Global Game Industry: Tutorial
(MLI26C738)

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Why does this course exist?

Game industry has become the largest form of entertainment in terms of revenue AND game companies need more biz skills!
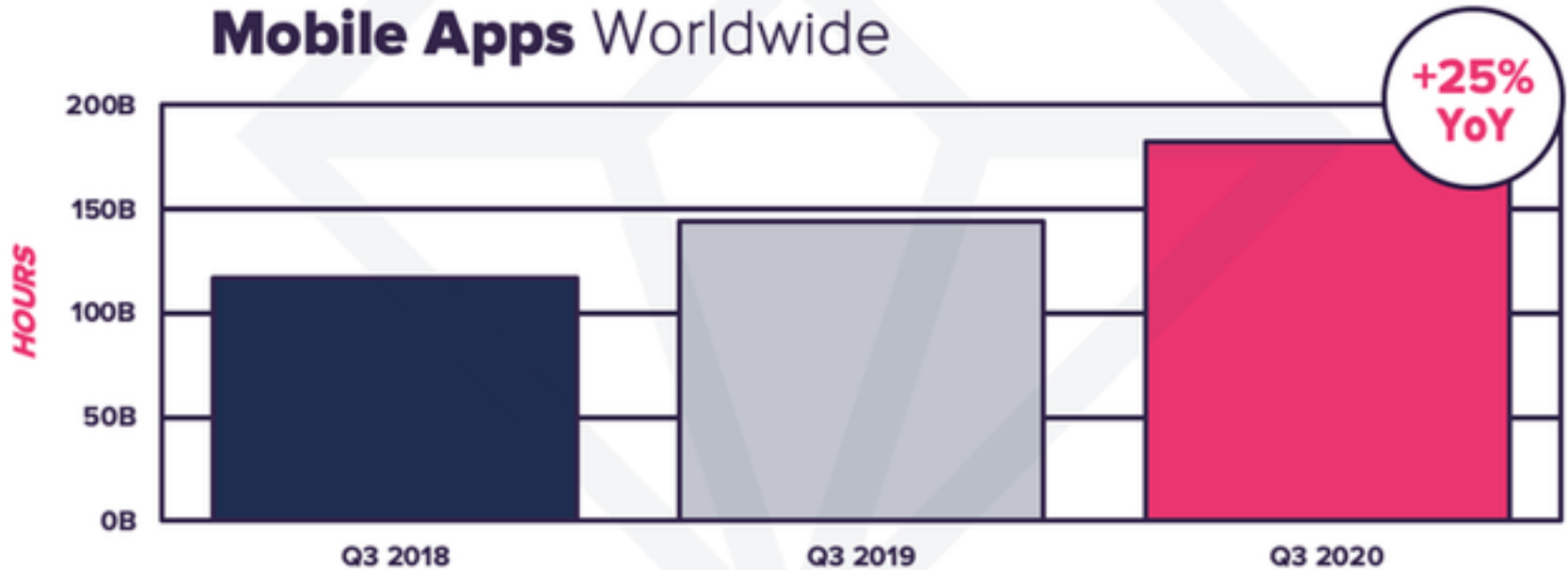
APP ANNIE

Avg. Monthly Hours Spent in Mobile Apps Worldwide

+25% YoY

HOURS

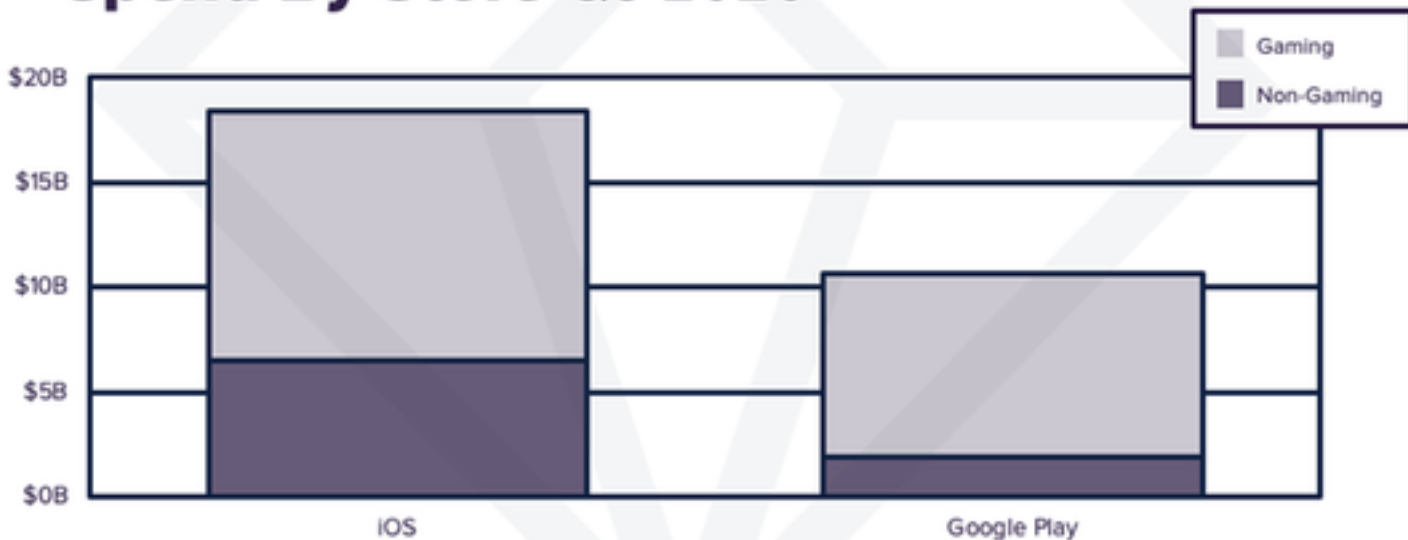200B
150B
100B
50B
0B

Q3 2018   Q3 2019   Q3 2020

Note: Android phones.
All estimates from App Annie Intelligence.

Worldwide App Gross Consumer Spend By Store Q3 2020

iOS and Google Play Combined.
Excludes third-party android. All estimates from App Annie Intelligence.

https://techcrunch.com/2020/10/08/consumers-spent-record-28-billion-in-apps-in-q3-aided-by-pandemic/

ACT I
Practicalities

What to expect from this course?

and

What are your expectations?

Agenda for today

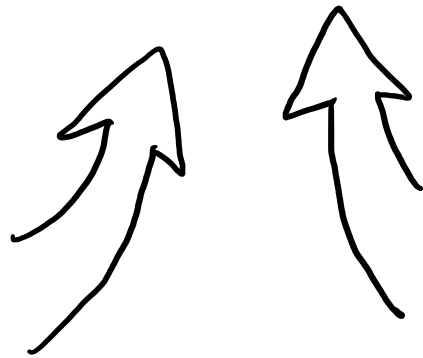|	
16:00 – 17:00	Introduction to the course, getting to know each other, team assignments
17:00 – 17:10	Break
17:10 – 18:00	Exercise: "What is a game?"
18:00 – 18:15	Wrap up, preparing for tomorrow
Watch later on…	Aalto Games Now panel discussion: https://youtu.be/RPFRBpLm9Vg?t=3656 (start from 1:00:56)
…and contribute before our session tomorrow	Share your thoughts on the panel discussion on miro: https://miro.com/app/board/o9J_kiopCFE=/

Who am I?

- Assistant Professor in strategic design management, DIDI, Dubai, UAE
- Visiting Assistant Professor, School of Business & School of Arts, Design and Architecture (2016 – 2019)
- Assistant Professor, The University of Tokyo, i.school (2014-2017)
- Design management, strategic design, game industry, visual research methods, design-driven and blended learning pedagogies

[Visual knowing and visualizing knowledge in knowledge-intensive organizations](#)

Visual × games × management

THE PLAYING FINN:
Stories on successful game development and music export

Toni-Matti Karjalainen
Miikka J. Lehtonen
Jani Niipola

talentum

Department of Management Studies

Visual knowing and visualizing knowledge in knowledge-intensive organizations

Miikka J. Lehtonen

A! Aalto University

DOCTORAL DISSERTATIONS

Who are you?

Brief introductions: name, background, relationship to games, expectations for this course

This is a course created for and with you

- ~~What is your learning style?~~ What kind of methods get you excited about learning new things?
- What are your superpowers when it comes to teamwork?
- Why are you taking this course?
- Expectations towards this course?
- What are you currently playing?
- Anything else worth sharing?

https://onlinelibrary.wiley.com/doi/abs/10.1111/bjop.12214

Why am I excited about this course?

- I like the inclusive and ambitious environment in Mikkeli
- Game industry needs more business professionals as well as more diverse voices
- I get to learn new things from you as well as develop teaching methods with you
- Discuss recent and dominant trends in the game industry

Global Game Industry: Learning outcomes

1. Gain an up-to-date overview of the dynamics and trends of the game industry, its historical origins and future directions,
2. Understand managerial practices in game companies and analyze specific matters associated with global games distribution,
3. Evaluate game company internationalization strategies through platforms,
4. Analyze game design and customer service from an ethical point of view, and design alternative, improved solutions based on this, and
5. Experiment, through prototyping, with how gameful elements can be integrated across different organizational functions and industries.

Global Game Industry: Journey description

Week 1: Setting the scene	→	Week 2: Money talks	→	Week 3: Reaching out

Week 1: practicalities – Finnish game industry – ideation – game development processes – reflections and presentations

GGI: Main storyline

- Main quest:
    - Class participation: max 10 points
    - Individual learning diary: max 30 points
    - Team assignment (70%) and final presentation (30%): max 30 points
    - Final exam: max 30 points
- Side quests (i.e. not obligatory):
    - Suggested additional readings and videos
    - Recommended video games

GGI: Main storyline

- Class participation: be present, interact with others
- Individual learning diary: submit via MyCourses by Thursday midnight each week
  - 2-3 A4 pages (text / visual / combo) in PDF format
  - What did I learn? How does it connect with what I already know? Expectations for the following week?
  - Each learning diary submission 10 points, deductions from late submission (= 0 points) and not covering the abovementioned questions
- Learning diary is not a summary, but a synthesis of what you have learned

GGI: Main storyline

- Team assignment: main focus on analyzing the current state of things in the client company AND offering recommendations on how to move forward
  - Report format: 15-20 slides with key insights and recommendations, report in PDF format (4-5 A4 pages) illustrating the process behind your recommendations
  - Suggested structure for the written report: introduction (1 page), problem definition and company analysis (1 page), process description (1-2 pages), recommendations (1 page)
  - Slides delivered to the company, report for my eyes only. Both evaluated
  - Point deductions: late submission, no process description, no / weak connections between the analysis and the recommendations
- Team assignment kickoff tomorrow!

ESADE
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C4Bi
CREATIVITY
FOR BUSINESS
INNOVATION
CHALLENGE

CREATIVITY
AUDIT FOR BUSINESS
INNOVATION

GGI: Main storyline

- Final exam: no learning by heart, but brings together all the course contents
  - Evaluation criteria: reflexivity, structure and flow, clarity of ideas   -> Demonstrate your learnings during this course by analyzing topical phenomena
  - 0 points: no submission / completely off topic
  - 10 points: analysis, but no connection to the course contents
  - 20 points: good analysis, connects with the course contents
  - 30 points: excellent analysis, generates new insights based on what was covered during the course

Global Game Industry: Improvements based on feedback

For 2020:
- More discussions and synthesis, less *laissez-faire*
- Revised course narrative
- Session tweaks and revisions: NOT an offline -> online conversion
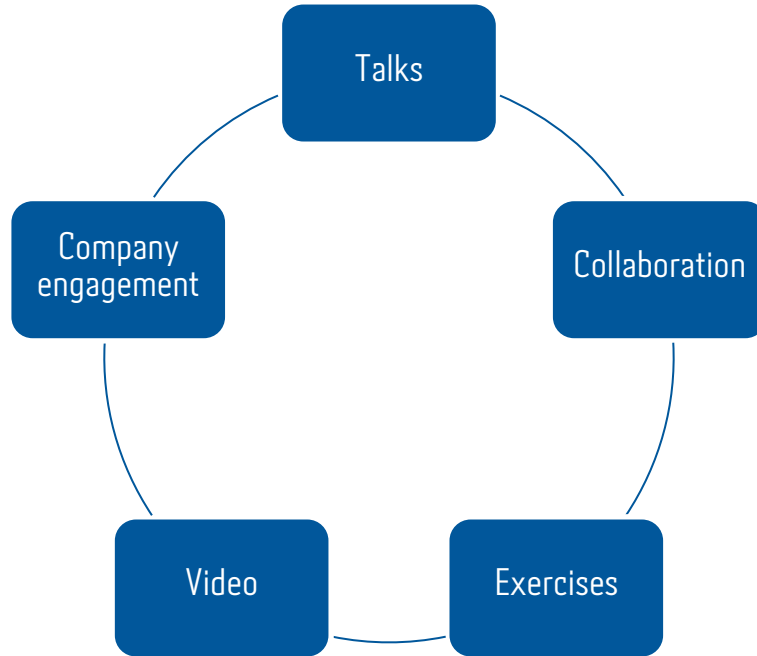- More structured learning: e.g. miro helps in recalling past exercises and sessions

For 2019:
- More structured team assignment (Creativity Audit)
- Mix up the teams, don't stick with the same team (done)
- Other updates: parts of the content updated (game industry develops FAST)
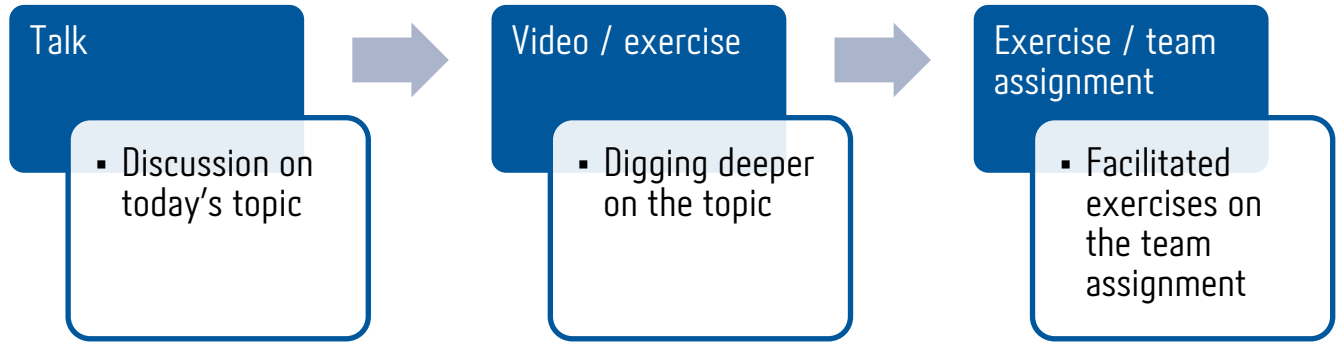- Other updates: better descriptions of what's happening each week

GGI: Future-proof skills

Global Game Industry: Class structure

Talk
- Discussion on today's topic

Video / exercise
- Digging deeper on the topic

Exercise / team assignment
- Facilitated exercises on the team assignment

Team formation!

Mario	Musaddiq, Adrien, Daniel, Indrek	Samus	Oscar, Niklas J., Nhi, Pyry
Zelda	Riku, Simo, Matthieu, Neea	Sonic	Alex, Sointu, Niklas P., Alexander
Kirby	Teniola, Osama, Simo, Tseyang	Pikachu	Liia, Joonas, Aleksi, Kalle
Spyro	Antti, Ville, Niklas L., Laura	Bowser	Kerkko, Vilma, Paul, Toivo
Freeman	Anh, Severi, Onni, Sampo		

Team formation!

Mario	Rovio A	Samus	CloverCreek
Zelda	Sulake A	Sonic	Zaibatsu B
Kirby	Rovio B	Pikachu	Next Games
Spyro	Panzerdog	Bowser	Sulake B
Freeman	Zaibatsu A		

Contact persons and appointment times

NB! If no appointment time mentioned, please book one for this week directly with the contact person(s)

Rovio: Pekka Korpela, marketing manager (pekka.korpela@rovio.com), 13-15 Oct 15-16

Next Games: Hoai Van Chu and Juha Matikainen (hoai.van.chu@nextgames.com, juha.matikainen@nextgames.com)

Sulake: Simo Piispanen (simo.piispanen@sulake.com), 13 Oct 13-14 & 15-16, 14 Oct 10:30-11:30

Panzerdog: Maria Kruglova (kruglova@panzerdog.com), 13 Oct 10-11 — check before the meeting

CloverCreek: Tatiana Bartceva (tatiana.bartceva@clovercreekent.com), 14 Oct 14-15 — check before the meeting

Zaibatsu: Wille Hujanen (wille.hujanen@zaibatsu.fi), 15 Oct, 13:30-14:30 & 14:30-15:30

Zaibatsu (cont'd):

Project 1) Basically a project pipeline for hypercasual projects that we use with existing big customer, and are willing to scale to others (>10 testable game prototypes per year from concept pitches to global release)

Project 2) Ongoing casual game project with more content and a stronger emphasis on branding/IP (we have few potential projects here that we should internally decide on which would be OK to share)

ACT II
Exercise: What is a game?

Objective: understand what games are and what
kind of value they create for their players

Exercise: What is a game?

- Games have become ubiquituous, yet discussions on the nature of games are more often than not reserved for philosophers
- Purpose here is to shed light on the nature of games by drawing on *collective knowledge*
- Write down thoughts and ideas on sticky notes (one idea / sticky note) on miro: https://miro.com/app/board/o9J_kiopCFE=/

Exercise: What is a game?

Helpful questions to get you started:

- What kind of platforms and technologies enable people to play games?
- What kind of genres are there?
- How companies make money out of games?
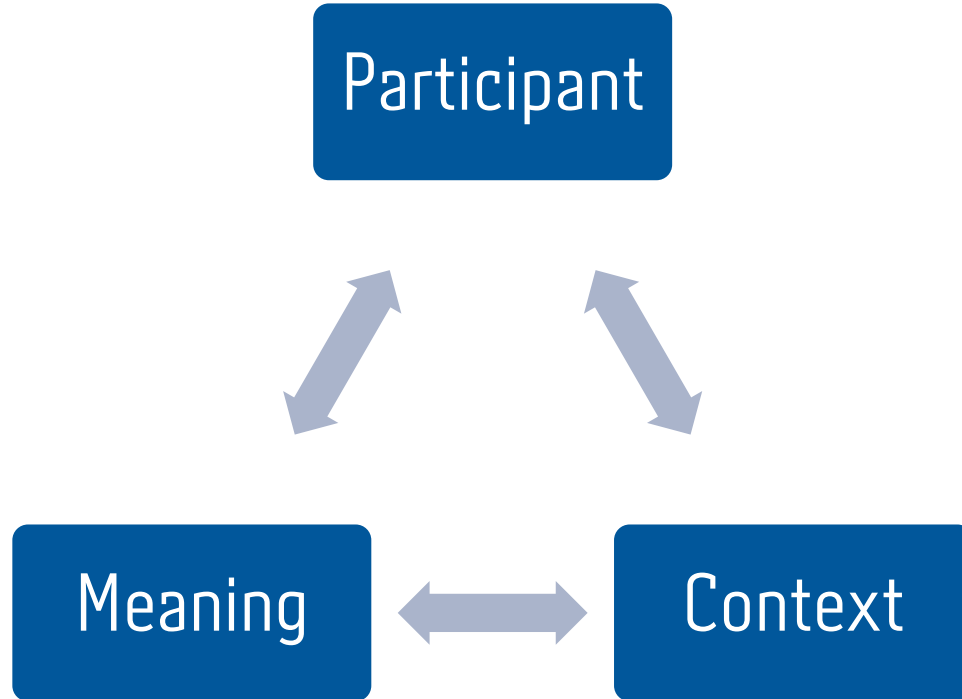- How players are influencing the games they play?

Exercise: What is a game?

- Individual ideation: 15 minutes
- Grouping the sticky notes and discussion: 20 minutes
- Conclusion: 10 minutes

What is a game? Basic elements

Think of this course as a game!

Participants: us (you and me)
Context: classroom and the assignments
Meaning: us working together to increase our understanding of the game industry

ACT III
Game Design: A year in review

Getting you up to speed on some of the major topics in the game industry

Game Design: A year in review

- https://youtu.be/RPFRBpLm9Vg?t=3656

Game Design: A year in review

Share your thoughts on sticky notes in miro:
https://miro.com/app/board/o9J_kiopCFE=/

- What are your key takeaways from the panel discussion?

- What did you agree / disagree with?

- What kind of questions would you like to explore further?

- What did you find thought-provoking?

Preparations for the next session

- Fill out Personal Goal Setting (individually) and Team Contract (in your team): discuss PGS in your team
- Arrange a meeting with your company
- Upload Team Contract here (TeamContract_Teamname.pdf): https://www.dropbox.com/request/vkwpzpOU3jhLt16hgj2n
- Familiarize yourself with the readings for tomorrow

See you tomorrow!

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