

WiiWare Business Overview

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Business Development

Nintendo of America

What is WiiWare All About?

- Developer freedom
- Lowering barriers
- Opportunity for large and small developers

Business Model Recap

- 65:35 (Content Provider:Nintendo) revenue share from unit 1 for titles that cross the Performance Threshold
- Developer provides suggested price; Nintendo sets final price

	The Americas	Europe + Oceania
Performance Threshold (>16MB)	6,000 units	3,000 units
Performance Threshold (<16MB)	4,000 units	2,000 units
Royalties paid by	NOA	NOE

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 < 40MB
 - < 16MB strongly encouraged!
 - The manual is viewable online and does not count against this limit
- No hardware emulation
- No advergames, product placement, or collection of user data
- Must be a complete game
 - The game cannot require the purchase of add-on content or a separate title

Minimum Localization Requirements

	The Americas	Europe + Oceania
In-game language	English*	English*
Online manual	English, French, Spanish	EFIGS + Dutch
Wii Shop Channel catalog info	English, French, Spanish	EFIGS + Dutch

* Support for additional languages is strongly encouraged!



Some Issues to Consider...

Taxes!

- Royalties paid by NOA/NOE to a foreign company may be subject to a source withholding tax. In the US, this is 30%.
 - Foreign companies will need to fill out a W-8BEN
 - In order to fill out the W-8BEN, you need to get a tax payer ID from the IRS
- Keep in mind that these forms can take some time
 - Whatever forms Nintendo has on file for you when we pay dictates how much tax is withheld
 - By law, Nintendo cannot fill out the forms for you
- Check out the whitepapers on WarioWorld, but ultimately, check with your tax attorney/CPA specializing in international tax matters

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
- Notifications handled differently by region
- A notification from an IP holder could result in your game being removed from WiiWare until situation is resolved
- Insurance Policy will be 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/wii/wiiware>
- Some differences:
 - ESRB vs. PEGI/USK
 - BBFC if the game is rated 18
 - OFLC also required for Australia/New Zealand
 - Tax withholding issues
 - Localization requirements
 - Lotcheck separate in each region – check out the lotcheck whitepaper on the WiiWare page of WarioWorld

Getting Your Title Noticed

Marketing and Press Releases

A little quiz...



Wii Ware



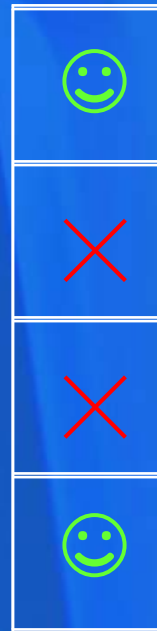
WiiWare™



Wii



Wii Connect 24



WiiWare



WiiWare®



Nintendo Wii



WiiConnect24

- Please check out the Marketing Guidelines on the WiiWare™ section of WarioWorld
- All press releases and websites that use Nintendo trademarks must be approved by us

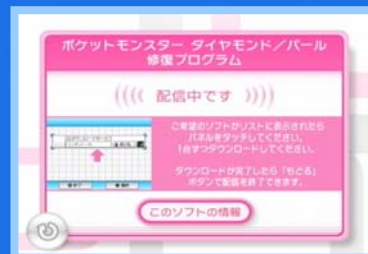
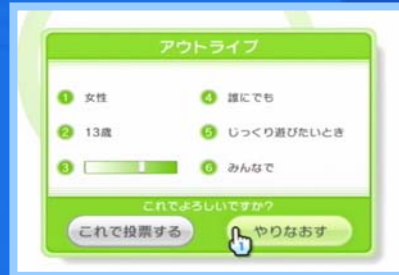
The Nintendo Channel

Videos

User feedback

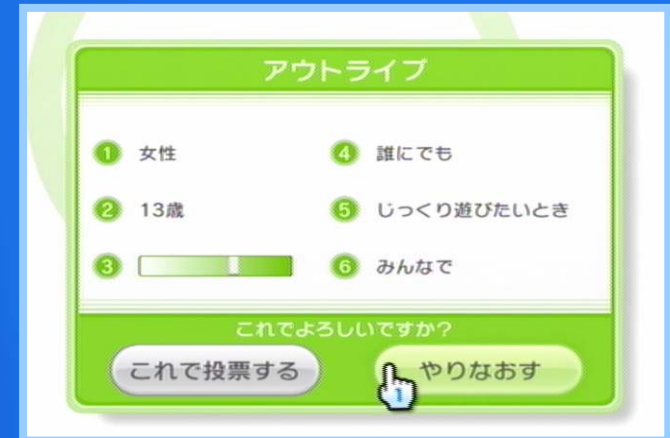
Game information
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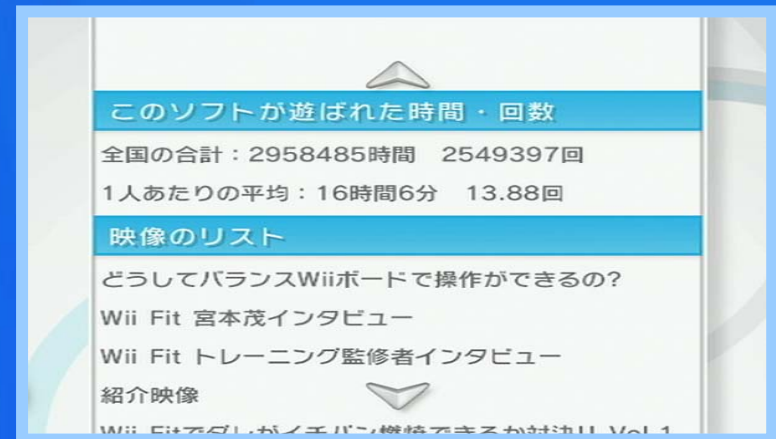
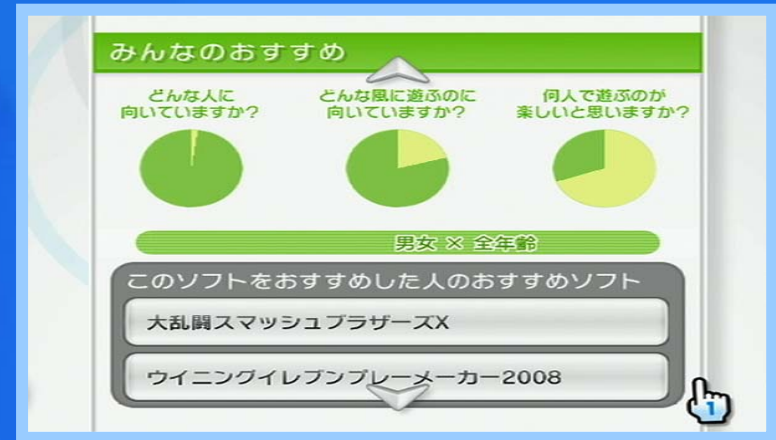
User Feedback

- Users can submit feedback for Wii games they've played for more than one hour.
- Some questions asked:
 - Gender
 - Age
 - Level of your recommendation
 - For anyone or for gamers
 - Casual or hardcore play
 - Best played alone or with friends
- Results of last three questions shown on individual game's information page



Game Information Pages

- Results of some survey questions:
 - Game is for everyone or for gamer
 - Casual or hardcore
 - Best played by yourself or with friends
- List of other games liked by people who liked this game
- Aggregate gameplay data collected from user Wiis.
 - Total time and number of sessions
- Click-to-buy for WiiWare titles – Starts Wii Shop Channel



Summary

- WiiWare coming to the Americas May 12
- Opportunity to make that game you've always wanted to make
- Don't forget to consider legal, tax issues
- Nintendo Channel designed to help consumers find games that are right for them

Send questions to WiiWare@noa.nintendo.com

Europe-specific questions to Marcus Krause, NOE