



October 28, 2016

Dear MassDiGI Advisory Board Members,

Our fifth year has been yet another great one for MassDiGI. We produced several original titles, we took on a range of new challenges and, for a second time since our establishment, we were named an EDA University Center by the US Department of Commerce.

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

We are very 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 this year would have been possible.

Accordingly, on behalf of MassDiGI, I am pleased to present the *2016 Annual Report*. As in the previous four reports, with our mission, goals, and objectives in mind, we have provided a brief review of 2015-16's most noteworthy programs, activities, and services.

With your help over the coming year, we will continue to produce positive outcomes; to build on our accomplishments; and to nurture a supportive community for the growth and development of the Commonwealth's video and digital games industry.

Sincerely,

Robert E. Johnson, Ph.D.

President, Becker College
Chair, MassDiGI Advisory Board



Massachusetts Digital Games Institute

2016 Annual Report

Table of Contents

Overview of 2015-2016	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 2015-2016 Fundraising	5
Preview of 2016-2017	5

Overview of 2015-2016

MassDiGI's mission remains as relevant today as when it was written five years ago in *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) workshops/symposia/conferences and 6) practices, policy, and advocacy.

Please find below, organized by core service area, selected highlights 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

- Exhibited and mentored at HackHolyoke – Mt. Holyoke College, Hadley, MA, November 2015.
- Attended Game Developers Conference (GDC) – San Francisco, CA, March 2016.
- Attended and exhibited at PAX East – Boston, MA, April 2016.
- Attended Games for Change – New York, NY, June 2016.
- Exhibited at WPI TouchTomorrow – Worcester, MA, June 2016.
- Exhibited at Boston TechJam – Boston, MA, June 2016.

- Exhibited at Playcrafting Boston Summer Expo – Cambridge, MA, June 2016.
- Exhibited at MassiveCon – Worcester, MA, June 2016.
- Exhibited at FCBL All-Star Game – Worcester, MA, July 2016.
- Attended Gamescom – Cologne, Germany, August 2016.
- Exhibited at Boston Festival of Indie Games – Cambridge, MA, September 2016.

Workforce Development

- Hosted, organized, and managed annual MassDiGI Game Challenge at Microsoft New England R & D Center – Cambridge, MA February 2016.
- Hosted, organized, and managed annual MassDiGI Summer Innovation Program, Becker College – Worcester, MA, May to August 2016.



Business Development

- Launched game Limbs on Google Play and Apple App Store – Global, October 2015.
- Launched games Midnight Terrors and Hibachi Hero on Google Play and Apple App Store – Global, December 2015.
- Hosted annual Made in MA at GDC event – San Francisco, CA, March 2016.
- Hosted annual Pre-PAX East Made in MA event – Boston, MA, April 2016.
- Launched game Ophidia on Itch.io, Google Play and Apple App Store – Global, July 2016.
- Launched game Fusion Galaxy on Google Play and Apple App Store – Global, July 2016.
- Began project collaborations with SVCF, Yale and Yale – Summer 2016.

Education and Research

- Hosted multiple on and off-campus lectures, networking and career sessions with game industry professionals – Worcester, MA, fall semester 2015 and spring semester 2016.
- Expanded LiveStudio (formerly LiveCode) course at Becker College – Worcester, MA, fall semester 2015 and spring semester 2016.

Workshops/Symposia/Conferences

- Spoke at Higher Ed Video Game Alliance conference – Washington, DC, December 2015.
- Spoke at MobileDevHacker conference – New York, NY, January 2016.
- Spoke at Boston FIG Talks – Cambridge, MA, January 2016.
- Hosted annual MassDiGI Summer Innovation Program Open House – Worcester, MA August 2016.
- Trade mission member, as guest of German government via Goethe Institut Boston, at Gamescom – Cologne, Germany, August 2016.

Practices, Policy, and Advocacy

- Attended TechHub Caucuses– Boston, MA, February 2016.
- Organized meeting with MA Lieut. Governor and select regional game industry leaders at MA State House – Boston, MA, March 2016.
- Hosted Entertainment Software Association (ESA) CEO – Becker College, Worcester, MA, March 2016.

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



Snapshot of 2015-2016 Fundraising

Since its establishment in 2011, MassDiGI has received cash and in-kind commitments totaling nearly \$4 million. The range of support demonstrates clearly MassDiGI's value to its core constituent sectors: industry, higher education, and government.

MassDiGI - Fundraising 2015-2016			
Source	Cash*	"In-kind"	Cash + "In-kind"
Industry	\$ 44,890	\$ 100,000	\$ 144,890
State			\$ -
Federal	\$ 100,000		\$ 100,000
Education		\$ 185,000	\$ 185,000
Foundation	\$ 50,000		\$ 50,000
Total	\$ 194,890	\$ 285,000	\$ 479,890
	* Some raised funds are multi-year commitments		

Supporters this past year included Turbine, SVCF, Becker, GT Law, WPI, Northeastern, Epic, Unity, Disruptor Beam, FSU, Funkitron, GSN Games, MBBP, Proletariat, HappyGiant, Vivox, Petricore, Bare Tree Media, Thumbspire, 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 before the end of 2017. In preparation for the NVC's opening, MassDiGI will continue to enhance its existing programming such as LiveStudio, 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 Boston to the Berkshires and beyond. 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, of course, as such it will continue to strengthen existing ties while also seeking to nurture new ones.

Contact Information

Massachusetts Digital Games Institute
Becker College
61 Sever St.
Worcester, MA 01609
508.373.9460
www.massdigi.org

Social Media

Follow at www.twitter.com/mass_digi
Like at www.facebook.com/massdigi

MassDiGI is an EDA University Center.

