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
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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.
- Presented at DevCon5, Santa Clara, CA, November 2012.
- 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


Business Development

- Attended Boston Festival of Indie Games, Cambridge, MA, September 2012.
- 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

- Attended MA STEM Summit, Foxboro, MA, October 2012.
- Presented “On Call” at SSIH IMSH, won Best in Show award, Orlando, FL, January 2013.
- Reported results of Regional Game Program Academic Survey, August 2013.
Workshop/Symposium/Conference Planning

- 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.

Practices, Policy, and Advocacy

- Hosted MA EOHED Creative Economy Council meeting, Leicester, MA, December 2012
- 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.

<table>
<thead>
<tr>
<th>Source</th>
<th>Cash*</th>
<th>&quot;In-Kind&quot;</th>
<th>Cash + &quot;In-Kind&quot;</th>
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<tr>
<td>Corporate</td>
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<tr>
<td>State</td>
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<td>$15,000</td>
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<tr>
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<td>$1,500,000</td>
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</tr>
<tr>
<td>Foundation</td>
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<td>$10,000</td>
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<td><strong>Total</strong></td>
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<td>$1,852,000</td>
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</tbody>
</table>

* 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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