



September 30, 2015

Dear MassDiGI Advisory Board Members,

Our fourth year has been another wonderful one for the Massachusetts Digital Games Institute. We welcomed the first two international interns into our annual Summer Innovation Program, we produced several original titles, we expanded our team, and continued to exceed our own high expectations.

Consequently, we have been able to further our leadership position as the state-wide center for entrepreneurship, academic cooperation, and economic development across the Commonwealth's games ecosystem. Working with our partners and friends from within industry, higher education, and the public sector, our efforts touched many and provided real value to the regional and national game development community.

We are proud of what we have accomplished and appreciative of the ongoing commitment and support we have received. In fact, without our advisors, partners, mentors, sponsors, volunteers, and friends, none of our work would have been possible. As always, we thank you.

Accordingly, on behalf of MassDiGI, I am pleased to present the *2015 Annual Report*. As in past reports, with our mission, goals, and objectives in mind, we have provided a brief review of the last year's most noteworthy programs, activities, and services.

In the coming year, with your help, we will continue to produce positive outcomes; to build on our achievements; and to nurture a supportive community for the growth and development of the Massachusetts video and digital games industry.

Sincerely,

Robert E. Johnson, Ph.D.

President, Becker College
Chair, MassDiGI Advisory Board



Massachusetts Digital Games Institute

2015 Annual Report

Table of Contents

Overview of 2014-2015	2
Outreach and Industry Marketing	2
Workforce Development	3
Business Development	3
Education and Research	4
Workshop/Symposium/Conference Planning	4
Practices, Policy and Advocacy	4
Snapshot of 2014-2015 Fundraising	5
Preview of 2015-2016	5

Overview of 2014-2015

MassDiGI's mission remains as relevant in 2015 as when it was written in 2011's *Getting in the Game: A Plan to Establish the Massachusetts Digital Games Institute*:

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.

MassDiGI's goals and objectives line up 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. Over the past year, MassDiGI has 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 selected list of programs, services and, activities performed in each area as well as a fundraising snapshot for the last twelve months. And, at the end, please find a brief preview of next year.



Outreach and Marketing

- Attended and led discussion group at Higher Education Video Game Alliance meeting – NYU, Brooklyn, NY November 2014.
- Attended Game Developers Conference (GDC) – San Francisco, CA March 2015.

- Attended, exhibited and spoke at PAX East – Boston, MA March 2015.
- Began blogging for the Boston Globe’s BetaBoston site – Boston, MA March 2015.
- Attended Games for Change – New York, NY April 2015.
- Keynoted Creative Economy Summit of Western Massachusetts – Greenfield, MA May 2015.
- Attended and spoke at US Department of State foreign press event – Springfield, MA July 2015.
- Served as mentors, judges etc. at MassChallenge and EforAll – Boston and Lowell, MA summer 2015.
- Attended and exhibited at the Boston Festival of Indie Games – MIT, September 2015

Workforce Development

- Hosted, organized, and managed annual MassDiGI Game Challenge at Microsoft New England R & D Center – Cambridge, MA February 2015.
- Hosted, organized, and managed annual MassDiGI Summer Innovation Program, Becker College – Worcester, MA, May to August 2015.



Business Development

- Hosted annual Made in MA at GDC event – San Francisco, CA March 2015.
- Hosted annual Pre-PAX East Made in MA event – Boston, MA March 2015.
- Partnered with the Open Gaming Alliance – Beaverton, OR June 2015.
- Co-hosted Unite '15 Kick-off event – Boston, MA September 2015.

Education and Research

- Hosted multiple campus-based lectures, networking and career sessions with game industry professionals – Worcester, MA fall semester 2014 and spring semester 2015.
- Expanded LiveCode course at Becker College – Worcester, MA fall semester 2014 and spring semester 2015.
- Held ten ‘Making Games 101’ workshops for high school students across the New England states and New York – December 2014 to June 2015.
- Attended and exhibited at the New England Undergraduate Computing Symposium – Boston University, April 2015.
- Attended US Department of Education Games for Learning Summit – New York, NY, April 2015.

Workshop/Symposium/Conference Planning

- Hosted annual MassDiGI Summer Innovation Program Open House – Worcester, MA August 2015.
- Supported Unite '15, Unity Technologies international developer conference – Boston, MA September 2015

Practices, Policy, and Advocacy

- Attended TechHub Caucus Roundtable, Boston, MA, February 2015.
- Attended and provided testimony at relevant MA State House committee meetings, Boston, MA, September 2015.

As in previous years, MassDiGI received broad media coverage from organizations such as BetaBoston.com, *Worcester Telegram*, NECN/Worcester News Tonight, *Worcester Magazine*, MassLive.com, Gamasutra.com, and the *Worcester Business Journal* as well as various blog sites.



Snapshot of 2014-2015 Fundraising

Since its establishment in 2011, MassDiGI has received cash and in-kind commitments totaling over \$3.5 million. The range of support demonstrates clearly MassDiGI's value to its core constituent sectors: industry, higher education, and government.

MassDiGI - Fundraising 2014-2015			
Source	Cash*	"In-kind"	Cash + "In-kind"
Industry	\$ 60,900	\$ 95,000	\$ 155,900
State	\$ -	\$ -	\$ -
Federal	\$ 100,000	\$ -	\$ 100,000
Education	\$ -	\$ 185,000	\$ 185,000
Foundation	\$ 7,500	\$ -	\$ 7,500
Total	\$ 168,400	\$ 280,000	\$ 448,400
	* Some raised funds are multi-year commitments		

Sponsors this year included Microsoft, Turbine, ESA Foundation, Becker College, Greenberg Traurig, Disruptor Beam, Funkitron, GSN Games, Rockstar New England, MBBP, Proletariat, HappyGiant, Vivox, BlueSnap, Reed Expo and PAX East.

Preview of 2015-2016

Renovation work on 80 William Street in Worcester, the future home of the MassDiGI New Ventures Center (NVC), a business assistance center for games-focused student-entrepreneurs, will be completed in September of 2016. In preparation for the NVC's opening, MassDiGI will enhance its existing programming such as LiveCode, Game Challenge and Summer Innovation Program as well as its other recurring activities.

MassDiGI will continue to participate in game industry events and support the activities of companies, educational institutions, and organizations from the Berkshires to Boston. Through that collaboration, a stronger, more vibrant extended community of support will serve as the basis for the continued growth and development of the region's game industry.

Relationships are always at the center of MassDiGI's work and as such the Institute will continue to strengthen existing ties while also seeking to nurture new ones.

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