
Subject: E3 Has Been Cancelled

Posted by [bigejoe14](#) on Sun, 30 Jul 2006 20:00:18 GMT

[View Forum Message](#) <> [Reply to Message](#)

Yea, that's right folks, the all mighty E3 that so lovingly spoon fed us gobs and gobs of next-gen gaming love is to be nothing more than the penumbra of the shadow of what it once was.

http://next-gen.biz/index.php?option=com_c...38&Itemid=2

Quote:The Entertainment Software Association (ESA) shindig has been a staple of game industry life since the mid-1990s. However, we understand the larger exhibitors have jointly decided that the costs of the event do not justify the returns, generally measured in media exposure.

Publishers believe the multi-million dollar budgets would be better spent on more company-focused events that bring attention to their own product lines rather than the industry as a whole.

Well placed sources say the news that larger exhibitors were pulling out had prompted urgent meetings among publishing executives. They decided that, without the support of the larger software publishers and hardware manufacturers, there would be no point in continuing.

ESA president Doug Lowenstein will likely announce the news some time within the next 48 hours, possibly on Monday. It's possible that the ESA will seek to limit the damage by organizing some form of lesser event in May, but it's clear that the days of an industry event attended by all the major publishers, spending big money, are gone.

The good news about this is that developers will no longer be crushed by the short a strict deadlines that are usually brought about when E3 shows up. However, the bad news only seem to pertain to us gamers. The bad news being that we no longer really get as much hype and info as we have gotten out of past E3s.

Not to sure what to make of this myself, however.
