

ELECTRONIC ARTS INC
 Form 3
 November 08, 2006

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Schappert John		(Month/Day/Year)	ELECTRONIC ARTS INC [ERTS]	
(Last)	(First)	(Middle)	11/08/2006	
209 REDWOOD SHORES PARKWAY			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
REDWOOD CITY, Â CA Â 94065			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			SVP & COO WW Studios	<input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	33,032 ⁽¹⁾	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Non-Qualified Stock Option (right to buy)	Â (2)	05/09/2012	Common Stock	100,000	\$ 29.48	D	Â
Non-Qualified Stock Option (right to buy)	Â (2)	10/07/2012	Common Stock	100,000	\$ 31.315	D	Â
Non-Qualified Stock Option (right to buy)	Â (2)	10/24/2013	Common Stock	100,000	\$ 48.785	D	Â
Non-Qualified Stock Option (right to buy)	Â (3)	08/16/2016	Common Stock	14,000	\$ 51.64	D	Â
Non-Qualified Stock Option (right to buy)	Â (2)	03/01/2016	Common Stock	31,500	\$ 52.03	D	Â
Non-Qualified Stock Option (right to buy)	Â (4)	11/09/2015	Common Stock	25,000	\$ 59.7	D	Â
Restricted Stock Units	Â (5)	03/01/2009	Common Stock	4,500	\$ (6)	D	Â
Restricted Stock Units	Â (5)	08/16/2009	Common Stock	2,000	\$ (6)	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Schappert John 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065	Â	Â	Â SVP & COO WW Studios	Â

Signatures

By: Stephanie Kuo attorney in fact For: John Schappert 11/08/2006

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(b)(v).
 - ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Represents (a) 31,250 shares of restricted stock, granted pursuant to Electronic Arts' offer to exchange described in Schedule TO-I, filed August 16, 2006, as amended (the "Exchange Offer"), which vest as to 25% on August 1, 2007, an additional 25% on August 1, 2008, and the remaining 50% on August 1, 2009, and (b) 1,782 shares previously acquired under the Electronic Arts Employee Stock Purchase Plan.
- (2) Option vests and becomes exercisable as to 24%, 12 months from vest date; then vests as to an additional 2% each month thereafter for 38 months
- (3) Option vests and becomes exercisable as to 25% each year from vest date for 4 years.
- (4) Option vests and becomes exercisable 4 years from date of grant.

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- (5) Restricted Stock Units vest as to 25%, 12 months from grant date; then vest as to an additional 25%, 24 months from grant date; and then vest as to the remaining 50%, 36 months from grant date.
- (6) Each restricted stock unit represents a contingent right to receive one share of Electronic Arts common stock.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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