

Qing Yuan Ong
 STS 145 – History of Computer Game Design
 Case History: Harry Potter Game Series

Hi Henry, Rene, and Wayne,

This assignment is submitted late on coursework but I had asked Henry about it and he approved the extension last week. Thanks.

Regards,
 Qing

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X-Sender: lowood@lowood.pobox.stanford.edu (Unverified)
 X-Mailer: QUALCOMM Windows Eudora Version 5.1.1
 Date: Wed, 10 Mar 2004 11:03:16 -0800
 To: Qing Yuan Ong <qyong@stanford.edu>
 From: Henry Lowood <lowood@stanford.edu>
 Subject: Re: Extension for case study

Qing,

Yes, submit via Coursework. And, yes, extension is approved.

One more idea regarding EA. Try Jordan Maynard: "Maynard, Jordan" <JMaynard@ea.com>. He did NOT work on Harry Potter, but rather on James Bond and other projects, but he's a nice guy who knows a lot of people. (His father was one of the designers in that early EA poster I showed you.) Just say I referred you to him and ask if he knows anyone who would be willing to talk about Harry Potter.

Henry

At 10:46 AM 3/10/2004 -0800, you wrote:

Hi Henry,

I spoke to you before class and you told me to send you an email regarding my request for an extension for the final assignment. I would like an extension of 2 days, and thus I will submit my paper by 11.55pm Thursday, instead of 11.55pm Tuesday. I will try my best to finish it by Tuesday and will only take the extension only if I really cannot do so.

Do I still submit the assignment using coursework or do I email it directly to you? Thanks a lot for the help this quarter!

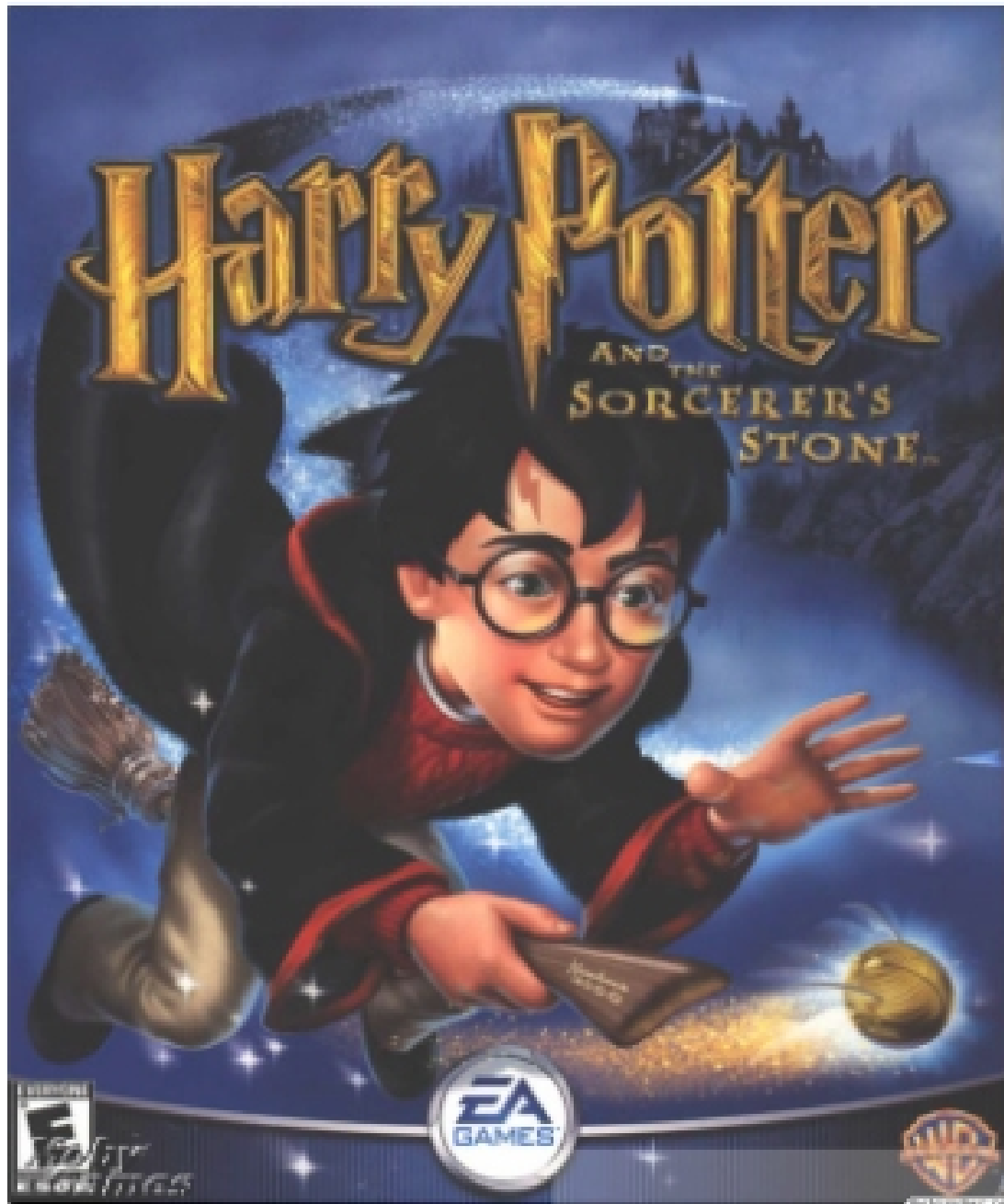
I still have not heard from EA despite sending them a number of emails, I guess I will have to just work with what I can get off the internet. Thanks.

Regards,
 Qing Yuan Ong

Henry Lowood, Ph.D.
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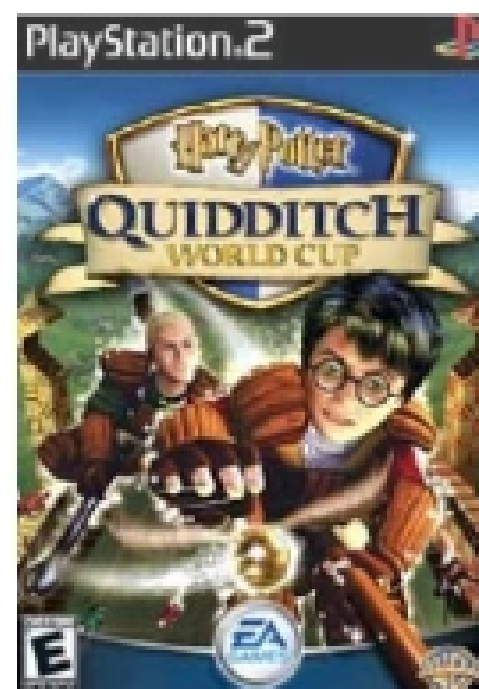
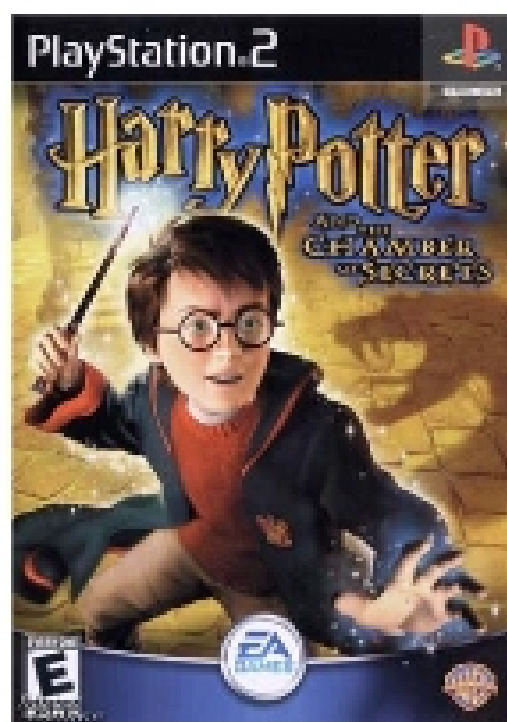
Covers from MobyGames

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Harry Potter &

*The Role of Licensed Properties in
 Video Game Development*



Covers from MobyGames

Ever since the first Harry Potter novel was published in 1998, many children around the world have been attracted to and mesmerized by the magical adventures involving Harry and his friends in their years at Hogwarts. The appeal of the story goes beyond young readers, as Harry Potter has found himself a significant following even among more serious readers. By 2000, the book series had been published in 115 countries and in 28 languages with more than 18.4 million books in circulation in the United States alone [EA00-8]. BBC News' decision to do a feature article exploring aspects of the Harry Potter phenomenon in the In-Depth section of their website is further testimony to the successes of JK Rowling's storybooks [BBC03]. As Harry Potter gained popularity and fame, it became obvious that a huge market had been created for other Harry Potter-themed products; fans wanted to relive the experience of the novel through other types of media. Because of the hype generated by the sales, Warner Bros. soon announced their intentions to make the Harry Potter novel into a film [BL98]. Subsequently they bought the film and worldwide merchandising rights for the first four Harry Potter books from JK Rowling in 1999 [AU00]. Similarly, Harry Potter also found his way into the video game industry; Electronic Arts (EA) announced on August 10, 2000 that it had been awarded worldwide interactive rights for Harry Potter books and films in agreement with Warner Bros [EA00-8].

Harry Potter definitely did not introduce the idea of using of licensed properties to video game development; the idea itself dates back at least to the early 80s when Atari bought the rights to make ET into a game [LT03]. Instead, the significance of the Harry Potter game series comes from its accurate reflection of how the industry develops games based on licensed properties.¹ The Harry Potter license is currently one of the most

¹The term "licensed development" will be used to refer subsequently to developing games based on licensed properties.