SPECIAL SUPPLEMENT TO GAMEWEEK

GameWEEK

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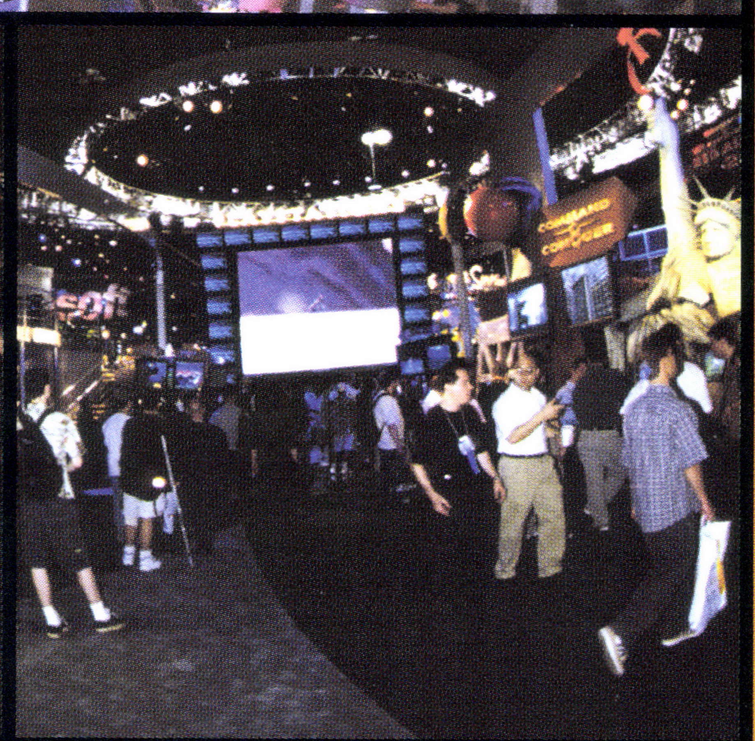

E3 Show Photos by John Howell

CyberActive Media Group, Inc.

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Sony Has a Handful of Stellar Games, Others Fail to Impress

By Bryan Intihar

With the biggest buzz of the show being the launch of the PlayStation 2 in North America, spectators were hoping for a massive display of the console's capabilities. However, amidst the high expectations, there was a relatively small amount of software that really pleased the crowds.

On the first party side, *Gran Turismo 2000* and *Dark Cloud* gathered the most attention. *GT 2000*'s two playable tracks showed off the game's variety of vehicles and impressive lighting and shadowing effects. *Dark Cloud* is best described as a mix between *Actraiser* for the Sega Genesis and *Legend of Zelda* for the Nintendo 64. Most were intrigued with creating worlds in 2D and then being able to explore those creations in 3D.

While Sony did not showcase any sports games for the PS2, EA Sports made up for it with *Madden 2001*, *FIFA World Championship Soccer* and *Snowboard SuperX*. *Madden 2001* was only 30% complete, but it is already ranking up there with Sega's *NFL 2K1* for the best football title.

SquareSoft has been quiet about *The Bouncer* since last fall's Tokyo Game Show. At E3, *The Bouncer* was showcased on two screens and as part of Square's theater presentation. *GameWEEK* was also one of the lucky few to see actual gameplay behind closed doors. *The Bouncer* is scheduled for release before the end of 2000, and according to a Square representative, it may come to the United States first.

While it was only shown at the end of the theater presentation, fans of Final Fantasy have a lot to look forward to with *Final Fantasy XI*. Square created a scenario where in November of 2001 gamers from around the world came together through Square's Play Online network to join forces in *FFXI*. If that was any indication on how online gaming will be in the future, gamers have a good reason to smile.

Gunslinger stirred up some interest by being the first true Western to come to a home console. The game is still early in development and the frame-rate must be increased in order to warrant a purchase. PC owners were also happy to see *Unreal Tournament* on the PS2.

Even though the PS2 attracted most of the attention at the Sony booth, there were still a number of original PlayStation titles. Sony showcased its sports lineup with *NFL GameDay 2001*, *NBA ShootOut 2001*, *NHL FaceOff 2001* and *NCAA GameBreaker 2001*. Other titles that brought in spectators were *Spyro: Year of the Dragon*, *Crash Bash*, *Spider-Man* and *Dino Crisis 2*.

Surprisingly, there was no playable version of *Final Fantasy IX*. While the game is set to release this summer in Japan, it was only seen during Square's movie trailer. This version has returned to the traditional theme of past Final Fantasy games where players must collect crystals. This should please many who fell in love with the series on the Super Nintendo. **GW**

PS2 : Highlight of the Show

Metal Gear Solid 2 Sons of Liberty

There was no question about this one. Tons of spectators flocked every hour to see this eight-minute jaw-dropping movie trailer. Even more amazing is that it was all actual gameplay. And though *Sons of Liberty* is very early in development and won't be released until the fall of 2001, visitors at E3 got their first glimpse at the potential of the PS2.

PS2 : Biggest Disappointment

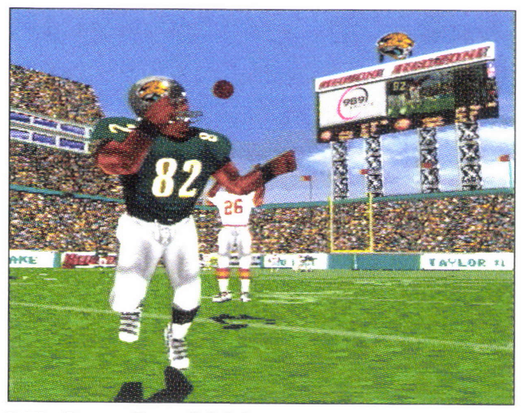
Lack of High Quality Games

Sony did have some impressive titles, but, quite honestly, they were far and few between. Most titles on display could be mistaken for a Dreamcast game. It seems that consumers will have to wait until after the launch to begin to see games that "WOW" people like *MGS 2*, *The Bouncer* and *FFXI*.

PlayStation

Spider-Man

Crash Bash



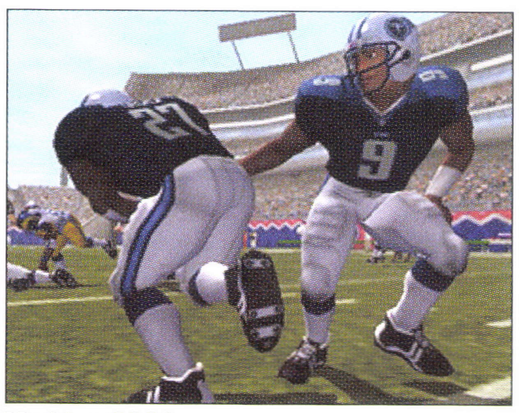
NFL GameDay 2001

Spyro: Year of the Dragon

PlayStation 2

The Bouncer

Dark Cloud



Madden 2001

Gran Turismo 2000

FIFA World Championship Soccer

Snowboard SuperX

Sega and Dreamcast Have a Strong Show

By Jim Loftus

With the unveiling of the North American PlayStation 2 (PS2), just about everyone expected Sony to take over the Los Angeles Convention Center during E3 2000; however, due to some clever moves made by Sega execs and a very shallow selection of PS2 titles, that simply was not the case.

Due to a heavy cross-section of games from all categories and a huge amount of booth space to hold it all, Sega really took the zing out of Sony's North American PS2 debut. There were more than 100 games on display, including the likes of *Sonic Shuffle*, *Phantasy Star Online*, *Shenmue* and *Jet Grind Radio*. In addition, SegaNet was heavily promoted and claimed about 40% of Sega's booth space.

F355 Challenge

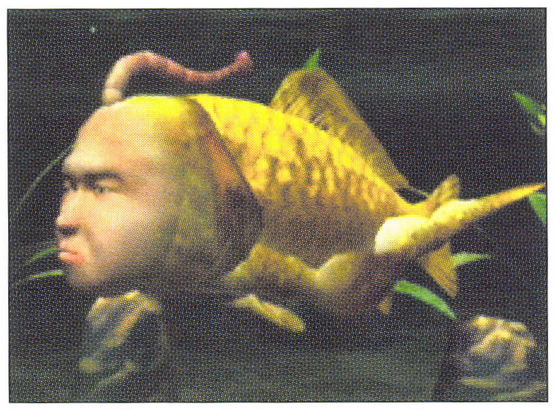
Sega definitely pulled 'em in. Take the live performances by Ulala and the crew from *Space Channel 5*, for example. Crowds of attendees packed together like sardines to ogle at the live dance routines. At one point Saturday, the crowds for this saucy spectacle were so heavy, they spilled into Sony territory. In fact, a Sony representative, obviously steamed that Sega was attracting so many onlookers, sternly "requested" that a *GameWEEK* staffer immediately move two feet off of Sony property and onto the aisle way carpet.

Sega also lifted the curtain on a few peripherals. Not only was the MP3-compatible VMU (Visual Memory Unit) on display, the company also tantalized a few people with an early prototype of its Dreamcast/DVD hybrid deck. This prototype certainly won't cut it…it's the size of a dual-knob VCR from 1982.

18 Wheeler American Pro Trucker

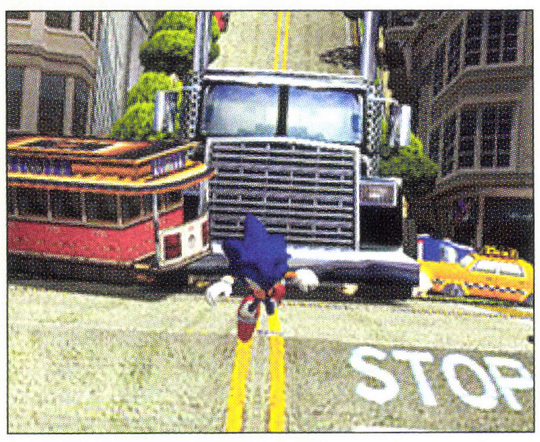
But it's the games that ultimately decide the outcome of these shows, and for E3 2000, Dreamcast was shining from the opening bell to the final round. As it turned out, Acclaim's best console game was *F355 Challenge*, a Dreamcast game developed and produced by Sega's Yu Suzuki and AM2. The game, running at a steady 60fps, was easily the best looking racer available on Sega's system with visuals approaching *Ridge Racer V* quality. *F355* contains multiple options, including a Two-Player Split Screen Mode and Internet features and is scheduled to go on sale in the U.S. in September. Another racing game to cause a ruckus was Sega's very own DC conversion of *18 Wheeler American Pro Trucker*. The game packs fast and furious driving action and some incredible graphics. *GameWEEK* spoke with the game's producer, Hiroshi Kataoka, and learned that in addition to a Two-Player Versus Mode, the game may end up offering full online competition as well. Another Kataoka project was *Outtrigger*. The third-person shooter looked dynamite, running at a full 60 frames per second at all times. One- to four-players can compete either via split screen or online against others. Sega Sports had four major titles: *NFL 2K1*, *NBA 2K1*, *World Series Baseball* 2K1 and *Virtua Tennis*. Then, there was the man-fish simulation game *Seaman*, in all his wacky weirdness. We had a chance to give it a go using spoken commands in English, and let's just say there's some strange things happening there. Look for a Q&A with the game's outspoken creator, Yoot Saito, in an upcoming issue of *GameWEEK*. At the heart of SegaNet was the Dreamcast edition of *Quake III Arena* and, with the exception of an inconsistent frame rate and a slightly fuzzier look, the game appeared to be every bit as solid as its PC counterpart. Last but not least was *Samba de Amigo*, one of the few DC titles to create waiting lines at least two feet deep at all times. The object of the game is to shake maraca controllers to the beat of the music. *Samba* is ideal for parties, since it tends to make most sober people look a bit ridiculous. **GW**

Outtrigger *runs at a dazzling 60 frames per second.*


***Leonard Nimoy will be narrating* Seaman.**

Sonic Adventure 2

Sega had a mini theater tucked away in a corner of its booth that featured a 15-minute long preview of four games in development. There were no surprises during the first three segments; however, the fourth trailer was indeed a treat. *Sonic Adventure 2* (*SA2*) is being handled by the same division of Sonic Team in America that worked on the U.S. localization of the first game. *SA2* looked pretty good, but overall, we failed to see any marked improvements over the original. The game is scheduled for release in June of 2001 to coincide with the 10th anniversary of *Sonic the Hedgehog*. Check out these screens….



While it was too early along in development to show up in playable form, SA2 was blazing right along on video. From what we saw, it appeared that the sequel might contain more action than the first game.

Dreamcast: Highlight of the Show

Samba de Amigo

This game was powerful enough to put a smile on anyone's face within a 50-foot radius. Unfortunately, the maracas are so damn expensive that most people will never experience it the way it was intended.

Dreamcast : Biggest Disappointment

Poor Quality Monitors

Those cheap televisions made every Dreamcast game look really sub-par (I won't mention any brand names, but let's just say it rhymes with "Bambung"). Sega, swallow your pride and shell out some dough for Trinitrons next year. You can always cover up the logos….

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Nintendo 64: Early Retirement Party Thrown at E³

By Ben Rinaldi

Can you hear the fat lady singing? Nintendo's 64-bit "Fun Machine" is on its last legs, but don't expect it to die without a fight—at least not this year. Nintendo came to E3 with what may be its most potent N64 software lineup ever, punctuated by an impressive list of titles from Rare and one epic adventure from Miyamoto and team in Japan. Peter Main, executive VP, sales and marketing, Nintendo, told *GameWEEK* that a total of 80 titles from first and third-party publishers would ship by Christmas for N64. While that number is down significantly from last year, Main isn't worried; he expects sales of both N64 hardware and software to surpass last year's record totals.

Conker's Bad Fur Day ***was the highest profile and the most controversial game at Nintendo.***

Conker's Bad Fur Day was the highest-profile and the most controversial game at Nintendo's booth. Sporting new, mature content, the game drew plenty of attention for its outlandish humor, sexual innuendoes and over the top gameplay. How will consumers react to this type of adult content? There's sure to be some kind of backlash—especially from parents of young children. While it's a concern, Nintendo says it will be very careful to promote *Conker's BFD* as a mature title so that consumers know exactly what to expect when the game finally ships in December.

Rare's *Dinosaur Planet* is another game that had show attendees talking. Players take control of two new characters, Sabre and Krystal, as they fight to save Dinosaur Planet from an evil so powerful it threatens to destroy the entire universe. After an early play-test, it's clearly evident that *Dinosaur Planet* has all the earmarks that make Rare-designed games so special. Massive 3D levels come to life with stunning lighting effects and real-time environmental effects, such as shadows, reflections, varying weather effects and a complete day/night system. *Dinosaur Planet* is expected to ship in December, but don't be surprised if it slips to 2001.

Another popular N64 game at E3, Rare's **Dinosaur Planet** ***has all of the elements that typically make a Rare game so special.***

Last, but certainly not least, Nintendo had *Legend of Zelda: Majora's Mask*—the newest chapter in the epic *Zelda* role-playing series. This time around, the game's hero, Link, will be able to transform into new characters by donning magical masks that give him new abilities and powers. Time also plays a factor in *Majora's Mask*, as Link has only three days to save the world and himself from impending doom.

Legend of Zelda: Majora's Mask ***for N64***

Slated for a November 24 release, Nintendo will back the game with more than $10 million in marketing and advertising.

There seemed to be fewer third party Nintendo 64 titles on the show floor this year, compared with last year, which reflects publishers' withdrawal from the platform. Capcom's *Resident Evil Zero*, EA's *The World Is Not Enough* and LucasArts' *Indiana Jones and the Infernal Machine* were the only games that really stood out. **GW**

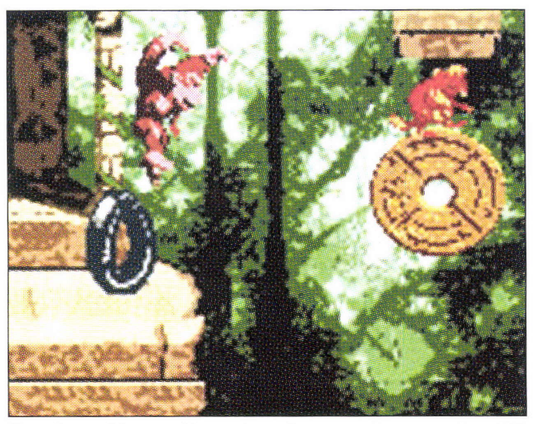
Game Boy Color: Still King of the Hill

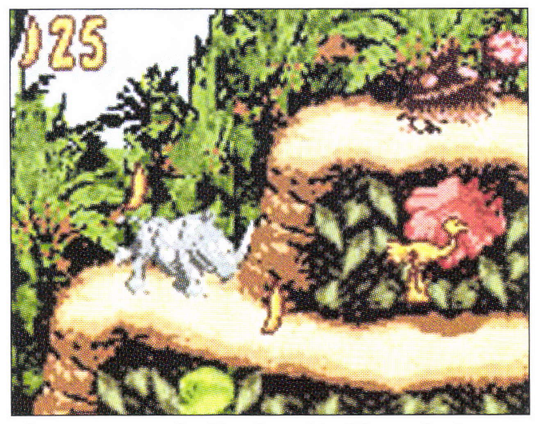
By Ben Rinaldi

Game Boy Color continues its reign as America's best-selling videogame platform, already selling through 1.3 million systems in the first quarter of 2000. Nintendo's Peter Main expects that momentum to carry through the rest of the year, saying, "We've increased our sales projections from six and a half-million units of GB hardware to eight million units in 2000, and that's being conservative. We could probably sell nine million units if we could produce enough."

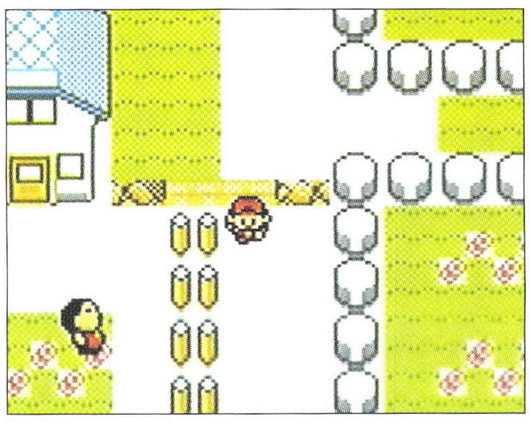
The Little Mermaid 2: Pinball Frenzy

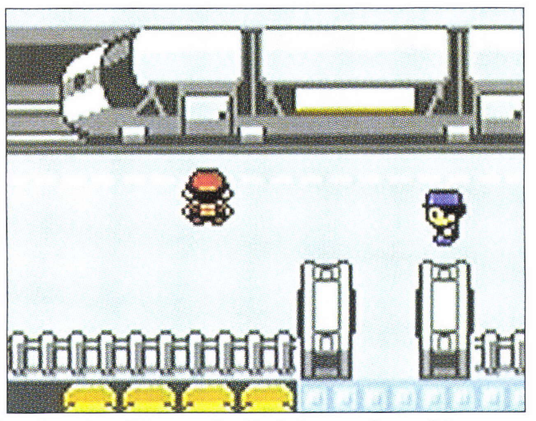
Nintendo will continue to dominate the portable software market with two new Pokémon games. The company expects *Pokémon Gold* and *Silver* to sell-through more than 10 million units within six months of their October 16, 2000 release. As big as *Pokémon* is, more than half of all Game Boy Color software sales this year will be unrelated to Pokémon. The portable powerhouse will see new adventures starring popular characters like Wario, Donkey Kong, Zelda and Disney's Little Mermaid, Donald Duck and Mickey Mouse. **GW**





Donkey Kong Country ***hopes to meet with popular success in the handheld market.***





Pokémon Gold ***will continue to make big profits for the Nintendo Pokémon franchise.***

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Animated Blood
Comic Mischief
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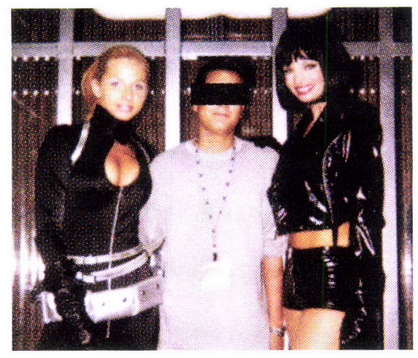

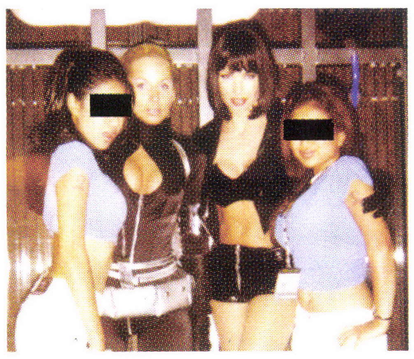

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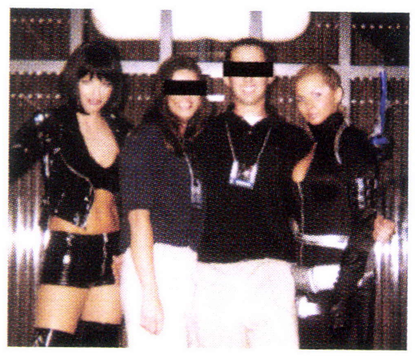

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PC Game Action Heats Up

By Andy Eddy

If the PC game market is waning, as some are saying, you'd be hard-pressed to prove it judging by the software that's being developed by some publishers. There are cutting-edge titles being created that require carefully crafted strategy from the player, and that contain stunning graphics and vivid action.

Among the highlights of this year's E3 PC-game crop is Microsoft's expansion pack for the wildly popular *Age of Empires II: Age of Kings*, entitled *Age of Empires II: The Conquerors*. The add-on, which is due out in early fall 2000, gives players five new civilizations (such as Huns and South Americans), four new campaign scenarios and three new heroes. It also includes some new elements, such as smart villagers, which require less micromanagement over workers and tasks. For instance, instead of one worker in a group undertaking a task while the rest of the group is idle, smart villagers all work on a single act or chore. All of this makes for more than just a collection of new maps, by improving upon the gameplay and mechanics for a better overall experience.

***Left:* No One Lives Forever *takes on the '60s spy genre, right down to the fluorescent green leisure suit. Right:* No One Lives Forever promises the action that developer Monolith Productions is known for.**

Before E3, *GameWEEK* wrote extensively about id Software and Activision partnering on a team-based expansion for *Quake III Arena* entitled *Quake III Team Arena* and a new project called *Return to Castle Wolfenstein*, but we weren't prepared for how hot they'd be. *Quake III Team Arena* provides new game Modes, skins and power-ups, all geared for a team experience, but it'll also include an improvement in the interface that enables the player to drag-and-drop or resize damage counter, ammo counter and other on-screen elements. The latter additions will also be passed to existing *Q3A* owners through a point release at the same time *Quake III Team Arena* is released.

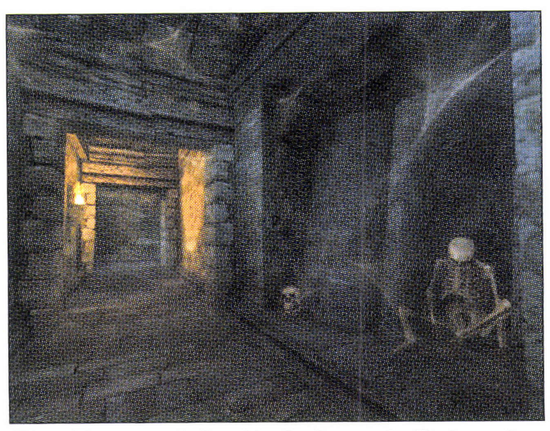
Castle Wolfenstein was one of the earlier action games, appearing on the Apple II computers seemingly forever ago. id Software took inspiration from that classic for its first ground-breaking foray into games with *Wolfenstein 3D*. Now id looks to take the series that much further with *Return to Castle Wolfenstein*, which uses the *Quake III* engine and springboards from there into heavy realms of action. This new title improves upon the popular first-person shooter formula by adding different weapons, the ability to manipulate most of the items around you and pits you against some tough Nazi opposition. The AI for your foes has been improved to the point that they'll throw back an unexploded grenade to try and take you out.

There are lots of new elements—weapons, maps and power-ups, among them—in the* Quake III Team Arena *expansion pack.

One title that isn't as prominent as what Microsoft and id/Activision are doing is Fox Interactive's *No One Lives Forever* (targeted for fourth quarter 2000), a game that riffs the '60s spy genre in a "sexy" Bond-like action game. Developed by Monolith Productions, the game offers 15 single-player missions and ten multiplayer levels. Over 30 weapons and gadgets are available, including an explosive lipstick holder, acidic perfume and the truly bizarre robotic poodle.

Peter Molyneux is well known for starting Bullfrog Productions, which launched such pioneering games as *Syndicate* and *Populous*. Having sold Bullfrog to Electronic Arts, Molyneux launched Lionhead Studios and started work on his next epic, *Black and White*. This new "god game" enables players to control creatures in evil or good ways, rewarding them with pats for positive actions or a spank for bad actions. The creatures then evolve in the form that their actions take them. It proves to be another quality strategy title. **GW**

Naval formations in* Age of Empires II: The Conquerors *make it easy to set up boats in the arrangement you choose.

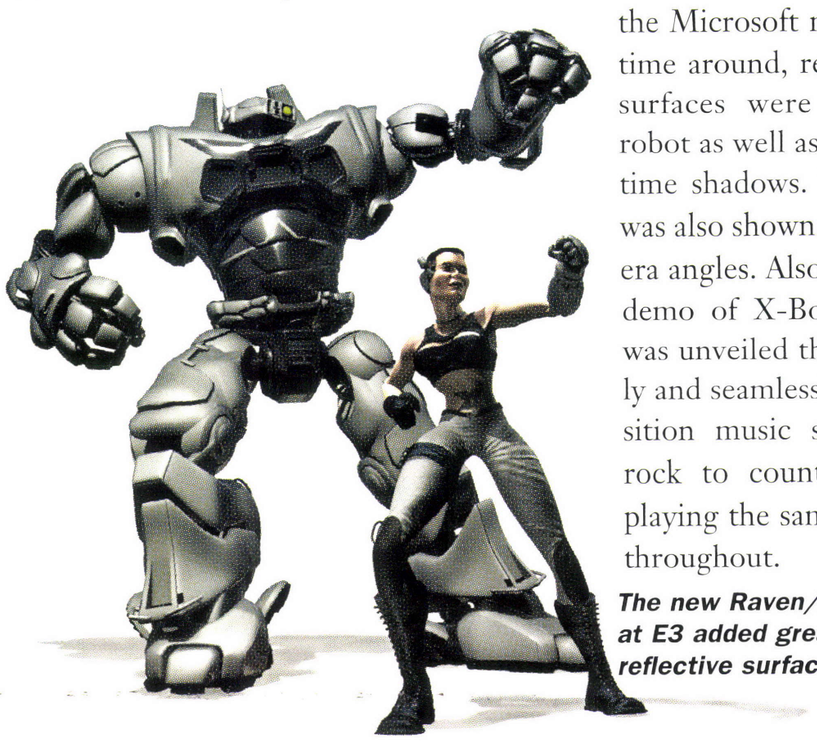


The dingy and deadly fortress in* Return to Castle Wolfenstein *sets the mood for the action.

X-Box: No Games Yet, but System Strikes Fear in the Competition

By Mike Davila

Upon arrival at E3, we expected that there would be tons of X-Box stuff to see, considering all the promotional materials scattered around the show floor. But in reality, not much had changed with the system since its introduction at the Game Developers Conference in San Jose last March.



The new Raven/Robot demo shown at E3 added greater detail, including reflective surfaces and shadows.

Kevin Bachus, director of X-Box third party relations, commented at the show that Microsoft has been "more open" with X-Box than any other console manufacturer prior to a system's launch, and that it's still very early from the actual X-Box launch (about a year and a half).

A new Raven/Robot demo was shown behind closed doors at one of the Microsoft meeting rooms. This time around, reflective and chrome surfaces were mapped onto the robot as well as the addition of real-time shadows. The butterfly demo was also shown with some new camera angles. Also, a never before seen demo of X-Box music capabilities was unveiled that showed how easily and seamlessly X-Box could transition music styles. For example, rock to country, to disco, while playing the same song continuously throughout. **GW**

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March April May June July August

Hasbro Prepares Games.com for Launch

By Steve Traiman

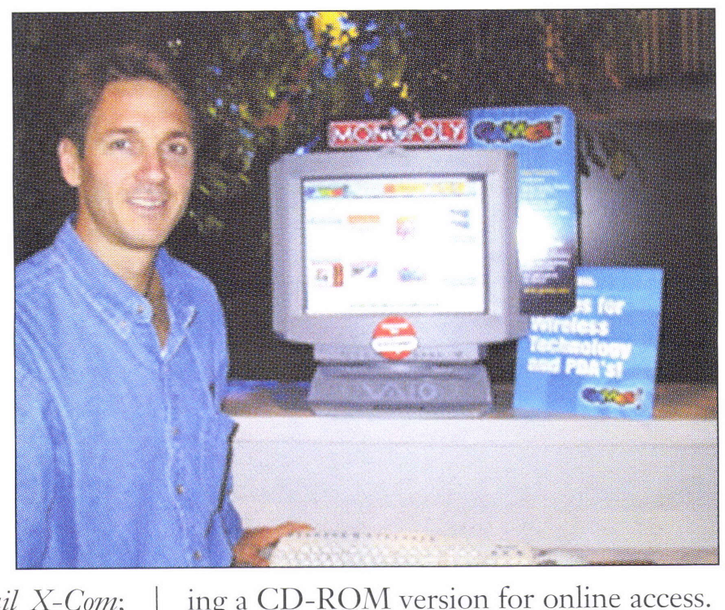
With a "soft" launch in September and a full debut for the holidays, Hasbro's Games.com Internet entertainment portal is primed to bring millions of casual gamers into the online marketplace.

Between 30 and 50 games will be available for multiplayer action, all free and virtually all in plug-and-play Java versions. The site will also include chat rooms, message boards, tournaments, contests and a retail store.

"We're committed to building the premier online games experience with a fully integrated entertainment experience around games," says Tom Dusenberry, Games.com CEO. "Consumers will come to the site for the deepest offering of branded games, and, once they're there, they will find everything they want: the games they love, tournaments, rewards, shopping, news and more. We're going to make it easy for gamers of all ages to have fun."

With gamers playing free, the initial revenue stream is primarily from advertising, notes Tony Lopez, marketing director. "As an example, if you look at the *Monopoly* board, you will see 'your brand' presents *Monopoly* with 'your company logo,' and that's a creative opportunity in addition to the normal ad banners that will also be available."

Games.com is organized into seven channels to meet a broad range of consumer interests and stimulate "community" among players. Initial game titles will include family games, arcade games and classics/parlor games, with later additions for gamers, casino, sports and kids categories.



Matt Lopez, Games.com marketing director, shows off menu page for Hasbro's new Internet entertainment portal.

Initial Hasbro games available on Games.com include *Arcade: Asteroids*, *Asteroids Deluxe*, *Battlezone*, *Centipede*, *Crystal Castle*, *Millipede*, *Missile Command*, *Super Breakout*, *Tempest*, *Tempest Tubes* and *Email X-Com*; Classics/Parlor: *Backgammon*, *Bridge*, *Checkers*, *Chess*, *Cribbage*, *Euchre* and *Slots*; Family: *Battleship*, *Boggle*, *Clue*, *Maximum Risk*, *Monopoly*, *Parcheesi*, *Scrabble*, *Yahtzee* and *You're Full of It*, the only game requiring a CD-ROM version for online access.

A unique rewards system will offer *Monopoly* money for repeat play activity, winners, competition and contests. The rewards will be redeemable at an e-commerce site that will offer Hasbro Interactive and other titles, merchandise and apparel, among other categories.

"More than 400,000 a month have already logged on to the site prior to E3, just on the basis of the name alone," Lopez notes. "We are building on our strong brand awareness. We'll have a most effective integration with all HI games and board games highlighting the Games.com logo with on-pack stickers and inserts. All HI ads, print and TV, will have a tagline for the new site."

San Francisco ad agency Arnold Ingalls Moranville, whose clients include AuctionWatch.com, Crystal Geyser, Logitech, OfficeDepot.com and U.S. West, is responsible for a $15 to $20 million launch campaign. It will build on this name awareness to introduce Games.com to a broad base of consumers at a time when the number of online players is growing exponentially. The campaign will encompass TV, radio, print and online advertising, as well as online promotions and direct marketing.

"We're going to bring all the power of Hasbro's marketing muscle to Games.com so the brand is instantly recognizable and meaningful to a broad range of consumer audiences," Dusenberry says. "Games.com is a great communications and marketing opportunity, both short and long-term," states Penny Baldwin, agency president. "We have the chance to build upon established brand names in the exciting, fast-paced arena of the Internet."

"We are providing the targeted consumer—those not playing our board games or the PC versions—another opportunity to play them online," Dusenberry says. According to the latest estimates from Jupiter Communications, some 45 million in the U.S. are playing online games now and that will jump by at least a third to 60 million by 2003. **GW**

SegaNet Gears Up

Console-dedicated online gaming portal is first of its kind

By Steve Traiman

"Gaming is going online, and we're the first one there in console space." That, according to Greg Chiemingo, vice president, sales and marketing, for Sega.com, Inc. "We're going to give gamers the opportunity to make it happen with at least a dozen games online for the September launch and about 20 by year-end!" Chiemingo unveiled more details of the new online interactive entertainment company that Sega of America had announced at its annual retailer summit in April.

At the heart of Sega.com is SegaNet, which he describes as "the only high-speed online console gaming network that will offer gamers 3D multiplayer games, chat, community, cheat codes, community and content. It's also an ISP service for Sega Dreamcast and PC users, offering gamers the best in speed, consistent low latency, customer service and access to all other Web areas including personal e-mail (name@sega.net)."

A new partnership with Genuity, formerly GTE Interworking division of GTE Corp., will provide national and local access, security and integration with Sega.com's gaming applications to deliver high performance for SegaNet's launch.

In addition to Sega's own titles, including *Quake III Arena*, *Outtrigger*, *18 Wheeler American Pro Trucker*, *NBA 2K1* and *NFL 2K1*, third-party publishers will also have several key titles ready for launch. Among these are G.o.D.'s *Kiss Psycho Circus*, *Railroad Tycoon II* and *4X4 Evolution*; Ripcord's *M.O.U.T. 2025*, *GorkaMorka* and *Quest of the Blademasters*; Sierra's *Half-Life* and *Sierra Sports Game Room*; Bethesda's *PBA Tour Bowling* and Ubi Soft's *POD2*. E3 visitors had a chance to try them all on the new Sega DC Web Browser version 2.0. With 10% of the 200 Dreamcast titles available online this year, he promises a 20% online commitment for next year and beyond.

"To date, 20%, or more than 400,000, of the two million Sega Dreamcast owners have accessed the site, and that's before full-fledged 3D gaming was available," Chiemingo notes. The browser upgrade was developed by Planetweb and will host a slew of new features that will keep the new site ahead of the high-speed technology curve. This includes support of Macromedias' Flash 3.0, MP3 music download capability, greater Visual Memory Unit (VMU) interactivity, PNG advanced graphics, JavaScript upgrades and Web-based force feedback.

"We're encouraging gamers with two bonus retail programs that kick off June 4," Chiemingo explains. "They can buy a Dreamcast for $199 and get an instant $50 rebate to come online for a free one-month trial, which brings the effective console price down to $149. Then they will have the chance to sign up for a two-year SegaNet ISP contract at $21.95 a month, with a $200 rebate and a free keyboard for chatting ease." (This brings the $526.80 subscription down to $326.80 or about $13.60 a month for an effective 38% saving.) "We're listening to our retail accounts that would like to see that second rebate in the stores, and are working on a number of chain-specific promotions," he adds.

In addition to a multimillion-dollar ad campaign to launch SegaNet, the company is actively involved in major promotions this summer with bands "whose music is perfect for our 12-to-24 target audience," Chiemingo says.

Sega is sponsoring the Blink 182 tour with both the SegaNet and Dreamcast logos prominently adorning the tour bus. It's the primary sponsor of the Family Values Tour, featuring Limp Biskit and KORN, among others, and will be a prime sponsor of the MTV Video Music Awards in September, which he sees as "a great vehicle to reach our audience."

For online game developers, a new version of the KAGE (pronounced "kah gay") developer tools kit will be available in June with smart multiplayer and matchmaker code.

"SegaNet will provide the same plug-and-play experience that console gamers have come to expect, without all the hassle of downloading and upgrading," Chiemingo says. "SegaNet is creating a community where gamers will be able to go for the best overall online gaming experience." **GW**

Interactive Awards Event Spotlights Industry Highlights

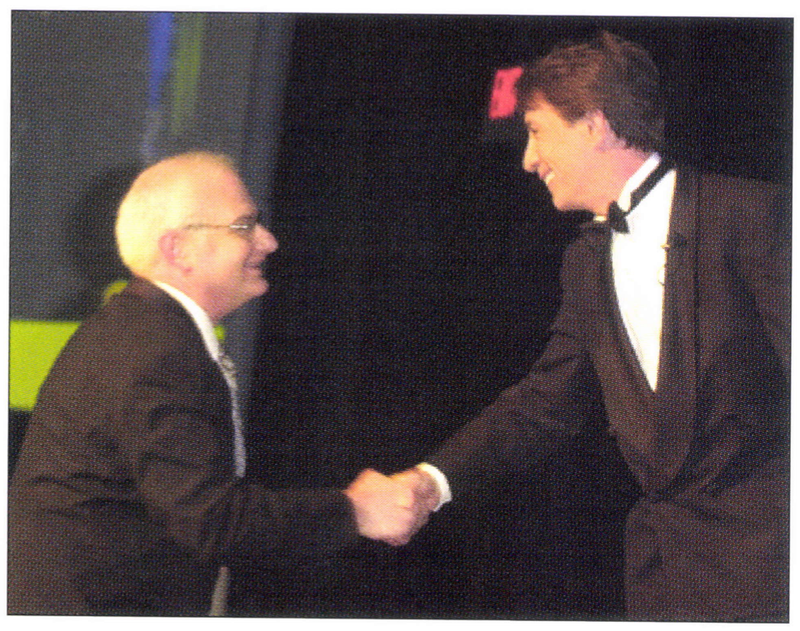
By Andy Eddy

On Thursday, May 11, the Academy of Interactive Arts and Sciences (AIAS) held a ceremony to hand out its third annual Interactive Achievement Awards. The event was held at the Regal Biltmore hotel, not far from where the Electronic Entertainment Expo (E3) began earlier in the day.

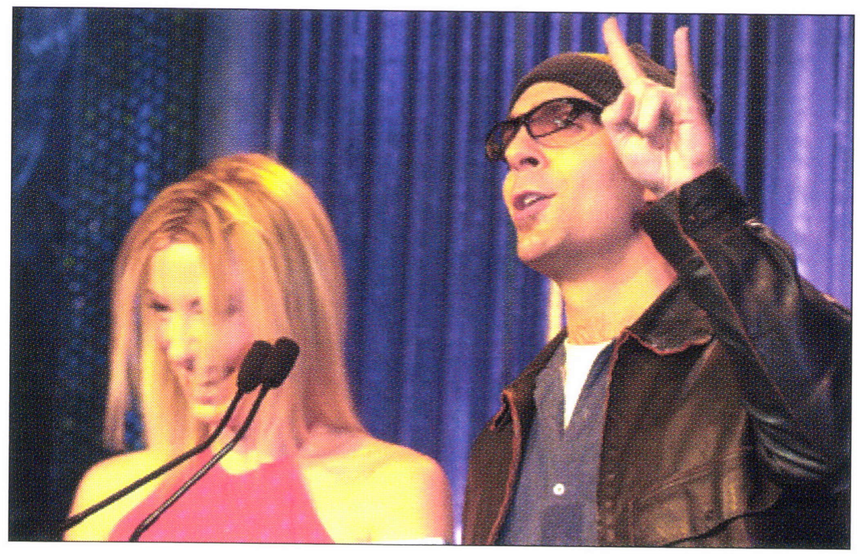
The ceremony was hosted by comedian Martin Short, who got things going with a song about the awards and some pithy banter with a computer-generated character named Ms. AIAS. Throughout the fete, Short engaged in comedy bits and one-liners, often at the expense of a game company or industry figure. At one point, Short came out as an embittered Bill Gates, closing with a cautionary song about "Lady Anti-Trust Laws."

The event also featured a parody of the "Wassup" commercials, this time with videogame characters animated to match the commercial's audio track. The clip had the audience laughing so hard it was difficult to hear the dialogue.

Winner of Game of the Year was *The Sims*, which brought creator Will Wright to the stage for the third time—the game had previously won for Outstanding Achievement in Game Design and Outstanding Achievement in Game Play Engineering. Wright brought a camera with him on the final acceptance with which he took a picture of the audience so he could explain to his mother what he does for a living.



Academy President Jim Charne (left) shakes hands with comedian Martin Short before the introductory speech.



Ion Storm's Stevie Case and MTV's Ahmet Zappa share a laugh during the presentation of the Craft Awards.

Last year's Hall of Fame recipient, Sid Meier, was called upon to introduce this year's recipient, Hironobu Sakaguchi, the creator of the Final Fantasy game series. After Meier's introduction, clips of the Final Fantasy games where shown, followed by some clips from the forthcoming computer-animated Final Fantasy movie, which looked stunning and dazzled the crowd. Sakaguchi then came on-stage to accept his award, greeted by a standing ovation from the attendees.

Celebrity presenters included Elisa Donovan (*Clueless*), Carmine Giovinazzo (*Shasta*), Leah Lail (*V.I.P.*), Delroy Lindo (*The Cider House Rules*), Harry Shearer (*The Simpsons*, *EDTV*), Alison Sweeney (*Days of Our Lives*) and Ahmet Zappa (MTV's *WebRiot*). Industry presenters included Interplay's Brian Fargo, Ion Storm's Stevie Case,

Will Wright (right), maker of* The Sims, *accepts Game of the Year honors from Dreamworks/EA's Glenn Entis.

Will Wright, creator of* The Sims, *snaps a picture of the crowd after his Game of the Year acceptance.

Dreamworks/EA's Glenn Entis and composer Chance Thomas.

The presentation featured some glitches and awkward moments, such as a couple of occasions where the presenters were introducing an award's nominees while the award-winner slide was being displayed. When Delroy Lindo read his one joke, it was obvious he was having trouble with the teleprompter, but also followed his punch line with "I don't even know who Duke Nukem is" exclamation, which broke up the audience.

Certainly, the pluses far outweighed the negatives, and the audience seemed to enjoy itself throughout. It also put a good shine on the industry—and likely had some attendees thinking that they might be walking on stage a year from now to collect a reward for their hard work. **GW**

Award Recipients

Here is the rundown of the winners honored at the Interactive Achievement Awards ceremony:

GAME OF THE YEAR
The Sims (Maxis/EA)

Hall of Fame Recipient—
Hironobu Sakaguchi (Square, Co. Ltd.)

CRAFT AWARDS

Outstanding Achievement in Art Direction—*Final Fantasy VIII* (Square, Co. Ltd./Square Electronic Arts L.L.C.)

Outstanding Achievement in Animation—*Final Fantasy VIII* (Square, Co. Ltd./Square Electronic Arts L.L.C.)

Outstanding Achievement in Sound Design—*Medal of Honor* (Dreamworks Interactive/Electronic Arts)

Outstanding Achievement in Original Musical Composition—*Um Jammer Lammy* (Nana On-Sha Co., Ltd/SCEI/ Sony Computer Entertainment America)

Outstanding Achievement in Game Design—*The Sims* (Maxis/EA)

Outstanding Achievement in Game Play Engineering—*The Sims* (Maxis/EA)

Outstanding Achievement in Visual Engineering—*Unreal Tournament* (Epic Games/GT Interactive)

Outstanding Achievement in Character or Story Development (tie)—*Thief: The Dark Project* (Looking Glass Studios/Eidos Interactive)
Age of Empire II: The Age of Kings (Ensemble Studios/Microsoft)

CONSOLE AWARDS

Action Game of the Year—
Crazy Taxi (Sega of America Dreamcast)

Adventure/Role-Playing Game of the Year—*Final Fantasy VIII* (Square, Co. Ltd./Square Electronic Arts L.L.C.)

Fighting Game of the Year—
Soul Calibur (Namco)

Racing Game of the Year—
Star Wars Episode One: Racer (LucasArts)

Children's/Family Game of the Year—*Pokémon Snap* (HAL/Nintendo of America)

Sports Game of the Year—*Knockout Kings 2000* (Black Ops/Electronic Arts)

Console Game of the Year—
Soul Calibur (Namco)

PC AWARDS

Action Game of the Year—
Half-Life: Opposing Force (Gearbox Software/Sierra Studios)

Adventure/Role-Playing Game of the Year—*Asheron's Call* (Turbine Entertainment/Microsoft)

Simulation Game of the Year—
Microsoft Flight Simulator 2000 Professional (Microsoft)

Sports Game of the Year—
FIFA 2000 (EA Sports/Electronic Arts)

Strategy Game of the Year—
Age of Empires II: Age of Kings (Ensemble Studios/Microsoft)

Creativity Title of the Year—
Disney's Magic Artist Studio (Disney Interactive)

Children's Entertainment Title of the Year—
Disney's Villains' Revenge (Disney Interactive)

Family Entertainment Title of the Year—
3-D Ultra Lionel Traintown (Dynamix/Sierra On-Line)

Educational Title of the Year—
Jump Start Phonics Learning System (Knowledge Adventure)

Computer Game of the Year—
Age of Empires II—Age of Kings (Ensemble Studios/Microsoft)

ONLINE AWARDS

Entertainment Site of the Year—
The Onion (Jack Szwergold/Peter Haise)

News/Information Site of the Year—
GameSpot (GameSpot Inc.)

Online Game of the Year—
EverQuest (Verant Interactive/Sony Online Entertainment)

Videogame Industry Gets Tough On Internet Piracy

Web's easy access makes it the choice distribution channel for counterfeit games

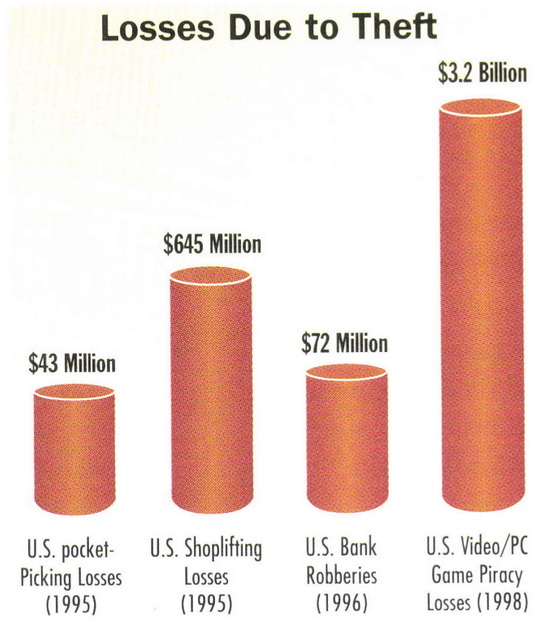
By Tom Carroll

You'd probably have to go back to the big screen debut of *Peter Pan* to find a time when piracy was so much in vogue. Unlike the Disney classic, however, this type of piracy doesn't always result in a happy ending.

Last February, the Los Angeles Sheriff's Office Computer Crimes Unit and the Federal Bureau of Investigation's New York field office arrested 12 alleged software counterfeiters in the L.A. area.

A month later, Florida resident David Pugh was sentenced to a 30-month jail-term and two years probation for trafficking-in pirated software, mostly over the Internet.

Other recent criminal prosecutions in New York, Oregon, Massachusetts and Washington D.C., show that software pirates are increasingly walking the plank for their actions, especially pirates plying digital seas.



Nintendo of America's manager of anti-piracy, Jodi Daugherty

In its most basic form, software piracy is the unauthorized copying of software. Users are allowed to make one copy of any program for backup purposes, but it is against the law to give copies to friends or colleagues, or to sell in any form.

Pat Becker, director of government and community relations for Electronic Arts, says, "Last year, piracy cost the interactive entertainment industry about 3.5 billion dollars. When compared to $11 billion in worldwide business, that's a huge chunk. It cost Electronic Arts alone more than $400 million last year. That's just packaged goods piracy, stuff that's confiscated at customs. The losses from Internet piracy are also huge, and they're growing."

According to Jodi Daugherty, manager of anti-piracy at Nintendo of America, Electronic Arts is not alone. Nintendo and its third-party licensees lost an estimated $744 million due to pirated videogame products in 1999.

Becker notes that piracy hurts more than just the big companies. "The smaller company that has a wildly successful product will never be able to stay in business because somebody's pirated its goods. The money that's made out of the sale of popular products is reinvested in developing new products. If you don't have the money to reinvest in new product development, you're going to have lesser quality products. In the end, the consumers are going to be the losers if piracy is allowed to run rampant on the Internet."

Nintendo, Electronic Arts and other major game publishers maintain stand-alone anti-piracy campaigns, which consist mainly of incorporating anti-piracy technology in commercial products; thoroughly establishing copyright, trademark and patent protection worldwide; and cooperating with all levels of domestic and international law enforcement activity.

But in the past few years, distribution of pirated software became so widespread that in perhaps the first action of its kind, three videogame giants joined forces to take action. On March 28, 2000, Nintendo, Electronic Arts and Sega of America jointly filed suit in U.S. District Court for the Northern District of California against Yahoo! for the sale of illegal and counterfeit videogame products.

Watching from a distance, the Interactive Digital Software Association (IDSA) and its president, Doug Lowenstein, applauded the lawsuit and the publicity it brought. Lowenstein says, "The IDSA has been deeply concerned about the rampant piracy that occurs on many of the auction sites. We think that these lawsuits are very important as part of a larger campaign to clean up the Internet."

The IDSA is the U.S. trade association exclusively dedicated to serving the business and public affairs needs of companies that publish video and computer games for videogame consoles, personal computers and the Internet. A large portion of the IDSA's effort is spent combating software piracy and in particular, Internet piracy.

EA's Becker says, "I think what's happened is that the Internet is now becoming the distribution channel of choice for counterfeit goods made by people with a CD burner in the bedroom and a desire to make a buck off the work of somebody else. Auction sites hosted by publicly held companies may have an air of legitimacy, but they're nonetheless facilitating and profiting from the sale of pirated goods."

Lowenstein believes trafficking of pirate software over the Internet is especially troublesome. He says, "The idea of valid sites carrying pirated software sends a terribly dangerous signal to the public about the willingness of legitimate businesses to tolerate a clearly illegal activity, activity that they are fully aware is occurring."

Doug Lowenstein, president of the IDSA

Lowenstein maintains that most people are attracted to such auction sites because of low prices. "While there's a certain culture out there that gets a kick out of being involved in black market activity, by and large, people doing this are simply looking for the finished product."

Publishers like Nintendo of America are aggressive against Internet piracy. According to Daugherty, "We work with ISPs to take down sites and notify website owners of any infringements. We also request the Internet auction companies to take down auction sites daily that infringe on our intellectual property rights."

While the IDSA is fully aware of both large- and small-scale piracy activities, it has limited resources at its disposal. Lowenstein says, "If someone is engaged in small-scale piracy, they are still on our radar screen, but we really have to calibrate the most effective ways to use our enforcement dollars. Obviously those dollars tend to be targeted at larger operations."

The IDSA doesn't operate in a vacuum. Nintendo's Daugherty says, "We believe that when industry companies work together to stop piracy it benefits everyone." Daugherty adds that Ric Hirsch, senior vice president, Intellectual Property Enforcement, at the IDSA, will bring a wealth of experience to the IDSA's programs. Hirsch recently joined the IDSA from a similar post at the Motion Picture Association of America.

Hirsch directs the IDSA's efforts to locate and prosecute offenders. He believes that the types of cases the IDSA pursues help send a message to the broadest possible range of software pirates. "When we go after these people, there isn't a lot of doubt that they're engaged in illegal activities. And we think the courts tend to be sympathetic to the rights holders under these circumstances. When word gets out to people that they could be facing serious civil liability and potentially criminal liability, we think they reassess the cost vs. benefit of this kind of conduct." GW

> *"The IDSA has been deeply concerned about the rampant piracy that occurs on many of the auction sites. We think that these lawsuits are very important as part of a larger campaign to clean up the Internet."*
>
> *—Doug Lowenstein, president, Interactive Digital Software Association (IDSA)*

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