

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

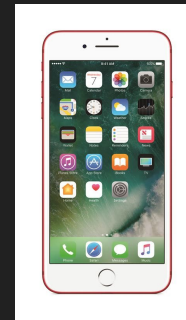


# Changes in Graphics

- 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

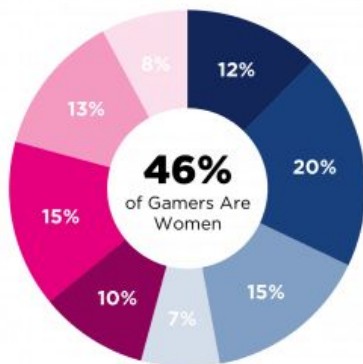


# GAMING GOES MAINSTREAM

DEMOGRAPHIC INSIGHTS ON GAMERS | 2017

newzoo

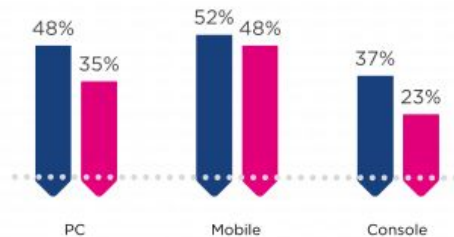
AGE/GENDER OF GAMERS



- M10-20
- M21-35
- M36-50
- M51-65
- F10-20
- F21-35
- F36-50
- F51-65

SHARE OF ONLINE POPULATION THAT GAMES PER SEGMENT AND GENDER

Men Women



# 66%

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

newzoo

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**

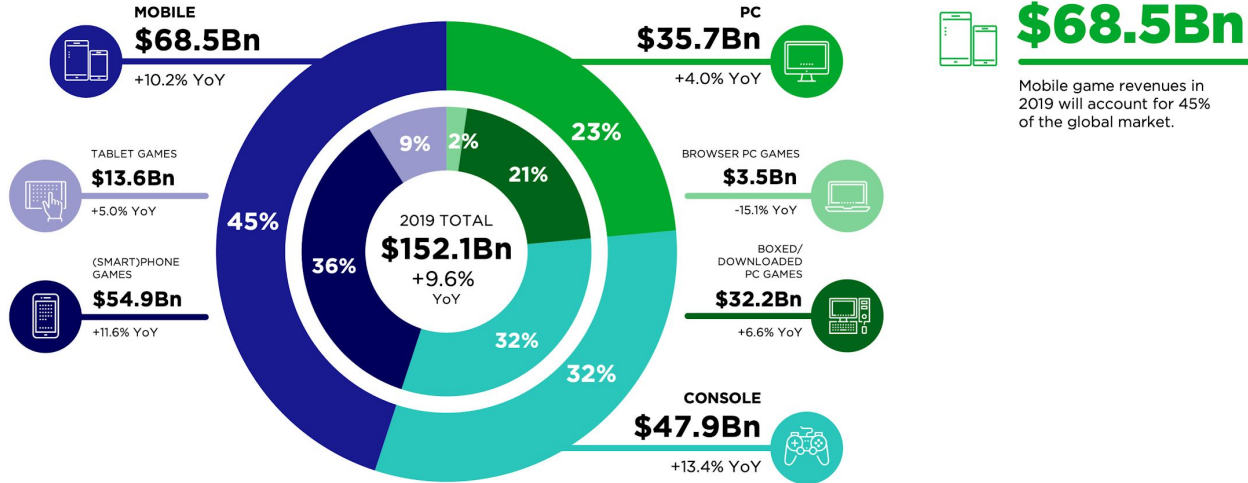
# Changes in Business

- 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



### \$68.5Bn

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

# Footnotes / Sources

<sup>1</sup><https://newzoo.com/insights/articles/male-and-female-gamers-how-their-similarities-and-differences-shape-the-games-market/>

<sup>2</sup><https://newzoo.com/insights/articles/the-global-games-market-will-generate-152-1-billion-in-2019-as-the-u-s-overtakes-china-as-the-biggest-market/>