

# DesignMetrics® by EEDAR

EEDAR's suite of *DesignMetrics* services provide a range of data-driven research products tailored specifically to the needs of the modern video game industry.

Available in both a-la-carte and bundle formats, *DesignMetrics* services can be utilized at any point in the game lifecycle: from the initial concept phase until post release. EEDAR's data driven insights enable more timely and informed decisions that increase the potential profitability for individual game titles or entire portfolios.

Based on EEDAR's world leading database of video game features, *DesignMetrics* services leverage a patented, technology driven approach to data analysis that delivers affordable, scalable and rapid solutions.

Contact an EEDAR account representative to learn more about how *DesignMetrics* can provide immediate and lasting benefits to your research and diligence processes.

## KEY POINTS

Technology driven solutions provide rapid, accurate research services

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Cost effective and scalable to meet research needs of entire portfolios

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Broad array of services fill in-house gaps or provide end to end solutions

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Consultative approach ensures title specific research needs are met

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Quantitative data driven insights encourage more effective discussion

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Bundle product option provides significant discounts

## GAME SALES FORECAST / PROJECTION

Sales forecasts are generated using EEDAR's patented regression based technology incorporating millions of data points that identify the relevance of each factor to the potential sales for a particular video game. Historical data for games is then leveraged based on the feature relevance analysis to generate a highly accurate, scientifically driven sales projection.

## ALTERNATE SALES FORECAST / PROJECTION

EEDAR's unique, feature driven approach to sales forecasting allows for variables to be adjusted to determine their impact on the potential sales for a title.

With thousands of available features to alter (including marketing budgets, release timing, review scores and gameplay features such as camera angles, multiplayer capabilities or the gender of the playable characters) EEDAR can provide objective insights to help maximize potential profits and reduce unnecessary iterations during development.

## SWOT ANALYSIS

As the leading specialty research firm exclusively focused on meeting the unique requirements of the video game industry, EEDAR can provide key insights into the strengths, weakness, opportunities and threats for any potential title.

EEDAR's team of research analysts play, deconstruct, classify and analyze every video game that is released (on monitored platforms) and can provide detailed, fact driven insights to support competitive research or game design feature planning.

## COMPETITIVE FEATURE MATRIX

EEDAR's extensive database of video-game features allows for a comprehensive feature comparison of comparable titles to be provided quickly and affordably.

This report can also be provided with an optional trending analysis to summarize which elements are growing or declining in prevalence and ascertain key feature benchmarks.

## DLC ANALYSIS AND RECOMMENDATIONS

EEDAR tracks every item of downloadable content made available on console and handheld gaming platforms.

Determining the appropriate value proposition, how to message your DLC and optimal price/timing can be very challenging.

EEDAR's deep experience working with developers and publishers on DLC, combined with our robust data tracking in this area, can help you develop successful strategies customized to your product's specific needs.

## ACCOMPLISHMENT ANALYSIS

Achievements and Trophies have become an important part of the design process for video games. A key to increased replayability, stickiness and review scores, EEDAR can provide a deep analysis on the accomplishments for a proposed title in addition to analyzing current trends in the use of this reward mechanism.

## CUSTOM RESEARCH

Sometimes your research needs may go beyond EEDAR's standard offerings. With detailed research available on more than 10,000 game titles EEDAR can almost always meet your needs. From collectors editions to cloud gaming, EEDAR's custom research is data driven, comprehensive and cost effective.

## SALES/PR MATERIAL ANALYSIS

EEDAR's team of experts will review your sales and press materials and provide independent feedback on USP, feature call-outs and likely reception for product buyers and editorial outlets.

## POST MORTEM

After a game has shipped, a post mortem identifies all the key elements that contributed to its market success or failure. The examination of marketing campaigns, retail promotions, editorial coverage, reviews and more can help to provide actionable steps for future improvement or reproducible keys to success. Post mortems can be run for your own products or a competitors.

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## PRODUCTS AND SERVICES

Physical Release – Game Sales Forecast / Projection (US, North America or Europe).....	\$5,000
Physical Release – Game Sales Forecast / Projection (Worldwide).....	\$7,500
Digital Release – Game Sales Forecast / Projection (US, North America or Europe).....	\$2,500
Digital Release – Game Sales Forecast / Projection (Worldwide).....	\$3,750
SWOT Analysis.....	\$5,000
Post Mortem.....	\$7,500

## ALTERNATE FORECASTS

Physical Release – Alternate Sales Forecast / Projection (1) .....	\$2,500
Physical Release – Alternate Sales Forecast / Projection (3).....	\$6,000
Digital Release – Alternate Sales Forecast / Projection (1) .....	\$1,250
Digital Release – Alternate Sales Forecast / Projection (3).....	\$3,000

## ADDITIONAL PRODUCTS AND SERVICES

Competitive Feature Matrix .....	\$5,000
Competitive Feature Matrix with Trend Analysis.....	\$10,000
DLC Analysis and Recommendations.....	\$5,000
Accomplishment Analysis and Recommendations .....	\$5,000
Sales/PR Material Analysis.....	\$3,500
Custom Research.....	From \$5,000

## DESIGNMETRICS BUNDLE PROGRAM ..... \$15,000

The DesignMetrics Bundle Program provides a high value pre-paid package of services usable over a two year period. Each DesignMetrics Bundle Program represents over 20% in savings and includes the following services:

1 x Games Sales Forecast / Projections

3 x Alternate Sales Forecast Projections

1 x SWOT Analysis

1 x Competitive Feature Matrix

## BULK SUPPORT

DesignMetrics is designed to support entire portfolios of titles. Bulk quantity discount programs are available. Contact an EEDAR representative for further details on minimum commitments.



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