

VIDEO GAME SERIES

FIFA

AN APPROACH TO CONTENT

WHAT DO WE KNOW SO FAR

1993 - FIFA INTERNATIONAL SOCCER - **Isometric View**

1995 - FIFA SOCCER 95 - **Club Teams**

1996 - FIFA SOCCER 96 - **Real time 3d Graphics - real player names / positions / rankings + costumisation** **Hardware Variations**

1998 - FIFA ROAD TO WORLD CUP 98 - **Revamped Graphic engine/costumisations - 16 dif stadiums - Higher A.I.**

1999 - FIFA 99 - **Updated costumisations regarding player gestures and singularities - More teams**

2000- FIFA 2000 - **Introduction of major league soccer - more teams**

2001- FIFA 2001 - **New graphic engine - costumisation revamped - shooting power bar**

2002- FIFA 2002 - **More power bars for different feats - panini card reward sistem - mini game w.cup**

2003- FIFA 2003 - **New gameplay - better graphics - personalisations - freestyle control**

2004- FIFA 2004 - **Secondary divisions - promotion system - 2 player control -online play**

2005- FIFA 2005 - **Create a player and career mode - ingame trick system**

2006- FIFA 06 - **New game engine - team motivation - nostalgia unlockables -**

2007- FIFA 07 - **Interactive leagues - custom teams**

2008- FIFA 08 - **Be a pro system - more teams**

2009- FIFA 09 - **Colision system updated - be a pro online - adidas live season - microtransactions**

2010- FIFA 10 - **Extended manager mode - player growth in game performance - extra content- more stadiums and teams**

2011- FIFA 11 - **Career mode /manager - revamped ingame skills - being the goalie**

2012- FIFA 12 - **Wide range of plataforms and systems run fifa**

2013- FIFA 13 - **Higher A.I. - better control 1vs1 - reward system - social binding - voice commands**

WHAT CAN WE GATHER FROM THIS

- **FIFA IS ONE OF THE OLDEST GAME SERIES AND ONE OF THE FEW THAT HAS A ENDURING LIFE CYCLE**
- **ITS WAS UPDATED ACCORDING TO THE DEVELOPMENT OF HARDWARE AND SOFTWARE INNOVATION**
- **IT HAS A ENDURING AND RECURRING LEGION OF FANS/ PLAYERS WHO ARE IN LOVE WITH SOCCER**
- **MANAGED TO DIVIDE THE MARKET INTO WHO PLAYS FIFA OR WHO PLAYS PES**

HOW IS THE ACTUAL COLATERAL CONTENT WORKED

FIFA ULTIMATE TEAM WEB

BUILD YOUR CLUB / TEAM

MANAGE YOUR TEAMS

COMPETE

ONLINE/SOCIAL

CREATION CENTER

CREATE / SHARE / PLAY

CONTENT COSTUMISATION

EA SPORTS TICKET

ONLINE/SOCIAL

PLAYERS

TOURNAMENTS / LEAGUES

GAME FACE

CREATE YOUR VIRTUAL PRO

AVATAR/ 3d MODEL . ONLINE and OFFLINE / SOCIAL

SUPERSTARS

SOCIAL GAMEPLAY / ADDICTIVE REWARD SYSTEM

ONLINE/SOCIAL

OTHERS?

WHAT CAN WE DO FROM ALL THAT

REACHING OUT TO TOUCH SOCIAL CONTENT WE NEED TO RECALL OURSELVES WHY PEOPLE PLAY FIFA.

FIFA players **will play from 1 to 4 hours** / we can double that time if playing is a friends event or competition

FIFA players are **savants when the subject is soccer**

Most of them are **aware of info and events regarding the game** of football that precedes in many years their existence

All of them want to **be part of a glorious event** / many times reflected on the moto of each game of the series. e.g the last 2 “**we are 11**” or “**love football, play football**”

WHERE'S THE OPPORTUNITY?

THE CREATION OF A POSSIBLE DOWNLOAD CONTENT THAT USES AS LEVERAGE FIFA.COM
CLASSIC FOOTBALL

LEGENDARY FOOTBALL FOR LEGENDARY PLAYERS

**BECOME MARADONA IN THE 86 WORLD CUP SCORING ONE
OF THE MOST AMAZING GOALS EVER IN THE MATCH AGAINST ENGLAND**

ENDLESS EXPANDING POSSIBILITIES

HOW TO ENDURE AND ENHACE THE MAIN CONCEPT

FIFA series becomes the first 3d card collection on any system using wonderbook™ or similar technology

Imagine having your own 3d card collection of **your favourite classic players avatars** interactive with at least 3 of their fav moves available to be collected

This can also be applied to **collecting 3d models of the stadiums of the events / special balls and similar items**

The creation of both a **online mode and offline trade system mechanics** that allows players to spread the influence of the mode around any system

LEGENDARY FOOTBALL / FOR LEGENDARY PLAYERS

fifa.com classic football owns a huge database with the upmost relevant info on football history / its protagonists and every amazing play or match that was ever held.

Creating a legendary play option would allow players to relive and experience events that they only would have access on film / and at the same time challenge them to change the results of the event or to top the skills of the team / player of the said challenge

The current systems and our use of information allow us to easily set up a copy of the events of any match in question being them field stadium or play wise

At the same time content wise players using the legendary play option would be fed with extra relevant info from that exact match

IN CONCLUSION

For a long time now, FIFA game series as been devoted to develop the best game and playability allowing extra content whenever possible / making sure players live the game out of the fields but with the same passion as Messi or Ronaldo or Mourinho do it when they are in the game.

Allowing them to touch a slice of football history trough a set of preset packs or a complete “sidequest” would eventually generate a huge leverage for the series, it not only shows the players that you care about how they play but that you love the game as much as they do.

It provides immersion for a larger range of players since older players would feel more connected with the game reliving the amazing matches and trough it energize the new ones into it also.

THANKS FOR YOUR TIME