

Studio Director of B2Z: Mason Waters

Entry 1: We have finally gone ahead and created a studio with me as the studio director, this is a huge first step for us but now we have to decide on where all of our future production is going to go. Me and the publishing director want to focus on creating a marketable game that will be able to give us a good enough financial backing to create more games in the future as well as be able to run the studio. The Creative and development directors however want to start off by making a game that is more groundbreaking and original. We had a pretty good debate on this with lots of good points being brought up, but we decided to go ahead and create a game that is more marketable so we can have financial backing. If you want to know the truth even though I originally wanted to go with the marketable option I almost convinced myself the other way would work out better, but we all came to an agreement and I figured it was better going forward if we went with what we all agreed on. I figured knowing that seeing around the game studio landscape that a lot of studios were struggling financially we should take the opportunity to have a game be able to give us good financial backing and allow us to create better and more creative games in the future.

Entry 2: The game was a success and we were able to get financial freedom, we got an offer from a publishing director to publish a sequel to our game while it was still very popular. We liked the idea at first, especially from a financial standpoint but the Creative and development directors were insistent that we go ahead and create our own groundbreaking game. Seeing as how we have great financial freedom at the moment I went ahead and agreed with them that this could potentially set our studio up to be something really special. Though I am worried about the reception of the game, as we haven't really built up a huge fanbase yet and this type of game might not be as popular as we think, but we might as well go out and give it a try and we have the financial freedom to take this risk even if it doesn't work out. Seeing how other studios are doing I am worried that this risk is a great one and could set us back, but the potential here is massive and could set us up for huge things in the future and could even allow us to come up with a whole new genre.

Entry 3: The game was not a huge success like we were hoping and our financials are showing it as we are not looking good there at all now after the flop, I had to strongly consider our options as I wasn't sure we could take another risk and if we flopped again it would be pretty much game over. After talking with the creative and development directors and strongly considering all of our options I concluded that if we wanted to stay a third-party studio we would have to take another risk and hope that we are able to succeed on a grander scale and continue to be an independent and successful studio. If this doesn't work we are pretty much doomed but I have hope that we are able to put something together and are able to succeed where we failed last time. With some more brand recognition, it might be possible that this next game can really set us apart and finally make us. This as mentioned before could ruin us but at this point, we don't have much to lose. I'm hoping for the best and hopefully, this game takes off and we can continue to stick around in the industry a bit longer.

Entry 4: The game we released wasn't a groundbreaking success but it was enough to make our financials comfortable again and it was even put on game pass. But we really need to figure out what we are doing as a studio. We got an offer from Microsoft to become a first-party developer. I supported this and it seemed that everyone else was on board but there definitely were some major concerns. Mostly that we would no longer have full control over the creative process, hopefully, microsoft will allow us to continue as we have been and create more original and creative games but as it stands we will no longer have the final say in what is produced. I'm thinking of potentially leaving the company as it stands but we will wait and see how things turn out as we really need to have something go our way. Given the track record the chances that we are absorbed and allowed zero creative freedom are quite high and if that happens then I think everyone on the team plans to walk, we will have to see and hopefully we can make this work. But my hopes are prepared to be dashed and prepared to look for other opportunities.

Entry 5: Well it seems that joining Xbox was great for our studio growth but it seems the hammer is already coming down and we are being forced to switch game engines which completely ruins our plans of creating our own game with its own mechanics. This has caused us a massive crunch and trying to reach the launch is proving incredibly difficult. We were able to finish the game but it is completely different than we were initially intended and is causing all of us to consider our current position in the industry and as a studio. We began to realize that we all would have to make a decision and this time there probably won't be a mutual agreeance by everyone involved. We discussed and most if not all of us have agreed that we will leave the studio and start over completely with the lessons learned from the first go around, it will likely be even harder but I imagine we will attempt to stay away from becoming second or first party developers ever again. I'm glad we were able to come to this decision together to attempt to start over, even though it might be harder this time around.