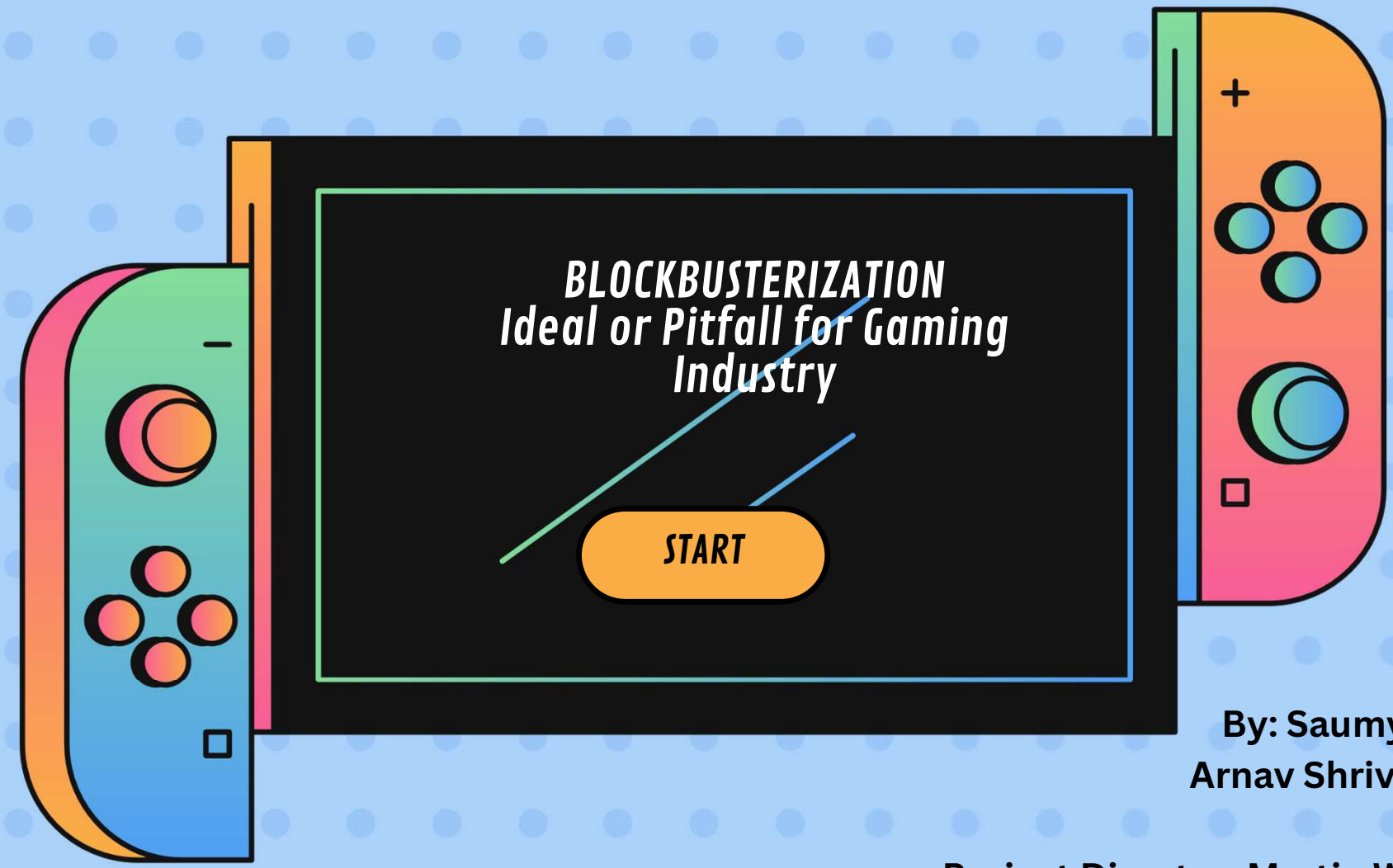


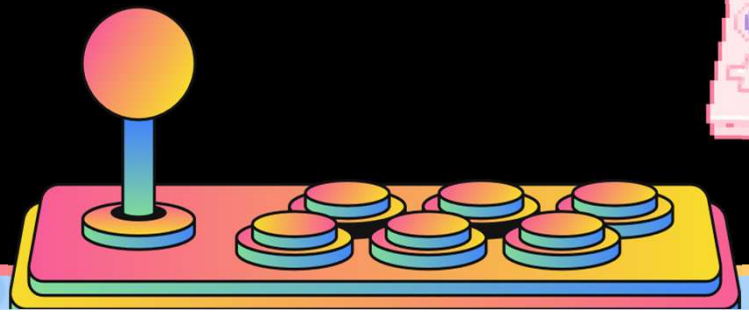
By: Saumya ROY
Arnav Shrivastava

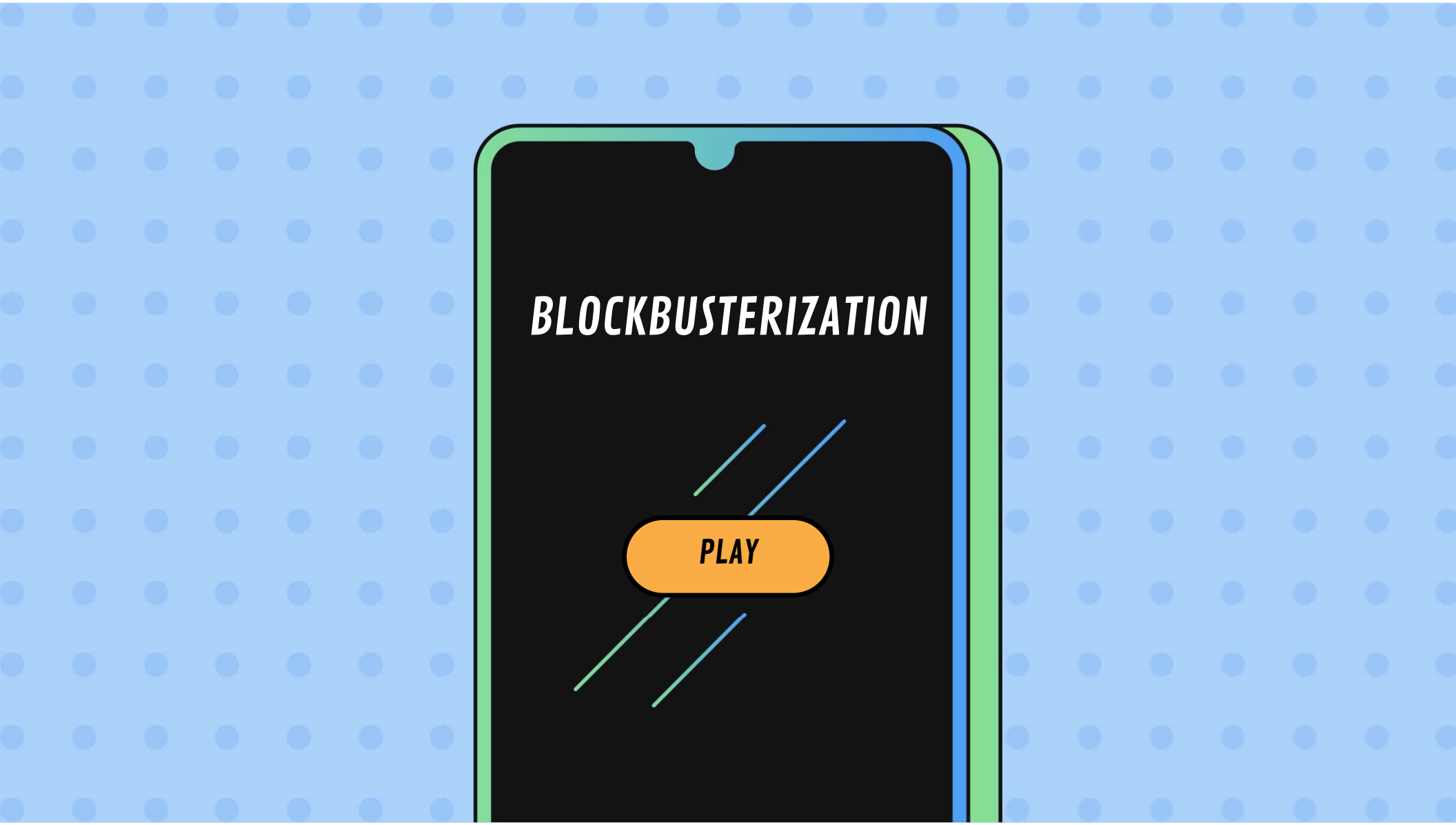
Project Director: Martin Wetzels

The Gaming Industry

1000S OF GAMES RELEASE EVERY YEAR....

WITH OVER 100 AAA TITLES RELEASED EACH YEAR.....




BLOCKBUSTERIZATION
PLAY

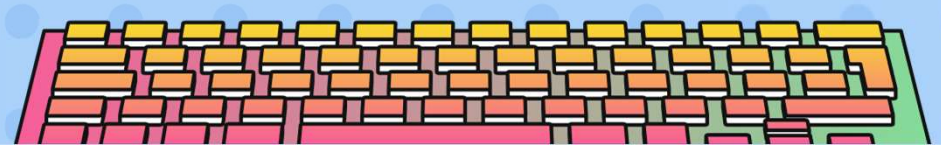
PROBLEM STATEMENTS

IS BLOCKBUSTERIZATION A VIABLE BUSINESS MODEL?

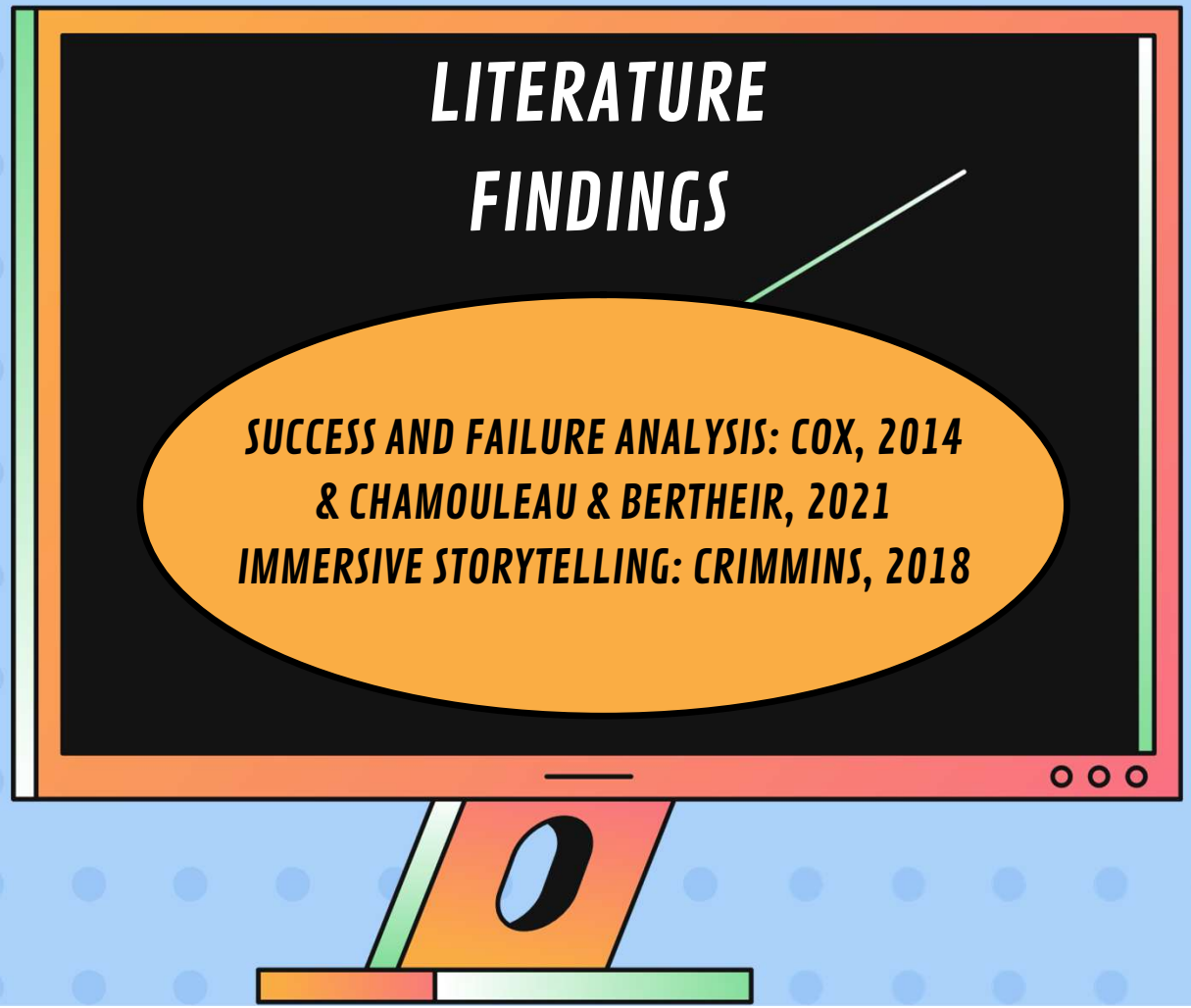
WHO ARE THE TARGET AUDIENCE?

How should one approach Blockbusterization?

WHATS BEYOND BLOCKBUSTERIZATION?



LITERATURE
FINDINGS
WE FOCUSED LITERATURES
DISCUSSING THE VIDEO GAMES AND
THE GENERAL DEVELOPMENT OF
THE INDUSTRY


LITERATURE
FINDINGS
SUCCESS AND FAILURE ANALYSIS: COX, 2014
& CHAMOULEAU & BERTHEIR, 2021
IMMERSIVE STORYTELLING: CRIMMINS, 2018

THE COLLECTION: GAMER PERSONAS

Does **not** identify as a gamer

SUPER SWIPERS

32%

Their love for gaming comes from the simple enjoyment of quick, accessible word and tile-matching games. Gaming might not be their priority or identity, but their love of the game is real.

DABBLERS

19%

They dabble in non-mobile gaming platforms, but their comfort zone is in the popular mobile titles they know and love.

DENIALISTS

10%

They're all about gaming but not the gamer title. If you call them a gamer, they'll shoo you away with one hand while getting a high score with the other.

Identifies as a gamer

LIFESTYLISTS

11%

They have an affinity for playing the latest and greatest games. Find them reading gaming news, watching esports, and playing the newest releases.

PLAYER ONES

25%

They touch all things gaming and spend a majority of their free time learning, watching, or playing games.

NEXT LEVELERS

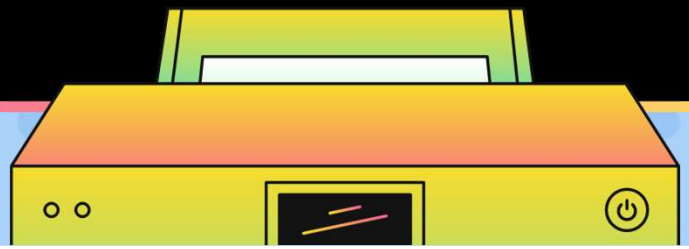
4%

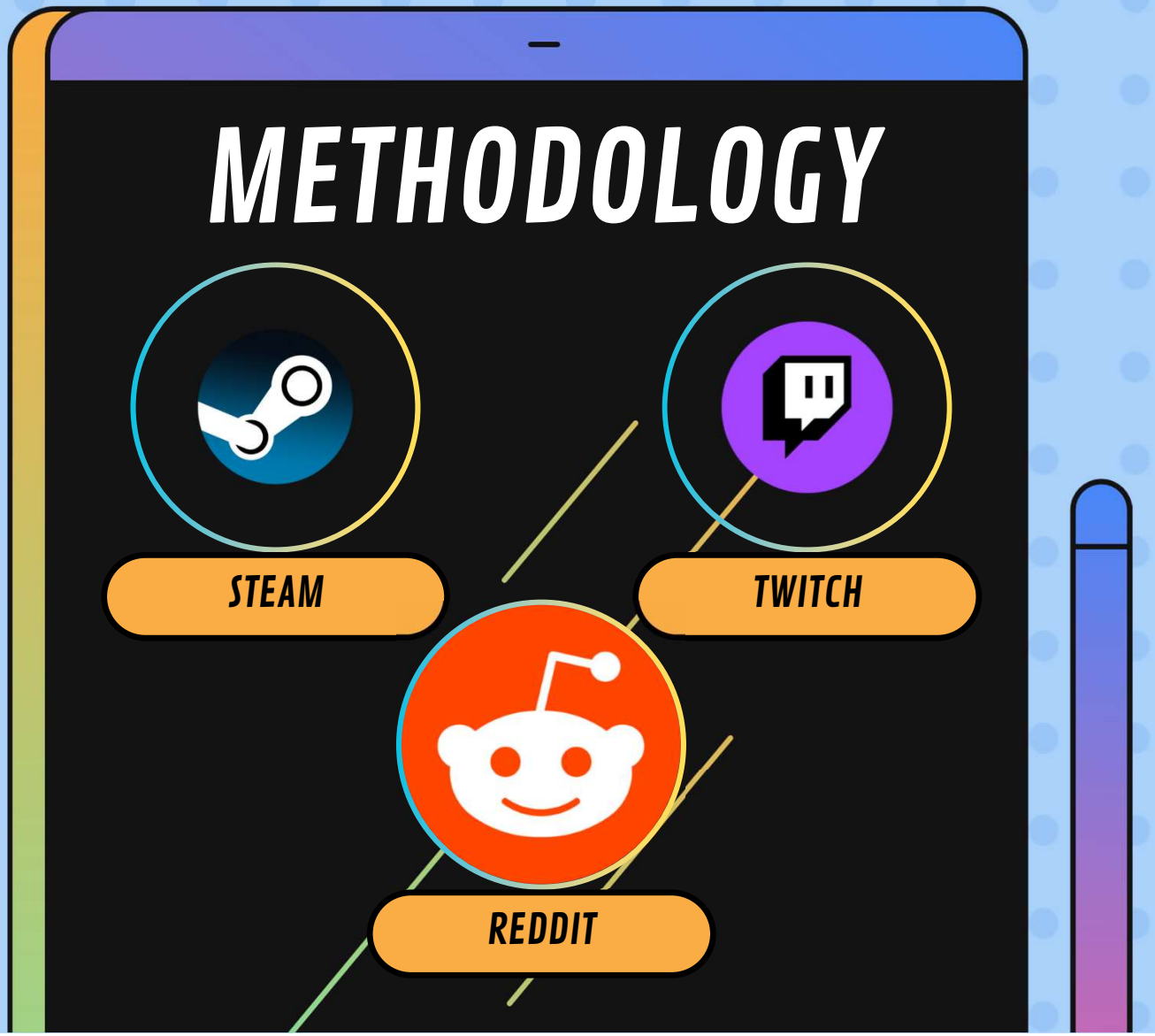
They play more, spend more, view more, and have deeper motivational ties to gaming content than any other gaming persona. And that's saying something.

Reference: Gallery of the Gamers, Activision Blizzard Media

SO WHY DID WE DO THIS RESEARCH

- Volatile industry
- Company specific solutions
- Limited in-depth research in the topic
- No specific study on UBISOFT games




METHODOLOGY
STEAM
TWITCH
REDDIT

STEAM

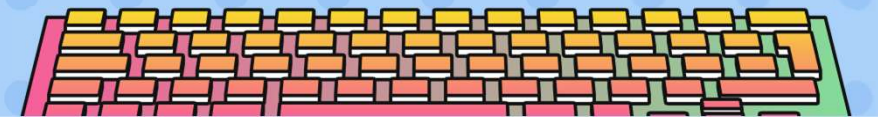
..... A DIGITAL STORE

SCRAPPED DATA RELATED TO ALL LAUNCHED GAMES

COMMENT BELOW

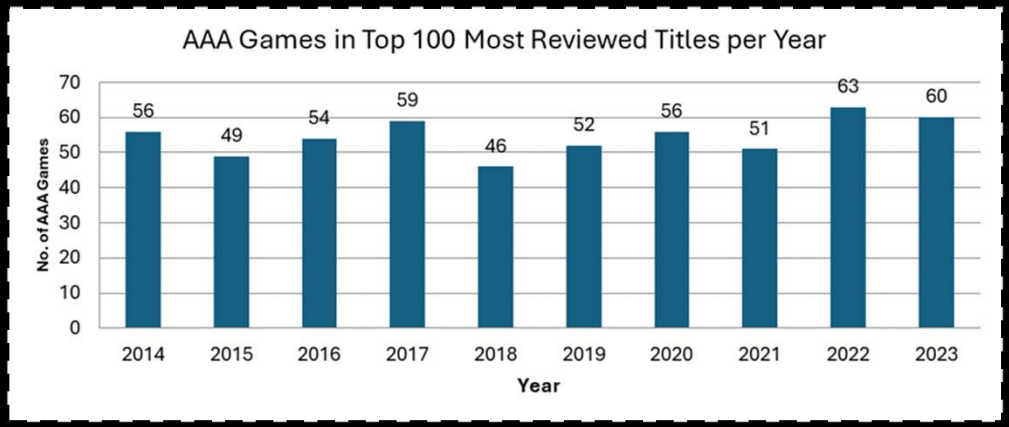
DOWNLOAD NOW

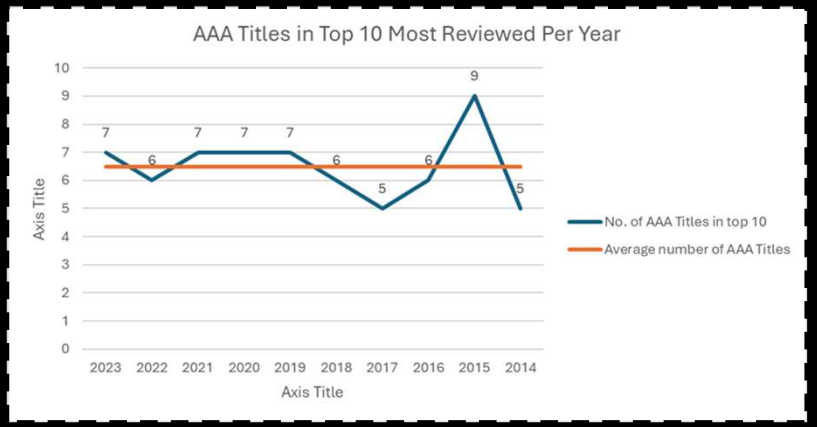
SCRAPPED COMMENTS RELATED TO MOST POPULAR GAMES

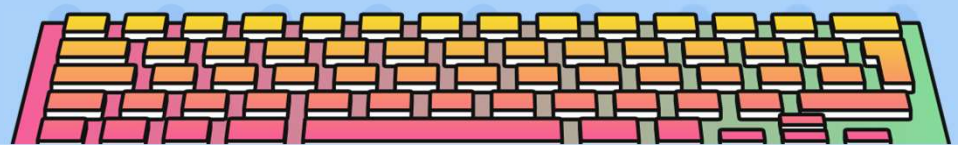


STEAM ANALYSIS - I

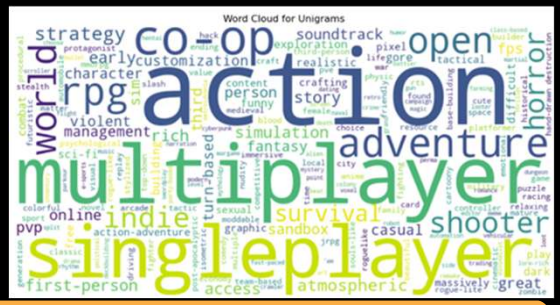
Name	Release date	Year	Estimated owners	Peak CCU	Price	Positive	Negative	Recommendations	Average playtime forever	Average playtime two weeks	Median playtime forever	Median playtime two weeks	Developers	Publishers	Categories	Genres	Tags





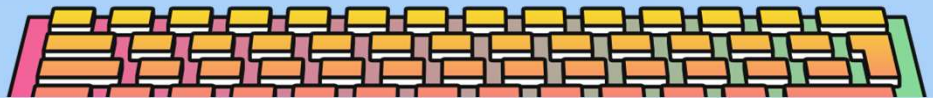


STEAM ANALYSIS - I

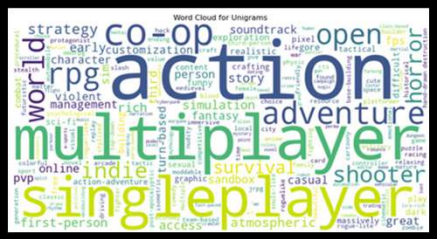


WE ALSO NOTICED THEM TO BE WEAK SIGNALS.... SINCE GAMES TAKE SOMETIME TO DEVELOP, WE WERE ABLE TO IDENTIFY 3 TRENDS AMONG THE PUBLISHED GAMES

- GAME TAGS THAT WERE POPULAR IN A YEAR RESULTED IN MASS DEVELOPMENT OF THE SAME TAG IN 2-3 YEAR TIME WINDOW
- TAGS SUCH AS MULTIPLAYER AND MMO EVEN THO POPULAR, WERE SUCCESSFUL IN AN INTERVAL OF 4-5 YEARS
- GAMES WITH SEQUELS OR REVAMP RELEASED WERE WIDELY SUCCESSFUL SHOWING LINKS TO NOSTALGIA



STEAM ANALYSIS - II



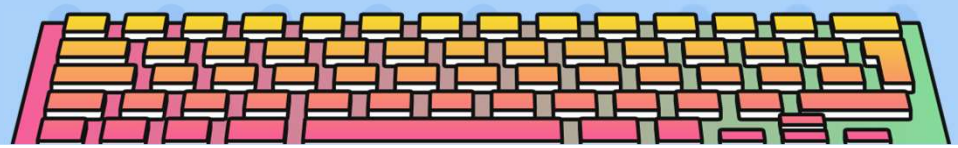
BALDUR'S GATE

ELDEN RING

ASSASSIN'S CREED ODYSSEY

GTA 5

PALWORLD



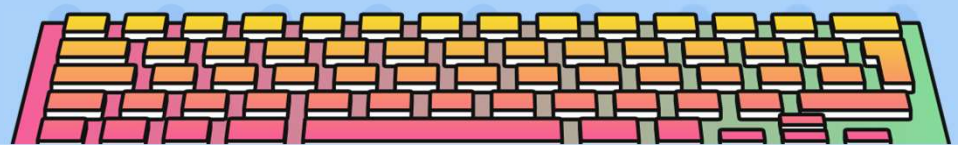
STEAM ANALYSIS - II

COMMON THEMES AMONG THE REASON THEY WERE RECOMMENDED

- MEMORABLE CHARACTERS
- IMMERSIVE STORYLINES
- GAMEPLAY MECHANICS

COMMON THEMES AMONG THE CRITICISM AMONG THE GAMES

- REPETATIVENESS
- Performance Issues
- Monitization Concerns



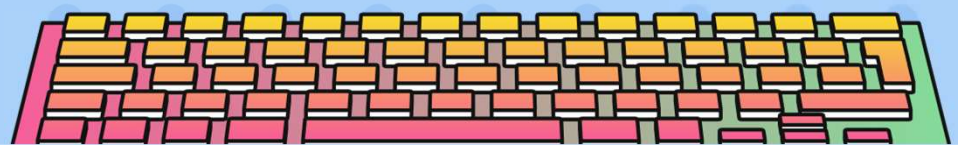
STEAM ANALYSIS - III

ANALYZING THE PLAYERS

Cluster Name	Cluster Number	Size	Game Description	Persona Traits
Casual RPG Console Gamers	1	12848	Accessible, Casual, RPG, Action, Indie	Full controller support, single player, player on TV
Multiplayer Console Gamers	2	4692	Casual, Action, Modding, Indie, Sports	Full controller, Single, multiple (play with strangers), co-op players(ask your friend to join), PvP
Open World Single Player Exporatory Gamers	3	8736	Casual, RPG, AR/VR, Action/Simulation	Partial controller (play with controller & keyboard), play on PC, single player
Indie Single Player Gamers	4	28734	Not Accessibility, Casual, RPG, Simulation, Indie	Single player, F2P
Online Multiplayer Gamers	5	4696	Action, Strategy, Modding, Early Access, Indie, Sport, AR	No controller support (PC based & mobile based), online co-op (collaborating with someone else), In-purchases, Massively Multiple Player
Single Player Adventure Gamers	6	17281	Strategy, Simulation, Education, Game dev, Production (audio, video, dev), Adventure, VR	Single player (Massive)

Number of Cases in each Cluster

Cluster	1	12848.000
	2	4692.000
	3	8736.000
	4	28734.000
	5	4696.000
	6	17281.000
Valid		76987.000
Missing		.000



STEAM ANALYSIS - III

CASUAL RPG CONSOLE GAMERS

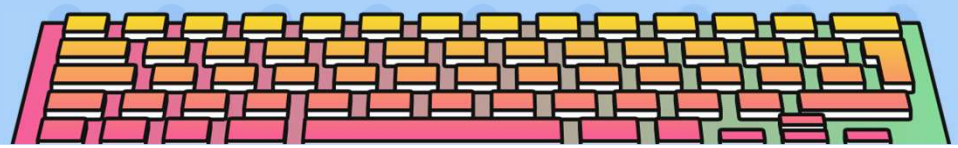
MULTIPLAYER CONSOLE GAMERS

OPEN WORLD SINGLE PLAYER EXPLORATORY GAMERS

INDIE SINGLE PLAYER GAMERS

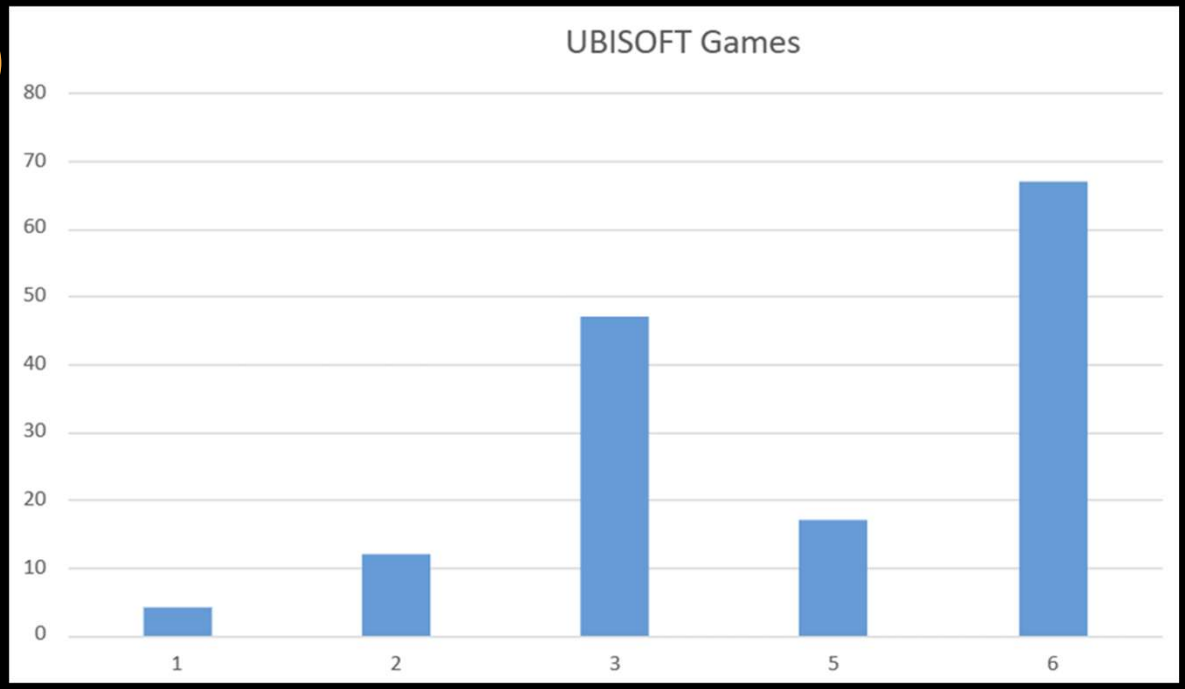
ONLINE MULTIPLAYER GAMERS

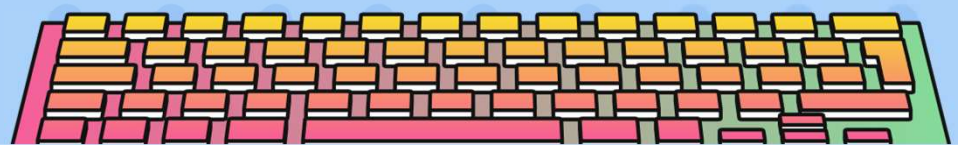
SINGLE PLAYER ADVENTURE GAMERS



STEAM ANALYSIS - III

ANALYZING UBISOFT





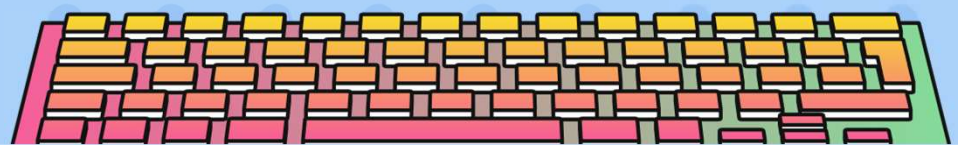
STEAM ANALYSIS CONCLUSION

WE IDENTIFIED THAT AAA GAMES ARE STILL POPULAR AMONG GAMERS WITH AROUND 7 AAA GAMES BEING AMONG THE TOP 10 EVERY YEAR.

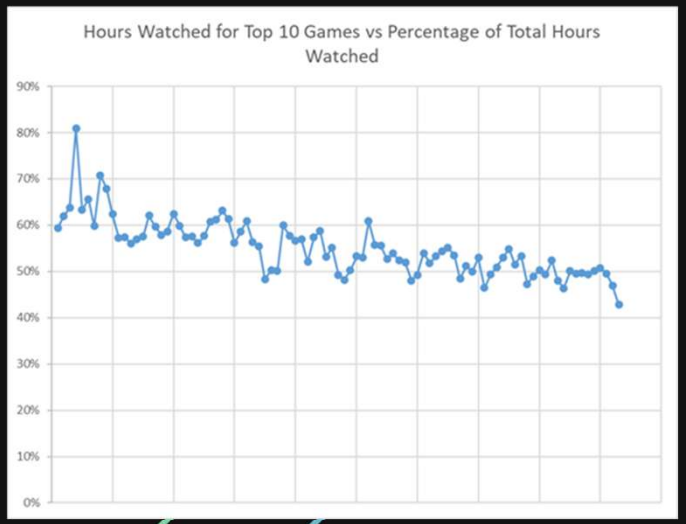
"ACTION", "ADVENTURE" AND "RPG" APPEAR TO BE EVERGREEN WHEN IT COMES TO THE CHOICE OF GAMES BY GAMERS. BUT THEY ARE ALSO HIGHLY CONTESTED AND COMPETITIVE GENRE BEING THE GO-TO CHOICE OF MANY INDUSTRY LEADERS AS WELL AS INDIE STUDIOS.

WE ALSO SEGMENTED THE GAMES PUBLISHED ON STEAM AND FOUND CLUSTER 3 AND 6 TO BE THE FOCUS OF UBISOFT WHICH ARE CORRELATED TO ACTION, ADVENTURE AND RPG GAMES.

WE MANAGED TO IDENTIFY SOME POTENTIAL WEAK SIGNALS THAT CAN BE CAPITALIZED ON.



TWITCH


Hours Watched for Top 10 Games vs Percentage of Total Hours Watched
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

TWITCH

Rank	Game	Month	Year	Hours watched
5	Tom Clancy's The Division	3	2016	19700030
10	Stardew Valley	3	2016	5925311
5	Dark Souls III	4	2016	17979317
9	Tom Clancy's The Division	4	2016	7062036
8	Dark Souls III	5	2016	7436193
7	No Man's Sky	8	2016	10901214
8	Resident Evil 7 biohazard	1	2017	10247987
10	Nioh	2	2017	8630424
7	The Legend of Zelda: Breath of the Wild	3	2017	14298988
9	God of War	4	2018	20301689
10	Red Dead Redemption 2	10.00	2018	19530383
9	Sekiro: Shadows Die Twice	3	2019	25426484
7	Cyberpunk 2077	12.00	2020	63683090
10	Resident Evil Village	5	2021	50416020
9	Elden Ring	2	2022	59174143
3	Elden Ring	3	2022	131599152
8	Elden Ring	4	2022	39389487
5	Hogwarts Legacy	2	2023	75887135
10	The Legend of Zelda: Tears of the Kingdom	5	2023	38335918

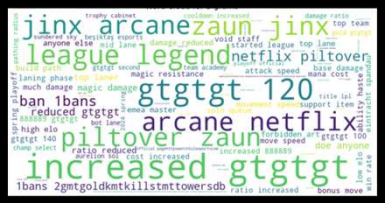
TWITCH ANALYSIS

TO BECOME A GOOD VIEWING EXPERIENCE AS A SINGLE PLAYER GAME, IT NEEDS TO BE A MASTERPIECE ALLOWING BOTH CONTENT CREATORS TO BUILD STORIES AND NARRATIVES AROUND IT AND VIEWERS TO REMAIN ENGROSSED IN ITS STORYTELLING

WHEN COMPARED TO OTHER TITLES AND INDUSTRY SUCCESSES FALLS SHORT WITH THEM BEING OVER 5-6 MONTHS

REDDIT

Data Scraped from 10 subreddits

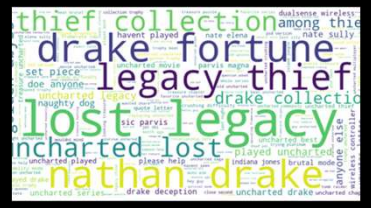


LEAGUE OF LEGENDS

MAX PAYNE

MORTAL KOMBAT

PRINCE OF PERSIA



UNCHARTERED

THE WITCHER

LAST OF US

HITMAN

LEAGUE OF LEGENDS

ASSASSIN'S CREED

REDDIT ANALYSIS

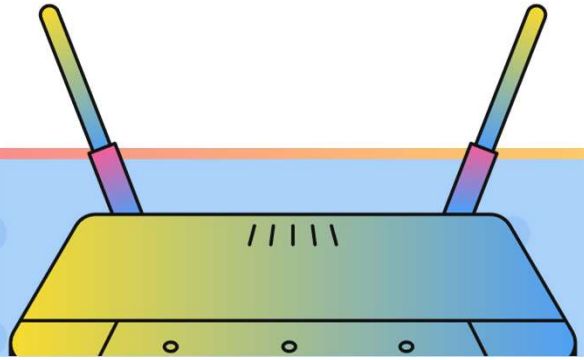
ACCURATE PORTRAYAL

MEMORABLE GAME CHARACTERS

CHARACTER DEVELOPMENT

GAME MECHANICS

Positive Reception of other media



RESULT INTERPRETATION

IS BLOCKBUSTERIZATION A VIABLE BUSINESS MODEL?

YES ITS VIABLE

HOW SHOULD ONE APPROACH BLOCKBUSTERIZATION?

GAME MECHANICS AND QUALITY
Limited Repeative content
Memorable Characters

WHO ARE THE TARGET AUDIENCE?

ACTION, ADVENTURE, AND RPG SEEKING CUSTOMERS

WHATS BEYOND BLOCKBUSTERIZATION?

TECHNOLOGICAL ADVANCEMENTS: AI AND ML
Rich narrative and World Building
Expansive Modding
Investments in TV shows and Movies
Transmedia Branding

LIMITATIONS

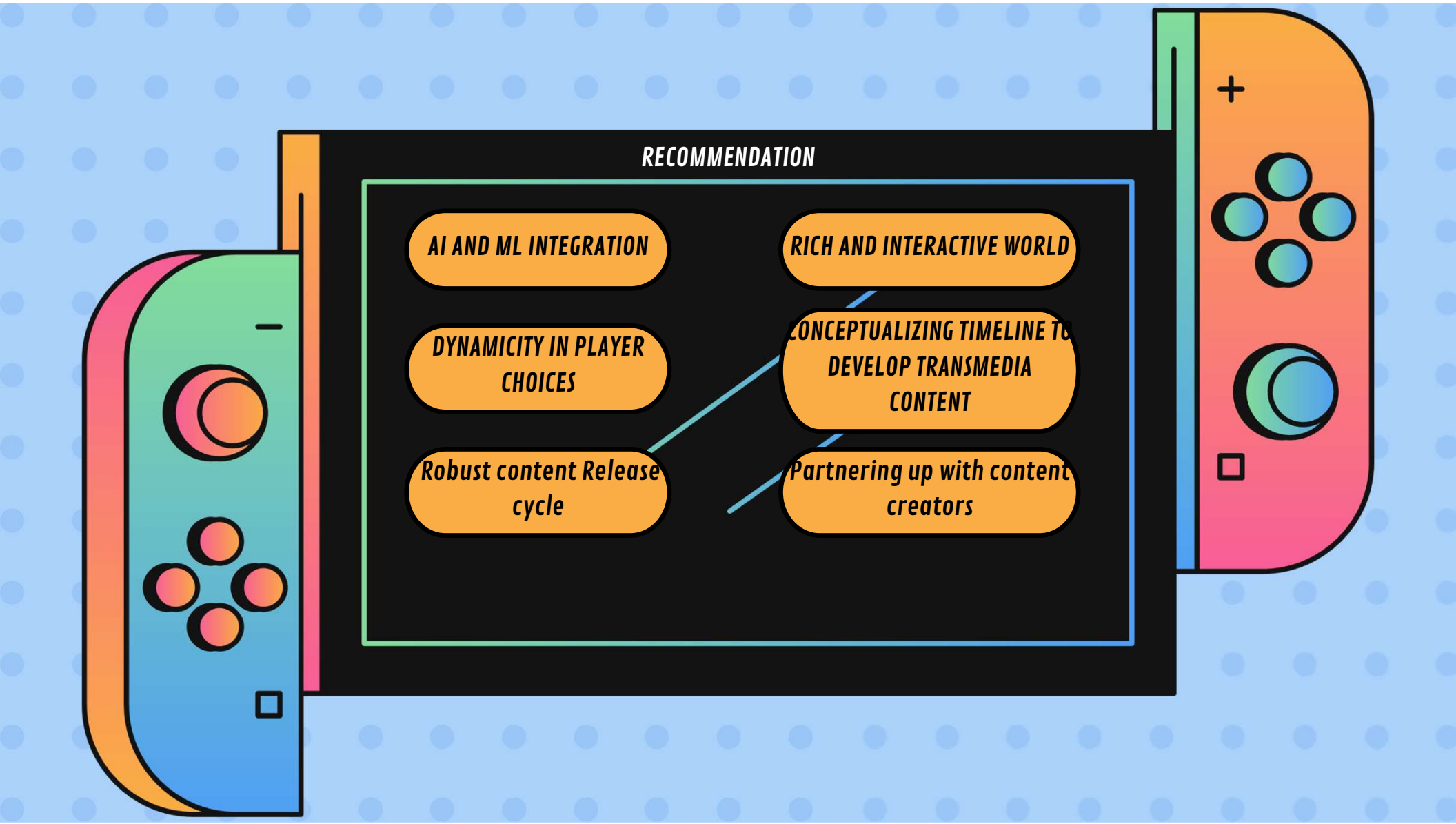
RAPID GROWTH

Not a complete Representation

Quantitative study is needed for in-depth analysis

Data was not inclusive

Transmedia implementation is heavily dependent of company policies and aims


RECOMMENDATION
AI AND ML INTEGRATION
RICH AND INTERACTIVE WORLD
DYNAMICITY IN PLAYER CHOICES
CONCEPTUALIZING TIMELINE TO DEVELOP TRANSMEDIA CONTENT
Robust content Release cycle
Partnering up with content creators

THANKS !
END