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

PRE PRODUCTION

PRODUCTION

POST PRODUCTION
Transformational Change

PRE PRODUCTION

PRODUCTION

POST PRODUCTION
Digital Entertainment Creation (DEC)

Non-linear, iterative processes

VIRTUAL PRODUCTION

CREATE

PRODUCE

Supply chain management
Stereoscopic 3D and virtual moviemaking
Virtual Moviemaking with Autodesk® MotionBuilder®

Image and Video courtesy of The Third Floor.

© 2010 Autodesk
New devices are broadening 3D games
TV and print ad spend is moving online
Film, games, and TV are growing
Customer Segmentation Drives Growth Strategies

Verticalization
Major industry players in film, games, and TV 50+ seats, 3D integral to their business

Enterprise

Small and Medium Business

Professionals
Customer Segmentation Drives Growth Strategies

Verticalization

- Sell Premium Offerings
- Add new departments
- Expand with middleware & Autodesk® FBX®
- Replace in-house development
Customer Segmentation Drives Growth Strategies

Enterprise

Small and Medium Business

Professionals

Modernization
Small to mid-size film, games, and TV companies 5+ seats, 3D value-add is significant
Customer Segmentation Drives Growth Strategies

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

Image courtesy of Zee Network.
Expand onto the Mac
Customer Segmentation Drives Growth Strategies

Enterprise

Small and Medium Business

Professionals

Democratization
Web, multimedia, digital publishing
Professionals primarily use 2D tools
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
Making the Impossible Possible

Virtual Moviemaking

1995  2010
impossible impractical possible expected required

© 2010 Autodesk