Computer Games 2011 Introduction

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Motivation

"Games are a prosthesis for imagination" (Will Wright)

Agenda

- Business of Games
- Age ratings
- Game Taxonomy

Gaming Business

AAA Games

- Considered as premium game projects
- Big budget, broad market, high quality
- Large teams, exhaustively tested, etc.

AAA Games - Examples

- Assassins Creed
  - Ubisoft, Ubisoft Montreal
  - Action adventure
  - http://assassinscreed.us.ubi.com
- Need for Speed: Hot Pursuit
  - EA, Criterion
  - Racing
  - http://hotpursuit.needforspeed.com/

Gaming Business

Indie Games

- Independent video games
- Created without (financial) support of publishers
- Typically relies on digital distribution

Indie Games - Examples

- World of Goo (2D Boy)
  - http://www.worldofgoo.com/
  - on site, Steam, Wii Ware, Mac Games Store, …
- Braid (Number None)
  - http://www.braid-game.com/
  - Xbox, Steam, …
- Flower (thatgamecompany)
  - http://thatgamecompany.com/games/flower/

Gaming Business Models

Gaming-Businessmodelle gestern, heute, morgen

	Kunden	Entwicklungskosten	Kosten Kundenerwerb	Umsatz	Trend
Konsole	200 Mio.	10+ Mio $	Werbung	100 Mio. $	→
Facebook	600 Mio.	100.000+ $	1,20 $	100+ Mio. $	↘
Internet	1,6 Mrd.	100.000+ $	1,40 $	100+ Mio. $	↘
Mobile	4,5 Mrd.	10.000+ $	< 0,1 $	10 Mio.+ $	↘

Quelle: eigene Darstellung nach Bigpoint Zahlen

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Gaming Business

Roles in the Games Development Process

- Game Studio
  - creates the game
- Publisher
  - production & QA
- Distributor
  - digital, on media

Game Studio - Examples

- Harmonix
- Naughty Dog
- Bungie
- EA Sports
- People Can Fly

Publisher - Examples

- Electronic Arts
- Capcom
- Konami
- MTV Games

Distributor - Example

- EA Distribution
- Valve
- Sony
- Microsoft
- GOG

Distribution Media

Digital distribution

- Typically means "online" distribution

Digital media based distribution

- Blue-Ray, DVD, UMD, cartridge, etc.

Hybrid methods

- DVD with online registration

- Codes, cards, etc.

Distribution - Steam

- Created & maintained by Valve
- Supports indie games to AAA
- Includes community features
- Manages DRM (one online client)

Distribution – Xbox Marketplace

- Focus on indie, arcade and classic games

- Supports on demand downloads

- Based on virtual money (MS Points)

- Includes community features

- Manages DRM (one Xbox)

Distribution - PSN

- Focus on "smaller" games
  - indie, arcade, minis, PSP, etc.
- Supports on demand downloads
- Includes community features
- Manages DRM (one online, 5 installations)
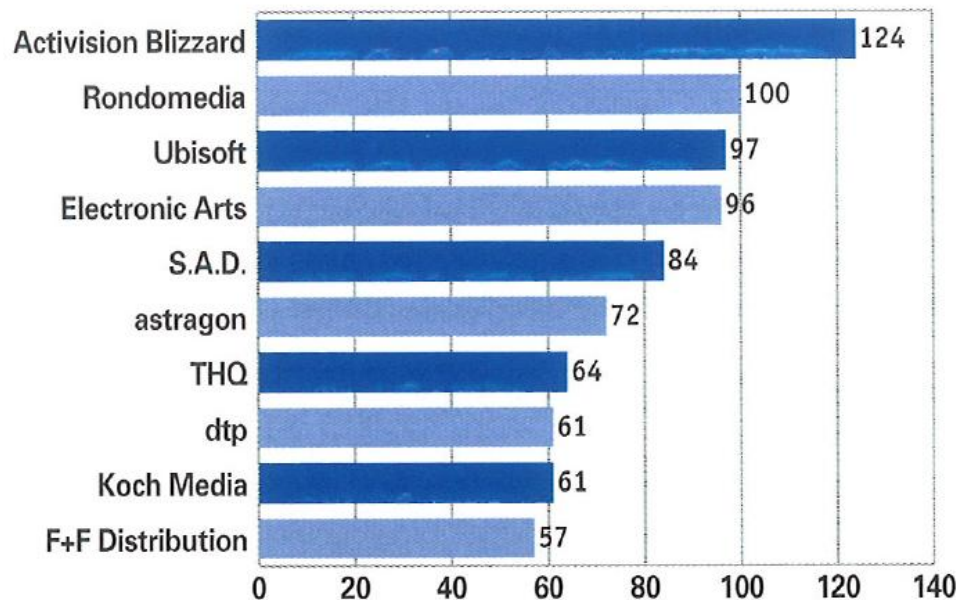
Distribution - GOG

gog.com

- Provides "old" games
- Working digital copies
- DRM free
- No community features

Game Business: Numbers 2010 (DE)

Die aktivsten Publisher (Vollpreistitel 2010)

Publisher	Value
Activision Blizzard	124
Rondomedia	100
Ubisoft	97
Electronic Arts	96
S.A.D.	84
astragon	72
THQ	64
dtp	61
Koch Media	61
F+F Distribution	57

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Game Business: Numbers 2010 (DE)

Vollpreis- und Budgetreleases im Vorjahresvergleich

src. GamesMarkt 01/11

Game Business: Numbers 2010 (DE)

src. GamesMarkt 01/11
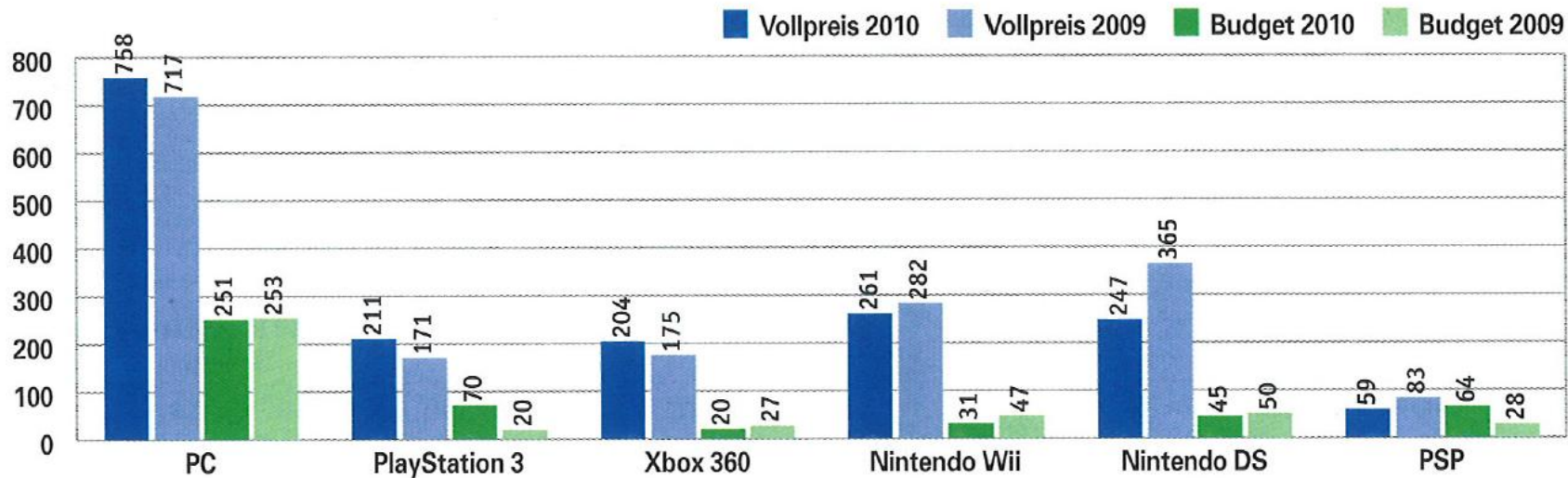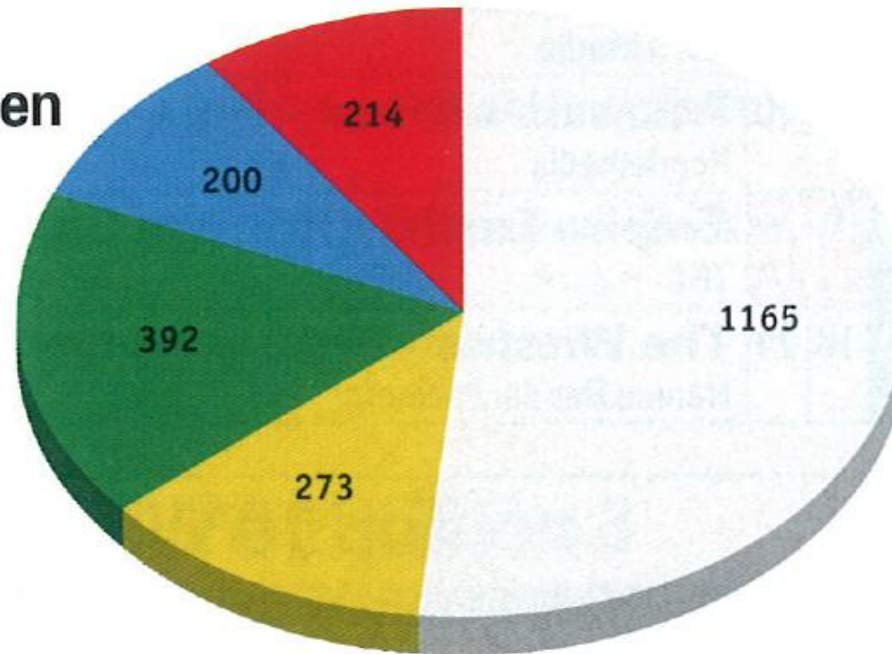
Game Business: Numbers 2010 (DE)

Nach Plattformen

- PC
- PlayStation 3
- Xbox 360
- Nintendo Wii
- Nintendo DS
- PSP

PC: 1009
PlayStation 3: 281
Xbox 360: 224
Nintendo Wii: 292
Nintendo DS: 292
PSP: 123
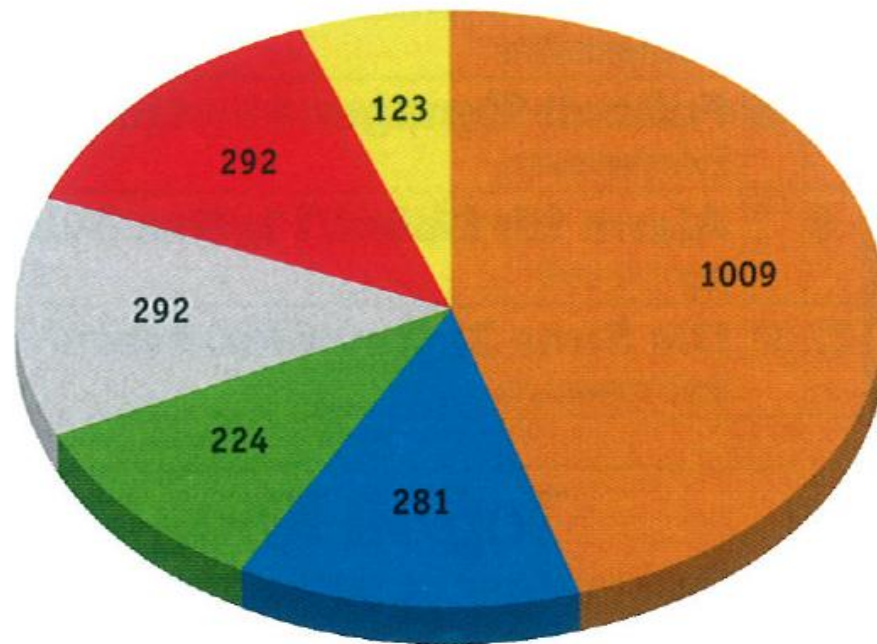
Game Business: Numbers 2010 (DE)

Gesamtzahl Releases 2000–2010

Gesamtveröffentlichungen

Year	Releases
2000	1069
2001	1447
2002	1495
2003	1596
2004	1753
2005	2158
2006	2121
2007	2282
2008	2224
2009	2388
2010	2260

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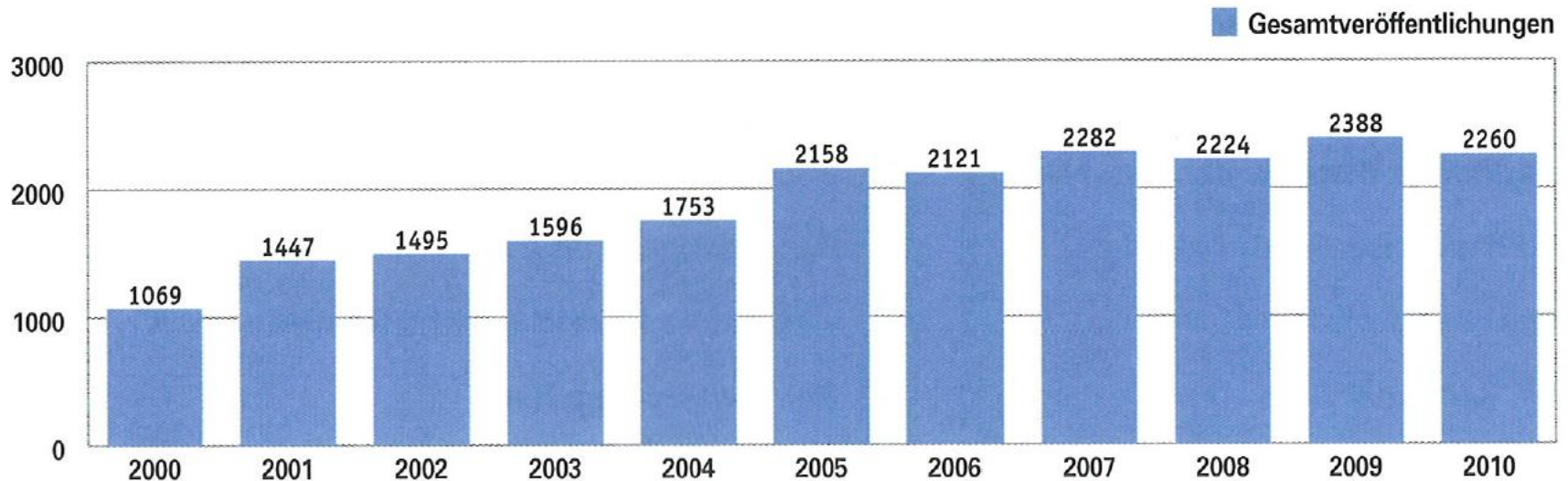
Game Business: Numbers 2010 (DE)

BIU — Spielesoftware: Marktentwicklung
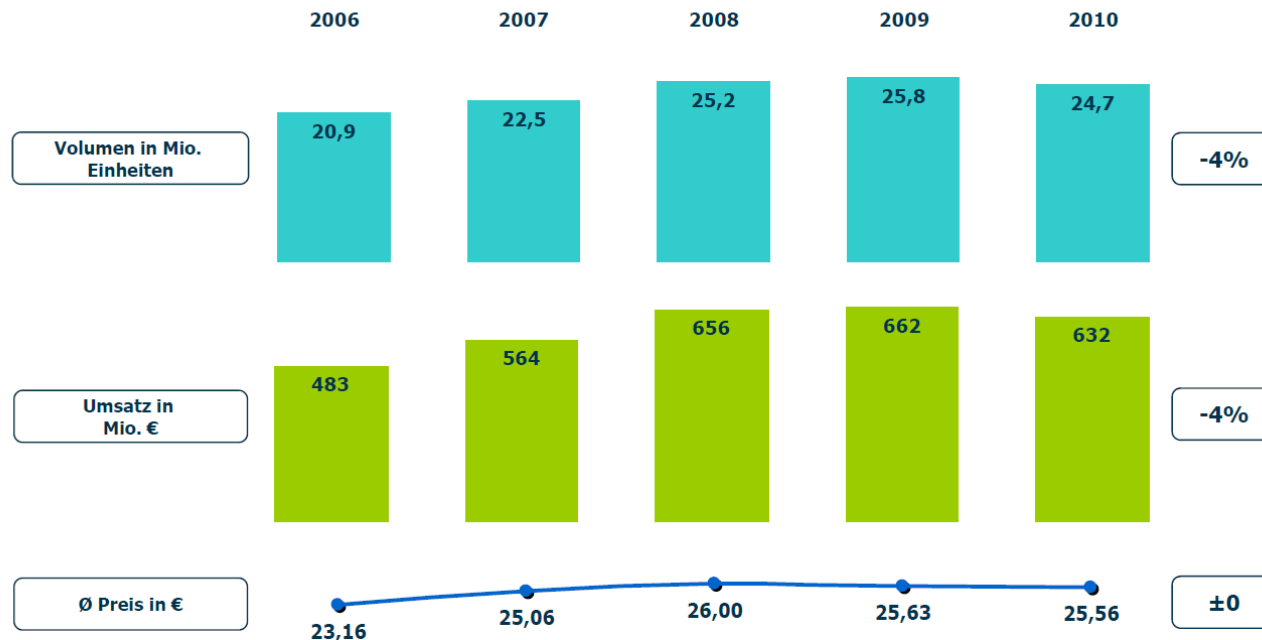
	2006	2007	2008	2009	2010	
Volumen in Mio. Einheiten	20,9	22,5	25,2	25,8	24,7	-4%
Umsatz in Mio. €	483	564	656	662	632	-4%
Ø Preis in €	23,16	25,06	26,00	25,63	25,56	±0

PC Games + Videogames + Download Games
Januar-Juni 2010

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Quelle: GfK Panel Services Deutschland

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Game Business: Numbers 2010 (DE)

BIU — **Marktentwicklung nach Plattformen**

		2009	2010	10 vs 09
GAMES TOTAL	Volumen in Mio. Einheiten	25,8	24,7	-4%
	Umsatz in Mio. €	662	632	-4%
	Ø Preis in €	25,63	25,56	0%
PC	Volumen in Mio. Einheiten	12,2	11,5	-6%
	Umsatz in Mio. €	202	197	-2%
	Ø Preis in €	16,60	17,20	4%
Konsole	Volumen in Mio. Einheiten	8,6	9,2	7%
	Umsatz in Mio. €	323	334	3%
	Ø Preis in €	37,66	36,39	-3%
Handheld	Volumen in Mio. Einheiten	5,1	4,1	-19%
	Umsatz in Mio. €	136	102	-25%
	Ø Preis in €	26,92	24,71	-8%

PC Games + Videogames + Download Games
Januar-Juni 2010

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Quelle: GfK Panel Services Deutschland

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Game Business: Numbers 2010 (DE)

BIU 🌐 Marktentwicklung im Jahresvergleich

| 2006 | 2007 | 2008 | 2009 | 2010 |

- PC: 233, 240, 195, 202, 197
- Konsole: 172, 189, 289, 323, 334
- Handheld: 77, 135, 172, 136, 102

Legend:
- PC
- Konsole
- Handheld
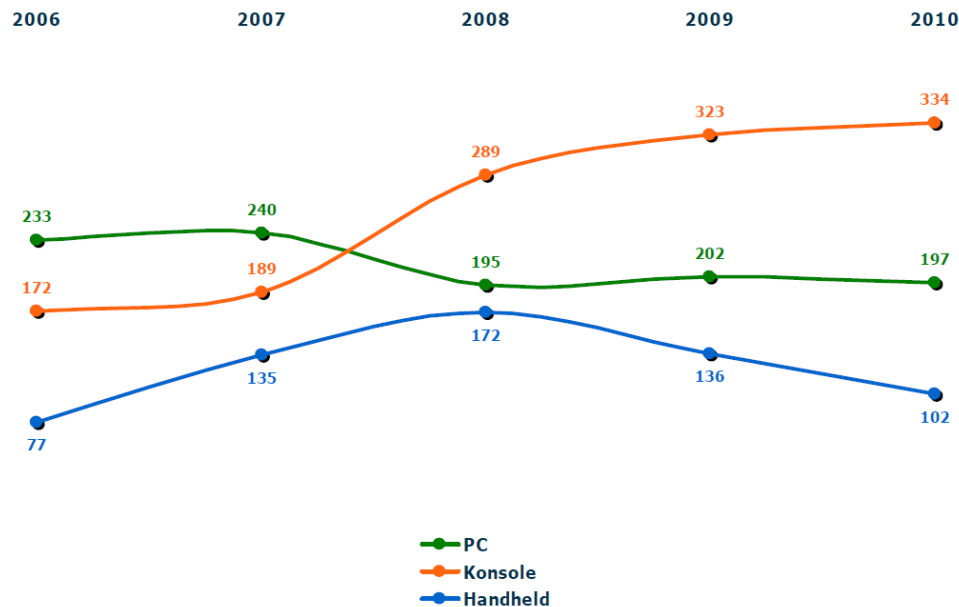
PC Games + Videogames + Download Games, in Mio €
Januar-Juni 2010

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Quelle: GfK Panel Services Deutschland

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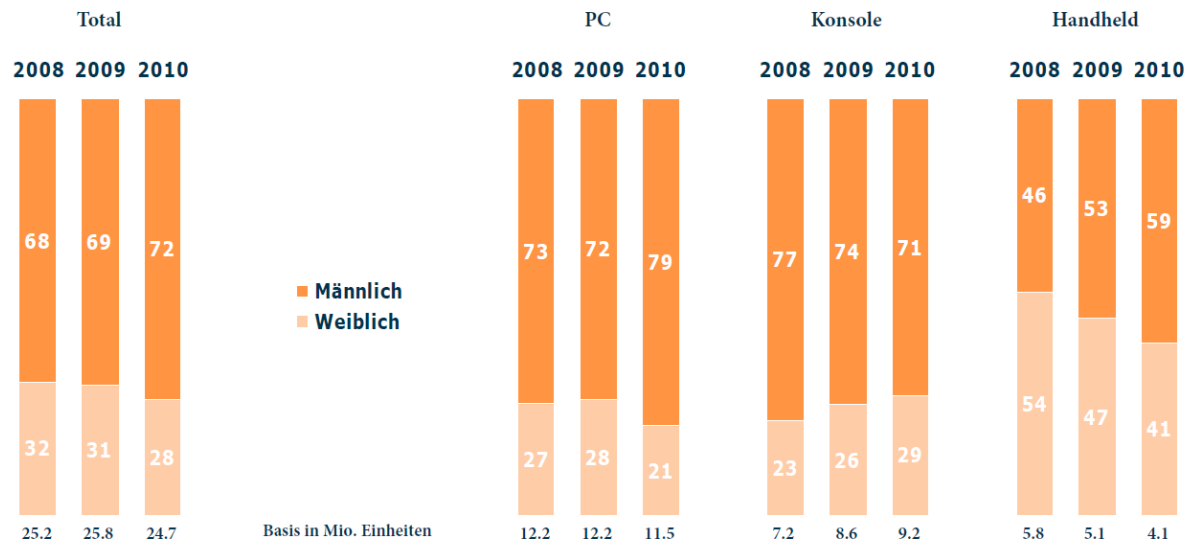
Game Business: Numbers 2010 (DE)

Game Business: Numbers 2010 (DE)

BIU — Altersdurchschnitt steigt auf 25,8 Jahre

Total

	2008	2009	2010
bis 9	9	7	7
10 bis 15	36	33	27
16 bis 19	12	11	10
20 bis 29	17	17	21
30+	26	31	36
Basis in Mio. Einheiten	25.2	25.8	24.7
Ø Alter	22.6	24.0	25.8

PC

	2008	2009	2010
bis 9	7	4	4
10 bis 15	29	28	20
16 bis 19	13	13	10
20 bis 29	19	17	21
30+	33	38	45
Basis in Mio. Einheiten	12.2	12.2	11.5
Ø Alter	25.6	26.8	29.5

Konsole

	2008	2009	2010
bis 9	4	4	5
10 bis 15	33	30	25
16 bis 19	16	13	11
20 bis 29	24	23	26
30+	23	29	33
Basis in Mio. Einheiten	7.2	8.6	9.2
Ø Alter	22.0	23.7	25.1

Handheld

	2008	2009	2010
bis 9	18	18	19
10 bis 15	53	50	46
16 bis 19	6	4	6
20 bis 29	7	8	8
30+	17	20	20
Basis in Mio. Einheiten	5.8	5.1	4.1
Ø Alter	17.5	18.4	18.8

PC Games + Videogames + Download Games, Angaben in %
Januar bis Juni

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Quelle: GfK Panel Services Deutschland

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Game Business: Numbers 2010 (DE)

BIU Bildungsniveau bleibt konstant hoch
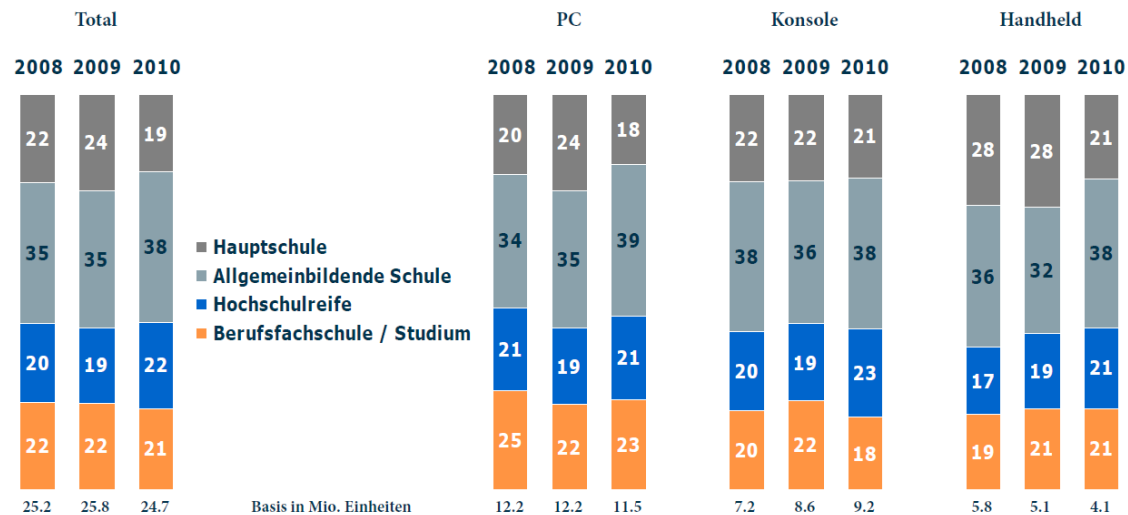
	Total				PC			Konsole			Handheld		
	2008	2009	2010		2008	2009	2010	2008	2009	2010	2008	2009	2010
Hauptschule	22	24	19		20	24	18	22	22	21	28	28	21
Allgemeinbildende Schule	35	35	38		34	35	39	38	36	38	36	32	38
Hochschulreife	20	19	22		21	19	21	20	19	23	17	19	21
Berufsfachschule / Studium	22	22	21		25	22	23	20	22	18	19	21	21
Basis in Mio. Einheiten	25.2	25.8	24.7		12.2	12.2	11.5	7.2	8.6	9.2	5.8	5.1	4.1

PC Games + Videogames + Download Games, Angaben in %
Januar bis Juni

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Quelle: GfK Panel Services Deutschland

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Game Business:
U.S. & Canada

The Gamer

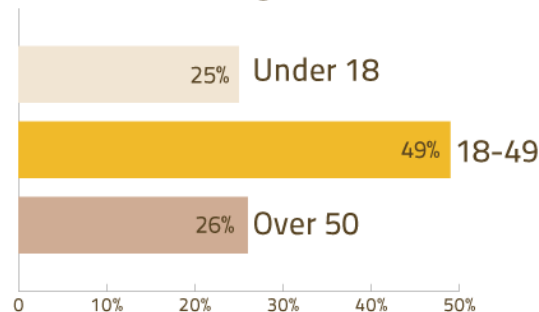**34YRS**
The average age of a gamer [1]

39YRS
The average age of most frequent game purchaser [2]

12YRS
Average number of years adult gamers have been playing computer/video games [1]

2010 Gamer Ages [3]

25% Under 18
49% 18-49
26% Over 50

0 10% 20% 30% 40% 50%

67% of US households play video games [1]

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Game Business:
U.S. & Canada

The 2010 average gamer spends 8 hours a week playing video games[4]

168 Hours/Week

2010 Primary Console **Female** Players[5]

- 11% XBOX360
- 80% Wii
- 9% PS3

0 10% 20% 30% 40% 50% 60% 70% 80%
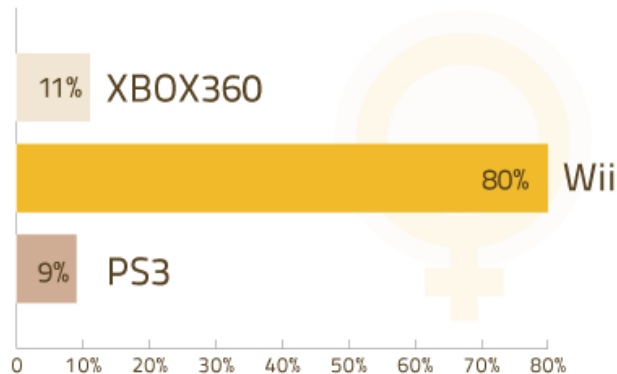
2008 Primary Console **Male** Players[6]

- 38% XBOX360
- 41% Wii
- 21% PS3

0 10% 20% 30% 40% 50%

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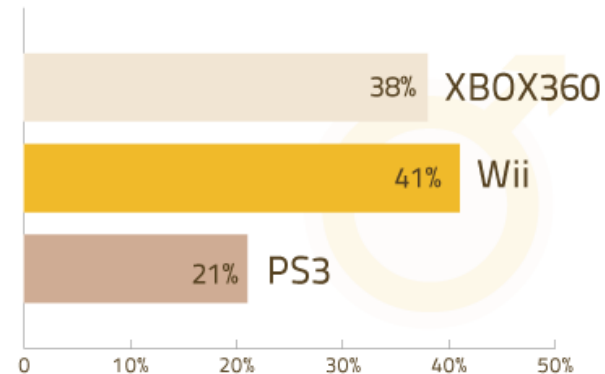
Game Business:
U.S. & Canada

40% of all gamers are female[1]

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Game Business: U.S. & Canada

The Industry

According to data compiled by the NPD Group, a global market research company, and released by the Entertainment Software Association, the computer and video game industry sold 273 million units in 2009 leading to an astounding[3]
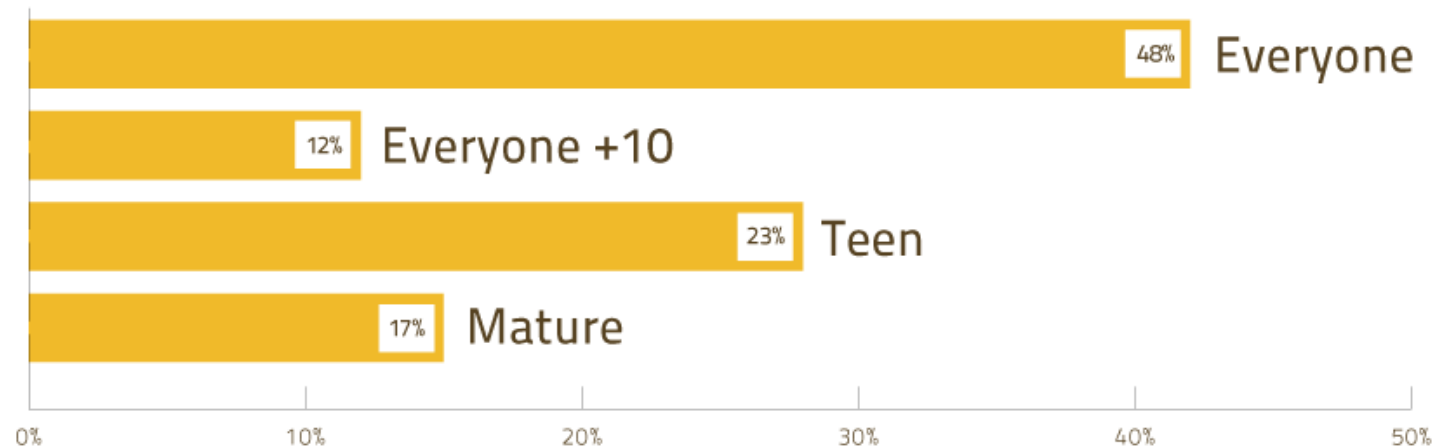
$10.5
billion in revenue
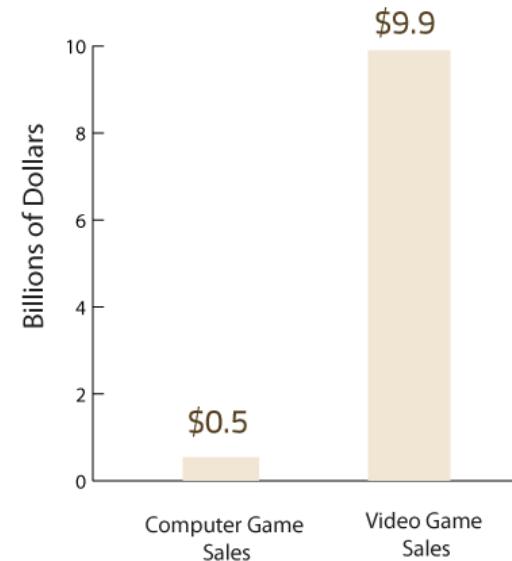
Game Business:
U.S. & Canada

## 2009 Computer and Video Game Sales By ESRB Rating[3]

- 48% Everyone
- 12% Everyone +10
- 23% Teen
- 17% Mature

src. ESRB: http://www.esrb.org/about/video-game-industry-statistics.jsp

Game Business:
U.S. & Canada

FTC Mystery Shops

The FTC also periodically conducts nationwide undercover shops of movie theaters and movie, music, and video game retailers. Their most recent survey found that 80% of individuals under the age of 17 were turned away when trying to purchase or rent M-rated games.[8]

FTC Mystery Shopper Audits: 2000 – 2009[8]

- M-Rated Video Game
- PA-Labeled CD
- R-Rated DVD
- R-Rated Film
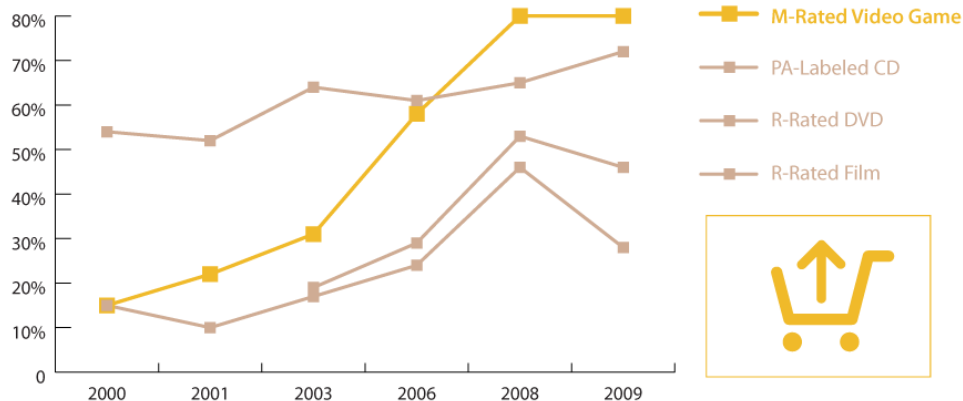
Source: Federal Trade Commission Mystery Shopper Audits 2000 -2009

Source: Federal Trade Commission Report to Congress, "Marketing Violent Entertainment to Children," December 2009 (press release).

Business Model: Bigpoint

- ## Online Browser Games
  - Bigpoint.com biggest German gaming portal
  - In the top 3 gaming portals world wide
- ## Publisher
  - Development (bigpoint.com & selbst), licensing
- ## Content Provider
  - e.g. Sevengames
- ## Developer
  - own game studio

Business Model: Bigpoint

- More than 65 browser games
- More than 160 million gamers
- Selling virtual goods
  - Micropayment

Business Model: Bigpoint

Business Model: Bigpoint

Business Model: Bigpoint

Business Model: Bigpoint

4,99 € per month

Premium-Vorteile

FARMERAMA bietet Dir ein Vorteilspaket an, das „Premium-Paket". Alle Premium-Pakete können monatlich abgeschlossen werden. Jeder Spieler kann die Dauer seines Premium-Pakets wählen:

- 6 Monate
- 12 Monate

Premium-Paket

- Gute Kunden – Du bekommst jeden Tag doppelt so viele Aufträge!
- Dickes Auftragsbuch – Speichere statt 10 bis zu 20 Aufträge im Bauernhaus!
- Großer Misthaufen – Dein Misthaufen hat das doppelte Fassungsvermögen!
- Unendlicher Wassertank – Dein Vorrat an Wasser wird nie ausgehen!
- Mehr Ressourcen – Beim Ernten profitierst Du von einer 5% höheren Chance, tolle Ressourcen zu bekommen.
- Große Nachbarschaft – Du kannst nun bis zu 24 Freunde zu Deinen Nachbarn machen.
- Wilde Wiese & Ziergarten – Der Zugang zu beiden Flächen wird Dir freigeschaltet.
- Wachturm – Mit dem Zugang zum Wachturm kannst Du aktivieren, dass das Unkraut auf Deiner Farm sofort gejätet wird und Deine Bäume automatisch abgeerntet werden.

Side navigation: Ackerbau · Viehzucht · Stadt · Farmerweiterungen · Premium-Vorteile · Forum · Spielregeln · Support · Zurück

src. Farmerama, http://www.farmerama.com

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Business Model: Gameloft

- Publisher and developer
  - mobile games
  - console games
- Develops for
  - Java, Brew, Symbian
  - WiiWare and DS
  - Microsoft's Xbox LIVE Arcade and PC
  - Apple's iPod, iTouch and iPhones

GAMELOFT

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UNIVERSITÄT
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Business Model: Gameloft

- 6 major studios
  - US, Canada, Romania, France, China and Japan
- 2,400 in-house developers
- 900 models of cell phones are supported
  - 4 billion game enabled handsets expected in 2012
- 122 million € sales in 2009
- Sales offices and partner in 80+ countries

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Agenda

- Business of Games
- Age ratings
- Game Taxonomies

Entertainment Software Rating Board (ESRB)

- For interactive entertainment industry
  - North America
  - Non-profit, self-regulatory
- Goals
  - Assignment of ratings
  - Enforcement of adverting guidelines
  - Help in ensuring online privacy practices

ESRB Ratings Process (1)

- Ratings Process
  - in final stages of development
  - prior to a game being released
- Publishers submit
  - responses to ESRB questionnaire
  - supplementing with lyric sheets, scripts, etc.

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ESRB® ENTERTAINMENT SOFTWARE RATING BOARD

ESRB Ratings Process (2)

- Submission is checked for completeness
  - involves ESRB staff members playing a beta or alpha version of the game
- Video footage is reviewed
  - by at least three specially trained game raters
  - full time job, adults, experience with children
- Each rater recommends
  - appropriate rating category
  - content descriptors

ESRB Ratings Process (3)

- Raters deliberate about rating
  - review of prior ratings of similar games
  - consensus on final rating
- ESRB staff members
  - check parity & consistency between ratings
  - issue certificate & rating report for publisher

ESRB Ratings Process (4)

- Publishers may appeal an ESRB rating
  - to an Appeals Board of publishers, retailers and other professionals
- Otherwise complete rating information is posted on the ESRB website
  - rating category, content descriptors, & rating summary
  - 30 days following the assignment of the rating

ESRB Ratings Process (5)

- Prior to release game is sent to ESRB
  - game packaging is reviewed to make sure the rating information is displayed accurately and in accordance with ESRB requirements.
  - play-test are conducted on the final version of a variety of games to verify that materials provided during the rating process were accurate and complete.

ESRB Ratings Process - Result

ESRB Ratings Process - Criteria

Consideration of

- the most extreme content of the game
  - in terms of relevant rating criteria such as violence, language, sexuality, gambling, and alcohol, tobacco and drug reference or use

- the final product as a whole
  - demonstrating the game's context (such as setting, storyline and objectives) and relative frequency of extreme content.

ESRB Ratings Process - Ratings

- eC (= early Childhood)
- E (= Everyone)
- E10+ (= Everyone 10+)
- T (= Teen; 13+)
- M (= Mature; 17+)
- AO (= Adults Only; 18+)
- RP (= Rating Pending)

src. Image: Wikipedia

ESRB Content Descriptors

- **Alcohol Reference** - Reference to and/or images of alcoholic beverages
- **Animated Blood** - Discolored and/or unrealistic depictions of blood
- **Blood** - Depictions of blood
- **Blood and Gore** - Depictions of blood or the mutilation of body parts
- **Cartoon Violence** - Violent actions involving cartoon-like situations and characters.
- **Comic Mischief** - Depictions or dialogue involving slapstick or suggestive humor
- **Crude Humor** - Depictions or dialogue involving vulgar antics, including "bathroom" humor
- **Drug Reference** - Reference to and/or images of illegal drugs
- **Fantasy Violence** - Violent actions of a fantasy nature, involving human or non-human characters in situations easily distinguishable from real life
- **Intense Violence** - Graphic and realistic-looking depictions of physical conflict. May involve extreme and/or realistic blood, gore, weapons and depictions of human injury and death
- **Language** - Mild to moderate use of profanity
- **Lyrics** - Mild references to profanity, sexuality, violence, alcohol or drug use in music
- **Mature Humor** - Depictions or dialogue involving "adult" humor, including sexual references
- **Nudity** - Graphic or prolonged depictions of nudity
- **Partial Nudity** - Brief and/or mild depictions of nudity

ESRB Content Descriptors

- **Real Gambling** - Player can gamble, including betting or wagering real cash or currency
- **Sexual Content** - Non-explicit depictions of sexual behavior, possibly including partial nudity
- **Sexual Themes** - References to sex or sexuality
- **Sexual Violence** - Depictions of rape or other violent sexual acts
- **Simulated Gambling** - Player can gamble without betting or wagering real cash or currency
- **Strong Language** - Explicit and/or frequent use of profanity
- **Strong Lyrics** - Explicit and/or frequent references to profanity, sex, violence, alcohol or drug use in music
- **Strong Sexual Content** - Explicit and/or frequent depictions of sexual behavior, possibly including nudity
- **Suggestive Themes** - Mild provocative references or materials
- **Tobacco Reference** - Reference to and/or images of tobacco products
- **Use of Drugs** - The consumption or use of illegal drugs
- **Use of Alcohol** - The consumption of alcoholic beverages
- **Use of Tobacco** - The consumption of tobacco products
- **Violence** - Scenes involving aggressive conflict. May contain bloodless dismemberment
- **Violent References** - References to violent acts

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Pan European Game Information (PEGI)

- European "ESRB"
- Fully supported by the European Union
- Focus on protection of minors
  - Does not rate challenge or educational value

PEGI Ratings

Unterhaltungssoftware Selbstkontrolle (USK)

- German institution
  - based on the law on protection of minors
  - very strict in Germany (e.g. mail order)
- Games w. USK rating are sold in AT & CH
  - Although PEGI is used there
  - Just one version with German translation

USK & BPjM

- Games considered "jugendgefährdend"
  - Are not rated by the USK but by the "Bundesprüfstelle für jugendgefährdende Medien"
  - Get on a list of media harmful for minors
  - Cannot be advertised in stores and media or sold to minors
- Criteria
  "… vor allem unsittliche, verrohend wirkende, zu Gewalttätigkeit, Verbrechen oder Rassenhass anreizende Medien sowie Medien, in denen (1) Gewalthandlungen, insbesondere Mord- und Metzelszenen selbstzweckhaft und detailliert dargestellt werden oder (2) Selbstjustiz als einzig bewährtes Mittel zur Durchsetzung der vermeintlichen Gerechtigkeit nahe gelegt wird."

USK & BPjM: Examples

- Return to Castle Wolfenstein
  - was on the "Index"
  - censored version for Germany
  - also because of the "Verbotsgesetz 1947"
- Gears of War
  - was not published in Germany
- Quake, Doom, etc.

Agenda

- Business of Games
- Age ratings
- Game Taxonomies

Game Taxonomies: Scientific Discussion

Classification of games on 4 levels

- ## Platform
  - hardware: PC, Wii, PS3, etc.
- ## Milieu
  - visual genre: fantasy, scifi, horror, etc.

Game Taxonomies: Scientific Discussion

- Mode
  - "How the game world is experienced …"
  - single-player, multi-player, MMO
  - rails, tunnel, or open world
  - competitive or coop
- Genre
  - Problems with definition and classification
  - Understanding as "category"?

src. T. Apperley, Genre and game studies: Toward a critical approach to video game genres, SIMULATION & GAMING, Vol. 37 No. 1, March 2006 6-23

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Game Taxonomies: Genre

Simulation

- sports, flying, driving, dynamics of cities, communities, etc.

- "laws of physics" vs. "laws of play"
  - cp. Gran Turismo & Super Mario Cart

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Game Taxonomies: Genre

Strategy

- Real time vs. turn based

- Integrity is complicated
  - Many games require strategic play (Sim City, Battlefield, Blur, etc.)

Game Taxonomies: Genre

Action

- First Person vs. Third Person

  – From camera perspective (film)

- Player performs a desired action by selecting the correct inputs

  – In contrast to selecting desired actions and the computer will determine the performance

src. T. Apperley, Genre and game studies: Toward a critical approach to video game genres, SIMULATION & GAMING, Vol. 37 No. 1, March 2006 6-23

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Game Taxonomies: Genre

Role-playing

- Playing a role in a predefined world
- Transforming the role of a character within the game

src. T. Apperley, Genre and game studies: Toward a critical approach to video game genres, SIMULATION & GAMING, Vol. 37 No. 1, March 2006 6-23

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Conclusion on Apperley (2006)

- Game genres are not very well defined
- They are not mutually exclusive
- People do not agree on a taxonomy

A Game Taxonomy
(Crawford, 1982)

Skill-and-Action Games
- Combat Games
- Maze Games
- Sports Games
- Paddle Games
- Race Games
- Misc. Games

Strategy Games
- Adventures
- D&D Games
- Wargames
- Games of Chance
- Educational Games
- Interpersonal Games

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Conclusion on Crawford (1982)

- Crawford considers Donkey Kong
  - Classified as "misc. game"
  - Like a race game with intelligent obstacles
- Paddle games are a dedicated class
  - Nowadays we'd add this to "arcade games"
- Many current categories are missing
  - First person shooters, online games, arcade, casual games, AAA games, etc.

Wisdom of the crowds?

- 84 genres
- Wikipedia
- merged de+en

AAA game
Action game
Action role-playing game
Action-adventure game
Adventure game
Arcade game
Art game
Artillery game
Beat 'em up
Belt scroll
Bishojo game
Browser game
Business simulation game
Casual game
Cinematic platformer
City-building game
Collectible card game
Combat flight simulator
Console game
Construction and
management simulation
Core game
Danmaku
Dating sim
Dota (genre)
Dungeon crawl
Escape the room
Fighting game

First-person shooter
God game
Government simulation
game
Grand Theft Auto clone
Graphic adventure game
Interactive movie
Japanese adventure
Jump and run
Life simulation game
Light gun shooter
Massively multiplayer
online game
Massively multiplayer
online role-playing game
Maze
Minigame
Mobile game
MUD
Music video game
Non-game
Nonviolent video game
Otome game
Platform game
Programming game
Puzzle video game
Racing video game
Rail shooter

Railroad game
Real-time strategy
Real-time tactics
Retro game
Rhythm game
Roguelike
Role-playing video game
Shoot 'em up
Shooter game
Sim racing
Simulation video game
Social simulation game
Space flight simulator game
Sports game
Stealth game
Strategy video game
Survival horror
Tactical role-playing game
Tactical shooter
Text Tiles
Third-person shooter
Tower defense
Traditional game
Turn-based strategy
Turn-based tactics
Vehicle simulation game
Vehicular combat game
Wargame

Meta Sites

Metacritics
- Action
- Action Adventure
- Adventure
- Driving, Racing
- Music
- Puzzle
- RPG
- Shooter
- Sports
- Strategy

Gamerankings
- Action
- Action Adventure
- Adventure
- Driving
- Misc.
- Role-playing
- Simulations
- Sports
- Strategy

Thanks …

… for your time

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