

**Part 3, *Newbie Producer's Guide to Interactive TV:*
Sports, eSports, Gamer Multi-Platforms
Billions being made by start-ups with one game.
Reality can be a game too**



Freedom Interactive TV Networks Association

Dedicated to:
Where Every ONE Can InterACT with Everyone

Questions or Additions can be submitted to:

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FreedomTVNetworks.com/Contact textbox attn: Newbie Producer's Guide

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Have a FiTNA Newbie Producer's Guide to Truly 2-Way Interactive TV? Here's one. Part 3 Sports, eSports, Gamer Multi-Platforms

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Freedom *interactive* Television Networks Association (FiTNA)

This is a living document, your questions and contributions on profitable creativity are welcome; please email them to Interact@Freedomi.tv

This Manual & Guide will answer:

What's FiTNA? How can I gain & keep FiTNA's all opinions & no censorship cooperation?

How do you reach a mass audience via Satellite/Streaming (Internet Protocol TV)/Cable, and gain a high-volume of individual participation with you via their Internet-devices?

The contents of this primer will be color-coded as the topics below are:

- ✓ **All Distribution options: world, nationwide, east/west, city, or viewer**
Connectivity via: Satellite (backpack video-camera uplink, backhaul & Direct-To-Home), IPTV, Cable(coaxial & fiber-optic), data centers, cell (phone, tablet, ULive protocols), computers, WiFi, ethernet, DSL, & radio.
Pages
- ✓ **All Audience Feedback telecommunication devices' protocols**
By 2017, 58% of all TV households have a smart-TV or 1,2,3 TVs connected to an Internet device; 70% a smartphone or tablet, 80% a computer, high-speed Internet, Voice Internet Protocol, WiFi, DSL, Ethernet
Pages
- ✓ **Cloud computing, data center storage, and retrieval options**
In 2017, QVC Shopping TV made \$3.9B via 38% human operators, 15% text orders, & 47% on-line orders.
Pages
- ✓ **Production equipment in studios or mobile, live or recorded...**
The TV/Video Industry made \$157B in 2017 with \$56B expenses, mark-up was invested into 6 modes of 1-Way distribution, little in 2-Way, that left to tech firms. FiTNA will bridge content for devices and back.
Pages
- ✓ **2-Way Gamer Internet Technology Proven Money-Making Lessons, Cross-Platform & Cross-Format Marketing, and Video Game Theory**
1-Game *Fortnite* introduced mid-2017 made \$2.4B in 2018. Halo 2 in 2001 made \$320M on release 1st day.
Pages
- ✓ **Entrepreneur Producers' Secret Info in the Creative Industry:**
Producers often trade percentages of later gross receipts for talent in production now, including their own.
Pages
- ✓ **Interactive Show Income, Ads, Public Relations & Cause-Marketing**
How \$100k of Sponsor Acquisition phonecalls & presentations gains you \$3M Budget for 90-hours coast-to-coast satellite, IPTV, production, & marketing. FiTNA's 1st *Dibs Agency*, media buyers, & other friendlies.
Pages

Foreword: The TV and video industry has profitably doubled in the last decade to \$158B annual revenue in 2018 with only \$56B in direct costs. It has invested half of its mark-up retained earnings in 6 different 1-Way distribution methods, and kept the other half as profit for use of stockholders' tools. However, in two decades it has not joined in with 2-Way audience feedback capability in creative formats, despite the technology being there in viewers' hands, and the highest rated shows on TV that had some audience voting. The Freedom interactive Television Networks Association (FiTNA), a Kansas 501(c)3, will change that with you, dedicated to education, and a public service to spin-off both non-profit & for-profit interactive TV networks, interactive shows, and interactive ads. You and FiTNA can make these new creative audience participation formats. Join a profitable growing industry as a producer, director, writer, tech, advertiser or crew. FiTNA is trying to make it bigger and better for you, for ALL voices, and solutions to be seen and heard, and supported with time and money. Join it.

What is the Freedom interactive TV Networks Association?

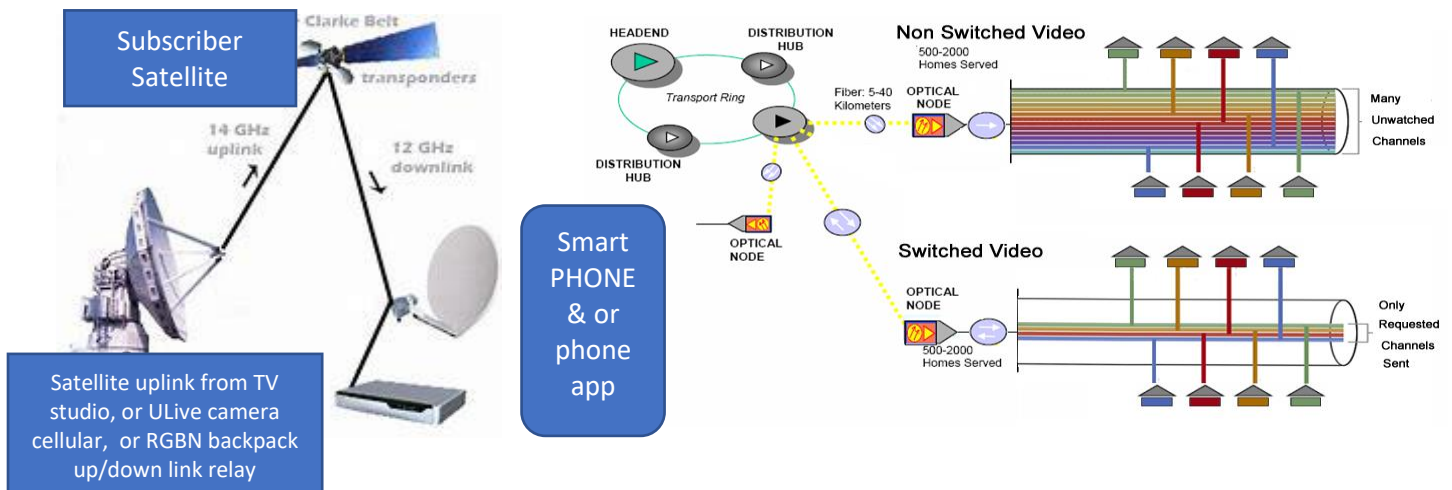
FiTNA, is a Kansas incorporated non-profit 501c3, is dedicated to making sure all voices and visuals are heard and seen in modern technology for both educational and public service purposes. A lot of voices & visuals are missing by one-hand clapping biased boring spectator TV. FiTNA, by contrast, welcomes all opinions to be tested against each other in all forms of media without censorship, with the exceptions of personal threats, slander, or libel.

You can participate with FITNA by making any donation of time or money, and join with intent and a plan to produce multi-opinion interactive TV.

Phone +1 (818) 253-1696 for info.

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FITNA will guide you on how to spin-off both for-profit & non-profit interactive TV networks & TV show productions with volume discounts with satellite, fiber-optic, IPTV, & cable:



How Does Interactive TV work with sports?

First, get acquainted with the technology of transmitting it. Most stadiums in America are connected to **TheSwitch.tv “FiveNines”** booking, scheduling, and quality signal control using **Vyvx end-to-end protocol management for all modes of distribution. Vyvx is now a subsidiary of CenturyLink.** This graphic organizer shows you how your sports signal is transmitted from the game to an origination studio where Computer Graphics (CG) are added, and then out all types of media devices. file:///E:/1AA%20HP%202018AUG%20%20Brock%20back%20up/FITNA/FITNA/The%20Switch_files/Vyvx-Centurylink%20End%20to%20End%206%20modes%20of%20distribution%20graphic%20map%20or%20ganizer.pdf This same routing is valid for mobile backpack journalism video-cameras direct from a high school field up to a backhaul satellite to an origination studio to add CG for interactivity or narration of the game, and then onward to viewers using all kinds of digital TV delivery subscriptions and devices. How is that done?

Vyvx uses the Netinsight.net Nimbra 680 & 688 platforms for fast streaming of fast images and high resolution Netinsight Syc protocol. Talking heads are slow, action in the background with talking heads is medium speed, and sports action is fast speed. This requires an adjustment in the 1-MHz to 36MHz throughput of a satellite signal or other protocols. These adjustments are either keyed to what type of image each camera is looking at, or are automatically sensed more often with digital signal. That's what these signal node points do, keep it quality and translate the signal for different viewing devices through different delivery methods.

High quality Sports CG where you see the NFL's football field's grass turn purple in the shape of a directional arrow for the Minnesota Vikings 10-yard first down, and the players even running on the purple grass arrow, (that isn't really there) that then it virtually shrinks to 6 yards or expands to 15 yards, depending on where the Viking end ran, **is best done these days by Chyron-Hego graphics.** Chyron is one of the oldest TV graphics companies going back to early TV vacuum tube days when color vidicon cameras cost \$500k, and their ChromaKey was king. Chyron merged with Scandinavian Hego not long ago to modernize their software, firmware, hardware. It worked as they are the best in the business. Go to the 7 convention halls of the **National Association of Broadcasters (NAB)** convention in Las Vegas in the Spring (or New York or Shanghai) to compare technologies. Many of the advanced technologies ready for 2-Way audience feedback into the presentation loop (like an armchair quarterback's opinion versus the sportscaster) are awaiting you, and frankly, have been for years. **All these companies and more, want to work with, ally with, and partner with FiTNA to make the transition for passive TV productions to 2-Way interactive productions by producers like you.**

How will Sports audiences enjoy Interactive TV best?

Some of FiTNA leadership is as old as TV yet have always been pioneers with esthetic uses of technology every couple of years. **Esthetics is a branch of philosophy that tries to give reasons for what's hot and what's not, and what's cool to who.** Not merely adapting to new tech's use, but thinking up new creative ways of using it is what creates entertainment. **Entertainment can be said to be what is novel and new in some way, and fun to watch and --- now interact with.** New ways of creating fun audience identification with sports teams, players, or lone agony of defeat or triumph – is what you're really asking. First, let's talk team sports and human interest. The pros won't like to hear this, but they are so good they are often boring, low scores of 3-0 are often typical. If you blink you'll miss the big play; so let's examine the area of High School and College sports that are error-

prone and full of recovery heroics. **They're fun to watch. Interactive TV can do more than have viewers watch too, they can participate. How?**

Since a color video camera no longer costs a half-mil as in 1960, and a backpack uplink to a satellite, or a ULive cellular transmitter is less than \$5k each, you have media options on any field of endeavor you are interested in. Many high schools have as many as five 4k high-quality video cameras in their sports program, and if they teach a digital media class there, many more lenses. **The world needs more close-ups, and more cameras in a sports venue offers you that chance, and your crew is cheap.** What can you do that's different and new with tried and true sports?

You've seen how total unknowns were showcased on *American Idol* or *So You Think You Can Dance?* to major fame with their accomplishments, based on viewers enabled to PhoneVote on subtle differences. It was fun for multi-generations of family members to discuss and decide, even if none of them know how to sing or dance at all. Now think about this. *Idol's* ratings drew 510M in Season 10, and *Dance* holds the record for audience participation for 1 show at 94-million PhoneVotes, TextVotes, and OnlineVotes. Now ask yourself this: "Would I like a penny for every one of those audience votes? – Only in a sport because that's what I'm interested in."

America's League(s) in various sports made possible by Interactive TV

Every school belongs to a league. It is a local league of boys and girls; yet with TV cameras and backpack uplinks, it can be America's League in the sport of (fill in the blank). In 2000, Brock challenged ESPN to cover high school sports, and with little imagination they started randomly finding a good team to aim cameras at every week. They've done that for 2 decades without any improvement. Now its your turn. Aha.

Most young people do not know a sport's skills, say Baseball, and they grow up not being on a coached team, and as adults they still don't know, and now they have kids to teach, but don't know how. Yet they like the game from sandlot ball. Cameras aimed at young players trying to learn how to run to a base, shade their eyes from the sun with a mitt, throw, slide to a base, send hand signals, and the camera looking over the assistant coach's shoulder as he's explaining notations on statistics she's keeping on the other team to recommend readjusting the batting line-up to the coach,... That's Sports Entertainment, Edu-tainment if you will. More interesting in close-ups on the game than just a bunch of ants running around on a TV screen.

Niche Sports Marketing with Interactive TV

For two decades, full equal funding for girls' sports has been invested in organization and equipment by schools. Popular girls' team sports seem to be: Pony(tail) Softball, Field Hockey (Lacrosse), Basketball, Soccer. Quasi-individual sports are Track and Wrestling. The latter, by the way is often co-ed and is done by weight class and not gender, from junior high and older. Other niche sports are Horseback Riding, Western or English, Velo-Bicycling, Snowboarding, and various Martial Arts depending on the area. Putting every sport on Interactive formats would certainly help niche sports.

Cause-Marketing with Interactive TV Sports

There are some sponsors you ought to see in all sports, but some safety equipment ones for young people and parents to buy are wise: **Bangerz** plastic eyeglasses protection comes to mind. Kids can avoid having a ball, hockey stick, or elbow of a taller kid -- blinding them by smashing their glasses into their eyes. **The teams or individual team members of the team can, and should be playing for a charity that has a sponsor, perhaps a local chapter of a nationwide charity or cause.**

Playing for something besides winning, is a champion for others. (See FiTNA's **Charity Champion Racing League** for motorsports analogy.) Players already win viewers who support their charity, perhaps based on their MVP performance at 2nd base, or just a donation from the sponsor and the audience -- based on which team wins the Baseball game. Professionals should have done this long ago, but its your turn at bat. Donations are interactive.

Production for Interactive TV Sports

If you ever wondered how a football sportscaster at the *Olympics* was so knowledgeable about Czech weightlifters, its that all the background research and statistics for each player has been organized with video clips per player. Even in 1984, CD changers held this data, making jocks who can talk seem like an intellectual in an obscure sport, as much as George Will tomes about Baseball, Today its just files on software or cloud storage, a click away. **Getting the audience to know each school's player is important. What they are playing for, is part of cause-marketing with pre-recorded video pitches for the *Goats for Africa* charity popular in schools, before they go out and pitch a ball.**

Untutored players' learning process with their coach(es) can be in detail, or highlighted. In *America's League*, a viewer in Biloxi, Mississippi, Joseph Nyere, can be watching ***America's High School Baseball League***, and begin identifying with their favorite 2nd base player, Jose Hernandez in Fallbrook, California, because that's where this local *Avocado League* is local. The logistics of getting young players down the road on a bus as they already do, is far less expensive than trans-continental air fare. The viewer loves the mistake ridden game, or wants to show their grandkid pointers from a genuinely close examination of the game, and sees how the coach expects a player to improve. **The viewer might upload or email in a photo of how Lou Brock from 50 years ago held his mitt above his forehead in some subtle way so he could catch better in the glare of nightlights; and learn to throw better – because he catches the ball more often.** Maybe the viewer sees a kid who needs that performance tip. You make that uploading easy with your/our computer programmers, you'll get more audience caring about and identifying with the player, the sport, and helping them to win for their charity – instead of just eating Doritos.

There are human factor issues in sports that cannot be ignored, such as concussion and breaking necks in football, especially not by an interactive audience with complaints and good ideas. Concussions have been ignored for dollar signs at the pro level, until the *Tampa Bay Buccaneers* running back for 3 years George Vizger, and other concussed players with major brain trauma effects of on-going pain and loss of memory, and unable to earn a living in their second careers, sued the NFL for \$3.3B -- and won. Previously, insurers for the NFL teams were charging them a high price for errors and omissions, much less medical coverage; yet team owners, decade after decade, did nothing intelligent or caring. Meanwhile, there were patented Kevlar rotational football helmets attached to shoulder pads, to keep necks from being broken. Older patents with nuts, bolts, and flanges go back to the earliest days of football. PhoneVoting on preventable injuries is a viable issue for young players who have their whole life in front of them, and an audience not into blood money.

Not breaking your neck still wouldn't keep your bell from getting rung. The risk for damage is there, unless you change the rules. There are two ways to have the audience PhoneVote: George Vizger has been functional besides short term memory loss, and having to write everything down. How? By having 400 Hyperbaric Oxygen Therapy treatments. See HBOT.com for a possible sponsor, or charity for football players to champion. I interviewed George and he advocates HBOT immediately after a game for all players. How? By using an old airplane fuselage as the pressurized

place the players listen to the coach at halftime at 1.25 atmospheres of oxygen pressure, and after the game 1.50 atmospheres. Getting oxygen directly into the brain within 5-minutes if hit hard, and certainly as soon as possible, saves permanent injury by healing with the minerals in a good diet. Right now, school insurers and self-insurers require a doctor to conduct a watch-the-finger-move-with-both-eyes test before the game, then again after the game. Insurance companies as sponsors, and not just school insurers, would make great sponsors. What would they sponsor?

How about PhoneVoting to change the rules in Football to numerous weight classes, as in Wrestling or Boxing. PhoneVoting on change can start at the high school level or at the pros, or college. **How about your interactive media starts 2 more professional Basketball leagues based on height by inches, and adjust the height of the basket for dunkers.** I'll root for the *Shrimp League* myself, short people can love Basketball; and so can Medium height players (the largest group, hmmm). This is a way to widen the popularity of the sport, besides the Giraffe League already exists. What do you think?

Individual Sports and Exercise Focused On with Interactive TV

In 1970, CH Hoiles, Publisher of the Freedom Newspaper chain of 57 papers and 6 TV stations, wrote an editorial that young people were doing nothing for freedom, merely opposing government initiatives like wars, or assuming that only government could solve problems. A young 17-year old editor of a Jeffersonian Libertarian youth newspaper of 25,000 circulation (paid for by sought out sponsors), who also conducted *Young Americans for Freedom* (YAF) demonstrations in favor of volitional solutions instead of social tax-supported ones – wrote Hoiles to tell him he was mistaken. Elder CH asked Brock to come to his office, pushing a \$1,000 check across his desk. Brock didn't touch it, asking what is that for? Mr. Hoiles stated he had a standing offer to any reader that could prove him wrong in his editorial. Brock had done that, but didn't know about the standing bet. Brock told him he would accept it for gasoline to run YAFers around, and would donate 80% of it to the organization for which he was actually honoring. Do what you will with it, CH said.

Hoiles asked what studies Brock was doing, and was a bit surprised when told that Brock had just completed in junior college, computer programming languages FORTRAN & COBOL, and knew how to breadboard wire an IBM 360 computer & peripherals. He asked Brock to come with him outside his office to look at two areas: One, the classified ad area was computerized by punch tape and alphanumeric ads showing in phosphor green on CRT screens. The second, was the editorial area where only typewriters were used, and stories had to be typeset by the linotype machinist making metal drums that printed the daily paper. He asked Brock for ideas as one publisher to another.

Within a week Brock gave him a set of recommendations for interactive newspapers. First, all reporters would have a phone number plus an extension with their numbered articles, that readers could call to ask questions or give info to. The articles would be filed by name and number in the morgue for retrieval. The front cover of the proposal showed a boy with a satellite dish outside his room's window, and a keyboard and a phone in his hand while he looks at a Sports page headline: "*Penske Wins Pole Position at Indy*". The picture's caption showed the boy asking the reporter who had assumed everyone was born knowing that, "What's a pole position?"

Further, Brock proposed his youth paper be one of 517 newsprint magazines to be inserted into a news wrapper, collated by computer code printout per family for what they select from a smorgasbord list for their household, that they are interested in for a dime each. Avoid having generalist smush that ends up in the bottom of a birdcage.

Mr. Hoiles saw this as the salvation of hard copy long before others started to worry about niche news in a computer era. Using an example of Boat news, Brock asked how many boat articles, boat ads, and boat op-eds do you see in the sports pages? None. Yet if you go to a Pacific beach in Orange County, go into a boat store and look at their magazine rack, there are 17 magazines for: dingys to yachts, freshwater fishing to sea-fishing, sailboats to motorboats. Boat sports folks would read all the articles, ads, and opinions on boats, but might have little interest in football. You could sell a lot more newsprint with greatest hit boat articles from all those magazines, or just ask your entire staff coast-to-coast to state whether they know anything about boats, and put them together with writers for the Boater's Newsprint Magazine. Your readers can let you know if there is a good article, or write one.

The elder publisher treated young Brock as a creative equal, and so, today must interactive TV producers treat their audience as creative equals. The problems are the same: audience feedback and how to motivate it; phone numbers/websites/tags on show segments/articles for routing to new audience customers for their review; and selling stuff and ideas. Brock asked CH Hoiles to think for a minute about all the niche sports that never get sports page print or a TV show. You can too. CH Hoiles paid for a *Volitional Science V-50* course that helped Brock evolve philosophically away from Social Science, to really solve problems with solutions not using force nor fraud. You learn something new every day in Interactivity and an exchange-place of ideas.

Finding Sponsors for Niche Sports Shows on Interactive TV

Think **The Bicycle Show**. Cheap to expensive bikes, exercise to commuter, lightweight to heavy, bike clothes for safety and comfort. Think scenic bike routes with hotel sponsors; and dangerous scenic roads to crowdfund bike lanes at -- instead of where bicyclists get killed every week. Showcase university towns that are specifically designed for accommodating lots of bike traffic. There is lots for you and the audience to present for PhoneVoting. Lots of bike stuff to sell too. Mirror attachments on helmets, yes, because necks don't shake as much as handlebars -- safer. Looking for more content? You learn from bike retailers that bicycle manufacturers make expensive full-color magazines about their brand's range of bikes and accessories; but make retailers buy them for resale. You learn from The Hell's Angels' historian that motorcyclists are willing to make common cause for side-by-side narrow lanes for bicycles and motorcycles. \$100k of Sponsor Acquisition capital can gain you a \$3M budget for 90 1-hour shows and all that goes with production, distribution, audience feedback tech, and marketing.

There are car dealers who will sell cars with bike racks to customers from 100-miles radius, if they market their dealership as "the bicyclists' car dealer who will finance bike accessories with their touring car". The dealership has a "Washington Monument of Bicycles" welded together out front of their dealership. Could be a clue to target marketing. They have put money where their mouth is to co-sponsor the *Amgen Tour of California*. How many car dealerships are there in America that cover a 100-mile radius, that could be sponsors? **You learn that Gold's Gym has a static bicycle room that has a big screen with 12 bicycle race courses including the Tour de France on it so they can try to race Lance Armstrong. Then you learn the company that makes that, has a home media version for sale. Yes, FiTNA is looking for a Bicycle Show producer.** Is there a novelty feature of bicycle basketball that could be shown on more than one sports show or network? Make it happen.

Perhaps you like riding horses instead of bikes, and can put new meaning into a **Horse Show** with all its likely TV sponsors from western clothes to popularizing arena polo. Viewers can buy tack online. Are there controversies in the horsey world from white fence real estate covenant advocates, to more diverse corrals, to rodeo rule changes? Lots of issues and visuals to engage horse-lovers on

The Horse Whisperer feature that shows how to not kick or spur a horse, nor have a bridle; yet they will go in the direction you wish... Perhaps you can learn from Cesar Milan, **The Dog Whisperer**, on air and website for 15 years. Hollywood Horse Wranglers have been using these nice & quiet Apache techniques for decades, and they have a 3-level video course and training meetings they sell by word of mouth. A made for TV opportunity. Aim a camera and have a debate, or a charity race benefiting REINS in Fallbrook, California for training otherwise wheelchair kids into horse riders.... Oh, the *Fallbrook High School America's League Baseball* team will play ball for you on Interactive TV too. Good ideas will spread and create more stories.

Cable companies have finally yielded to pressure from customers who are not interested in any sports at all, and don't want to be charged for sports channels. However, wouldn't it be fun to present current events or business news in exactly the same detail examination and enthusiasm of every move made in politics or business, and exactly as sportscasters call play-by-play and do two sportscaster debate recaps of the action. Could reveal with humor and tragi-comedy some weaknesses in CEOs' gameplans. If that appeals to you, then you might like to create such formats. FiTNA will help.

FiTNA has one slightly more dignified than *Comedy Central's Daily News* as our **All Presidential Candidates' 1:1 Debate Tournament** inviting in 1st quarter 2019 over 400 declared candidates (so far) to debate in rounds to each other and the audience on Foreign Policy, Economic Vision, and Cultural Leadership. We think it will do better than *The Apprentice* and get better results than soundbite-athons in 2016. See www.PhoneVoter.us or later www.DebateTourney.com

Multi-Platform Distribution is an edge for Interactive TV video-gaming

The multi-player, multi-platform (we are trying to explain the value of to you) videogame **Fortnite** was introduced in July 2017. In one year it gained 125M players and made \$1.2B from start-up. During the year 2018 it made \$3.2B ending with 300M players internationally on revenues of \$8.5B, and the company is valued at \$15B in case you want to buy it. However, FiTNA advises creating your own cross-platform interactive game formats with either real people players, or virtual characters. Fortnite is sort of the *World's League* of eSports gaming right now. Maybe you're next. We are showing you all the tools in this manual how to do it. The popularity of their marketing formula described in the Forbes.com article is instructive by a reporter who is a player with his kids on multi-platforms. See these graphics on the next page from Ozy.com <https://www.ozy.com/need-to-know/special-briefing-the-game-that-took-over-the-world/87708>



We should note that besides all game platforms participating, usually Sony does not allow cross-platform, they made an "exception" for Fortnite. Ask any junior high school kid or their parents about it, and you'll understand what could be done to support real sports in your city nationwide and worldwide.

R.L. Stine mild horror scary thin books usually sell \$600M to junior high schoolers, and perhaps you've heard of Harry Potter. The lady that headed that graphics team would like to help match professional Computer Graphic artists with young amateurs to make 382 interactive Art TV show introductions explaining to viewers how they can participate in PhoneVoting contests, support galleries, have fun with every kind of art with mobile camera crews, or yes, buy Art on FiTNA's *ARTisTVision interactive TV Network*. Life imitates Art, Physics follows Art, so will millions follow your Art show, even with the sound down in their office to look at something pretty to de-stress for a moment.



Above is computer graphics, below is a marketer's dream come true. Can multi-platform players solve problems in reality with game theory? Yes



Dec 27, 2018, 11:56am

'Fortnite' Creator Epic Games Reportedly Earned \$3 Billion In Profits in 2018

Fortnite developer and publisher Epic Games reportedly earned \$3 billion in profits in 2018. CREDIT:

EPIC GAMES

Epic Games, the maker of *Fortnite* and the Unreal Engine, had an incredibly successful 2018, largely driven by the popularity of the studio's free-to-play game.

Fortnite costs nothing to play, but between the game's \$10 seasonal Battle Pass and daily cosmetic items that cycle through the game's Item Shop, a majority of the game's 125 million players spend at least some real money on the game.



According to unnamed sources, [TechCrunch reports](#) that the success of the game on all its platforms---PS4, Xbox One, PC, Nintendo Switch, Android and iOS---has pushed Epic Games' profits to \$3 billion for 2018. That's profits, not revenue.

That is, to put it mildly, a staggering sum of money. Epic isn't speaking publicly about this report at the moment, preferring to keep the company's financial data as private as possible, but given numerous monthly reports from industry analysts throughout 2018 that show monthly revenue in the hundreds of millions, this isn't surprising. Add to this Epic's revenue from Unreal Engine and, more recently, the Epic Games Store and you see a company very much on the rise.

Chinese megacorporation Tencent owns a 40% stake in the company, and several investment firms recently infused the company with an additional \$1.25 billion earlier this year. Epic Games is valued at nearly \$15 billion, though that might be too low a number if the company is really pulling down such enormous profits.

So why the enormous success? Mainly because *Fortnite* is fun, addictive and ubiquitous. It's a game that everyone plays, especially younger gamers, and one that people bring with them into the real world with dances, merchandise and so forth. Add to this the fact that it's free and provides a very cheap 10-week seasonal Battle Pass for just \$10, containing numerous cosmetics you can earn through completing daily and weekly challenges, and you have a recipe for success. The fact that the cosmetics Epic sells are so high quality and cycle daily, making them more desirable, and you have a recipe for a smash success.

The real question is whether Epic can keep the game feeling fun and fresh for the months and years to come. They've certainly proved that the seasonal release model, in which the game's huge map is changed in subtle

and major ways and a "story" of sorts is told through map changes, clues and occasional live events, keeps players hooked and intrigued. Whether that will be sustainable for the long haul remains to be seen.

For my part, I continue to play *Fortnite* regularly on my own and with my kids. That's another great thing about the game. They can each load it up on their Nintendo Switch consoles while I login on the PS4, and the three of us can squad up and play. If we wanted to add a fourth we could fire it up on a phone or laptop (or have someone on any other platform join us online).

\$3 billion is a lot of money, but it's money that Epic has earned through ingenuity, open communication and hard work. The company has also devoted \$100 million to eSports prizes for the 2018/2019 season and allowed revenue sharing with content creators, so it's sharing some of that wealth with the rest of us.

All told, an amazing year for Epic Games and *Fortnite*. What a way to ring in the new year!

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[Erik Kain](#) Senior Contributor

I write about video games, TV and movies.

Esports is aging into a sports betting savior.

Here's how you play fantasy esports: Thousands of esports fans build an eight-player fantasy league lineup of professional video gamers, working to stay under a demarcated salary cap in hopes of earning the most points based on said players' performance in the totally real, *not* fantasy video game tournament.

If the concept leaves your head aching — or seems a bit depressing, given how far removed esports is from what's traditionally thought of as actual athletic activity — you're not alone. But, apparently, you're either old or straight-up out of touch. The esports revolution has arrived, and it's not going away.

In a matter of years, gaming and esports has gone from hobby to niche professional sport to [full-blown movement](#), disrupting the sports industry at large and redefining the traditional framework of a career in pro sports. Not only will gaming surpass \$1 billion as an industry in 2019 but experts have noticed that the global esports boom is spawning substantial action in daily fantasy sports and sports betting. In fact:

DRAFTKINGS' FASTEST-GROWING FANTASY SPORT LAST YEAR WAS ESPORTS

At DraftKings, the world's largest daily fantasy sports (DFS) operator that, as of August 2018, operates an online sportsbook, achieving site-leading growth is no small feat. Between DraftKings and FanDuel, its main DFS rival, the two companies have raised more than \$1.2 billion in investments since 2009.

DraftKings boasts more than 8 million registered users, with FanDuel a close second at 7 million. For both companies, the NFL is far and away the most popular offering, with the NBA, international football and MLB not far behind. Unsurprisingly, those four sports see the most action in pure sports betting too.

At present, esports is still a small percentage of DraftKings' overall business, but with entry fees for *League of Legends* fantasy games up 59 percent in 2017 — and tracking at a higher rate for 2018 — there's reason to expect an actionable surge in the near future. As sports betting wraps its tentacles around an accepting, mainstream America, esports represents not just an alternative revenue streak but also a lifeline for daily fantasy operators that have seen annual growth plateau and an untapped frontier for casino bookmakers.



DraftKings has offered rudimentary esports contests since 2015, but the Supreme Court's decision last May to legalize sports betting signaled to the rest of the industry that more action is soon to come. Experts like the team at the Action Network, which provides insight and analytics on all things gambling, were quick to take notice. “[Esports] has been at the forefront of innovation as far as how it reaches fans and the way it presents its events,” says Chad Millman, head of media for Action. “I’m bullish on esports in all forms, from its growing audience broadly and the ways in which it can drive betting.”

FiTNA believes that channeling this multi-player fantasy sports, or real sports interactivity into playing for others like charities or causes, for some percentage or performance-based monetary transactions or sponsorships -- will be healthier or at least a justification for playing inside someone else's odds house for fun. Working harder, and working smarter for yourself, like going into business entrepreneurially, can at least change the odds in your favor.

For those gamers who liked *Street Fighter II* type one-player versus the computer, or two player arcade games two decades or longer ago, and now have children themselves into Mixed Martial Arts at a studio and play in video game contests, there is a niche market eSport. The eSport has its arena too in Las Vegas just as the National Rodeo Championships are there, and just as The National Bowling Stadium is in Reno. They just have the fastest fingers in the West.

The best and most reputable Las Vegas on line betting advisor and talent scout in Football, Baseball, and Basketball with a 65% win rate, TyGaston.com, liked FiTNA's charity linking with local sports media focus. He lists bad bookmakers, and good bookmakers off-shore. He is trusted as a rapper going back to the 1980s cross-culturally. He pointed out there are many issues that can be PhoneVoted upon and implemented or not implemented: Betting on Sports or eSports, the US Supreme Court's ruling on off-site betting on line, schools paying digital media students as well as players as employment or contractors, safety, and other controversies in how people should value time in sports. Whether value is being rewarded for having the fastest fingers in the West, to sweating to classic sports in leagues to support themselves, widening sports to all heights, weights, and ignoring gender -- decisions should be made.

I personally do not ever gamble in other people's houses where they make the odds unchangeable; but others do and their opinions need to be heard to deal with them. This manual is about how you as a producer in interactive TV can change the odds in your favor with imagination, skill, and reason. How best these decisions can be made is in real time on interactive TV so all can hear and see what's going on, or could go on. Any other decision-making processes will have to account for an open forum and the ideas generated there by e-conventions. Rights are generally decided upon as rules in popular acceptance. Even law is an imitation of order. How people can know Vox Populi, best today is interactive TV. We can learn lots in other arenas of activity from good sports, charity champions, and you.

FIGHTING FOR ESPORTS' SOUL AS THE BIG TIME BECKONS

By [Matt Foley](#)

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WHY YOU SHOULD CARE

Because this pastime won't stay underground forever.

The game may look close, but Snake Eyez knows his inferior opponent is on the ropes. And he's not shy about letting the teenager know exactly how he feels. For that, the rumbling crowd inside the Mandalay Bay Events Center is appreciative. As the expletive-laced trash talk between one of the fighting game community's *Street Fighter* legends and a wide-eyed noob heats up, so too does the crowd. The 10,000 fans — most of whom are members of the FGC themselves — didn't come to Las Vegas just to see the outcome of this international competition; they came for the atmosphere that many gamers consider [esports'](#) last frontier.

As esports rapidly turns commercial, FGC events like the Street Fighter World Championship series still manage to maintain the madness reminiscent of 20th-century backroom tournaments. Anything goes onstage, and — much like flesh-and-blood combat sports — the bombastic players become as much of a show as the games they're controlling. But as more and more money pours into esports, FGC players will soon need to form a union if they want control. “Once this gets big enough, [unionization] is definitely going to need to happen,”

says Snake Eyez, a Los Angeles native named Darryl Lewis who has turned himself into one of the most esteemed FGC gamers on earth.

IT'S UNFILTERED, ORGANIC AND NOT VERY CONTROLLED. WE'RE GOING TO HAVE TO DECIDE IF WE REALLY ARE AN ESPORT.

DARRYL "SNAKE EYEZ" LEWIS

Unlike the rest of the booming esports [industry](#), the fighting game community is a loosely organized collective of online gamers who have yet to get in line with many massive corporate sponsors. Aside from a new Red Bull sponsorship, the FGC looks little like the large team-based esports championships generating hundreds of millions of advertising dollars on cable broadcasts and Twitch. Perhaps that's because the FGC, built around individual-player games like *Street Fighter* and *Tekken*, strives to maintain the grassroots vibe of early-1990s

basements and high school cafeterias. Even in the era of huge crowds and corporate sponsors, gamers and fans crave that individualism.

"The fighting game community is going to have to decide what route to take," says Lewis, mulling over the future of his craft. "This community is unlike any other gaming community.... It's unfiltered, organic and not very controlled. We're going to have to decide if we really are an esports."



That distinction likely makes little sense to nongamers, but it's critical. Amateur gaming enthusiast Tony DeLeo says fighting games are the lone genre of esports that still elicits adequate nostalgia. "That's a big part of [FGC's] popularity," says DeLeo. "There are two generations that love these games, and we're not ready to totally surrender gaming to the teenagers."

At 29, Lewis estimates that he's about the average age for FGC players — ancient when compared to *Halo* and other popular esports. The older fighting game circuit is uniquely positioned to learn from other sports when it comes to modern marketing techniques. Lewis points to custom controllers and other specifically tailored products for FGC fans.



Soon, though, the biggest lesson will come from other esports. As more money floods the industry, players naturally want to make sure they get their fair share of the profits. In 2017, Riot Games, the company that produces *League of Legends* and owner of the hit League Championship Series, announced plans to create

esports' first [players' association](#). It was a peculiar corporate move — union drives typically start with workers — but Riot says it wants to provide better pay and protections to secure the league's long-term success. Yet owners have complained that online signature software shows the players spend precious little time reading contracts before signing.

Venues like the Gfinity Arena in London showcase the drawing power of fighting esports, which are wary of losing their soul as they become more professionalized.
SOURCE [NED COLIN](#)



Fighting gamers are eyeing the developments warily. “It makes sense for those team games because there’s a lot of conflict going on between the managers, the team owners and the players,” says Lewis. “That might have to happen with us, but I don’t want our players to suppress their emotions or lose what makes this so special.”

It means that with or without a union, fighting gamers are more apt to imitate the UFC than the NFL.

- [Matt Foley](#), OZY Author [Follow Matt Foley on Twitter](#) [Contact Matt Foley](#)

THE DAILY DOSE APR 15 2018

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TOP 5 FOR YOU

❖ **Why 2-way is overdue and possible: Nielsen Ratings 2017 are 58% of TV households or 65M viewers have an Internet enabled smart-TV or at least 1, 2, or 3 TVs connected to an Internet device.**

Census data 2015: 78% of all households have a computer (Utah 92% high, Mississippi 76% low); 70% a handheld device; 85% of homes an Internet device. If you're a TV producer or want to be an interactive TV producer. Join the 21st century, it started two decades ago.

<http://overflow.solutions/demographic-data/what-percentage-of-american-homes-have-a-computer/>

4 years ago, the American Psychological Association (APA) noted that 53% of children have a tablet, with 23% a smartphone; 67% of teens have a smartphone. APA discusses the disconnect in parents' opinions and kids' opinions between 4 hours of device usage equaling only 2 hours of passive viewing. The APA says Interactive Media Stimulation is used by children, instead of seeking Soothing in physical activity and interaction with parents, which parents can redirect children to. Stimulation masks not confronting personal issues of misunderstanding, including conflict over how much time should be spent on devices and homework. Children do not believe they are vegetating or beta-wave staring as in spectator passive viewing, but learning valuable life lessons by game theory, engaged in concentration alpha-wave, and only passively by stories or news associated with their activity.

Adults' more passive TV viewing history, skews their perception that gamer play and physical game play are not a psychological equivalent to a child, and that being a couch potato is perceived by parents similar to their mere spectator experience.

As gamer parents are now raising children, there may be less conflict and more understanding of game theory as a part of growing up. Childhood obesity concerns were first challenged by the Wii physical device phenomenon where kids played tennis or flew like a bird in their living rooms, in the first decades of the new millennium with accessory physical play devices. A resurgence in Virtual Reality games quality that dates back to Golf VR in the 1980s is becoming more commonplace in Home Media Entertainment Centers. See the plethora of games, their manufacturers, that started with Wii devices and spread to other game platforms 20 years ago. Multi-platform protocols are not a new idea, its just TV and streamers haven't used them much.

The US military took an active interest in shoot-em-up personal shooter and squad tactics in the 1980s. In 2001, the makers of World War II themed *Call of Duty* and later series, released a modern themed Halo II which made \$360M on its first day of release. By contrast, it takes a hit movie sequel like Rocky II to make that much in a year. How has this widespread gamer culture of being killed, and jumping up again resurrected again and again, effected the ethics and culture of a generation worldwide. The rise of the attack-drone industry that sprang full blown with a foundation in gamer simulation programming of avionics such as Green Hills Software, immediately after 9/11/01, instead of using 35-years of flight-data usually inserted into new drones for combat training ranges like MQM-107Es, was perplexing to experienced target-drone companies like BAE SYSTEMS when Northrop-Grumman and other aerospace firms captured that contractor market from them. BAE SYSTEMS had invented a one-antennae drone that could be used as an attack weapon. The 87 kinds of visual data in attack-helicopter pilot's helmet visor, that could be filtered to a few to deal with combat situations, was again gamer clutter. Palm Pilot programming of flight-plan waypoints, altitude, and glidepaths was common by 1998 to insert into aircraft autopilots, or knowledge of settings. In the early 2000s, Radio Frequency (RF) controlled fighter aircraft like QF-4s and later ageing aircraft, were loaded with as much automation as a nearly 70% fly-by-wire 747, plus a bit so that a pilot was unnecessary, while combat pilots maneuvered curves at 10Gs and struggle to not blackout to keep up with them. Combat aviation training ranges were linked by the L3 Consortium

across America. Aircraft modifications with chaff and flares against missile attacks were done from the 1980s, with the rapid proposals and implementation of armoring decks and bulkheads of pilot cabins after 9/11. Today, Green Hills Software has contracts with a dozen carmakers for integrating media and data, and cars and airliners have long been able to be taken over remotely or on command do a routine for 25 years.

In 2003, the *Defense Advanced Research Projects Agency* (DARPA) entered the non-military gamer world with a robotics *Autonomous Vehicle Grand Challenge* offering a \$1M prize that required all equipment to be Commercial-Off-The Shelf (COTS). The objective was to get a vehicle through the Mojave Desert between Barstow and Las Vegas all on its own, no radio control. One vehicle got 7-miles before not having a computer program to get untangled from barbed wire. DARPA got \$100M worth of Research & Development by 100 teams that started, 20 racing. From 6th grade to 11th grade students, the innovations DARPA received they nor the military did not have were: small inertial guidance systems versus big clunky military ones, laser mapping the desert from the air for another database, and comparison with the FAA aviation topography database. The other devices like two 360-degree cameras, LIDAR, RADAR, audio chirper sonar were already available for common use. The prize was upped to \$2M the next year 2004 and Stanford University robotic car won. Today, programmers at various firms like Google make decisions of whether an errant car will kill 2 pedestrians to the left, or 10 to the right, and make the less lethal choice. This partially comes from this repeated resurrection mind set as acceptable, only now its permanent.

By 2015, 55% of the US Air Force is drones, the global satellite command system and alternate internets allow a lady Air Force sergeant at Nellis AFB to rain death from the skies on a “legitimate target” but routinely accidentally kill 9 other people. This does not win hearts or minds, and gains only hatred for 15 years in places like Afghanistan or Iraq. Senator Rand Paul, called for a moratorium on flying the attack-drones at all until they could stop killing innocents as “collateral damage”. As the drone technology spreads to Iran which showed off a model of a bomber drone in 2018 from a downed US one, what goes around comes around.

From the beginnings of game theory video games, which this editor has lived through, there is a history and legacy of constructive games that are exciting with accomplishment from Sim City and applied physics of Bicycle, (I don’t count slicing fruit as violent), although violent military and fantasy games dominate for the added adrenaline rush. “Scare me, I love it” is the catchphrase for horror movies and games, as there are adrenaline junkies. Contra-positively, getting into the role of Sim City to Simulated everything, managing customers in Diner Dash, Age of Empires has a lot of constructive effort to be wasted in defense or offense, R&D ships of Star Fleet that happened to be armed, ... all compete.

Holographic Art and how to cope with it, was advanced for real by the end of the 20th century, and cinematic Art preceded that by decades. Virtual Reality helmets & hand-held devices are 30-years old, and flight/driving simulators go back to the 1920s. Practice makes perfect, and buying cheats against a programmer have become two methods of saving time to win in the long and short run. Follow your better angels in dramatic form opposition to devils.

The Internet of Everything, (IoE) makes some people wish for a dumb unconnected electric grid, or a dumb house with real locks where Apple doesn’t hold the patent on “Slide To Unlock” that can be deciphered by burglars, or defeating a camera so a crowbar can work unseen. Control or isolation of people by turning off their access to websites, car rides, credit cards, and so forth is a petty tactic by petty people who think they have a grand excuse in complete full-spectrum Psychological Warfare use against their customers or

citizens, much less enemies or competitors, will have resistance. Who will that be from? Courageous gamer programmers of course. There is no weapon in war or business that has a long or surprise use, if you don't use it you lose it, yet should you use spying at all? No. A Spy vs Spy game should teach one that.

Advertising firms have no excuse for commissioning data analytics or having an in-house department using data they have no permission to use, especially by intrusive observation methods, nor re-selling it. There is a revolt going on against this all over the world, despite manipulation by governments and corporations to make that normal. FiTNA is part of leading that resistance. Morality is that you do not initiate force nor fraud nor steal stuff in transactions. If someone else does that first to you, you have three choices: fall into the same cycle of violence or fraud, be pacific and take it, or shine cameras and light on the evildoers subject, and the audience will understand sooner than later. This is not an issue for government regulation to pretend to do the job, as it has too many "publics" to care about a lone minority of one like you; but better is a privacy guarantor by interactive media producers with non-recording protocols that you choose to favor with your business or interaction -- will gain business and keep it.

People who wish to select tags for topics they are interested in, in order to get more of the same information or ads, can do so. That's called trusting an editor to edit for them. It is a much neglected function in electronic media, and print media. Don't overlook editing, collation, or delivery. Don't try to steal customers' trust, you won't keep it; especially if you censor weird opinions that even advocate violent or prejudice, and shadow ban people as non-persons like the tyrants of Nazi Germany or the Soviet Union tried to get away with. They didn't.

People are learning to confront evil and want it available to confront instead of being blind-sided suddenly finding they have infiltrated elites with nefarious purposes. Snowflakes wanting safe spaces from controversy, are melting in new era of wanting to know where the next crazy is coming from. Reality is a survival game too. Controversy will also just happen to cause more interactivity, not to a cacophony of noise, but sorting issues and solutions out. FiTNA requires producers to have dual PhoneVotes if force of law or use of military is advocated, separate from the merits of an issue. The same goes for gaming. If you are going to start a war of words over xyz, fine; advocating the banishment or enforcement of xyz will require an advocate to justify their advocacy separate from xyz. Force alters debate, and the threat of force alters debate, however, game theory requires matching wits with advocates of an issue and advocates of violence in the name of anything. Un-confusing your audience is important, if you want them to trust your judgment and return to you, especially as they abandon charlatans, censors, forcers, and petty dictators who don't trust each of them to think for themselves. Same goes for team problem-solvers as it is in squad tactics and grand campaign strategy.

Producers and sponsors and ad agencies who realize that the number of clicks on a site is a lousy way of determining interest or charging for ad rates on the Internet is baloney. A major advertiser in 2018 cut their budget for social media and analytics of data, and lost zero customers. However, transparent counting of subscriptions, battle plan purchases, virtual clothing in an EPCOT, PhoneVotes, opinions, donations, is. Real people without names can be added up and put on a TV screen coast-to-coast, donations can be anonymous or trumpeted. Its not too surprising that news media companies don't actually want to hear opinions for viewers to challenge their propaganda or facts. Video can be manipulated, yet many versions of it can get closer to the truth. The truth is, that far larger audiences will participate in a constructive fact-seeking and solution-seeking format than a killtron format. There are plenty of real problems to solve including all people, and inventions to improve. To quote Alky, the *Alka-Selter* spokescartoon, "Try it, you'll like it.!" Having read the above, now read this, use non-violence as a

creative principle of Volitional Science to make interactive TV on any subject like Human Investments to end repossession while selling millions of houses on a percentage of income basis. The principle of violence is as old as predatory installment debt and the Social Science of guns, governing, gods, and militaries and murder. Fortunately, there are not enough CSI forensic jobs in reality as fiction purports. Role play is valuable for evil or good. Pick a side with your efforts. Good news can be new and novel too.

JAN 16 2019 by Kevin Bright

HOW MUCH CASH IS 'FORTNITE' MAKING? PRACTICALLY \$3-BILLION IN 2018 ALONE, IN LINE WITH THE NEWEST REPORT

200-MILLION PARTICIPANTS

POSTED IN

TECHNOLOGY NEWS

"Fortnite" continues to be the largest recreation on this planet, with tens of hundreds of thousands of month-to-month gamers throughout seven completely different platforms. **Despite the fact that the sport is free, it managed to tug in practically \$3 billion profit in 2018, in line with Nielsen's SuperData monitoring arm. "Fortnite" presents a seasonal Battle Go, which prices \$10 and is wildly widespread.**



Two-thirds of US gamers are shopping for the Battle Go, in line with SuperData. "Fortnite" continues to dominate the eye of tens of hundreds of thousands of gamers all over the world. **Even supposing it is a free recreation, "Fortnite" brings in billions of via gross sales of digital gadgets, gross sales of digital cash, and the ever-important seasonal Battle Go. Extra particularly.** That is the primary general income quantity for "Fortnite" that we have seen for a full calendar 12 months of availability. **The sport's maker, Epic Video games, hasn't launched income numbers for "Fortnite."** "Fortnite" only first arrived in the summertime of 2017, with the now ubiquitous "Battle Royale" mode arriving as a free replace in September 2017. The remainder of 2017 and early 2018 was centered on placing "Fortnite" on extra platforms.



By late summer time 2018, the sport was accessible on seven completely different gaming platforms: PlayStation four, Nintendo Change, Xbox One, PC, Mac, iOS, and Android. Gamers on any platform can play with another platform. "Fortnite" is the primary really cross-platform recreation; it even pressured Sony to desert its exclusivity stance on cross-platform gaming. It is no shock, then, that "Fortnite" is estimated to have grossed over \$2.4 billion in 2018 throughout these many platforms. With tens of hundreds of thousands of gamers all over the world shopping for Battle Passes, and in-game gadgets, and changing their actual cash into "V-Bucks," the sport was capable of amass billions in income without charging any upfront value to shoppers — a game-changer in a period of \$60 blockbuster video games. That makes it the highest-earning free-to-play recreation of 2018, in addition to the highest-earning recreation of the 12 months, in line with SuperData. It additionally places "Fortnite" earnings above "Pink Useless Redemption 2," and "Name of Responsibility," and each different huge recreation you may consider that arrived in 2018. And there is not any signal of it slowing down any time quickly. SEE ALSO: The CEO behind 'Fortnite' has now priced it over \$7 billion. Be a part of the dialog about this story » NOW WATCH: British Airways has a \$13 million flight simulator that taught us the way to take off, fly, and land an airplane



Tags: [Tech News](#) [Technology Updates](#)

FiTNA hopes you consider new formats that have no cost or no subscription entry-way. If it does have a subscription or technological phoneapp entryway, be creative as to what participation costs, including a donation to a cause while selling something, or an outright donation.

For example, if you are a publisher & radio host like Mark Crispin Miller interested in hosting an interactive TV show *Forbidden Bookshelf* on: out-of-print books, banned books, antiquarian books, forbidden books, politically incorrect books, historically significant books, government agency suppressed books, blackballed books, corrupt paid bad reviewed books, politically operative omitted books from review, burned books, disappeared books, deliberately damaged books, censored books, satire books, dangerous how to books, anti-somebody books, state employee state-secret books,... — and as a result of creating interest, want to reprint them electronically or as paper, and have Amazon as a sponsor, and Amazon prime video as a distribution outlet (among other platforms); then you can ask the audience(s) to crowdfund to buy intellectual property rights, scanning, reprints, ask for donations to online and physical libraries, and then later sell the books too. You'll likely make money. Ask Jeff Bezos for advice if you think books are passé. Boeing make \$24B/year, he makes \$52B/qtr.

Learn from 50-years of 2-way multi-player gaming. It started in arcades and player rooms next to comic book and gamer shops that had an enjoyable experience, long before networking video multi-player formats. FiTNA leadership were pioneers in this area and role-playing entertainment. Some of the earliest micro-computer games in the 1970s were zero-sum win-lose games, somebody wins, somebody loses. Wargames took a lot of scrolling to cover the terrain. No big screens, you see. At the time, troop movements were on hexagon-designed large terrain cardboards. Wargamers used some of 550 *Strategic Simulation Incorporated* (SSI) wargames or *Avalon Hill* wargames from all eras. They knew that replenishment and supply were real factors in waging destruction; for instance, roads sped armored columns as compared to forest terrain. Contrastively, the early aviation flight simulator skill games with steering yokes, and *SimCity* games showed how constructive activities were not win-lose, but win-win.

By the 1980s, these more sophisticated games used visuals to measure factors like babies born and immigration creating more pie slices but balanced visually making the pie bigger with inventor factors, productivity, and defense capability. Whether destructive or constructive, the players learned that strategy, timing, tactics, concentration of resources at one time, and dealing with limitations of fuel or one-way missions, and statistics made for hours of fun matching wits with friends and other than mere odds of probability like poker and poker faces. Kids call this growing up, and becoming wise.

The early *Dungeons & Dragons* fantasy card and 20-sided dice games had bad research of 40% accuracy on ancient gods. Yet gamers seeking an edge with a judge-wargod in a situation, did actual research in ancient cultures that they would not ordinarily have an interest in, in order to win by a citation. A 900-year old wizard who presumably knows everything but has a 2% accurate memory becomes a playmaker with random spells, makes a "wild card" factor -- When you want a griffin to fight alongside you, all you get is a snowball to toss at a firegod. Games are played for laughs too.

In 1980, a group of teenage wargamers on every era held *StrategiCons* alternated every other month with fantasy *OrcCons* renting out the entire Sheraton-Anaheim Hotel across the street from Disneyland. Games lasting 60-hours night & day in rooms where turns to resolve "combat factors" took awhile to calculate, costumes abounded. There was a cluttered vendor shop where answers could be obtained on the future of science fiction to role-playing in newfangled video games. This was next door to a retro-film theatre in another hotel with a weekly offering where 1930s aficionados also danced to big bands.

Brock d'Avignon created 60-question surveys with Frank Noble (who looked and sounded like Moses' god) in this atmosphere. A jeweled egg sat alone in the middle of a bright purple tablecloth, Frank in a purple cape. The younger folks asked what that was for. Frank replied, "The Earth will be grimmelflexed if we don't get the answers we need from Earthlings." The next question by attendees was, "How do we prevent the Earth from being grimmelflexed?" To which Frank pulled up a survey board and asked them for the answers. These answers created 210 participatory entertainment ideas that were submitted to the Board of Directors of *MCA-Universal Studios* to improve their "tour" -- which at the time was a tram-ride to see a water-tank, a cutaway half-submarine movie set, rolling through the parting of the Red Sea, sitting in a game show audience, and the grand finale was looking at Bing Crosby's gold record for "White Christmas". -- The Board adopted half of the ideas. Today, 2 of the 5 *Universal Studios Tours* theme parks are in the top 50 tourist destinations on Earth, be they manmade or natural wonders. They are a major profit center of *Comcast-MSNBC-Universal*.



COMIC-CON[®] 2019

INTERNATIONAL: SAN DIEGO

JULY 18–21
PREVIEW NIGHT:
JULY 17
San Diego
Convention Center

Today, the City of San Diego is bi-annually filled up with *CosPlay* costumed role-players of videogame characters, along with fans of movie characters, comics, and “graphic novels” for an event started in 1970. In 2018, the 501c3 non-profit *ComiCon* threatened to move their 167,000 attendee event out of San Diego if hotels did not stop booking any other events in competition, since the events needed all the floorspace available. The hotels complied and rescheduled. Movie studios often foot a major part of sponsorship and provide events. A live human participatory component of interactivity on the streets in edu-tainment about superheroes or pollution liability makes money; whether you are *Stark Industries* (making \$500M per Ironman movie); or stark raving mad as the



Joker CEO of an old oil refinery using Hydrofluoric Acid “for reals” as teens say. There is also a similar *Wonder Convention* that started with comics in San Francisco and Los Angeles now called multi-genre that has 60,000 attendance in Anaheim. It absorbed the 2-decade clientele of APE Alternative Publishers Expo in the SF Bay Area too.

Most major entertainment companies have some sort of gamer subsidiary, that if they listened to the young programmers and content people there, could open up interactive TV for fun and profit. Some executives insist they can’t wrap their mind around 2-Way participatory technology, yet at one time likely in the last 64 years, they went across the street to Disneyland. Perhaps they are old enough to recall self-turning a dial to see *Walt Disney’s Wonderful World of Color* one hour every Sunday night on NBC. There is more to interactivity and participation than dialing and riding.

Disney Theme parks and Buena Vista Productions in Burbank started *The Disney Channel* on cable and satellite 20 years ago, which contributed to a further nationwide 24/7/365 and worldwide presence. Now known as *Disney Media Networks* they also absorbed the *American Broadcasting Corporation (ABC)*. *Walt Disney Company* executives after Walt’s death failed to create a real

Environmental Prototype Community of Tomorrow (EPCOT), settling for a corporate exposition park in 1974, but Bob Eisner didn’t do too badly for missing age appropriate jokes in their line-up, as they made \$59B in 2018 with 201,000 employees. While little kids asked what happened to the moral applications of Walt’s ideas, as Iger is doing better than giving them 12-year old’s fart jokes. In 1984, Brock d’Avignon challenged unemployed Steve jobs to do childhood stories with CG that became Pixar, which Disney recently bought too. Its CEO Bob Iger also recently bought the *Star Wars* and



Star Trek space-setting soap opera movie franchises, and 60% of *Hulu*. The video streaming on *Hulu* whose only interactivity is selecting what to watch and when, they can be surprised with something more interactive than that old dial TV. FITNA has ideas for you.

The independent science fiction fan *Star Fleet Academy* of 225,000 members is not in any deal, nor are 3 fan series

produced in the last 3 years separate from TV series by Paramount. It's a private fan organization. FiTNA challenged them to really build Star Fleet Academy at the Presidio in San Francisco by the bay Bridge. It already has courses, mousepads, and collegiate bags as if it was brick and mortar. Like to produce an interactive edu-tainment show on interstellar propulsion? We got an Interstellar Directorate started at NASA but haven't done much with it. How about you? Are you ready for early entry into the class of 2165?



National Amusements (Viacom-Paramount Pictures/ -CBS with revenues of \$13.6B is led by 96-year

VIACOM

young Sumner Redstone (The King of Content) who has historically paid \$1M per day to two Presidents of his movie and TV divisions. Neither has done a good

job with his vision early into video gaming, music TV, or combined media as Sumner bought the publisher *Simon & Schuster Publishers* for \$1B in the 1990s simply because it owned the rights to a century worth of 150 books from 1910 *Tom Swift and His Electric Videophone*, to 1950s-1970s *Tom Swift Jr. and His Repelatron Spaceship*. His daughter Shari Redstone at the helm will hopefully listen to her Dad. Interactive TV may be just the ticket for movies and games based on the narratives. Harriet Stratemeyer, who wrote or supervised ghostwriters for not only *Tom Swift Jr.* series, but *Nancy Drew* and *The Hardy Boys Mysteries*, would approve of your initiative with FiTNA for teenage old capitalist rocketeers and detectives.

Charity Champion Racing League

There is no shortage of content to work with, your own or somebody else's you can do a deal for adding interactive audience options. Today, the University of California at Santa Cruz offers a bachelor's degree and masters in Fine Arts in Videogame Production teaching 77 Elements of Dramatic Form, English narrative, and Computer Graphics Programming. Blizzard Entertainment just hired 1,000 people in 2018. See our later discussion of FiTNA's **Media Arts & Sciences Training Education Retirement for You (MASTERY) program** using Percentage As You Earn (%PAYE) Finance & Fininsurance for learning a new career in interactive TV, balanced against gaining paid internships and guided production entrepreneurship early in a new career.

Questions, Suggestions, Notes: