



CCP

CCP

- Produces and publishes Massively Multiplayer Online games (MMOs)
- Founded in 1997
- Privately held
- Technology excellence
- Innovative game design
- Customer respect
- Vision and teamwork

- Headquartered in Iceland

- Grown from relative obscurity to moderate success
 - EVE Online (330.000 subscribers)
 - DUST 514 (In development)
 - World of Darkness (in development)



Butterfly effect

EVE Tranquility Map

By Kalshrith, Loremaster of the ORACLE Tribe
 www.kalsjournal.com



KEYS

- CA : Curse Alliance
- CoC : Coalition of Curse
- CFS : Coalition of Free Stars
- FA : Fountain Alliance
- GWP : Great Wildlands Pact
- LFC : Lonetrek-Forge Coalition
- NVA : New Venal Alliance
- SA : Stain Alliance
- *SPC : Syndicate-Placid Commonwealth
- XIF : Xetic & Immensea Federation
- ORA : Outer Ring Alliance

- : Pirates/Criminals or other high risk
- : Closed/Restricted Access
- : Protectorate
- : Open/Unrestricted Access
- : Civil or Political dispute/unrest
- : Recent Peace or Treaty

EVE Online

2000

ClientWindow

Shipname: hilmar's Carrier
Hitpoints: 6502/9999
Laser Output: 989/1000
Thruster Output: 11/1000
Recovering in 87 seconds.
Frag: 6
Deaths: 6

Connect Disconnect

ejm
hilmar

[ejm] já
[hilmar] halló eggert?..
[ejm] halló
[ejm] dastu út?
[ejm] æjæjæ
[ejm] hehe. dauð skip eru fljótari að koma inn en lífandi skip að healast
[ejm] ég ætlaði að gera rosa flott, logga minn client inn á þig og klúðra stríðinu fyrir þér.

Send message

Timeline

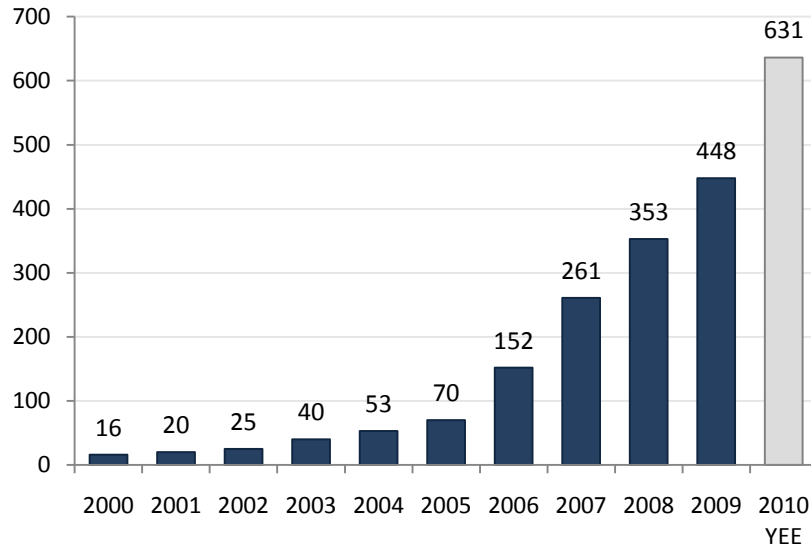
- 1997** Founded, Hættuspil, pre-production for EVE, Lazytown
- 2000** Closed offering with KB Bank, Full production of EVE Online
- 2001** Second round of financing **[blood from stone]**
- 2002** Publishing agreement with Simon & Schuster **[close call]**
- 2003** EVE Online Released in May, 3 years in production
- 2004** CCP self publishes EVE Online as digital download **[close call]**
- 2006** EVE Online passes 100,000 subs
- 2006** EVE China released
- 2006** CCP merges with White Wolf
- 2007** Graphics updates and 220,000 subs





The Team

Number of CCP Employees



- CCP employees represent over 20 nationalities
- The number of languages spoken by employees exceed 30
- Melding the best of art, science, operations and business talent

- CCP operates in four offices on three continents:
- Iceland / Reykjavík
 - Headquarters
 - 295 Employees
- China / Shanghai
 - 115 Employees
- USA / Atlanta
 - 174 Employees
- UK / London
 - Server operations
 - Newcastle 17 employees





CCP LEITAR AÐ 150 STARFSMÖNNUM

» ATLANTA » NEWCASTLE » REYKJAVIK » SHANGHAI

CCP er leiðandi fyrirtæki í framleiðslu og dreifingu á stafrænni afþreyingu gegnum Internetið. Fyrirtækið hefur nú þrjá leiki í framleiðslu og er með skrifstofur í Reykjavík, Newcastle, Atlanta og Shanghai. Reiknað er með að starfsmannafjöldi í árslok 2010 verði rúmlega 620.

CCP óskar eftir starfsfólki í eftirtaltn störf:

- » Concept Artist
- » Database Administrator
- » Web Developer
- » Senior Web Developer
- » Senior Graphics Programmer
- » Graphics Programmer
- » QA Engineer
- » Programmer
- » Artist / Graphic Designer
- » QA Tester
- » QA Tech Lead
- » Senior Network Programmer
- » Network Programmer
- » Web Front End Engineer
- » Graphic Designer
- » Virtual Worlds Systems Administrator
- » Senior Game Designer
- » Technical Director - Incarna
- » Technical Director - Core
- » Senior Programmer - Incarna
- » Lead Graphics Programmer
- » Senior Web QA Tester
- » Programmer - Incarna
- » Customer Support Tools Programmer
- » Virtual Worlds System Administrator - London
- » Associate Programmer - Incarna
- » Game Designer
- » Security Administrator
- » Visual Effects Artist
- » Technical Artist - Special Effects
- » Corporate Controller

Störfin krefjast mikilla skipulagshæfni, ensku kunnáttu og hæfileika til að þrífast í dynamísku og sfbreytlegu umhverfi. Eldri umsóknir óskast endurnýjaðar. Nánari upplýsingar um kröfur og menn tun eru á vefsíðu CCP: www.ccpgames.com.


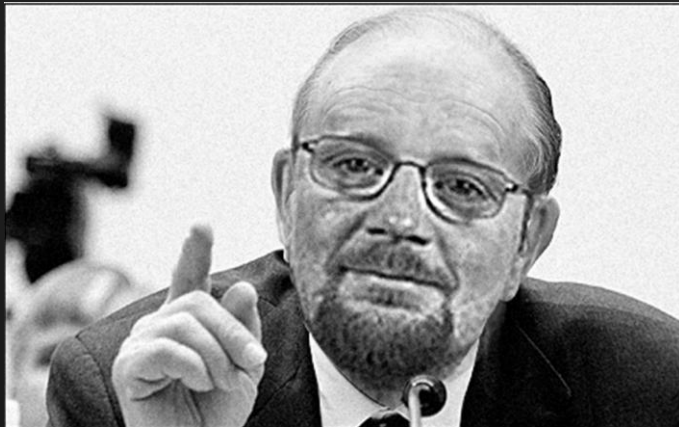
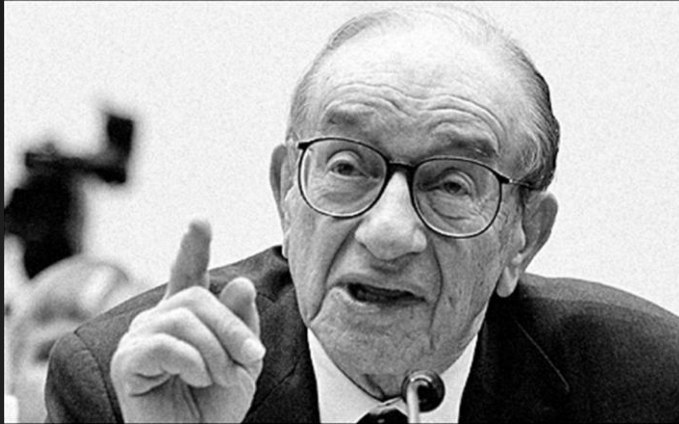




Made in Shanghai




Economic Complexity



QUARTERLY ECONOMIC NEWSLETTER

EVE ONLINE
2nd Quarter 2009



Walking in Stations

(Codename "Incarna")





EVE ONLINE EXPANSIONS



EXODUS

Exodus
Release date: 2004.11.17
 First major expansion adding new mission environments, exploration, fleet command, player buildable structures and player alliances.
54K subscribers



RED MOON RISING

Red Moon Rising
Release date: 2005.12.16
 Carriers, Motherships and Titans, next-gen Manufacturing & Research, performance optimizations and Unicode support, Combat revisited along with a host of new technology and ships.
83K subscribers



REVELATIONS II

Revelations II
Release date: 2007.06.19
 Player solar system sovereignty expanded, improvements and upgrades to player owned- and built Stations, new items, ship and technology as well as the new level 5 Agents missions.
172K subscribers



EMPYREAN AGE

Empyrean Age
Release date: 2008.06.10
 Story focused expansion bringing Factional Warfare where players fight for the races of EVE, gain military ranks, access to military agents and missions and specialized items. Expansion launch coincides with the first EVE Novel "Empyrean Age".
233K subscribers



APOCRYPHA

Apocrypha
Release date: 2009.03.10
 Introduces Tech3 customizable ships, Manufacturing and Research, extended exploration system to scan for wormholes into thousands of new hidden solar systems, a new Sleeper race, epic mission arcs, new NPC AI. EVE Online launched for the second time in retail.
265K subscribers

DEC 2003

NOV 2004

JUL 2005

DEC 2005

NOV 2006

JUN 2007

DEC 2007

JUN 2008

NOV 2008

MAR 2009

DEC 2009



CASTOR

Castor
Release date: 2003.12.18
 First expansion bringing Tech 2 technology, new ships, player conquerable stations and new agent missions.
29K subscribers



COLD WAR

Cold War
Release date: 2005.06.29
 Player-built stations and player sovereignty of solar systems, capital ships, archeology and espionage professions, constellations with in-space agents and unique awards and extensive new tutorial storylines.
60K subscriber



REVELATIONS I

Revelations I
Release date: 2006.11.29
 Further exploration and scan probe system with eight new regions of space, player technology invention, Salvaging profession, formal player Contract system, increased ship customization (rigs), combat boosters and Battlecruisers.
144K subscribers



TRINITY

Trinity
Release date: 2007.12.05
 All of the ships of EVE Online remodeled in much higher fidelity along with a new graphics engine from CCP, Trinity 2.0, Power overload and heat management for combat, 5 new Tech 2 ships classes, Corporation Registry and Recruiting and a new player experience.
206K subscribers



QUANTUM RISE

Quantum Rise
Release date: 2008.11.11
 Considerable server performance focus allowing for much larger fleet combat engagement to with StacklessIO and EVE64. Industry expanded with Orca class ship, Alchemy, focusing on mining logistics and adding player Medals and Certificates.
232K subscribers



DOMINION

Dominion
Release date: 2009.12.01
 Extensive overhaul of Alliance Warfare and player Sovereignty of solar systems, new solar system upgrades that unlock new content, remodeling and texturing of all the planets of EVE Online. The Expansion brought technical architecture to deliver EVE Gate.
302K subscribers

We believe virtual worlds under continuous evolution maintain player engagement for a much longer time, directly contributing to long term success. EVE has major expansions every six months and minor additions in between to keep the world vibrant and alive. Every two years we have extensive overhauls or additions to EVE where we keep the product at the forefront of virtual world evolution. This continuous development strategy has led to constant customer base growth since launch and a strong pipeline infrastructure within the organization.

The players make the world what it is

Over all time in EVE 48,387,631,535 login minutes or 433,231 man-years
Man-year: 111.690 minutes

Inspiration It is you have inspired us do go on and on and on and on and add more, more, more, more and more, did I say more?



Jovian Proverb A City made of Wood is built in the Forest.
A City made of Stone is built in the Mountains.
A City made of Dreams is built in Heaven.

EVE Online is built by the players for the players

EVE Tranquility Map
By Kalsheira, Loremaster of the ORACLE Tribe
www.kalshera.com



EVE Magazine – E-ON

EON
THE OFFICIAL EVE-ONLINE MAGAZINE ISSUE #001

WIN!
The ultimate EVE accessories package!

THEY'RE COMING...
TITANS
WAR WILL NEVER BE THE SAME AGAIN... KALI'S SECRETS REVEALED

TEST FLIGHT
HEAVY EXHAUST CHIMBERS GO HEAD-TO-HEAD

INSIDER GUIDES
FROM THE HOT SEAT BY TRIGGER, AND THE CAPTAIN'S QUARTERS BY TRIGGER

NEW EVE CHRONICLES
DECLARATION DATE • LEADERSHIP • AND THE CLIMATE CHANGE DEBATE

EVE ONLINE PLUS: FANFEST 2005 PREVIEW • CCP'S FAR EAST ADVENTURE
THE EVE-1 STORY — INTERVIEWS WITH TRIGGER, CYVOK & FREEMHEELING

EON
THE OFFICIAL EVE-ONLINE MAGAZINE ISSUE #002 ISSUE #003

WHO WILL YOU FIGHT FOR?
EMPIRES STRIKE BACK

FANFEST 2005
THE REPORT ON THE SCENES FROM THE PLAYERS' PERSPECTIVE

TESTFLIGHT
CAN THE CAPTAIN'S QUARTERS BY TRIGGER SCRIPTS STILL GET IT?

EVE OFFLINE
THE EVE-1 STORY BY CCP'S LARS BAKKE

EVE ONLINE PLUS: INSIDER GUIDES TO TRADING AND RECRUITMENT • NEW CHRONICLES
INTERVIEWS WITH AERION AND FURRY • DESIGN A MODULE, SEE IT IN-GAME

EON
THE OFFICIAL EVE-ONLINE MAGAZINE ISSUE #002 ISSUE #003

GEMINI
WHEELS OF ALL BEARS

TESTFLIGHT
FROM BUCKUP, JUMP INTO THE FRONT OF THEIR PAGES

*A NEW LOOK FOR THE NEXT GENERATION
REBUILDING EVE
HOW CCP PLANS TO KEEP AHEAD OF THE COMPETITION

EVE ONLINE PLUS: WILMAR SPEAKS • INSIDE STAR • THE EVE RADIO STORY
GUIDE TO ELECTRONIC WARFARE • NEW CHRONICLES

EON
THE OFFICIAL EVE-ONLINE MAGAZINE ISSUE #004 ISSUE #005

WIN A TRIP TO FANFEST 2006

PIRACY
MASSIVE B-PASS CRUISE TO DENIAL FOR CAREERING
EVE'S NEW PVP PROFESSIONAL AND THE WITNESS

HOLY TRINITY
MORE SCENES FROM THE RENOVATION

EVE ONLINE PLUS: ON THE PATH TO KALI • CHRIBBA - LORD OF THE FILES • E3 REPORT
GUIDE TO SKILLS • JADE CONSTANTINE, MAGGOT & SHAMIS ORZ02 PROFILED



First trial run last summer
10,000 concurrent viewers
www.eve-online.tv



Critical Success Factors?

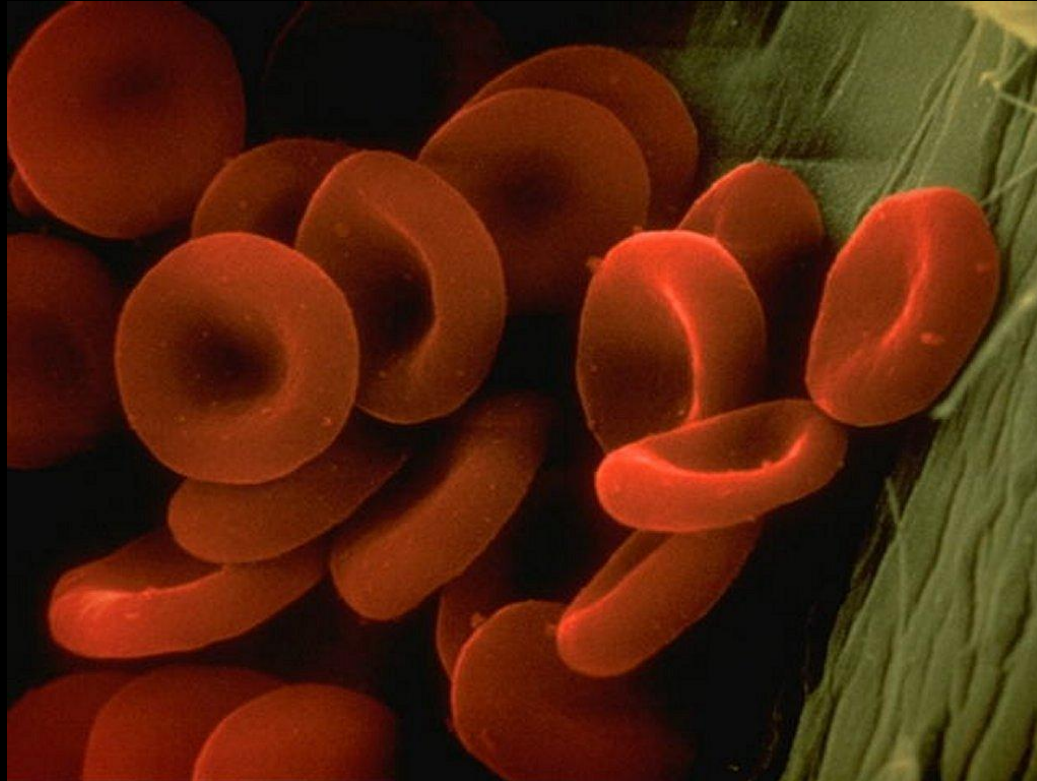
Team

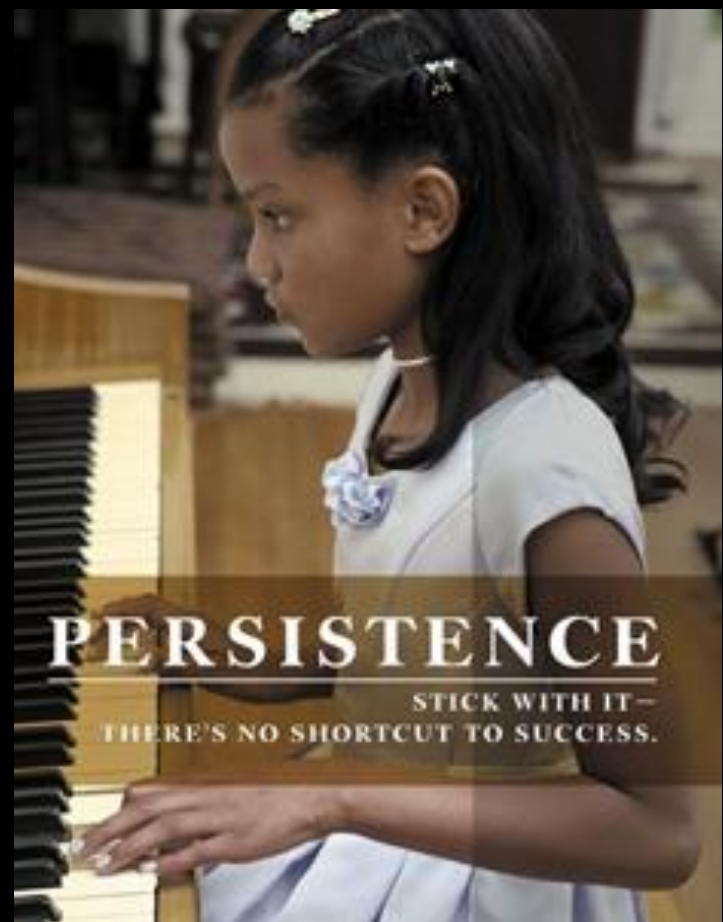


Timing



Passion / Madness





PERSISTENCE

STICK WITH IT—
THERE'S NO SHORTCUT TO SUCCESS.



\$100
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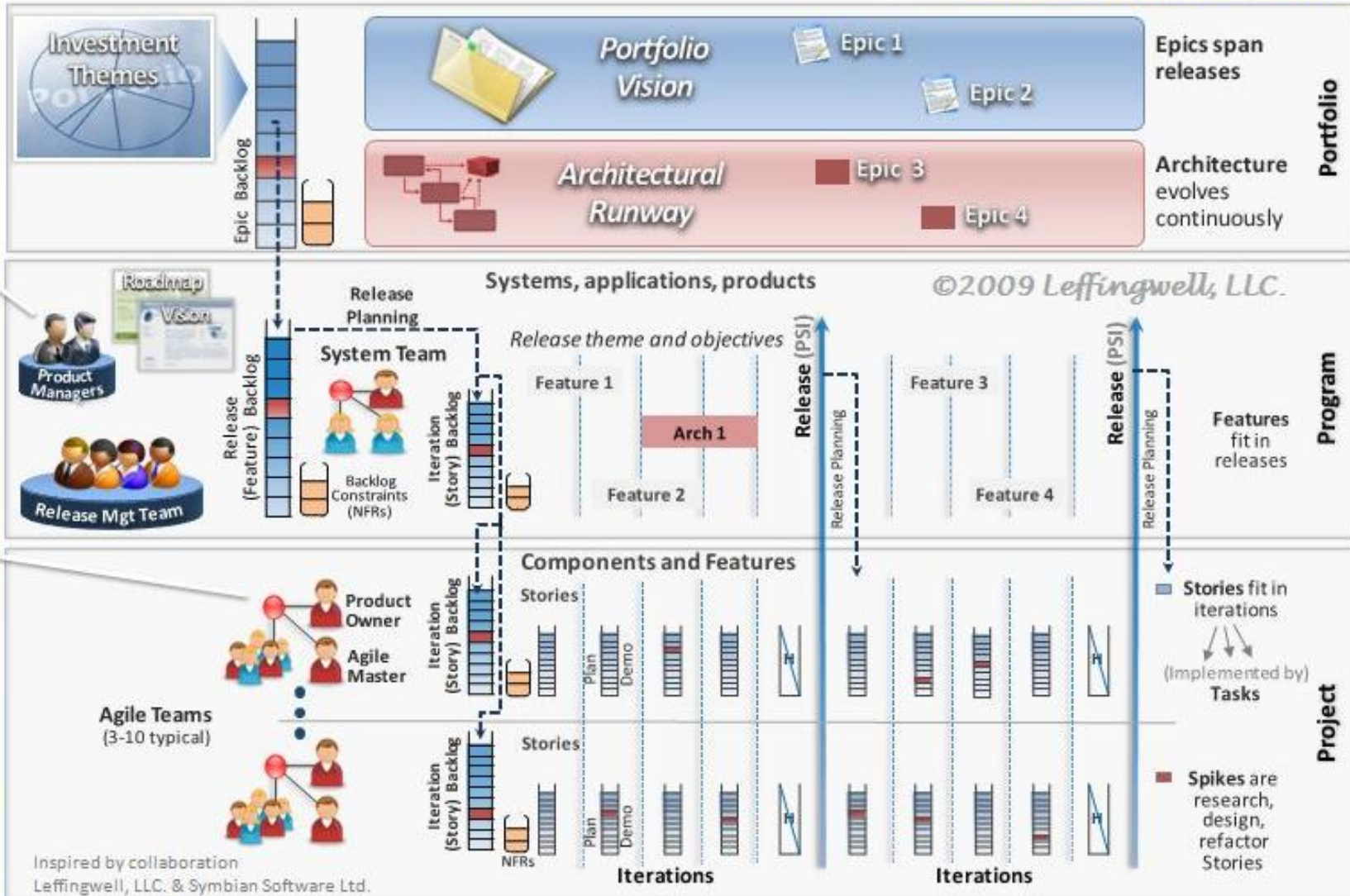
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ONE HUNDRED DOLLARS

THE UNITED STATES OF AMERICA
FEDERAL RESERVE NOTE
THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE

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ONE HUNDRED DOLLARS

The Agile Enterprise Big Picture

For discussion, see www.scalingsoftwareagility.wordpress.com

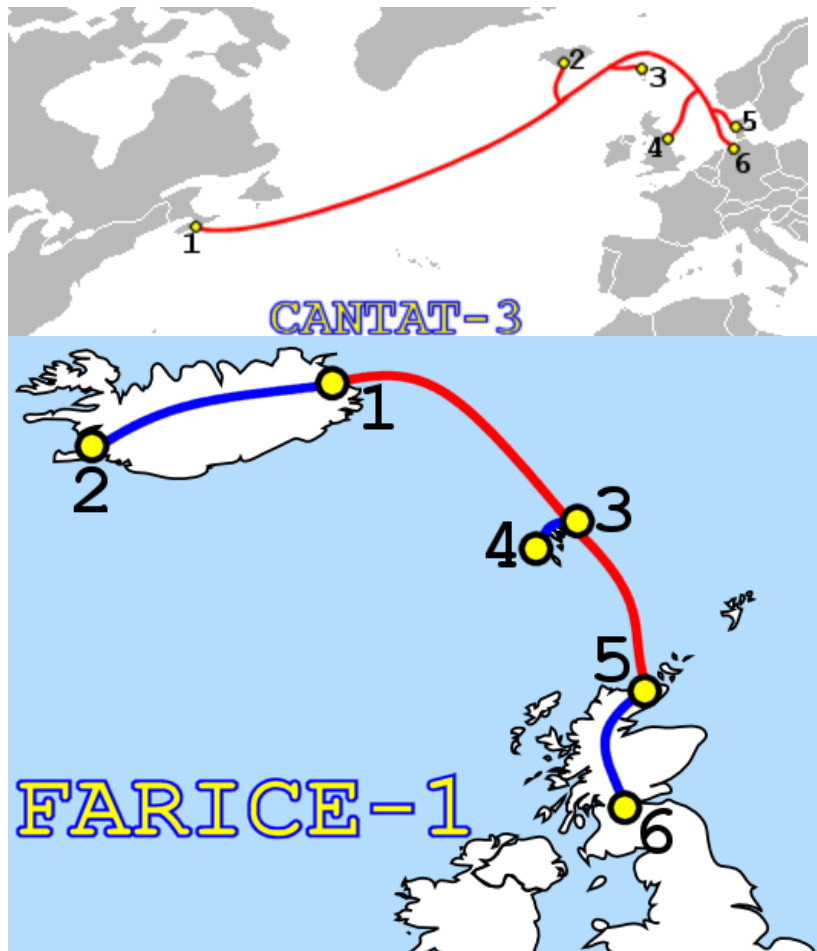


Agile Product Manager

Agile Product Owner

Challenges

Tenging Íslands við Internetið



Hvar ætlar CCP að gera betta?

Það er spurningin

Gengisástand

Hvað er verið að bjóða?

Það sem lögð er mest áhersla á

Tilboðin streyma að: Kanada, Mön, Kórea, Kína, osfrv.

CCP varð af 150 milljónum í hreinan hagnað árið 2005
Það væri auðveldara að sætta sig við þetta ef eitthvað hefði komið á mót.

Allt að 80% af þróunarkostnaði endurgreiddur, frítt húsnæði, 0% skattur á fyrirtæki, 10% skattur á einstaklinga, styrkir allt að 40% til vélbúnaðarkaupa

“A government which is totally committed to growing the interactive entertainment sector and supporting you in the years to come”





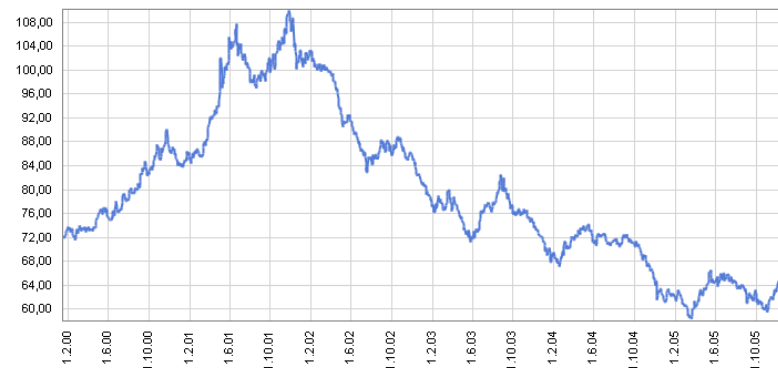
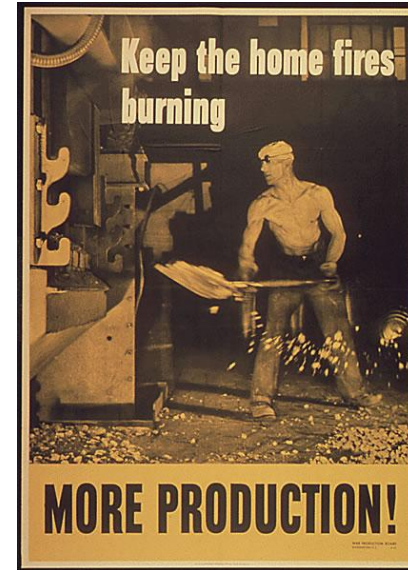
Hvað þarf til?

Til að ná markmiðum CCP og jafnframt hafa meirihluta starfseminnar á Íslandi þarf fyrst og fremst að koma til hugarfarsbreyting:

“Það er ekki hægt að fella gengið fyrir hátæknifyrirtækin”

“Ég efast um að erlendar ríkisstjórnir séu að bjóða í íslensk hátæknifyrirtæki”

“Það er ekkert hægt að vera með sértækar lausnir fyrir hátækni iðnaðinn”



Starfsumhverfi atvinnuvega

**Almennar
leiðréttingar á
aðstöðumun**

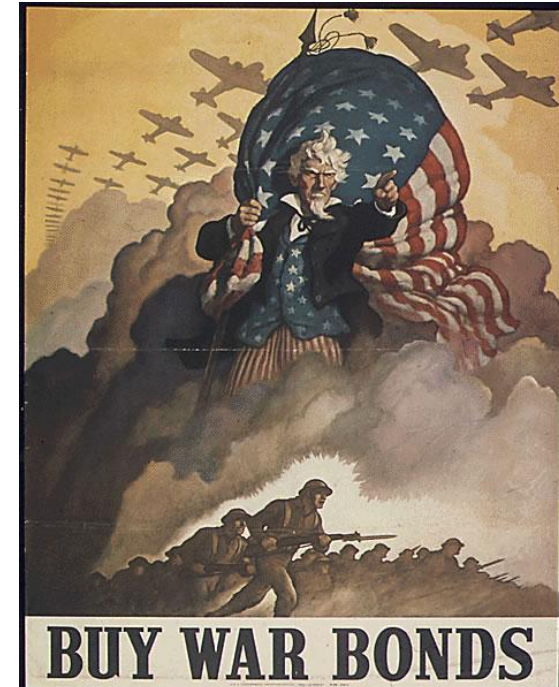
Ríkið hefur unnið markvist að því að skapa gott umhverfi fyrir ýmsar atvinnugreinar:

Stóriðja, Landbúnaður, Sjávarútvegur, Ferðaþjónusta

Bankarnir

Bindiskylda lækkuð, verðtrygging, hátt vaxtastig, geta skattlagt útflutningsfyrirtæki að vild, lítill gjaldmiðill til að leika sér með

Á meðan sitja útflutningsgreinar afskiptar og brenna upp í óraunhæfu ofurgengi eða pakka saman og fara úr landi.

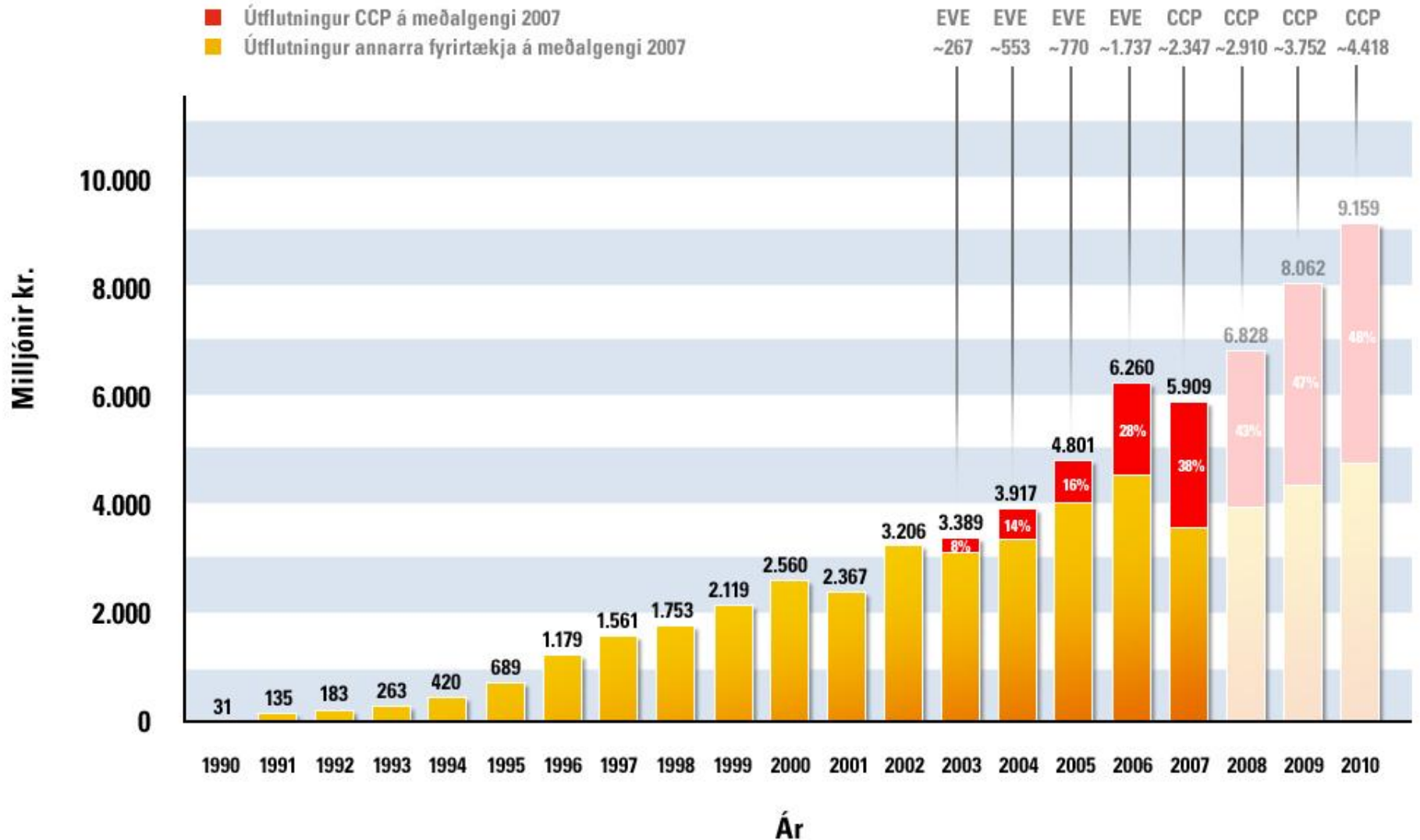


ASÍ setur í „stöðugleikasáttmálann” að
„öllum hindrunum skuli rutt úr vegi” álvers í
Helguvík.

Útflutningur hugbúnaðar & tölvuþjónustu

Á MEÐALGENGI 2007

- Útflutningur CCP á meðalgengi 2007
- Útflutningur annarra fyrirtækja á meðalgengi 2007

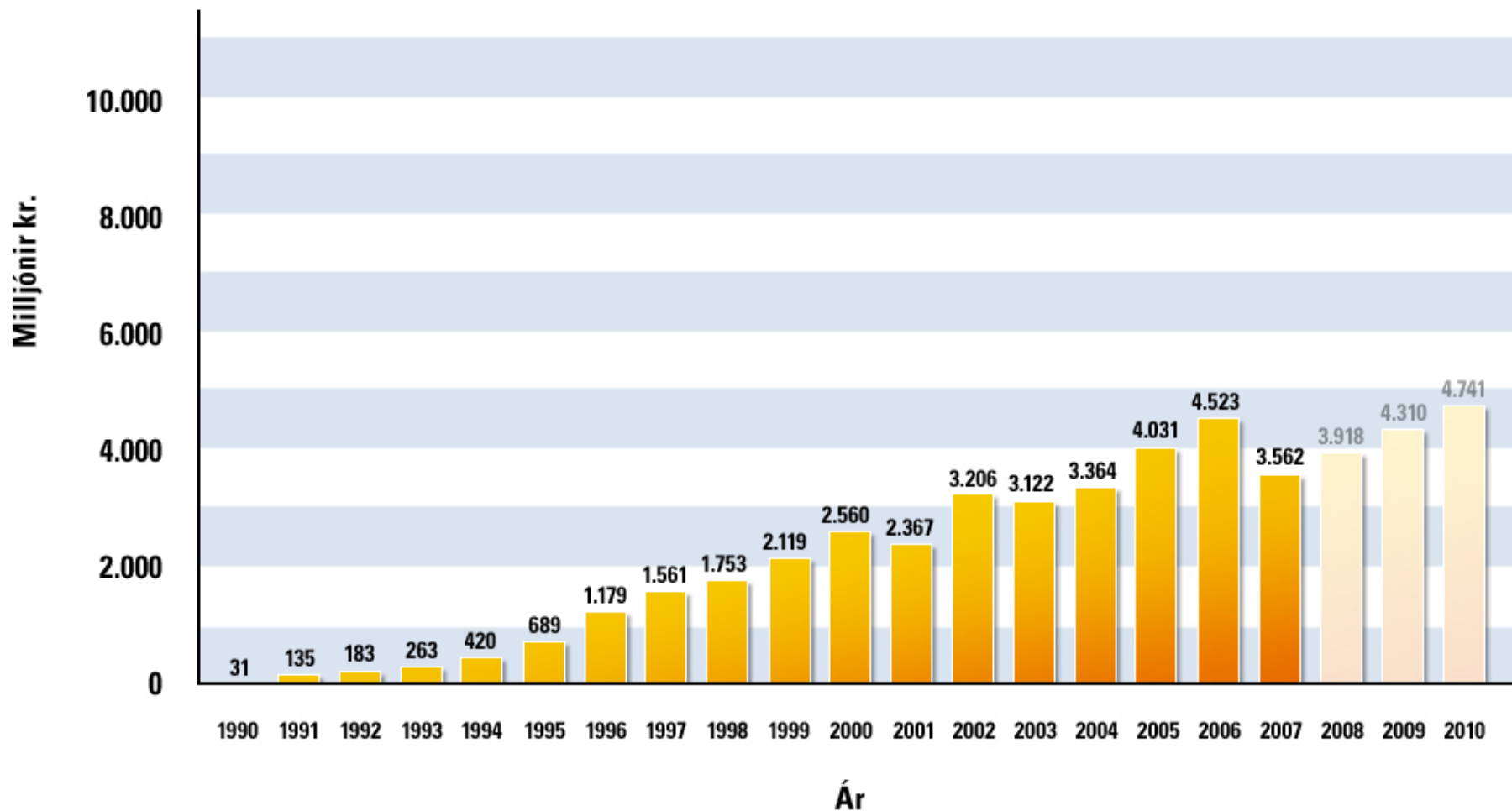


Byggt á skýrslu tölfraeðisviðs Seðlabanka um útflutning hugbúnaðar

Útflutningur hugbúnaðar & tölvuþjónustu

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Byggt á skýrslu tölfraeðisviðs Seðlabanka um útflutning hugbúnaðar



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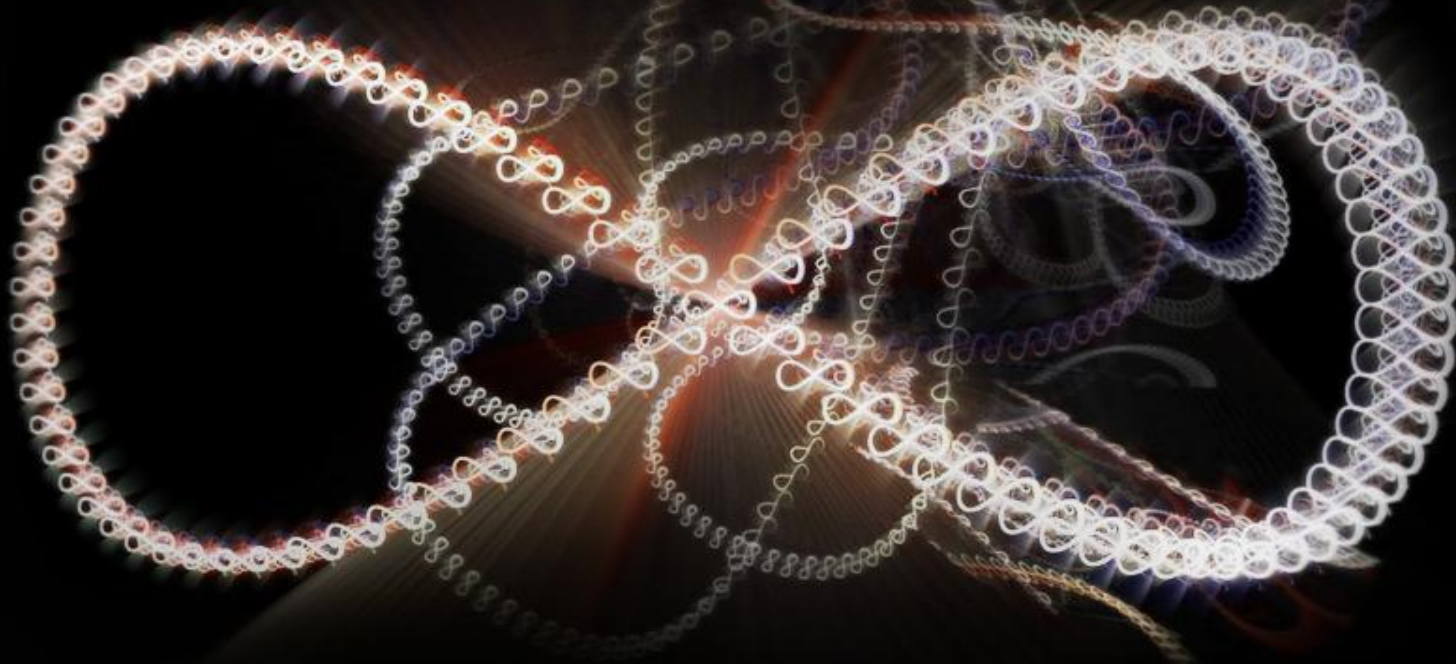
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EVE™



F O R E V E R