



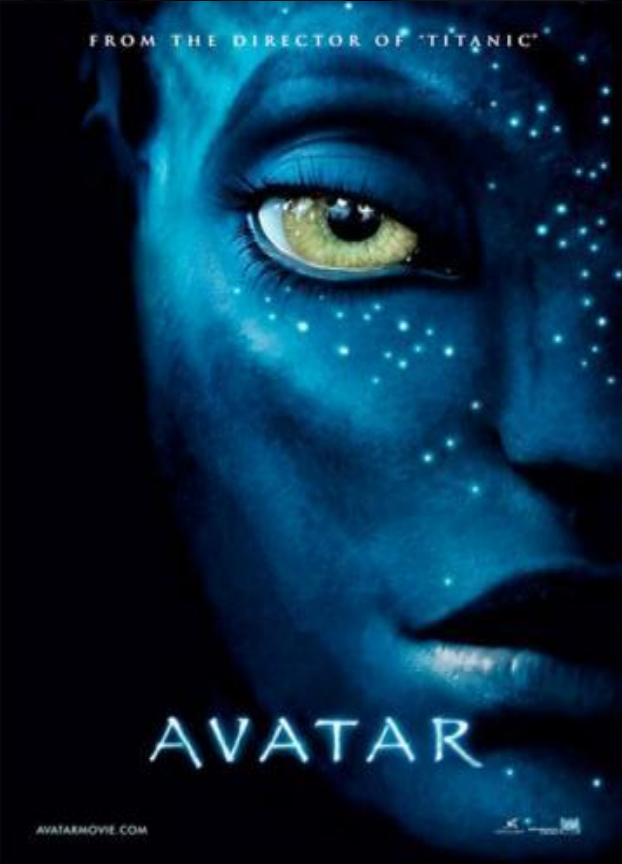
# Virtual Production is Transforming Film, Games and Television

**Marc Petit**

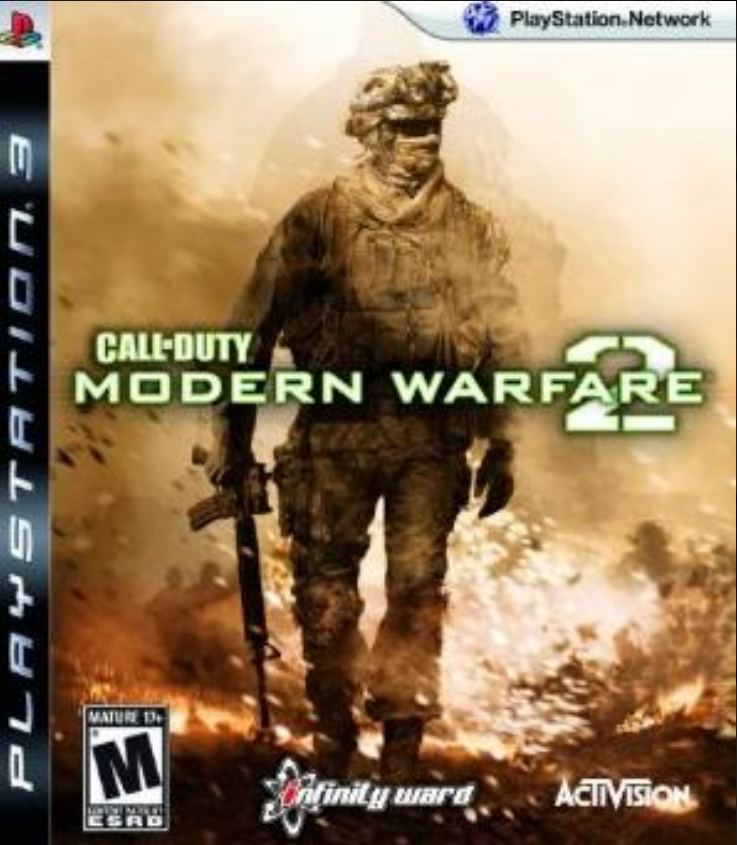
Senior Vice President, Media & Entertainment



# The Recession Has Accelerated Industry Transformation



**\$2B in 47 days**



**\$1B in 2 months**



**Production Costs**

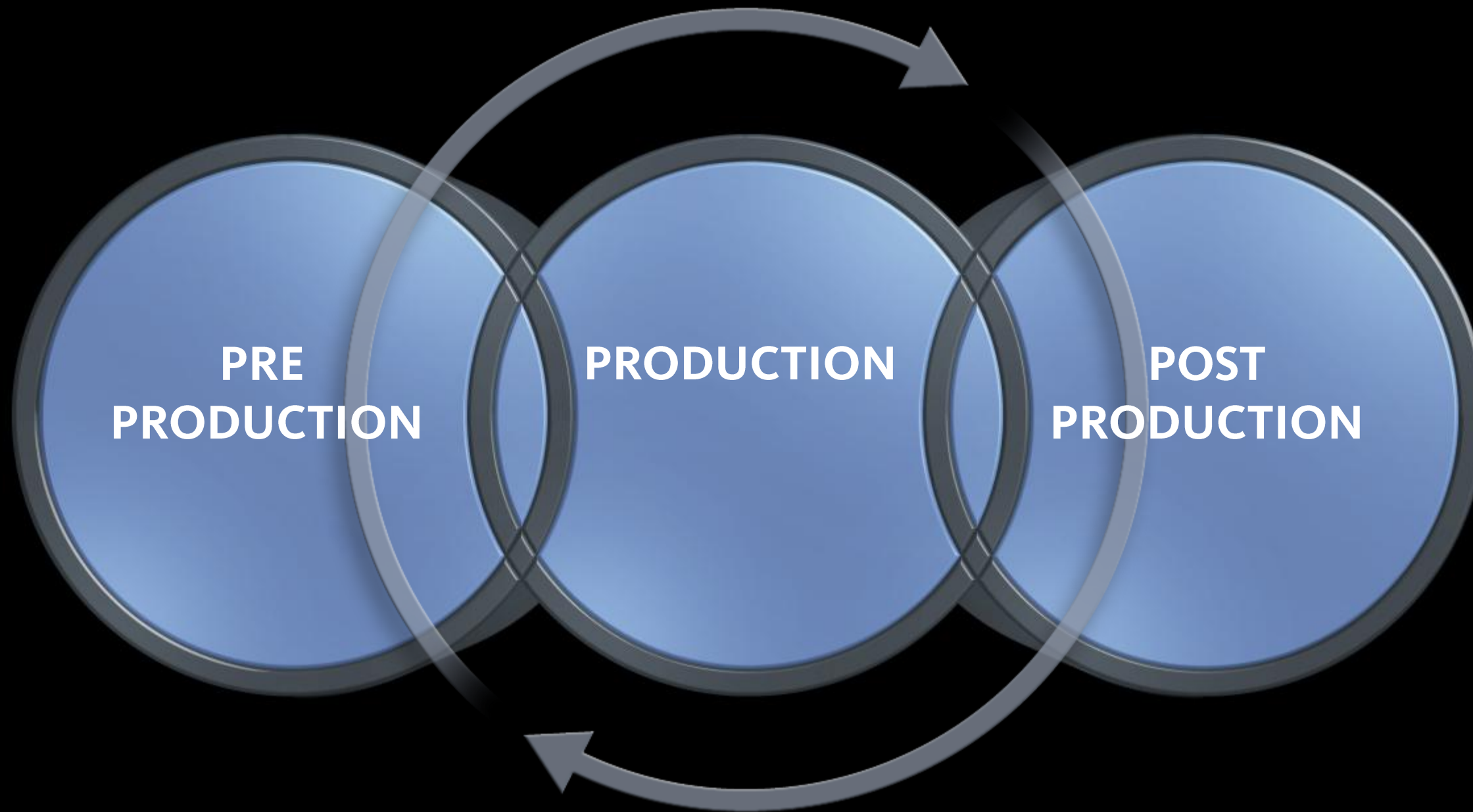
# Traditional Linear Production

Use of digital  
technology



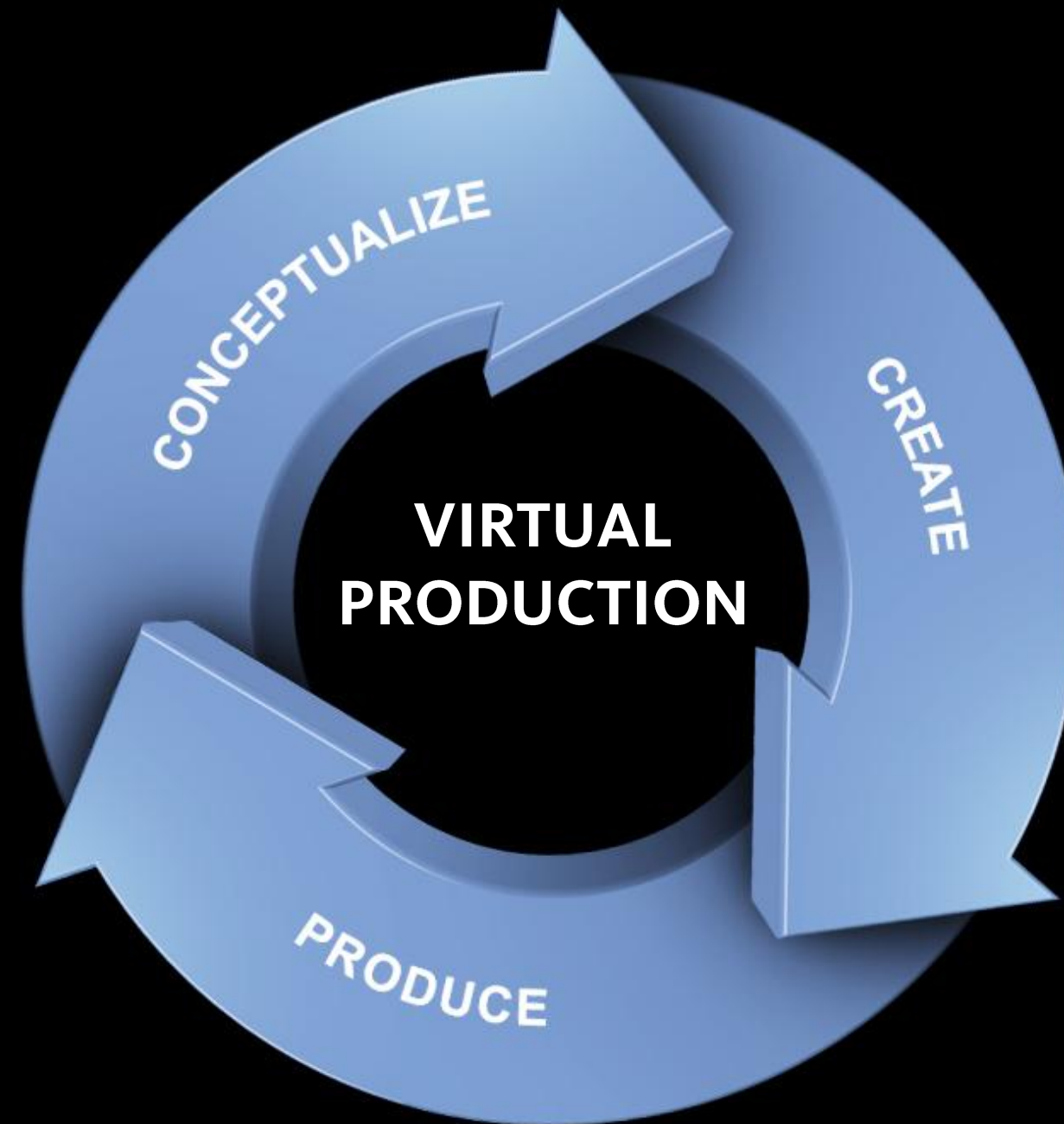
# Transformational Change

Use of digital  
technology



# Digital Entertainment Creation (DEC)

**Non-linear, iterative  
processes**



**Supply chain  
management**



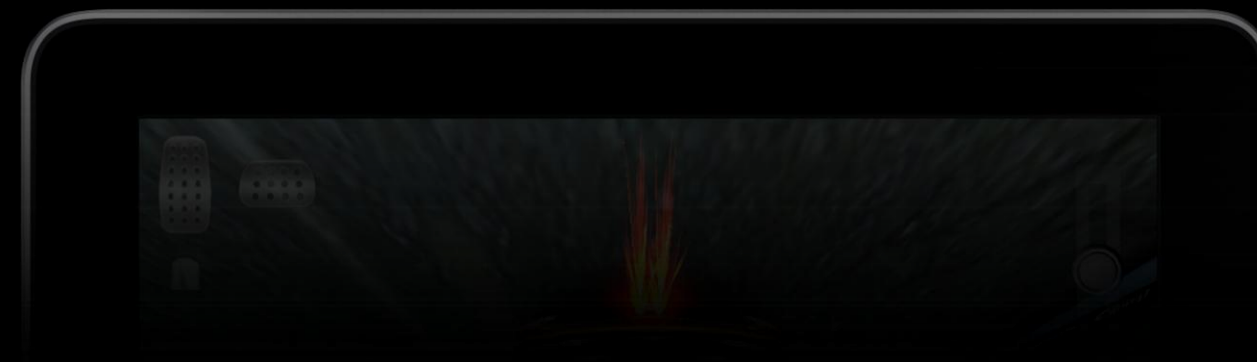
## Stereoscopic 3D and virtual moviemaking

# Virtual Moviemaking with Autodesk® MotionBuilder®



Image and Video courtesy of The Third Floor.

**New devices are  
broadening 3D games**





# TV and print ad spend is moving online

## HTML5 Showcase

[◀ Back to overview](#)

The demos below show how Apple's Safari web browser supports the capabilities of web standards such as HTML5, CSS3, and JavaScript.

360°



**Try it out:** Rotate iPod touch a full 360 degrees with your finger or by clicking and dragging.

**About this demo:** JavaScript lets you incorporate 360-degree elements on your web page.

[Visit the Safari Dev Center to learn more and download sample code ▶](#)



Video



Typography



Gallery



Transitions



Audio



360°



VR

**Film, games, and TV  
are growing**



Assassin's Creed II. Image courtesy of Ubisoft.

## Enterprise

500+ Seats

100s of accounts

## Small and Medium Business

5-500 Seats

10,000s of accounts

## Professionals

1-5 Seats 100,000s of accounts

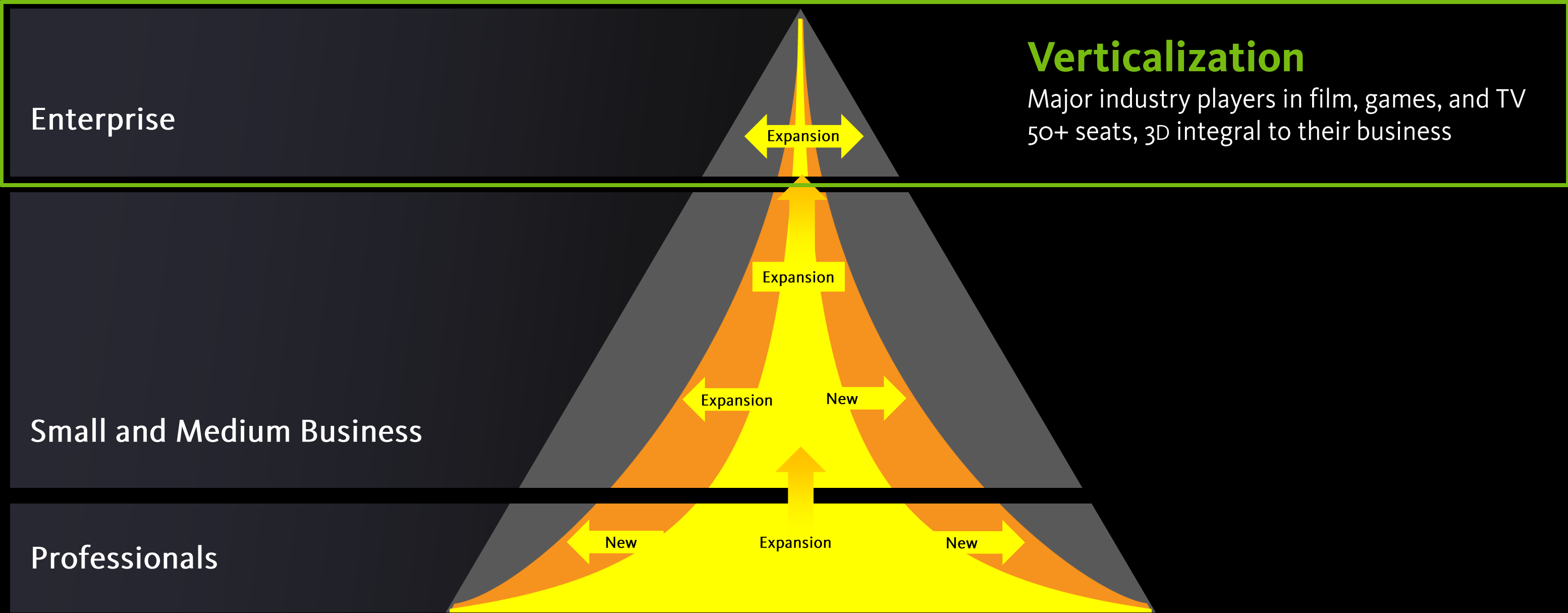
## Consumers

**Verticalization**

**Modernization**

**Democratization**

# Customer Segmentation Drives Growth Strategies



# Customer Segmentation Drives Growth Strategies

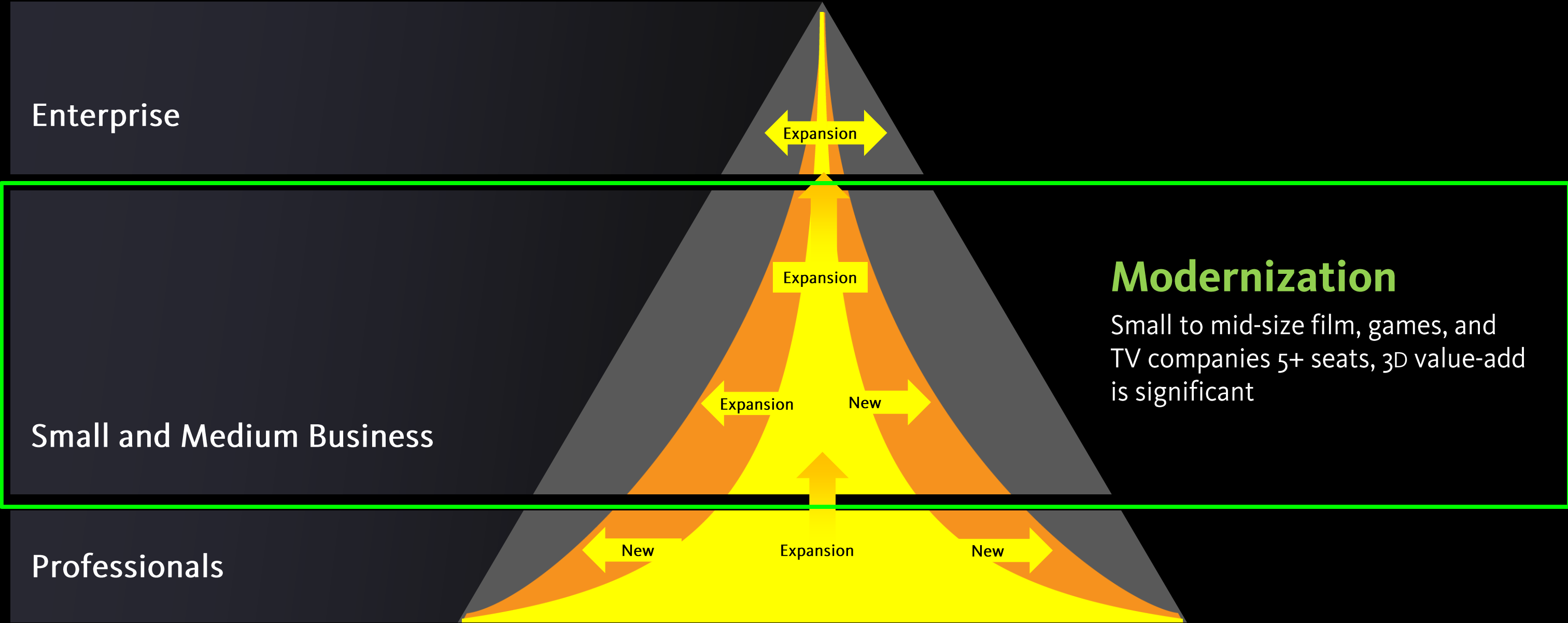


Image courtesy of DigiC Pictures © 2009 Ubisoft Entertainment. All Rights Reserved  
Assassin's Creed, Ubisoft, Ubi.com, and the Ubisoft logo are trademarks of Ubisoft Entertainment in the U.S. and/or other countries

## Verticalization

- Sell Premium Offerings
- Add new departments
- Expand with middleware & Autodesk® FBX®
- Replace in-house development

# Customer Segmentation Drives Growth Strategies



# Customer Segmentation Drives Growth Strategies

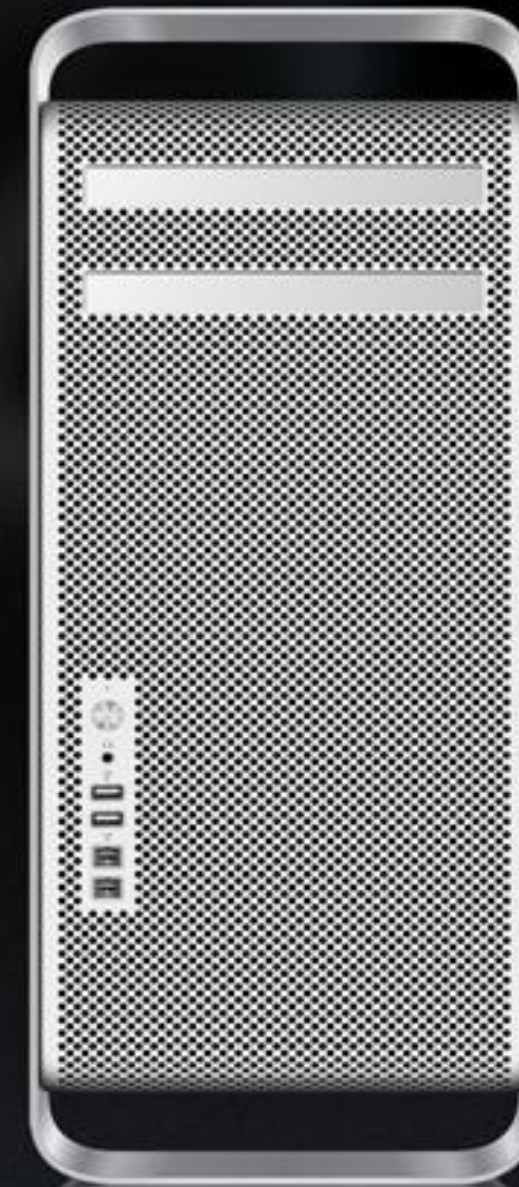


Image courtesy of Zee Network.

## Modernization

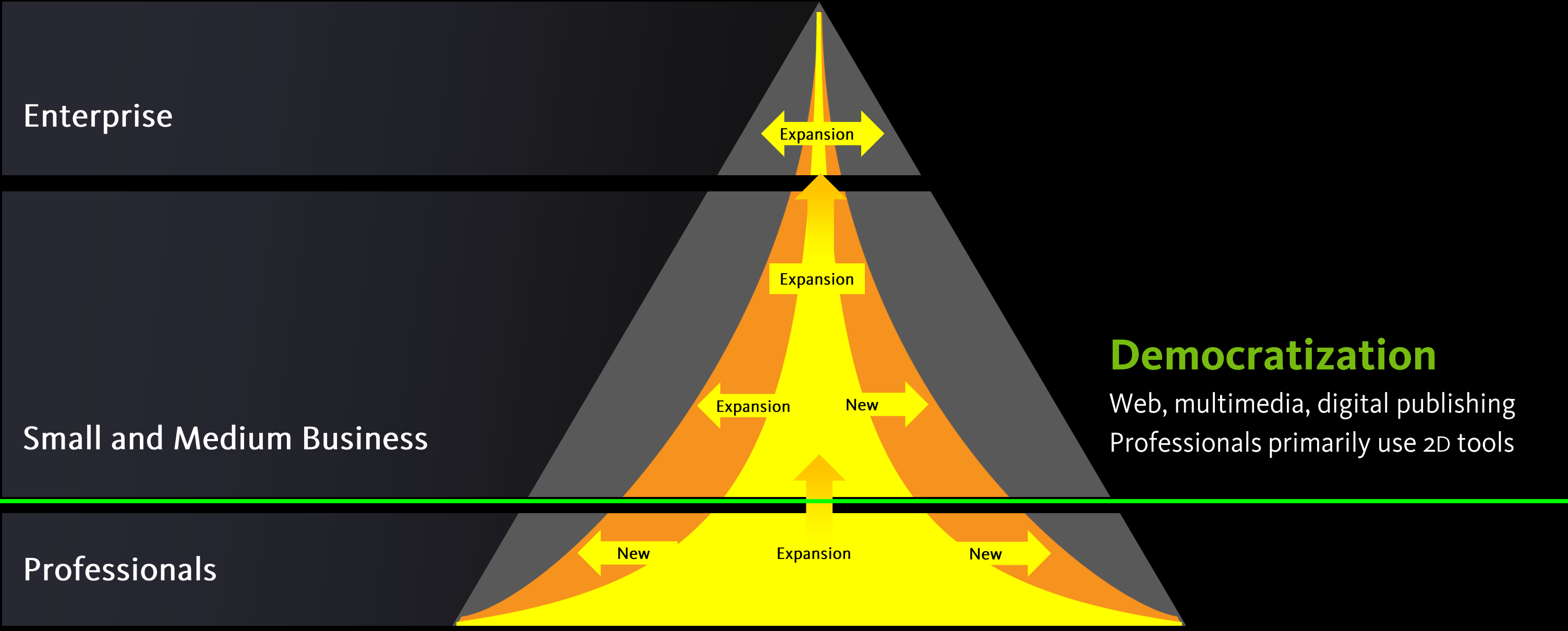
- Get legacy customers current
- Sell premium products
- Expand in 3D interactive media market
- Expand onto the Mac

# Expand onto the Mac





# Customer Segmentation Drives Growth Strategies



# Customer Segmentation Drives Growth Strategies



## Democratization

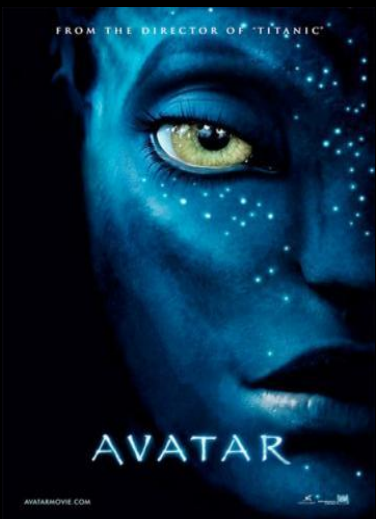
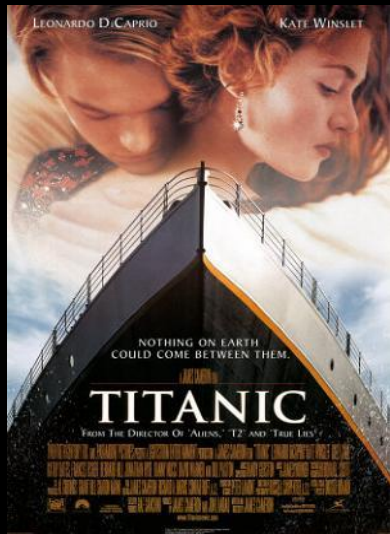
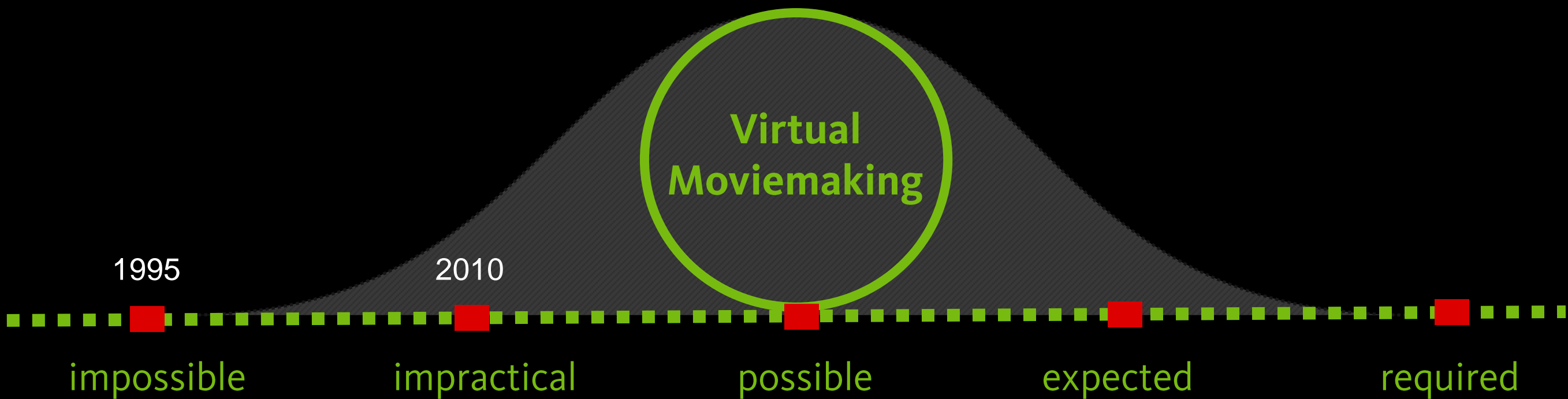
- Sell to early adopters
- Introduce market to 3D
- Work with education & community

Motorola site created by Taylor James, UK

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