



# iMedia Connection Blog

- Articles, video, people, jobs ↗
- Search

- [Articles](#)
- [Blog](#)
- [Videos](#)
- [Events](#)
- [People Connection](#)
- [Resource Connection](#)
- [Jobs](#)
- [iMedia UK](#)

[Home](#) › [iMedia Connection Blog](#) › [Creative Best Practices](#) [Desktop Apps](#) [Emerging Platforms](#) [Entertainment Opinions](#) [Social Media](#) [Targeting](#) [Websites](#) [Wireless](#) [Word of Mouth](#)

## Creative Best Practices Desktop Apps Emerging Platforms Entertainment Opinions Social Media Targeting Websites Wireless Word of Mouth

### Geeks Shall Inherit the (Virtual) Earth – GDC 2013 Bits/Bytes

Tweet

Like

{ 1 }

G+ 0

Share

Posted by [Neal Leavitt](#) on March 31st, 2013 at 12:09 pm

With this year's Game Developers Conference (GDC) now behind us, what were some of the key takeaways?

One of the most interesting occurred before the exhibit halls opened -- the first *GDC State of the Industry* survey that polled more than 2,500 attendees. The results revealed some intriguing trends in funding, platform preference and publishing models.

For starters, how are developers funding their projects? A few survey numbers:

- 72% are being funded by a company's existing war chest or an individual's personal funds
- 9% are from VCs

- 10% are publisher-funded
- 4% are crowdfunded – and 8% of the developers have worked on crowdfunded projects, with another 44% planning to go this route in the future

## Indies Rising

The survey also found that 53% of respondents consider themselves ‘indie developers’; 46% are employed at companies of 10 people or less – and only 24% reported they worked with a publisher on their last game.

## Platforms

According to survey results, more respondents are developing for smartphones and tablets than for any other platform – 38% released their last game for smartphones and tablets; 55% are making their current games there; 58% will release their next games on these platforms.

## Cool Stuff

Survey results aside, there were some cool products to play with and even some significant Windows 8 stats rolled out by Microsoft as part of its full-court press to draw more games and developers to the platform.

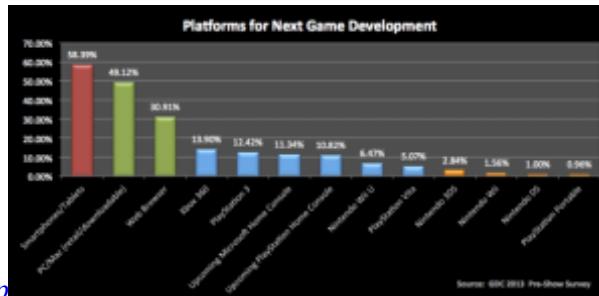
Hands down, the most popular was Irvine, CA-based [Oculus VR’s Rift](#), a virtual reality headset with stereoscopic 3-D, a 110-degree field of view and low-latency head tracking. Woe to anyone who strayed along the footpath leading up to their booth once the morning doors swung wide – they would have been trampled by the hordes who ran pell mell to line up and play ‘Hawken’, a first-person shooter game that situates players inside a levitating war machine.

Beyond, the hype, equally impressive was that the company raised \$2.4 million from crowdfunding.

As reported by John Gaudiosi, editor of [Gamerhub.tv](#), a video syndication network, Zombie Studios demonstrated *Daylight*, slated for release sometime this fall. It’s the first horror game for Sony’s new PlayStation 4. A team of six people, noted Gaudiosi, created the game and are self-publishing on PlayStation 4.

*Daylight*, said Gaudiosi, “traps players inside a haunted insane asylum. Armed only with the light and apps from your in-game smartphone, you must try to get out alive. There are no weapons other than your feet – which are best used to run.”

Gaudiosi added that the developer has written “a lot of back story about centuries of souls who were mistreated within the asylum’s walls.”



Lastly, [Develop](#) said that Microsoft is attracting a slew of developers to Windows 8, some of which include Disney, GameHouse and Glu. The publication added that “as for revenue share on the Windows Store and what benefits successful developers can receive on the platform, should an app pass \$25,000 in sales, developers will start receiving an 80% share of all subsequent sales, instead of the usual 70/30 split.”

Look forward to seeing what will unfold during GDC 2014!

- [Add a comment](#)
- [Print This Post](#)
- [Share](#)

## Relevant Posts

- [How a consumer electronics social media campaign leveraged a celebrity endorser](#) (4 days ago)
- [Why Facebook's latest News Feed update shouldn't matter to you](#) (2 weeks ago)
- [E-Commerce Environment Still Facing Supply Chain Challenges](#) (3 weeks ago)
- [2015 in Review: A Social Media Benchmark & Content Summary for the Energy Drink Industry](#) (3 weeks ago)
- [2015 in Review: A Social Media Benchmark & Content Summary for the Luxury Fashion Industry](#) (4 weeks ago)
- [Play Post-CES Buzzword Bingo](#) (1 month ago)
- [Internet of Things Upending Real Estate Industry](#) (1 month ago)
- [Social Media Benchmark & Content Trends for the DMO Industry](#) (2 months ago)
- [Social Media Benchmark and Content Trends for Children's Hospitals](#) (2 months ago)
- [Social Media Benchmark and Content Trends for the Yogurt Industry](#) (2 months ago)

## Leave a comment

Name (required)

Mail (will not be published) (required)

Website

//

## ABOUT THIS BLOGGER



[Neal Leavitt](#)

President  
Leavitt Communications

[more posts by Neal](#)

- [E-Commerce Environment Still Facing Supply Chain Challenges](#)
- [Internet of Things Upending Real Estate Industry](#)
- [Not Your Neighborhood Community Bank Anymore](#)

[All Posts](#)



- **Follow iMediaConnection**

Receive our daily newsletter

[Subscribe](#)

[iMedia Connection on twitter](#) [iMedia Connection RSS feeds](#) [iMedia Connection on YouTube](#) [iMedia Connection app in Apple iTune store](#) [iMedia Connection app in Google Play store](#)

Like 11K
[G+1](#)



- MOST POPULAR
  - [Articles](#)
  - [Blog Posts](#)
  - 1. [The most meaningless \(and hilarious\) job titles on LinkedIn](#)
  - 2. [11 innovative movie marketing campaigns](#)
  - 3. [10 crucial best practices for native advertising](#)
  - 4. [When brands strike back on social media](#)
  - 5. [6 killer websites to check out](#)
  - 6. [4 ways luxury brands are reinventing their appeal](#)
  - 7. [3 things marketers are doing wrong in programmatic today](#)
  - 8. [The 5 basic types of consumers](#)
  - 9. [The best social media campaigns of 2015 \(so far\)](#)
  - 10. [5 predictions for the future of social media](#)

[Subscribe to most popular articles »](#)

- **Categories**

- [Ad Networks](#)

- o [Ad Serving](#)
- o [Creative Best Practices](#)
- o [Desktop Apps](#)
- o [Email](#)
- o [Emerging Platforms](#)
- o [Entertainment](#)
- o [Humor](#)
- o [Jobs](#)
- o [Media Planning & Buying](#)
- o [Opinions](#)
- o [Research](#)
- o [Search](#)
- o [Social Media](#)
- o [Targeting](#)
- o [Uncategorized](#)
- o [Video](#)
- o [Web Analytics](#)
- o [Websites](#)
- o [Wireless](#)
- o [Word of Mouth](#)

- **TOP BLOGGERS**

- o [Rick Mathieson \(4\)](#)
- o [Doug Schumacher \(4\)](#)
- o [Agata Smieciuszewski \(2\)](#)
- o [John Bohan \(1\)](#)
- o [Drew Neisser \(1\)](#)
- o [Benjamin Taylor \(1\)](#)
- o [Winnie Brignac Hart and Lorrie Brignac Lee \(1\)](#)
- o [Roy de Souza \(1\)](#)
- o [Neal Leavitt \(1\)](#)
- o [Tom Edwards \(1\)](#)

- **INDUSTRY JOBS** 

- [Sales Managers- Los Angeles](#)
- [Manager, YouTube Strategy & Optimization- Burbank](#)

[see more jobs »](#)

- **LATEST ARTICLES** 

- o [4 ways luxury brands are reinventing their appeal](#)
- o [17 creative ways marketers can address the rise of ad blockers](#)
- o [What makes a great user experience?](#)
- o [2 answers to the ad-blocking conundrum](#)
- o [3 ways to earn my marketing budget](#)

- **Archives**

Select Month ▼

- [Home](#)
- [News](#)
- [iMedia Blog](#)
- [ad:tech Blog](#)
- [In Focus](#)
- [Podcasts](#)
  
- Events
- [Calendar](#)
- [Coverage](#)
- [Request Invitation](#)
  
- People Connection
- [Find People](#)
- [Become a Member](#)
- [Sign In](#)
  
- Resource Connection
- [Find Company](#)
  
- Job Connection
- [Search Jobs](#)
- [Post a Job](#)
- [Purchase Packs](#)
- [Custom Orders](#)
- [Customer Service](#)
  
- Subscribe
- [iMedia Daily Newsletter](#)
- [iMedia UK Newsletter](#)
- [Twitter](#)
- [RSS](#)
  
- Company Info
- [About Us](#)
- [Advertise with Us](#)
- [Privacy Policy](#)
- [Terms of Use](#)
- [Contact Us](#)

Copyright © 2016 iMedia Communications, Inc. All Rights Reserved.