Ben Robinson

R020140g@student.staffs.ac.uk

Abstract

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Group Game Development Project and Work Based Simulation

Written Assignment

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# Critical Discussion: The quality and robustness of the arguments in the critical evaluation.

## Introduction

## Successful Console the PlayStation

### Background

On the 29th September 1995 in European regions (9th September 1995 in America and 3rd December 1994 in Japan) Sony Computer Entertainment released the PlayStation (also known as the PS1) as their first gaming console. As shown on the official PlayStation website related to the PlayStation (Sony, n.d.) “PlayStation Games were the first to be released on CD and boasted advanced 3D polygon graphics”. However even with this the consoles main selling point was its large amount of third-party support.

### Marketing Campaign

At the time of PlayStations release, game consoles were primarily produced by Nintendo and SEGA and mainly focused on their large first party catalogue of games. While there were many third-party developers on the consoles produced by those companies, many of them were not as popular as their first party intellectual properties. With the release of the PlayStation, a large focus on third party releases, and with this 1300 recorded games were released onto the platform (according to the website List Challenges (*List Challenges, n.d.*)) by the end of the consoles life span, many of which were exclusive to the PlayStation. With the focus on third party games, many companies decided it best to only publish games onto the PlayStation.

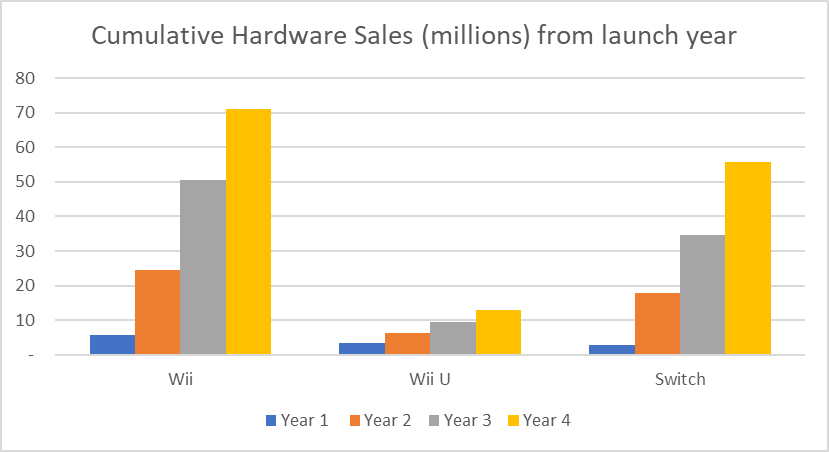
### Effect on Sony and future releases

Thanks to the release of the PlayStation, it has been shown that third party support is the primary

## Failed Console: The Wii U

### Background on the game and franchise

On the 18th November 2012, Nintendo released the Wii U as a successor to the extremely popular Wii system. Supporting HD graphical capabilities, backwards compatibility with the Wii and a secondary game pad controller which supported all the games released for the console or in some cases would allow the player to play games off the device. With all that going for the console it was surprisingly considered a failure, only selling 13 million systems within the first four years of its life span. This compares with its predecessor the Wii, which sold 71 million systems and the current Nintendo console the Switch which sold 56 million systems in the same period as set out in the graph below (Nintendo, 2020)*.*

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### Marketing Campaign

One of the major reasons for the failure of the Wii U was due to its marketing campaign which launched at the Electronic Entertainment Expo in 2011 (E3\_2011\_WiiU\_Announcement). The consoles announcement demonstrated the consoles main peripheral, the Wii U Gamepad. Due to this and the name was very similarly to its predecessor, the Wii, many possible customers believed that the Wii U was simply an add on to the Wii and did not believe it to be necessary to purchase the new console. Especially with the price of the Wii U (cost £250-£300) being far higher than buying a Wii at the time (less than £150 new). Later adverts such as the “What is Wii U” *(WhatIsWiiU)* marketing campaign tried to distinguish the Wii U from the Wii in an attempt to get them to upgrade to the new system. However, even with this ploy Wii U’s sales did not increase.

Another reason for its failure was the systems lack of new games at both its launch and through its lifespan. At launch the Wii U had 23 games and many of these games were re-releases from other consoles. The most appealing release for the system **New Super Mario Brothers U** was seen more as a HD expansion to the previous entry on the Wii **New Super Mario Brothers Wii**. While some new game releases such as; **Mario Kart 8, Donkey Kong Country Tropical Freeze** and **Super Smash Brothers for Wii U** did sell well and increased the sales of the Wii U. However, it was not enough to increase console sales.

Later in the switches life span many third party game companies chose not to support the system due to both its previously mentioned failures in the market, its lack of power when compared to its competitors in the market at the time, and its over reliance to the Gamepad.

### Effect on Nintendo and future releases

As shown in a 2014 article in Forbes *(Tassi, 2014)* sales for the Wii U were down by a large margin. Due to the issues associated with it, many Nintendo executives including current CEO Satoru Iwata took pay cuts of up to 50% as a symbolic gesture, admitting the failure of the console.

Many of the issues related to the release of the Wii U were resolved when Nintendo’s next home console the Switch was released. It was marketed as a separate entity from the Wii family of products and while its launch line-up was far smaller than the Wii U’s, many of the games were new products which could not have been played anywhere else. Nintendo also announced many more games to be released in the months following its release including many of those games being from third party developers.

# Reflection: The quality of your reflection of the societal, commercial, and business implications of successful and non-successful games.

# Conclusion The quality of your conclusions – what can we learn from this? Is it inevitable a game will succeed or fail?

# Appendix

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