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Recipient

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**Recommendation to Delay a Game’s Launch**

Delaying video games to a later launch date provides the most viable option as it allows developers to finish preparing their games for the market. Not all studios or developers may have this option, but for those that do, it results in a functional and feature-rich game at launch. The budget will have to be stretched to accommodate for the remaining time needed to prepare a game, and that time can be anywhere from a few months to a couple of years. Publicity can fluctuate with a delay, but game trailers and teasers can help increase the buzz for a game prior to launch day.

The second-best option would be to launch the game at its designated release date, if everything in the game is ready to go as far as mechanics, content, and online connectivity, and the game supports it. If a solid plan is in place for the game in terms of future content and services that increase its longevity, then it should do reasonably well when released and meet the expectations of the players.

The final option is to launch the game as it stands on the release date, and fix it up as time goes by. This plan is not recommended as core features can end up broken, or missing altogether from the launched product. Broken mechanics and gameplay that hinders the user’s experience can drastically alter the reception of a game in the long-run. This method is costly for the development budget, schedule, and the publicity the game has earned prior to its launch.