

---

# Alvin Juban

President

The State of Game  
Development 2014



GAMES  
ARE MORE FUN



UNDER 3 STARS  
AND A SUN.

THE PHILIPPINES

---

GD  P GAME DEVELOPERS  
ASSOCIATION OF  
THE PHILIPPINES

---

---

# Solon Chen

Membership Head & Board &  
CHED TC for ET of ITE

The State of Game  
Development 2014



GAMES  
ARE MORE FUN



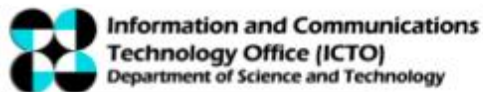
UNDER 3 STARS  
AND A SUN.

THE PHILIPPINES

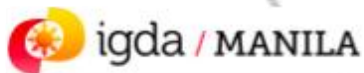
---

GD  P GAME DEVELOPERS  
ASSOCIATION OF  
THE PHILIPPINES

---



Philippine Software Industry Association



GAME DEVELOPERS ASSOCIATION OF THE PHILIPPINES



PH Ecosystem



# We Love Games

---

68B in 2012 - 82B in 2017

---



whitewidget

animation and creative studios inc.

Synergy88 Studios Inc.

- 
- Game Development
  - Art (2D/3D) Design
  - Animation (in-game)
  - Sound Design
  - Game Testing/ Quality Control
  - Game Community Support
  - Technical Support
  - Other game support services.
-

# ASEAN Integration 2015



## INTEGRATED ECONOMIC COMMUNITY

- Greater market opportunities
- Generate competition
- Greater exchange of technology & innovation and lead to more efficient banking systems.



# 4 BILLION

A FURTHER 700 MILLION SUBSCRIBERS ARE EXPECTED BY 2017, BRINGING THE TOTAL NUMBER OF SUBSCRIBERS TO ALMOST 4 BILLION, OR 80% OF THE GLOBAL ADULT POPULATION.

50% from APAC  
22% from EU & US

APAC is fastest growing market yet only 18% PostPaid Connections

# ASEAN Integration 2015



## ASEAN INTERNSHIP PROJECT FOR SMEs

- Establishment of a Regional Program for the Promotion of Internship Scheme for Staff Exchanges and Visits for Skills Training.
- **10** Game Studio visits, + 1 meeting: *May 11-17*



50%

In both connections and subscribers, Asia Pacific currently represents just under 50% of the global total and this share will remain constant through 2017.

# Learnings from Tokyo



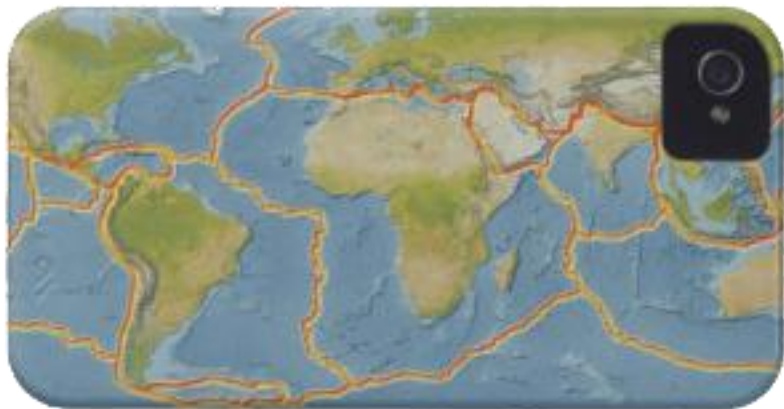


# Learnings from Tokyo

---



## Mobile Game Market View 2014



**US EU CH JP**

**~\$4B ea.**

**KR \$1B TW \$.5B**



# PH Offer



- PH is top tier in Outsourcing and has allied industries.
- In 2012 GDAP 4,000 strong. Expected to grow 10-15%.
- Only 60 companies in PH but less than 30 are GDAP members. Most are in support roles.
- Academe & Government is cooperating.



# PH Offer



- 2D Game Art (& Animation) > \*Best Buy for Tokyo!
- 3D Game Art (& Animation) > Growing Strength
- Game Development > Best for mobile! **OK OK**
- QA, Beta Testing > Secret Strength
- \*\*Game Support/Management/Service > massive!



- CCAP has **15,000** seats in Game CS -

# PH Offer



- Western pocket in Asia. Growing IP.
- Adept in Japanese Style Art: Anime, Manga
- Authentic Spirit to serve
- Loyalty
- OK OK Engineering but Cost Effective.



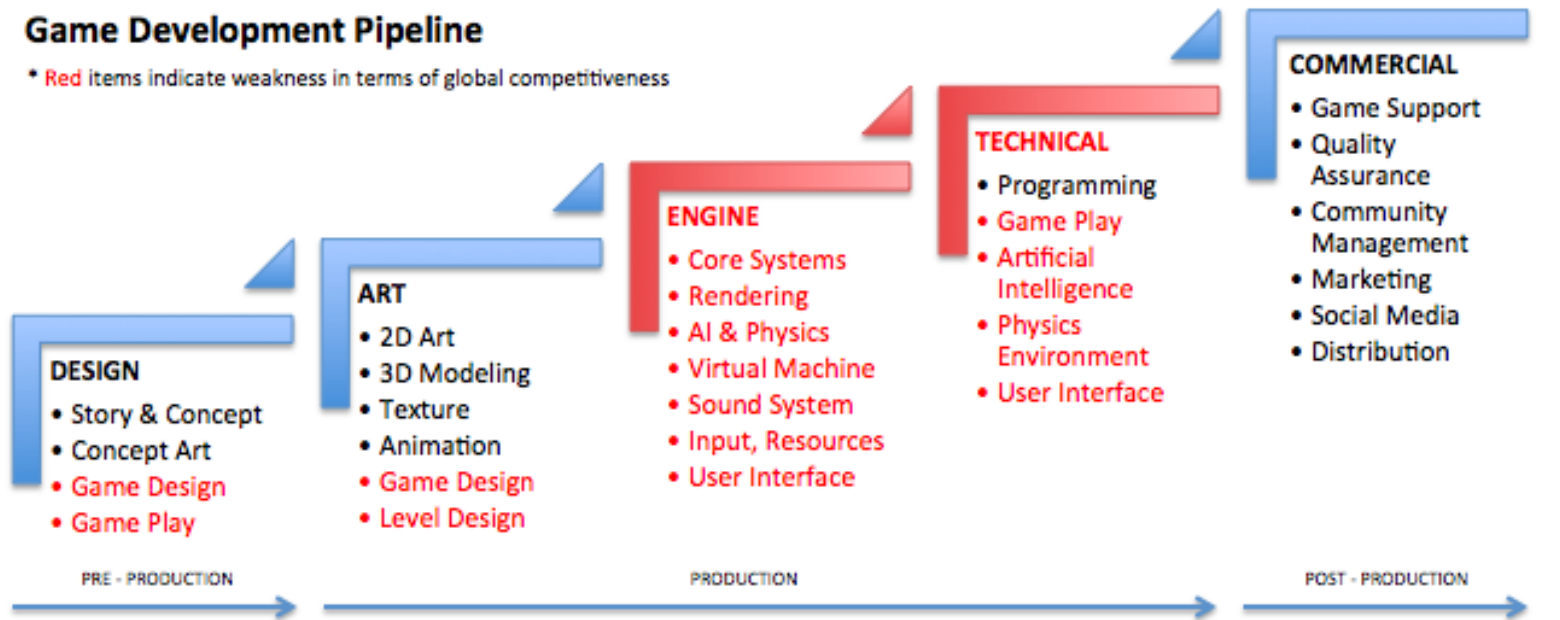
適応する Tekiō suru

# Local Insight



## Game Development Pipeline

\* Red items indicate weakness in terms of global competitiveness



# Local Insight

---



## The BSEMC [Bachelor of Science in Entertainment and Multimedia Computing]

<http://www.ched.gov.ph/index.php/issuances/cmo/by-year/2014-ched-memorandum-orders/> – CMO2 series of 2014



# Industry Vision

GDA P

GAME DEVELOPERS  
ASSOCIATION OF  
THE PHILIPPINES



Academic Road Show  
Collegiate “GameOn” Challenge  
HS “We Got Games” Game Jam  
Industry Annual Awards  
Talks and Workshops



Oct. 3&4. SMX Manila

ご参加

By AMJuban 5.19.14

**Thank You**

**Alvin Juban**  
emperor@gdap.org.ph

