



September 12, 2013

Dear MassDiGI Advisory Board Members,

This has been another great year for the Massachusetts Digital Games Institute. Our annual Game Challenge and Summer Innovation Program reached new heights and we launched several new initiatives including the Virtual Production Laboratory. As a result, we reinforced our leadership position as the state-wide center for entrepreneurship, academic cooperation, and economic development across the Commonwealth's games ecosystem. Working with partners and friends from industry, higher education, and the public sector, our efforts reached many and provided value to the region's game development community.

Our team is gratified by what we have accomplished and appreciative of the ongoing support we have received. In fact, without that support from our advisors, partners, mentors, sponsors, volunteers, and friends from across the community none of our work would have been possible. Thank you very much.

That said, on behalf of MassDiGI, I am pleased to present the *2013 Annual Report*. With our mission, goals, and objectives as our guide, we have provided an overview of the past year's notable programs, activities, and services.

Looking ahead, with your help, we will continue to produce successful results; to build on our achievements; and to foster a positive environment for the growth and development of the Massachusetts digital and video games industry.

Sincerely,

Robert E. Johnson, Ph.D.

President, Becker College
Chair, MassDiGI Advisory Board



2013 Annual Report

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Overview of 2012-2013

The mission of the Massachusetts Digital Games Institute remains as relevant today 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 align neatly 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 last twelve months, 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 list of the notable programs, services and, 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

- Launched video podcast on Gamebreaker.TV, September 2012.
- Presented at Home Field Advantage meeting, EDC of Western MA, Springfield, MA, October 2012.
- Panelist at MIT Enterprise Forum Games Circle, Cambridge, MA, October 2012.
- Panelist at Law of Digital Games Conference, Boston, MA, November 2012.
- Presented at DevCon5, Santa Clara, CA, November 2012.
- Launched Boston.com blog, "The State of Play", December 2012.
- Panelist at MIT Sloan School of Management "Business in Gaming" Conference, Cambridge, MA, March 2013.
- Organized "Made in MA: The State of Play" booth and moderated panel at PAX East, Boston, MA, April 2013. Total PAX East attendance approximately 70,000.
- Presented and moderated at Devcon5, New York, NY, July 2013.



Workforce Development

- Hosted, organized, and managed MassDiGI Game Challenge at Microsoft NERD Center, March, 2013. 350 registrations. Supporters included: Microsoft, GSN Digital, Becker College, MassTech Collaborative's Innovation Institute, Greenberg Traurig, Muzzy Lane Software, Turbine, PAX East, Morse, Barnes-Brown & Pendleton, Overdriver.com, Stomp Games, Adyen, Roadhouse Interactive and Adobe.

Business Development

- Attended Boston Festival of Indie Games, Cambridge, MA, September 2012.
- Attended the Society for Simulation in Healthcare's International Meeting for Simulation in Healthcare, Orlando, FL, January 2013.
- Attended GDC, San Francisco, CA, March 2013.
- Attended Games for Health Conference, Boston, MA, June 2013.
- Hosted, organized, and managed MassDiGI Summer Innovation Program, Worcester, MA, May – August 2013. 84 applicants from 24 institutions. 21 paid student interns accepted from 9 different colleges and universities. Five team game development projects with full-time staff support and industry mentors.



Education and Research

- Reported results of MA Digital & Video Game Industry Cluster & Econometric Survey, September, 2012.
- Attended MA STEM Summit, Foxboro, MA, October 2012.
- Presented "On Call" at SSIH IMSH, won Best in Show award, Orlando, FL, January 2013.
- Judged National STEM Video Game Challenge, May 2013.
- Reported results of Regional Game Program Academic Survey, August 2013.

Workshop/Symposium/Conference Planning

- Held “Meet MassDiGI” events at Becker College in Worcester, MA and at Northeastern University in Boston, MA, October & November 2012. Over 300 attendees.
- Organized on-campus lectures entitled “Game Change” about the business of games in November, 2012 and “So, you want to work in the game industry” about game industry employment strategies in April 2013. Worcester, MA. Approximately 200 attendees.
- Held public Portfolio Review and Mock Interview Day at Becker College, Worcester, MA, April 2013. Over 20 professional game developers and human resource managers from across disciplines worked with over 90 students from multiple institutions.
- Organized MassDiGI Summer Innovation Program Open House, August 2013. Approximately 200 attendees.

Practices, Policy, and Advocacy

- Authored op-ed in the *Worcester Telegram*, November 2012.
- Hosted MA EOHEd Creative Economy Council meeting, Leicester, MA, December 2012
- Interviewed by SRI for inclusion in US DOC EDA University Center best practices report, Worcester, MA, April 2013.
- Held Summer Innovation Program Kick-off event with MA Lt. Gov., Becker College, Worcester, MA, May 2013. Over 200 attendees.
- Participated in MassTech Collaborative’s board meeting, sat on panel to discuss innovation in gateway cities, Boston, MA, June 2013.
- Supported testimony in MA legislature hearing on industry tax incentives, September 2013.

As in past years, MassDiGI received broad media coverage from organizations such as the *Boston Globe*, *Boston.com*, *Worcester Telegram*, *NECN*, *Worcester Magazine*, *NPR’s Market Place*, *Boston Herald*, *VentureFizz.com*, *Gamasutra.com*, *Mass. High Tech*, *Hartford Business Journal*, *Worcester Business Journal* and *Boston Business Journal* as well as various blog sites.



Snapshot of 2012-2013 Fundraising

Since starting up, MassDiGI has received cash and in-kind commitments totaling around \$3 million. The range of sources demonstrates clearly MassDiGI's value to its core constituent sectors: corporate, education, and government.

Source	Cash*	"In-Kind"	Cash + "In-Kind"
Corporate	\$ 87,000	\$ 65,000	\$ 152,000
State	\$ 15,000	\$ -	\$ 15,000
Federal	\$ 1,500,000	\$ -	\$ 1,500,000
Education	\$ -	\$ 175,000	\$ 175,000
Foundation	\$ -	\$ 10,000	\$ 10,000
Total	\$ 1,602,000	\$ 250,000	\$ 1,852,000
	* Some raised funds are multi-year commitments		

Preview of 2013-2014

The upcoming year is shaping up to be a very exciting one. Plans are coming together for the development of campus-based MassDiGI New Ventures Center, a business assistance center for games-focused student-entrepreneurs. In addition, MassDiGI will enhance its existing programming such as the Game Challenge and Summer Innovation Program as well as its other recurring activities. It will continue to convene its Education Working Group and Data Gathering/Benchmarking Working Group. MassDiGI will also seek out relevant, market-driven ideas that align with its mission, goals, and objectives.

MassDiGI will continue to participate in community events and support the activities of companies, institutions, and organizations from the Berkshires to Boston. 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 always at the center of MassDiGI's work and as such the Institute will continue to strengthen existing bonds while also seeking to foster new ones. Furthermore, the Institute will continue to explore innovative and creative concepts such as a Captive Code initiative and other programming that supports education, creativity, innovation, and entrepreneurship in Massachusetts.

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