THE ERA OF

COMPUTER GAMES

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BāSE

CONTENTS

1. The Business of Games
2. Serious Games
3. The future of gaming

I JUST WANT TO
MAKE GAMES
WHY IT IS IMPORTANT TO UNDERSTAND THE BUSINESS SIDE OF GAMES?

HOW MUCH IT COSTS TO MAKE A GAME?

- What drives the cost?
- Salaries
- Equipment
- Software
- Licensing (Content, Platform)
- Overhead (Rent, Taxes, Legal, Accounting, Travel etc)

HOW MUCH IT COSTS TO MAKE A GAME?

- 1996 - Crash Bandicoot
- 1999 - Unreal Tournament $2M
- 2004 - Half life 2 - $40M
- 2006 - Gears of WAR - $10M
- 2008 - PS3/Xbox titles $20-30M
- 2009 - CoD modern warfare - $200M
- 2014 - Destiny $140M

FUNDING MODELS

- You get contracted to make a game
- Self funded - Bootstrapping
- Trade equity for Money (Angels, VCs)
- FFF (Friends , Family and Fools)
- Funding Grant (Government, Foundation grands, Incubation programs, Tax incentives, Crowdfunding)
- Get a Publisher (Nintendo, Sony, Microsoft, EA, Activision) for PR, Marketing, Sales - Royalties

WHAT DO YOU NEED BEFORE FUNDING?

- Teaser
- Trailer
- Playable Demo
- Narrated Overview
- Detail Overview Video

WHERE DO YOU SELL?

- Retail
- Platform Channels (XBLA, PAS, WiiWare)
- Steam (Digiral distribution channel for PC/MAC/Linux)
- iOS App store, Google Play, Amazon, Windows Store (70% developers, 30% publisher)
- Web based through your website (Minecraft)

REVENUE MODELS

- Subscription based
- Game is Free. In - App purchases (Pay for in game consumables, other items)
- Ad-Supported
- Sponsorship/Licensing (Licensing to other companies, different platform, brand)

IP PROTECTION

- PATENTS
- COPYRIGHTS (works, source code, protect the expression of the idea)
- TRADEMARKS (Word , name, symbol) , is your brand.
- TRADE SECRETS (NDA’s with employees)

“You don’t make money by working on things;
You make money by shipping things.”
DAVE LANG (KILLER INSTICT 2)

SERIOUS GAMES

A **serious game** or **applied game** is a game designed for a primary purpose other than pure entertainment

WHY USE SERIOUS GAMES?

- Practice (Learning by doing)
- Repetition/Habit
- Realistic - Risk free environment

CASE STUDIES – COOKING SKILLS

CASE STUDIES – BIOLOGY

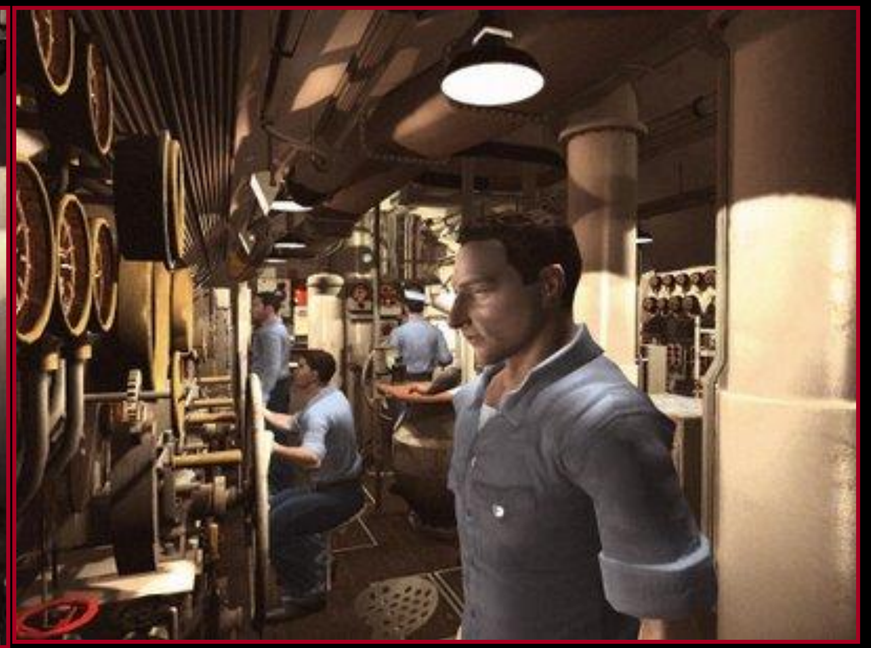
Source : zoo Tycoon 2

CASE STUDIES – HISTORY

Source : Civilization III, Revolution

CASE STUDIES – HEALTH

CASE STUDIES – MILITARY



Source : Civilization III, Revolution

UNIVERSITY OF CYPRUS

CASE STUDIES - POLICE

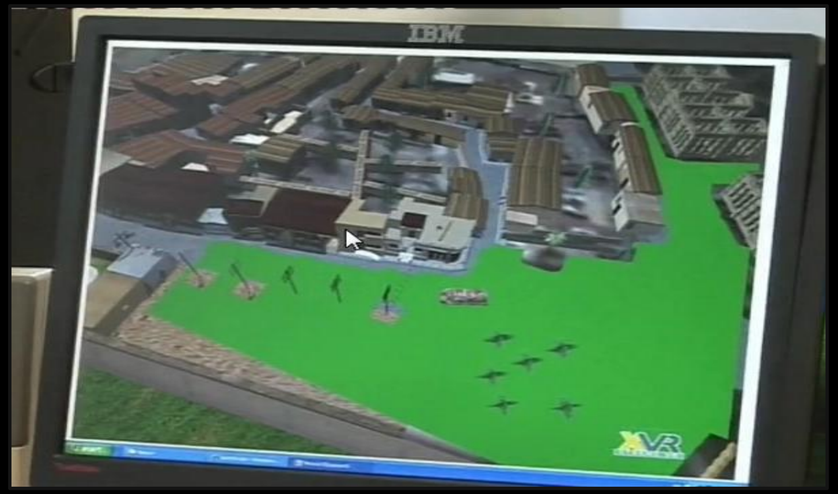
UNIVERSITY OF CYPRUS

CASE STUDIES - MILITARY

Modelling areas that is difficult for the military to access (Occupied areas, Divided line)

TRAINING SIMULATOR

Team leader



Team leader places his team and material in the field

Trainer can evaluate the placement

trainer

NETWORKED TRAINING FOR THE TEAM

soldiers

- The seven team members and the leader can connect and take control of the placed avatars
- One can be in the VR system

NETWORKED TRAINING FOR THE TEAM

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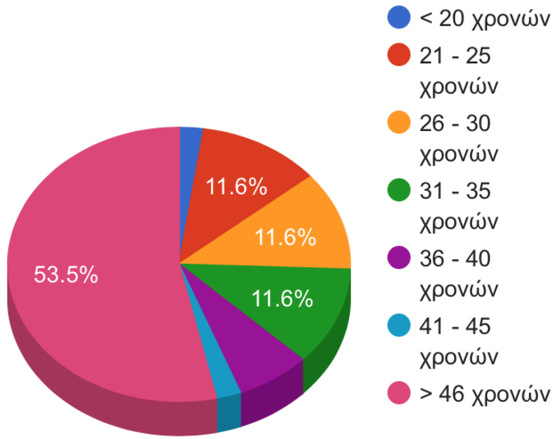
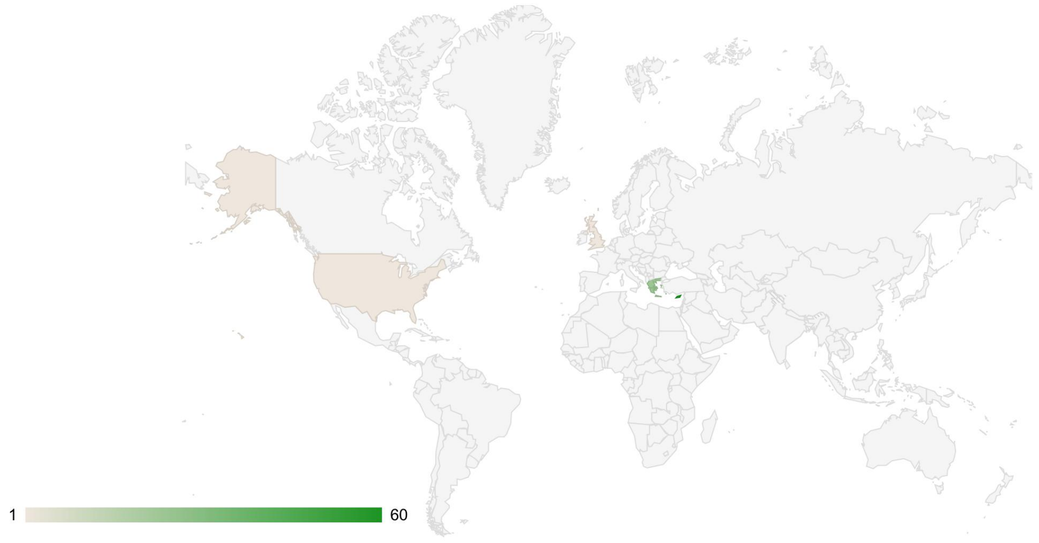
BECOME A SUCCESSFUL ENTREPRENEUR

REAL TIME **ANALYTICS**

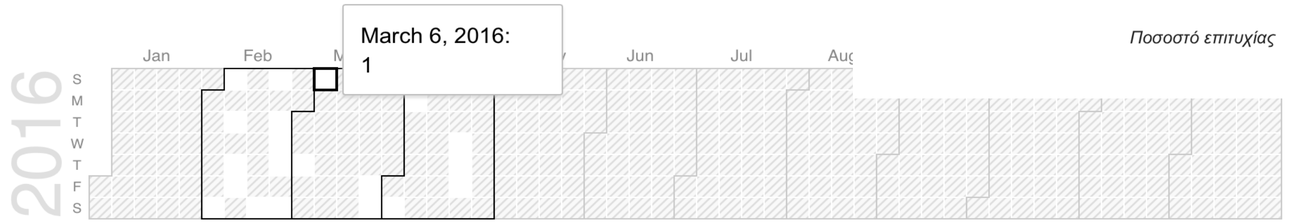
Κατανομή ηλικίας παιχτών



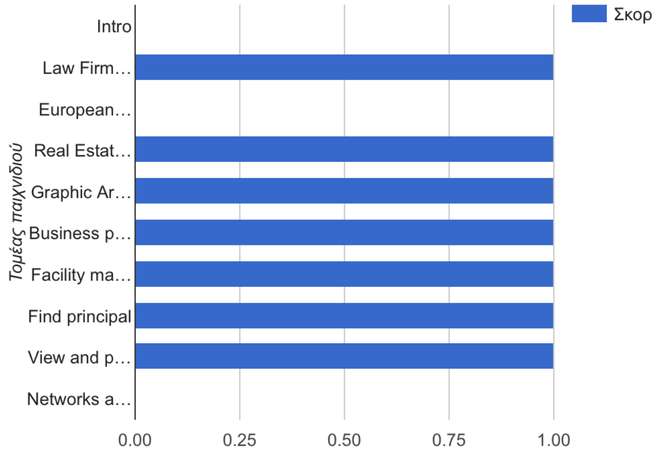
Γεωγραφική θέση ενεργών παιχτών

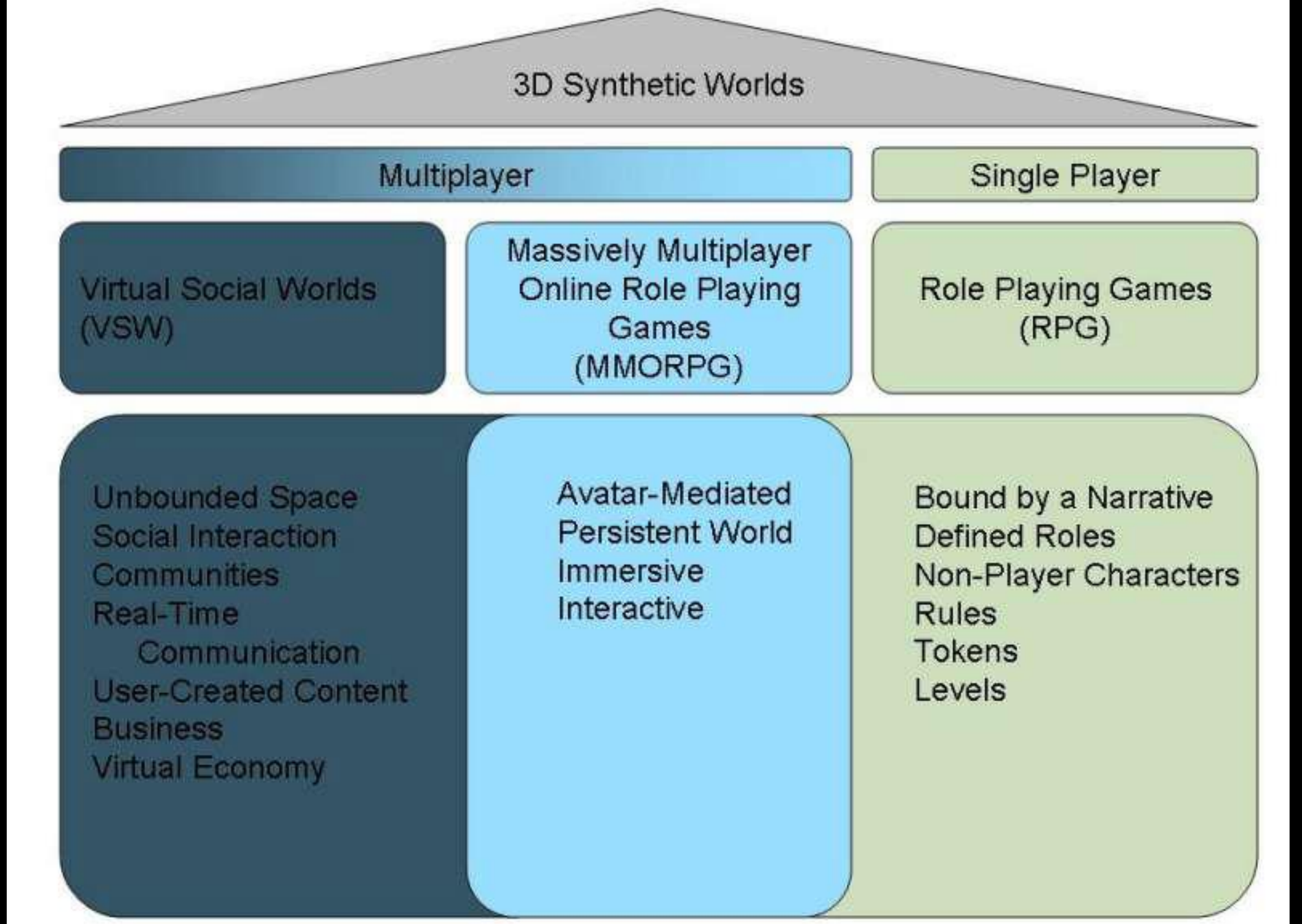


Συνολικό αριθμός γύρων παιχνιδιού ανά μέρα



Αποτελέσματα ανά τομέα του παιχνιδιού





Source : T.O Driscoll

ARG (ALTERNATE REALITY GAMES)

- I LOVE BEES (HALO / Microsoft)
- LOST EXPERIENCE (Movie Lost)
- PAC-MANHATTAN
- TOURALITY
- GEOCATHING

FUTURE USES

VIRTUAL WORLDS

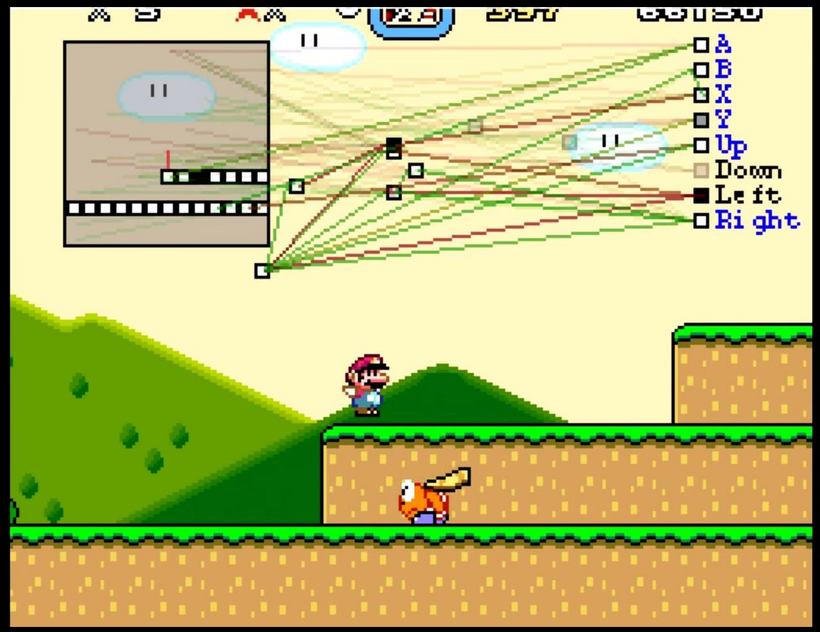
FUTURE USES

VIRTUAL REALISM

FUTURE USES

PERSONALIZATION / ADAPTATION

- The system automatically adapts its behavior
- Based on the current user’s behavior
- Is specific to each user
- It learns the user’s behavior (Machine learning)



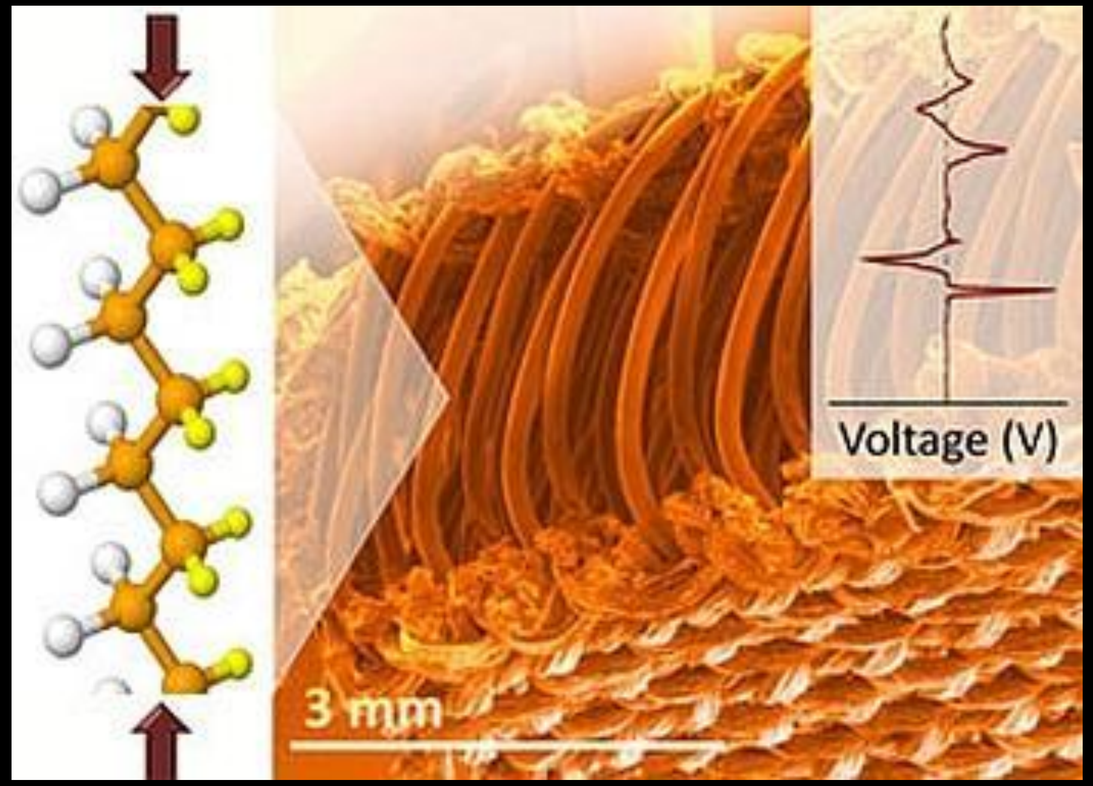
FUTURE USES

SENSORY INDUCTION GAMING

New Ways of Control (Gestures)

Flexible fabric embedded programmable

Wearable Gaming

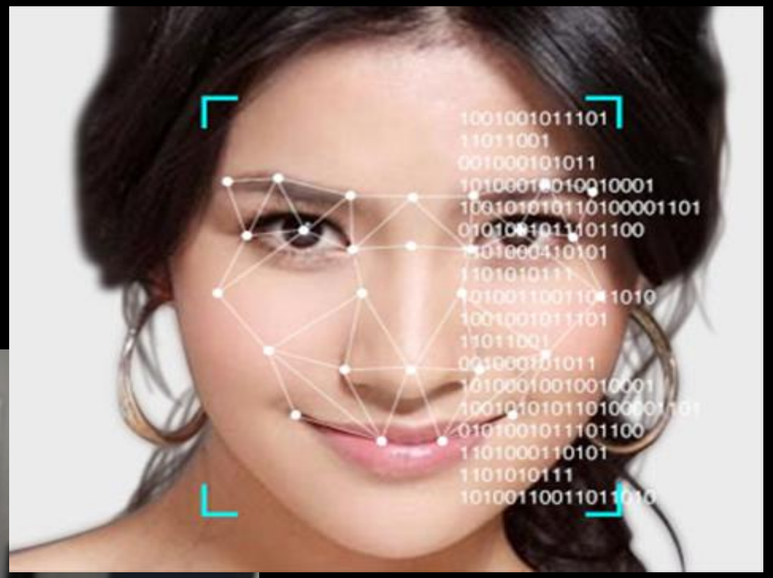


FUTURE USES

SENSORY INDUCTION GAMING

(REBIRTH OF VIRTUAL REALITY)

- Facial Expressions
  - Cloud Gaming
- Emotion recognition
- All senses stimulated



FUTURE USES

HOLOGRAPHIC GAMING

- A new experience of visual aesthetics

- Entire battlefields can be created

THANK YOU
Questions?
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Become a successful Entrepreneur