

For a few game publishers, E3 a chance to take control

June 13 2015, by Derrik J. Lang



In this June 10, 2014 file photo, people watch a video game trailer at the Square Enix booth at the Electronic Entertainment Expo, in Los Angeles. Bethesda and Square Enix, makers of such video games as "Fallout" and "Final Fantasy," are among the publishers angling to cut through the noise on the 2015 Electronic Entertainment Expo show floor to promote forthcoming titles by hosting their own flashy E3 briefings. The expo runs June 16-18, 2015, in Los Angeles. (AP Photo/Jae C. Hong, File)

E3 is a loud place—and not just because of all the virtual bullets and

explosions whizzing around attendees.

Over the past 20 years, the Electronic Entertainment Expo, which takes over the Los Angeles Convention Center on Monday, has solidified itself as an attention-seeking extravaganza for the [video game industry](#).

Hundreds of [game publishers](#) and developers will hype forthcoming software and hardware through Thursday by employing everything from star-studded parties to scantily clad models.

In an attempt to cut through the noise, a few exhibitors aren't merely erecting eye-catching booths within the cavernous Convention Center. They're adding to the already overflowing schedule by holding their own press conferences.

While gaming heavyweights such as Microsoft, Sony, Electronic Arts and Ubisoft have annually held such stage presentations during E3, a few middleweights are also entering this year's ring—and expanding it to Hollywood and the Internet.

Bethesda Softworks, publisher of the long-running "Fallout," "Doom" and "Elder's Scroll" series, is holding its first-ever E3 showcase Sunday at the Dolby Theatre, a venue better known for hosting the Oscars than video game blowouts.



In this Dec. 10, 2011 file photo, Todd Howard, center, of Bethesda Game Studios, is joined by members of his team as he accepts the award for game of the year for "The Elder Scrolls V: Skyrim" at Spike TV's Video Game Awards in Culver City, Calif. The publisher of the "Doom," "Fallout" and "Elder Scrolls" video game series is kicking off this year's Electronic Entertainment Expo, held June 16-18, 2015, with their first-ever E3 press conference, in Los Angeles. (AP Photo/Chris Pizzello, File)

"We thought that because we're at the point where all of our studios, except one, have shipped a game with us, we've got enough to talk about, and a showcase would be a good way to do that," said Pete Hines, Bethesda's vice president of marketing and public relations. "We wanted to do it in a way that would include not only all of the industry in attendance at E3 but also people who can't be in the theater."

With the rise of streaming video, publishers now regularly bypass jaded

journalists, analysts and other attendees in audiences to solicit eager online viewers with their upcoming wares.

In fact, for the past two years, Nintendo has entirely done away with a live event to instead stream game-related announcements in pre-recorded videos. That's the plan this year, too.

Other exhibitors haven't taken such a dramatic step.



In this June 12, 2014 file photo, people play a video game at the Square Enix booth at the Electronic Entertainment Expo, in Los Angeles. Bethesda and Square Enix, makers of such video games as "Fallout" and "Final Fantasy," are among the publishers angling to cut through the noise on the 2015 Electronic Entertainment Expo show floor to promote forthcoming titles by hosting their own flashy E3 briefings. The expo runs June 16-18, 2015, in Los Angeles. (AP Photo/Jae C. Hong, File)

After forgoing press briefings for several years, "Final Fantasy" and "Tomb Raider" publisher Square Enix is back organizing its own E3 event for Tuesday morning to detail such upcoming titles as "Just Cause 3" and "Deus Ex: Mankind."

"There's so much written about E3, but this is a chance for fans to tune in live and see a 90-minute show from Square Enix where we talk about our future and our pipeline," said Phil Rogers, Square Enix's CEO for Europe and the Americas. "They can also watch it later. It's the best chance for us to connect directly with our fans."

Despite the push to broadcast more of the festivities online, E3 organizers have actually invited more than 4,000 hardcore fans—or "prosumers," as they call them—to attend this year's expo in person. They don't expect the influx of fans to change the show's dynamic, and they're not planning to expand E3 at this point.

"We re-examine E3 every year, and take input from exhibitors and attendees to make next year's show the best it possibly can be," said Michael Gallagher, president of Electronic Software Association, which organizes the annual trade show. "If there's a movement to expand the show, we'd look at doing it."

More information: e3expo.com

© 2015 The Associated Press. All rights reserved.

Citation: For a few game publishers, E3 a chance to take control (2015, June 13) retrieved 20 March 2024 from <https://phys.org/news/2015-06-game-publishers-e3-chance.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is

provided for information purposes only.