

ELECTRONIC ARTS INC.  
Form SC 13G/A  
February 11, 2011

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

Schedule 13G

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES 13d-1 (b), (c) AND (d)  
AND AMENDMENTS THERETO FILED PURSUANT TO 13d-2 (b)  
(Amendment No. 1)

Electronic Arts Inc.  
(Name of Issuer)

Common Stock, par value \$0.01  
(Title of Class of Securities)

285512109  
(CUSIP Number)

December 31, 2010  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

Page 1 of 12 Pages  
Exhibit Index Contained on Page 11

---

CUSIP NO. 285512109

13 G

Page 2 of 12

|    |   |                      |
|----|---|----------------------|
| 1  | NAME OF REPORTING PERSONS<br>I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (Entities Only).<br>Tiger Global, L.P. ( Tiger Global )  |                      |
| 2  | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)   | (a)    o    (b)    x |
| 3  | SEC USE ONLY  |                      |
| 4  | CITIZENSHIP OR PLACE OF ORGANIZATION<br>Delaware  |                      |
|    | 5    SOLE VOTING POWER<br>7,803,320 shares (including 3,447,700 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), except that each of Tiger Global Performance, LLC ( Tiger Global Performance ), the general partner of Tiger Global, and Tiger Global Management, LLC ( Tiger Management ), the investment manager of Tiger Global, may be deemed to have sole voting power with respect to such shares, and Charles P. Coleman III ( Coleman ), the managing member of each of Tiger Global Performance and Tiger Management, may be deemed to have sole voting power with respect to such shares. |                      |
|    | 6    SHARED VOTING POWER<br>See response to row 5.  |                      |
|    | 7    SOLE DISPOSITIVE POWER<br>7,803,320 shares (including 3,447,700 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), except that each of Tiger Global Performance, the general partner of Tiger Global, and Tiger Management, the investment manager of Tiger Global, may be deemed to have sole dispositive power with respect to such shares, and Coleman, the managing member of each of Tiger Global Performance and Tiger Management, may be deemed to have sole dispositive power with respect to such shares.  |                      |
|    | 8    SHARED DISPOSITIVE POWER<br>See response to row 7.   |                      |
| 9  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  | 7,803,320            |
| 10 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions)   | o                    |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)   | 2.4%                 |

12 TYPE OF REPORTING PERSON (See Instructions)

PN

---

CUSIP NO. 285512109

13 G

Page 3 of 12

- 1 NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (Entities Only).  
Tiger Global II, L.P. ( Tiger Global II )
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)
- (a)    o    (b)    x
- 3 SEC USE ONLY
- 4 CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware
- |   |   |  |
|---|---|--|
| 5 | <p>SOLE VOTING POWER<br/>308,488 shares (including 129,300 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), except that each of Tiger Global Performance, the general partner of Tiger Global II, and Tiger Management, the investment manager of Tiger Global II, may be deemed to have sole voting power with respect to such shares, and Coleman, the managing member of each of Tiger Global Performance and Tiger Management, may be deemed to have sole voting power with respect to such shares.</p>                |  |
| 6 | <p>SHARED VOTING POWER<br/>See response to row 5.</p>   |  |
| 7 | <p>SOLE DISPOSITIVE POWER<br/>308,488 shares (including 129,300 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), except that each of Tiger Global Performance, the general partner of Tiger Global II, and Tiger Management, the investment manager of Tiger Global II, may be deemed to have sole dispositive power with respect to such shares, and Coleman, the managing member of each of Tiger Global Performance and Tiger Management, may be deemed to have sole dispositive power with respect to such shares.</p> |  |
| 8 | <p>SHARED DISPOSITIVE POWER<br/>See response to row 7.</p>  |  |
- 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 308,488
- 10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions) o
- 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 0.1%

12

TYPE OF REPORTING PERSON (See Instructions)

PN

---

CUSIP NO. 285512109

13 G

Page 4 of 12

- 1 NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (Entities Only).  
Tiger Global Master Fund, L.P. ( TGMF )
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)
- (a)  (b)
- 3 SEC USE ONLY
- 4 CITIZENSHIP OR PLACE OF ORGANIZATION  
Cayman Islands
- |  |   |                       |
|--|---|-----------------------|
| 5<br><br>NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY EACH<br>REPORTING<br>PERSON<br>WITH | 5<br><br>SOLE VOTING POWER<br>5,988,192 shares (including 2,523,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), except that Tiger Management, the investment manager of TGMF, may be deemed to have sole voting power with respect to such shares, Tiger Global Performance, the general partner of TGMF, may be deemed to have sole voting power with respect to such shares, and Coleman, the managing member of each of Tiger Management and Tiger Global Performance, may be deemed to have sole voting power with respect to such shares.            |                       |
| 6  | SHARED VOTING POWER<br>See response to row 5.   |                       |
| 7  | SOLE DISPOSITIVE POWER<br>5,988,192 shares (including 2,523,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), except that Tiger Management, the investment manager of TGMF, may be deemed to have sole dispositive power with respect to such shares, Tiger Global Performance, the general partner of TGMF, may be deemed to have sole dispositive power with respect to such shares, and Coleman, the managing member of each of Tiger Management and Tiger Global Performance, may be deemed to have sole dispositive power with respect to such shares. |                       |
| 8  | SHARED DISPOSITIVE POWER<br>See response to row 7.  |                       |
| 9  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH<br>REPORTING PERSON   | 5,988,192             |
| 10   | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)<br>EXCLUDES CERTAIN SHARES (See Instructions)  | <input type="radio"/> |
| 11   | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)   | 1.8%                  |

12

TYPE OF REPORTING PERSON (See Instructions)

PN

---

1 NAME OF REPORTING PERSONS

I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (Entities Only).  
 Tiger Global Performance, LLC ( Tiger Global Performance )

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)

(a)  (b)  x

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

5 SOLE VOTING POWER

NUMBER OF  
 SHARES  
 BENEFICIALLY  
 OWNED BY EACH  
 REPORTING  
 PERSON  
 WITH

14,100,000 shares (including 6,100,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), of which 7,803,320 (including 3,447,700 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global, 308,488 (including 129,300 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global II, and 5,988,192 (including 2,523,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by TGMF. Tiger Global Performance is the general partner of each of Tiger Global, Tiger Global II and TGMF and may be deemed to have sole voting power with respect to such shares, Tiger Management is the investment manager of each of Tiger Global, Tiger Global II and TGMF and may be deemed to have sole voting power with respect to such shares and Coleman, the managing member of each of Tiger Global Performance and Tiger Management, may be deemed to have sole voting power with respect to such shares.

6 SHARED VOTING POWER

See response to row 5.

7 SOLE DISPOSITIVE POWER

14,100,000 shares (including 6,100,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), of which 7,803,320 (including 3,447,700 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global, 308,488 (including 129,300 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global II, and 5,988,192 (including 2,523,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by TGMF. Tiger Global Performance is the general partner of each of Tiger Global, Tiger Global II and TGMF and may be deemed to have sole dispositive power with respect to such shares, Tiger Management is the investment manager of each of Tiger Global, Tiger Global II and TGMF and may be deemed to have sole dispositive power with respect to such shares and Coleman, the managing member of each of Tiger Global Performance and Tiger Management, may be deemed to have sole dispositive power with respect to such shares.

8 SHARED DISPOSITIVE POWER

See response to row 7.



Edgar Filing: ELECTRONIC ARTS INC. - Form SC 13G/A

|    |   |            |
|----|---|------------|
| 9  | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON                            | 14,100,000 |
| 10 | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions) | o          |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)                                       | 4.2%       |
| 12 | TYPE OF REPORTING PERSON (See Instructions)   | OO         |

---

CUSIP NO. 285512109

13 G

Page 6 of 12

## 1 NAME OF REPORTING PERSONS

I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (Entities Only).

Tiger Global Management, LLC ( Tiger Management )

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)

(a)  (b)  x

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

## 5 SOLE VOTING POWER

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

14,100,000 shares (including 6,100,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), of which 7,803,320 (including 3,447,700 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global, 308,488 (including 129,300 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global II, and 5,988,192 (including 2,523,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by TGMF. Tiger Management is the investment manager of each of Tiger Global, Tiger Global II and TGMF and may be deemed to have sole voting power with respect to such shares. Tiger Global Performance, the general partner of each of Tiger Global, Tiger Global II and TGMF, may be deemed to have sole voting power with respect to such shares directly owned by such entities. Coleman, the managing member of each of Tiger Management and Tiger Global Performance, may be deemed to have sole voting power with respect to such shares.

## 6 SHARED VOTING POWER

See response to row 5.

## 7 SOLE DISPOSITIVE POWER

14,100,000 shares (including 6,100,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), of which 7,803,320 (including 3,447,700 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global, 308,488 (including 129,300 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global II, and 5,988,192 (including 2,523,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by TGMF. Tiger Management is the investment manager of each of Tiger Global, Tiger Global II and TGMF and may be deemed to have sole dispositive power with respect to such shares. Tiger Global Performance, the general partner of each of Tiger Global, Tiger Global II and TGMF, may be deemed to have sole dispositive power with respect to such shares directly owned by such entities. Coleman, the managing member of each of Tiger Management and Tiger Global Performance, may be deemed to have sole dispositive power with respect to such shares.

## 8 SHARED DISPOSITIVE POWER

See response to row 7.

## 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

Edgar Filing: ELECTRONIC ARTS INC. - Form SC 13G/A

|   |            |
|---|------------|
| REPORTING PERSON  | 14,100,000 |
| 10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)<br>EXCLUDES CERTAIN SHARES (See Instructions) | o          |
| 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)  | 4.2%       |
| 12 TYPE OF REPORTING PERSON (See Instructions)  | OO         |

---

CUSIP NO. 285512109

13 G

Page 7 of 12

## 1 NAME OF REPORTING PERSONS

I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (Entities Only).

Charles P. Coleman III ( Coleman )

## 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)

(a)  (b)  x

## 3 SEC USE ONLY

## 4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S. Citizen

## 5 SOLE VOTING POWER

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

14,100,000 shares (including 6,100,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), of which 7,803,320 (including 3,447,700 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global, 308,488 (including 129,300 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global II, and 5,988,192 (including 2,523,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by TGMF. Coleman is the managing member of each of Tiger Global Performance (the general partner of each of Tiger Global, Tiger Global II and TGMF) and Tiger Management (the investment manager of each of Tiger Global, Tiger Global II and TGMF) and may be deemed to have sole voting power with respect to such shares.

## 6 SHARED VOTING POWER

See response to row 5

## 7 SOLE DISPOSITIVE POWER

14,100,000 shares (including 6,100,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010), of which 7,803,320 (including 3,447,700 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global, 308,488 (including 129,300 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by Tiger Global II, and 5,988,192 (including 2,523,000 shares issuable pursuant to outstanding options exercisable within 60 days of December 31, 2010) are directly owned by TGMF. Coleman is the managing member of each of Tiger Global Performance (the general partner of each of Tiger Global, Tiger Global II and TGMF) and Tiger Management (the investment manager of each of Tiger Global, Tiger Global II and TGMF) and may be deemed to have sole dispositive power with respect to such shares.

## 8 SHARED DISPOSITIVE POWER

See response to row 7.

## 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

14,100,000

## 10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

Edgar Filing: ELECTRONIC ARTS INC. - Form SC 13G/A

|    |   |      |
|----|---|------|
|    | EXCLUDES CERTAIN SHARES (See Instructions)        | 0    |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) | 4.2% |
| 12 | TYPE OF REPORTING PERSON (See Instructions)       | IN   |

---

CUSIP NO. 285512109

13 G

Page 8 of 12

This Amendment No. 1 amends the Schedule 13G filed with the Securities and Exchange Commission on May 21, 2010 by Tiger Global Management, L.L.C., a Delaware limited liability company, Tiger Global II, L.P., a Delaware limited partnership, Tiger Global, L.P., a Delaware limited partnership, Tiger Global Performance, L.L.C., a Delaware limited liability company, Tiger Global Master Fund, L.P., a Cayman Islands limited partnership, and Charles P. Coleman III. The foregoing entities and individual are collectively referred to as the Reporting Persons. Only those items as to which there has been a change are included in this Amendment No. 1.

**ITEM 4. OWNERSHIP**

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) Amount beneficially owned:

See Row 9 of cover page for each Reporting Person.

(b) Percent of Class:

See Row 11 of cover page for each Reporting Person.

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote:

See Row 5 of cover page for each Reporting Person.

(ii) Shared power to vote or to direct the vote:

See Row 6 of cover page for each Reporting Person.

(iii) Sole power to dispose or to direct the disposition of:

See Row 7 of cover page for each Reporting Person.

(iv) Shared power to dispose or to direct the disposition of:

See Row 8 of cover page for each Reporting Person.

**ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following:       x

---

CUSIP NO. 285512109

13 G

Page 9 of 12

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 11, 2011

Tiger Global, L.P.  
By Tiger Global Performance, LLC  
Its General Partner

/s/ Charles P. Coleman III  
Signature

Charles P. Coleman III  
Managing Member

Tiger Global II, L.P.  
By Tiger Global Performance, LLC  
Its General Partner

/s/ Charles P. Coleman III  
Signature

Charles P. Coleman III  
Managing Member

Tiger Global Master Fund, L.P.  
By Tiger Global Performance, LLC  
Its General Partner

/s/ Charles P. Coleman III  
Signature

Charles P. Coleman III  
Managing Member

Tiger Global Performance, LLC

/s/ Charles P. Coleman III  
Signature

Charles P. Coleman III  
Managing Member

Tiger Global Management, LLC

/s/ Charles P. Coleman III  
Signature

Charles P. Coleman III  
Managing Member

Charles P. Coleman III

/s/ Charles P. Coleman III  
Signature

CUSIP NO. 285512109

13 G

Page 10 of 12

The original statement shall be signed by each person on whose behalf the statement is filed or his authorized representative. If the statement is signed on behalf of a person by his authorized representative other than an executive officer or general partner of the filing person, evidence of the representative's authority to sign on behalf of such person shall be filed with the statement, provided, however, that a power of attorney for this purpose which is already on file with the Commission may be incorporated by reference. The name and any title of each person who signs the statement shall be typed or printed beneath his signature.

*NOTE:* Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See §240.13d-7 for other parties for whom copies are to be sent.

**Attention: Intentional misstatements or omissions of fact constitute Federal criminal violations (See 18 U.S.C. 1001)**

---



CUSIP NO. 285512109

13 G  
EXHIBIT INDEX

Page 11 of 12

Exhibit

Found on  
Sequentially  
Numbered Page

Exhibit A: Agreement of Joint Filing

12

---

CUSIP NO. 285512109

13 G

Page 12 of 12

EXHIBIT A

Agreement of Joint Filing

The Reporting Persons hereby agree that a single Schedule 13G (or any amendment thereto) relating to the Common Stock of Electronic Arts, Inc. shall be filed on behalf of each of the Reporting Persons. Note that copies of the applicable Agreement of Joint Filing are already on file with the appropriate agencies.

---