

Global Game Industry: Level 13

(MLI26C738)

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Agenda for today

- 16:00 – 17:00 Celine Pasula, CEO of Fingersoft, guest talk
 - 17:00 – 17:15 Break, time to stretch your legs
 - 17:15 – 17:45 Synthesizing discussions on the case studies (in groups and collectively)
 - 17:45 – 18:30 Discussion on the future of the game industry
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Today's learning outcomes

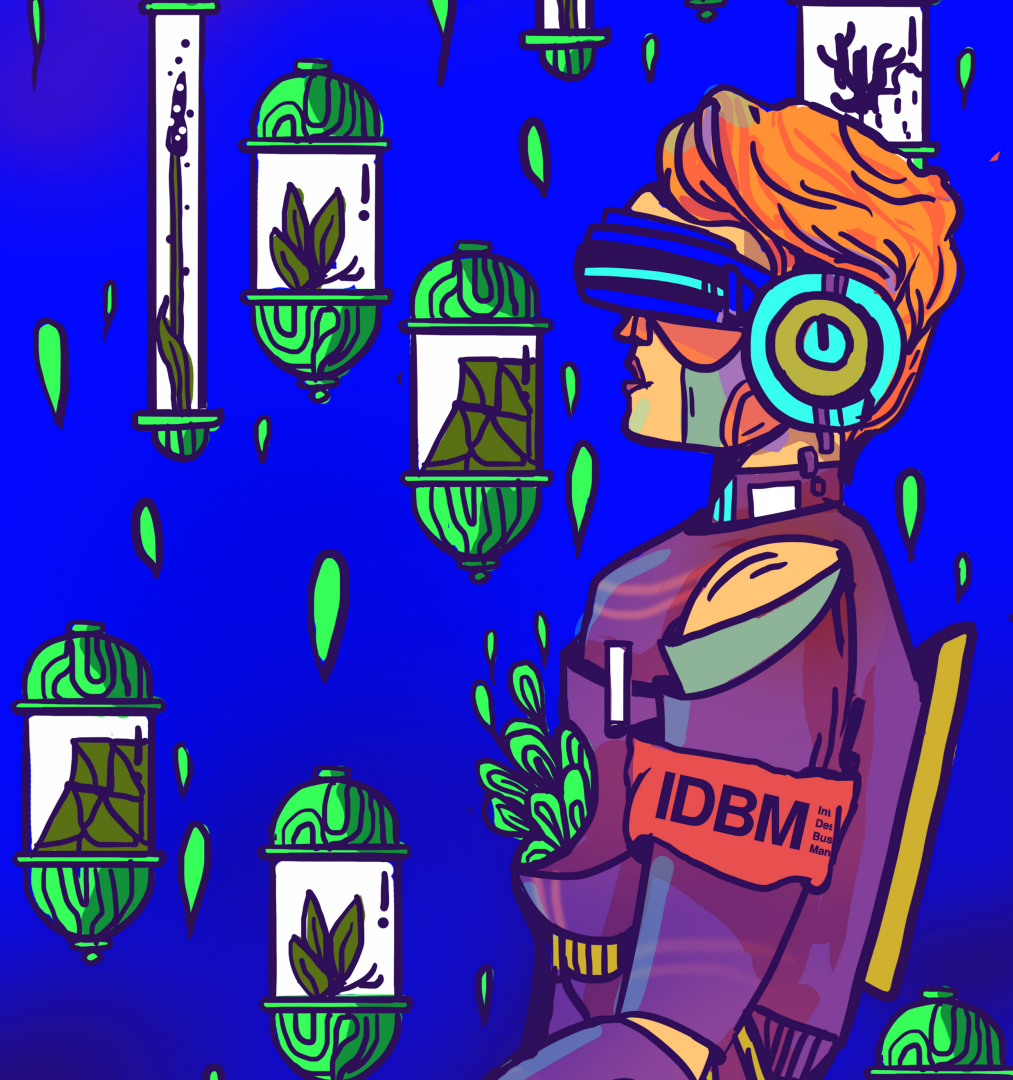
- Gain further insights on game development (companies and processes)
 - Further discussions on why management matters in game companies
 - Factors shaping the future of the video game industry
 - Technology only enables change, does not create change in itself
-

**Celine Pasula, CEO of
Fingersoft**



Break 15!

Time to stretch your legs



A quick note on country of origin...can you guess the country from where the developer is?



Hatoful Boyfriend



New Game

Load

Gallery

Archive

Quit





TINY TROOPERS







THE
WITCHER
WILD HUNT

How many did you get right?

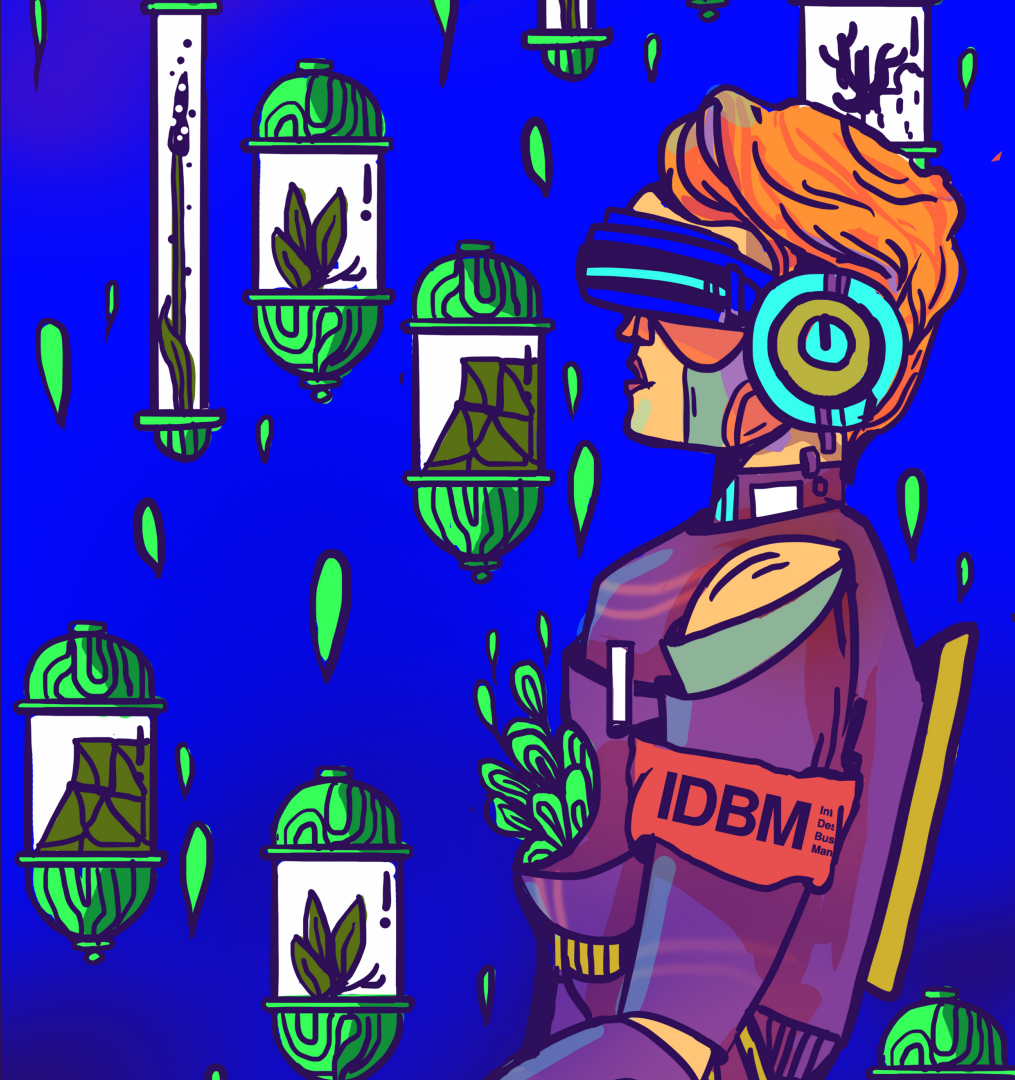




Well done!

Learnings from the case studies

15 min in breakout rooms
15 min collective discussion on miro



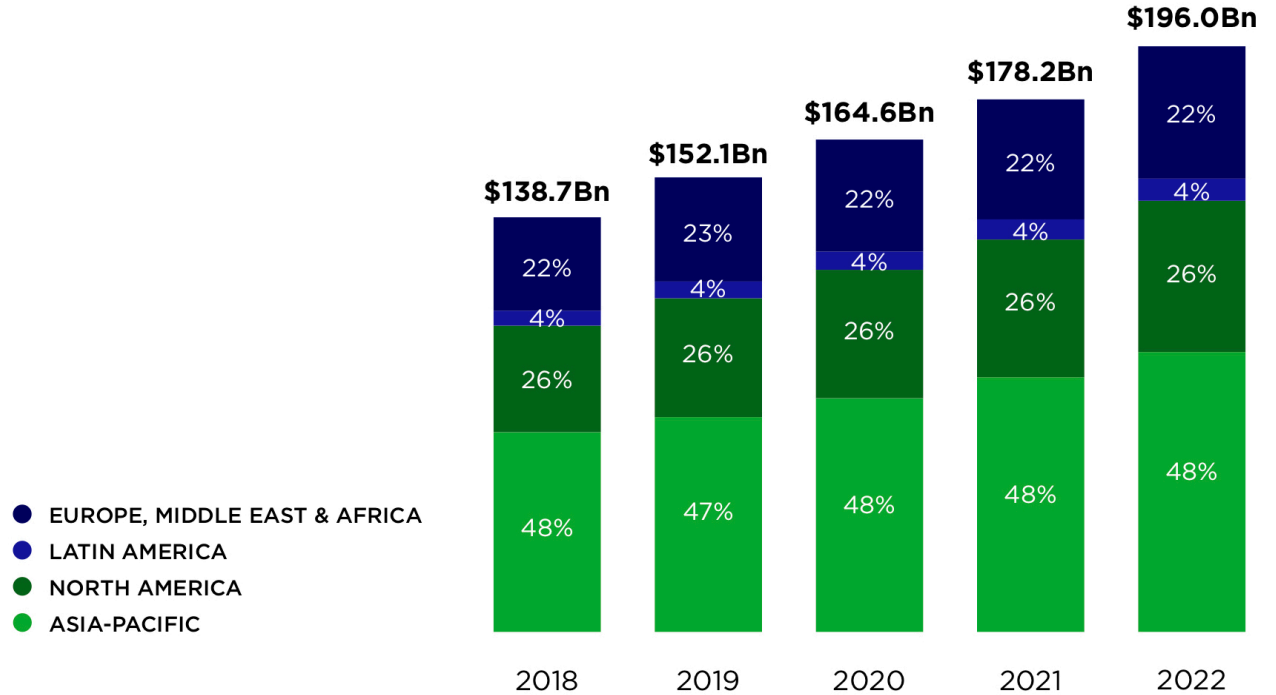
Global game industry and its future

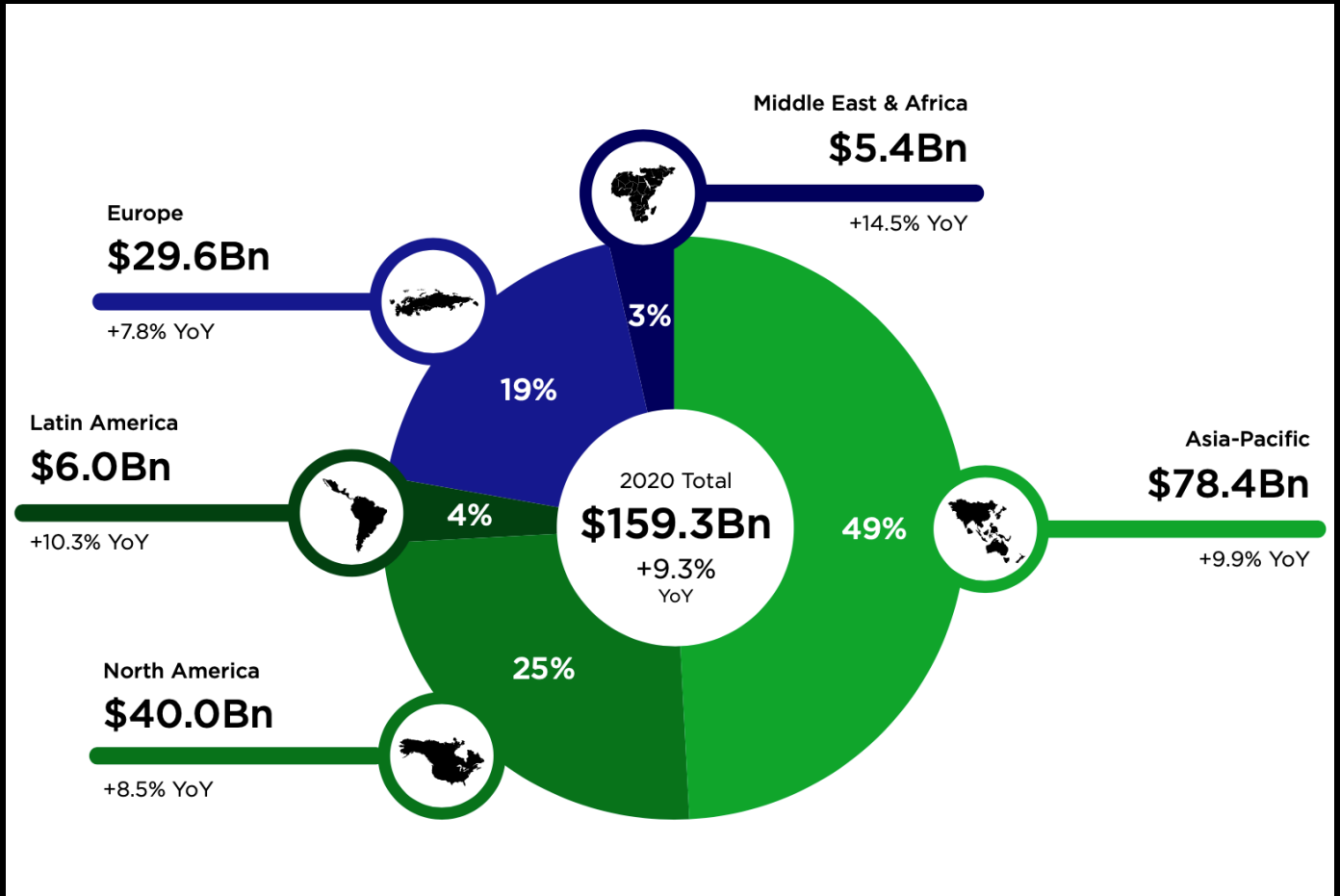


But first, let's see how the future of games might look like:

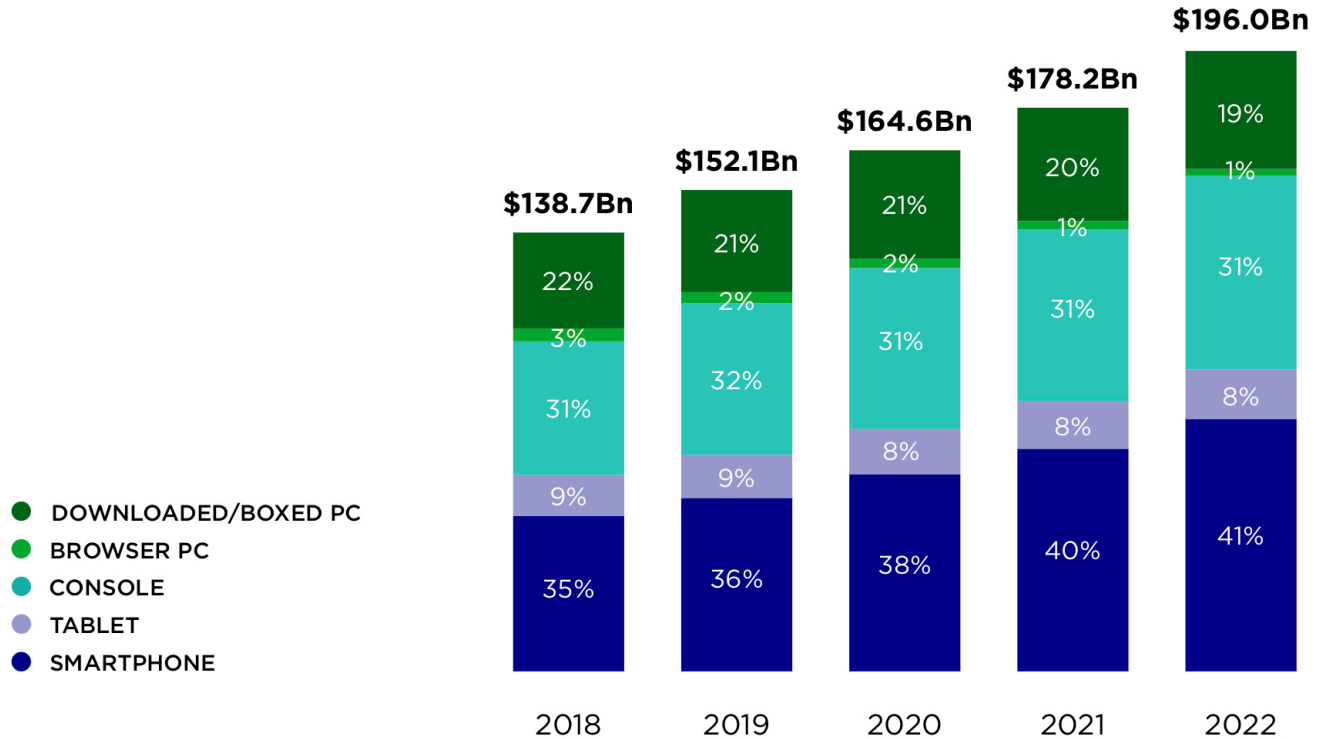
<https://play.aidungeon.io/main/landing>

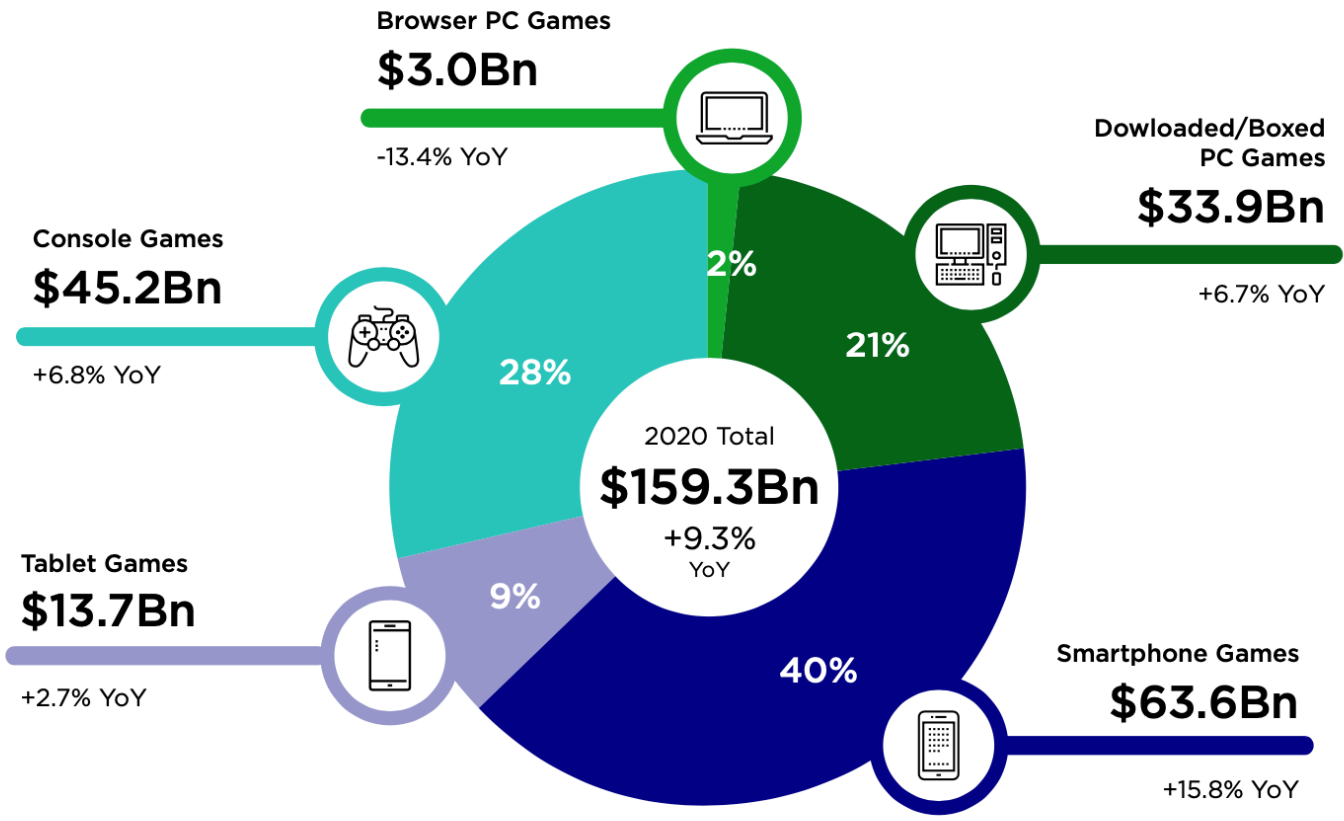
REGIONAL BREAKDOWN OF GLOBAL GAME REVENUES TOWARD 2022





SEGMENT BREAKDOWN OF GLOBAL GAME REVENUES TOWARD 2022







Future is made unevenly

The future is already here. It's just not evenly distributed yet.

William Gibson (author of Neuromancer)



...but let's look at living rooms first





Game industry reflects changes in the society

- History of living room illustrates how video game consoles became a natural part of homes
 - Working hours, changing nature of work, universal income – more time for leisure activities, opportunities to pursue “non-traditional” career paths
 - Internet infrastructure and access to online content
-



Toss in a handful of
technological
innovations



*While many developers imagine a future where the game industry is overrun with **new and exciting technology**, many are split on some fundamental questions. What role will virtual reality play? Will there be new consoles? And if so, what power will the PC still wield?*

Polygon, 14 Nov. 2017

<https://www.polygon.com/features/2017/11/14/16533054/the-game-industry-five-years-2022>



Technological
innovations

Consumption,
maturing
consumers

Industry
dynamics

Esports,
streaming

Business
models,
monetization,
ethics

Employment,
work
practices

Cultural
significance



Technological innovations used to maintain high barriers of entry





...but today walls are being shattered

- Barriers of entry are becoming lower and lower
 - Unity and other development tools have become free
 - But what about console manufacturers?
 - Platform-agnostic gaming through cloud gaming
 - ~~Virtual Reality, Augmented Reality — future of gaming?~~
 - ~~Not available for everyone yet, relatively short gameplay sessions~~
 - ~~Investments increasing, though~~
 - Cloud gaming and platforms
 - Focus more on providing seamless gameplay experiences
 - Patent offices worth keeping an eye on
 - <https://www.uspto.gov/>
 - Does not guarantee those ideas will be commercialized, but good indicators of strategic decisions
-



Employment, work practices

- Influx of people from neighboring / distant industries
 - UX designers, design researchers, psychologists, data analysts, etc.
 - Diversity? Looks promising! (based on UK data)
 - <https://www.theguardian.com/games/2020/feb/19/video-games-industry-diversity-women-people-of-colour>
 - New approaches / perspectives -> new innovations?
 - Not only hardware / technology innovations, but monetization / user experience, storytelling, new genres
 - Game development companies developing more fine-grained methodologies for turning consumer problem statements into design outcomes
 - I wish my character had blue pants -> implications for game mechanics AND physical products?
-



Employment, work practices (cont'd)

- Also, the cyclical nature of trends: management practices and business models popular today already formulated in nearly / over 100 years ago
 - “Collective responsibility is the alternative to leadership, and the counterpart of equality. If each individual in the social body is a responsible member of that body there is no need for external control. The body acts as an organic whole, and acts spontaneously.” (Read, Herbert (1943, 2015) *The Politics of the Unpolitical*)
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Industry dynamics

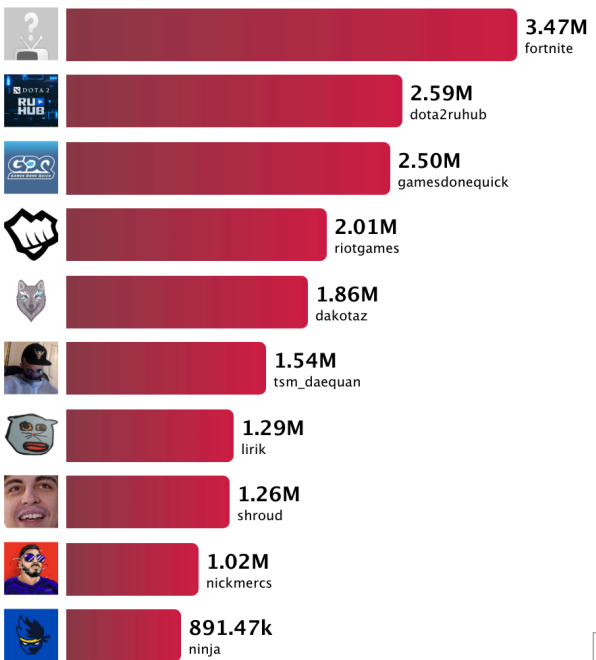
- Consolidation, discoverability, partnerships beyond the game industry
 - Consolidation, discoverability: while a game might be successful, maintaining momentum requires resources most small development companies do not possess
 - Need for curated services / platforms for niche / more artistic / unique games? Netflix for games?
 - <https://www.gamesindustry.biz/articles/2018-08-08-netflix-of-games-a-threat-to-developers>
 - <https://www.techradar.com/best/games-subscriptions>
 - Partnerships: games, streaming services, esports teams, esports streaming, movies, etc.
 - The (re-)emergence of retro gaming: creating life-long customers / players
-



Esports: interesting articles

- <https://www.forbes.com/sites/elaineramirez/2018/05/16/chinas-32-5b-gaming-market-is-driving-mobile-esports-to-new-heights/#752e33346362>
 - <https://newzoo.com/news/esports-quarterly-update-global-esports-market-will-generate-660-million-2017-34-yoy-growth/>
 - <https://venturebeat.com/2017/11/30/ksv-acquires-the-samsung-galaxy-league-of-legends-esports-team/>
 - <https://esportsoobserver.com/teo-monday-briefing-oct-29/>
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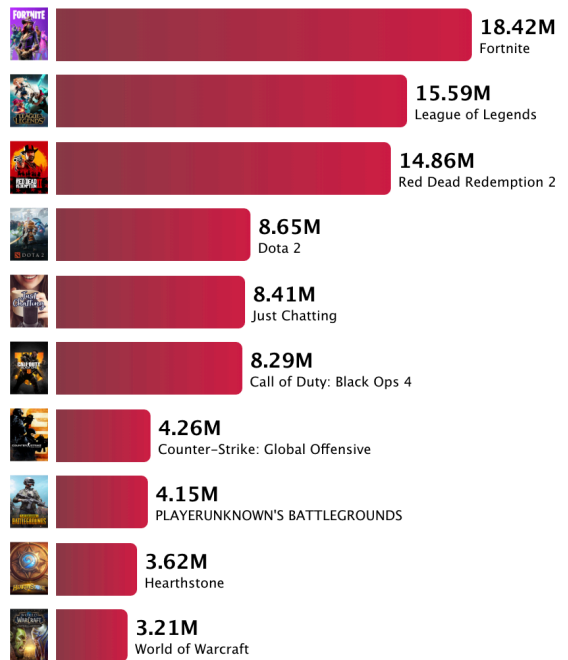
Last 7 days: October 24, 2018 - October 30, ...



Hours Watched



Last 7 days: October 24, 2018 - October 30, ...



Hours Watched





Esports: behind the scenes

- https://www.youtube.com/watch?v=JUU_zYGixiA



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Where are you going, game industry?

- Technological innovations: only part of the equation
 - Game industry reflects broader societal changes
 - Bubbling under: esports and formation of a job identity, new talents entering the industry, haptic VR, AI in game development
 - New value constellations, new monetization mechanisms
 - Not everyone wants to spend money on F2P games, broader brand monetization
 - <https://www.forbes.com/sites/mattgardner1/2020/06/11/whats-the-future-of-gaming-industry-professors-tell-us-what-to-expect/#4ee407f16c4f>
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Finally: presentation order for tomorrow

4:10-4:20 Zaibatsu 1

4:20-4:30 Zaibatsu 2

4:30-4:40 Sulake 1

4:40-4:50 Sulake 2

4:50-5:00 CloverCreek Entertainment

5:00-5:10 Rovio 1

5:10-5:20 Rovio 2

5:20-5:30 Next Games

5:30-5:40 Panzerdog

Looking forward to your presentations!

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