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Dear Friends:

It is with great pleasure that I present the Entertainment Software Association’s (ESA) 2014 Annual Report. It was a momentous year for our association as we proudly celebrated 20 years of representing the video game industry. During that transformative period, we had the honor of communicating the vital role that video games play in modern society, defending our industry from critics and celebrating the innovative ways games improve how people live, learn, work and play around the world.

In 1994, our association started with seven companies and represented a $7 billion industry. Today, ESA features 32 members and entertainment software companies now generate more than $20 billion in U.S. sales. As our “Video Games in the 21st Century: The 2014 Report” found, our industry’s economic power touches communities across the country, directly and indirectly employing tens of thousands of Americans and contributing $6.2 billion to the U.S. economy. In fact, the video game industry grew by nine percent from 2009 to 2012 — four times the growth of the U.S. economy. While other industries shed workers in that time period, video game industry employment grew annually by 9 percent, more than 13 times the growth rate of the overall labor force.

Underpinning this growth are the innovative products and technologies that have long made video games the most cutting-edge industry in the world. The newest generation of consoles – the Microsoft Xbox One, Sony PlayStation 4, and Nintendo Wii U — offers players stunning HD graphics, immersive game play, lightning-quick multiplayer connections and the best multimedia experiences on the market. Advancements in wireless platforms, broadband connectivity, streaming services and cloud computing allow consumers to access games and entertainment content across multiple screens, giving on-demand game play a whole new meaning. Tens of millions of Americans play video games on their smartphones and tablets, which has revolutionized the industry and introduced more people to video games than ever before. The global revenue forecast for mobile game play for 2014 is $25 billion, that number is expected to rise to more than $30 billion in 2015.

The last two decades have involved a sea change in our industry; games that once purely entertained now solve pressing global challenges and push society in new, exciting directions. Taken together, those 20 years offer a glimpse of our very bright and limitless future, not because of individual games or platforms, but because of how far we have come in such a relatively short time. The path forward undoubtedly will be just as vibrant, exciting and rewarding.

Sincerely,

Michael D. Gallagher
President and CEO
Entertainment Software Association
Video games have transformed in the last two decades. Once viewed purely as entertainment for the few, video games are now a mass medium that plays a pivotal role in solving some of society’s biggest challenges. In 2014, ESA proudly marked 20 years of representing this dynamic industry and celebrated both the growth and evolution of video games.

ESA CELEBRATES GROWTH, INDUSTRY EVOLUTION

Video games have transformed in the last two decades. Once viewed purely as entertainment for the few, video games are now a mass medium that plays a pivotal role in solving some of society’s biggest challenges. In 2014, ESA proudly marked 20 years of representing this dynamic industry and celebrated both the growth and evolution of video games.
LEVERAGING GAMES FOR LEARNING

Today, educators recognize the impact of entertainment software and utilize games as a teaching device in a growing number of classrooms and business settings. Entertainment software helps impart knowledge, teach life skills and reinforce positive habits in students of all ages.

ESA engaged in a number of partnerships in 2014 to highlight and encourage this trend, including sponsoring The Atlantic’s fourth consecutive “Technologies in Education Forum” in Washington, D.C. The September event convened education experts, education technology innovators, policy makers and industry representatives for a series of discussions about how to leverage new technologies, policies and other tools to transform our education system. Many participants advocated for an increased use of educational technologies in the classroom and a greater focus on fostering students’ digital literacy.

ESA also supported the Games, Learning and Assessment Lab (GlassLab), a ground-breaking collaboration with Institute of Play, Electronic Arts, The Bill and Melinda Gates Foundation and The John D. and Catherine T. MacArthur Foundation to research and develop digital game-based learning and assessment tools. GlassLab launched its newest game, Mars Generation One: Argubot Academy, at the 11th annual Games for Change Festival in April. Developed in partnership with NASA, the tablet-based game teaches students how to make evidence-based claims and is aligned with Common Core State Standards.

Another ESA-supported initiative, the 2014 National STEM Video Game Challenge began accepting submissions in November. The annual game design competition challenges students and developers to create original games that stimulate interest in science, technology, engineering and math (STEM) learning. By stressing the importance of STEM education and developing creative new ways to stoke students’ interest in these highly sought-after skills, the Challenge helps prepare students for the high-skilled jobs that await them. Challenge partners include The Joan Ganz Cooney Center at Sesame Workshop, AMD Foundation, E-Line Media, the American Library Association and the Boys & Girls Clubs of America.

To help educate and empower the next generation of video game industry leaders, ESA partnered with the Hispanic Heritage Foundation’s Leaders on the Fast Track (LOFT) program to offer the second annual ESA LOFT Video Game Innovation Fellowship. Now in its second year, the fellowship program challenges minority youth ages 15-25 to design video games and apps that promote social change within their community. Twenty fellows were selected based on their creativity and their games’ potential to generate positive impact. Winners received a $1,000 grant to develop their game and traveled to Washington, D.C. in October to visit the White House and present their ideas to Administration officials and Members of Congress.

ESA also supported the creation of the Higher Education Video Game Alliance (HEVGA). Launched in July, HEVGA is a first-of-its-kind organization that will provide leading academics with a platform to highlight best practices for video game education, publish research, and strengthen connections between the industry and academia. HEVGA will also inform policymakers and the media about the critical role that video game programs play in preparing students for the 21st century workforce. According to ESA’s annual college list, nearly 400 U.S. colleges, universities and trade schools offer video game-related courses and degree programs — a number which has increased by 50 percent since 2009. HEVGA will support the continued growth of such programs and foster collaboration to meet workforce needs.

With video games poised to revolutionize education in the years ahead, ESA remains committed to advancing the medium’s potential as a learning tool through these and other partnerships.

To help educate and empower the next generation of video game industry leaders, ESA partnered with the Hispanic Heritage Foundation’s Leaders on the Fast Track (LOFT) program to offer the second annual ESA LOFT Video Game Innovation Fellowship. Now in its second year, the fellowship program challenges minority youth ages 15-25 to design video games and apps that promote social change within their community. Twenty fellows were selected based on their creativity and their games’ potential to generate positive impact. Winners received a $1,000 grant to develop their game and traveled to Washington, D.C. in October to visit the White House and present their ideas to Administration officials and Members of Congress.

ESA LOFT Video Game Innovation Fellows traveled to Washington, D.C. to visit the White House and present their ideas to Administration officials and Members of Congress.
Above all, it requires months of preparation and an integrated plan including unique partnerships, compelling displays, social media engagement and outreach to stakeholders and media. In 2014, ESA drove E3 to be the most engaging event in the show’s history. Notably, E3 2014 broke its previous engagement numbers across all social channels, recording more than two million posts on Facebook, Twitter and Instagram combined. Partnering with Twitch to be E3’s official streaming partner also drew millions of online viewers. Increased attendance, participation in ESA’s VIP buyer program for retailers and media impressions were just a few of the show’s successes.

Hosting the video game industry’s premier global trade shows requires eight football fields worth of meeting rooms and exhibit space. It requires enough Ethernet cables to stretch from New York City to Chicago. And it requires more bandwidth than most U.S. cities require in a year.

E3 2014 DOMINATES GLOBAL STAGE

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Established by Supreme Court Justice Sandra Day O’Connor in 2009, iCivics offers nearly 20 web-based games that provide instruction on a variety of topics, including community service, government powers, constitutional laws, civil rights and more. Each of the games comes with suggested learning plans that are tailored to meet state-specific learning standards. Since 2010, the ESA Foundation has played an important role in iCivics’ development, bolstering its ability to serve as a repository of effective and engaging educational resources for teachers.

“Educational games and interactive learning experiences are at the core of what iCivics stands for, and how they advance the goals of civic education,” said Carrie Ray-Hill, program director at iCivics. “Games provide virtual settings for students to move through civic spaces, which allows them to experience situations as engaged citizens.”

iCivics’ most recent project involved the development of DBQuest: Eyes on the Prize, an online learning platform designed to teach students about the Civil Rights Movement. Funded solely by the ESA Foundation, DBQuest allows students to explore the experiences of those involved in the civil rights movement, particularly the Nashville sit-in movement of 1960, and challenges them to consider the complexity of social change.

U.S. Supreme Court Justice Sandra Day O’Connor speaks with students as they play some of iCivics’ educational online games.
Known for its signature mix of politics and pop culture, Rock the Vote mobilizes young American voters and protects voting rights. With its extensive reach and longstanding use of innovative technologies, Rock the Vote was a natural partner for VGVN to promote voter registration among the gamer community ahead of the 2014 midterm elections. While Americans have embraced video games for decades and playing has become an important part of our culture, video games are sometimes the target of political criticism or intrusive legislation. Elections provide gamers with an important opportunity to defend the video games they love.

Working with Rock the Vote, VGVN launched a new online voter registration tool on VideoGameVoters.org for members to create and submit digital voter registration forms in every state. This tool allows users to register to vote in five minutes. VGVN also sponsored a Rock the Vote concert event that helped to recruit new community members. Nearly 50 community members shared stories about the importance of video games in their lives and why civic engagement is crucial.

"Voting is your voice! If you don't register and vote, you are missing the most important opportunity you have to facilitate change... Vote every chance you get," wrote one member.

VGVN continued to partner with a variety of organizations to help engage and activate gamers. This included a sponsorship of One Nation of Gamers’ Hearthstone tournament that drew more than 58,000 new members, a free Bonus Round concert at South by Southwest Interactive that resulted in 34,000 new advocates and Red Bull for their Battle Grounds eSports tournament where VGVN members could purchase discounted tickets.

Gamers are an enthusiastic group and are not afraid to speak up. In 2014, the Video Game Voters Network, a grassroots organization of more than 600,000 voting age gamers, partnered with Rock the Vote to help gamers stand up and be counted by registering to vote.
Higher Education Video Game Alliance: A platform to connect top video game design academic programs with thought leaders, policy makers, and industry stakeholders. This map shows the current ecosystem of higher education video game programs and development studios. The Alliance seeks to augment and support.

The Landscape for the Growing Video Game Field: Higher Education Programs and Industry Across America

DRIVING EDUCATION, INNOVATION & JOBS

FEDERAL GOVERNMENT AFFAIRS

ESAs Federal Government Affairs (FGA) program advances the computer and video game industry's policy priorities with Congress and the executive branch. ESA leverages the industry's economic success, technological prowess, innovation and self-regulatory practices to inform Congress' legislative agenda and raise ESA member company and industry visibility. In 2014, FGA continued building support for the industry by educating policymakers about key third-party and government partnerships that underscore video games' potential to stimulate education innovations.

HIGHER EDUCATION VIDEO GAME ALLIANCE

In 2014, ESA worked with several representatives from leading video game design college and university programs to launch the Higher Education Video Game Alliance (HEVGA). HEVGA creates platforms for higher education leaders to underscore the cultural, scientific and economic importance of video game programs in colleges and universities. A robust network of resources, including unified advocacy, policymaker engagement, media coverage and external funding, will incubate and harness the community's impact in the 21st century learning environment.

HEVGA launched at the Aspen Ideas Festival in June 2014. HEVGA has 55 member colleges and universities and is growing.

WHITE HOUSE OUTREACH

In October, Vice President Joe Biden met with Electronic Arts (EA) CEO Andrew Wilson, ESA CEO and President Mike Gallagher and ESA Senior Vice President of Government Affairs Erik Huey in San Francisco to discuss innovation and workforce issues pertaining to the video game industry.

ESA also convened a roundtable at EA to discuss the state of the industry, innovation, jobs and policy matters with Department of Commerce Secretary Penny Pritzker. Afterwards, Secretary Pritzker toured GlassLab and received game demonstrations.

LAUNCH EVENTS

MADDEN NFL 15

On September 18, ESA and EA co-hosted a reception on Capitol Hill celebrating the launch of EA Sports’ Madden NFL 15. More than 300 guests, including EA CEO Andrew Wilson, played the new game and received a demonstration by former Washington Redskins player and Madden video game designer Clint Oldenburg.

A CELEBRATION OF THE PLAYSTATION 4

On April 2, ESA and SCEA co-hosted “A Celebration of the PlayStation 4” at the Carnegie Library in Washington, D.C. The event attracted nearly 500 guests including lawmakers, Capitol Hill staff,
Microsoft XBox One Reception
On November 13, ESA and Microsoft co-hosted a reception for the Xbox One at the W Hotel in Washington, D.C. Four hundred guests attended, including:
- Rep. Doug Collins (R-GA)
- Rep. John Barrow (D-GA)
- White House Office of Science and Technology Policy Senior Advisor for Digital Media Mark DeLoura
- White House Office of Public Engagement Associate Director Raul Alvaria
- Commerce Department Office of Policy and Strategic Planning Senior Advisor Josh Mandell
- New Democrat Network President (NDN) and Founder Simon Rosenberg
- USA Today reporter Greg Toppo
- Business Software Alliance CEO Victoria Espinel, and
- More than 90 congressional staffers.

Legends in Video Game
On February 7, ESA featured Time Warner's LEGO MOVIE Video Game in conjunction with a screening of "The Lego Movie" at the Motion-Picture Association of America's Washington, D.C. office.

Five Educational Games on the Floor at The Atlantic's Technologies in Education Forum
On June 10, FGA hosted the fifth annual Games & Learning Summit at the W Hotel in Washington, D.C. Four hundred guests attended, including:
- Microsoft Executive Producer of Xbox Fitness Michelle Tatom
- Ubisoft Associate Director of Brand Marketing Carrie Feigel Bischke
- And Senior executives from organizations such as AARP, Gates Foundation and Sesame Workshop.

Building Industry Profile
On September 11, ESA hosted The Atlantic's fourth annual Technologies in Education Forum in Washington, D.C. ESA CEO and President Mike Gallagher was a featured panelist on a discussion titled: "Best Practices: Implementing and Maximizing Technology in the Classroom." The Atlantic Washington Editor-at-Large Shira Springer moderated the panel, which also included Georgetown University Director of Children's Digital Media Center Sandra Calvert, Amplify CEO Josh Klein and Alliance for Excellent Education President and the Honorable former West Virginia Governor Bob Wise (D).

ESA and 1776 co-hosted an Ed Games Expo sponsored by the U.S. Department of Education.

Building Positive Relationships and Environments
ESA and 1776 co-hosted the first Ed Games Expo, where guests played several educational video games.

Inspired by the White-House Office of Science and Technology Policy, the event showcased more than 20 educational games for representatives from the White House, Department of Education, Smithsonian American Art Museum, Boys & Girls Clubs of Greater Washington, NDN, Partnership for a Healthier America, National Science Foundation, EverFi and staff from key congressional committees.

ED Games Expo
On September 3, ESA and tech incubator 1776 co-hosted an Ed Games Expo sponsored by the U.S. Department of Education. The event, which was inspired by the White House Office of Science and Technology Policy, showcased over 20 educational games for more than 100 representatives from the White House, Department of Education, Smithsonian American Art Museum, Boys & Girls Clubs of Greater Washington, NDN, Partnership for a Healthier America, National Science Foundation, EverFi and staff from key congressional committees.
ESAs State Government Affairs (SGA) department focused its energy and resources on the positive aspects of computer and video games among elected opinion leaders through advocacy, education and building allies at all levels of government across the country. Leveraging its relationships with legislators, governors and state attorneys general in 2014, SGA worked to enhance environments that support industry growth, job expansion and innovation.

TAX INCENTIVES
Throughout 2014, SGA advocated for new tax incentive legislation to make certain game-development expenses reimbursable and support the video game industry’s expansion in Illinois, New York and Pennsylvania. SGA continues working to ensure Florida’s Entertainment Industry Financial Incentive Program and Texas’ Moving Image Industry Incentive Program are renewed and adequately funded.

NEW YORK
- New York State Sen. Martin Golden (R) proposed legislation to create a stand-alone incentive program for the computer and video game industry worth $10 million annually. While the legislation was unsuccessful, SGA’s efforts resulted in greater support from Gov. Andrew Cuomo’s (D) administration, and positioned the legislation well for the coming legislative session.
- On September 16, SGA Senior Vice President of Government Affairs Erik Huey gave an industry overview at a field hearing hosted by Sen. Golden. A follow-up to several roundtables held last year, the hearing, “Next Steps in Growing the Future in Computer and Video Game Development in New York——Industry and Entrepreneur Roundtable” continued to discuss how to move tax incentives forward. Vicarious Visions President and Founder Guha Bala and Take-Two Interactive Head of and Entrepreneurs Roundtable, “continued to discuss how to move tax incentives forward. Vicarious Visions President and Founder Guha Bala and Take-Two Interactive Head of Finance and Corporate Development Rowan Bajaj participated.

TEXAS
- On October 24, SGA sponsored a “Lunch and Learn” panel discussion during the International Game Developers Association’s (IGDA) Captivate Conference in Austin, Texas, at the Highland Center of the Austin Community College. Huay moderated a discussion about the value of maintaining the state’s Moving Image Industry Incentive Program. The discussion featured Texas State Rep. Larry Gonzales (R), Texas Film Commission Director Heather Page and Electronic Arts (EA) Senior Director of Global Government Affairs Craig Hagen.
- On August 27, SGA Senior Vice President of Government Affairs Tim Johnson’s testimony at the Highland Center of the Austin Community College. Huay moderated a discussion about the value of maintaining the state’s Moving Image Industry Incentive Program. The discussion featured Texas State Rep. Larry Gonzales (R), Texas Film Commission Director Heather Page and Electronic Arts (EA) Senior Director of Global Government Affairs Craig Hagen.
- On August 27, SGA Senior Vice President of Government Affairs Tom Foulkes and Texas Film Commission Director Heather Page testified before the Texas Select Committee on Economic Development Incentives to support the Texas Moving Image Industry Incentive Program, and to highlight its success in cultivating the state’s entertainment software industry. Additional activity on economic incentives included ESA Director of State Government Affairs Tim Johnson’s testimony before a committee hearing in Austin on April 23 and Foulkes’ testimony on February 28 at a field hearing in Dallas.

Pennsylvania
- In advance of Pennsylvania’s 2015 legislative session, SGA worked with legislative leaders to build grassroots support among local elected officials, academics and industry representatives to encourage creation of an incentive program to support Pennsylvania’s growing digital media industry. Through a series of roundtable discussions, ESA promoted the economic benefits of an incentive program and demonstrated that the state’s digital economy brain-drain can be mitigated through targeted pro-industry policies.
- On September 11, Pittsburgh City Councilman Dan Gilman (D) chaired a hearing on video game production in Pennsylvania, including how government can keep Pennsylvania graduates in the state. Huy represented SGA on the panel, which also featured the heads of college video game design programs at Carnegie Mellon, Drexel and Harrisburg Universities.

As part of the Thrival Festival, a Pittsburgh-based multi-day innovation economy event focused on video games, music and the arts, ESA hosted a panel of academics, elected officials and local game company representatives to discuss how to grow Pennsylvania’s video game industry. The panel discussion was a follow-up to previous panels ESA hosted in Pittsburgh and Philadelphia. Foulkes moderated the panel.

ESA Senior Vice President Erik Haug takes part in a hearing chaired by Pittsburgh City Councilman Dan Gilman (D) (left).

Mike Gallagher welcomes Redmond Day participants to Nintendo of America.
ESAs GlassLab is now being actively promoted in 15 states. SGA is promoting GlassLab in 15 states. Together, SGA and GlassLab identified more than 50 school districts as outreach targets for 2015. GlassLab General Manager Jessica Lindl visited superintendents across the country to increase schools’ use of education software. Together, SGA and GlassLab identified more than 50 school districts as outreach targets for 2015. SGA is promoting GlassLab in 15 states.

BUILDING POSITIVE RELATIONSHIPS AND ENVIRONMENTS

ESAs GlassLab and its innovative games to school administrators.

On May 6, ESA and Harrisburg University hosted a roundtable policy discussion in Harrisburg about how government policies can foster industry growth. State Reps. Paul Costa (D) and Brian Ellis (R) attended, along with a representative of Sen. Daylin Leach (D), who introduced a digital media incentive last year. Members of the Pennsylvania Department of Economic Development and representatives from local game companies Schell Games and Dark Tonic attended as well.

ADDITIONAL OUTREACH

In the fall, SGA and GlassLab introduced Jessica Lindl, GlassLab’s general manager, to superintendents across the country to increase its name recognition and expand schools’ use of innovative education software. Working closely with GlassLab executive leadership, SGA identified more than 50 school districts as outreach targets for 2015. GlassLab is now being actively promoted in 15 states.

TEXAS

During the South by Southwest Gaming Expo, ESA President and CEO Mike Gallagher presented an award to Texas Gov. Rick Perry (R) for his work promoting the Texas video game industry.

WASHINGTON

On April 28, SGA coordinated with member companies Microsoft and Nintendo of America (NOA) to host nine Washington state legislators, a member of the Department of Economic Development and seven legislative staffers for ESA’s inaugural Redmond Day. Attendees toured Nintendo’s and Microsoft’s offices, discussed policies needed to keep the state’s video game industry competitive, and participated in product demonstrations. ESA President and CEO Mike Gallagher, and NOA President Reggie Fils-Aime and Microsoft Vice President and Deputy General Counsel of Devices and Studios Rich Wallace participated in the program.

MINNESOTA

On August 20, ESA hosted a video game lounge reception featuring the PlayStation 4, Wii U and Xbox One for a Young & New Professionals event at the National Conference of State Legislatures Annual Meeting. Attendees played several ESA board members and senior industry executives.

CALIFORNIA

On May 19, Foulkes joined representatives of Los Angeles’ elected leadership and local educators to honor more than 150 graduates of ESA’s Digital Living Project at Vaughn International Studies Academy. This interactive, new-media learning platform prepares students for the digital world. Sponsored by ESA and powered by EverFi, Inc., this program is currently in more than 60 Los Angeles Unified School District schools.

On June 10, California Lt. Gov. Gavin Newsom (D) attended E3 2014 and toured the Microsoft, ESA and Ubisoft booths. Lt. Gov. Newsom met ESA CEO Andrew Wilson, Ubisoft President of North America Laurent Detoc and 343 Industries Studio Head Bonnie Ross. Lt. Gov. Newsom also attended an event hosted by Wedbush Securities Analyst Michael Pachter and met several ESA board members and senior industry executives.

On May 24, ESA and Rick Perry (R) hosted a roundtable discussion in Austin about how government policies can foster industry growth. State Reps. Paul Costa (D) and Brian Ellis (R) attended, along with a representative of Sen. Daylin Leach (D), who introduced a digital media incentive last year. Members of the Pennsylvania Department of Economic Development and representatives from local game companies Schell Games and Dark Tonic attended as well.

On October 24, Huay and Foulkes honored more than 75 students who completed ESA’s Digital Living Project at a certification award ceremony at Mendez Middle School in Austin, Texas. Texas Education Agency Commissioner Michael Williams and Austin Independent School District board member Jayme Mathias and Ann Teich participated.

ESA President and CEO Mike Gallagher presents an award to Texas Gov. Rick Perry (R) for his work promoting the Texas video game industry.

ESAs Senior Vice President of Government Affairs Eric Huay, ESA Director of State Government Affairs Tim Johnson and Texas Education Agency Commissioner Michael Williams (between students) help students play educational computer games.

ESAs GlassLab General Manager Jessica Lindl visited superintendents across the country to educate and expand schools’ use of education software. Together, SGA and GlassLab identified more than 50 school districts as outreach targets for 2015. SGA is promoting GlassLab in 15 states.

Attendees play Mario Kart 8 at the Young & New Professionals reception.

Graduates of the ESA Digital Living Project at Vaughn International Studies Academy in Los Angeles, Calif.
COMMUNICATIONS & INDUSTRY AFFAIRS

Through a program of media outreach, events, digital communications and grassroots advocacy, Communications & Industry Affairs (C&IA) educated policymakers, members of the media, other opinion elites and the general public about the evolution of the video game industry. The department underscored gamer audience diversity and highlighted the contributions that games made to the U.S. economy and in social issues, including the education and health fields. C&IA publicized ESA's major partnerships, initiatives and legislative efforts, including support for HEVGA.

COMMUNICATING ECONOMIC BENEFITS

C&IA provided an overview of the economic impact of the video game industry. The industry added more than $66.2 billion to the U.S. economy in 2012 and grew by more than 9 percent from 2009-2012. C&IA also released a series of state-specific reports to showcase the industry's value added and employment growth in 36 states. The report generated positive media coverage in state and regional print, broadcast and online outlets across the country.

In 2014, VGVN:

- Leveraged its social media properties to urge members to challenge misguided claims about video games made by policymakers and the media. It mobilized members to send letters to MSNBC protecting “Morning Joe” co-host Mika Brzezinski’s claim that video games are damaging to American minds. VGVN also launched a custom microsite to help drive member action. This initiative exposed VGVN to more than 1.6 million online users and recruited one new VGVN advocate for every 33 social engagements.
- Worked with video game industry personalities and advocates, including YouTube celebrity Patrick Scott Patterson and Village of Whitney Point, N.Y. Trustee Ryan Reynolds to secure and promote guest posts on VGVN’s blog.
- Launched a redesigned website that features enhanced opportunities for advocates to join the movement. The new website includes tools for sharing stories about why protecting video games and voting are important and provides opportunities to learn about key issues and participate in activations.

INDUSTRY COMMUNICATIONS

- C&IA organized the 2014 E3 College Game Competition that recognizes top student video game design talent from U.S. colleges and universities. Student teams represented more than 40 universities in the competition. A blue ribbon panel of industry professionals selected the Savannah College of Art and Design’s team as the winner. Their game, Prisma, follows a girl on her journey through different dimensions.
- In November, C&IA released “Video Games in the 21st Century: The 2014 Report,” which quantified the industry’s economic impact. The report’s key findings included that the video game industry added more than $66.2 billion to the U.S. economy in 2012, and grew by more than 9 percent from 2009-2012. C&IA also released a series of state-specific reports to showcase the industry’s value added and employment growth in 36 states. The report generated positive media coverage in state and regional print, broadcast and online outlets across the country.
- C&IA collaborated with the Hispanic Heritage Foundation’s Latinos on the Fast Track (LOFT) program to offer the second annual ESA LOFT Video Game Innovation Fellowship. The fellowship awarded 20 minority youths, aged 15-25, with a grant to create a video game that helps solve social problems in their community. The 20 fellows traveled to Washington, D.C. in October for a STEM education panel on Capitol Hill featuring ESA President and CEO Mike Gallagher. The fellows also presented their game ideas to members of the Obama administration, Congress and national community leaders.
- The department developed and released the 2014 Essential Facts about the Computer and Video Game Industry, which highlighted the diversity of the gamer audience and popularity of video games delivered in digital formats. The research provided updated sales and usage data: the average game player is 31 years old, 71 percent of gamers are adults and 48 percent of gamers are women.

VIDEO GAME VOTERS NETWORK

- VGVN is ESA’s online community focused on promoting the positive impact that video games have in our society. Through legislative outreach, partnerships, active online forums and interaction with both new and mainstream media, VGVN’s more than 600,000 members actively protected the rights of video game creators and consumers.

COMMUNICATING ECONOMIC BENEFITS

ESA research highlights the video game industry’s positive economic impact.

"Video Games in the 21st Century: The 2014 Report" reported that the video game industry added more than $66.2 billion to the U.S. economy in 2012 and grew by more than 9 percent from 2009 to 2012. State-specific reports showcased employment growth in 36 states.
LEGAL POLICY & REGULATORY AFFAIRS

ESAs Legal, Policy & Regulatory Affairs program supports the industry’s collective legal interests by managing litigation to prevent direct attempts to regulate the industry’s broad array of e-commerce issues that have a domestic and global effect. The department tracked cases that significantly impacted the industry and filed amicus briefs that support industry interests and provided reporting and analysis on IP, technology, privacy, security and trade. Industry interests were advanced on these issues through regulatory filings and advocacy before agencies, courts and policymakers. In 2014, ESA was a major player in the debate surrounding the Copyright Act triennial rulemaking process.

COPYRIGHT

HOUSE JUDICIARY COMMITTEE HEARING ON DIGITAL FIRST SALE

- On June 3, ESA submitted an industry position paper in connection with the House Judiciary Committee’s hearing on potential reforms to the first sale doctrine. In advance of the hearing, ESA met with staff from key House offices, including:
  - Chairman Bob Goodlatte (R-VA)
  - Ranking Members Jerrold Nadler (D-NY)
  - Rep. John Conyers (D-MI)
  - Rep. Judy Chu (D-CA)
  - Rep. George Holding (R-NC)
  - Rep. Ted Yoho (R-FL)
  - Rep. Doug Collins (R-GA)
  - Rep. Hakeem Jeffries (D-NY)

COPYRIGHT OFFICE INVITES ESA TO ROUNDTABLE DISCUSSION

- On April 4, in response to the Copyright Office’s request for comments regarding whether Congress should comply with obligations under the World Intellectual Property Organization’s Internet Treaties, ESA argued that U.S. law affords commensurate protection and cautioned against unintended consequences. In connection with the submission, the Copyright Office invited Genetski to participate in a May 5 roundtable. There, he reiterated the industry’s concerns as expressed in the filing.

INTERNATIONAL

INTERNATIONAL TECHNOLOGY AGREEMENT NEGOTIATIONS

- During the months of November and December 2014, ESA worked closely with the U.S. Trade Representative (ustr) and ESA local counsel to persuade the Malaysian government to drop its objection to the inclusion of game consoles on the list of items proposed for the International Technology Agreement (ITA) expansion. Following China’s concession on consoles and Point of Sale Activation Cards, Malaysia was the only obstacle for items relevant to the video game industry. USTR officials applauded ESAs and local counsel’s successful negotiations with Malaysia. Products included under the ITA receive tariff-free treatment on exports to the 54 countries that are party to the agreement and which account for roughly 90 percent of global tech-related trade.

REGULATORY NEUTRALITY

- In July and September, ESA submitted comments on the Federal Communications Commission’s (FCC) Notice of Proposed Rulemaking outlining a new approach to implementing Open Internet principles on broadband ISPs. ESA’s comments emphasized the need to protect the gamer experience, focusing on the importance of low-latency connections along with overall broadband speed.

VIRTUAL CURRENCIES

- On October 21, ESA submitted comments supporting the New York Department of Financial Services’ proposed regulation to create a licensing regime for virtual currencies businesses, which included an exception for game-related virtual currencies.

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  - Rep. Doug Collins (R-GA)
  - Rep. Hakeem Jeffries (D-NY)

COPYRIGHT OFFICE INVITES ESA TO ROUNDTABLE DISCUSSION

- On April 4, in response to the Copyright Office’s request for comments regarding whether Congress should comply with obligations under the World Intellectual Property Organization’s Internet Treaties, ESA argued that U.S. law affords commensurate protection and cautioned against unintended consequences. In connection with the submission, the Copyright Office invited Genetski to participate in a May 5 roundtable. There, he reiterated the industry’s concerns as expressed in the filing.
On September 9, ESA worked with several Brazilian law enforcement agencies to seize approximately 1,560 counterfeit games and approximately 33,500 counterfeit game labels, and to arrest seven individuals in the Feira da Madrugada marketplace.

On October 29, ESA’s counsel in Mexico secured the Mexican Attorney General’s Specialized Investigation Unit of Crimes against Copyright and Industrial Property’s support for a raid in Mexico City’s notorious Tepito marketplace. This was the first enforcement action taken by the attorney general’s office on behalf of the game industry in more than two years. Authorities searched 10 warehouses and three disk duplication laboratories, and seized approximately 32,150 counterfeit games, 284 disk burning devices and one “R4” circumvention device containing 61 infringing game files.

Counterfeit Crimes: Are You Part of the Black Market? The National Museum of Crime & Punishment in Washington, D.C. unveiled an ESA-sponsored exhibit titled “Counterfeit Crimes: Are You Part of the Black Market?” The interactive multimedia exhibit teaches visitors how to identify counterfeit games and illustrates the global scale of video game infringement. It will run for five years. The museum receives approximately 500,000 visitors per year, including many school groups.

On June 16, the National Museum of Crime & Punishment in Washington, D.C. unveiled an ESA-sponsored exhibit titled “Counterfeit Crimes: Are You Part of the Black Market?” The interactive multimedia exhibit teaches visitors how to identify counterfeit games and illustrates the global scale of video game infringement. It will run for five years. The museum receives approximately 500,000 visitors per year, including many school groups.

On February 4 and 6, ESA worked with Brazilian law enforcement in two operations to seize 102,500 counterfeit games and 84 disk burning devices used to supply sellers in the notorious Feira da Madrugada marketplace. Officials arrested one individual during this raid.

On May 7, ESA coordinated with Brazilian authorities to seize approximately 17,600 games from a distributor who supplied infringing games to retailers in a popular market in Brasilia’s Distrito Federal.

Games seized from Feira da Madrugada marketplace in São Paulo.

Counterfeit games were seized in early February from a warehouse in São Paulo.

ESAFoundation

The ESA Foundation was created by the American video game industry to develop meaningful opportunities for America’s youth. It provides scholarships to the next generation of industry innovators and supports charitable organizations and schools that leverage entertainment software and technology. The ESA Foundation is supported by its signature annual gala event, Nite to Unite (NTU) and other industry initiatives.

DEVELOPMENT

• The 17th annual NTU was held October 22 at The Galleria in San Francisco, Calif. The event honored the work of past and present grant recipients and featured Children’s Miracle Network Hospital’s (CMN Hospitals) Extra Life program.

• A partnership was established with online media retailer Humble Bundle to feature the ESA Foundation as its charitable partner in various digital game bundles. Humble Bundle allows consumers to purchase digital games and add-on content, pay what they want and choose how their payment is divided between game publishers, Humble Bundle and a partnering charity.

• The ESA Foundation awarded 11 grants to organizations and schools that leverage entertainment software and technology projects that create educational opportunities.

• MassDiGI, a program of Brown University, is a curricular module that teaches algebra and geometry concepts through game programming practices such as code review. The ESA Foundation provided support for MassDiGI’s expansion of its annual Game Challenge and launch of MassDiGI 101—a workshop series that teaches underserved middle and high school students about interactive media and game development.

• Bootstrap, a program of Brown University, is a curricular module that teaches algebra and geometry concepts through game programming practices such as code review. The ESA Foundation provided support for MassDiGI’s expansion of its annual Game Challenge and launch of MassDiGI 101—a workshop series that teaches underserved middle and high school students about interactive media and game development.

2014 GRANTEES

The ESA Foundation awarded $115,000 to 17 grantees to organizations and educational institutions in 2014 to support interactive entertainment software and technology projects that create educational opportunities.

• Bronx Compass High School, located in Bronx, N.Y., will establish a program to support ninth- through 11th-grade students who will work with mentors to design and produce computer games that address real-world issues.

• Jefferison Middle School, located in Jefferson, Wis., will challenge eighth-grade students to use Minecraft to construct their own civilization while developing a greater understanding of American government and economics. Throughout the course, students will blog about their settlements and attempt to persuade their fellow classmates to adopt certain economic ideas.

• Dunlap Valley School, located in Dunlap, Ill., will use SimCity to teach seventh- and eighth-grade students about the core elements of science, technology, engineering and math (STEM). Students will work in small groups to conceive, design, build, destroy and ultimately rebuild a virtual city. They will identify and resolve problems that arise during this process in order to create a successfully operating city.

• Banana Beach School, located in New York City, will challenge students to build a city, secure the economic future of the beach and improve the environmental quality of the ocean. Students will work in groups to create a successfully operating city.

• Drake Elementary School, located in Des Moines, Iowa, will integrate Minecraft into a second-grade classroom to teach students about math, geometry and design. Students will work in small groups to design and build a city.

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• Computer and Video Game Scholarship Program

• Scholarships were awarded to 30 women and minority students, each totaling $9,900. The recipients attend 25 schools across 16 states including Becker College (Mass.), Carnegie Mellon University (Pa.), DigiPen Institute of Technology (Wash.), Drexel University (Pa.), George Mason University (Va.), Northeastern University (Mass.), Rochester Institute of Technology (N.Y.), Syracuse University (N.Y.), University of Florida (Fla.), University of Idaho (Idaho).

• Education Challenge Grant Competition

The ESA Foundation sponsored the 2014 Education Challenge Grant Program. A blue-ribbon panel of judges selected the following schools as grant recipients:

• Bronx Compass High School, located in Bronx, N.Y., will establish a program to support ninth- through 11th-grade students who will work with mentors to design and produce computer games that address real-world issues.

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• Banana Beach School, located in New York City, will challenge students to build a city, secure the economic future of the beach and improve the environmental quality of the ocean. Students will work in groups to create a successfully operating city.

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The ESA Foundation partnered with CMMH Hospitals to host Extra Life, an annual video game marathon benefitting children’s hospitals. Prior to its engagement with the ESA Foundation and the video game industry, Extra Life grossed less than $1 million dollars annually. Extra Life 2014 raised a record of more than $5.6 million for medical equipment, treatment and research at CMMH Hospitals in the U.S. and Canada.

EverFi leverages technology to teach K-12 students critical life skills through its Ignition™ Digital Literacy and Responsibility curriculum as well as all gender and sexual orientations and abilities. The Hispanic Heritage Foundation (HHF) is an organization that mobilizes Americans to thank the men and women of the U.S. armed forces. It provides scholarships to children and spouses of military personnel. ThankSGiUSA also offers Treasure Hunt, an American history game that reminds players of the freedom sustained by members of the armed services. The ESA Foundation has supported both programs since 2009.

The Tiger Woods Learning Center delivers unique experiences and innovative educational opportunities for youth worldwide. The ESA Foundation provided funding to bolster the organization’s computer and engineering programs delivered at campus locations across the country. Participating students learned about video game design and programming while exploring video game industry careers.

Girl Scouts of Greater Los Angeles (GSGLA) is the leading girl-serving nonprofit in the region, benefitting more than 43,000 girls from all racial, ethnic and socioeconomic backgrounds, as well as all gender and sexual orientations and abilities. The ESA Foundation provided funding for GSGLA to develop a video game patch program for video game design-related topics and STEM fields.

The Hispanic Heritage Foundation (HHF) is recognized by the White House, Congress and Fortune 100 companies for its mission to identify, inspire, prepare and position Latino leaders for creative learning, leadership, innovation and livelihood skills among underserved children and youth worldwide. The HHF works to harness the potential of computers and the Internet to enhance technological fluency for creative learning, leadership, innovation and livelihood skills among underserved children and youth worldwide. The organization developed the Globaloria learning network to leverage game design to empower youth in disadvantaged communities. The HHF’s grant supported Globaloria’s use at locations in 13 states.

In 2014, ESA continued to develop the International Age Rating Coalition (IARC), a ground-breaking initiative with other rating organizations from around the world to establish a streamlined process for assigning age and content rating information to digitally-delivered games and apps. The IARC rating tool is accessible through a digital storefront’s on-boarding process and generates age and content rating information for games and apps.

The Pulitzer Center on Crisis Reporting works to address global issue awareness among high school students from low-income communities. The Pulitzer Center provided funding to underwrite iCivics’ pilot of DB Quest: Eyes on the Prize, a learning platform focused on the civil rights movement.

Globaloria’s DB Quest: Eyes on the Prize delivers unique experiences and interactive elements for game players to explore video game industry careers.

AS the nonprofit self-regulatory body for the video game industry, the Entertainment Software Rating Board (ESRB) administers a world-class content rating system for video games and apps that continues to be among the most comprehensive and trusted entertainment rating systems in use today. ESRB also enforces industry-adopted advertising and marketing guidelines through the Advertising Review Council (ARC), and helps companies maintain compliance with the growing complexity of online and mobile privacy protection laws through ESRB Privacy Certified.

Students at Mendez Middle School in Austin, Texas receive certificates on the Fast Track (LOFT) Video Game Innovation Fellowship.
To measure compliance with its guidelines more broadly than the game publishers themselves, ARC implements biannual website audits of ESRB Website Council (EWC) members, which includes the top video game enthusiast sites. The most recent audit, conducted in November 2014, found significant improvements. EWC members posted the correct rating information and used age-gates for trailers for Mature (or Ratings Pending anticipated to be Mature) rated games.

ARC created the IARC Storefront Rating Display Guide to illustrate how participating IARC storefronts should best display rating information to ensure consumer use prior to downloading a product.

ESRB PRIVACY CERTIFIED PROGRAM

The ESRB Privacy Certified Program (EPC) provides its 28 member companies with:

- Children’s Online Privacy Protection Act Safe Harbor protection since 1999 with a perfect track record;
- Individualized privacy risk assessment for online and mobile products;
- Assistance with global privacy compliance, including Canada, Europe and Asia-Pacific;
- A Federal Trade Commission (FTC)-approved solution for obtaining verifiable parental consent;
- Guidance on consumer-friendly privacy disclosures and privacy policies; and
- Ongoing consultation, monitoring and reporting to ensure continued compliance and protection.

EPC ADDED FOUR NEW MEMBERS IN 2014

- Level-5 Inc. is an ESA member and independent video game developer and publisher that creates fun and engaging games for children of all ages.
- Hasbro Inc. is a popular toy and board game company operating multiple websites, mobile games and apps.
- Vegas Games is a developer and publisher of classic games of chance on websites and mobile apps.
- Kpass provides parents with an online resource to help manage which websites and apps collect their children’s personal information.

CONSUMER RESEARCH

In August 2014, ESRB commissioned Peter D. Hart Research Associates to conduct an online survey of over 600 parents with kids that play mobile and online games and who recently purchased a video game from a store. The project aimed to better understand parental opinions and attitudes about the efficacy of the ESRB ratings and concerns about the online safety and privacy of their children. Here are the key findings:

- A high degree of parents (84 percent) are aware of the ESRB ratings, with 69 percent using the system regularly to select video games for their children.
- 87 percent of parents say that they would be more likely to allow their child to play an online game (79 percent for a mobile game), if ESRB rating information was displayed.
- 69 percent of parents say they prefer the ESRB ratings as compared to the generic age and content information currently provided by the leading mobile storefronts for mobile games.
- A majority of parents (64 percent) are aware that mobile and online games may collect personal information; 87 percent say they are either “very concerned” (51 percent) or “somewhat concerned” (36 percent) with games that collect personal information.
KEEPING CONSUMERS INFORMED

While 65 percent of parents say they have prevented their children from playing mobile or online games because they felt unsure about the collection and use of their children’s personal information, a substantial majority (96 percent) say they would be more comfortable allowing their children to play games with the ESRB Privacy Certified Seal.

RATINGS EDUCATION OUTREACH

In September, the Public Relations Society of America recognized the public service announcement on ESRB ratings and parental controls as “Public Service Announcement of the Year.” ESA members, non-members, retail partners and parenting groups supported the campaign, which generated over 300 million impressions. Vice President Joe Biden tweeted a link to the video, and thanked ESA for producing it. Notable coverage included mentions in Politico and consumer and industry outlets.

On September 16, ESRB issued a press release announcing its 20th anniversary, which included quotes from Sen. Joe Lieberman (D-CT), ESA President Patricia Vance, Incomnian Games President and CEO Ted Price, ESA President and CEO Mike Gallagher and GameStop Senior Vice President of Merchandising Bob Puzon. ESRB also distributed video testimonials featuring insight, advice for parents and the continued support for ESRB from key industry members. ESRB created a banner ad campaign and infographics summarizing ESRB’s history and “1994 in Gaming.” In total, the 20th anniversary campaign generated more than 320 million impressions.

The ESRB website and rating search mobile app continue to be a useful resource generating 2.5 million rating searches annually.

Working with ESA’s SGA team, ESRB distributed a series of instructional graphics and online videos hosted by Monica Vila of the OnlineMom.com, in both English and Spanish, to support parental control education for the PlayStation 4®, Wii U® and Xbox One®. SGA will use the guides and videos in outreach to local officials, while ESRB will share the content on social media and partner websites.

ESRB AND RETAILERS

- The ESRB Retail Council (ERC) consists of seven national retailers that represent 85 percent of the overall packaged game sales market in the U.S.: Amazon, Best Buy, GameStop, Redbox, Target, Toys R Us and Wal-Mart. ESRB implements two mystery shopper audits of retail outlets annually to measure compliance with store policy enforcement and signage. The most recent audit, conducted in November 2014, found (weighted by market share) that store policy was enforced 82 percent of the time while 84 percent displayed the correct rating signage.

- As a sign of continued support from key industry members, ESA’s SGA team, ESRB distributed a series of instructional guides and online videos hosted by Monica Vila of the OnlineMom.com, in both English and Spanish, to support parental control education for the PlayStation 4®, Wii U® and Xbox One®. SGA will use the guides and videos in outreach to local officials, while ESRB will share the content on social media and partner websites.

KEY SUCCESSES AND ACCOMPLISHMENTS

- The FTC released the following statement on June 24 at the Better Business Bureau Self-Regulation Conference in Washington, D.C.

“Self-regulation, such as that done by the Entertainment Software Rating Board for video games, is an effective way for companies to modify their behavior to protect consumers where the government could or should not act. The electronic game industry continues to have the strongest self-regulatory code and enforcement of restrictions on marketing, advertising and selling mature-rated games to younger audiences.”

– FTC Commissioner Maureen K. Ohlhausen

ESRB continues to lead the development and adoption of IARC, the global rating system. In 2015, additional digital storefronts are expected to begin using the IARC rating system and more regional rating authorities are expected to join IARC.

ESRB ratings are recognized by parents as a trusted and preferred resource to help manage which games their children play.

To maintain high levels of awareness and use of its ratings, ESRB continues to promote new ratings education outreach campaigns. These campaigns have collectively generated more than 1 billion impressions in 2014.

HOW THE THE ESRB VIDEO GAME RATING SYSTEM WORKS

ESRB INTERACTIVE ELEMENTS AND DEFINITIONS

Interactive elements inform potential users about interactive aspects of a digital game or app, including users’ ability to interact, the sharing of users’ location with other users, or the fact that personal information may be shared with third parties.

SHARED INFO: Indicates that personal information provided by the user (e.g., an email address, phone number, credit card info, etc.) is shared with third parties.

SHARED LOCATION: Includes the ability to display the user’s location to other users of the app.

USERS INTERACT: Indicates possible exposure to unwanted/unexpected user-generated content, including user-to-user communications and media sharing via social media and networks.

DIGITAL PURCHASES: Enables purchases of digital goods completed directly from within the app (e.g., purchases of additional game content, levels, downloadable music, etc.)

The ESRB ratings provide guidance about video games and apps so that consumers, especially parents, can make informed choices about the ones they deem suitable for their family.

KEEPING CONSUMERS INFORMED

ESRB led IARC’s development toward implementation in early 2014.

IARC assigns rating information for games and apps on Mozilla’s Firefox Marketplace—a digital storefront that generates age and content rating information along with interactive elements. Members include: ESRB (North America), PEGI (Europe), USK (Germany) and Classificação Indicativa (Brazil).

The ESRB ratings provide guidance about video games and apps so that consumers, especially parents, can make informed choices about the ones they deem suitable for their family.
The Entertainment Software Association of Canada (ESAC) is the voice of the Canadian video game industry, which employs approximately 16,500 people at nearly 350 companies across the country and contributes CAD $2.3 billion to Canada’s economy. ESAC works on behalf of its members to ensure that the legal and regulatory environment is favorable for the long-term development of Canada’s video game industry.

Association members include the nation’s leading interactive software developers and publishers, such as EA, Ubisoft, Activision Blizzard, Microsoft Canada, Nintendo of Canada, Sony Computer Entertainment, Disney Interactive Studios, Take-Two Interactive, Square Enix, Warner Bros. Interactive Entertainment, Da-Major Studios, Frontier Developments, Gameloft, Glu Canada, Longtail Studios, Silverback Games, Magmic, Funcom, Ludia and United Front Games, as well as distributors Solutions to Go and TeamOne Marketing.

In 2014, ESAC had 26 members, 15 associate members and three associate members: DeNA Studios Canada, a Vancouver-based studio with approximately 100 employees that specializes in games for social and casual platforms, joined ESAC as an associate member; Funcom Canada, which is located in Montreal and specializes in massively multiplayer online games, joined ESAC as an associate member; and Magmic games, a Canadian-owned independent studio from Ottawa, joined ESAC as an associate member.

In collaboration with member companies, ESAC facilitated studio tours for elected officials, including the Premier of Ontario, the Ontario Minister of Economic Development, key opposition Members of Parliament and provincial Members of the BC Legislative Assembly. These tours continue to yield positive results.

On February 4, ESAC held its annual Ottawa Parliamentary Day, which included meetings with parliamentarians and the Canadian Video Game Industry Showcase. ESAC staff and association members discussed efficient access to global workers with the office of the Minister of Citizenship & Immigration and the Minister of Industry, and met with the Prime Minister of Canada. The showcase drew over 250 people, 45 members of parliament and eight federal cabinet ministers, including the Ministers of Industry, Citizenship & Immigration and the Minister of Trade.

Approximately 12 major companies, including ESAC members and non-members, attended each dinner to network and share information. These tours continue to yield positive results.

ESAC hosted regional industry roundtable dinners again in 2014. These dinners ensure that the association is visible across Canada with a wide cross-section of the industry. Approximately 12 major companies, including ESAC members and non-members, attended each dinner to network and share insights on the future of the industry.

On October 28, ESAC hosted its annual E3 2014 INDUSTRY CONSULTATION DINNERS.

ESAC hosted regional industry roundtable dinners again in 2014. These dinners encourage the connection between the association and members, providing opportunities for collaboration and networking.

In 2014, ESAC worked diligently to tackle problems with the revised Temporary Foreign Worker (TFW) Program. As a result, Service Canada Officers will now determine eligibility for temporary immigration by offer salary instead of the National Occupation Codes. Companies can now satisfy the Transition Plan by helping a TFW obtain Permanent Residence.

Canada's upcoming enforcement regime, which would feature heavy fines for condition breaches, as well as potential permanent bans from TFW programs and the removal of good faith exceptions.

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ESAC President and CEO Jayson Hilchie attended the International Ratings Summit and associations’ policy meeting at E3 2014 and held member development meetings to promote ESAC’s work. Staff also attended press events, ESA-led initiatives and toured the expo floor.

MEMBERSHIP

ESAC welcomed four new members in 2014, including one full member and three associate members:

- Square Enix, which includes Eidos Montreal and Square Enix Montréal, is ESAC’s newest full member. Eidos Montreal Head of Studio David Anfossi joined ESAC’s board of directors.

- DeNA Studios Canada, a Vancouver-based studio with approximately 100 employees that specializes in games for social and casual platforms, joined ESAC as an associate member.

- Funcom Canada, which is located in Montreal and specializes in massively multiplayer online games, joined ESAC as an associate member.

- Magmic games, a Canadian-owned independent studio from Ottawa, joined ESAC as an associate member.

STUDIO TOURS

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345 Games
505 Games
Activision Blizzard, Inc.
Bandai Namco Games America Inc.
Capcom Co., Ltd.
Daybreak Game Company, LLC
Deep Silver
Disney Interactive Studios, Inc.
Electronic Arts, Inc.
Epic Games, Inc.
Focus Home Interactive
Grey Box
GungHo Online Entertainment America, Inc.
Konami
LEVEL-5 Inc.
Little Orbit, LLC
Mad Catz Interactive, Inc.
Microsoft
Natsume, Inc.
Nexon America, Inc.
Nintendo of America Inc.
NVIDIA
Sega of America, Inc.
Slang
Sony Computer Entertainment America LLC
Square Enix Ltd.
Take-Two Interactive Software, Inc.
Tecmo Koei America Corporation
Tencent
Ubisoft, Inc.
Wargaming Public Company, Ltd.
Warner Bros. Interactive Entertainment Inc.
XSEED Games

AS OF JANUARY 2015

Inside back cover and back cover photos: E3 2014 attendees experience the latest video game innovations firsthand.