



# Game Developer's GDC Billboard Roasts Google Stadia Exec

## Description

In an interview with VGC in August, Raccoon Logic co-founder & creative director Alex Hutchinson stated that Google's expectations for cloud-only games were unrealistic. He mentioned that Google wanted games on par with massive productions involving 400 to 600 people, such as Marvel or Star Wars titles. The tech giant proposed a model where Raccoon Logic would start small and then scale up drastically if successful, a plan that was deemed impractical.

A San Francisco billboard erected by Raccoon Logic features a QR code directing visitors to a promotional page for *Revenge of the Savage Planet*. The page humorously acknowledges being let go by the same individual responsible for their dismissal, Gunther Harrison. Each scan of the billboard results in a donation to the Canadian Mental Health Association, with current donations amounting to almost \$2,500.

Gunther Harrison, the former face of Google Stadia, had a tumultuous tenure with the company. After his departure in 2023, he has maintained a low profile, not announcing any new roles on his LinkedIn page. Prior to Google, Harrison was involved in the launches of the PlayStation 3 at Sony and the Xbox One at Microsoft, both of which faced significant challenges during their releases.

Harrison's transition from these high-profile positions to his current status exemplifies the unpredictable nature of the gaming industry and the demanding expectations placed on its key figures.

## Vocabulary List:

1. **Unrealistic** /ˌʌn.rɪə'lɪs.tɪk/ (adjective): Not realistic; not having a practical or sensible approach.
2. **Scale** /skeɪl/ (verb): To increase or decrease the size or scope of something.
3. **Tumultuous** /tu:'mʌl.tʃu.əs/ (adjective): Characterized by disorder disturbance or confusion; riotous.
4. **Erected** /ɪ'rektɪd/ (verb): To construct or put up something such as a structure or billboard.
5. **Expectations** /ˌɛk.spɛk'teɪ.ʃənz/ (noun): Beliefs about what will happen in the future; anticipations.
6. **Promotional** /prə'moʊ.ʃən.əl/ (adjective): Relating to the activities or materials used to promote a product.

## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. Which word best describes a gigantic and massive structure or object?

Option: Evolutionary



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- Option: Colossal  
Option: Perseverance  
Option: Promotional
2. Which term refers to the ability to recover quickly from setbacks or difficulties?
- Option: Resilience  
Option: Protruding  
Option: Hazard  
Option: Debris
3. What does it mean to make a problem bad situation or negative feeling worse?
- Option: Sustainability  
Option: Implications  
Option: Incomplete  
Option: Exacerbate
4. Which term means to leave or put something especially money in a bank account?
- Option: Influence  
Option: Density  
Option: Deposit  
Option: Reevaluation
5. Which word best describes something astonishing or surprising?
- Option: Intervention  
Option: Astounding  
Option: Tumultuous  
Option: Clutter
6. Which term refers to the action of building or constructing something often a physical structure?
- Option: Expectations  
Option: Erected  
Option: Gratitude  
Option: Scale
7. What is the plural form of the word "phenomenon" often used to describe remarkable events or occurrences?
- Option: Inspiration  
Option: Phenomena  
Option: Distinct  
Option: Perplexing
8. Which term describes the way in which two or more things affect each other when working together?
- Option: Colossal



- Option: Sustainability
- Option: Exacerbate
- Option: Interplay

9. What concept focuses on the ability to maintain or sustain a process or situation over time?

- Option: Sustainability
- Option: Resilience
- Option: Providence
- Option: Implications

10. Which term refers to the persistence in doing something despite difficulty or delay in achieving success?

- Option: Perseverance
- Option: Expectations
- Option: Hazard
- Option: Debris

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. \_\_\_\_\_ changes take place over a long period involving a series of stages.
12. Expressing \_\_\_\_\_ towards others can enhance social relationships.
13. Setting realistic \_\_\_\_\_ can help in achieving personal and professional goals.
14. Ignoring safety protocols can lead to increased risk of \_\_\_\_\_ in the workplace.
15. Removing unnecessary items can help in reducing \_\_\_\_\_ in your living space.
16. High \_\_\_\_\_ of population in urban areas can lead to various social challenges.
17. Understanding the \_\_\_\_\_ of a decision is crucial before implementation.
18. The company launched a new \_\_\_\_\_ campaign to attract more customers.
19. The country faced a \_\_\_\_\_ period of political unrest and uncertainty.
20. Many people believe in a higher power guiding events known as \_\_\_\_\_.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. Each individual has a personality that sets them apart from others.



22. The timely by the authorities prevented a major disaster.
23. Periodic of business strategies is essential for adapting to changing market conditions.
24. The story of her success served as an for many young entrepreneurs.
25. Setting goals can lead to disappointment and demotivation.
26. After the storm the beach was filled with washed ashore.
27. The company expanded its operations on a global reaching new markets.
28. The puzzle presented a challenge leaving many puzzled.
29. Her hard work and dedication earned her a well-deserved at work.
30. Construction sites are filled with potential that need to be managed.

## Answer

**Multiple Choice:** 1. Colossal 2. Resilience 3. Exacerbate 4. Deposit 5. Astounding 6. Erected 7. Phenomena 8. Interplay 9. Sustainability 10. Perseverance

**Gap-Fill:** 11. Evolutionary 12. Gratitude 13. Expectations 14. Hazard 15. Clutter 16. Density 17. Implications 18. Promotional 19. Tumultuous 20. Providence

**Matching sentence:** 1. Distinct 2. Intervention 3. Reevaluation 4. Inspiration 5. Unrealistic 6. Debris 7. Scale 8. Perplexing 9. Promotion 10. Hazards

## CATEGORY

1. Sci/Tech - LEVEL6

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