Entertainment & Visualization

Marc Petit
Senior Vice President, Autodesk Media & Entertainment
Film & Television

- TV is recession prone, ad spending is down
- Film is less impacted, box office healthy
- Both undergoing structural change
No “Stimulus Package” for Entertainment

- Credit crunch is affecting funding
- Entertainment is not a priority at federal/national levels
- Some governments see opportunities but overall investment increases are marginal
- Film and games entertainment remain an attractive opportunity for investment when credit resumes
The Impact of Digital Technology

60% of Box Office receipts are from digitally enhanced movies that require significant software usage to create.
Games Sales Remain Bullish in Recession

Source NPD Research and US Census Review
Production Costs Rise Faster

An average 65% increase 2004-2008

Rising costs of production impacts profitability and financial performance

Production cost as percentage of revenue for two major games publishers

Source: US Game Company Annual Reports (SEC)
Digital Entertainment Creation

Helping customers improve efficiency

Helping customers be more creative
Opportunity in Challenge

- Helping customers adapt to change
- Building long-term competitive advantage
Games Set The Bar For User Experience

Video Courtesy of Electronic Arts
Building Better Businesses

Autodesk visualization solutions enable

- Greater competitive advantage
- Innovative design
- Increased efficiency
- Improved sustainability

“Visualization is no longer simply a presentation tool, it is a design tool as well.”

Larry Malcic, Director of Design, HOK London
From Advanced In-Product Visualization

- Built-in photorealistic rendering
- Full 3D continuity digital with visual communication tools
To Advanced Visual Communication Tools

- Film/games quality production value
- Accessible for non-entertainment professionals
- Advanced narrative and story-telling capabilities
AutoCAD Revit Visualization Suite 2010

Autodesk Visualization Suite for AEC

- Autodesk® Revit® Architecture,
- AutoCAD® Architecture,
- Autodesk® 3ds Max® Design,
- Autodesk® Navisworks® Review,
- AutoCAD®

Lower Cost of Ownership

Integrated BIM workflow

- Innovative design and documentation capabilities
- Model aggregation
- Real-time visualization and review
- Lighting analysis
- Photo realistic renderings and animations
- Data continuity
The Future is Immersive and Interactive

- “The Gamification of everything”
- Real-time concurrent visualization and analysis
- Digital cities
- Crowd simulation and behaviors
- Real-time, hands-on interaction

Project Newport
Interactive Visualization and Presentation
TED 2009