



September 13, 2012

Dear MassDiGI Advisory Board Members,

This has been an exciting year for the Massachusetts Digital Games Institute. From the Game Challenge to the Summer Innovation Program, our efforts have exceeded expectations and firmly established MassDiGI as the state-wide center for academic cooperation and economic development across the Commonwealth's games ecosystem. Working with partners and friends from industry, higher education, and government, our work touched many and provided value to all our constituents.

We are proud of what we have accomplished and grateful for the enthusiastic support we have received. In fact, without that support from our advisors, partners, sponsors, volunteers, and friends – and especially the regional game design and development community – none of our work would have been possible. Thanks very much to you all.

On behalf of MassDiGI, it is my pleasure to present the *2012 Annual Report*. With our mission, goals, and objectives as our guide, we have provided an overview of our primary programs, activities, and services since our founding in 2011. We hope you enjoy reading about our work as much we enjoyed doing it.

We look forward, with your help, to continue to be relevant, connected, and engaged; to build on our success; and to further leverage opportunities for the growth and development of the Massachusetts digital and video games industry.

Yours truly,

Robert E. Johnson, Ph.D.

President, Becker College  
Chair, MassDiGI Advisory Board



# 2012 Annual Report



## Table of Contents

Overview of 2011-2012	2
Outreach and Industry Marketing	2
Workforce Development	3
Business Development	3
Education and Research	3
Workshop/Symposium/Conference Planning	4
Practices, Policy and Advocacy	4
Snapshot of 2011-2012 Fundraising	5
Preview of 2012-2013	5

## Overview of 2011-2012

The mission of MassDiGI, as written in 2011's *Getting in the Game: A Plan to Establish the Massachusetts Digital Games Institute* is:

To facilitate cooperation among the digital games industry, government, and academia to strategically foster job growth and economic development in Massachusetts. As a center for state-wide initiatives that promote academic collaboration, entrepreneurship, business formation and growth, job creation and preservation, it enhances the Commonwealth's ability to attract and retain digital and video game companies and expand the industry cluster.

In support of that mission, MassDiGI's goals and objectives align with its role as a state-wide center for coordination, engagement, and cooperation among the games ecosystem, government, and higher education that supports job creation and opportunity. To that extent, since beginning operations, MassDiGI has systematically focused its work in six core service areas: 1) outreach and marketing, 2) workforce development, 3) business development, 4) education and research, 5) workshop/symposium/conference planning and 6) practices, policy, and advocacy.

Please find below, organized by core service area, a list of the notable activities performed in each area as well as a fundraising snapshot for the past year. And, at the end, please find a preview of what is to come.

### Outreach and Marketing

- Appeared on WGBH's "Innovation Hub" radio show, October 2011.
- Featured in cover story in *Worcester Telegram*, October 2011.
- Presented at UMass Medical School Simulation Summit, Worcester, MA, November 2011.
- Panelist at MIT Enterprise Forum NE Games SIG symposium, Cambridge, MA, December 2011.
- Presented at DevCon5, Santa Clara, CA, December 2011.
- Appeared on NECN's "CEO Corner" television show with Turbine, Inc., December 2011.
- Presented at Western Massachusetts Economic Develop Council EDP meeting, Springfield, MA, January 2012.
- Presented on HTML5 and Unity at Devcon5, Miami, FL, February 2012.
- Presented on HTML5 and legislation at Boston Indies, Boston, MA, February 2012.
- Panelist at MIT Sloan School of Management "Business in Gaming" Conference, Cambridge, MA, April 2012.
- Appeared on WGBH's "Callie Crossley" radio show, April 2012.
- Partner in "Made in MA" initiative at PAX East with MA EOHED, MassTLC, Boston Indies, Boston Post Mortem/IGDA Boston and MIT Enterprise Forum NE Games SIG, April 2012. Approximately 2,000 participants.

- Organized and moderated panel at PAX East “Massachusetts: The Play State,” Boston, MA, April 2012. Total PAX East attendance approximately 70,000.
- Panelist at PAX East “If I hear “Gamification” one more time I’m going to scream”, Boston, MA, April 2012. Approximately 250 attendees.
- Appeared on WGBH’s “Greater Boston with Emily Rooney” television show, May 2012.
- Panelist at Nantucket Conference, Nantucket, MA, June 2012.
- Panelist at MIT Enterprise Forum NE Games SIG event, Cambridge, MA, June 2012.
- Presented at EDA Regional Conference University Center Forum, Philadelphia, PA, July 2012.
- Speaker at Worcester Chamber of Commerce Board Meeting, Worcester, MA, July 2012.

### **Workforce Development**

- Hosted, organized, and managed MassDiGI Game Challenge at Microsoft NERD Center, April, 2012. 327 registrations. Sponsors included: Microsoft, Blackberry - Research in Motion, PAX East, Turbine - WB Games, Becker College, MTC’s Innovation Institute, Muzzy Lane Software, Greenberg Traurig LLP, Morse Barnes-Brown Pendleton PC, Huminah Huminah Animation, Adyen, HitPoint, Pileated Pictures, HappyGiant Media, Great Eastern Technology, Vivox, Lycos, Gamesville, MassTLC, and WGBH’s Innovation Hub.

### **Business Development**

- Attended GDC Online, Austin, TX, October 2011.
- Attended GDC, San Francisco, CA, March 2012.
- Attended Games for Health Conference, Boston, MA, June 2012.
- Hosted, organized, and managed MassDiGI Summer Innovation Program, Worcester, MA, May – August 2012. 55 applicants from 22 institutions. 18 paid student interns accepted (and three student volunteers) from 11 different colleges and universities. Three team game development projects with full-time staff support and industry mentors.

### **Education and Research**

- Developed first formal Reverse Sabbatical agreement with Simon & Schuster Audio/Pimsleur Language Programs, October 2011.
- Joined Central MA STEM Network, November 2011.
- Partnered with IGDA Scholars Program for PAX East, December 2011.
- Named to jury for National STEM Video Game Challenge, December 2011.
- Held first Data Gathering/Benchmarking Working Group meeting, Westboro, MA, February 2012.

- Attended National STEM Video Game Challenge awards ceremony at Smithsonian Institution and *The Atlantic's* Technology in Education Forum, Washington, DC, May 2012.
- Launched MA Digital & Video Game Industry Cluster Census & Econometric Survey, July 2012.
- Held first Education Working Group meeting, Worcester, MA, August 2012.

### **Workshop/Symposium/Conference Planning**

- Organized and managed a symposium entitled “Changing the Game: How digital games are changing entertainment and education” featuring leaders from education and industry, September 2011. Approximately 125 attendees.
- Organized an on-campus lecture entitled “Game On” about the business of games with a focus on consumer behavior and entrepreneurship. Worcester, MA, February 2012. Approximately 75 attendees.
- Organized a symposium entitled “Digital Games: Playing in the Valley” featuring leaders from industry, government and academia, Amherst, MA, March 2012. Approximately 200 attendees.
- Organized MassDiGI Summer Innovation Program Open House, August 2012. Approximately 150 attendees.

### **Practices, Policy, and Advocacy**

- Authored op-ed in the *Boston Globe*, September 2011.
- Organized “Games & Politics: Boston” event, December, 2011. Approximately 25 attendees.
- Appeared on WCCA’s “Beacon Hill Chat” television show with state Senator Harriette Chandler, December 2011.
- Appointed by Governor Deval Patrick to the Massachusetts Creative Economy Council, January 2012.
- Featured in *CommonWealth Magazine*, Winter 2012.
- Authored op-ed in *Worcester Business Journal*, March 2012.
- Co-authored op-ed with Lieutenant Governor Timothy Murray in *Hampshire Gazette*, March 2012.
- Co-authored op-ed with Lieutenant Governor Timothy Murray in *Boston Business Journal*, April 2012
- Authored op-ed in the *Boston Globe*, May 2012.
- Named to Educational Association of University Centers (EAUC) board, May 2012.
- Co-hosted MA EOHED Creative Economy Council “CreativeNEXT” event, Worcester, MA, August 2012.

## Snapshot of 2011-2012 Fundraising

Since starting up, MassDiGI has received cash and in-kind commitments totaling \$1.36 million. The diversity of sources demonstrates clearly MassDiGI's value to its core constituent sectors: corporate, education, and government.

<b>MassDiGI - Fundraising 2011-2012</b>			
<b>Source</b>	<b>Cash*</b>	<b>"In-Kind"</b>	<b>Cash + "In-Kind"</b>
Corporate	\$ 389,750	\$ 65,000	\$ 454,750
State	\$ 55,000	\$ -	\$ 55,000
Federal	\$ 500,000	\$ -	\$ 500,000
Education	\$ -	\$ 345,000	\$ 345,000
Foundation	\$ 10,000	\$ -	\$ 10,000
<b>Total</b>	<b>\$ 954,750</b>	<b>\$ 410,000</b>	<b>\$ 1,364,750</b>
* Some funds committed beyond 2012			

## Preview of 2012-2013

There is much to look forward to over the coming year. MassDiGI will enhance or expand its existing programming such as the Reverse Sabbatical, Game Challenge, and Summer Innovation Program as well as its other recurring activities. It will continue to regularly convene its Education Working Group and Data Gathering/Benchmarking Working Group. MassDiGI will also seek out relevant and market-driven ideas that align with its mission, goals, and objectives.

As a leading member of the Commonwealth's digital and video game ecosystem, the Institute will continue to participate in community events and support the activities of companies, institutions, and organizations across the state. Through that collaboration, a stronger, more vibrant extended community of support will serve as the foundation for the continued growth and development of the region's game industry.

Relationships are at the center of all of MassDiGI's work and as such it will continue to strengthen existing partnerships while also seeking to develop new ones. In addition, the Institute will continue to develop innovative and creative concepts such as the Virtual Production Laboratory and other programming that supports education, creativity, and entrepreneurship in Massachusetts. And ultimately, fosters an environment that grows new ventures and creates new jobs in the Commonwealth's innovation economy.

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### **Social Media**

Follow at [www.twitter.com/mass\\_digi](http://www.twitter.com/mass_digi)  
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MassDiGI is an EDA University Center.



Students in the 2012 MassDiGI Summer Innovation Program