

The 2009 Electronic Entertainment Expo or E3 was alive and kicking and let me say I am so relieved as a journalist to know that one of the hardest media pass to require lives up to its billing. And I'll go back to my first E3 Expo in 2006. It was a freaking' nightmare and we had to jump through many hoops to even qualify as media. I thought that it was pretty intense and then I went to cover E3 and I was blown away for three straight days trying to report on the massive 45 billion a year video game industry. And after I filmed over seven plus hours of interviews of gamers, developers and publishers, celebrities and booth babes I was highly eager to attend the 2007 E3 Expo and then the lights went out. Then Electronic Software Association (ESA) and gaming industry executives suddenly cancelled the 2007 E3 Expo under the rationale that the past E3 Expos had become to un-family friendly and full of scantily clad booth babes. Maybe it was to save marketing costs of publishers, but the idea was not thought out well or the impending ramifications to mid-tier publishers like Midway, Atari and Universal Games.

Some independent promoters tried to create a replacement event called eForAll 2007, but it was a complete disaster and barely filled South Hall with few major game publishers. The gaming industry had private meetings for insiders. This was more of a GDC type vibe. Microsoft rented out Santa Monica High School and had a big outside glitzy event to launch their new Fall and Winter 2007 game titles. But nothing compares to E3. And the 2008 E3 was for selected media only conference that still was a flop on every level because most gamer media did not want to fly out to LA for a low scale event that was not going to generate any consumer attention.

I always thought the original reason to shut down the biggest single gaming event in the U.S. was beyond dumb. For example, every hall or space inside and outside the convention center was used in some way for the 2006 E3 Expo. I mean when I went to check in at this year's E3 Expo media center I remember this being the 2006 Atari booth. The media lounge was where the 2006 Midway Exhibit. Times had greatly changed and what once a mega media, mega hyped and mega celebrity driven marketplace that took over the whole LA Convention center in every nook and cranny was now mainly in the West and South Hall. Below I will breakdown a set of photos I took at the 2009 E3 Expo and a brief Twitter type description. And I will end my recap with a list of the 2009 E3 Expo winners and a list of E3 game trailer links.



In the E3 Expo media lounge I did run into Malik "Tha-Truth" Forte and a few highly intelligent brothers with Iron Star Gaming www.ironstarmovement.com who were making their own waves in the gaming biz. We talked about the status of blacks in the gaming biz. I wish we had more time to kick it with them. But I'm sure I'll hear from them again soon. Maybe next year I will spend more time hanging out with the gamer press.

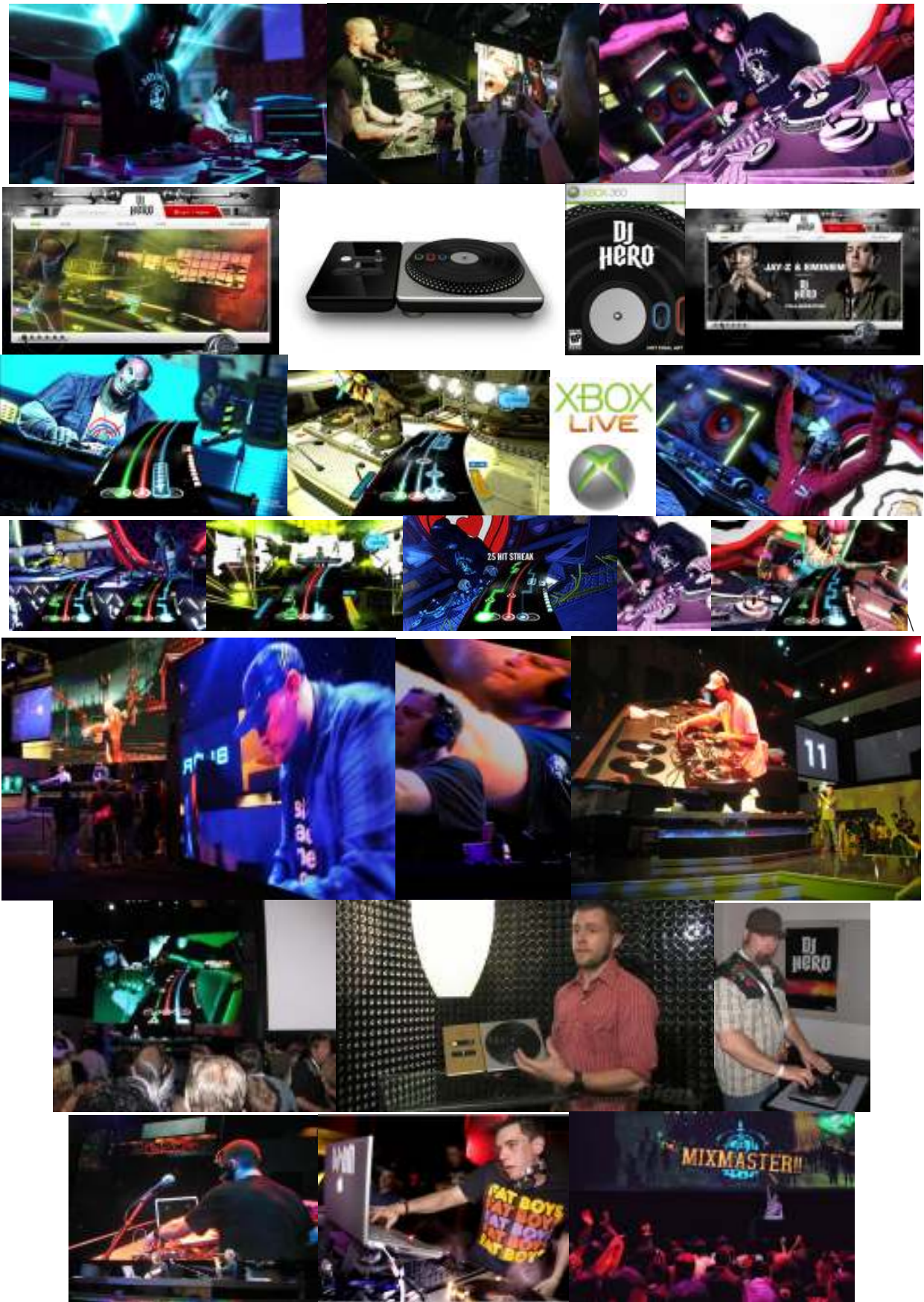
West Hall

ACTIVISION®



Okay I was most impressed with the Activision booth or area because the first thing I saw when I went inside was the **DJ Hero** demo being down. I can honestly say that I was blown away demo and made me want to play immediately. The best part of **DJ Hero** is that Activision was smart enough to incorporate the best parts of its Guitar Hero franchise into **DJ Hero**. So while I watched a **DJ Hero** demo of The Beastie Boy's Sabotage I could really see how the DJ was matching his mixing technique with the game as someone else gets to jam away on the guitar element of Sabotage. I think many non-Hip-Hop fans are going to be greatly encouraged to try **DJ Hero** because the game is not going to make them choose between supporting Rock or Hip-Hop songs. **DJ Hero** also has custom mash-ups of popular Hip-Hop icons like Grandmaster Flash, pop icons like Herbie Hancock, legendary soul star James Brown, sultry Ska/Pop princess Gwen Stefani and DJ Kool. So the absolute best aspect of **DJ Hero** will be to experiment and discover the fun of playing with mixes from all genres of music. I think in time **DJ Hero** will be another valuable way to inspire music sales.





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DJ Hero Trailer links

Activision did have many big titles at E3 Expo like **Call of Duty 4: Modern Warfare 2**, the racing game **Blur**, **Guitar Hero 5**, **Transformers Revenge of the Fallen**, first person shooter games like Wolfenstein and the time displacement **Singularity** I know all the hype is supposed to be over **Modern Warfare 2**. And I know Activision wants to spend \$200 million to launch **MW2** and make its release bigger than any Hollywood summer film or rival the super mega launch of **GTA 4** and **Halo Wars 2**. But for me the most stand-out game from Activision is **Tony Hawk's Ride**. I would not do this innovative justice by limiting its description to my gaming literary skills. So I will defer below to the **Tony Hawk Ride** breakdown from the E3 Expo 2009 Show Daily:

“Activision is introducing Tony Hawk Ride, which will ship with a skateboard accessory that should stop gamers in their tracks. Unlike the previous iterations of the hit series, Tony Hawk Ride will not utilize standard controllers, instead using a skateboard accessory loaded with three accelerometers inside and four sensors on each side of the boarding order to match the player’s movement. Tilt back, and your on-screen character will do an Ollie; shift your weight to a side, and he will turn and get air, wave your hand in front of the sensor in order to pull off a sick grab trick. With both street and half-pipe skating events, Tony Hawk Ride promises to be a skating experience like none other”...E3 Expo Show Daily 06/02/09





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CAPCOM®



Not a big Capcom game fan because of the monolithic simplistic artwork, but my Pitzer College intern and cameraman Sallam Said was geeked about Capcom so we crashed the booth. They do make some cute games and the **Marvel vs Street Fighter** series is always a winner for me because I am a huge comic book fan. And both Marvel and DC are not shy about licensing their top brand super heroes to developers and publishers. Marvel will put their brand of super heroes almost anywhere or with any publisher and DC Comics is always be loyal to deals with Warner Brother Interactive Entertainment.



Myself and Sallam, who is a budding indie rapper, were stopped by Raheem Jarbo who goes by the name as Random aka Mega Ran. Randon chatted us up about how he sold his original music and Hip-Hop tracks to Capcom. Randon told us how he is a big Capcom fan and just kept submitting his Mega Ran tribute songs until the company decided to back him as an indie artist. I actually wonder sometimes why there is no real reporting in the music Industry or Hollywood about the sales of music for the gaming biz. I mean every top platform game has original scores and a possibly a soundtrack. And with the level of Next Gen games being so film like and detailed that I would think there should be more of a concerted effort to highlight in the public what artists are breaking songs in games. Or at least a weekly chart about what games are selling the most tunes. Anyway it was cool meeting and talking with Randon at the Capcom E3 Exhibit. And Randon's Web site link is www.megarane.com, so buy his tracks or book him.



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&



SONY



Playstation is in kinda of a weird place at this E3. At the 2006 one Playstation though the launch of PS3 was gonna dominate the Expo, but it was actually Nintendo's Wii that stole all the media thunder and gamer glory. The lines to test out the Wii were long and folks did not mind waiting 2 hours to play the demo. And now 3 years later Wii is the winner hands down in the gaming world. Xbox 360 has been a solid seller because they dropped the price twice since 2006, got past the "Red Death" scare and PR nightmare and the humongous launch of Halo 2 and GTA w4 with bonus Xbox levels, But for Playstation these past three years have been quite a setback. PS3 sales are flat, but they have great games being launched soon like **God of War III** and **Dante's Inferno**. And Sony is also behind the monster PC and gaming experience DC Universe Online.

GODS OF WAR



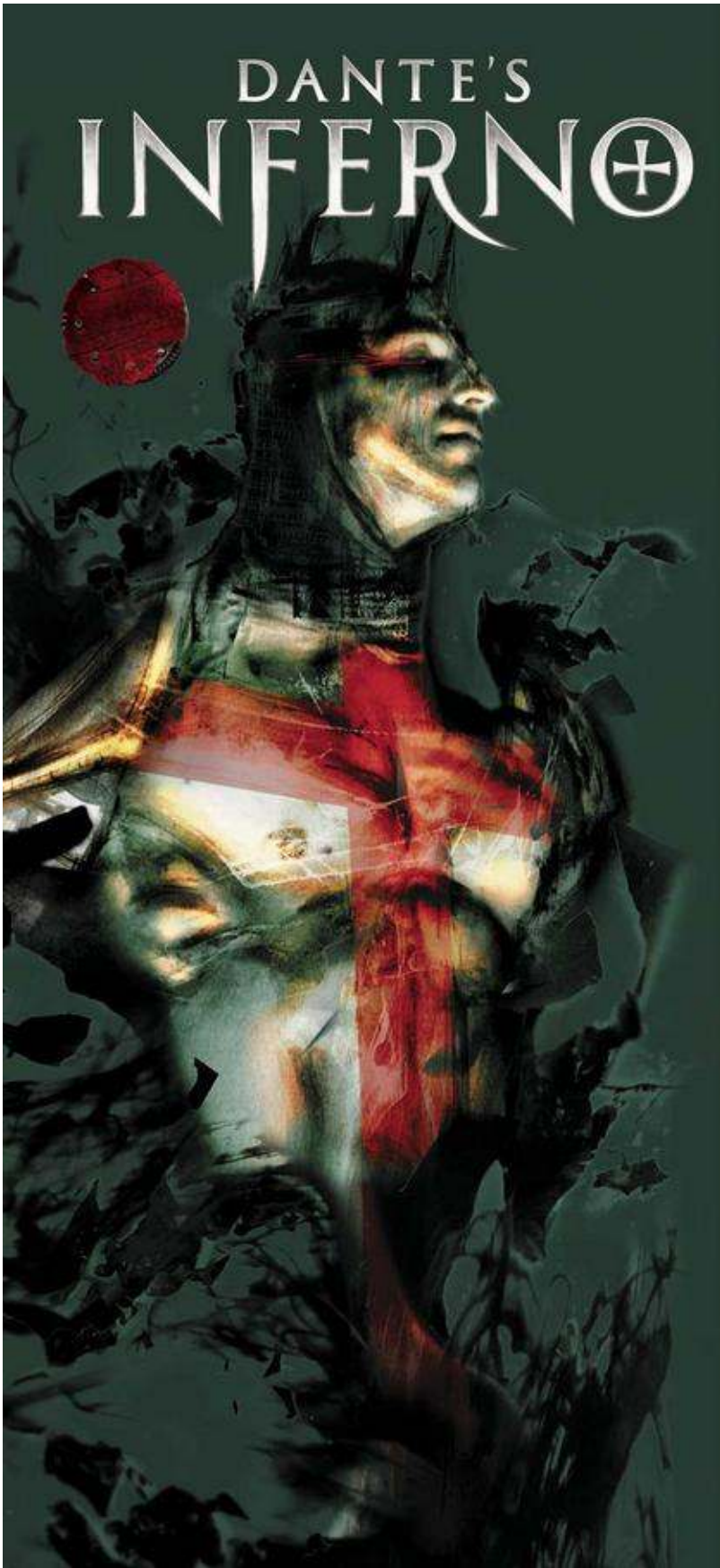
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this console has been labeled by Time as one of the worst Tech failures in the past ten years. If PS3 could have been launched a year or two before Wii, than yes it would have gotten a whole legion of gamers who might not have bought Xbox 360 as their new Next Gen console. But Nintendo was on a whole another gaming level with the launch of Wii. And its \$200 price point meant triple the amount of buyers. Furthermore, the nationwide and worldwide panic in the Christmas of 2006 when no one could guarantee they could even buy a Wii made the Wii the hottest gift. Sadly to say PS3 has never really recovered from their initial marketing launch blunder.



Also PSP now no longer uses the UMD developer format that it was introducing and highly touting at the 2006 E3. Sony at E3 has switched over to a lighter UMD-less format to run games on their newest PSPs. And to further add insult to injury at Playstation Activision's CEO Robert "Bobby" Kotick threatened to stop making PS3 titles for its games unless Sony lowered the price of PS3 . Sony tried to down play Kotick's ominous and highly public boycott threat, but even the suggestion was making for a lot of chatter among the gamers who were in West Hall. Why would anyone seriously consider buying or keeping a PS3 if **Call of Duty 2** might not be released as a PS3. Sony should not have even let the story get to the point of being an issue with Activision. Even if it is not true there was far more damage done to their overall brand and titles by even being a possibility of being dropped by a top game publisher.



I went over to the THQ booth and asked if they were going to do a **Saints Row 3** game with Violation Entertainment. No one really cared or could give an answer. When I was at the 2006 E3 **Saints Row** was about to be launched and was THQ's poor-man's **Grand Theft Auto**. I have great interviews with the game designers of **Saints Row**. But not to digress the main titles that THQ was pushing at 2009 E3 in my opinion was UFC 2009, **Red Faction Guerilla** and **Homefront**. These 3 titles are going to be THQ's big profit makers to ride out the recession.







XBOX
LIVE

NTSC

RED FACTION[®]

GUERRILLA[™]



Online Interactions Not
Rated by the ESRB



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I saw a couple of pirates having fun. I am not sure what game they were promoting because they did not tell me. There were definitely some visible game characters, but not overwhelming or even close to the costumed ones at the 2006 E3 Expo. Back in 2006 you could not walk two feet in the LA Convention Center without running into or seeing a video game character or someone dressed to promote a game.





The E3 Expo Booth Babes I did see in West Hall were cute, but no way like the past ones I would have dated on the spot that attended the 2006 E3 Expo. I'll dig out a few pics of those hot babes, so you can see exactly what I mean and post them later.

Sincerely,

David L. Watts aka Money Train

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E3 EXPO 2009 TRAILER & B-ROLL LINKS:

DC Universe Online Doomsday First Look Video

http://www.dailymotion.com/video/x9v4v6_dc-universe-online-doomsday-first-l_videogames

DC Universe Online Game Trailer

http://www.dailymotion.com/video/x9u9wq_dc-universe-online-game-trailer_videogames

DC Universe Online - Making of Movie Video

http://www.dailymotion.com/video/x9vkh2_dc-universe-online-making-of-movie_videogames

DC Universe Online - Sizzle Reel

http://www.dailymotion.com/video/x9v9vi_dc-universe-online-sizzle-reel_videogames

DC Universe Online - Through The Power Video

http://www.dailymotion.com/video/x9v94z_dc-universe-online-through-the-powe_videogames

Deadpool Video Game Trailer - Marvel Ultimate Alliance 2

http://www.dailymotion.com/video/x9sjpw_deadpool-video-game-trailer_videogames

DJ Hero - E3 HD Trailer

http://www.dailymotion.com/video/x9ruuc_dj-hero-e3-hd-trailer_videogames

DJ Hero - GMF ft.

DJ_Kool__DJ_Demo__Here_Comes_My_DJ__vs_Gary_Numan__Cars_Trailer

http://www.dailymotion.com/video/x9sj94_dj-hero-grand-master-flash-ft-dj-ko_videogames

DJ Hero - Medium Difficulty Trailer

http://www.dailymotion.com/video/x9rv5x_dj-hero-medium-difficulty-trailer_videogames

DJ Hero - Easy Difficulty Trailer

http://www.dailymotion.com/video/x9ruz8_dj-hero-easy-difficulty-trailer_videogames

DJ_Hero - Herbie_Hancock__Rokit__vs_N.E.R.D.__Lapdance - Produced and Mixed by Grandmaster Flash Expert Trailer

http://www.dailymotion.com/video/x9sihl_dj-hero-herbie-hancock-rokit-vs-ne_videogames

Dynasty Warriors 6 Empires Game Trailer

http://www.dailymotion.com/video/x9vxga_dynasty-warriors-6-empires-game-tra_videogames

Fight Night Round 4 - Game face Video

http://www.dailymotion.com/video/x9tn09_fight-night-round-4-game-face-video_videogames

Freakyspace Video Game Trailer

http://www.dailymotion.com/video/x9vcbu_freakyspace-video-game-trailer_videogames

GI Joe E3 Console HD Trailer

http://www.dailymotion.com/video/x9rycl_gi-joe-e3-console-hd-trailer_videogames

Left 4 Dead 2 Video Game Trailer

http://www.dailymotion.com/video/x9toa1_left-4-dead-2-video-game-trailer_videogames

Mass Effect 2 - E3 Trailer

http://www.dailymotion.com/video/x9tvbf_mass-effect-2-e3-trailer_videogames

Marvel Ultimate Alliance 2 - Iron Fist Game Trailer

http://www.dailymotion.com/video/x9tl31_marvel-ultimate-alliance-2-iron-fis_videogames

Need For Speed Shift GT2 Reveal Trailer

http://www.dailymotion.com/video/xa0oxh_need-for-speed-shift-gt2-reveal-tra_videogames

Order Of War Teaser Trailer

http://www.dailymotion.com/video/xa0xot_order-of-war-teaser-trailer_videogames

Scratch Game Trailer

http://www.dailymotion.com/video/x9z8ww_scratch-game-trailer_videogames

Scribblenauts_ENG Trailer

http://www.dailymotion.com/video/x9tygz_scribblenautseng-trailer_videogames

Rock Band Unplugged Trailer

http://www.dailymotion.com/video/xa0plr_rock-band-unplugged-trailer_videogames

The Warriors Game Trailer

http://www.dailymotion.com/video/xa0tib_the-warriors-game-trailer_videogames