

# E3 2021 REVIEW & GAME INDUSTRY DIVERSITY & INCLUSION DEBATE #1:



8-5-2021 - Written By: [David L. \\$Money Train\\$ Watts](#) – Journalist/Web Host/Editor – [Dailymotion.com/FuTurXTV](#), [Rattle Radio](#) & [HHBMedia.com](#) – [David Velo Stewart](#) – Journalist/Editor – [HHBMedia.com](#)

[Gamescom 2021 Playlist](#)

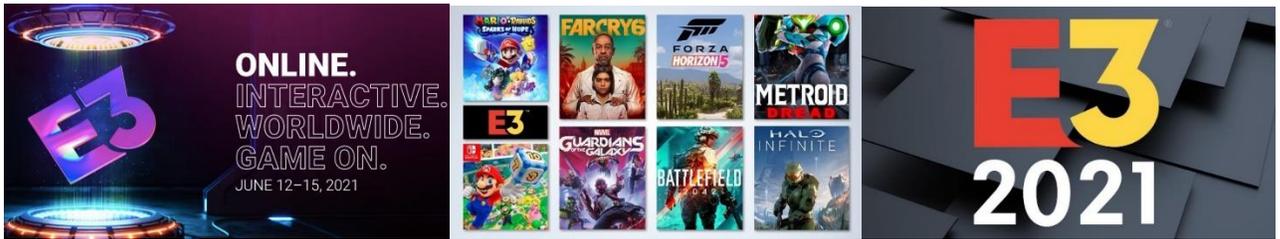
[Gamescom 2020 Playlist](#)

[E3 2021 Playlist](#)

Before I get into my full review of Electronic Entertainment Expo 2021 or E3 2021 and my thoughts of Diversity and Inclusion in the gaming industry. I must tell anyone reading this who is not into playing console games, mobile games or PC games how profitable and successful the global gaming biz has been in 2021.

*We forecast that 2021's global games market will generate revenues of \$175.8 billion, a slight year-on-year decline of -1.1%. By the end of the year, there will be 2.9 billion players worldwide. The games market will continue to grow in the following years, exceeding \$200 billion at the end of 2023. By then, we forecast the games market to grow with a +7.2% CAGR between 2019 and 2023 to \$204.6 billion...Newzoo.com...Tom Wijam...May 6, 2021*

So, typically when a multi-billion earning global industry has a massive media event to celebrate the fact that they are a multi-billion earning global industry one should be overwhelmed with stories of a great experience. Sadly, I can't say that because my mind is flooded with a decade of memories of attending E3 at its best E3 2006 and "at its end" at E3 2015 or E3 2016. When I say "at its end" I mean E3 2015 or E3 2016 was the last time that all the major publishers were exhibiting inside and outside the Los Angeles Convention Center. At some point between E3 2013 and E3 2015, I don't know the E3 date and will ask my fellow gaming journalist Brandon Bowlin of his NIGHTUS! podcast. Anyway, a pop-up and small indie gaming event set up shop in the public parking lot on Flower and Pico behind the Hooters parking lot which is on the corner of Figueroa and Pico.



**This minor and insignificant upstart rival event was of no real threat to the mighty E3. But the desperate and delusional E3 head honchos thought otherwise and put a semi-truck trailer with an E3 banner in the Hooters Parking Lot. This non-sensical action was foolishly done to prevent E3 attendees who entered or exited Convention Center entrance to the South Hall on Figueroa and Pico from easily seeing the indie event. But anyone with eyes could see around the trailer and realize something was going on that was gaming related. E3 was afraid that even a low budget non-sanctioned or approved gaming event near their multi-million elaborate and impressive gaming event had to be stomped out. This was in my humble gaming journalist opinion the beginning of the end of E3 as a major global gaming experience that primarily influenced and dictated the releases and promotion of triple-A games, gaming consoles and new indie titles.**

**What happened soon thereafter was major publishers like EA and Activision pulled out of exhibiting at E3 and doing similar game exhibition events around the same time as E3. The first 3-day fan focused EA Play event was at LA Live's Club Nokia and was an outright embarrassment to E3A management. By EA giving up their massive, glitzy and expensive exhibition space in South Hall this intentionally made E3 attendees seriously question why top game publishers were now suddenly ditching their premiere gaming event that they had heavily supported since E3's inception. And the next year of E3 2017 EA Play was moved to the Palladium Theatre in Hollywood which then removed any pretense that EA was indirectly connected to E3 or even remotely endorsing E3 anymore. Also, E3 had completely become a joke when LA Live had a rival half ass VIP E3 fan experience called Doritos #MIXArcade at E3. I waited in a long line to see a Hip-Hop concert with Rae Sremmurd, but then chose not to go in when the security guard said I would have to throw away my Swiss Army pen knife on my key chain. Anyway, after that E3's next trick was to open their tickets to the public. This stunt worked at E3 2017 for a year or two. By opening E3 up away from industry verified gamers/professionals with more causal gamers briefly stopped the perception that Electronic Software Association's E3 was irrelevant or DOA.**



Unfortunately, E3 kept trying to tell their vendors for E3 2018 to set up their booths outside the concourse of Los Angeles Convention Center in the concrete park/space that was facing Figueroa. But nothing is sadder than walking past empty vendor booths that couldn't even attract the interest or curiosity of the homeless. At high noon there were no lines or barely any signs of E3 attendees going into the West Hall or South Hall entrances. Dead on the outside is a sign that things are also dead on the inside. And before the final nails could be nailed into E3 as an imminent and influential gaming event a global pandemic suddenly happened. E3 2020 was cancelled and E3 2021 this year was virtual a, so E3 has had two years to delay another round of downsizing when more of the few remaining major game publishers and developers finally leave to start their own gaming showcases. A month after E3 was over we got Netflix and CD Projekt creating Witchercon to promote Netflix's Witcher series and Witcher 3 updates. About five or six years ago Netflix would have thought E3 was the best place to promote the Witcher and new Witcher 3 game tie-ins if they could not wait for Comic-Con. I will say Witchercon 2021 host Julia Hardy was smart and witty.



So, what E3 2021 represents now is a shell of its former self and glory, I will describe what I liked and what I didn't at E3 2021. But what I can say is that E3 has become more of a gaming informercial showcase for anyone or any gaming company who could book a thirty minute or hour E3 presentation timeslot. And what was once the gaming event of all global gaming events that could even make or break an indie studio or major publisher releasing a new game. E3 has none of that luster or importance at all. Twitch was basically running E3 2021 on its platform with its popular Twitch hosts Greg Miller, Jacki Jing and Alex "Goldenboy" Mendez You might have just called E3 2021 Twitchcon and no one would have cared. The hosts had lots of chemistry together and were super knowledgeable of all the games featured at E3 and many of the indies as well. I will give each of the four days of E3 2021 an A to F grade or just an incomplete.



# Day 1: Saturday, June 12

- The Ubisoft Forward presentation mixed familiar and brand-new game announcements, including:
  - First-look at [Avatar: Frontiers of Pandora](#), an immersive, open world game.



- Extended scene and teaser for a [Far Cry 6](#) season pass that will put players in control of various series villains.



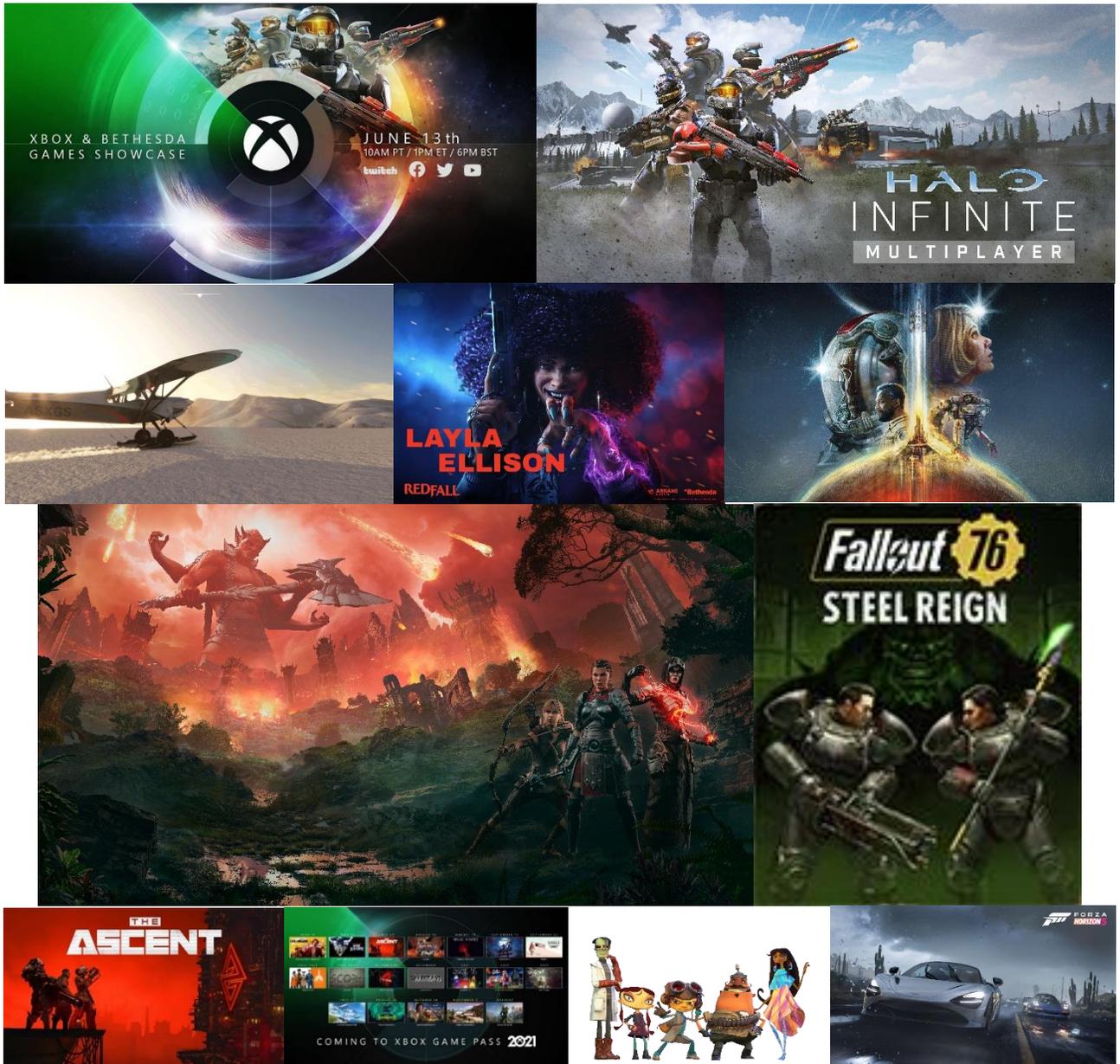
- Mario and the Rabbids are joining forces once again in [Mario+Rabbids Sparks of Hope!](#)
- Gearbox revealed a behind the scenes look on the *Borderlands* movie set with director Eli Roth, Kevin Hart, Édgar Ramírez, and the producers.
- Special appearances from Ryan Reynolds, T-Pain, and more.
- Video game industry personalities Greg Miller, Jacki Jing and Alex “Goldenboy” Mendez emceed, providing expert-level commentary, publisher and developer interviews, and more.

## E3 2021 Day 1 - GRADE: B

This was a solid way to start E3 2021 with Ubisoft Forward Showcase because there were many of their Triple-A games like *Riders Republic*, *Just Dance 2022*, *Brawlhalla*, *Far Cry 6* and *Mario & Rabbids: Spark of Hope*. But the most outstanding game demo by Ubisoft was for its upcoming *Avatar: Frontiers of Pandora*. As I watched the dazzling and mesmerizing demo that serves as a teaser to James Cameron’s highly anticipated *Avatar* sequels, I wondered would in today’s divisive culture do we want to be the blue eco-friendly protectors of the *Frontiers of Pandora* or want play its capitalistic cold-hearted militaristic colonizer. But overall E3 started out with a much needed bang to attract gamers.

# Day 2: Sunday, June 13

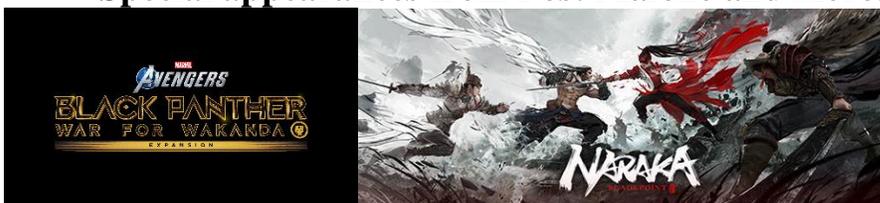
- The [Xbox & Bethesda Games Showcase](#) packed 30 different games into its presentation. Highlights include:
  - A new trailer for [Halo Infinite](#) showcased its multiplayer mode.
  - Sea of Thieves' new update – [A Pirate's Life](#) – will feature Captain Jack Sparrow from the *Pirates of the Caribbean* films.
  - [Microsoft Flight Simulator](#) partnered with Paramount Studios to coincide with the launch of the *Top Gun: Maverick* film.
  - [Starfield](#) is the first new universe in 25 years from Bethesda Game Studios.



- SQUARE ENIX announced Marvel's [Guardians of the Galaxy](#), [Black Panther](#) is coming to Marvel's Avengers, and offered a look at the [Life is Strange](#) Remastered Collection.

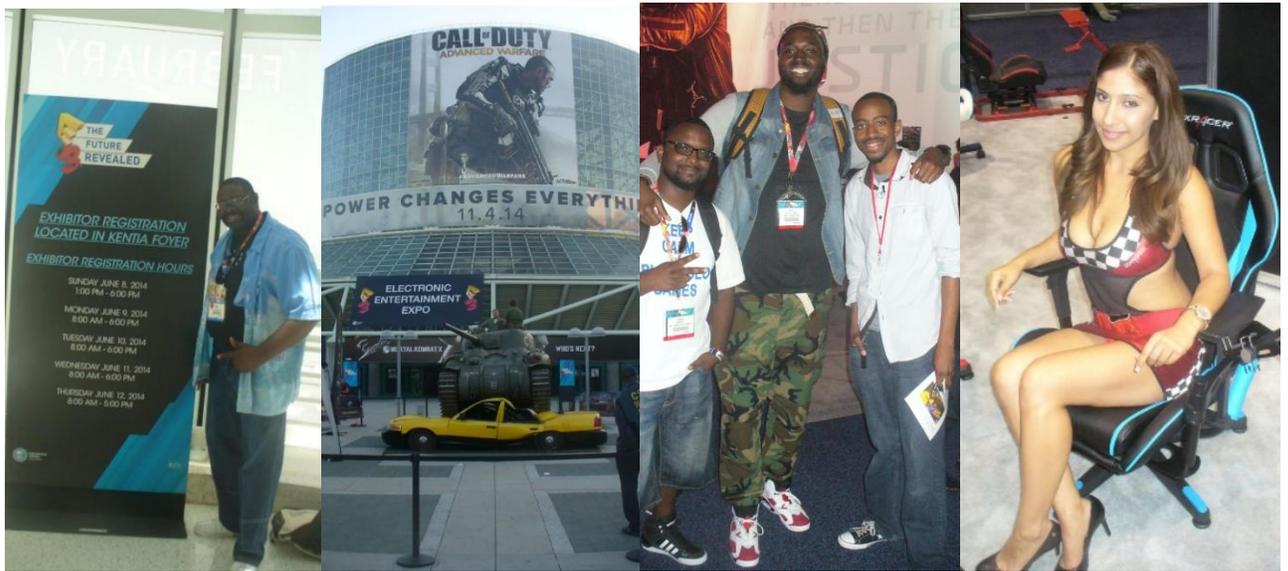


- Warner Bros. Games shared the [Back 4 Blood](#) trailer.
- 24 Entertainment offered a look into their upcoming title, [Naraka](#) [Bladepoint](#).
- Dean Takahashi hosted an Xbox retrospective panel with Robbie Bach, Shane Kim and Ed Fries.
- Special appearances from Post Malone and more.



## E3 2021 Day 2 - GRADE: B+

Looking at every day of E3 2021 I would have to say Day 2 was the best because three major game publishers, Microsoft/Bethesda/Xbox, Square Enix and Warner Bros. Games, were presenting. No other day had more Triple-A game titles for rabid E3 gamers to feasts upon. Gamers want to see the best and most popular new games and almost all the virtual presentations did not disappoint.



# THE LAST GREAT & REAL E3 EXPO WAS 2014 & 2015



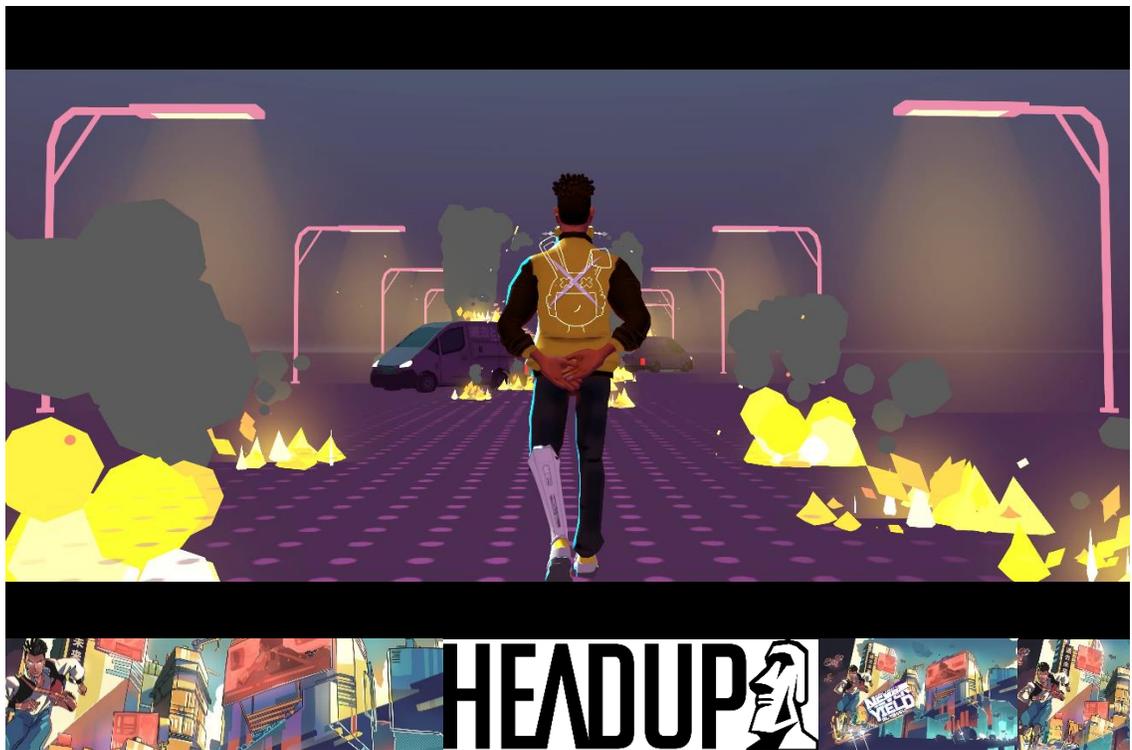


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