



CRONER SOFTWARE GAMES SURVEYS

SURVEY OVERVIEW

To become a participant, please contact:

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Croner Software Games Surveys

The *Croner Software Games Surveys* are highly focused industry-specific surveys conducted annually to provide participating companies with up-to-date, market competitive compensation data. Participants are domestic and international publishers and/or developers of entertainment or educational software. In 2010, approximately 45 companies will use Croner survey data to understand current compensation trends and establish rational market compensation levels in their organizations and to support their key compensation decisions.

Key Features of the Surveys

- Completely confidential, participant-only surveys - results only available to participating companies
- Relied on by the major players in the industry - large and small - to attract and retain key employees
- Covers a full range of industry-specific jobs at all levels, from CEO to Entry QA Tester
- Reports national, regional and company size cuts where applicable
- Includes annual updates on survey highlights and trends

Positions and Compensation Data Covered

North America Survey (U.S. and Canada)

The 2009 survey included 250 positions. Job family grids of the survey positions are included. A sample of the survey report output for the position of Game Designer is included to illustrate the data cuts and report layout for a typical position.

International Survey

The 2009 survey included 70 positions. Job family grids of the survey positions are included. A sample of the survey report output for the position of Game Designer (UK) is included to illustrate the report layout for a typical position. The 2009 survey reported compensation data for 9 companies matching positions in 9 countries.

Compensation Elements Surveyed for Each Position

- Base salary
- Total cash compensation (i.e., base salary plus bonus)
- Total direct compensation (i.e., total cash compensation plus annualized net present value of equity grants)

Compensation Practices

- Full picture of North America industry compensation practices - merit budgets, bonuses, equity and more
- Compensation practices are not reported in the International Survey
- The North America Survey covers insurance programs; paid time off; and other selected benefits
- The International Survey includes only compensation data and does not include compensation practices

Croner Software Games Surveys

2010 Survey Schedule

June	Planning meeting for the 2010 survey.
July	2010 survey questionnaires mailed to participants. Data effective July 1, 2010
August	Completed questionnaires due at The Croner Company
December	2010 North America report published
January 2011	2010 International report published

Participation Fees

North American Survey Fees

The 2010 participation fee is \$5,600. By signing a Participation Agreement for the 2010 survey, a company may purchase the 2009 results for an additional \$8,500.

International Survey Fees

The 2010 participation fee is \$2,250 (in addition to North American participation fees). By signing a Participation Agreement for the 2010 survey, a company may purchase the 2009 results for an additional \$4,500.

Confidentiality

Survey policies underscore the importance of strictly maintaining the confidentiality of each participant's source data. Only The Croner Company has access to the source information provided by participants. The Croner Company uses these data only to compile the results of the survey, and does not share or access the information for any other purpose. Statistical analyses are conducted on the source data and results are reported to the survey participants only in summarized form. The survey also uses reporting rules to ensure the full confidentiality of each participant's data. No attribution to pay levels or practices of individual participants is made.

Croner Software Games Surveys

2009 North America Participants

Activision Blizzard, Inc.
Artificial Mind & Movement
Blue Castle Games, Inc.
Bungie Studios
Capcom USA, Inc.
Disney Interactive Media Group
Eidos Interactive Limited
Electronic Arts Inc.
Foundation 9 Entertainment
Gazillion Entertainment, Inc.
Glu Mobile Inc.
Her Interactive, Inc.
Insomniac Games, Inc.
International Game Technology
KingsIsle Entertainment Inc.
Konami Digital Entertainment
LeapFrog Enterprises, Inc.
Lucasfilm Ltd.
Microsoft Corporation
MTV Networks

NAMCO BANDAI Games America Inc.
NCsoft Corporation
Nexon America Inc.
Next Level Games, Inc.
Nintendo of America Inc.
PopCap Games, Inc.
Red 5 Studios Inc.
Retro Studios, Inc.
Sega of America, Inc.
Sony Computer Entertainment America, Inc. (SCEA)
Sony Online Entertainment LLC
Square Enix, Inc.
Take-Two Interactive Software, Inc.
THQ Inc.
Trion World Network, Inc.
Turbine, Inc.
Ubisoft Divertissements Inc.
Ubisoft Vancouver, Inc.
Ubisoft, Inc.
Warner Bros. Entertainment Inc.

2009 International Participants

Activision Blizzard, Inc.
Disney Interactive Media Group
Electronic Arts Inc.
Glu Mobile Inc.

PopCap Games, Inc.
Square Enix Europ
Take-Two Interactive Software, Inc.
THQ Inc.
Warner Bros. Entertainment Inc.

**Croner Software Games Surveys
Positions by Job Family and Management Level**

— North America Grid I —

SENIOR MANAGEMENT		
22 Chief Executive Officer - Independent Software Publisher 24 Chief Executive Officer - Subsidiary / Division of a Parent Company 26 Chief Executive Officer - Independent Software Developer	28 Chief Operating Officer 29 Chief Technology Officer	38 Top Legal Executive (General Counsel) 40 Top Finance Executive (Chief Financial Officer)

Level	Family	STUDIO MGMT - LINE OF BUS MGMT	PRODUCT DEVELOPMENT							
			Production Mgmt	PD - Creative	Producing	Game Design	Level Layout Design	Scripting	Localization	Software Engineering
Officer		10009 Head of Studios								
Senior VP			20011 SVP, Pdn Mgmt							
Vice President		10012 GM, Studio ¹ 10112 GM, SBU ¹	20012 VP, Pdn Mgmt		22012 VP, Exec Prdcr ²					26012 VP, SW Engrg
Director			20014 Dir, Pdn Mgmt	21014 Creative Dir	22014 Exec Prdcr ²	23014 Dir, Game Dsgn ³			25014 Dir, Lclztn	26014 Dir, SW Engrg
Manager			20016 Sr Pdn Mgr		22016 Sr Prdcr ²	23016 Mgr, Game Dsgn ³			25016 Mgr, Lclztn	26016 Mgr, SW Engrg
Supervisor									25017 Supv, Lclztn	
Lead						23018 Lead Game Dsgnr ³	24018 Lead Level Layout Dsgnr			26018 Lead SWE
Principal IC						23021 Princ Game Dsgnr ³				26021 Princ SWE ⁴
Staff IC						23023 Staff Game Dsgnr ³				26023 Staff SWE ⁴
Senior IC						23024 Sr Game Dsgnr ³	24024 Sr Level Layout Dsgnr			26024 Sr SWE ⁴
Journey IC			20025 Pdn Mgr		22025 Prdcr ²	23025 Game Dsgnr ³	24025 Level Layout Dsgnr		25025 Lclztn Prdcr	26025 SWE ⁴
Associate IC			20026 Assoc Pdn Mgr		22026 Assoc Prdcr ²	23026 Assoc Game Dsgnr ³	24026 Assoc Level Layout Dsgnr		25026 Lclztn Spec	26026 Assoc SWE ⁴
Coordinator			20027 Pdn Coord		22027 Asst Prdcr ²				25027 Lclztn Coord	
Assistant			20028 Production Assistant (Any Area of Product Development)							
Lead Support										
Senior Support										
Journey Support										
Entry Support									24534 Scriptor	

**Croner Software Games Surveys
Positions by Job Family and Management Level**

— North America Grid 2 —

Level \ Family	PRODUCT DEVELOPMENT (cont.)								
	Writing	Technical Writing	Sound / Audio	Dialogue	Music Composition	Art	Concept Art	Animation	Technical Art
Officer									
Senior VP									
Vice President									
Director			29014 Dir, Sound/Audio			31014 Dir, Art Dept		33014 Dir, Animation Dept	34014 Dir, Technical Art
Manager			29016 Mgr, Sound/Audio			31016 Mgr, Art / Art Director		33016 Mgr, Anim / Animation Director	
Supervisor									
Lead			29018 Lead S/A Designer			31018 Lead Artist	32018 Lead Concept Artist	33018 Lead Animator	34018 Lead Tech Artist
Principal IC						31021 Princ Artist	32021 Princ Concept Artist	33021 Princ Animator	34021 Princ Tech Artist
Staff IC			29023 Staff S/A Dsgnr			31023 Staff Artist	32023 Staff Concept Artist	33023 Staff Animator	34023 Staff Tech Artist
Senior IC	27024 Sr Writer	28024 Sr Tech Writer	29024 Sr S/A Dsgnr			31024 Sr Artist	32024 Sr Concept Artist	33024 Sr Animator	34024 Sr Tech Artist
Journey IC	27025 Writer	28025 Tech Writer	29025 S/A Dsgnr	29225 Dialogue Spec	30025 Composer	31025 Artist	32025 Concept Artist	33025 Animator	34025 Tech Artist
Associate IC	27026 Assoc Writer		29026 Assoc S/A Dsgnr			31026 Assoc Artist	32026 Assoc Concept Artist	33026 Assoc Animator	34026 Assoc Tech Artist
Coordinator									
Assistant	20028 Production Assistant (Any Area of PD)								
Lead Support									
Senior Support									
Journey Support									
Entry Support									

**Croner Software Games Surveys
Positions by Job Family and Management Level**

— North America Grid 3 —

Level \ Family	TECHNOLOGY SUPPORT									
	Generalist Technical Direction	Video Editing	Technology & Infrastructure	Engine SW Engineering	Tools SW Engineering	Release Engineering	QA - QA Analysis - QA Testing	QA Submission	QA Engineering	Compatibility - Mastering Lab
Officer										
Senior VP										
Vice President										
Director			41014 Dir, Tech & Infra	42014 Dir, Engine SW Engr	43014 Dir, Tools SW Engr		45014 Dir, QA			
Manager					43016 Mgr, Tools SW Engr	44016 Mgr, Release Engr	45016 Mgr, QA			
Supervisor							45017 Supv, QA			49017 Supv, Mastering Lab
Lead				42018 Lead Engine SWE	43018 Lead Tools SWE					
Principal IC				42021 Princ Engine SWE						
Staff IC				42023 Staff Engine SWE						
Senior IC			41024 Sr Sys Admnr	42024 Sr Engine SWE	43024 Sr Tools SWE	44024 Sr Release Engr	45524 Sr QA Analyst		47024 Sr QA Engr	
Journey IC	39525 Generalist Technical Dir	40025 Video Editor	41025 Sys Admnr	42025 Engine SWE	43025 Tools SWE	44025 Release Engr	45525 QA Analyst	46525 Submissions Spec	47025 QA Engr	
Associate IC			41026 Assoc Sys Admnr	42026 Assoc Engine SWE	43026 Assoc Tools SWE		45526 Assoc QA Analyst			
Coordinator										
Assistant										
Lead Support							46031 Lead QA Tester			
Senior Support							46032 Sr QA Tester			
Journey Support			41033 Production Support Tech				46033 QA Tester			48033 Compatibility Spec 49033 Mastering Lab Tech
Entry Support							46034 Entry QA Tester			

**Croner Software Games Surveys
Positions by Job Family and Management Level**

— North America Grid 4 —

Level \ Family	CUSTOMER SUPPORT	ONLINE GAMING SUPPORT			OPERATIONS	MARKETING						
		In Game Support	Online Community	Community Architecture	Operations - Ops Generalist	Marketing	Product Marketing	Channel Marketing	Promotions	Creative Services	Creative Svcs - Graphics / Writing	Creative Svcs - Multimedia / Prdn Art
Officer						60009 Top Marketing Exec (Excluding Sales)						
Senior VP												
Vice President					55012 VP, Operations	60012 VP, Mktg (Excl Sales)				64012 VP, Crtv Svcs		
Director	50014 Dir, Cust Support ⁵		53014 Dir, OL Community		55014 Dir, Operations	60014 Dir, Marketing		62014 Dir, Channel Mktg	63014 Dir, Promo	64014 Dir, Crtv Svcs		
Manager	50016 Mgr, Cust Support ⁵	52016 Mgr, In Game Support	53016 Mgr, OL Community		55016 Mgr, Ops 56016 Admin Ops Mgr - Generalist				63016 Mgr, Promo	64016 Mgr, Crtv Svcs		
Supervisor	50017 Supv, Cust Support ⁵											
Lead												
Principal IC												
Staff IC												
Senior IC							61024 Sr Pdt Mktg Mgr				64524 Sr Graphic Dsgnr	
Journey IC			53025 OL Community Spec	53225 Community Dsgnr	55025 Ops Spec		61025 Pdt Mktg Mgr	62025 Channel Mktg Mgr	63025 Promo Spec		64525 Graphic Dsgnr 65025 Writer/Edtr	65525 MM Editor 66025 Prdn Artist
Associate IC			53026 Assoc OL Community Spec			60026 Mktg Spec	61026 Assoc Pdt Mktg Mgr	62026 Assoc Channel Mktg Mgr				
Coordinator					55027 Ops Coord							
Assistant												
Lead Support												
Senior Support	50032 Sr CS Rep ⁵	52032 Sr In Game Support Rep										
Journey Support	50033 CS Rep ⁵	52033 In Game Support Rep										
Entry Support												

**Croner Software Games Surveys
Positions by Job Family and Management Level**

— North America Grid 5 —

Level \ Family	MARKETING (cont.)					WEBSITE	WEBSITE PRODUCING	BUSINESS DEVELOPMENT			
	Digital Assets Mgmt	Public Relations	Trade Show / Events	Market Research	Merchandising			Business Development	Bus Dev Analysis	Developer Relations	Game Evaluation
Officer	60009 Top Marketing Exec (Excluding Sales)										
Senior VP											
Vice President		67012 VP, PR						72012 VP, Bus Dev			
Director		67014 Dir, PR		68014 Dir, Market Research ⁶		70014 Dir, Website		72014 Dir, Bus Dev		74014 Dir, Devr Rtns	
Manager		67016 Mgr, PR	67516 Mgr, Trade Show / Events	68016 Mgr, Market Research ⁶	69016 Mgr, Merchandising	70016 Mgr, Website				74016 Mgr, Devr Rtns	
Supervisor											
Lead											
Principal IC											
Staff IC											
Senior IC		67024 Sr PR Spec				70024 Sr Website Devr/Prdcr					
Journey IC	66525 Digital Assets Mgr	67025 PR Spec		68025 Mkt Research Analyst ⁶	69025 Merchandising Spec	70025 Website Devr/Prdcr	71025 Website Prdn Spec	72025 Bus Dev Mgr	73025 Bus Dev Analyst		
Associate IC											
Coordinator	60027 Marketing Coordinator (Any Area of Marketing)										
Assistant											
Lead Support										75031 Lead Game Eval Tester	
Senior Support											
Journey Support										75033 Game Eval Tester	
Entry Support											

**Croner Software Games Surveys
Positions by Job Family and Management Level**

— North America Grid 6 —

Family Level	LICENSING	SOFTWARE PRODUCT SALES					MOBILE DEPLOYMENT	MOBILE SALES	GENERAL AND ADMINISTRATIVE		
		Sales Management	Field Sales - Regional - Field Sales - National	In Game Advertising Sales	Sales Analysis	Sales Administration - Account Mgmt			Finance - Generalist	Finance - Royalty Accounting	Human Resources - Recruiting
Officer		79909 Top Sales and Marketing Exec 80009 Top Sales Exec (Excl Mktg)									
Senior VP		80011 SVP, Sales (Excl Mktg)								98011 SVP, HR	
Vice President	76012 VP, Licensing ⁷	80012 VP, Sales (Excl Mktg)						96012 VP, Fin - Generalist		98012 VP, HR	
Director	76014 Dir, Licensing ⁷	80014 Dir, Natl Sales (Mgmt)				85014 Dir, Sales Admin		96014 Fin Dir - Generalist	97014 Dir, Royalty Acctg	98014 Dir, HR	
Manager	76016 Mgr, Licensing ⁷	80016 Mgr, Area Sales (Mgmt)			84016 Mgr, Sales Analysis	85016 Mgr, Sales Admin		96016 Fin Mgr - Generalist	97016 Mgr, Royalty Acctg	98016 Mgr, HR	
Supervisor											
Lead											
Principal IC								93021 Natl Mobile Sales Dir (Selling)			
Staff IC			81023 Area Sales Mgr (Selling) 81123 Natl Sales Dir (Selling)								
Senior IC			81024 Regl Sales Mgr (Selling)	83024 In Game Ad Sales Mgr (Selling)	84024 Sr Sales Analyst	86024 Sr Acct Mgr		93024 Regl Mobile Sales Mgr (Selling)		99024 Sr Recruiter	
Journey IC	76025 Licensing Spec ⁷		81025 Sales Rep (Selling) 81125 Key Accts Rep (Selling)		84025 Sales Analyst	86025 Acct Mgr	92025 Mobile Deployment Engr		96025 Fin Acctnt - Generalist	97025 Royalty Acctnt	98025 HR Genlst 99025 Recruiter
Associate IC						85026 Sr Sales Coord					
Coordinator	76027 Licensing Coord ⁷					85027 Sales Coord	92027 Mobile Deployment Coord			98027 HR Coord	
Assistant											
Lead Support											
Senior Support											
Journey Support											
Entry Support											

**Croner Software Games Surveys
Positions by Job Family and Management Level**

— International Grid I —

Executive	INTERNATIONAL SENIOR MANAGEMENT							
	8011 World Regional Head 8212 Country Head 8312 Country Head, Sales and Marketing							

Level \ Family	STUDIO MANAGEMENT	PRODUCT DEVELOPMENT						
		Producing	Game Design	Localization	Software Engineering	Sound / Audio	Art	Animation
Officer								
Senior VP								
Vice President	10012 GM, Studio	22012 VP, Exec Producer			26012 VP, SW Engrg			
Director		22014 Exec Producer	23014 Dir, Game Design	25014 Dir, Localization	26014 Dir, SW Engrg	29014 Dir, Sound/Audio	31014 Dir, Art Dept	33014 Dir, Anim Dept
Manager		22016 Sr Producer	23016 Mgr, Game Design	25016 Mgr, Localization	26016 Mgr, SW Engrg	29016 Mgr, Sound/Audio	31016 Mgr, Art / Art Dir	33016 Mgr, Anim / Anim Dir
Supervisor								
Lead			23018 Lead Game Designer		26018 Lead SWE	29018 Lead Sound/Audio Designer	31018 Lead Artist	33018 Lead Animator
Principal IC								
Staff IC								
Senior IC			23024 Sr Game Designer		26024 Sr SWE	29024 Sr Sound/Audio Designer	31024 Sr Artist	33024 Sr Animator
Journey IC		22025 Producer	23025 Game Designer	25025 Localization Producer	26025 SWE	29025 Sound/Audio Designer	31025 Artist	33025 Animator
Associate IC		22026 Assoc Producer	23026 Assoc Game Designer	25026 Localization Spec	26026 Assoc SWE	29026 Assoc Sound/Audio Designer	31026 Assoc Artist	33026 Assoc Animator
Coordinator		22027 Asst Producer		25027 Localization Coord				
Assistant								
Lead Support								
Senior Support								
Journey Support								
Entry Support								

**Croner Software Games Surveys
Positions by Job Family and Management Level**

— International Grid 2 —

Level	Family	TECHNOLOGY SUPPORT			PRODUCT MARKETING	PUBLIC RELATIONS	SOFTWARE PRODUCT SALES
		Technology and Infrastructure	Quality Assurance	Quality Assurance Testing			International Sales
Officer							
Senior VP							
Vice President				60012 VP, Product Marketing (Excluding Sales)	67012 VP, Public Relations	82012 Country Head, Sales	
Director	41014 Dir, Technology and Infrastructure	45014 Dir, Quality Assurance		60014 Dir, Product Marketing	67014 Dir, Public Relations	82014 Dir, International Regional Sales	
Manager		45016 Mgr, Quality Assurance		60016 Mgr, Product Marketing	67016 Mgr, Public Relations	82016 Mgr, International Regional Sales	
Supervisor		45017 Supv, Quality Assurance					
Lead							
Staff IC							
Senior IC	41024 Senior System Administrator			60024 Sr Product Marketing Manager	67024 Sr Public Relations Specialist	82024 International Key Accounts Rep (Selling)	
Journey IC	41025 System Administrator			60025 Product Marketing Manager	67025 Public Relations Specialist		
Associate IC				60026 Product Marketing Specialist			
Coordinator				60027 Marketing Coord (Any Area of Marketing)			
Assistant							
Lead Support			46031 Lead Quality Assurance Tester				
Senior Support			46032 Sr Quality Assurance Tester				
Journey Support	41033 Production Support Tech		46033 Quality Assurance Tester				
Entry Support			46034 Entry Quality Assurance Tester				

An individual contributor that designs games at the interface, content and engineering levels. Experienced in area of specialization. Develops concepts and treatments for specific games. Writes treatments, story boards, flow charts and game scripts. Participates in developing prototypes. Executes games designs and revisions. Updates design documents. Communicates ideas with various product development personnel to solicit feedback and ensure support during prototype development. Within team, provides input into defining creative vision and technical specification for assigned software games. **SCOPE:** Implements defined tasks of unit / team / projects. **ROLE IN STRATEGY / PLANNING:** Supports attainment of some short- and mid-term objectives of assigned unit / team / projects. **KNOWLEDGE/ PROBLEM SOLVING:** Solves semi-complex problems in effective ways. **NEGOTIATIONS / INTERACTIONS:** Interacts with internal and external peers and/or managers to exchange semi-complex information related to assigned activities. **ASSIGNMENT OF WORK:** Receives work in the form of short- and mid-term assignments that sometimes require use of independent judgment outside of established procedures. Supports the determination of technical or artistic approaches and the development of new or enhanced technical tools. Mentors less experienced members of the team. **OVERSIGHT RECEIVED:** Work is subject to regular supervisory review at regular intervals. Operates within the context of generally defined procedures. **EXPERIENCE:** Typically has 3 to 6 years of progressively complex related experience.

POSITION INFORMATION

# of Incumbents Reported	332	Match: Greater: 1% Equal: 99% Less: 0%	FLSA: Exempt 82%
# of Companies with Match	29	Total Average Supervised: ¹ 0	
Typical Titles Matched	Game Dsgnr, (Assoc / Sr / Staff) (Content / Game / Mission / Scripter / SWE / Sys / Tech / Visual / World) (Builder / Devr / Dsgnr) (I / II / III)		
Geographic Composition	East: 13% South: 7% Midwest: 8% Mountain: 2% Southwest: 10% West: 60%		

SHORT-TERM INCENTIVE ("STI") PLANS

Companies Offering ²		Incumbent Eligibility ²			
% of Companies Offering	75%	% of Incumbents Eligible	90%		
PD Specific Plan	29%	PD Specific Plan	64%		
PD Specific Plan + Company STI	14%	PD Specific Plan + Company STI	16%		
Company STI Only	43%	Company STI Only	20%		
Varying Plan Type by Incumbent	14%	Eligible Incumbents Who Received in Last 12 Months ³	67%		
Reported Awards at Target (as % of Base) ^{4, 5}					
Incentive Plan Type	Co n	25th	50th	Mean	75th
All Plan Types					
PD Specific Plan					
Company STI Only					

LONG-TERM INCENTIVE ("LTI") PLANS

LTI Eligibility ⁶	% of Companies Offering	36%	% of Incumbents Eligible	32%
LTI Awards Received ⁷	% of Eligible Incumbents Who Received in Last 12 Months			64%

1) 26 participants reported on total number supervised for 323 incumbents. 2) 28 participants reported on STI eligibility for 323 incumbents. 3) Participants reported on STI awards received for 285 incumbents. 4) 20 participants reported on prevalence of STI targets. 5) 9 participants reported on size of STI targets. 6) 28 participants reported on LTI eligibility for 323 incumbents. 7) Participants reported on LTI awards received for 102 of the eligible incumbents.

TOTAL DIRECT COMPENSATION (in Thousands)

TOTAL DIRECT COMPENSATION	INCUMBENT					COMPANY		
	n	25th	50th	Mean	75th	n	50th	Mean
All Incumbents								
Base Salary								
Target Total Cash Compensation								
Actual Total Cash Compensation								
Actual Cash Awards as % of Base Salary								
Annualized NPV of LTI Awards								
Total Direct Compensation								

TOTAL DIRECT COMPENSATION DIFFERENTIALS (in Thousands)

TOTAL DIRECT COMPENSATION	BASE SALARY				ACTUAL TCC				ACTUAL TDC			
	Co n	Inc n	50th	Mean	Co n	Inc n	50th	Mean	Co n	Inc n	50th	Mean
Industry												
Computer / Console												
Online Games												
Business Model												
Publisher												
Parent Owned Studio												
Independent Developer												
U.S. Region												
East												
South												
Midwest												
Southwest												
West												
Selected Sub Region												
Northern California												
Southern California												
Non-California												
Metropolitan Area												
Boston-Cambridge-Quincy												
Chicago-Naperville-Joliet												
Austin-Round Rock												
Los Angeles-Long Beach-Santa Ana												
San Diego-Carlsbad-San Marcos												
San Francisco-Oakland-Fremont												
Seattle-Tacoma-Bellevue												

United Kingdom

POSITION 23025

GAME DESIGNER

Manages, or participates in, the design of software games at the interface, content and engineering levels. Game design includes: defining the game's creative vision; creating story boards, conceptual game design documents, prototypes, technical specifications, fun factor and content. May include level layout design. May include writing or directing the writing of game scripts. Ensures timely creation and updates of detailed game design documents and revisions. Accountable for regular, hands-on interaction with producers and software engineers to ensure that concepts and content of assigned games meet design requirements. Implements defined tasks of unit / team / projects. Supports attainment of some short- and mid-term objectives of assigned unit / team / projects. Solves semi-complex problems in effective ways. Interacts with internal and external peers and/or managers to exchange semi-complex information related to assigned activities. Receives work in the form of short- and mid-term assignments that sometimes require use of independent judgment outside of established procedures. Supports the determination of technical or artistic approaches and the development of new or enhanced technical tools. Mentors less experienced members of the team. Work is subject to regular supervisory review at regular intervals. Operates within the context of generally defined procedures. Typically has 3 to 6 years of progressively complex related experience.

POSITION INFORMATION

# of Incumbents Reported	65	Match:	Greater: 0%	Equal: 100%	Less: 0%
# of Companies with Match	7	Total Average Supervised: ¹	0		
Typical Titles Matched	Level Dsgnr, Game Dsgnr (2), Dsgnr (1), (New Media / Tech) Dsgnr				

SHORT-TERM INCENTIVE ("STI") PLANS

STI Eligibility	% of Companies Offering	43%	% of Incumbents Eligible	34%
STI Awards Received ²	Avg Bonus Paid as % of Target		% of Eligible Incumbents Who Received in Last 12 Mos	23%
STI Targets ³	% of Cos with Incentive Targets		Target %	50th: Mean:

LONG-TERM INCENTIVE ("LTI") PLANS

LTI Eligibility	% of Companies Offering	57%	% of Incumbents Eligible	34%
LTI Awards Received ⁴	% of Eligible Incumbents Who Received in Last 12 Months			18%

TOTAL DIRECT COMPENSATION IN BRITISH POUNDS (000)

TOTAL DIRECT COMPENSATION	INCUMBENT					COMPANY		
	n	25th	50th	Mean	75th	n	50th	Mean
Base Salary								
Target Total Cash Compensation								
Actual Total Cash Compensation								
Actual Cash Awards as % of Base Salary								
Annualized NPV of LTI Awards								
Total Direct Compensation								

* Most prevalent title matched (> 50%). 1) 7 participants reported on total number supervised for 65 incumbents. 2) Participants reported on STI awards received for 22 of the eligible incumbents. 3) 3 participants reported on STI targets. 4) Participants reported on LTI awards received for 22 of the eligible incumbents.