# Introducing DSiWare

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Project Development Group

# Let's Start with WiiWare

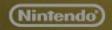# WiiWare

- 120 games worldwide as of March 1
  - 72 in the NOA territory
  - 54 in the NOE territory
  - 75 in Japan
  - And more on the way
- Developers range from 1-person companies to major publishers
- Keeping barriers low to enable developers to maintain creative freedom

# So What Is DSiWare?

- New content to be downloaded for Nintendo Points from the Nintendo DSi Shop – directly from the Nintendo DSi

- DSiWare business is based on similar principles as WiiWare

- Distribution system operated by Nintendo

- Stored in Nintendo DSi internal flash memory

- Content can be saved to SD card

# What is DSiWare All About?

◆ Developer freedom

◆ Lowering barriers

◆ Opportunity for large and small developers

# Content Policies

- 16MB file size limit, including eManual

- No advergames, product placement, customer data collection, etc.

- Limit of 2 games per company per month during launch window

- Nintendo reserves the right not to sell content that is inconsistent with the goals of the program

# A quick word on getting concepts approved...

If you believe in your game enough to build it, it's welcome on DSiWare

# Here's the process...

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┌─────────────────────────────────────┐
│       DSiWare Project Sheet          │
└─────────────────────────────────────┘
                ▼
┌─────────────────────────────────────┐
│       Project Confirmation           │
└─────────────────────────────────────┘
                ▼
┌─────────────────────────────────────┐
│     Content Development/Debug        │
└─────────────────────────────────────┘
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┌──────────────────┐
│     Content      │
│     Provider     │
└──────────────────┘

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┌─────────────────────────────────────┐
│       ESRB Rating Acquisition        │
└─────────────────────────────────────┘
                ▼
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┌──────────────────┐
│     Nintendo     │
└──────────────────┘

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┌─────────────────────────────────────┐
│     Send Final Game to Nintendo      │
└─────────────────────────────────────┘
                ▼
┌─────────────────────────────────────┐
│        Lot Check Approval            │
└─────────────────────────────────────┘
                ▼
┌─────────────────────────────────────┐
│             Launch!                  │
└─────────────────────────────────────┘
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# Who does what?

## Content Provider

- Development and testing of content
- eManual
- ESRB rating
- Nintendo DSi Shop Channel data, including screenshots and game description
- Promotional, sales activities
- IP/Legal clearance issues
- User support

## Nintendo

- Consumer transaction with Nintendo Points
- Infrastructure operation and management:
  - Billing
  - Hosting
  - Authentication
- Content lotcheck, download check
- User support for downloads (sales)
- Payment to developers

# Business Model

- 65:35 (Content Creator:Nintendo) revenue share from unit 1

- Three Price points:
  - 200 Nintendo Points for small content
  - 500 Nintendo Points for medium content
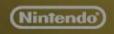  - 800+ Nintendo Points for premium content

- No Performance Threshold

# Payments and Reporting

◆ Payments made 30 days after the close of each calendar quarter

◆ Unit sales status reports available online

 – Ability to break down by time frame and country/region

 – Link to your status report will be provided when your title is released

# Ground Rules

- Game size must be < 16MB
  - The e-manual counts against this limit
  - Nintendo's pricing policy takes file size under consideration:
    - Games over 12MB will be 800+ Nintendo Points
    - Games over 6MB will be 500 Nintendo Points or higher
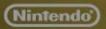- WFC will be allowed only on a case-by-case basis

# Minimum Localization Requirements

| | The Americas | Europe + Oceania |
|---|---|---|
| In-game language | English* | English* |
| E-manual | English* | EFIGS |
| Nintendo DSi Shop catalog info | English, French, Spanish | EFIGS |

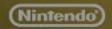* Support for additional languages is strongly encouraged!
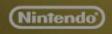
# Some Issues to Consider...

# Intellectual Property Clearance

- It is your responsibility to check that you have the rights to use everything in your game
  - Characters, music, and logos are well-known examples
  - Don't forget about fonts, sound effects, and more!
- Nintendo has an IP policy and mechanism for IP holders to notify us if they think your game infringes on their IP
- A notification from an IP holder could result in your game being removed from DSiWare until situation is resolved
- General liability insurance policy is required
- For more info, check out our IP Policy at www.nintendo.com/ippolicy

# Crossing the Pond

◆ One unified process for Americas and Europe

– All starts with the Project Sheet, found at https://www.warioworld.com/nitro/DSiWare/

◆ Some differences:

– ESRB vs. PEGI/USK

◆ OFLC also required for Australia/New Zealand

– Tax withholding issues

– Localization requirements

– Lotcheck separate in each region – check out the lotcheck whitepaper on the DSiWare page of WarioWorld

# Marketing and Press Releases

◆ Please check out the Marketing Guidelines on the DSiWare section of WarioWorld

◆ <u>All press releases and websites that use Nintendo trademarks must be approved by us</u>

◆ Key learnings from WiiWare:
  – Generate and maintain interest in your title prior to launch
  – Help consumers understand what the game is about
  – **Quality is key!**

# Wrap-up

- If you believe in your game enough to build it, it's welcome on DSiWare

- 65:35 revenue share

- 16MB file size cap, but lower price categories have lower file size caps

- Nintendo DSi Shop launching with the hardware on April 5, 2009

Send questions to DSiWare@noa.nintendo.com