Announcing WiiWare

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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!
3 Guiding Principles

• Low barriers to entry
• Attractive financial model
• Games designed for Wii
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
Here's the process...

1. WiiWare Project Sheet
2. Project Confirmation
3. Content Development/Debug
4. ESRB Rating Acquisition
5. Send Final Game to Nintendo
6. Lot Check Approval
7. 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 Confidential
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
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
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!