



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** /,ʌn.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** /,ɛk.spɛk'teɪ.fənz/ (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.

CATEGORY

1. Sci/Tech - LEVEL6

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