Mark Overmars’

A Brief History of Computer Games

Part II

Håkon Flatval
This Part

- End of chronology: 2010 - 2011
- Changes in Graphics
- Changes in Interactions
- Changes in Demographics
- Changes in Gameplay
- Changes in Business
Chronology

● 2006: Nintendo launches the Wii console
  ○ Despite much doubt, it becomes an international success
  ○ It connected greatly with casual gamers
2010:

Sony: The Playstation Move

Microsoft: The Kinect

New playstyles: Exercising and dancing games become popular
Other Trends at the Time

- Game streaming was being researched
  - Exists today (Playstation Now, Geforce Now, upcoming is Google Stadia)
- Mobile games were on a rise
- Tablets being introduced to the games market
- Stereotopic 3D in televisions
  - Somewhat adapted by Nintendo in their 3DS
- An enormous diversity in games and players
  - Casual mobile games, indie games, AAA games
  - Casual players, “hardcore” gamers
Changes in Graphics

- Started off with analog drawing
- Bitmaps later gave more flexibility
- Sprites was the key graphical component for a long time
- 3D through illusions
Changes in Graphics

- More realistic graphics was not met with realistic behavior
  Created mismatch in what players expected and received
  Breaks “Suspense of Disbelief” - Destroys immersion
- Solution: Use less realistic rendering techniques
Changes in Interactions
Changes in Interactions
Changes in Demographics

- In the beginning: Young males in the arcade halls
- This trend continued with the first home consoles
- PC gaming: Slightly older men who owned computers
- Handheld consoles popular among kids (of both genders)
- Internet made more people of both genders use computers
  - The Sims got about equally popular among both genders, although many male publishers were too skeptical to fund the game
- Casual Internet (Flash) games opened for casual players, many females
- With the rise of Facebook, social games for social pressure
GAMING GOES MAINSTREAM
DEMOGRAPHIC INSIGHTS ON GAMERS | 2017

AGE/GENDER OF GAMERS

<table>
<thead>
<tr>
<th>Age/Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>M10-20</td>
<td>13%</td>
</tr>
<tr>
<td>M21-35</td>
<td>15%</td>
</tr>
<tr>
<td>M36-50</td>
<td>15%</td>
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<tr>
<td>M51-65</td>
<td>10%</td>
</tr>
<tr>
<td>F10-20</td>
<td>15%</td>
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<tr>
<td>F21-35</td>
<td>12%</td>
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<tr>
<td>F36-50</td>
<td>6%</td>
</tr>
<tr>
<td>F51-65</td>
<td>8%</td>
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</tbody>
</table>

46% of Gamers Are Women

SHARE OF ONLINE POPULATION THAT GAMES PER SEGMENT AND GENDER

<table>
<thead>
<tr>
<th>Platform</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC</td>
<td>48%</td>
<td>35%</td>
</tr>
<tr>
<td>Mobile</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Console</td>
<td>37%</td>
<td>23%</td>
</tr>
</tbody>
</table>

66% of the female online population in the U.S. are gamers, compared to 43% in Belgium

Research among the online population aged 10-65 in 13 countries
Source: Copyright Newzoo 2017 | Consumer Insights Gamers
Changes in Gameplay

- **Arcade games started off as short, simple and addictive**
  - Highscore lists gave incentives to compete
  - First ending appeared in 1984
- **Storage media let users save progress**
  - Games lasted much longer
  - Could be more complex with a learning curve
- **CDs and DVDs let games be much larger**
  - Gave games a better way of storytelling
- **Internet allowed for more communication and community**
  - Large MMORPGs like WoW appeared
- **Mobile phones with much sensory and communication**
  - Pokemon Go
Changes in Business

- In the beginning, individuals doing the entire development process
- Nowadays, hundreds of people per studio
  - Still a large diversity
- Developers more dependent on getting publisher deals
- The mobile market gives new opportunities
  - Still need for publishers to get visibility
2019 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

MOBILE
$68.5Bn
+10.2% YoY

TABLET GAMES
$13.6Bn
+5.0% YoY

SMARTPHONE GAMES
$54.9Bn
+11.6% YoY

PC
$35.7Bn
+4.0% YoY

BROWSER PC GAMES
$3.5Bn
-15.1% YoY

BOXED/DOWNLOADED PC GAMES
$32.2Bn
+6.6% YoY

CONSOLE
$47.9Bn
+13.4% YoY

2019 TOTAL
$152.1Bn
+9.6% YoY

Source: ©Newzoo | 2019 Global Games Market Report
newzoo.com/globalgamesreport

Mobile game revenues in 2019 will account for 45% of the global market.
Footnotes / Sources
