

Getting back to REAL massively multiplayer

Adam Russell, KGC 2011



Disclaimer



Vs.



Chicago Cubs Multiview

 <p>WGN SPORTS CUBS 0 4 2ND ARZ 0 1-2 1 OUT</p> <p>22 CARLOS PEÑA RUNNER ON 3RD - LESS THAN 2 OUTS 2 FOR 3, 5 RBI, 1 DOUBLE</p> <p>WGN SPORTS wgntv.com/cubs</p>	 <p>781 WGN</p>  <p>783 BASE1</p>  <p>784 BASE2</p>
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1 of 7



Vs.





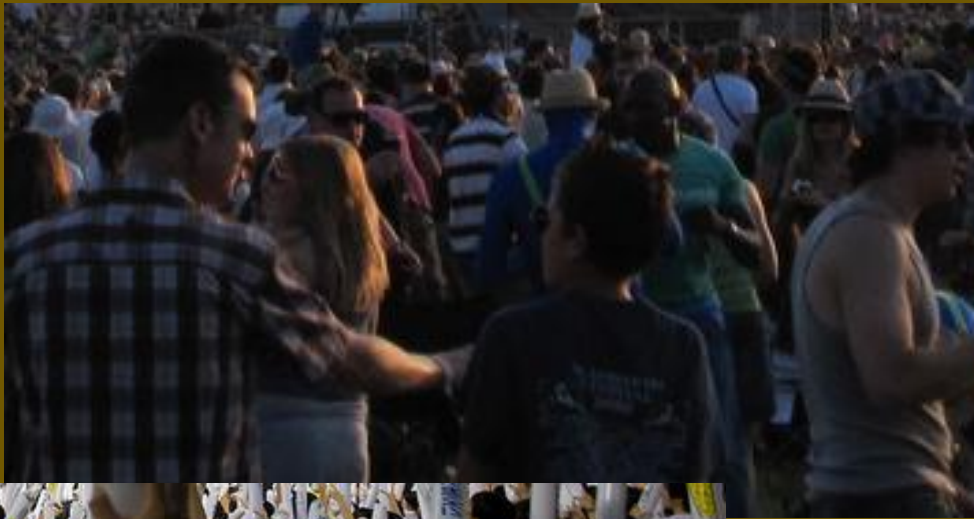
Vs.





The same difference?





=



Really?



No Smoking!!
27-30

Together

**LIVE
SPORT**



**TRADITIONAL
GAMES
(SMALL GROUP)**



**SOLO
GAMES**

NETWORKED

**MMO /
SOCIAL**



SIZE



SIZE

Playing

D

L

Together

**LIVE
SPORT**



**TRADITIONAL
GAMES
(SMALL GROUP)**



**SOLO
GAMES**

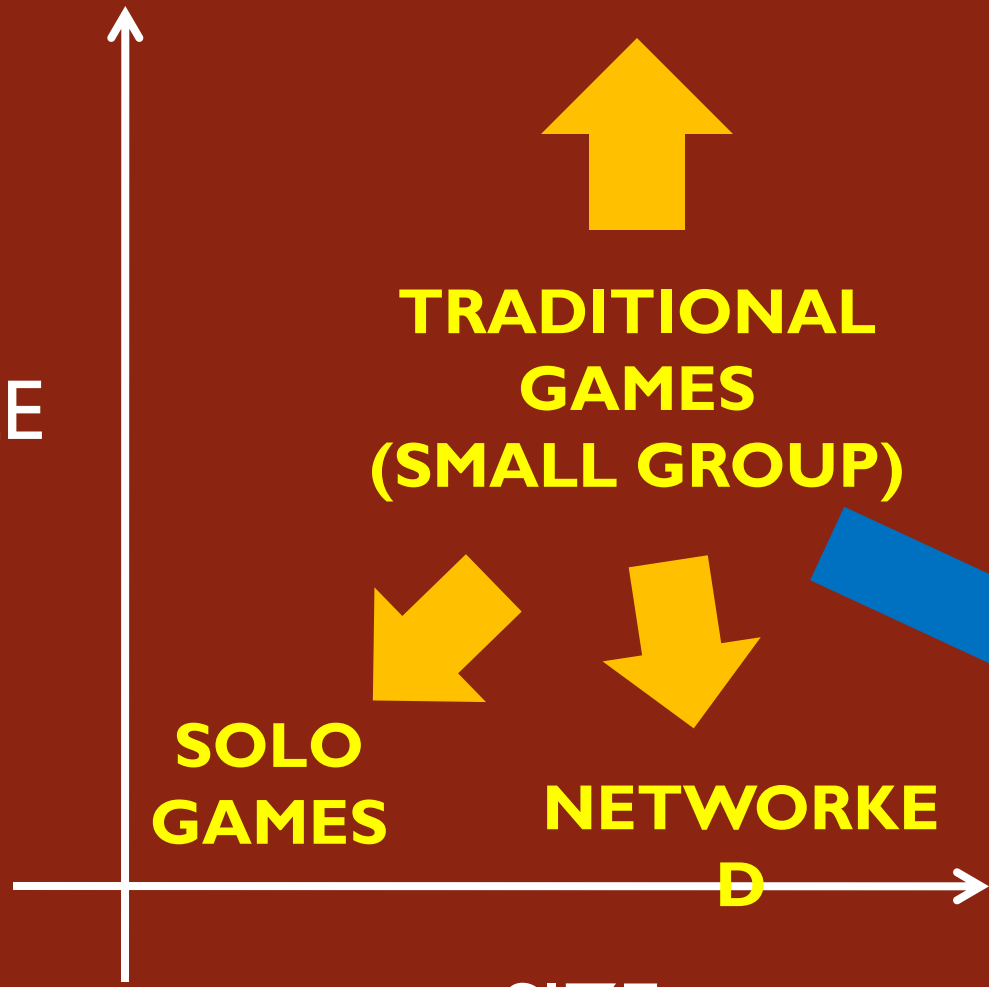
NETWORKED

**MMO /
SOCIAL**

Playing^L

SIZE

SIZE



Together

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**SOLO
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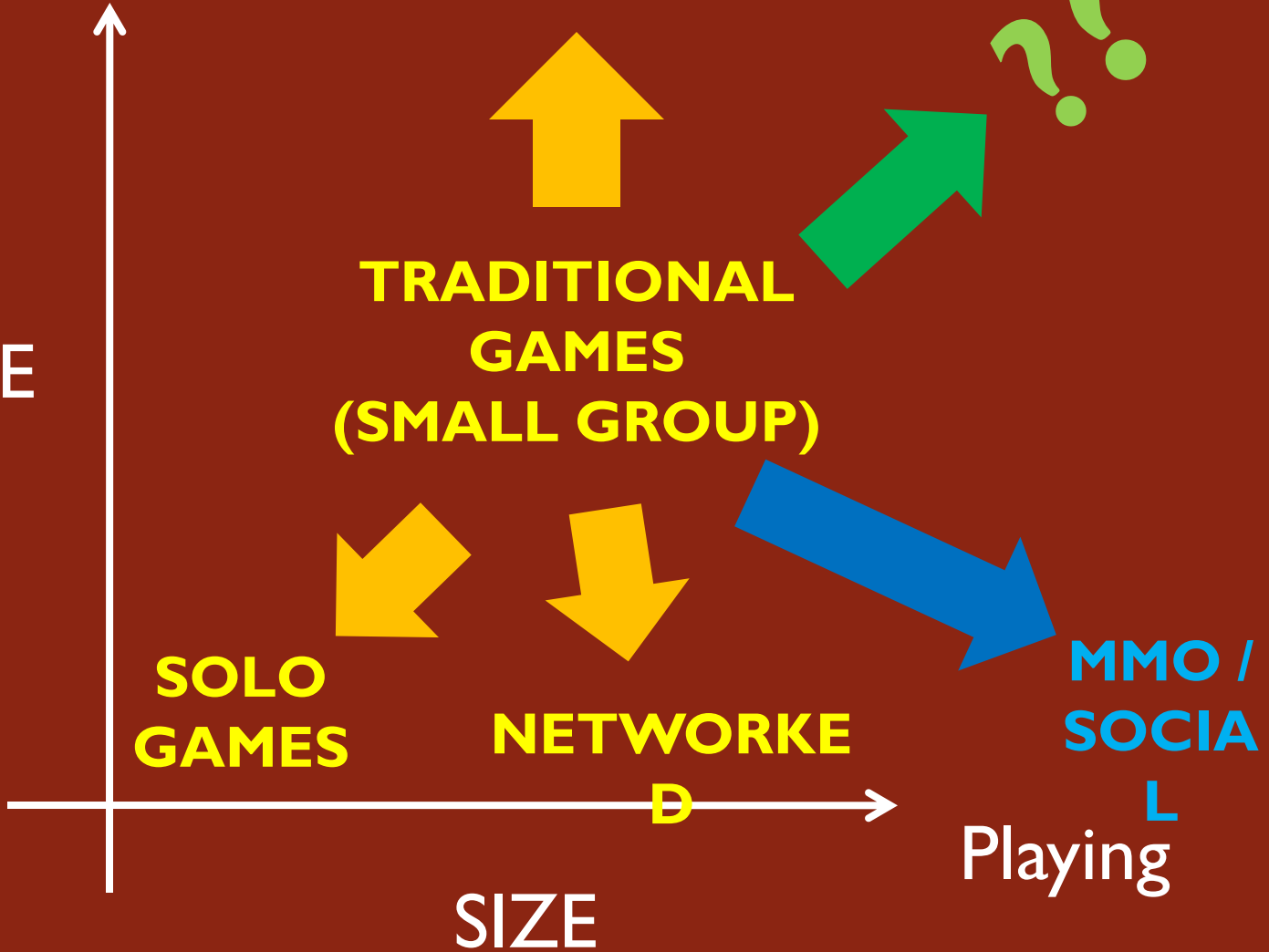
NETWORKE

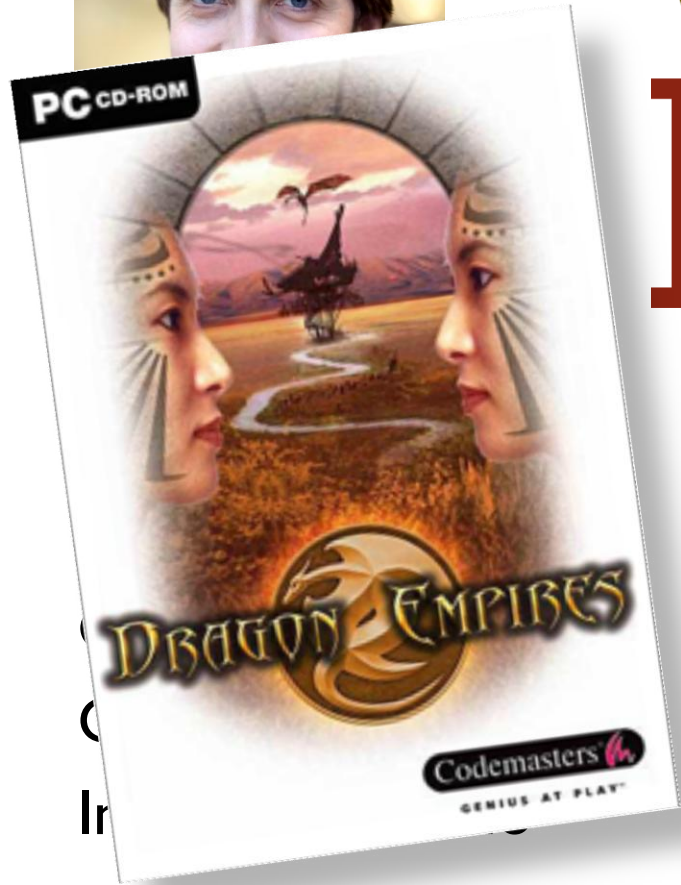
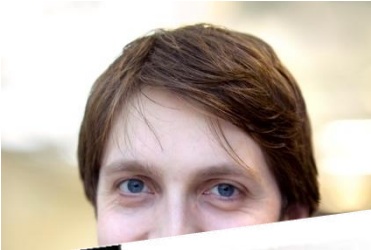
**MMO /
SOCIA**

D

Playing^L

SIZE





wall Four





Historical background



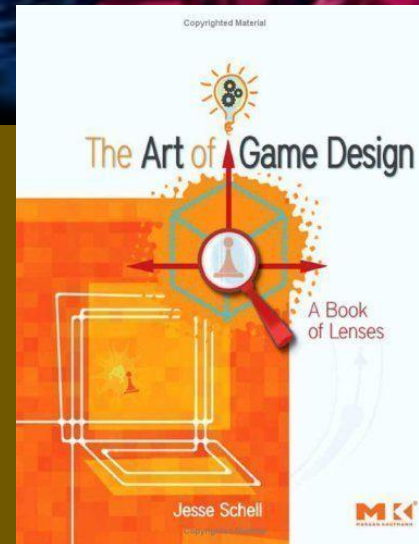
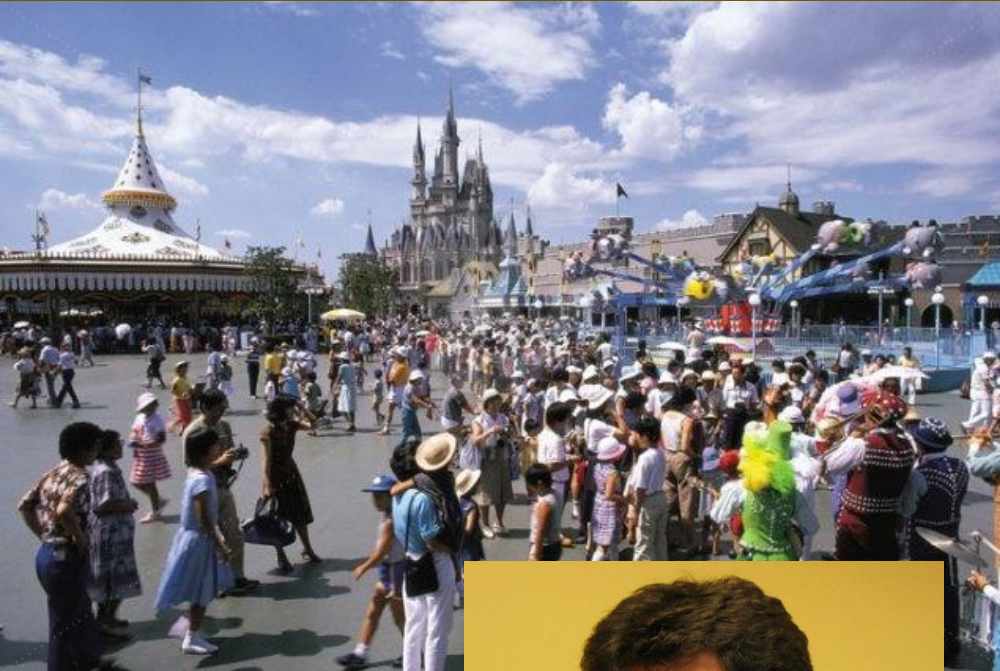
Carnival



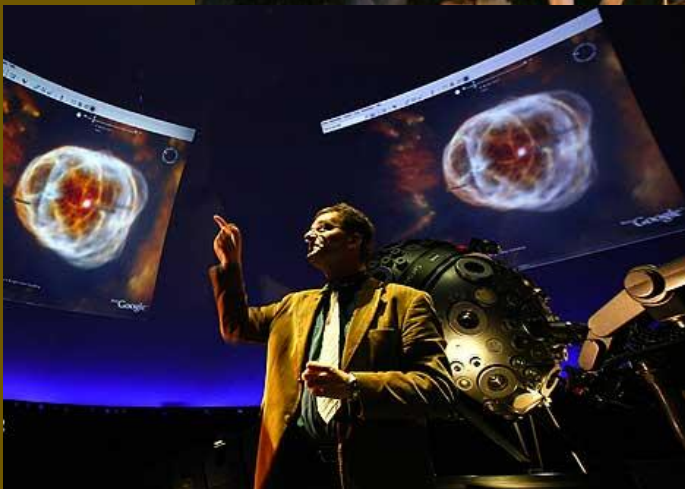




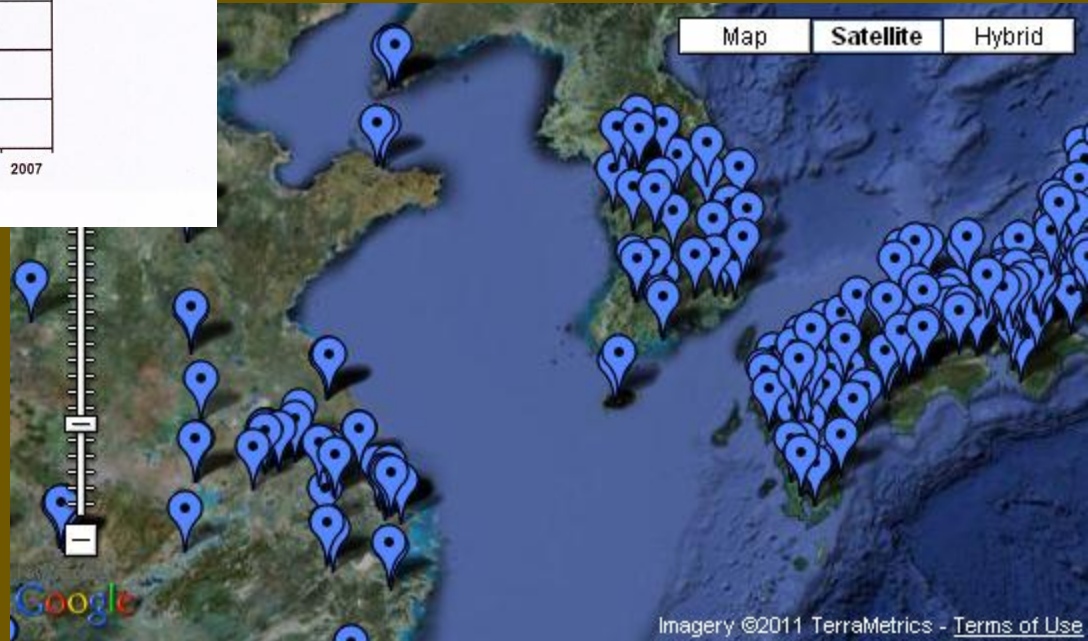
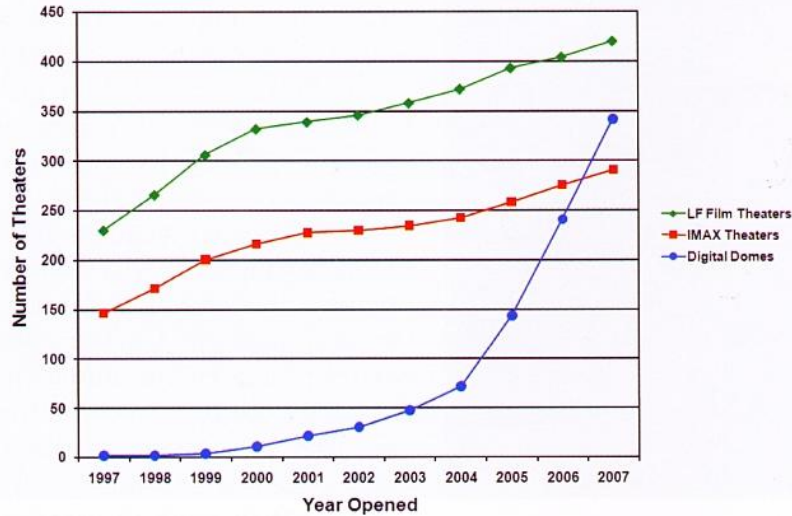
Theme parks



Fulldome



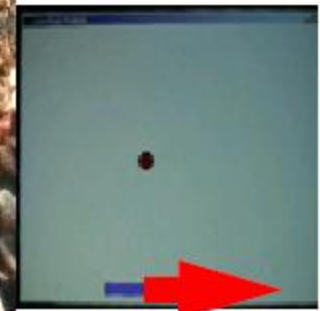
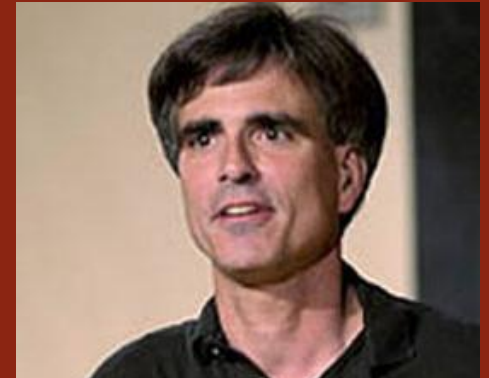
Fulldome



Loren Carpenter / Cinematrix



Further camera-based methods

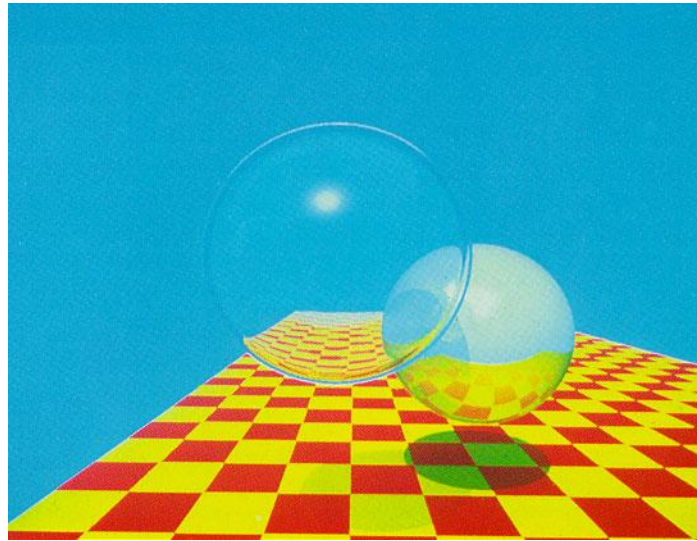


Public Big Screens



Public Big Screens





Business development



1. Independent event

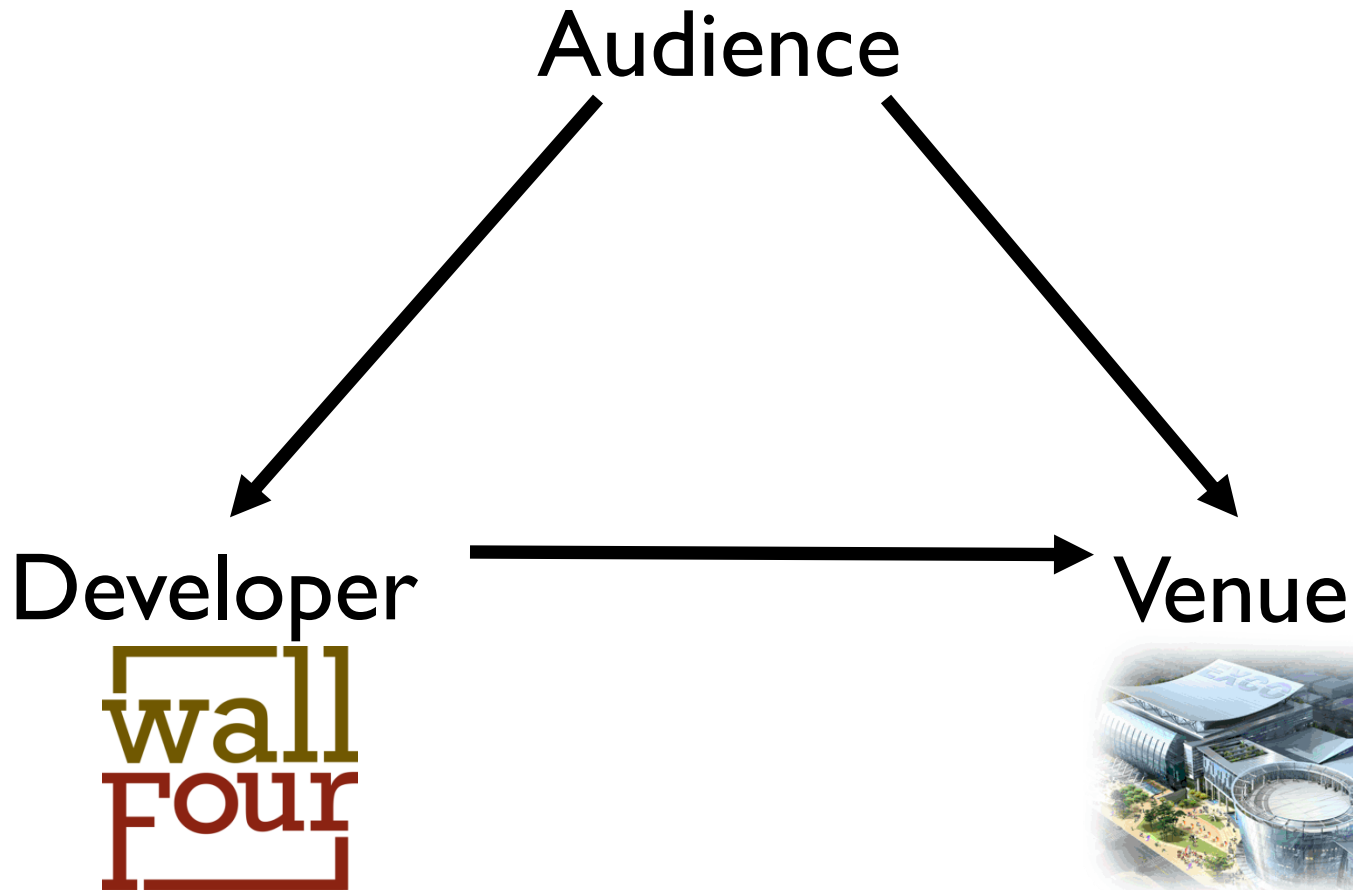


Audience

Developer



Venue



2. Commissions



Corporate



Audience

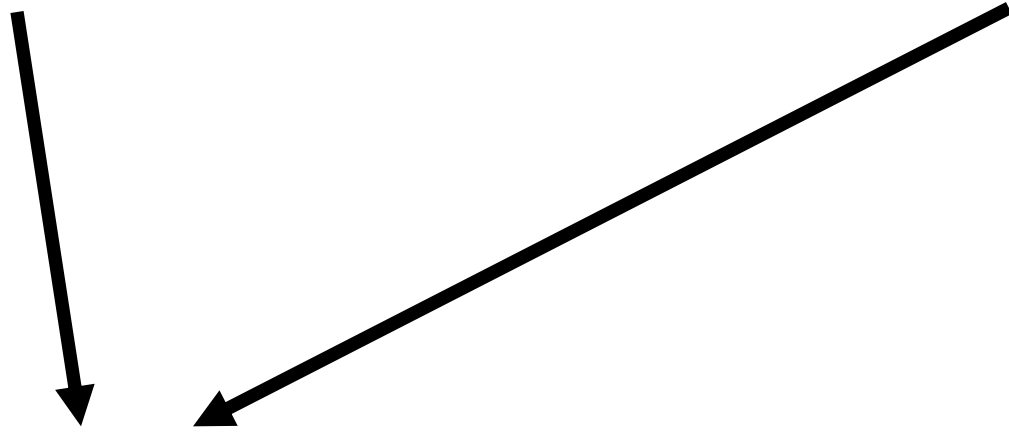


Government

Developer



Venue



3. License (cinema model)



Corporate



Audience

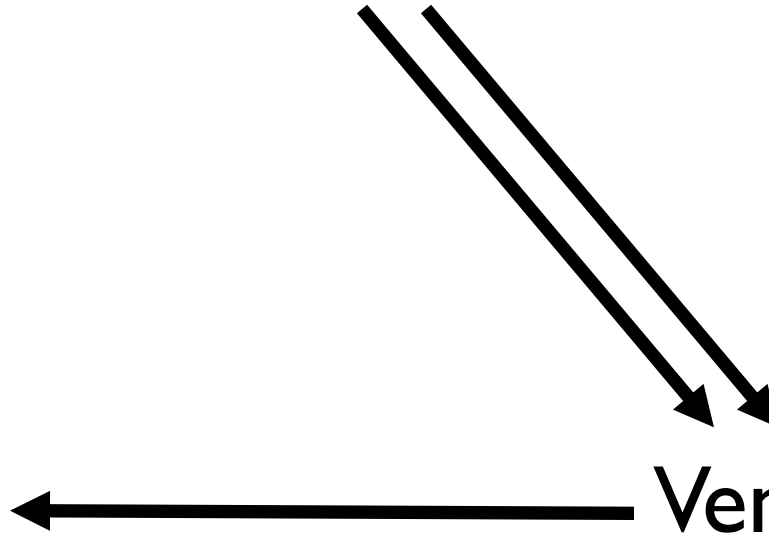


Government

Developer



Venue



4. Event service



Corporate



Audience



Government

Organiser



UBM

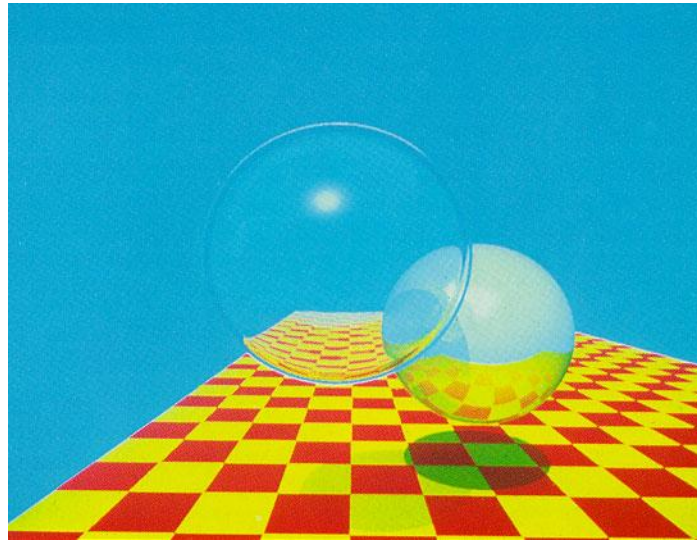
Developer



Venue



Case Study



Game design challenges



More complex games

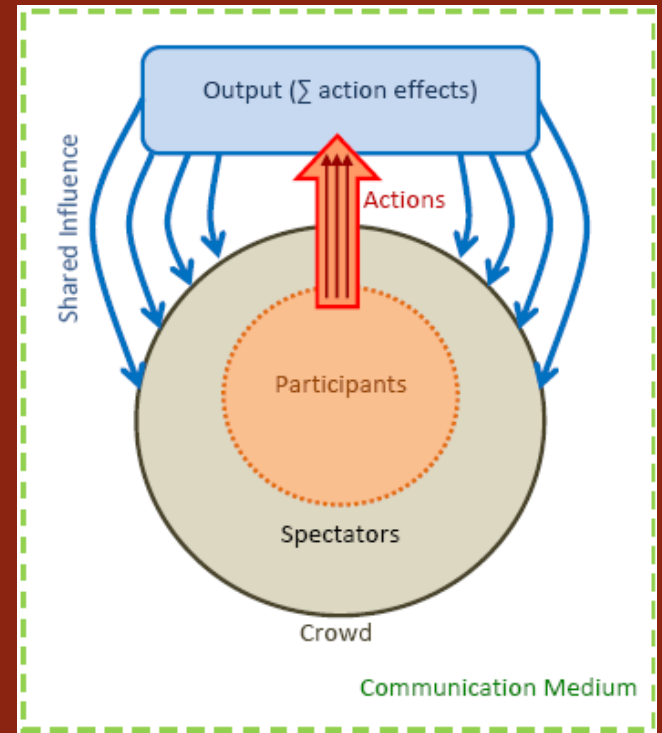




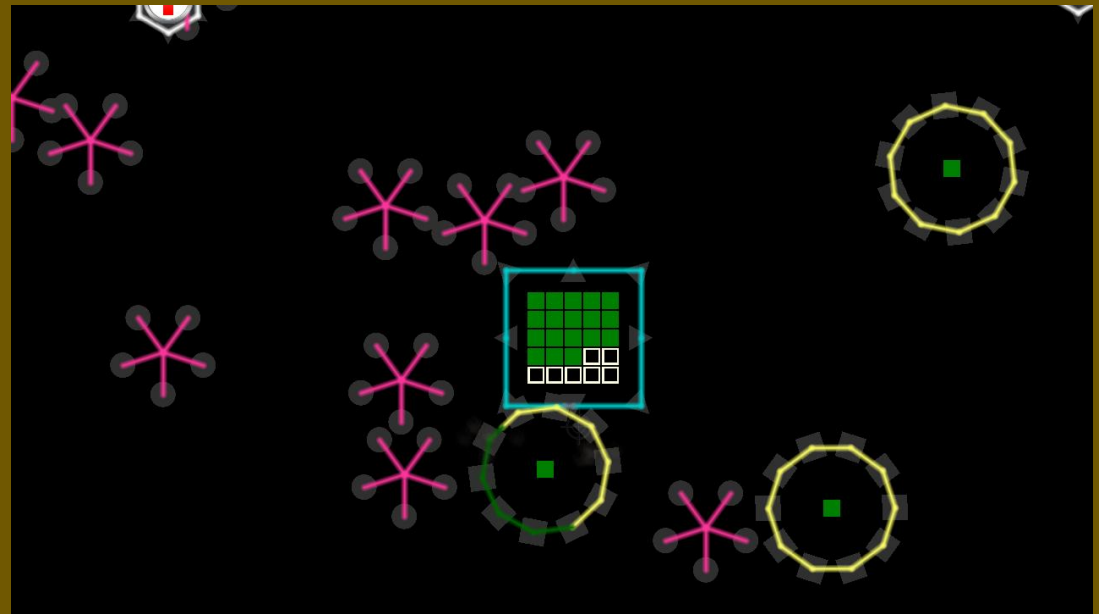


What is the audience context?

- Crowd or Group?
- Foreground / background?
- Mixed participation
- Variable audience sizes
- Anonymity / exposure
 - Grief play
- Lack of leaders
 - Emergent teamwork



Cooperative control



Live game moderation

- Beginning / middle / end
- Payoff / conclusion
- Pacing / schedule
 - Fit into a larger event schedule
 - Give people rests
- Theatre / drama
- GJ'ing

(Video) demo

Thanks!

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