

Minutes to Meltdown

Released:

Mobile! (pre-ios and android)

NA: July 1, 2007

Publisher: EA

Developer: G5 Mobile

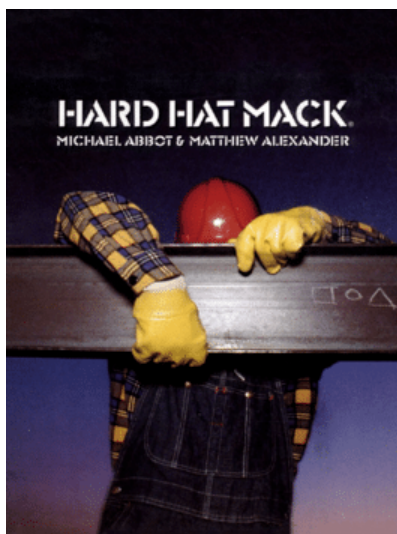
The Simpsons: Itchy & Scratchy Land

Released:

Mobile! (pre-ios and android)

NA: December 1, 2008

Developer: G5 Entertainment AB





It begins:

“Why do games cost so much money? When you hand over \$50 for the latest title, are you getting a fair deal, or are you getting ripped off?”



It ends with this passage:

SO WHO'S GETTING RICH?

Need final proof you're not getting ripped off? Check out the publishers' accounts



One argument that defends publishers in the face of "rip-off" allegations is that very few of them are making serious money at the moment. In fact, some of the biggest and best known are losing an awful lot of money.

Acclaim, for instance, posted staggering losses of \$221 million for the year ending September 30, 1996. MicroProse lost \$40 million for the year ending March 31, 1996, and Mindscape lost around \$50 million during the 1996 calendar year. Viacom recently announced it is putting Virgin Interactive Entertainment up for sale. VIE lost \$14 million in 1995 and is expected to announce similar losses for 1996 shortly. Time Warner has also divested itself of the majority of its game market interests over the last 18 months.

Some of the world's largest media companies were tempted into the market partly by the high retail prices charged for software. Many are now exiting the industry in a big hurry after finding that, despite price tags of \$45 to \$75, it's actually very difficult to make money from games.

Conversely, the only company to regularly make good money from computer and videogames over the past five years

is Electronic Arts, a publisher with a critical track record second to none and possibly the last company any consumer would accuse of ripping people off.

In the end, it may seem that game companies are faced with no greater problem than counting their money, but reality suggests a much more dismal picture. Making money in this business is tough, and no gamer should begrudge the money you spend — as long as you believe its worth it.

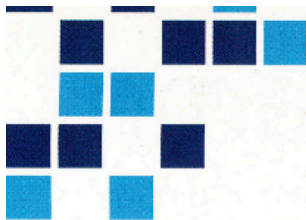


Acclaim is one of several, once-successful videogame companies now losing money at an alarming rate

Next Generation OnLine, <http://www.next-generation.com/>

Nearest episodes:

- MyPods and Boomsticks
 - Season 20, Episode 7
 - Airdate: November 30, 2008
 - Written by Marc Wilmore
 - Directed by Steven Dean Moore
 - Guest Star: **Shohreh Aghdashloo**
- The Burns and the Bees
 - Season 20, Episode 8
 - Airdate: December 7, 2008
 - Written by Stephanie Gillis
 - Directed by Mark Kirkland
 - Guest Star: Mark Cuban, Jeff Bezos, Marv Albert, and also features the likeness of several other annoying billionaires.



How-To: Download Games



LOADING GAMES ONTO
YOUR PHONE IS AS EASY AS 1-2-3!

step 1

BEFORE MAKING ANY GAME purchases, make sure that you have a cell phone that supports wireless gaming. Check www.att.com/mediamall to see if your phone is listed, or pick one of the gaming-certified phones we recommended earlier. You must have a phone with internet access for data downloads, and for some games, SMS messaging support to confirm purchases. These features also have to be enabled on your phone and subscription plan.

step 2

AT&T SUBSCRIBERS HAVE TWO ways to download games. The first is through AT&T's Media Mall digital download portal. Phones with internet browsers can access Media Mall directly from the handset. From there, choose the Games listing to browse through available titles. Just hit the Buy button to complete your purchase!

Alternatively, you can visit Media Mall online from your home computer at www.att.com/mediamall. Select your phone make and model from the list on the sidebar. Not every game is compatible with all handsets because each title is specially developed to accommodate the screen resolution and features of individual phone models. Once you've picked a game, just input your information to have the software sent directly to your phone!

With both methods, game purchases are billed directly to your monthly cell phone plan.

step 3

JUST WAIT FOR PURCHASED games to be downloaded onto your handset. That's it! Now go ahead and play! Games will be found in the "My Stuff" or "Games" folder from the phone's main menu. That's it! Now go ahead and play!

*Standard data charges will be applied for the game downloads.

TRY BEFORE YOU BUY!

Want to give games a spin before deciding to buy them? AT&T's Media Mall has free weekly downloads of game demos for you to sample. Just head to the "Free this Week" category in the Games section to pick the games you want to try! You can also choose to receive alerts of new game releases by texting "YES" from your phone to 42637.

Top 5 Places to Game

TAKE GAMING OUT OF THE CONFINES OF THE LIVING ROOM! WHERE DO YOU PLAY?



1 THE COMMUTE

NAPPING ON THE TRAIN to work is outdated. The cutting-edge commuter uses the daily bus ride to stretch his brain with some mobile games. One-button games on AT&T phones let you hold on to rails if you're standing, and many games have mini-games or a quick-play mode for brief trips.



2 WAITING FOR FRIENDS

ARRIVING LATE TO GROUP outings may be fashionable, but early birds reap the rewards of tardiness with time to sneak in a mobile gaming session. A round of Glu's *Diner Dash 2* before heading out to dinner is the perfect way to start the evening.



3 VACATIONS

IF YOU HAPPEN TO be stuck with parents on an annual family reunion, wireless games will keep you company and thankfully away from nosy aunts. And even if your vacations are spent relaxing on a beach in Hawaii, you can still navigate AT&T's vast library of games on its always-accessible Media Mail.

AT THE GYM

WHETHER YOU'RE PACING ON a treadmill or sweating on a stationary cycle, time quickly flies by when you're enjoying some mobile gaming. AT&T's latest phones also have plenty of music playback features, so you've got your watch clock, MP3 player, and gaming console all in one device to spruce up your workout routine.



4

AT SCHOOL

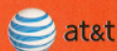
STUDYING FOR HOURS ON end can be taxing for your mind, so remember to take breaks. Reward your scholarly efforts by jumping into a soothing game of I-Play's *Skipping Stone* while holed up in the library. Just remember to turn off sounds or wear headphones as a courtesy to nearby bookworms!



5

ANYWHERE MEANS EVERYWHERE

There's really no place you can't or shouldn't play games. The truth is that mobile gaming has soundly established itself as a legitimate gaming platform. Gamers aren't just playing on their cell phones to pass the time—they're digging wireless gaming on AT&T because it's a great way to have fun. Exciting new titles showcasing advanced graphics and deep gameplay make gaming on the go a compelling alternative to traditional forms video gaming.



Must Play TV



LOST AND HEROES HAVE CAPTIVATED TELEVISION VIEWERS ACROSS THE NATION. NOW THAT THEY'RE BEING ADAPTED FOR YOUR CELL PHONE, WE SPOKE WITH GAMELOFT VICE-PRESIDENT GONZAGUE DE VALLOIS TO UNCOVER JUICY DETAILS BEHIND THESE TWO HIGHLY ANTICIPATED MOBILE GAMES.

How is GameLoft bringing those shows to cell phones?

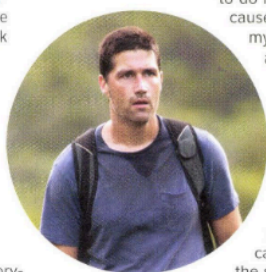
In *Heroes: The Official Mobile Game*, you play the role of one of three characters—Hiro Nakamura, Nikki Sanders and Peter Petrelli. You utilize each character's super power to your advantage as you navigate through 11 levels and four locations—New York City, future New York City, the museum and Las Vegas. The game incorporates fan favorite moments from Season One as well as an exclusive sneak preview of yet to released scenes from Season Two.

In *LOST*, you play in the role of Jack and help him navigate through the island. You explore all the main locations: the hatch, the jungle, the black rock and the beach. The key moments from Season One are

incorporated into the game: the crash scene, escaping the black smoke, meeting the Others, etc. The great thing about both of these games is that it clearly manages to recreate the main storyline, but the player does not need to know the show to enjoy the gaming experience.

How are the games' stories related to the plots of the actual shows?

Both games stay true to the storyline of their respective shows. Because both shows have such a huge fan base it was important to not steer too far from the main plot. For both *Heroes* and *LOST*, we worked closely with the writers of the show. For *LOST*, the dialogue was written by



Play as Dr. Jack Shephard and explore the mysterious island in the *LOST* mobile game.

the team of people behind the series. For *Heroes* we worked very closely with one of the writers to ensure all the levels stayed true to the story.

What do fans of the shows gain from playing the mobile game?

Fans are able to relive their favorite show anytime and anywhere. Especially since *LOST* is on hiatus until February 2008, fans are able to get their fix through the mobile game. Mobile games are all about entertainment on the go; they're short bursts of fun during moments when you have two minutes or two hours.

What are some of the challenges of creating a mobile game based on TV franchises?

The games we choose to develop that are based on a television show usually have mass appeal and a very big fan base. That being said, the fans have an expectation of what the story should be. It needs to stay true to the storyline. Not to say that you can't get creative with it, but the fans need to be able to recognize the core of the plot. For example, when we developed [the game] *Desperate Housewives* we decided to do it in a board game style because the show is based on clues, mysteries and a "who done it" atmosphere. It reminded us of the classic board game *Clue*, so we decided to go with that format, which worked.

One of the biggest challenges in designing for cell phones is designing the game within a limited space. For a game like *Heroes* that covers all of Season One, you can't include all 24 episodes of the show. You have to select the key moments and then work to incorporate them, but also manage the space for sound, graphics, etc. You have anywhere from 600kb to 2mb to work with and that's not much at all compared to console games, which come on spacious DVDs.

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TV/Movies

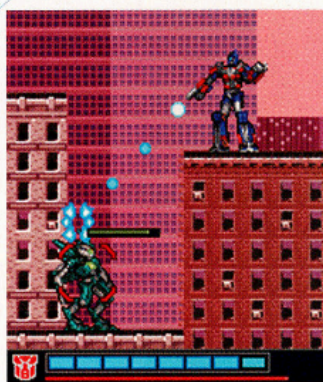


Gameloft LOST

THE SURVIVORS OF OCEANIC Flight 815 are stranded on a mysterious island and need your help to survive! Guide Dr. Jack Shephard through the dangerous trap-filled jungles of the island, running away from the smoke monster and fighting the shadowy "Others." Other main characters like Kate and Locke help you protect the group in the hostile environment while you complete multiple objectives like searching for dynamite and hunting for food. Fans of the show will recognize iconic locations like the Black Rock and the Hatch.

Glu TRANSFORMERS

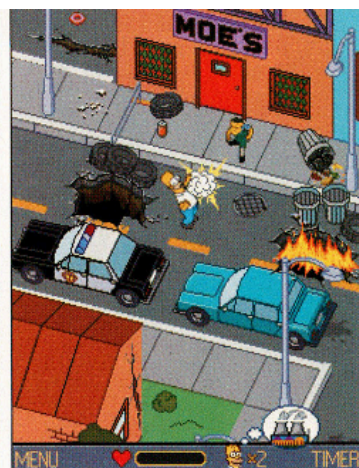
AN ALIEN ENERGY SOURCE known as the Allspark is hidden somewhere on Earth, and it's up to the Autobots to recover it before the evil Decepticons use it to destroy the planet! Instantly transform from car into giant robot as Optimus Prime, the valiant leader of the Autobots. With an explosive combat system, you battle Decepticons while locating friendly Autobots scattered across multiple levels. This is action-adventure on a massive scale, with riveting robot clashes straight out of the hit summer movie.



Gameloft HEROES

ORDINARY PEOPLE WITH EXTRAORDINARY abilities band together to save the world in the smash TV hit *Heroes*. Here's your chance to fill the shoes of Hiro, Niki, or Peter in an adventure that captures Season One's most exciting moments. Each character's fantastic powers come in handy solving puzzles and mysteries through the game's 11 missions. You'll also be able to uncover secrets about the TV show found only in the mobile game!

Read our exclusive interview with the creator of the Heroes and LOST games on page 14!

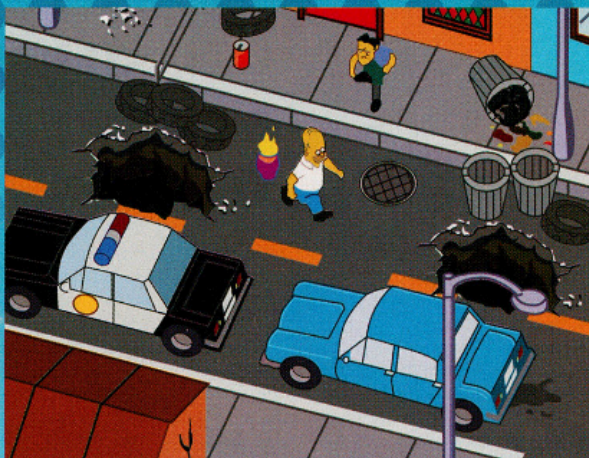


EA Mobile THE SIMPSONS: MINUTES TO MELTDOWN

America's favorite animated family needs your help to save Springfield from a nuclear meltdown! With your help, Homer fumbles through town to the power plant while avoiding hazards like burning tires and giant sinkholes. Plenty of supporting *Simpsons* cast members like Barney, Mr. Burns and Apu join the fray to help your cause, while a few mischievous characters like Krusty the Clown and Officer Lou try to prevent you from saving the day.

GP Unplugged

On Deck



The Simpsons: Minutes to Meltdown



Mobile • Publisher: EA Mobile • Genre: Action • Available: Now

EA Mobile is on its way to delivering their new title, The Simpsons: Minutes to Meltdown. Available via jamster.com, players will take on the role of Homer as he drastically tries to save Springfield from a meltdown at the local power plant. Interact with your favorite Springfield citizens and accomplish missions in order to get to the Springfield Nuclear Power Plant in time before it's too late.





The Simpsons Itchy & Scratchy Land

This mobile phone game is under: [Action & Adventure](#)

RATE IT: ★★★★★



Run For Your Lives! It's The Simpsons Itchy & Scratchy Land! Just like in the classic Simpsons episode, Our Favorite Family's theme park outing is ruined by Itchy & Scratchy 'bots. Play as Homer, Bart, Lisa and Marge as they survive Explosion Land, Unnecessary Surgery Land, Torture Land and Searing Gas Pain Land. Kill the Kill 'bots with Bart's stink bomb slingshot. Build Bomb 'bots with Lisa's Robo-Generator. Blow 'bots to bits with Marge's vacuum gun. Life is a thrill ride with The Simpsons.

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