# Critical Thinking About Video Games:

## The Future of Games and How You Can Make a Difference!

Ted Hung

The Age VCE and Careers Expo 2009

April 25, 2009

# Overview

- About Me
- The Future of Video Games
- What can you do?

# Education

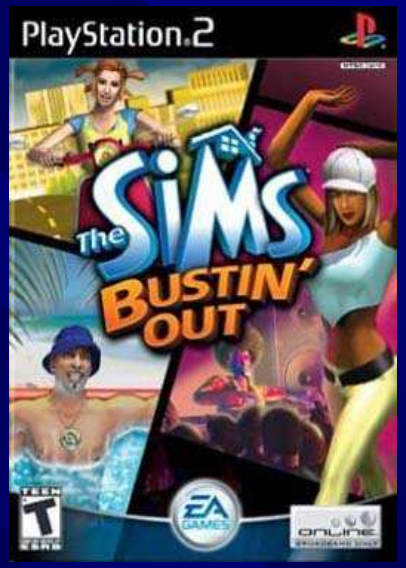
- Graduated Duke University 2002
  - BS Computer Science
  - Certificate in Neuroscience

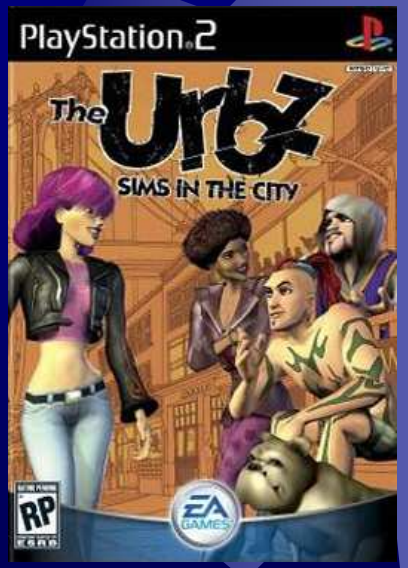
# Education

- Graduated Carnegie Mellon 2004
  - Master of Entertainment Technology
  - Interned at Electronic Arts

# Electronic Arts

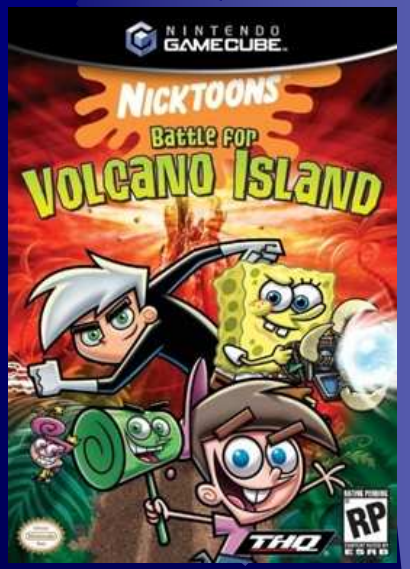
- Software Engineer at Electronic Arts
  - Walnut Creek, California, USA
  - Redwood Shores, California, USA



# BlueTongue

- Senior Software Engineer at BlueTongue Entertainment
  - Melbourne, Australia
  - Bought out by THQ



# Lucasarts

- Software Engineer at Lucasarts
  - San Francisco, California

# Academy of Interactive Entertainment

- Senior Programming Lecturer at AIE
  - Melbourne, Australia

# What is the Future?

# The Future

- Expanding Demographics
  - Current: 18-35 males
  - Future:
    - Females
    - Casual Games
    - Older Gamers
    - Younger Gamers

# The Future

- Interactive Australia 2009 report
  - 88% have a gaming device
  - 54% Male, 46% Female
    - By 2010, it will be 50% male, 50% female
  - Average Age of Gamers is: 30
    - Average Age of Non-Gamers is: 40

# The Future

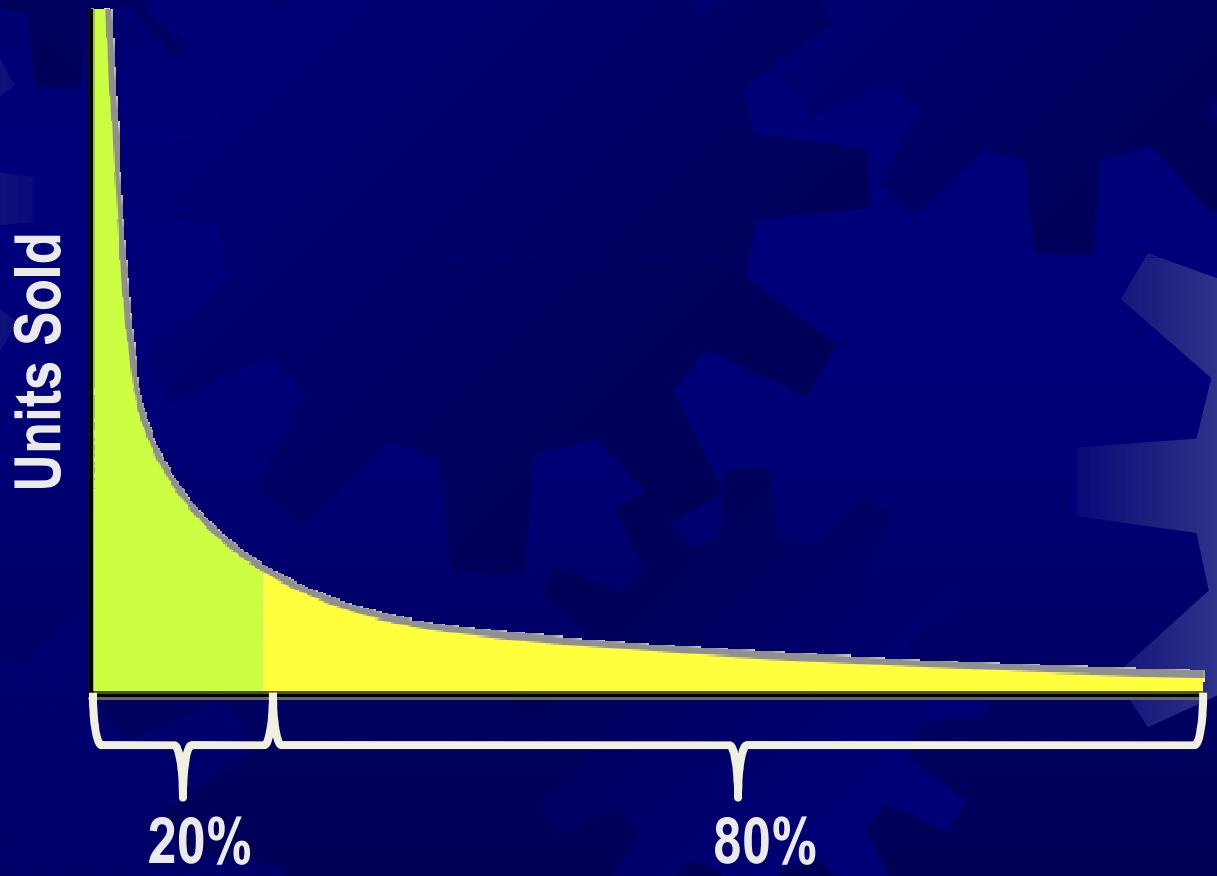
- Global Market
  - Current:
    - U.S.
    - Japan
    - Europe
  - Future:
    - China
    - India

# The Future

- Diversified Genres
  - Current:
    - Action, Puzzle, Platformer, FPS, RTS, Party, Rhythm, MMO
  - Future:
    - Many more Niche Genres

# The Future

- The Long Tail – Chris Andersen (2004)



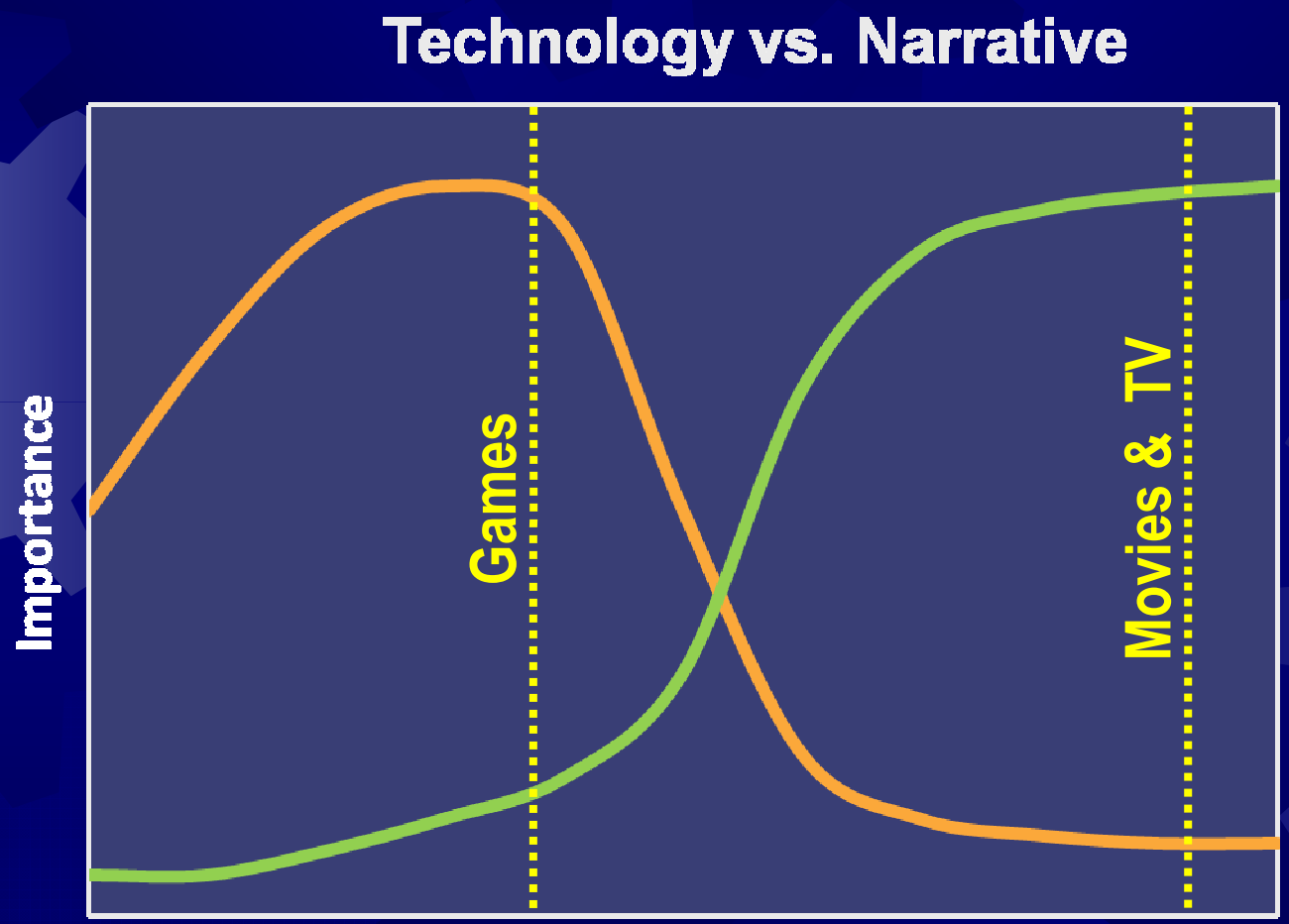
# The Future

- Re-emphasis on narrative
  - Current:
    - Action, interactivity, graphics
    - Physics
  - Future:
    - Story will become more important as with other narrative mediums
      - Movies
      - Television

# The Future

- The Lumiere Brothers (1895)

# The Future

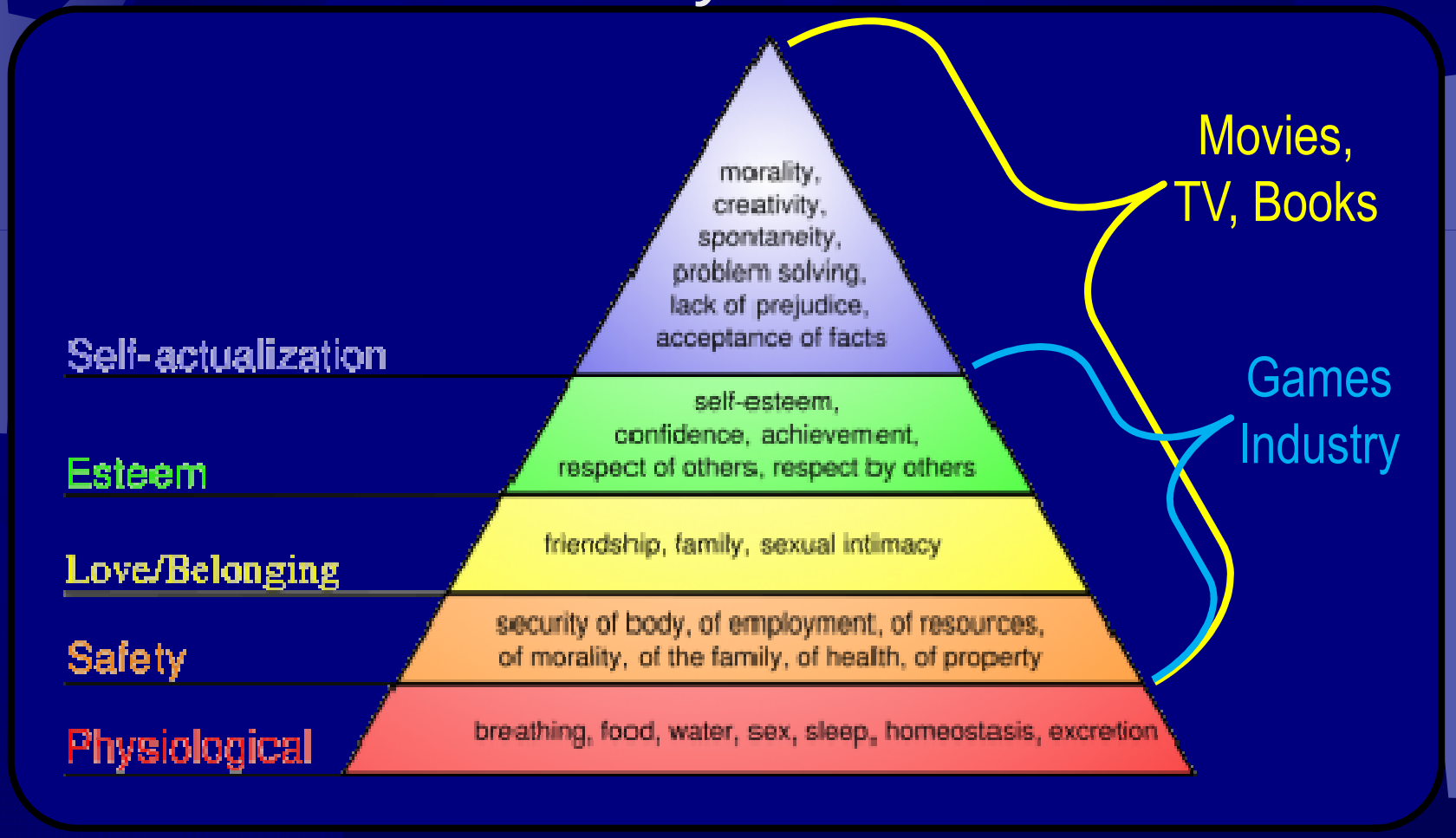

Technology vs. Narrative
Importance
Games
Movies & TV
Time
Technology
Narrative

# The Future

- Emotional Diversity
  - Current:
    - Fear, Surprise, Anger, Anticipation
    - Fight-or-Flight Response
  - Future:
    - Love, Sadness, Jealousy, Optimism, Submission
    - More complex emotions will be evoked

# The Future

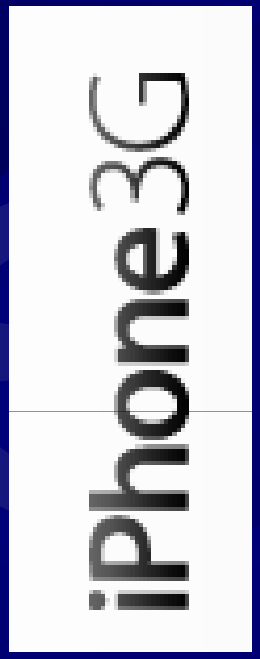
- Maslow's Hierarchy of Needs



# The Future

- Distribution
  - Current:
    - Retail outlets
  - Future:
    - Online distribution
      - Steam, Xbox Live Arcade, Playstation Network, Wii Virtual Console
    - Embedded Devices
      - iPhone App Store
    - Social Networking
      - FaceBook Apps

# The Future


iPhone3G

PLAYSTATION®
Network

STEAM™

facebook

XBOX LIVE
arcade

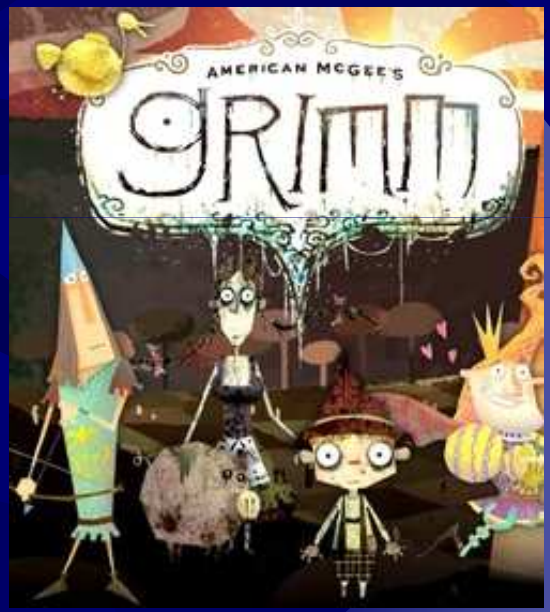
Wii

# The Future

- Business Model
  - Current:
    - Publishers fund developers
    - Full games (20-80 hour gameplay)
  - Future:
    - Bypass the publisher, sell through the distribution channel
    - Shorter games
    - Episodic Content
    - Social Gaming

# The Future

- Episodic Games



# The Future

- Programming
  - Current:
    - Teams of 30-40 Programmers for a next gen game (PS3 or Xbox 360)
    - Games are very technology driven
    - Emphasis on graphics
  - Future:
    - Smaller programming teams
    - More emphasis on content and design
    - De-emphasize graphics

# The Future

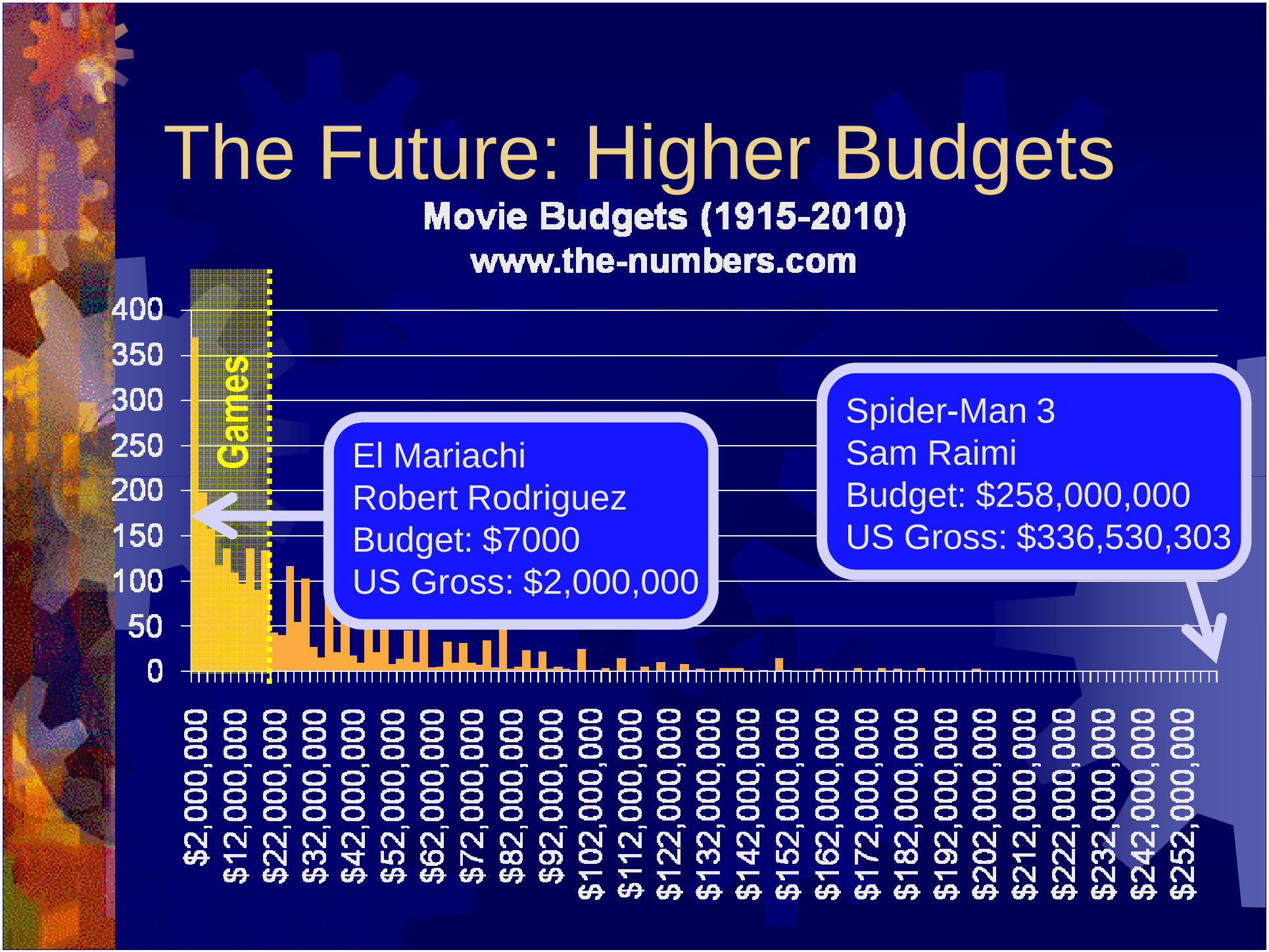
- Jason Rubin – GDC 2003
  "Great Game Graphics: Who Cares?"

# The Future

- Tools
  - Current:
    - A large amount of technical expertise is required to build a game
    - Expensive development tools (Unreal, Doom 3)
    - High barrier to entry
  - Future:
    - Better development tools
    - Cheaper development tools (Torque, XNA, Unity, Ogre3D)
    - Lower barrier to entry but higher budgets

# The Future: Better Tools

# The Future: Higher Budgets

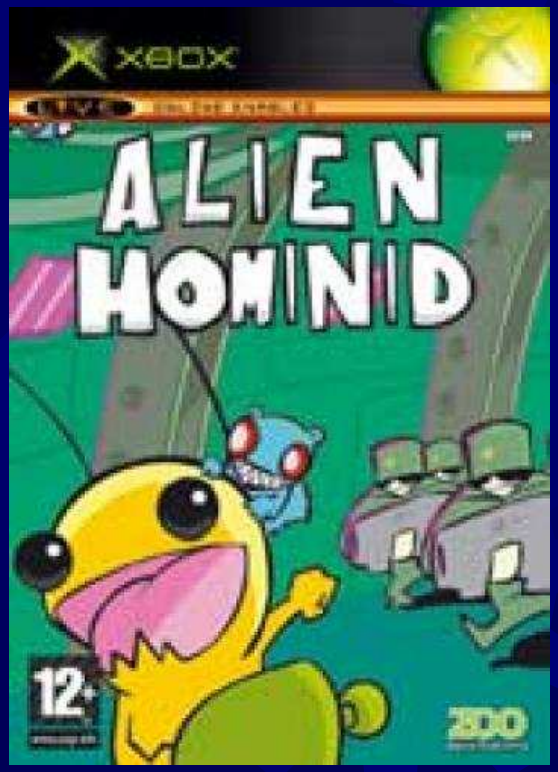


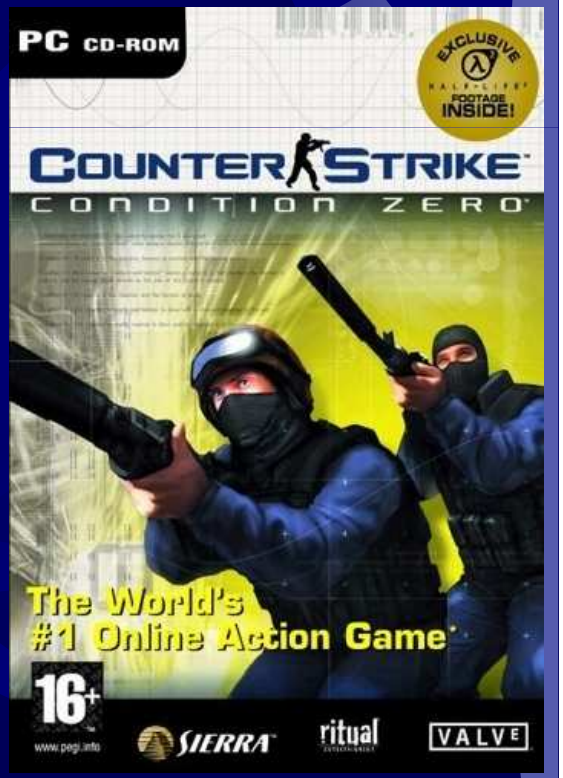
# The Future

- Developers
  - Current:
    - Commercial Game Development
  - Future:
    - Independent Game Development
    - Non-Commercial Games become Commercial Games
    - User Generated Content becomes Commercial Content

# The Future

- Commercial games that started out Non-Commercial



# The Future

- Recognition
  - Current:
    - Individual developers are not given recognition
    - Publisher takes most of the credit
  - Future:
    - Developers will become more recognizable
    - Individuals within game companies will become more recognizable

# The Future

- Employment
  - Current:
    - Programmers, Artists, Designers, Producers are hired on a fulltime basis
  - Future:
    - Employment will be on a contractual basis
    - More freelancers in the industry
    - More outsourcing of tasks
    - Possible unionization?

# The Future

- Overview
  - Game development is getting cheaper, faster, and more diversified
  - Ideas and intellectual property will be more important than technology
  - Independent developers and independent game development will have a greater role in shaping the games industry

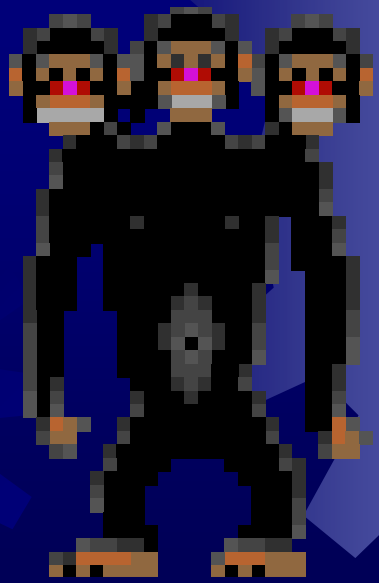
# What Can You Do?

# What Can You Do?

- Develop more internal IP
- Develop more non-commercial game projects
  - i.e. Film Industry
- Develop of games for niche genres

# What Can You Do?

- Help bring together the people necessary for developing an independent game project
  - Programmers
  - Artists
  - Writers
  - Producers
- Hold competitions to encourage development of games

# Questions?

- E-mail:
  - ted.hung@alumni.cmu.edu
- Web:
  - http://www.tedhung.com