

DIGIPEN INSTITUTE OF TECHNOLOGY

ADVANCED CERTIFICATE IN VIDEOGAME PUBLISHING



START HERE. GO ANYWHERE.



#IDARB, 007: Everything or Nothing, 007: Quantum of Solace, 007: The World Is Not Enough, **1080° Avalanche**, 1942: Joint Strike, 4x4 Evo 2, 50 Cent: Bulletproof, Adventure Time: Explore the Dungeon Because I Don't Know!, Aegis Wing, Æon Flux, Age of Empires III: The Asian Dynasties, **Age of Empires Online**, Age of Immortals, Agents of Mayhem, **Alan Wake**, Alice: Madness Returns, Alien Versus Predator 2, Aliens: Armageddon, Aliens: Colonial Marines, Alpha Protocol, Always Sometimes Monsters, American Civil War: America's Army 3, America's Army: Proving Grounds, AND 1 Streetball, **Animal Crossing: New Leaf**, Anthem, APB: All Points Bulletin, **Apex Legends**, Archangel, Arkadian Warriors, Army of Two: The 40th Day, Army of Two: The Devil's Cartel, Ascend: Hand of Kul, Assassin's Creed II, **Assassin's Creed Origins**, Assassin's Creed Syndicate, Assassin's Creed Unity, Assassin's Creed: Bloodlines, ASYNC Corp., Aura-Aura Climber, Azurik: Rise of Parathia, Backyard Skateboarding, Baldur's Gate, Baldur's Gate II: Shadows of Amn, Baldur's Gate II: Throne of Bhaal, Baldur's Gate: Dark Alliance II, Band Hero, **Banjo-Kazooie: Nuts & Bolts**, Baseball Blast!, Batman Begins, **Batman: Arkham City**, Batman: Arkham City Lockdown, Batman: Arkham Origins, Batman: Arkham Origins - Blackgate, Batman: Arkham Underworld, Batman: The Brave and the Bold - The Videogame, Batman: The Telltale Series, Battleborn, Battlefield 1, Battlefield 3, Battlefield 4: Premium Edition, **Battlefield: Hardline**, Battletech, Bee Movie Game, Beejumbled, Beetle Adventure Racing, Bejeweled 3, Bejeweled Twist, **Bejeweled: Classic**, Ben 10: Alien Force - Vilgax Attacks, Ben 10: Ultimate Alien - Cosmic Destruction, Betty Bad, Bionic Commando: Elite Forces, BIONICLE Heroes, **BioShock**, BioShock Infinite, Birthday Party Bash, BIT.TRIP Presents... Runner 2: Future Legend of Rhythm Alien, Blacklight: Retribution, Blacklight: Tango Down, BloodRayne, BloodRayne 2, BloodRayne: Betrayal, Borderlands, Borderlands: The Pre-Sequel!, Breach, Britney Spears: American Dream, Brooktown High, Brutal Legend, Bulletstorm, Bully, **Call of Duty**, Call of Duty 2, **Call of Duty 4: Modern Warfare**, Call of Duty: Black Ops, Call of Duty: Black Ops II, Call of Duty: Black Ops III, Call of Duty: Black Ops 4, Call of Duty: Finest Hour, Call of Duty: Ghosts, Call of Duty: Infinite Warfare, Call of Duty: Modern Warfare 2, Call of Duty: Modern Warfare 3, Call of Duty: World at War, Call of Duty: WWII, Captain America: Super Soldier, Captain Jack: Treasure Tracker, Carcassonne, Carnival Games, Carnival Games: Wild West 3D, Cars, Cars 2, Cars: Mater-National Championship, Cars: Race-O-Rama, Cartoon Network: Punch Time Explosion XL, Centipede, Charlie and the Chocolate Factory, Charlotte's Web, Charm Girls Club Pajama Party, Charm Girls Club: My Perfect Prom, City of Villains, Civilization: Call to Power, Clive Barker's Undying, Close Quarters Conflict, CLUE Classic, Codename: Kids Next Door, Combat Elite: WWII Paratroopers, Combat Task Force 121, Command & Conquer 3: Tiberium Wars, Command & Conquer: Red Alert 3, Command & Conquer: Rivals, Command & Conquer: Tiberium Wars, Company of Heroes, Condemned 2: Bloodshot, Condemned: Criminal Origins, Conduit 2, Conker: Live & Reloaded, Constantine, Contra 4, Contract J.A.C.K., Coraline, Corpse of Discovery, Cosmic Colony, Costume Quest 2, **Counter-Strike: Global Offensive**, Counter-Strike: Source, Crackdown 2, Crackdown 3, **Crash Bandicoot: N. Sane Trilogy**, Crazy Plant Shop, Crimson Skies, Crimson: Steam Pirates, Cruise Ship Tycoon, Crushed Baseball, Crystals, CSI: Crime Scene Investigation - Deadly Intent, CSI: Crime Scene Investigation - Fatal Conspiracy, D.N.A., Damnation, Daniel X: The Ultimate Power, Dark Age of Camelot: Epic Edition, Dark Manor, Dark Void, Darksiders, **Darksiders II**, Darkwatch, Dawn of Fantasy, **Days Gone**, DC Universe Online, **Dead Rising 2**, Dead Rising 3, Dead Rising 4, Deadliest Catch: Alaskan Storm, Deadliest Warrior: The Game, Deadpool, Death Jr., Death Jr. II: Root of Evil, Death Tank, Deer Hunter 2018, Defense Grid 2, Defense Grid: The Awakening, Delta Force: Task Force Dagger, Demigod, Descent II, Destiny, **Destiny 2**, Destroy All Humans! Big Willy Unleashed, Destroy All Humans! Path of the Furon, **Diablo III: Reaper of Souls**, Diana Fortune in the Lost Temple of Gold, Digimon Racing, Digimon Rumble Arena 2, Diner Dash, Dino Frontier, Disney Epic Mickey, Disney Epic Mickey 2: The Power of Two, Disney Friends, Disney Infinity, Disney Pirates of the Caribbean: At World's End, Disney Princess: My Fairytale Adventure, Disney's Atlantis: The Lost Empire - Search for the Journal, Disney's Cory in the House, Distance, Divekick: Addition Edition, DJ Hero 2, Doki-Doki Universe, Disney Infinity: Marvel Super Heroes, **Donkey Kong Country Returns**, Donkey Kong Country: Tropical Freeze, **Dota 2**, Double Dragon Neon, **Dragon Age: Inquisition**, Dragon Age: Legends, **Dragon Age: Origins**, Dragon Warrior VII, Drawn to Life, Drawn to Life: The Next Chapter, Drawn: Dark Flight, Drawn: The Painted Tower, Drawn: Trail of Shadows, DreamWorks Super Star Kartz, DreamWorks Vultron VR Chronicles, Drug Wars, DuckTales: Remastered, Dungeon Siege II, Dungeon Siege III

Our graduates have been credited on more than **1,000 commercial game titles**, including these and many others.



WELCOME

DIGIPEN INSTITUTE OF TECHNOLOGY

For more than 30 years, we've been igniting passion and launching careers in interactive media and video game development — preparing students like you for the kind of lifelong work that challenges the mind and excites the imagination.

Our educational philosophy is simple but effective. Build your knowledge first, and then apply it to real-world projects and assignments where you decide what to create. Our programs immerse you in a studio-like environment where you'll learn to test and refine new ideas, collaborate with students from other disciplines, and gain a level of hard-earned experience that's simply unmatched by other college programs. By the time you graduate, you'll have a deep understanding of your chosen field and a portfolio of work that will make you stand out among your peers.

Where will you go from there? Our alumni are among the most sought-after employees in the games industry and beyond. In addition to being credited on well over 1,000 commercial game titles, they continue to push the boundaries of what technology can accomplish.

*Do you have the passion and drive to
become the next DigiPen success story?*



OUR VALUES

These are just a few of the educational values that define both who we are and what we do.



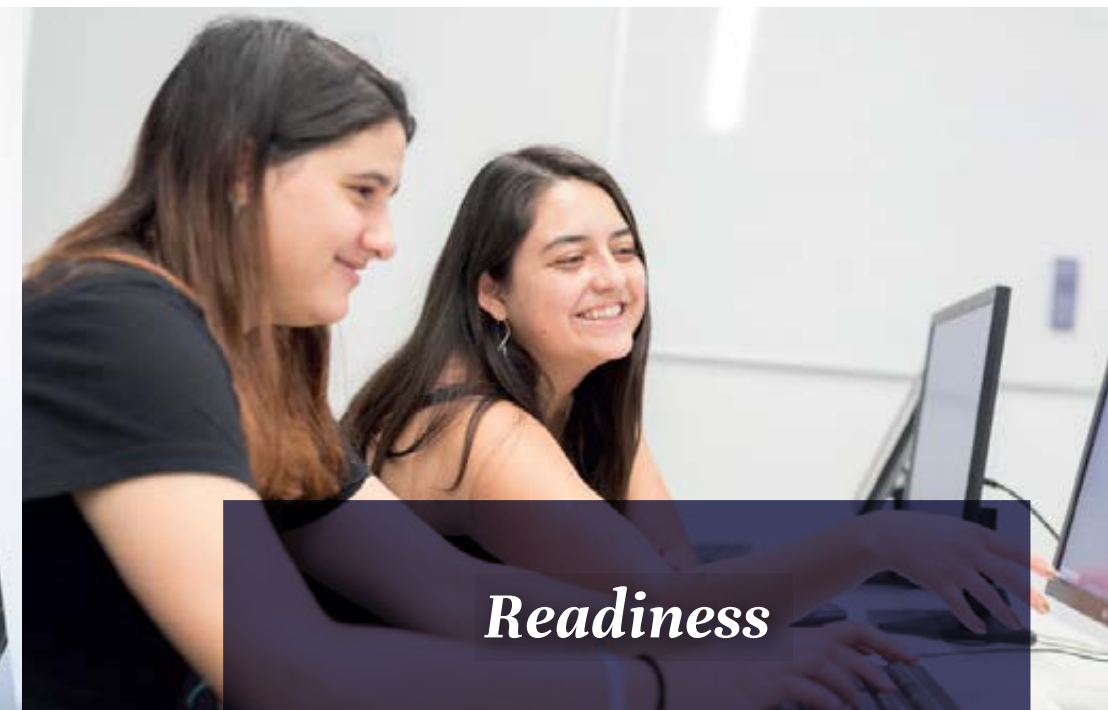
Immersion

We believe in the power of learning by doing. We engage students in applied, project-based learning.



Inspiration

Our experienced faculty and passionate students motivate and encourage one another to challenge what's possible, explore the limits of our creativity, and strive for personal excellence.



Readiness

Our programs result in career-ready graduates. Top companies in technology and gaming recognize DigiPen as an incubator of talent that produces creative and capable employees who thrive in team environments, know how to navigate challenges, and solve problems.



Community

Our team approach to project-based learning fosters a supportive environment for passionate students to share ideas, motivate one another, and bring their visions to life.



OFFERED AT THE EUROPE-BILBAO CAMPUS

BACHELOR DEGREES

- BS in Computer Science in Real-Time Interactive Simulation
- BFA in Digital Art and Animation

CONTINUING EDUCATION PROGRAMS

- Advanced Certificate in Videogames Publishing

ADDITIONAL DEGREE PROGRAMS OFFERED AT THE DIGIPEN US CAMPUS

- BS in Computer Engineering
- BS in Computer Science and Game Design
- BS in Computer Science
- BS in Computer Science and Digital Audio
- BS in Computer Science in Machine Learning
- MS in Computer Science
- BA in Game Design
- BA in Music and Sound Design
- MFA in Digital Arts



DIGIPEN BY THE NUMBERS

1ST

DigiPen is the first school in the world to offer a bachelor's degree in video game programming.

600+

More than 600 companies have hired DigiPen graduates, including Microsoft, Amazon, Nintendo, Bungie, and Disney.

1,750+

Our graduates are credited on more than 1,750 commercial video games.

ABOUT US

DIGIPEN AROUND THE WORLD

In addition to our main U.S. campus, DigiPen operates at two international campuses in Singapore and Bilbao, Spain.

We also offer DigiPen programs to students at other international colleges and universities through a series of educational partnerships.



GLOBAL CAMPUSES



EDUCATIONAL PARTNERSHIPS

Redmond, Washington
U.S.A

Bilbao, Spain

Bangkok, Thailand

Kuala Lumpur, Malaysia

Singapore

Daegu, South Korea

OBJECTIVES

- Obtain a full understanding of the current “state of the art” in the gaming publishing industry: Business model evolution, market trends and challenges, and the eSports phenomenon.
- Understand the publishing functions and how to combine them in order to build a publishing strategy that maximizes revenue generation by implementing innovative monetization techniques and driving engagement for each type of game, depending on its business model (Box,GaaS, F2P, mobile...)
- Deep dive into digital marketing tactics, understanding the game conversion funnel and how to maximize user acquisition (UA), retention, monetization and win back, and become familiar with key distribution channels.
- Understand operations that support the publishing function and play a key role in the Go-to-market strategy, such as Localization, Customer Support, Finance or Legal.
- At the end of the program, the students will be able to design a publishing plan, decide a publishing structure for their companies or understand the publishers’ mindset to negotiate publishing agreements with them.



WHO IS THIS PROGRAM FOR?

The Advanced Certificate in Videogame Publishing is designed for graduates and professionals who wish to acquire a comprehensive understanding of the gaming publishing business in order to increase their odds of launching a game successfully and stand out from the competition.

Participants may be developers who want to acquire business insights and incorporate them into the game development process or business professionals who want to refine or update their skills to create powerful and innovative go-to-market plans that incorporate the latest trends in the industry.

WORLD-CLASS FACULTY



Ignacio de Otalora

Ignacio is a passionate leader with 30 years of experience, currently he is the Executive Director of DigiPen Institute of Technology Europe-Bilbao providing market insights and strategic advice, analyzing market trends and challenges, maintaining awareness of the competitive market landscape, expansion opportunities and leading and overseeing the PR, marketing and promotion. Graduated in Business Administration, prior to joining DigiPen, he worked for 20+ years at the Bilbao Chamber of Commerce as Director of Studies and Planning and as an auditor of the Basque Court of Public Accounts. (87)



Javier Uriz

Javier Uriz is a video game industry veteran with 10+ years tenure in international executive positions at Activision Blizzard, working with several AAA franchises such as Call of Duty, World of Warcraft, Diablo, Overwatch, Destiny, Skylanders and Guitar Hero. Passionate about business growth and development of new monetization models, Javier brings a vast experience in Sales (retail and digital) and Business Development. His role as Senior Director of Sales and Business Development International at Blizzard provided him with extensive knowledge of the challenges and opportunities across different regions around the globe. He has led international sales deals and marketing partnerships that have helped companies reach wider audiences and ultimately grow their revenue and profit lines.



Artem Bykov

Artem is a passionate leader with over ten years of experience building world-class esports products. Currently, he works as a General Manager at ESL Gaming, the world's largest esports company that operates high-profile, branded international leagues and tournaments. Prior to joining ESL, Artem spent more than five years at Blizzard Entertainment, working in various esports roles. He also worked as a team manager at Natus Vincere, a product manager at Epic Esports Events, and as a project specialist at Freaks 4U Gaming. Artem produced more than 30 offline esports events across Europe, North America, and Asia. (96)



Kim Tran

As VP Marketing and Sales for Ubisoft Mobile, Kim oversees marketing, player acquisition and revenue generation worldwide and across the Ubisoft portfolio of games. Since learning advanced computing and management Kim has sought to apply digital technology and data to solve real-world business problems and help brands engage with people autonomously at scale. After working at IBM with data software and helping found a data tech start-up , she then joined Activision Blizzard EMEA in 2017 as Director of Media, CRM and Data Marketing , where she combined a player-centered marketing philosophy with data and automation to launch the fastest selling World of Warcraft expansion of all time - 'Battle for Azeroth', generating a record breaking 3.5 million sales on day one of the launch.



David Tyler

David Tyler is a highly experienced marketing leader with over 20 years spent growing brands in a range of markets from the oil industry to consumer electronics and the video game sector. With a lifelong passion for games, David has spent much of his career deeply involved with the Call of Duty franchise at Activision Blizzard having joined them as a UK marketer in 2006 and later running the Call of Duty franchise as Vice President for the International region from 2012 until 2019. David was an integral part of the franchise leadership that grew Call of Duty from a challenger brand to one of the largest entertainment franchises in the world. After a period of marketing consultancy in 2020, David joined Tencent, the tech and gaming giant, as the Global Marketing Director for PC & Console Games where he leads the consumer marketing of internally developed titles and consults across Tencent partner studios on all aspects of their go-to-market plans.

WORLD-CLASS FACULTY



Eric Chauveau

Blizzard Entertainment - Publishing Director Europe, Hearthstone & Diablo. Eric has spent most of his 20+ year long career as a marketer working on games with strong communities. His long stint at Blizzard Entertainment allowed him to navigate most of the business models, platforms and ecosystems of the video game industry, with a strong focus on the game-as-a-service model with titles like World of Warcraft or Hearthstone.



Jutta Jakob

Passionate about turning data into actionable insights, Jutta Jakob is leading Newzoo's research and consumer insights projects. As the Head of Consumer Insights, she loves helping clients to shape business and marketing strategies by effectively conducting and leveraging consumer research. Jutta has more than 10 years of experience in market research/consumer insights on both the agency (GfK) and the client-side, having previously led global research operations at Red Bull.



Jean Guerin – Director Community & Engagement, Ubisoft

With 12 years of track-record in different digital fields at Ubisoft, from Marketing to Digital TV, from Content Creators to Community, & from Owned to Paid Media; Jean Guerin is a multi-disciplinary industry leader who values the idea that it is less & less about telling the story a publisher wants to tell rather than about the story players want to hear, and that in a highly competitive war on attention between different forms of entertainment engagement is becoming the most strategic objective.



Tom Wijman

Tom Wijman is Newzoo's Games Market Lead. He oversees Newzoo's efforts for games market sizing, forecasting, and trend watching. An avid gamer himself, Tom ensures Newzoo stays on top of the latest developments in gaming and shapes the conversation around trends.



Michelle Van Der Wilk- Rouhof

As Newzoo's Commercial Director, Michelle Van der Wilk- Rouhof enjoys helping companies to optimize their business with data. As a video games veteran with 15 years of experience working on the publisher side for Activision Blizzard, Michelle knows firsthand how important it is to have access to in-depth market data and insights to make the right strategic decisions.



Tyler Long

Tyler Long is the Market Lead of Game Development and Publishing at Newzoo, the world's leading provider of games and esports data and insights. With over a decade of experience in the games industry with roles in production, operations and business development at companies such as 2K and The9, Tyler works with Newzoo's product and commercial teams to help build and further enhance Newzoo's product portfolio and connect those services to developer and publisher subscribers.

WORLD-CLASS FACULTY



Silvio Clausen

As the Head of Localization, Silvio Clausen runs the Localization operations at the Helsinki-based mobile games developer Supercell. He has over 15 years of experience working in the games industry, starting his career at Blizzard Entertainment. At Blizzard, Silvio has built a strong foundation of Localization knowledge working on projects of large scale and complexity, such as the World of Warcraft franchise. Deciding to take on a new challenge, Silvio joined the Supercell team in 2015 to build their Localization infrastructure from the ground up. Since then, he has focused on building a translation pipeline able to adapt and grow with ever-changing demands and finding the best tools to support the translation team. The quest for the perfect infrastructure has driven his passion for knowledge about the latest localization technologies and quality evaluation methodologies.



Philippe Bost

An expert on Licensing and Consumer Products passionate about Brand Management, Consumer Trends and Entertainment. In its current role of Vice President, International Consumer Products at Activision Blizzard, he is driving the brand expansion of IP's like Warcraft, Call of Duty or Overwatch in Europe, China or Latam. With over twenty years of consumer products experience, Philippe has worked in nearly every part of the industry. He has deep expertise in licensing, product development, manufacturing, category management, marketing strategy, ecommerce, and retail execution. Prior to Activision Blizzard, he served in Brazil as Mattel's Regional Senior Director for South America Consumer Products and as Managing Director for Disney Consumer Products for Spain and Portugal for more than 10 years.



Gaetano Dimita

Ben has been working in the gaming industry for the past 20 years. As Vice President of Business Operations, for the last 3 years, Ben was responsible for Blizzard International Product Strategy, Financial and Business intelligence as well as EMEA esports. Ben started his career in The United Kingdom, working for Crown Cork and Seal in the beverage industry. However, his passion for videogames made him move to Vivendi Games where he held several roles before joining the Blizzard Journey in France. Ben is a passionate and humble team believer for who curiosity and diversity matter.



Carlos Pombo

He is a videogames professional with more than 25 years of expertise in companies such as Nintendo and Activision Blizzard. Carlos as Activision Blizzard General Manager for Iberia and member of the EMEA leadership team, worked in franchises like Call of Duty, Skylanders , Crash , Overwatch , WOW, Diablo and many others. He was overseeing Finance, Sales, Marketing, Operations, Consumer Products and e-sports departments throughout his career, led the merge between Vivendi and Activision and the evolution from Retail to Digital over the last years. Carlos brings in-depth knowledge of market trends and industry as well as effective integration into strategic roadmaps. He was instrumental at exploring improvement areas to support customer requirements, brand image, and optimized ways of introducing innovative products and also well recognized for managing winning negotiations to achieve business objectives.



Jose Rodriguez

He started as Finance Director at Sony Playstation Spain since its launch in Europe in 1995. Currently, he leads the IBAM Financial Department (Iberia, Balkans, Adriatic, and MEDS), as well as he is responsible for Procurement, Compliance and LB&A in these territories. The direction of HR falls on him since 2015. In his career at Sony, he has been participant in the European design of several ERP's, and their subsequent implementation. He managed the set up and follow up for Sony Playstation in Portugal, developing the business model between Spain and Portugal. As a member of the company's Management, he has worked on direct distribution contracts for the BAM region and 3rd parties for Spain and Portugal (Disney and Activision).

PROGRAM DESCRIPTION

In videogames, as it happens with music or movies, we generally tend to focus on the creative side of things and acclaim or despise games based on their engine, graphics, story, or playability. Very often we underestimate the business strategies that make a game be purchased or downloaded by the player. In a booming and overcrowded market (3 Billion gamers around the globe, \$160 billion in revenues in 2020) having a good game is as important as properly publishing it.



MODULE 1: The Gaming Ecosystem

- Video Games and Business Models
- The Gaming Market
- eSports



MODULE 2: Building a Publishing plan

- Publishing: Objectives, functions and organization.
- Marketing Strategy
- The Box Model Publishing Plan: how to drive quick sell-thru
- Digital Marketing plan: how to build a powerful conversion funnel
- Digital marketing components. Mobile gaming
- Data analysis to increase engagement, retention and monetization
- PR and Community Management
- Sales and Business Development



MODULE 3: Publishing Operations

- Game Localization from a Publishing perspective
- Finance for Publishers
- Customer Support
- Legal: Critical aspects from a Publishing Perspective
- Create your own business plan



METHODOLOGY

In addition to the practical knowledge that you will gain from the hands-on projects, you will also learn from live top faculty with a vast experience.

You will engage in peer discussions moderated by program facilitators, and solidify concepts through case studies. The participants will acquire a complete understanding of the different publishing functions and how to leverage each of them to build a powerful business plan that is aligned with the game monetization model, completing a a capstone project, addressing a real-world challenge you face in your organization.

CAREER OUTLOOK

The Advanced Certificate in VideoGame Publishing focuses on the business side of gaming, building the foundation for a full publishing program, providing a deep understanding of the interrelations between game development and publishing, and exploring all the publishing functions.

Fundamental core subjects such as business models and monetization schemes, communication and community building strategies, distribution channels and relationships with first parties, as well as post-launch lifecycle management tools are discussed with industry professionals that accumulate years of experience in the industry. The program will also provide a good understanding of supporting functions such as Localizaton, Legal or Finance.

The aim of this program is to learn about different strategies that videogame companies could use to overcome the limits on reaching their audience efficiently and at scale.

According to a recent report by Newzoo senior market analyst Tom Wijman, **the global gaming market** generated \$159.3 billion in revenue in 2020. That would be 9.3 percent year-over-year growth. What's more, Newzoo projects the industry to surpass \$200 billion in revenue in 2023. The gaming community is larger, more diverse, and more affluent than ever before. For advertisers, this is a massive opportunity. Video-game marketing is ready for innovation



CERTIFICATE

Get recognized!

Upon successful completion of the program, DigiPen Institute of Technology Europe Bilbao grants a verified digital certificate of completion to participants. This program is graded as a pass or fail; participants must receive 80% to pass and obtain the certificate of completion.

A CENTER OF INNOVATION

THE BILBAO REGION

ZORROTZAURRE, THE LOCATION OF DIGIPEN EUROPE-BILBAO'S NEW CAMPUS, IS A VIBRANT NEIGHBORHOOD ON A SMALL ISLAND ON THE NERVIÓN RIVER.

It is the site of a focused urban redevelopment project that has brought creative industries to Bilbao through sustainable, environmentally-conscious planning. The Zorrotzaurre project has helped to bring a new, confident energy to the city, leading the Academy of Urbanism to name Bilbao as 2018's European City of the Year.

Bilbao, the capital of the province of Biscay, is the largest city in the Basque Country of northern Spain. The greater Bilbao area has a population of approximately 1 million inhabitants. Situated on the Atlantic coastline along both sides of the Nervión River, Bilbao is an industrial and economic center, an important seaport, and a major transit hub connecting Spain and Portugal with the rest of Europe. In addition to its vital role in Spain's economy, Bilbao is also a center for culture, art, and architecture — home to numerous theaters, concert halls, and world-famous landmarks like The Guggenheim Museum Bilbao. The city has also become a well-known destination for renowned cultural and international sporting events.

A Place to Grow and Thrive



Courtesy of Bilbao Town Hall

Begin Your Journey

digipen.es

Redmond, WA - Singapore - Europe-Bilbao