Announcing WiiWare

Dan Adelman
Nintendo of America

DEVELOPERS
CONFERENCE

Nintendo®

So What Is WiiWare?

- WiiWare is NOT Virtual Console
- New content to be downloaded for Wii Points from Wii Shop Channel
- Distribution system operated by Nintendo
- Stored in Wii internal flash memory
- Content can be saved to SD card

The WiiWare Equation

Wii Controller

+ Low Barriers

- New genres
- New consumer experiences
- New members of the Nintendo development community!

Nintendo®

3 Guiding Principles

- Low barriers to entry

- Attractive financial model

- Games designed for Wii

DEVELOPERS
CONFERENCE

Nintendo®

Content Policies

- 40MB file size limit, including eManual
- No advergames, product placement, customer data collection, etc.
- Limit of 1 game 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 WiiWare

Nintendo®

Here's the process...

WiiWare Project Sheet

Project Confirmation

Content Development/Debug

Content Creator

ESRB Rating Acquisition

Nintendo

Send Final Game to Nintendo

Lot Check Approval

Launch!

Who does what?

Content Creator

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

Nintendo

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

Nintendo®

Business Model

- 65:35 (Content Creator:Nintendo) revenue share from unit 1 for titles that cross the Performance Threshold
- Performance Threshold:
  - ☞ 6,000 units if >16MB
  - ☞ 4,000 units if <16MB
- Titles have two years to reach threshold
- Variety of price points, similar to Virtual Console

DEVELOPERS CONFERENCE

Nintendo®

Timeline

- You can get started today!
- "WiiWare Tutorial" at 11:45
- WiiWare SDK also available soon
- August 1 – WiiWare Project Sheet form on WarioWorld.com
- Early 2008 – Target launch

Nintendo®

Wrap-up

- If you believe in your game enough to build it, it's welcome on WiiWare
- 65:35 revenue share
- 40MB file size cap
- WiiWare Project Sheet and other info available August 1 on WarioWorld.com
- Target launch early 2008
- Public press release coming out, but program details are confidential

Send questions to WiiWare@noa.nintendo.com

Thank You!

DEVELOPERS
CONFERENCE

Nintendo®