
Subject: E3 Has Been Cancelled

Posted by [bigejoe14](#) on Sun, 30 Jul 2006 20:00:18 GMT

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Yea, that's right folks, the all mighty E3 that so lovingly spoon fed us gobs and gobs of next-gen gaming love is to be nothing more than the penumbra of the shadow of what it once was.

http://next-gen.biz/index.php?option=com_c...38&Itemid=2

Quote:The Entertainment Software Association (ESA) shindig has been a staple of game industry life since the mid-1990s. However, we understand the larger exhibitors have jointly decided that the costs of the event do not justify the returns, generally measured in media exposure.

Publishers believe the multi-million dollar budgets would be better spent on more company-focused events that bring attention to their own product lines rather than the industry as a whole.

Well placed sources say the news that larger exhibitors were pulling out had prompted urgent meetings among publishing executives. They decided that, without the support of the larger software publishers and hardware manufacturers, there would be no point in continuing.

ESA president Doug Lowenstein will likely announce the news some time within the next 48 hours, possibly on Monday. It's possible that the ESA will seek to limit the damage by organizing some form of lesser event in May, but it's clear that the days of an industry event attended by all the major publishers, spending big money, are gone.

The good news about this is that developers will no longer be crushed by the short a strict deadlines that are usually brought about when E3 shows up. However, the bad news only seem to pertain to us gamers. The bad news being that we no longer really get as much hype and info as we have gotten out of past E3s.

Not to sure what to make of this myself, however.

Subject: Re: E3 Has Been Cancelled

Posted by [Oblivion165](#) on Sun, 30 Jul 2006 20:27:08 GMT

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I never could find anything that covered the event well enough anyway. I was forced to watch G4 to see footage of the wii but everything that was shown was already available on the Internet weeks before. Just the same old trailers and video of Link fishing.

Back in the day I always enjoyed E3 coverage on Nintendo 64, Virtual Boy and things like the game boy pocket. However those were the days of Dial-up, so footage just wasn't easily gathered on those things. Now that there is broadband, it would be easier to browse segments and skip the ones you don't care about.

I thought it was just me but apparently they see the "no point" factor as well.

Im sure I'll be getting some feedback on that last line.

Subject: Re: E3 Has Been Cancelled
Posted by [ViolentOrgy](#) on Sun, 30 Jul 2006 21:27:37 GMT
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http://www.clubskill.com/Game_News/3998

E3 is not cancelled. It has been marked on the official E3 website:

Planning is already underway for E3 2007. Mark your calendars:

E3 2007
May 16-18, 2007
Los Angeles Convention Center

Subject: Re: E3 Has Been Cancelled
Posted by [bigejoe14](#) on Sun, 30 Jul 2006 21:41:08 GMT
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I wouldn't go by what it says on the E3 site. That could have been up there ever since the day E3 '06 finished up.

Plus going by what the article says:

Quote:ESA president Doug Lowenstein will likely announce the news some time within the next 48 hours, possibly on Monday. It's likely that the ESA will seek to limit the damage by organizing some form of lesser event in May, possibly even with the E3 brand, but this will be no more than a fig-leaf. The days of an industry event attended by all the major publishers, spending big money, are gone.

Subject: Re: E3 Has Been Cancelled
Posted by [Aprime](#) on Sun, 30 Jul 2006 23:49:29 GMT
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Remember kids, this is the Internet, and official websites/announcements/information always tend to be true as opposed to the one brought by minor websites who're actively trying to find a pseudo "audience" (NG, TI).

"Fool me once, shame on you, fool me twice, shame on me."

(We'll see)

EDIT: (Hum, alright, maybe Next-Gen isn't that much of a minor website considering that it's owned by Future (same company that publishes PC Gamer))

Subject: Re: E3 Has Been Cancelled

Posted by [bigejoe14](#) on Mon, 31 Jul 2006 00:16:23 GMT

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Gamespots article is a bit more descriptive:

<http://www.gamespot.com/news/6154897.html>

Quote:GameSpot has learned that tomorrow the Entertainment Software Association (ESA) will announce changes to the format and scale of the Electronic Entertainment Expo (E3), the game industry event that typically draws in excess of 60,000 attendees and includes over 400 exhibitors.

On July 28, the Web site of UK trade magazine MCV reported discussions had taken place between the ESA and E3 exhibitors which addressed the future of the annual trade show. GameSpot spoke with informed game industry sources late Friday and Saturday and learned that the show would radically shrink in size and move from its usual Los Angeles Convention Center (LACC) venue to a smaller location.

Sources said that rather than fill the 540,000 square feet of the cavernous LACC, the show will take place at a location that would support exhibitors in meeting room space only, with companies showing their wares to a select group of attendees numbering in the hundreds rather than thousands.

One reason behind the downsizing of the show can be attributed to the dollar cost of the event to exhibitors, including the demands on companies to assign large numbers of staff to focus on the show, expenses associated with travel to the show, and the added expense to polish game builds and demos to be shown to attendees.

While the largest of E3 exhibitors could support their own marketing and promotion of upcoming games, the smaller companies which rely on the attention that E3 generates may have no recourse other than to market their games independently. But a smaller E3 would impact more than the game industry: the local hotel and related entertainment and service industries in Los Angeles take in more than \$50 million during E3--the estimated amount attendees and businesses spend over the course of the three-day event.

One source added that the new format of the show may actually result in a more productive environment to demo games to the media, although they stopped short of full disclosure: "My lips are sealed until after the weekend," the source said.

An official statement from the ESA outlining the changes will be released on Monday, numerous sources said. E-mails to the ESA for comment were not returned at press time.

Subject: Re: E3 Has Been Cancelled
Posted by [jonwil](#) on Mon, 31 Jul 2006 01:22:35 GMT
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Just look at what Sony had at this years E3, sony did not have actual PS3 silicon running actual PS3 code, all they had was "prerendered" crap.

Subject: Re: E3 Has Been Cancelled
Posted by [Aprime](#) on Mon, 31 Jul 2006 02:11:09 GMT
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So? That's because the PS3 sucks.

But what you said reminded of something: most developers/publishers were using yesteryear's decors.

Also: thanks for bringing the GS article up, gives me more faith (i<3jesus) in "Next-Gen's exclusive's".
