



Source: Super Mario Wiki

### EXERCISE BRIEFING

Today's readings shed light on industry trends and how they influence the business models that video game development studios can employ. Zackariasson and Wilson (2013) argue that there are three main factors influencing how the game industry is developing and they also pay attention to how technologies shape business models. Kerr (2017) complements this picture by showing how consolidation had previously been taking place in the video game industry due to economies of scale: digital distribution has tremendously changed the industry landscape although during the last few years consolidation has again become popular as user acquisition costs have been on the rise.

In a more recent study, Nieborg (2020, *Games & Culture*) talks about hypercapitalism in the sense that the current industry dynamics are nudging all games into same shape, more often than not influenced by the US and China. And similarly, most revenues are flowing to companies based in these two countries.

The above serves as a backdrop for today's exercise! Your task is as follows:

*Analyze and discuss the different revenue streams / monetization mechanisms your case company's game is utilizing, and offer awfully bad alternatives (one or more).*

Coming up with bad alternatives is also seen as an ideation method, and here the point is to reflect on to what extent current monetization practices are indeed manifestations of hypercapitalism. In other words, how diverse are the contemporary monetization mechanisms in the game industry?

**Output requirements:** max. 5-minute video where you discuss the different revenue streams / monetization mechanisms AND offer awfully bad alternatives

**Suggested output structure:** introduce your game, discuss the current monetization mechanisms, offer awfully bad alternatives, discuss why these are bad and from whose perspective, conclusion

Please feel free to be as creative as you want! What style / genre gets your point best across? (for questionable examples, I've been creating videos for course readings at DIDI:

<https://www.instagram.com/tv/CGchFxyh0FI/>)

Finally, upload your video to our this week's miro board / share a link to it there:

[https://miro.com/app/board/o9J\\_kiWYqCM=/](https://miro.com/app/board/o9J_kiWYqCM=/) - this way we can check out all of the videos.