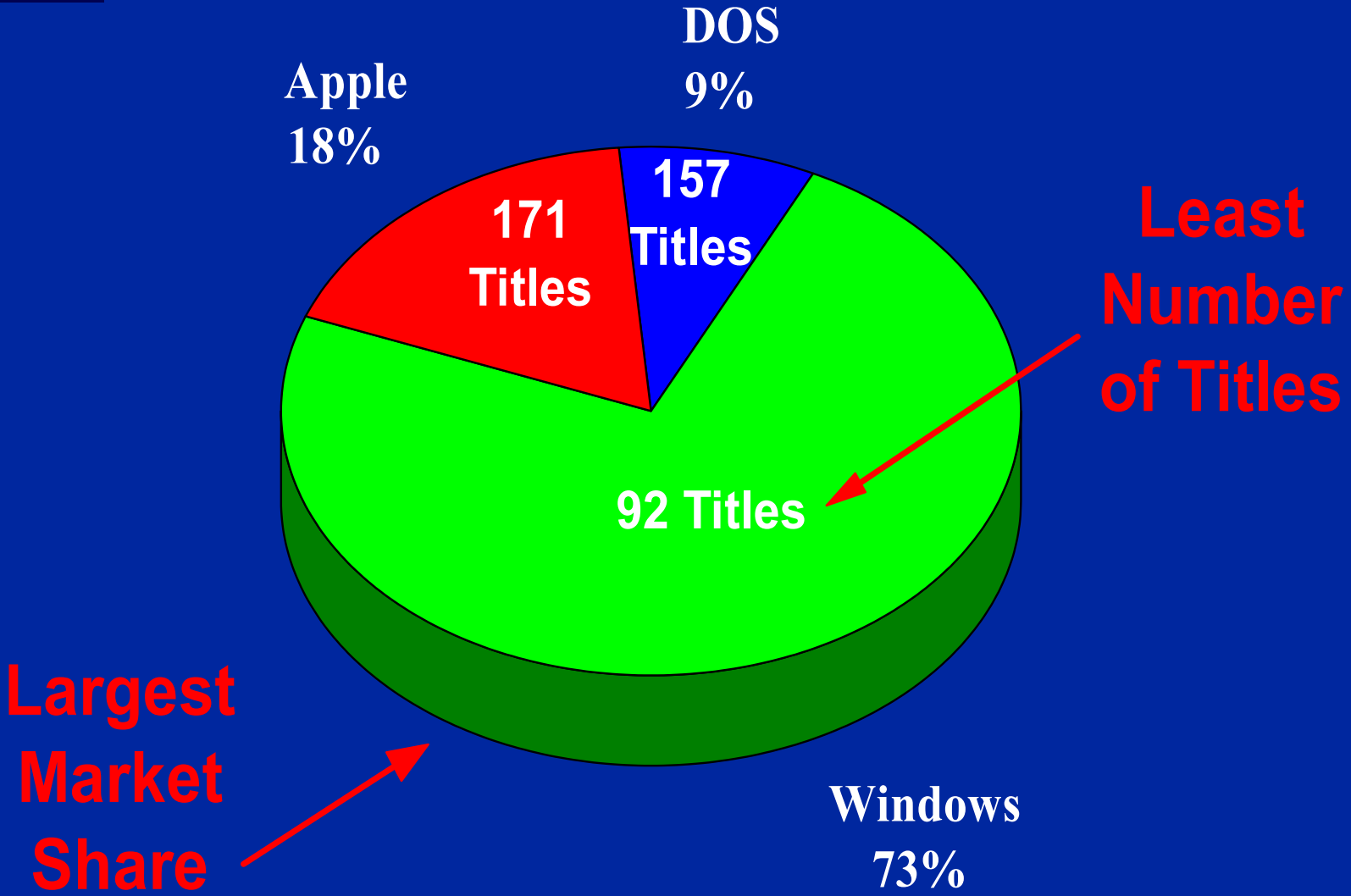
Home PC MM Upgrades



Source: LINK Resources Corporation, 1993



The Home PC Market





Why a Windows title?

- Windows represents 80% of the multimedia home PC market
- Windows is ready-to-run on most MPCs sold into homes today
- Strong base of trained software developers
- Over 40 million units of Windows shipped to date.



Title

Economics

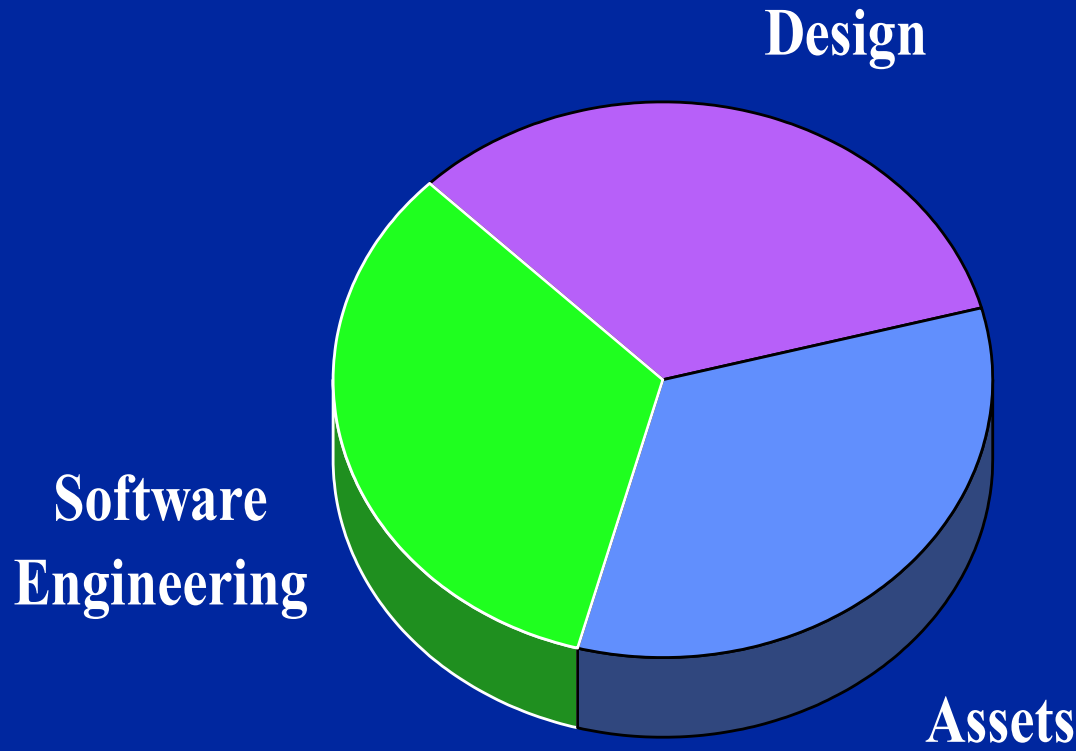


Title Series Economics

- MUL** First Pilot title cost: \$300-500K
- MUL** Subsequent titles cost: \$100-200K each
- MUL** 8 to 12 months to produce Pilot
- MUL** 4 to 8 months for subsequent titles



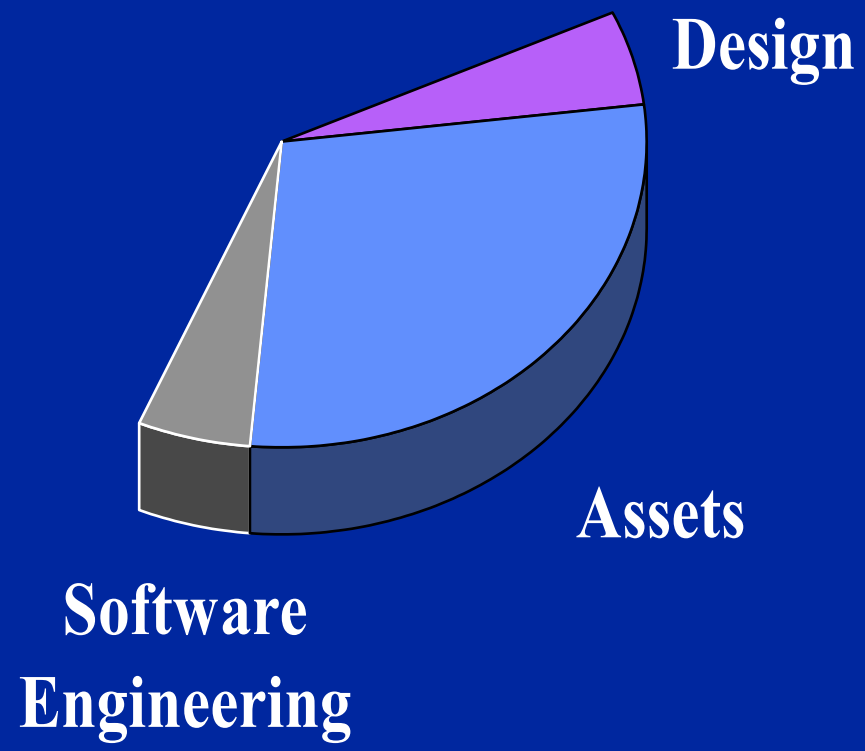
First Title Costs (Pilot)



Pilot Title Cost: \$300-500K



Other Titles (series)



Series Title Cost: \$150-250K



The Team



The Project Team

- Selection of the Project Team is critical
- Extremely collaborative process
- ‘Auteur’ approach often backfires in multimedia projects, it takes all team member’s input to make a good product
- Not hierarchy but a wheel to emphasize an intensely collaborative process



The Project Team

**Proje
Manag
er**

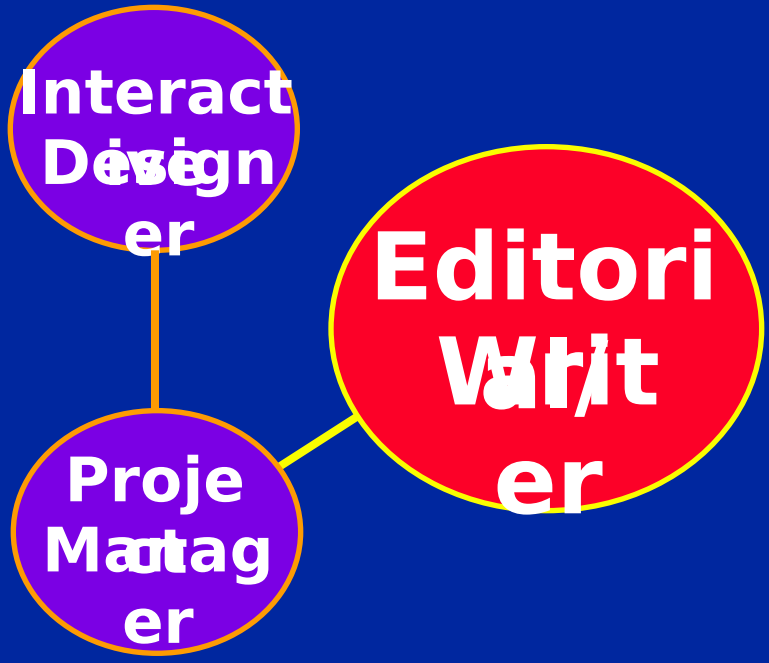


The Project Team



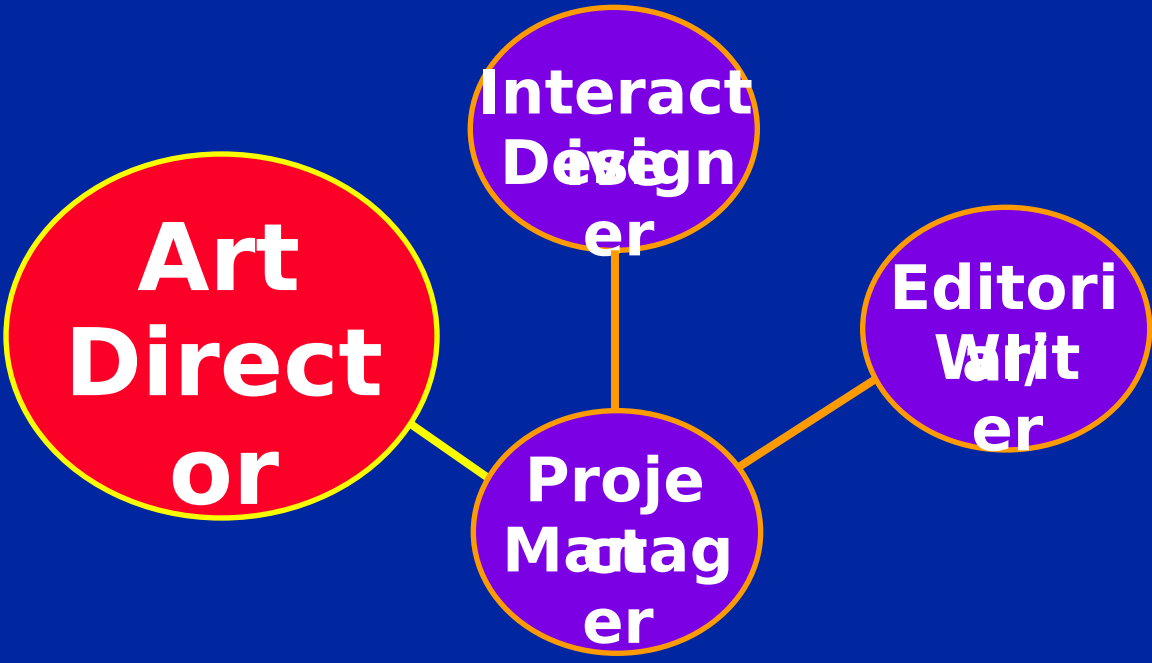


The Project Team



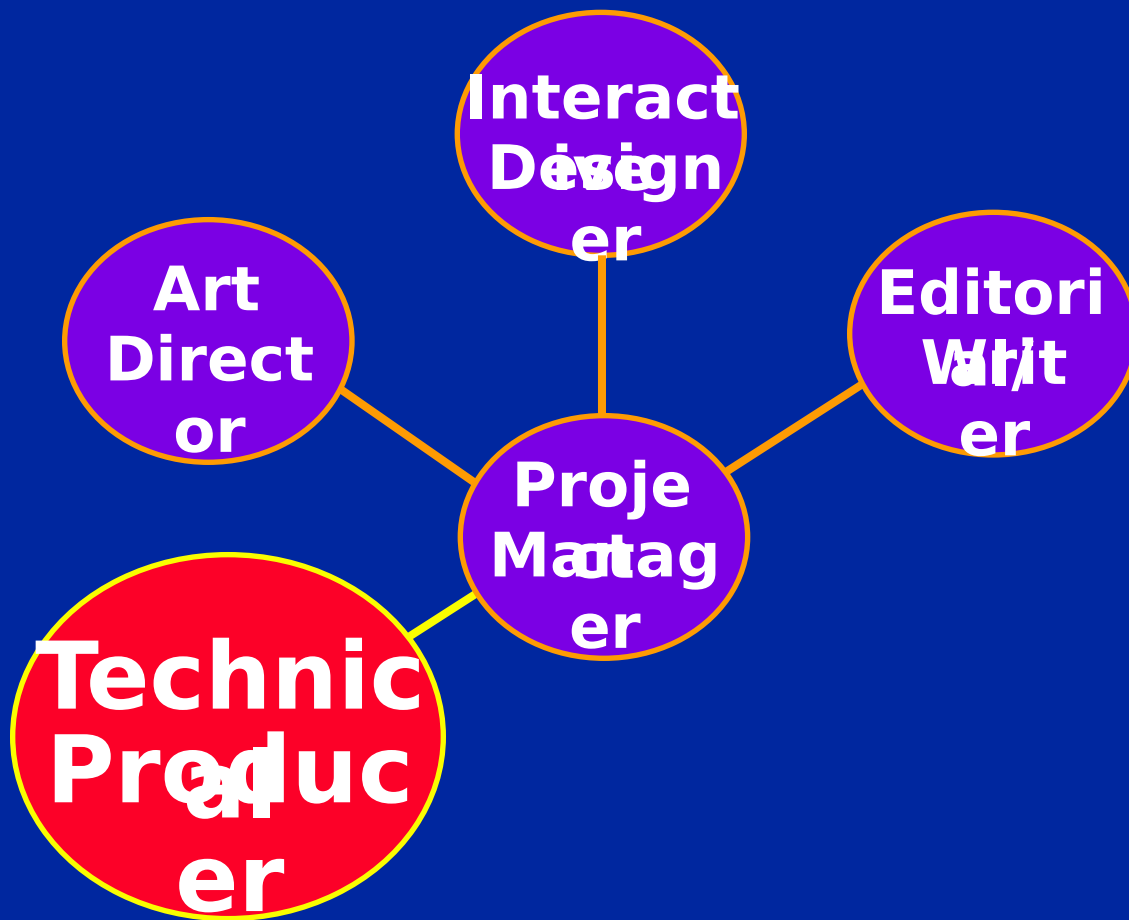


The Project Team



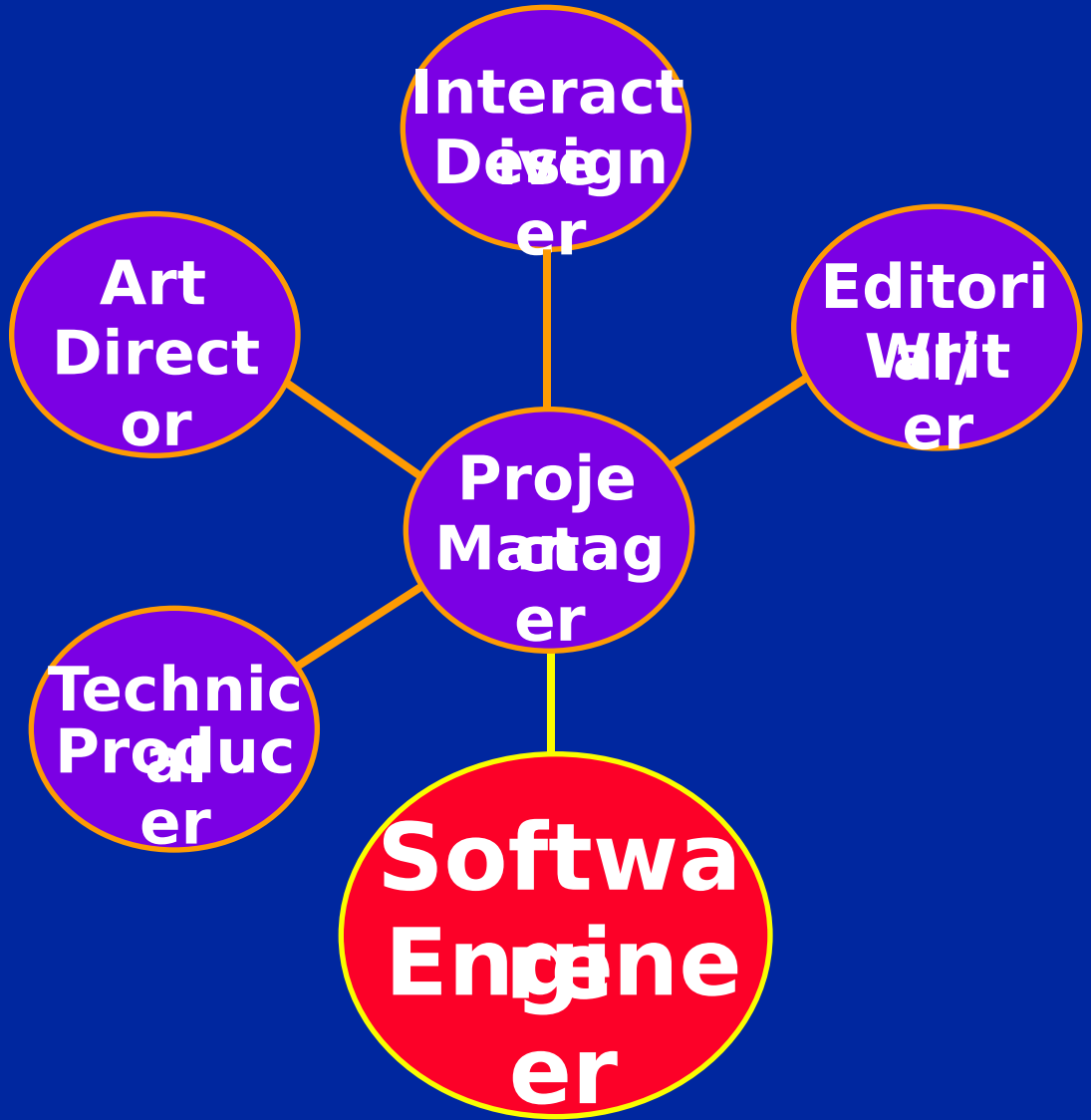


The Project Team



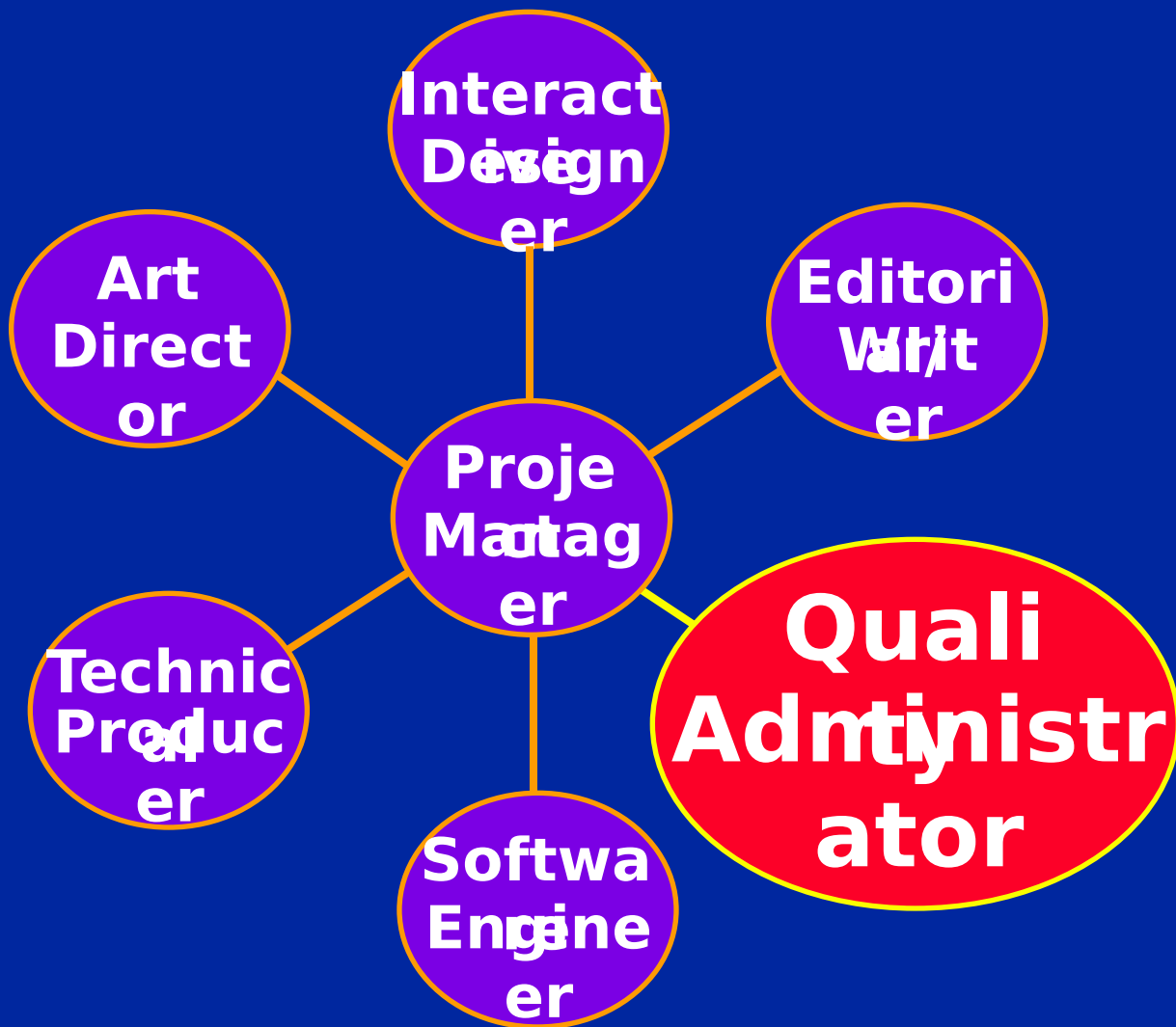


The Project Team



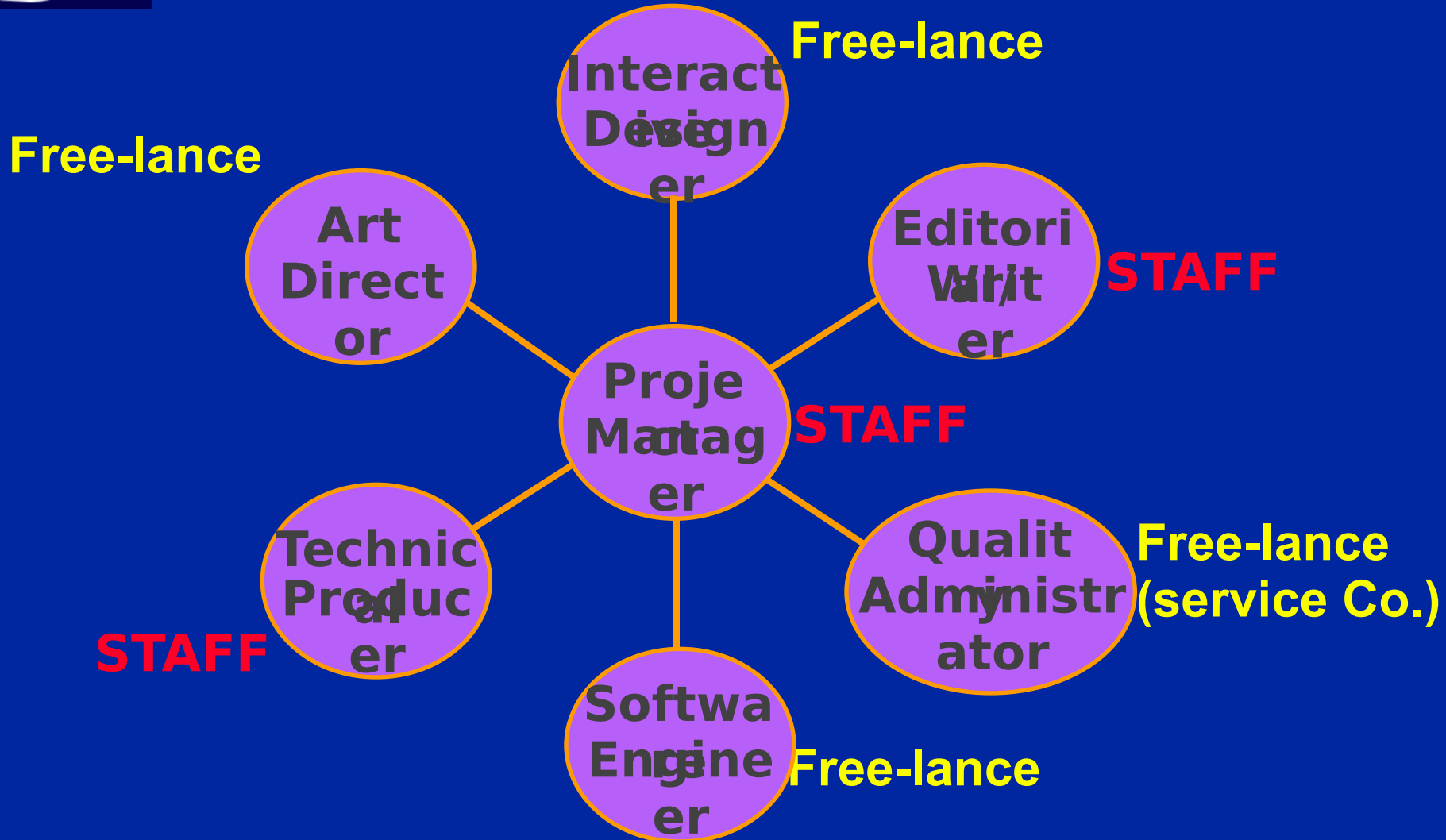


The Project Team





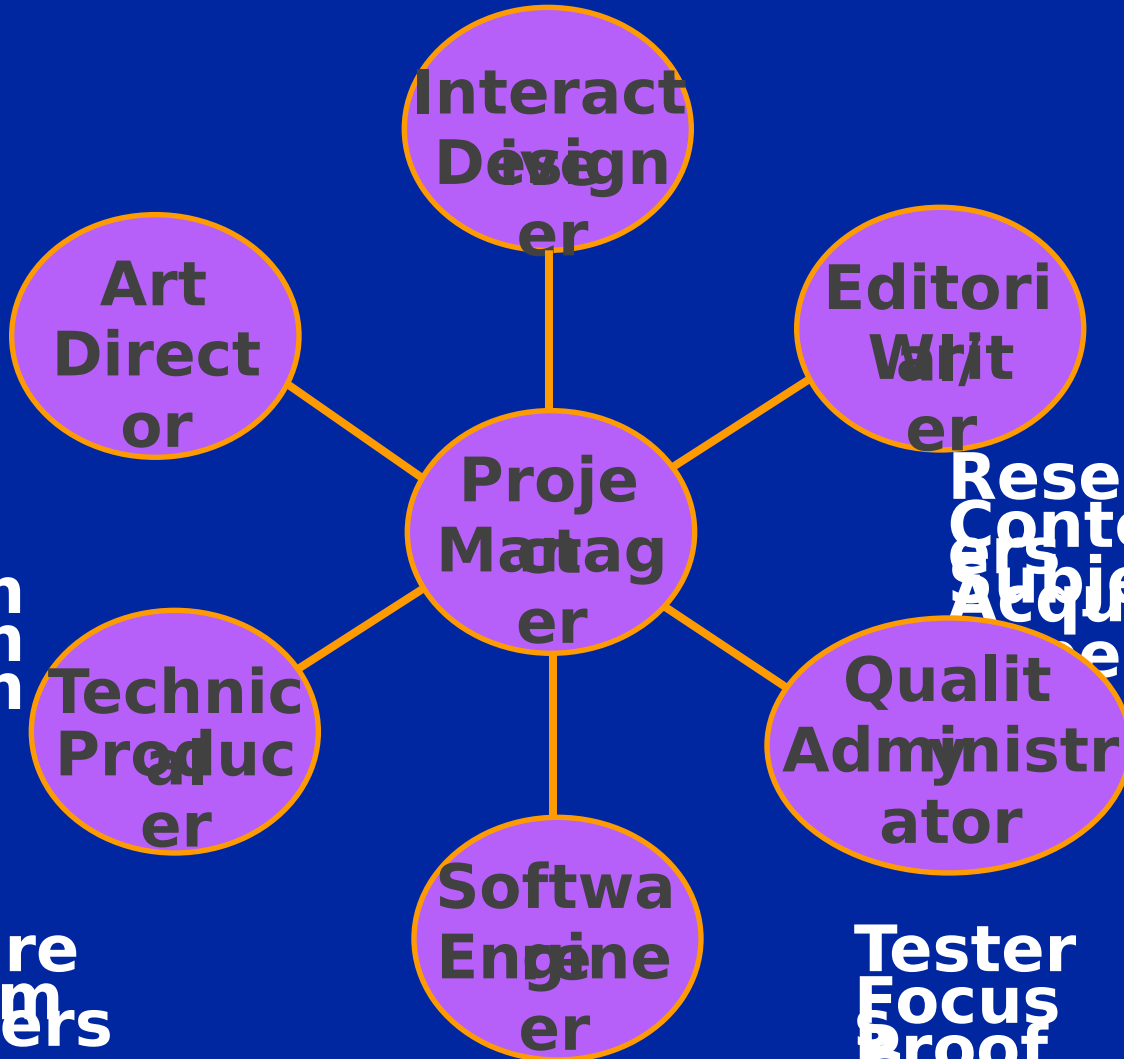
The Project Team



Free-lance or Staff?



The Project Team



Graphic
Video
Artists
Audio
Production
Production
Production
Production

Software
Program
Engineers

Research
Content
Subject Matter
Acquisition
Experts

Tester
Focus
Groups
Proof
Readers
Checking



The Process



Phases of Development

- Phasing the project helps maintain focus, and allows more effective management of time and budget
- Phasing also enforces decisions at critical stages as well as points of no return. Its particularly helpful in managing expectations and creative input.
- Each should have clear objectives, specific milestones and deliverables



Phases of Development

Phase 1: Analysis/High Level Design

Objectives: Define and analyze title concept

Deliverables:

- High Level flow chart
- Final art directed key frames
- Working prototype
- Schedule and budget for next phase and project estimate



**1
Month**

This is the time to be creative!



Phases of Development

Phase 2: Detail Design Phase

Objectives: Complete Title Blue Prints

Deliverables:

- Detail design document
- complete detailed flowcharts
- Script draft
- Software Engineering plan
- Budget and schedule for next phase



Details, details, details!
Last chance for design changes!



Phases of Development

Phase 3: Production

Objectives: Execution of the plans

Deliverables:

- As required by title
- Usually Alpha and Beta
- Testing and debugging plan





Phases of Development

Phase 4: Testing and Validation

Objectives: Bullet Proof product

Deliverables:

- Final bug free product
- Code documentation
- Title final design documents
- Bug tracking report





Phases of Development

Typical Total Development Time:
8 - 12 months





NYC Catalyst Office



Catalyst Mission

**To assist leading broadcasters
and publishers in developing
Windows CD-ROM consumer
titles.**



Microsoft can help with

- Consulting on staff, studio and free-lance resources to alleviate ramp-up time**
- One on one assistance in producing first CD-ROM Windows titles**
- Remove technical barriers**
- Distribution contacts**



Distribution

- Microsoft's CD-ROM sampler**
- Exposure in Microsoft's on-going trade shows booths**
- Listing in multimedia catalog**
- Referral to software distribution channels**



Questions?