**ASSIGNMENT**
**ORGANIZATIONAL OVERVIEW**

**LENGTH/FORMAT**: 3-4 double-spaced pages of text; additional pages may include images such as company logos, game packaging, and/or screen captures from games.

**CONTENT**: Research and analyze a U.S. or overseas company (developer, publisher, or hardware manufacturer) that is *currently* involved in the game development industry. Include the following information in your analysis:

1.  Name and description of the company (including a brief history)
2.  Type of company (developer, publisher, or hardware manufacturer)
3.  Game platforms/systems associated with this company
4.  Specific game products and/or services associated with this company
5.  Game genres associated with this company (if applicable)
6.  What recent news has involved this company? Has the company experienced any unusual success (or failure) in the marketplace?
7.  How is the company involved with different aspects of the game industry -- including content creation, project management, prototyping, funding, development cycle, testing, manufacturing, marketing, and distribution?
8.  What are this company's revenue streams? How does it make money? Does it use a unique business model?
9.  What do you think makes this company competitive in the marketplace? Is there anything particularly unique about this company? Who are its major competitors?
10. What marketing strategies does this company use?
11. Are there any game industry issues that could pose a problem for this company? Has the company had to face any recent obstacles?