## In the Matter of:

## Microsoft-Activision

# June 16, 2021 PETE HINES DIVES INTO STARFIELD AND REDFALL PLAY FOR ALL 2021

**Condensed Transcript with Word Index** 



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### PETE HINES DIVES INTO STARFIELD AND REDFALL PLAY FOR ALL 2021

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                                                                   coverage of E3 2021. As part of Play For All, it is
                                                                   my great pleasure to be joined by Pete Hines, SVP of
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8
                                                                   global marketing and comms at Bethesda, AKA Uncle P,
                                                               8
9
                                                               9
                                                                   AKA the keeper of secrets over at Bethesda.
10
                                                              10
                                                                             How are you doing, Pete?
                                                              11
                                                                             PETE HINES: I'm doing well, trying to keep
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                                                              12
                                                                  all the secrets I can.
12
                                                                             TAMOOR HUSSAIN: I'm going to do my best to
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                                                              13
                                                                   pry at least one out. I've interviewed you before,
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                                                              14
                                                                   and I know how hard this is, but I'm going to take --
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                                                              15
                                                                   I've been training for -- for a year now. I'm going
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                                                              17
                                                                   to see what I can do, so, Pete, Dis- --
                                                              18
                                                                             PETE HINES: I'm not rooting against you.
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                                                                             TAMOOR HUSSAIN: -- Dishonored 3, is it
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                                                              19
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                                                              20
                                                                   happening or not?
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                                                              21
                                                                            PETE HINES: I don't know.
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                                                              22
                                                                             TAMOOR HUSSAIN: Damn, I failed at the first
                                                                   attempt. Yeah, so, the Microsoft and Bethesda press
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                                                              24
                                                                   conference, a big, big kind of moment for you coming
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                                                                   together. What did it mean to have, you know, Todd
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coming out front and center as soon as the show began?

You know, that's the kind of position where you'd see Phil come out and say his piece, but, you know, it was -- it was -- it was your boy that was out there. What did that mean to you as a team, and what do you think it says about Bethesda's place within the Xbox family now?

PETE HINES: There's a lot in there, so I -- I thought the way in which we worked together on the show was great. We -- look, we always, at Bethesda, our big thing is letting the content decide what is the show going to be, right? If we've had an hour worth of stuff that we felt like we needed to show and talk about, we probably would have done our own show because you can see from the Xbox show there's nowhere for an hour of Bethesda stuff on top of all that. The show would have been two and a half hours long. It would have been a mess.

Once we decided, hey, it works best for us to collaborate together in this way, we -- we went to them and said, hey, this is kind of how we'd like to do it; would you be open to this? And they said absolutely. They were really the ones that said, hey, we would love to start the show with -- with Todd and with Starfield. And we were, like, that's a brilliant

year, so we -- we wanted to stick with what we knew we had and could talk about. And being able to show something in engine and game assets, I think for Starfield, was super important to us. And the reaction so far has been -- has been great. It's very pleased -- pleasing to see.

TAMOOR HUSSAIN: Yeah, yeah. I mean, like you certainly started with the showstopper with Starfield. I think a lot of people were thinking that would be the thing that ends it, which -- so when it came up up front, I think a lot of people were like, oh, snap, that's -- that's awesome.

Again a similar kind of question, what was it like to have that game out there finally in a more meaningful way? We saw a teaser last year. You know, it's a game that Bethesda has multiple times, even in the trailer, said it's a game that's 25 years in the making. What does that really mean? What does that phrase kind of like -- what does it represent, a game --

PETE HINES: What do you mean by that?

TAMOOR HUSSAIN: -- 25 years in the making?

PETE HINES: Yeah.

TAMOOR HUSSAIN: Yeah, what are you talking.

TAMOOR HUSSAIN: Yeah, what are you talking about when you say 25 years in the making?

idea; you should.

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We pitched them on the idea of maybe Redfall closing the show. They really liked that idea as well. And, so, I think the way in which we were able to work together, both on what is best for sort of our games and spotlights and covering off on things that we wanted to -- to at least touch on or speak to and -- and have some weight within the show but then also still work with Xbox on how does the rest of this look, at least from a first-party standpoint.

I don't get to see third-party stuff for obvious reasons, but, you know, they -- they had, you know, myself and Erin Losi in from the very beginning, going through all their other studio content, and, hey, we're thinking about this or that. It was -- it was really a lot of fun to -- to see and to work with them

And, yeah, I think it's a real honor for us, to be honest, to both open and close a show. That's a huge amount of responsibility, and I was really pleased. I -- you know, I thought what we had to show on Starfield I was really pleased with. Obviously, you'd love to be able to say, here's the whole game and it's done, and I can just show you the whole thing, but that's -- the game's not out until next

PETE HINES: Todd has talked about this a lot, and I think that's the important context to -- to have, which is as he's thought about it, you know, they -- they were working on The Elder Scrolls when I first got to Bethesda in '99. That's -- that's what we were known for. They always wanted to do more than just, you know, sort of classic high fantasy role-playing. Post-apocalyptic was the next place that they wanted to go, and the way in which we approached that was getting the Fallout license. They were like, well, we can go do our own thing but if you could get us Fallout that's the game we really want to make another one of, like, we want to continue that franchise. And, so, we went and got that.

The other game they wanted to go to after those two was a sci-fi game. You know, it was something that Todd had tinkered with himself back when he was coding and making games, but I think to do the kind of game they wanted and the kind of game that you would expect from the folks that made Fallout 4, Fallout 3, Skyrim, Oblivion, Morrowind to make a sci-fi game, it was a -- it was a tech lift in terms of being able to represent that in a way that -- you know, you heard Todd talk about it at the start of the show, that transformative thing, right, that it wasn't

2 (Pages 5 to 8)

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enough just to do a game in space, that it -- it wanted to do a game, a sci-fi game, where you really felt like this is -- this is real, this is a real place, which is honestly, you know, the -- the comments that I paid the most attention to because, well, I want to see five more minutes; well, I would have loved to have given you five more minutes if we had it.

TAMOOR HUSSAIN: Hmm.

PETE HINES: I'm sure we would have shown it. It's not like we just arbitrarily don't show great gameplay because we're trying to be difficult. I think what we had to show and showing folks the inside of that ship and -- and all of the sort of lived-in qualities of it, right, and I saw a lot of people talking about, you know, it feels like you're watching somebody actually about to launch a ship and all of the components and the little notes or the wear-and-tear on it, like, well, I think that's part of what that team does really well, which is a -- a sense of place.

That felt like a real location that you would really sit in and -- and launch a ship and, you know, pieces of tape and things get knocked up that they -- they have a sense, not just of how it looks

So do you have a plan in place for when it's looking like --

PETE HINES: Yeah.

TAMOOR HUSSAIN: -- you might show it more? Are you able to say when that might be?

PETE HINES: (Inaudible). Like, otherwise, I'm showing up to work every day and being like, hey, anybody want to say anything about Starfield today or, like, of course, we've got a plan. But that plan, as I said before, is 100 percent based on where's the game at, because we're a big believer in not just telling you about it but showing to you, right?

TAMOOR HUSSAIN: Right.

PETE HINES: Yesterday, the importance of that was not that we told you about that stuff but we said, hey, in engine, this is the game, this is what we're making, it's alpha, so, you know, don't judge us too harshly, but this is the thing we're making and we want it to feel like and look like to give folks that sense. I just don't think you can shortcut that.

We put out another tone piece today. You know, it shows off more concept art and it gives even, you know, a little bit more of what the team is trying to create with this game. But it's -- you know, we got a ways to go and, you know, we have thoughts

but also how it will work, like, no, these buttons all have to do something; you can't just be punching buttons and flipping things. And getting into that level of detail requires a lot of things that, quite honestly, the team didn't feel like they had until -- until now to be able to execute on what they had envisioned.

TAMOOR HUSSAIN: Right. I guess it's tricky from, like, the -- the -- the side that I'm on as someone who is really interested in the game and fans who are interested in the game. It's difficult because -- and it's difficult for you as well as a team, where once you show a small amount of it, it's basically like opening the floodgates and there's demand for it now --

PETE HINES: Mm-hmm.

TAMOOR HUSSAIN: -- and they want to see it. So I guess the question for that becomes, like, what is the -- do you have an idea of the cadence of how much you're going to show and when you're going to show more of it?

Obviously, right now, everyone's just like but what is the gameplay, when will we see the gameplay? And those questions are going to be incessant and lingering until you show the gameplay. around timing for when we want to talk about things and show things, but ultimately, it has to be is the game ready to show that feature, because if not it doesn't matter whether you want to or not. You can't -- you can't show folks this is what it, like, means to play the game or to see this part of the game or that part of the game. We need to be able to show it to you.

TAMOOR HUSSAIN: Right. I guess one of the big discussion points that exists around Starfield now is the Xbox and PC exclusivity is finally confirmed --

PETE HINES: Mm-hmm.

TAMOOR HUSSAIN: -- and I guess the question around that is at what point did that become a consideration for you in over the course of development within Bethesda itself, and how did it impact the -- both the development and also as someone -- as something that you would know particularly, like, your plans for marketing, because you obviously go from speaking to a massive base of customers to kind of focusing it down a bit, right?

PETE HINES: Mm-hmm.

TAMOOR HUSSAIN: When did that become a consideration, and how did you approach that?

PETE HINES: Well, it wasn't a consideration

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1 until we got bought by Xbox, and then as part of Xbox

and we looked at what we were doing, it is going to be

- 3 exclusive on PC and within the Xbox ecosystem. And I
- think it's important to -- to phrase it like that,

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- 5 only because, you know, recently within the last week,
- 6 Phil has talked about how they're looking to expand
- 7 that, right, and -- and other ways they're looking to
- 8 bring Xbox gaming to folks who don't own a Series S or
- 9 X or even a PC but want to play the kinds of games

that, you know, we're bringing to Game Pass and we're

bringing to Xbox. So where -- wherever and however that Xbox ecosystem expands, obviously we're -- you

know, we're excited about that.

The flip side, the -- the other thing you asked about is, like, what is the impact on development. Well, I'm here to tell you -- and any dev will tell you this: you go to fewer platforms, your development gets more streamlined. You're not worrying about, well, how does it work on this box versus how does it work on that box. We're not making it on that box, so it just needs to run as well as possible on this one, on a PC. You know, narrow focus always helps.

Same is true, by the way, for a game like

DEATHLOOP, right? When we decided to do a partnership

platform is kind of gone with Starfield.

How -- it's a difficult pill to swallow, right, for PlayStation fans. How do you -- how do they reconcile what's happening, given where they are?

PETE HINES: If you're a big fan of stuff we make and a game that we're making is no longer available on your platform, I totally understand if you're unhappy or pissed or whatever, like I get it. Those are all real feelings and frustrations. How should you deal with that, I have -- I haven't the foggiest idea. I would never presume to say, oh, here's how you can make it better and feel better.

At the same time, you know, there's only so much time I can spend on being focused on what we're not doing, right? I'm trying to focus on, yes, we're not, but the actual problem is we are making it for these other platforms and how is that going and where are we and when are we ready to talk about, to your previous question, these different elements of the game and what does that plan look like and do we need to evolve the plan or change the plan based on the timing of things coming into the game or when they're -- when they're ready to show.

So I tend to focus a little bit more on the,

with -- with Sony on -- on DEATHLOOP and that game became exclusive to that platform, that development got more streamlined because we said PS5 and PC, that's what we're focusing on. So I think in that way it does free up the developers a little bit in terms of what they're trying to get the thing to be the best game on. When you have fewer of those, it's going to go a little better.

TAMOOR HUSSAIN: Like, you mentioned DEATHLOOP there, and it's -- it's kind of a wild position that Bethesda is in right now because you are owned by Microsoft and Xbox but you have exclusive games for both platforms now, which is -- which is interesting and awkward.

And I don't know, this question is a tricky one to answer, but I still think it's kind of important, like how -- I'm sure you can do it because you're a master of answering questions like this, but the -- the kind of reality of the situation is, you know, Bethesda has released games on various other platforms, and now they're in a position where, you know, they felt supported in a lot of ways, like Skyrim's been on everything, Fallout's been on everything, Dishonored, that kind of stuff, but now

they're in a situation where that investment in their

like, well, that I can solve; that I can have a

2 conversation around. Should we talk, how are we going

3 to talk about this feature, how are we going to

explain how this part of the game works, because those

5 are things, like, I just -- I don't know how to allay

6 the fears and concerns of PlayStation 5 fans, other

than to say, well, I'm a PlayStation 5 player as well,

8 and I've played games on that console, and there's

games I'm going to continue to -- to play on it, but,

you know, if you want to play Starfield PC and Xbox,

sorry, I --

TAMOOR HUSSAIN: Yeah.

PETE HINES: -- but all I can really say is I -- I apologize, because I'm -- I'm certain that that's frustrating to folks, but there's not a whole lot I can do about it.

TAMOOR HUSSAIN: It's a good thing that Microsoft makes Game Pass such a compelling proposition that kind of, you know, now more than ever, the idea of getting into the Xbox ecosystem is so appealing.

And speaking of Game Pass, as a company, as -- as someone who's been within Bethesda, how has your kind of perception of Game Pass changed, if at all, because it's gone from being this kind of interesting

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idea to, like, absurdly successful extremely quickly, right?

PETE HINES: Absurdly successful, yeah.
TAMOOR HUSSAIN: Yeah, it's like unreal.
PETE HINES: Well, you can trace it all back
to -- to one decision, which predates us joining Xbox.
I haven't even gotten around to asking anybody, like,
hey, how did this happen to come about, but all of the
folks who decided, hey, we're going to start putting
our studio titles in Game Pass day one, when they're
also available for sale, that changed everything.
It's -- it's remarkable how different Game Pass is.

Now, when you understand that, like, you don't have to wait, because the old way of doing it would have been, like, well, a year from now, you know, maybe that game gets added or two years from now. Even our own participation was always well post-launch. You know, they would say, hey, what do you think about putting, you know, Fallout this or a Doom that into Game Pass or ESO, but it was always well after that content came out.

And shifting to Game Pass day one and how many people are going to play your titles, you know, the number of folks we've seen going into games like Prey or Dishonored or DOOM 64 or whatever it is, is 1 TAMOOR HUSSAIN: Hmm.

PETE HINES: And I've been using it a ton over the last six, seven months.

TAMOOR HUSSAIN: Did the conversation around it change from the Bethesda side in the same way that it did for people who are on the outside looking at it? You know, like, people looked at it and they were, like, hmm, not really sure if this has worked?

The idea of launching games into it seems like it's weird, and could that really hamper the performance of a game to now where it's like it makes perfect sense? Was it similar in the case of you, where you're like, do we want to be putting Starfield on this for free basically to now being like, oh, it makes perfect sense?

PETE HINES: A hundred percent, like for sure, because if you don't understand it, then you don't understand the mechanics of what's taking place behind the curtain and how are player behaviors actually manifesting themselves versus you or me or anybody else going, well, I assume if it's in Game Pass nobody's going to buy it. And they go, no, no, no, hold on, let -- let us show you what we've seen from these. Like, that's what really proved it is they had this idea and then they proved, hey, we

remarkable, and getting to now talk to that Game Pass team and -- and really all of Xbox as a first party, which is still weird to say, and just learning how they think about it and approach it and -- and what Game Pass can do for your title in terms of player base and -- and people active in your game is -- is pretty amazing.

TAMOOR HUSSAIN: Hmm.

PETE HINES: And I'm super excited for where they are, and I'm even more excited for where they're heading and -- and what they have planned. Like you said, I -- I just think it's -- and it's an obscene value. Somebody said to me on social media the other day, like, you could spend a lot of time trying to find every Bethesda title that you might want for, you know, for your collection, or you can just sign up to Game Pass and, like, almost everything they've made is sitting in there waiting to be played.

It's -- it's a ridiculous value on top of everything else that -- that comes out, and it's in there. So I've -- I've become a massive fan. I mean, I was a subscriber to Game Pass before, but I would sort of graze it. I play a ton of it now, especially the xCloud stuff. I find that to be a really fun way to be able to take my games with me.

can launch something day one in Game Pass.

And, of course, there's some cannibalization. It's ridiculous to suggest otherwise, right? I haven't bought a first-party Xbox title in a couple of years because when Gears came out, I just played it through Game Pass. And when Halo comes out, I'm just playing it through Game Pass, but when you look at the larger picture of the sheer volume of people playing your game and how they engage with your content and how Game Pass is doing, like, it's -- honestly Bethesda's mantra in all of the almost 22 years I've been here is pretty simple. We want to make great games, and we want as many people to play it as possible.

Now, okay, put aside the exclusive thing for half a second, because we already talked about that, but the number of people Game Pass now brings to a title and what your day one launches look like in terms of just how many people are playing your game, it's multiple factors, you know, above where we would have been before. And the idea of that many people playing your game on the day that it comes out is ultimately what we're all about, right?

It's just -- I want lots and lots of people to play whatever Arkane Austin has spent years of

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#### PETE HINES DIVES INTO STARFIELD AND REDFALL PLAY FOR ALL 2021

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their lives working on. I want a ton of people to -to play it, enjoy it, give it a try. And I think Game Pass is allowing us to do that exponentially better than we were before, I think.

TAMOOR HUSSAIN: Phil said it himself where, you know, it has an uplifting effect on purchases, as well as people buying it, you know, and OUTRIDERS was used as kind of like the example of that, where people saw their friends getting to OUTRIDERS through Game Pass and were like, well, I don't have Game Pass, so I guess I'll have to buy it. And, then, it's a very clever funnel and you got to respect the business acumen put behind that.

PETE HINES: Yeah, absolutely. TAMOOR HUSSAIN: And --

PETE HINES: And, honestly, we've seen it. We've seen it in ESO and 76, by the way, tomorrow, like that --

TAMOOR HUSSAIN: Hmm.

PETE HINES: -- that not only are people buying the game but also just staying in the game. Like, we might think of it as, well, you're getting that for free, but that's not how they think about it. They think I'm signing up for this thing and I'm going to spend untold number of hours playing things that

games where they create some systems and they put them all together, and then whatever the player wants to do in those worlds, whatever -- however they want to try and approach different situations is entirely okay, right?

You want to jump off a giant building in Dishonored and before you splat on the ground manage to possess a fish and suddenly be swimming in the water, like, that's not a gameplay-intended feature. That was a tester who figured out that the systems in the game allowed them to do it. And then Arkane said no, we got to take that out because you're going to break the game. We said, well, now we got to support if you manage to possess a fish and what -- right? -- what is the player now going to do.

So in a lot of those same ways, Redfall is very similar. It's -- it's -- you know it's systems-based. Arkane does a great job of creating a sense of place. Whether it's in Prey or Dishonored, it feels like a a very realistic, tangible world, and I think that's the case in Redfall.

And then just the way that they've gone about approaching the gameplay, whether you're playing it by yourself -- you know you can play it essentially single-player, solo it, and play it by yourself, or

are in Game Pass.

TAMOOR HUSSAIN: Hmm.

PETE HINES: And -- and it really has changed how we think about those players and our relationship to them in our games.

TAMOOR HUSSAIN: Redfall, really interesting concept. I guess my main question with that game is from what -- the trailer was really fascinating. The one thing I was kind of looking for in it is how the kind of Arkane lineage or Arkane design ethos is going to be represented in the game. Obviously, they're known for immersive sims. Is there anything you can say or speak to about how that will be the case? Is it -- is it -- is it --

PETE HINES: Absolutely.

TAMOOR HUSSAIN: -- the case that it will have that?

PETE HINES: Absolutely. Yeah, look, this is an evolution, by their own admission, of Arkane Austin and how they think about those kinds of games, right? And if you think about what they do, how do you break down a Dishonored or Prey into sort of basic fundamental levels, what they're doing?

Well, one is very much nonscripted, right? They're -- they're big believers in systems-based you can play it with other folks, but it's going to very much -- you're going to feel that Arkane DNA as you're playing through the game with how the game works.

You know, they've talked about ever changing the idea is that that you know you're in a game world that really isn't ever the same every -- every time you play it, you're -- you're getting something different, that the world is changing from the last time you played it in ways that are meaningful from a gameplay standpoint, like that -- that a certain location isn't always the same thing every single time you play the game. The one time you played it might be one thing, and the next time you play it, it might be something else.

And how you interact with that, whether there's a quest related to it, whether there's stuff in there you want to go get for exploration, it's really more give the player the tools and then let them experience our story in the way that they want to experience it and -- and have it be feeling like it's constantly changing, evolving. And I think once you get a chance to play it, you're going to be, like, I totally see where all that Arkane DNA is popping its head up across all these different parts of the game.

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TAMOOR HUSSAIN: Honestly, I'm glad that you're going for vampires instead of the low-hanging fruit these days, which is zombies. I'm very excited about that.

The other thing I wanted to kind of touch on is what wasn't there. MachineGames, a massive studio for you, great studio --

PETE HINES: Mm-hmm.

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TAMOOR HUSSAIN: -- that produces some excellent games. What does the -- a lot of people, especially in our community, very excited to figure out or understand or see what the future of Wolfenstein looks like. Is there anything you can tell us about, you know, where that franchise is at and where even the studio MachineGames is at? Is it time for them to look elsewhere, or is it -- you know, they're working on a few things, so what is the future?

PETE HINES: Well, they're working on the -they're working on the Indiana Jones game that we -we just talked about earlier this year. And,
obviously, we literally just announced that deal, so
you can make your own guesses at how far along that
game is. They're in the very, very, very early stages
of working on the Indiana Jones game.

for Doom Eternal, but MachineGames is doing Indiana Jones. We just announced Arkane Austin's Redfall. Arkane Lyon is working on DEATHLOOP. Tango was working on Ghostwire. So if you go through our studios, you actually find, oh, yeah, I know what most of them are actively working on right now.

So we don't have a lot of folks sitting around going, well, let's make something new, and should it be a sequel, or should it be a new IP. We're just not at a point in this moment to start saying, okay, what's ever -- like because we already have plans that have been laid out for what are these studios doing for years at a time.

TAMOOR HUSSAIN: Hmm.

PETE HINES: And one of the things Xbox said was we are not messing with what you're doing or what you have going on, so there's been no change to any of our current plans because their thing is just do what you're planning on doing and, you know, we want to work with you, obviously we want to understand what those are, right? Like, they're not just like, oh, Redfall.

You know, Matt Booty is always like, hey, how's it going and, you know, talking to Harvey Smith. So, you know, those conversations are happening, but

Where we are for Wolfenstein or, quite honestly, any other franchise that we don't have announce plans on, will have to wait until we get to the point of wanting to talk about it, but you can put me at the head of the list of people who want to see another Wolfenstein game, so no -- no worries there.

TAMOOR HUSSAIN: And I imagine as a creative team, a lot of people are, like, let's do something new and different, but at the same time, the fans are out there being, like, I want a new Wolfenstein, I want another Doom, I want another Dishonored, I want another XYZ game. How do you -- how do you approach finding that balance, especially now that you're owned by Microsoft and also you're working --

PETE HINES: Yeah, I think -- I think we'll have to find out because, again, what you have to remember is we didn't have teams sitting around doing nothing waiting for us to be acquired by Xbox so that we can then figure out, okay, let's figure out what you're going to work on next, right? BGS is already working on Starfield, then they're going to make TES 6. ZeniMax Online is doing ESO. They've talked about they're working on another project.

We haven't talked about what it is up to, is they've, you know, finished doing updates and support

we're not really having the "what is Studio X going to
work on next?" because everybody already knows what
they're working on for the next number of years. So I
think those things will end up manifesting themselves
as -- as we go along.

TAMOOR HUSSAIN: Final question, very quickly. You mentioned the -- what's the deal with Ghostwire Tokyo, when we're going to see that again? Please, Pete, I'm begging you, let it out, let it come out and play.

PETE HINES: I don't know.

TAMOOR HUSSAIN: Ugh, horrible, horrible. I like it.

PETE HINES: Look, off the content -- the content drives it. The content drives it. And when we feel like that game is -- is -- is ready, you know, we've got plans, but all of those plans are based on dev. And as you know, nobody's development is going exactly the same as when we were all in the office together. So, you know, we have to be patient and -- and let teams take the time to make what they're planning on making in very different circumstances than we've been dealing with for the last year and a holf

TAMOOR HUSSAIN: Pete, thank you so much for

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1 2 3 4 5 6	your time and thank you so much for being here with us.  PETE HINES: Absolutely.  TAMOOR HUSSAIN: If you want to keep your eyes on GameSpot.com, you will be treated with plenty more E3 coverage content stay tuned. See you soon.	
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