



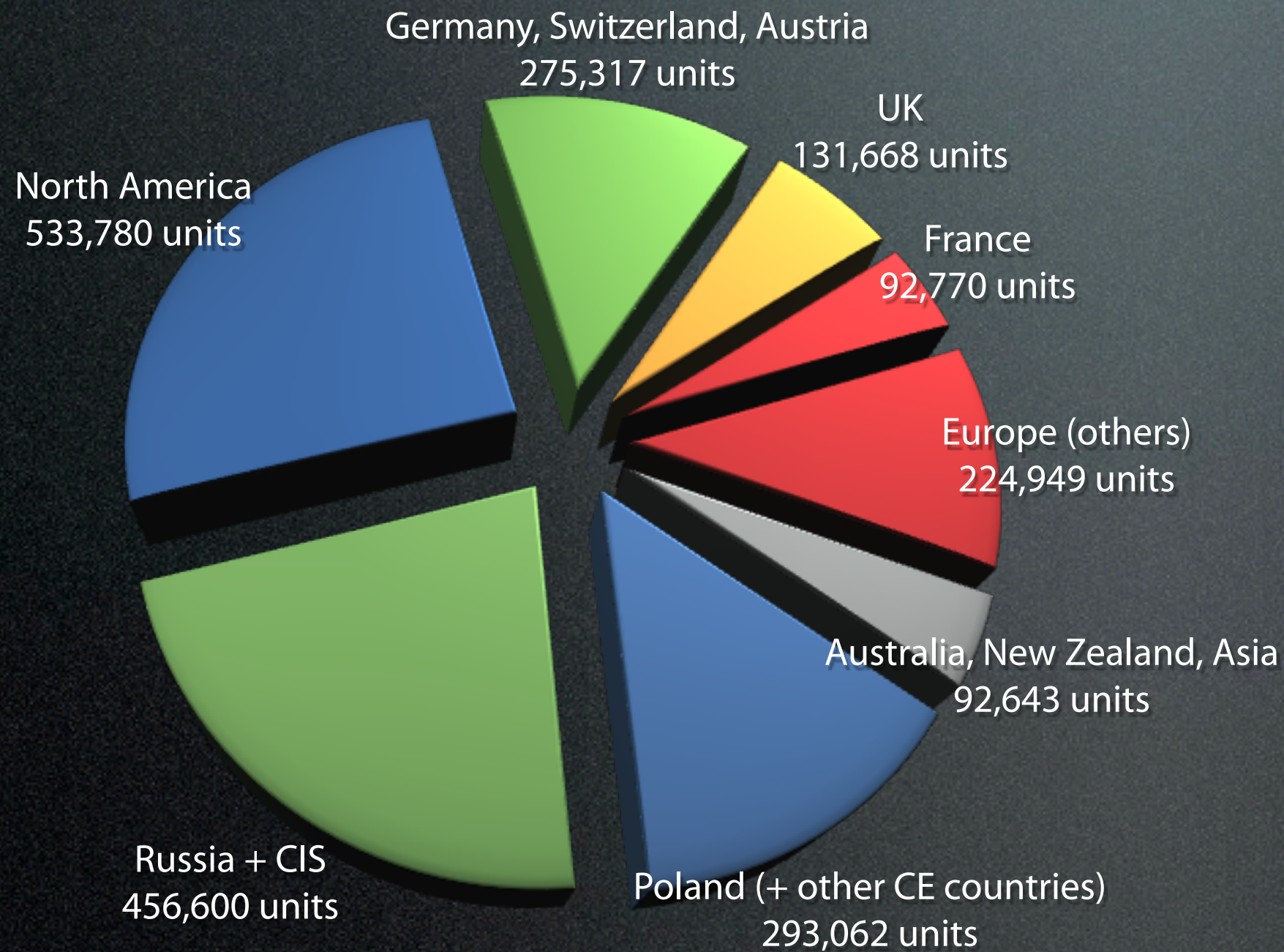
The Witcher 2: How CD Projekt sold over 1M copies of their PC exclusive game - and how you can, too.

Game Developers Conference 2012, March 8th, San Francisco





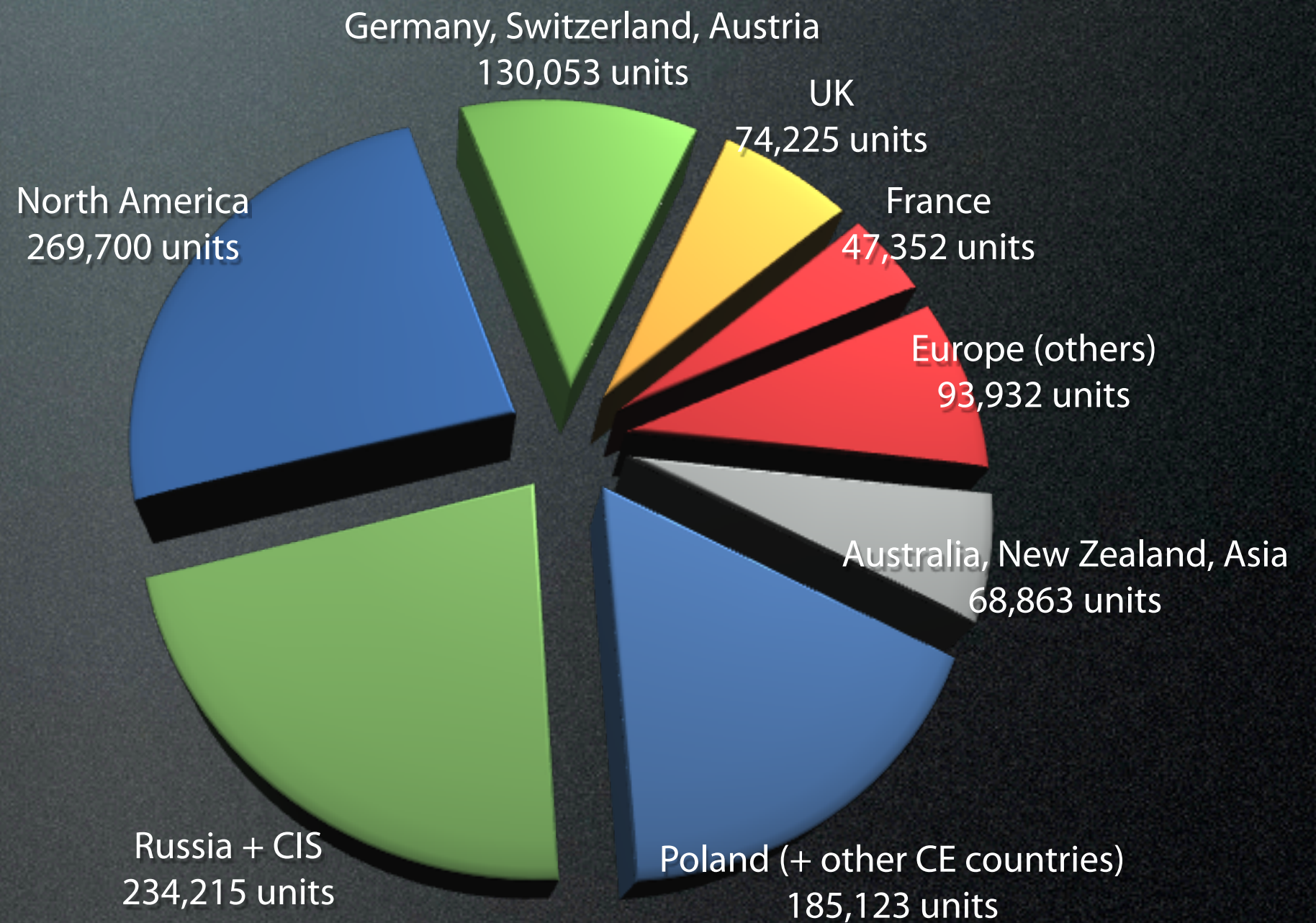
Witcher 1 - confidential data



- Average metacritic.com score 86%
- 2M+ units sold (PC only!) in 4 years
- 18% (units) sold via digital distribution (mostly Steam)
- All this with a marketing budget of \$2M (world-wide)
- ... and the game is still selling!

Witcher 2 - confidential data

- Average metacritic.com score 88%
- 1M+ units sold (PC only!) in 6 months!
- 24% (units) sold via digital distribution (mostly Steam and GOG.com)
- This time with a higher marketing budget of \$5M (world-wide)



HOW WE DID IT

(and how you can too!)

In order to get to your first 1M units sold:

- 1 Define who your game is for.**
- 2 Make sure gamers will find out about it.**
- 3 Plan how they'll buy it: digital, retail, or both.**
- 4 Support your game and your gamers!**
- 5 Do not repeat our mistakes!**

1 Define who your game is for.

- In other words - who is going to buy your game and why?
- In our case the answer was:
Mature 17+ male RPG gamer looking for something fresh in the genre. Intelligent and willing to play games with complicated themes.
- Witcher description (from 2006, but still up to date):
The Witcher returns to the roots of the role-playing genre with a fresh and modern approach emphasizing story and character in a vibrant world, while incorporating tactically deep real-time combat like no game before it.

2 Make sure gamers will find out about it.

- For sure you are working on a great game, but how are your future customers going to find out about it?
- First and foremost:
YOU ARE RESPONSIBLE FOR THE SUCCESS (or failure) OF YOUR GAME!!! Be active in communication; appoint one person from your team to be in charge of PR & Marketing.
- Include in your production plan regular marketing assets delivery and polish each asset to the limit. What you deliver is how your game will be perceived!

Ideas for a PR/Marketing Action Plan

- 1 Dev Diary every week or two (your teammates can shoot it).

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- 2 **New screenshots every week.**



Assassins of Kings

The Witcher 2

Genre : RPG / Action Développeur : CD Projekt (Pologne) Éditeur : Namco Bandai Sortie prévue : 17 mai 2011

Tonton Geralt est revenu



Geralt de Riv est un héros comme on les aime. À l'opposé de ces pseudo-beaux gosses insipides, que l'on croirait sortis d'un concours de tecktonik, qui fleurissent dans les innombrables mauvais scénarios de jeux vidéo. Surtout si l'on prononce son prénom avec un "G" dur, pour accentuer son côté germano-barbare.

PAR GUY MOQUETTE

Beau gosse, Geralt l'a sans aucun doute été. Avant, et malgré ce regard bizarre que lui confèrent ses yeux de nyctalope. Avant que le temps, les coups de fléau d'armes et la vérole ne refaçonnent son visage, sur lequel tombe une épaisse crinière blanche que ce pur mâle médiéval ne se préoccupe pas de teindre. Qu'importe, ces marques n'enlèvent rien à son charisme animal. Au contraire, puisque aucune représentante

de la gent féminine, de la jeune paysanne à la vieille noble poudrée, ne saurait terminer autrement qu'à l'horizontale à l'issue d'une rencontre avec le "Loup Blanc". Il faut dire que dans la vie, Geralt est "Witcher", ou "Sorcelleur" en français, un chouette métier qui consiste à découper du monstre en tranches. Ce qui, convenons-en, est une profession permettant d'emballer plus facilement que toiletteur pour chien ou expert-comptable.

Il revient, et on est très content.

Histoire d'être complet, on pourrait préciser que Geralt de Riv est, à la base, le héros d'une série de romans d'Andrzej Sapkowski (on ne se moque pas, s'il vous plaît, ce n'est pas sa faute, ce monsieur est polonais), mais que nous, on s'en fout un peu, puisque l'on connaît davantage ce personnage pour le jeu vidéo, inspiré de ces livres, sorti en 2007. *The Witcher*, mélange de RPG et d'action, nous emmenait dans un univers médiéval-fantastique sombre, mature, rempli de créatures hideuses et de femmes lascives. Et une fois ses légendaires problèmes de temps de chargement résolus, le titre est devenu une véritable petite référence pour une grosse communauté de joueurs qui n'attendaient plus qu'une chose : que Geralt reprenne du service pour un second épisode. Après nous



Amour now alters Geralt's look, giving him a mage's hood or knight's breastplate, but he is not a customizable hero. This is still a character-driven tale, a roleplaying game in the more traditional sense of the phrase.

The Witcher 2 proudly carries on the puzzlingly ubiquitous tradition of Scottish-accented dwarves in fantasy film and videogames, just as the original *Witcher* did. Other accents are mostly British, with the exception of Geralt and Dandelion.



Out in the great outdoors, Geralt's medallion, mapped to the Z key, highlights loot and harvestable herbs for easy detection. Presuming that alchemy will be as compulsive this time as it was the last, it's a useful shortcut to have

super-buffed character to prevent us from dying unceremoniously.

The timed clicks for combos are gone – instead there are strong and weak sword hits on the left and right mouse buttons, with magic on a key. Pressing Ctrl cranks everything down to super-slow motion, letting you switch between equipped swords and spells. It's fluid, with much more of a realtime combat feel, but Geralt's artificially enhanced abilities prevent us from testing its limitations.

The spells themselves are familiar – Aard is a force push, Igni a fire blast, Quen an electric shield. When we reach the tomb at the edge of the forest, Igni crumbles the unsteady walls to rubble, revealing a corpse for Geralt to examine. The dead elf carried a book of Dandelion's poetry with him; Geralt suggests asking the bard to lure the succubus out that night, nudging us gently back towards the village.

On the way back through the forest at night, an enormous spider blocks the way, and it seems prudent to run away as fast as possible: as *The Witcher 2* doesn't auto-scale its enemies, fleeing is still often the best

choice. After another insult exchange with Dandelion, he agrees to tempt the succubus out of hiding with a recital of his poetry at midnight – after which the demo ends, leaving the quest unfinished. Presumably talking to the demon will reveal more nuanced options than simply attacking her immediately.

Tomasz Gop, the game's eloquent producer who has been looking expectantly over our shoulders for the duration of this demo, claims that he's seen almost as many variations on this quest line as he has playtesters. This may be exaggeration, but *The Witcher 2* definitely shows the same reluctance as its predecessor to shove the player down the straight paths of good and evil. Predicting the consequences of your decisions isn't always easy, and Geralt himself is certainly not clear-cut in the morality department. Importantly, *The Witcher 2* seems better able to draw players into its well-crafted fiction without troubling them with a confusing fighting system; it now feels far more like, say, a less punishing *Demon's Souls* than turn-based RPG combat. It's a promising change.



The revamped combat does not compromise on the game's difficulty, just its fiddly nature. The skill tree is still a sprawling, complex web of techniques and buffs.



All grown up

The original *Witcher* was occasionally so enthusiastic in its treatment of "adult" themes that it turned a little cringeworthy – specifically, the oil-painted soft-pornographic sex cards that could be obtained from conquered women lent an embarrassingly adolescent air. Happily, Geralt's booty-call trading card collection is now history; he's still a bit of a womaniser, but sex should be a more natural part of the plot, and there are actual sex scenes rather than suggested notches on the bedpost. We assume that the conclusion of our quest with the succubus might have given us an idea of what to expect, had it not ended prematurely. So to speak.



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- 3 **Cover-arts / Character Renders - even one or two can make a big difference.**

Cover Art



Character Renders



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Gameplay videos

	<p>HD</p> <p>SD</p>	<h3>Exclusive Hope Trailer</h3> <p>May 16, 2011</p> <p>The drama unfolds as the Witcher and the kingdom cling to hope!</p> <p>File Size: 20.33mb</p>	<p>Views: 177,227</p> <p>Comments: 970</p> <p>Avg Rating: 9.8</p> <p>Total Votes: 2434</p>
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The Witcher 2 Hope Trailer

avatarslip [Subscribe](#) 4 videos



0:44 / 1:56

Like [Add to](#) [Share](#) [...](#) **81,130** [...](#)

The Witcher 2 Launch Trailer - Hope

[GAMEBLOG](#) [Subscribe](#) 1,851 videos



0:51 / 1:56

Like [Add to](#) [Share](#) [...](#) **27,511** [...](#)

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- 5 **Press Releases - do not forget to attach screenshots.**

CD PROJEKT RED

PRESS RELEASE

2012-02-29

The Witcher 2 - New Screenshots

CD Projekt RED has just published a new pack of screenshots for everyone hungry for some never before seen stills from The Witcher 2: Assassins of Kings. The CD Projekt Conference (check its brief agenda [here](#)) is coming in three days, so there will be a lot more to talk about. In the meantime everyone can enjoy these stunning images from our upcoming game available for download [here](#).

We have started gathering feedback from the preview build we sent to media and here is one of the first quotes:

"The Witcher 2's revamped gameplay, impressive visuals, and dark storyline make for a very exciting role-playing sequel." – [Gamespot](#)



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- 6 **Interviews - again always send over graphics to illustrate your game.**

Which Witcher Is The Witcher 2, 2.0?

By [Jim Rossignol](#) on September 27th, 2011 at 7:44 am. [Tweet](#) [Like](#) 206 [10 points](#)



CDP have spent the months since the release of *The Witcher 2: Assassins Of Kings* putting yet more work into the title. This all comes to a head with the release of the 2.0 patch on the 29th. This enormo-patch adds a load of content (even – gasp – a tutorial!).

We spoke to CDP's development director Adam Badowski to find out what the Polish development studio had been up to, and how they'd reacted to the feedback on their game. We also asked whether it would take four years to get to sequel, and were told that the team are still considering whether to make a full-blown expansion...

RPS: What was the mood in the studio like once The Witcher 2 had shipped? Was it relief at having shipped, or a feeling that there was more work to do? A mix of both?

I'd say it was a mix of both. We were very pleased with the final shape of the game, but at the same time we knew there were things that could be improved. So, even before the release, we decided that we would continue working hard to make the game even better after release. Once the game was released, we slowed down, but not by much. Instead of working nearly 24/7, we went to working, say, 12/6. That's still quite a lot. Of course, some team members took time off after working extremely hard for many months, but most of the team continued to work. That's why we were able to release several patches so soon after the release and in relatively quick succession – almost one after the other, in fact. And that is why we will soon be releasing version 2.0, which is very big update of the game – and here we are just 4 months after release!



Mitchk says: 09/27/2011 at 09:38

[report](#)

I think I'm in love with these guys after reading this! Definately need to pour more effort into my TW2 campaign now.

[Log in to Reply](#)



Saiko Kila says: 09/27/2011 at 09:39

[report](#)

"a level of quality well above the average we see coming from the games industry these days" – while TW2 indeed has its problems, sadly I have to agree with that guy. Games so often feel like perpetual beta, that it has become a new industrial standard. I'm currently playing FNV (Steam, updated version), and almost can't understand how it is possible to have so many bugs. Some of them have been carried over from Fallout 3, so they are fully matured bugs now. I'd really prefer if they have killed them instead of pumping numerous DLCs first. When you polish the game, then you have a biggest incentive to bring DLCs next, when you bring the DLCs... I doubt you'll find a will to polish the game after you milked the players dry. I like the fact that guys from CDP have reversed the usual course of action.

[Log in to Reply](#)



Lobotomist says: 09/27/2011 at 09:46

[report](#)

Best PC company today , best RPG !

Makes me have hope in PC gaming again

I cant wait to play the game in dark mode....

And well – Bring on Witcher 3 !!!

[Log in to Reply](#)

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- 7 **Trade shows - be there the “guerrilla way” if you can’t afford a booth.**



Trade Shows - GC 2010 Press Pack



Kotaku TOP STORIES

THE WITCHER 2
ASSASSINS OF KINGS
Papercraft of Kings
The world's first-ever non-linear papercraft

What's Inside The Best Press Kit At Gamescom?

BY MIKE FAHEY • AUG 20, 2010 1:20 PM

Share +1 Like 56 23,092 98



BOX CONTENTS:	SYSTEM REQUIRE
- Press DVD	Arms x2
- Stickers	Hands x2
- World's first-ever non-linear papercraft	Fingers x2 (minimal, recommended x6)
- Exclusive TW2 notebook (pen included)	Smile (in Easy Mode)
- Eine Kurzgeschichte von A. Sapkowski (it's in German!)	Manual skills (in Hard Mode)
- FTP access to Gamescom-exclusive assets	

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- 8 **Meeting with media - can you afford a press tour? It does pay off!**

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- 8 Meeting with media - can you afford a press tour? It does pay off!
- 9 **... do not forget to CALL TO ACTION!**

**Sign distribution
or publishing deals**

3 Sign digital distribution deals

- If you are the lucky one who is not going through retail -- CONGRATULATIONS! Your life became much easier!
- **Maximize your digital deal: prepare a good launch offer and do not forget about promotions to drive sales.**
- Digital distribution accounted for 24% of our units sold on Witcher 2 PC, but in some territories like North America, it was 70% of our revenues.

Prepare your launch offering (digital)

Digital Premium Edition (Basic SKU - equivalent of the retail's Premium)

\$49.99/€49.99



3 Sign publishing/distribution deals

1 Do research. Where will your game sell?

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- 2** Find partners in key regions. Who will be the best to handle your game?

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- 3 **Find a legal counsel and, if you are not experienced in business, a biz advisor.**

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- 4 **Decide early: what business issues matter the most?**

3 Sign publishing/distribution deals

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- 4 Decide early: what business issues matter the most?
- 5 **Run your P&L well. How much will you make per unit?**

Sample P&L*

Project R5 - Europe co-publishing deal, North America disti deal															
Last update:															
1st March, 2012															
	SRP [local currency]	exchange rate [EUR / local currency]	SRP [EUR]	VAT rate [%]	net SRP [EUR]	average distribution margin [%]	wholesale price [EUR]	distribution fee [%] (if applicable)	net revenue (after distribution fee) [EUR]	estimated total sale [units]	total net incomes on sale [EUR]	deductible marketing	Cost of Goods	royalty rate [%]	Net royalties for CDP [EUR]
MG calculation															
Europe + Australia&NZ										280,000	7,373,503	737,350	840,000		2,318,461
Germany, Austria, Switzerland	49.99		49.99	19.00%	42.01	35.00%	27.31			120,000	3,276,655	327,666	360,000	40.00%	1,035,596
France	49.99		49.99	19.60%	41.80	35.00%	27.17			40,000	1,086,739	108,674	120,000	40.00%	343,226
UK&Ireland	34.99	0.84	41.81	20.00%	34.84	42.00%	20.21			60,000	1,212,463	121,246	180,000	40.00%	364,487
Nordics	53.00		53.00	25.00%	42.40	35.00%	27.56			20,000	551,200	55,120	60,000	40.00%	174,432
Italy, Spain, Portugal + others	49.99		49.99	20.00%	41.66	35.00%	27.08			30,000	812,338	81,234	90,000	40.00%	256,442
Australia, NZ&Asia	88.00	1.12	78.47	17.50%	66.79	35.00%	43.41			10,000	434,108	43,411	30,000	40.00%	144,279
North America										120,000	2,879,928	360,000	396,000		2,123,928
USA&Canada	49.99	1.33	37.50		37.50	20.00%	30.00	20.00%	24.00	120,000	2,879,928	360,000	396,000	100.00%	2,123,928
Digital Distribution										120,000	4,499,887				3,149,921
Digital Distribution	49.99	1.33	37.50		37.50		37.50			120,000	4,499,887			70.00%	3,149,921
Total (without digital):										400,000	10,253,431	1,097,350	1,236,000		4,442,389
Total (with digital):										520,000	14,753,318	1,097,350	1,236,000		7,592,310
Exchange rates as of 2012.03.01															
1 USD	€ 0.75														
1 GBP	€ 1.19														
1 AUD	€ 0.89														

*Sample P&L - not actual CD Projekt RED data.

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- 3 Find a legal counsel and, if you are not experienced in business, a biz advisor.
- 4 Decide early: what business issues matter the most?
- 5 Run your P&L well. How much will you make per unit?
- 6 **Agree on terms. How will sales be reported? How will you be paid?**

Sample royalty report*

REPORTING COMPANY NAME AND ADDRESS		CD Projekt RED S.A. Jagiellońska 74 Warszawa 03-301 Poland		
GAME TITLE				
Version:	PC			
Release date:	17th April 2011			
Quarterly sales report for:	4th Quarter 2011			
Currency:	EUR			
	Previous Cumulative Total	Period	Cumulative Total	
Units manufactured	325,000	35,000	360,000	
Units sold	307,319	32,627	339,946	
Units returned	-3,698	-5,801	-9,499	
Gross Revenue	€ 8,033,319	€ 852,870	€ 8,886,188	
Returns and defective units	-€ 96,666	-€ 151,638	-€ 248,304	
Manufacturing and Freight costs	-€ 1,026,428	-€ 110,351	-€ 1,136,778	
Marketing costs	-€ 766,551	-€ 7,858	-€ 774,409	
Other deductible costs	-€ 586,934	-€ 4,555	-€ 591,489	
Total deductions	-€ 2,476,578	-€ 274,402	-€ 2,750,980	
Net Receipts	€ 5,556,740	€ 578,468	€ 6,135,208	
Sublicenses - Net Receipts	€ 253,591	€ 37,877	€ 291,468	
Total Net Receipts	€ 5,810,331	€ 616,345	€ 6,426,676	
Royalty rate	40%			
Earned royalties	€ 2,324,133	€ 246,538	€ 2,570,670	
Reserve (20% of Royalty)	-€ 464,827	-€ 49,308	-€ 128,422	
Reserve reintegration	€ 0	€ 385,712	€ 385,712	
Advance Royalty	€ 2,000,000			
Net Payable Royalty	€ -	€ 442,248	€ 442,248	

*Sample royalty report - not actual CD Projekt RED data.

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GAME TITLE			
Version:	PC		
Release date:	17th April 2011		
Quarterly sales report for:	4th Quarter 2011		
Currency:	EUR		

Units manufactured	Previous Cumulative Total	Period	Cumulative Total
Germany, Austria, Switzerland	140,000	15,000	155,000
France	40,000	5,000	45,000
UK&Ireland	75,000	10,000	85,000
Nordics	20,000	0	20,000
Italy, Spain, Portugal + others	35,000	5,000	40,000
Australia, NZ&Asia	10,000	0	10,000
TOTAL	320,000	35,000	355,000

Units sold	Previous Cumulative Total	Period	Cumulative Total
Germany, Austria, Switzerland	139,913	12,477	152,390
France	38,995	3,588	42,583
UK&Ireland	69,959	9,777	79,736
Nordics	14,764	2,597	17,361
Italy, Spain, Portugal + others	33,688	4,188	37,876
Australia, NZ&Asia	10,000	0	10,000
TOTAL	307,319	32,627	339,946

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- 5 Run your P&L well. How much will you make per unit?
- 6 Agree on terms. How will sales be reported? How will you be paid?
- 7 **... and make sure you have enough time to negotiate it!**

Prepare your launch offering (retail)

Premium Edition (Basic SKU)
\$49.99/€49.99

Collectors Edition (Limited - really!)
\$129.99/€99.99



4 Support your game and your gamers

- 1 Plan and set up a customer support team (even if it's 1 person).**

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- 2 Read media and consumer feedback (comments, forums, etc.).
- 3 **Have a team ready to develop patches and fixes, but focus on priorities!**

The Witcher 2 patch 1.1 arrives, removes DRM, is enormous

Tom Senior at 02:35pm May 27 2011

Tweet 15

Like 9

Comments 41



Last night CD Projekt released the first big Witcher 2 patch into the wild, after a [short delay](#) to fix a few teething problems. If you have a retail version of The Witcher 2, you can download the patch now from [The Witcher 2 site](#). Those with the [GOG](#) version of the game can get the patch through that service, and [Steam](#) versions will auto-update. Make sure you have some room on your hard drive, some versions of the patch weigh in at over nine gigabytes.

The patch completely removes the game's DRM system for owners of the retail edition, improving in-game performance by up to 30%. You can check out the patch notes [here](#).

Game development director Adam Badowski told wrote on [The Witcher 2 blog](#) to say that CD Projekt's "approach to countering piracy is to incorporate superior value in the legal version. This means it has to be superior in every respect: less troublesome to use and install, with full support, and with access to additional content and services."

"We felt keeping the DRM would mainly hurt our legitimate users."

4 Support your game and your gamers

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- 2 Read media and consumer feedback (comments, forums, etc.).
- 3 Have a team ready to develop patches and fixes, but focus on priorities!
- 4 **Apologize early. Apologize publicly.**

May, 27, 2011

Collector's Edition: Replacement of Damaged Sculptures



We are aware some purchasers of the Collector's Edition of The Witcher 2 received sculptures that were damaged during shipping. We apologize for this, and ask you to contact us at geraltsculpture@thewitcher.com for a replacement. Please provide a picture of your damaged sculpture, your address and proof of purchase. This offer is open until the end of June.

Unfortunately, the production of more sculptures will take up to one month, so we ask you to be patient. We expect to send them soon after the end of June. After that time we will start sending replacement items. To apologize for your inconvenience, we will also include a small surprise in every package.

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- 3 Have a team ready to develop patches and fixes, but focus on priorities!
- 4 Apologize early. Apologize publicly.
- 5 Be honest with your fans. If fixes will take a month - TELL THEM!
- 6 **Remember to offer updates, enhancements, and additional content.**

29/09/2011 RELEASE OF NEW & IMPROVED
PC VERSION 2.0

Available for free through automatic update for all new and existing users.

Extensive Tutorial

Gradually explains the depth of The Witcher 2's combat and gameplay mechanics.

Dark Mode

Provides the ultimate challenge for players and a completely new set of dark-themed gear.

Arena (arcade style mode)

Infinitely replayable and progressively more challenging.

4 Support your game and your gamers

- 1 Plan and set up a customer support team (even if it's 1 person).
- 2 Read media and consumer feedback (comments, forums, etc.).
- 3 Have a team ready to develop patches and fixes, but focus on priorities!
- 4 Apologize early. Apologize publicly.
- 5 Be honest with your fans. If fixes will take a month - TELL THEM!
- 6 Remember to offer updates, enhancements, and additional content.
- 7 **Selling a game is like entering a long-term relationship.**



PC users will get *The Witcher 2 Enhanced Edition* for free

1:30 PM on 01.27.2012 | Joshua Derocher

37 comments



Yesterday, we found out *The Witcher 2* is coming to Xbox 360 on April 17. The Xbox version will be an Enhanced Edition of the game, with shiny new quests, characters, animations, and cut scenes. It's a hefty batch of content, and it's also coming to PC. If you already own *The Witcher 2*, you'll be getting this content for free.

Yup. Free stuff, and it's better than most paid DLC. If you own the game now, you'll get it for free. If you buy the game later, you'll still get it for free. This is insanely refreshing in a world where publishers are charging for every little thing they can get away with.

If you don't have *The Witcher 2* yet, you should really go get it now. In order to celebrate this new content, you can grab the game for 15% off right now on GOG.com.



Snaggletooth follow

This is why I give these guys my money. I'm on a huge game back log and haven't even started it yet. I bought it pre-release and here I am not regretting it because I still get all the cool shit. CD Projekt Red is full of sex and win!



Jay Me follow

Activision, EA & all you other nickel & diming mega companies take note. This is how you treat customers whose money you already have.



Gorescream follow

fuck yes master race!

Witcher 2 > Skyrim (except for mods)



Achromatis follow

I still don't like either Witcher game, but it's nice to see some devs who have some respect for their players.



Blahblahblah follow

I may just buy this again, because my computer can barely run it..



Relic28 follow

+1 for CD Projekt.



qlum follow

Naturally as the enhanced edition for the first game was also free.



Rianq follow

I love you too, CD Projekt RED!

The Witcher 2: Lessons Learned



Lesson #1

PROBLEM

Organization of our PR & Marketing department sucked:

- unrealistic schedule
- poor coordination and prioritization
- all above resulting in lack of assets and irreversibly lost coverage

WHAT WE DID

Assigned a senior team member with leverage over key dev team members to lead the pipeline of assets production. This was not enough to catch up; we had to sign up some external contractors at significant costs & complication.

Lesson #2

PROBLEM

Not enough time planned for balance and final polish. As a result, at launch the game was way too difficult in the first hours, while it was too easy at the end.

WHAT WE DID

All hands on board = working 24/7 to come up with the first patch, then another and finally releasing v2.0 in September. Unfortunately, you only have one chance at a first impression.

Lesson #2

"Some may say that Witcher 2 is just a hard game and I need to adapt, but that isn't the case. It's just hard to play."

Gamecritics.com

"It starts off as a deeply unsatisfying game which wants to punish players who try to enjoy it, then becomes rather endearing, with the acquisition of power and loot at least providing a traditional sense of accomplishment. When all's said and done, however, the game's high points arrive too late and provide too little."

Destructoid.com

"As a world-building exercise, The Witcher 2 succeeds masterfully but there are deep flaws in its game design."

Escapistmagazine.com

Lesson #3

PROBLEM

Launch stability issues:

- Pre-game launcher broken
- DRM affected performance severely
- Auto updater broken

WHAT WE DID

We had 20+ people in customer support and still we could barely handle all of the requests. We immediately removed both the DRM and auto-patching, but it took more than 2 months to finally have the launcher up and running properly.

Lesson #3

Mail
Contacts
Tasks
Compose mail

Inbox (10107)
Starred
Sent Mail
Drafts
Spam (81)
Activation
CRC (4)
DLC
In Progress
Rage
Solved
Unsolved (100)
4 more

Chat
Search, add or invite
Support The Witche
Sign into chat
Call phone
Karolina Niewegowska
09pawel2
a rupp
adi
adi360_14
adrian diaz
agnieszka szostak
Aileen Sparrowhawk
Ailsa
Alexander Brandes
Alexander Smith
Alexander Wieser
amardip@gmx.com
Amaury Bigeard
Andrzej Steblik
Anton Vlasov
Corey Amo
laurent
Mark Altman
Piotr Marszewski

Archive Spam Delete Move to Labels More

301-400 of 1833

TuneUp 2012 - Download - TuneUp Utilities - Lade die neueste Version von TuneUp Utilities kostenlos herunter

<input checked="" type="checkbox"/>	Bartosz Szymanski	Unsolved	Kod DLC nie działa - Witam, Zakupilem gre Wiedzmin 2: Zabojcy Krolow w sklepie gram.pl, do ktorej dolaczony zostal kod ...	19-05-2011
<input checked="" type="checkbox"/>	Krystian Nowak	Unsolved	(no subject) - Witam, w grze jest maly bug, moze w kolejnym patchu go zlikwidujecie. Zdjecie przesyłam w ...	19-05-2011
<input checked="" type="checkbox"/>	Rafal kolodziejczyk	Unsolved	Pytania - Moze wiece dlaczego w oknie Numer seryjny kursor mruga lecz nie mozna nic a nic napisac. Z ...	19-05-2011
<input checked="" type="checkbox"/>	Richard, me (2)	CRC Unsolved	LAUNCH SCREEN PROBLEM - I finally got the game installed after borrowing an external drive from a friend, but now when I ...	19-05-2011
<input checked="" type="checkbox"/>	Vasar	Unsolved	problem z launcherem - Witam, Mam problem z launcherem gry wiedzmin 2. Jak próbuje odpalic gre pojawia sie glowka ...	19-05-2011
<input checked="" type="checkbox"/>	sajmek, me (2)	Unsolved	problem z zalogowaniem sie - Niemoge zarejestrowac gry wiedzmin 2 na nowym koncie z nowym e-milem po wpisaniu loginu i hasla ...	19-05-2011
<input checked="" type="checkbox"/>	jadeit75	Unsolved	wiedzmin 2 edycja kolekcjonerska niemozliwa aktywacja - Witam Przesyłam kolejne juz uwagi, gram.pl skierowalo mnie z tym problemem do Państwa ...	19-05-2011
<input checked="" type="checkbox"/>	Pawel, me (3)	Unsolved	monitory 4:3 - Czy bedzie wydany patch dla monitorow 4:3, który zlikwiduje czarne pasy u gory i dolu ekranu ...	19-05-2011
<input checked="" type="checkbox"/>	Alfred Kroll	Unsolved	CD Key does not work - Ive troubles activating The Witcher 2! I always get the message that my CD Key can not be ...	19-05-2011
<input checked="" type="checkbox"/>	majka80-24	Unsolved	kod nie działa - witam wiedzmin 2 edycja kolekcjonerska 18.05.2011 dzien po premierze gdy wpisuje kod gry ...	19-05-2011
<input checked="" type="checkbox"/>	Robert Ambroziak	Unsolved	Kilka spraw. - Witam, Jest mnóstwo osób które narzekają na kłopoty z rejestracją ja się zalicza małej ...	19-05-2011
<input checked="" type="checkbox"/>	Pawel, me (4)	Unsolved	Czy będzie wydany patch dla monitorów 4:3, który zlikwiduje czarne pasy u góry i dołu e... - Witam! Czy będzie wydany patch dla monitorów 4:3, który zil	19-05-2011
<input checked="" type="checkbox"/>	Jake, me (2)	Unsolved	Key not working - Hi, my serial key is not working. 88-TCDGWP-HJ8JEA-46HBCK-8PVJVV	19-05-2011
<input checked="" type="checkbox"/>	Jerome, me (6)	Unsolved	Issue with activation - Hi Support, Just bought the Witcher 2 and would like some help from your side. My activation code ...	19-05-2011
<input checked="" type="checkbox"/>	kreg, me (2)	Unsolved	activation accepted, but not DLC - OK...second email, first unanswered after 18 hours. my product activation code finally worked. I ...	19-05-2011
<input checked="" type="checkbox"/>	me, Andrzej (2)	Unsolved	problemy z gra - Czesć, Sluchaj, duzo ludzi ma problem z tym, ze gra sie instaluje, aktywuje i jak odpalaja z ...	19-05-2011
<input checked="" type="checkbox"/>	simon.says	Unsolved	Wiedzmin 2 a rozdzielczosc 4:3 - Witam! Czy będzie wydany patch dla monitorów 4.3, który zlikwiduje czarne pasy u góry i dolu ...	19-05-2011
<input checked="" type="checkbox"/>	Adam Gaca	Unsolved	Problem z rejestracją - Witam, od 3 dni nie moge się zarejestrować. Wyskakuje okienko z powiadomieniem, iż nie dało ...	19-05-2011
<input checked="" type="checkbox"/>	starski999	Unsolved	4:3 support - Witam! Czy będzie wydany patch dla monitorów 4.3, który zlikwiduje czarne pasy u góry i dolu ...	19-05-2011
<input checked="" type="checkbox"/>	Jrw02007	Unsolved	Question about Witcher 2 graphics glitch - Hello, I just installed the Steam Version of The Witcher 2 today, and am experiencing a graphics ...	19-05-2011
<input checked="" type="checkbox"/>	Adam Sadlo	Unsolved	Polska wersja do wydania angielskiego - Witam serdecznie, Mieszkam w Londynie (takie miasto w Anglii), gdzie kupilem wczoraj Wiedzmina ...	19-05-2011
<input checked="" type="checkbox"/>	Erebo Chaos	Unsolved	Problems again - This is Angel from Spain again. Well, I managed to install the game and enter my activation code ...	19-05-2011
<input checked="" type="checkbox"/>	Matthijs Kossen	Unsolved	Cant play - Hi, I just bought Wither 2, pre-order digital de luxe steam version, and started it, but somehow ...	18-05-2011
<input checked="" type="checkbox"/>	john, me (2)	Unsolved	Cd key invalide - Hello, My Cd key is invalide no fonctionne :(6P-4Y9YPJ-96C5J6-JSBBVF-2MHCUC help me please	18-05-2011
<input checked="" type="checkbox"/>	kawosz3, me (2)	Unsolved	Klucz aktywacyjny - Witam Kupilem w sklepie Empik gre Wiedzmin 2 ale nie moge jej aktywowac zarowno gry jak i w ...	18-05-2011
<input checked="" type="checkbox"/>	Joel Herrera	Unsolved	(no subject) - http://bypynyle.741.com/cidebi.html	18-05-2011
<input checked="" type="checkbox"/>	wojtek ciarkowski	Unsolved	Wiedzmin 2 kody bonusowe - Witam zakupilem wiedzmin 2 edycja kolekcjonerska a nie otrzymalem dwuch kodow na kurtke ...	18-05-2011
<input checked="" type="checkbox"/>	Marcel Tammer	Unsolved	Spiel funktioniert nicht - Sehr geehrte Damen und Herren Habe mir The Witcher 2 gekauft ... jedoch komme ich nicht ins Spiel ...	18-05-2011
<input checked="" type="checkbox"/>	Jonasz Sowada	Unsolved	Bug! - Znalazem buga, który sprawia, że mam nieskończoność pułapek i rzeczy typu broń ...	18-05-2011
<input checked="" type="checkbox"/>	Daniel	Unsolved	Bug i pytanie :] - Witam , chcialem przedstawic tu pewnego bug'a do tego uzyje mojej uwagi z FB CD projekcie ...	18-05-2011
<input checked="" type="checkbox"/>	Jacob Webster	Unsolved	unable to import saves - I am completely unable to import my saves into my witcher 2 game even though I have them in the ...	18-05-2011
<input checked="" type="checkbox"/>	Daniel Szwemin	Unsolved	problemy z uruchomieniem wiedzmin 2 - Szanowni Państwo, Zwracam się jeszcze raz z prośbą o pomoc, ponieważ straciłem już ...	18-05-2011
<input checked="" type="checkbox"/>	luke williams	Unsolved	Steam -> extras delivery - Good evening, After my ATI g card failed, I was forced to go out and spend £150 on a new g card ...	18-05-2011
<input checked="" type="checkbox"/>	Adam Toporek	Unsolved	Logowanie sie do strony thewitcher.com - Witam! Nie potrafię zalogowac sie do strony thewitcher.com. Sprawdzalem na Operze i IE, wynik ...	18-05-2011

Lesson #4

PROBLEM

Following the 'different DLC for each retailer' trend. Indeed we made retailers happy and got additional trade marketing support, but we annoyed and confused the hell out of a lot of gamers.

WHAT WE DID

Two weeks after the release of the game, we made all DLC available for free. We made the gamers happy, but at the same time we made quite a few retailers unhappy. It's definitely not easy to please everyone ;)

Lesson #4

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What's Hot

The Witcher 2 Patch 1.2 and DLC released


Tom Hatfield at 05:38pm June 3 2011 Tweet 2 Like 14 Comments 38





The 1.2 Patch for The Witcher 2: Assassin's of Kings came out today, and with it the DLC "Barbers and Coiffeuses" which allows Geralt to... change his hairstyle. Which I think we can all agree is what the game was really missing.


Full Patch notes within.

- All previously released DLC packages are installed with Patch 1.2
- Patch 1.2 adds a new free DLC package titled "Barbers and Coiffeuses." To take advantage of barbershop and hairstyling services, look for Einar Gausel in Chapter 1 of the game, Sambor in Henselt's Camp in Chapter 2, Felicia Cori in Chapter 2 if you travel to Vergen, and Felicia Cori once again in Chapter 3.

 **Carbonific says:** Spam (0) ⓘ
05:25pm June 3 2011
Wow, free DLC. Now there's something you unfortunately don't see everyday.
Reply Rate Down (0) Rate Up (5)

 **aermeus says:** Spam (0) ⓘ
06:03pm June 3 2011
CD Projekt is emerging as a leading company...they have my full support...in fact, i bought TW2 off gog.com already even tho i have no plans to play it for a long time. I usually wait till single players hit bargain bin, but this company deserves the support.
Reply Rate Down (0) Rate Up (5)

 **mohamedbear says:** Spam (0) ⓘ
06:05pm June 4 2011
And it is such a good game, it's a crime not to buy it on release day :)
Reply Rate Down (0) Rate Up (5)

 **yndsu says:** Spam (0) ⓘ
04:06pm June 5 2011
I bought it off the GoG.com as well.
And i am planing to buy a physical version of it little bit later as well.
Yeah, CD Project really do know how to please their customers.
All others, watch and pay VERY good attention to this.
This is how you earn loyal customers who will support you.

WAKE UP!!!

(all you have to lose is - everything!)

In order to get to your first 1M units sold:

- 1 Define who your game is for.**
- 2 Make sure gamers will find out about it.**
- 3 Plan how they'll buy it: digital, retail, or both**
- 4 Support your game and your gamers!**
- 5 Do not repeat our mistakes!**



Good luck!

I wish you your first million!

PDF with this presentation is available here:

www.thewitcher.com



In case of any questions feel free to reach me at:

marcin.iwinski@cdprojekt.com