List of sources :

Social Games

email for the rest of the list

11 points,

1 to 4, 5 to 6, ...

I/ Game ?

Def: \*Activity engaged in for diversion or amusement

\*A procedure or strategy for gaining an end : tactic

\*A physical or mental competition conducted according to rules

with the participants in direct opposition to each other.

\*...

( sources Merriam Webster)

(Casual gaming : solitaire, microsoft games ...)

Amusement :

1. a means of amusing or enteraining.

2. A pleasurable diversion entertainement

To Gain/Win

1. To gain the victory in a constent : succeed.

(Competition spirit to comee first)

2. To succeed in arriving ad a place or a state.

(She found self-fulfillment by staring her own business)

3. To get possession of by effort or fortune.

(Striving to win a living from the sterile soil, to ear a living, to improve one's situation)

4. To obtain by work : earn.

5. To make friendly or favorable.

Game - exercice

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Amusement

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A pleasurable diversion

Gain / Win

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2. To succeed in arriving at a place

3. To get possession of

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5. To make friendly or favorable to oneself or to one's cause

TheSims : 2. (to become God)

Monopoly : 3. (to become more powerful)

Chess : 1. (to be invincible like boris in goldeneye)

Tomb Raider : 4. (to manipulate an object of fantasy)

Farmville : 5. (to spend time with friend)

Why vocabulary is so important ?

\* A brand must be systematically associated with a word.

- Mercedes = Prestige

- Volvo = Security

- BMW = Joy

Game - Slogan

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Prince of Percia : the warrior within

DEFCON : Everyone dies

Halo 3 : Finish the Fight

Call of Duty : modern warfare

Monopoly : Own it all

Farmiville : everything grows your way

facebook : Connect and share with people in your life

World will set a tone, clients will want to adopt

Associate each dream with the correspounding proposition :

To play God : imagine create and watch your creature come to life

to become more powerful ...

french consumption of video games :

63,3 % of French play a video games

the computer is the primary plate forme for video games

3 players out of 4 play online on the internet

74% of player play alone

Action games are consummed by over 30% of players

A subscribtion is the main stream in paid games

63,3 :

52,1% are women

35,6 years old is the average age

50,5% are over 35 years old

The 15-24 years old segment compose 21% of players

Non working people represent 46,2첫 of players among which 9,6

Monopoly :

Since 1935 : 250 million units sold in 103 countries in 37 languages.

The Sim :

Chess :

The French Federation counts 54 555 member.

Tomb Raider:

1996 8 million

2008 2.5 million

The market

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Definition in Economic Sciences :

the market = the place where supply and demand meet

Postulate :

- Competition is free and perfect

- the nature of the products exchanged, their quantities and their prices stem from that meeting point

(do people go on Facebook to play, or do people need to play on Facebook?)

they need to play

Demand : Quantity of goods or services people are ready to buy at different levels of price during a given

period, all other parameters remaining contant.

the law of Demand : there exists a reverse relation between a decreae in a price

factors (other than price determining a modification in demand are :

- Tastes and preferences, levels of revenues, prices of linked products,

future expectations, the amount of buyers.

the law of supply is the symmetrical to the law of Demand.

market equilibrium in Economic sciences

The economic theory applies well to raw materials and good markets.

Economic Sciences in Action

Give an example of how sudden increases in demand, while supply remains

constant leads to a pressure upward on the prices.

Marketing Approach to Markets

What is a market ?

what is a consumer?

a person with a need to be statisfied

what do you do when you purchase ?

you spend money on a product that u need.

Etymology : Marketing

To market, to go to the market.

To define a market is to identify a need

1. often products are conceived to answer a specific need and are sold to varying categories of clients

Marketing and Markets

Markets can be characterized by

Competitors Products

Clients types

Geographical criteria

Different levels of production/ distribution

Define the Game Market

1 Is the Game

2 Is the Game Market made of a accumulation of markets ?

Exercice: classify the games

down : simplified graphics

up : elaborated graphics

right : action

left : strategy

value = Benefits /costs

Value and the Client's Needs

the values Proposition :

it is the set of functionaities or product attributes built into the product / service and their respective benefits to the client

functionality :

a spacious car => -room and space for the familly and the luggage.

spell out the value Proposition by answering:

what needs have you identified? “our product/service provide ,,,

Adding Value to the console

lets compare Xbox 360 and PS3

average for developping a game 5millions

the editor negociate with the developping manufacture

value proposition:

xbox360: 399-299$

a game console with :

a larger catalog of game to play

xna a faster and less expensive way for game creators to build games for the Xbox,

an access to an online gaming service

PS3: 599-499$

a device to organize all the digital fun streaming around consumers lives

Evaluating the opportunity a market represents

A forecasting Tool-box

1. the size of the Actual Market

2. The size of the Potential Market

3. Methods ,,,,

The size of the Actual Market

sales !

A. Measuring Sales

What do those numbers tell you?

They tell a story

B. The “Chain of Ratios” method

Measuring the market opportunity for gamers:

Count the number of owners of Console + Computer + hand-held consoles + Smart-phone

Adjust by the average number of games played in a household or by kind of console respectively

Adjust by the frequency of equipment renewal

French Households : average monthly budget : 6€ - 12€.

C. The “Purchasing Power Index”

The method relies on the purchasing power indexes per geographical areas

food for thought :

In a household's budget, does the practice of video games occupy a position similarly to that of the consumption for food or clothing? (Maslow pyramid).

2- Forecasting the market size

the rise and fail of Brands lies upon the acquisition or loss of clients!

Food for Thought :

How would you represent under the form of an equation, the opportunity that a Market represents?

Potential Buyers + Actual clients / Market

Exercise: Compare potential markets for each console

PS3 1st generation :

possibility to play dvd and other stuff

Gamers own at least one console

a public of young adults

Games for hardcore gamers

An average price of 53,79€/titles

the technology can turn the console into a media system

wii:

casual gamers.

A largers public than hardcore gamers.

average age 7-77 yo.

Multiplayer – solo games.

An average price of 45,89€/title

the technology brings people together

exercice : give the titles for the axis on this market representation:

| PS3

\_\_\_\_\_\_\_|\_\_\_\_\_\_\_

|

WII |

up : classical controller

down : Wireless – motion capture controller

left : Casual / family gamers

right : hardcore gamers

Estimating games market

Value Chain

definition : the mapping of all necessary activities to building a successful sales-production process,

EA : Value Chain

operation : un QG à Redwood (San Francisco, Silicon Valley).

Est – ce important d'être implanté à SF?

Oui car c'est là que se trouvent tous les matériaux : brains and technology.

Qu'apporte chaque unité / département à l'attrait des jeux?

Logisique de revente:

Les magasins traditionnels.

l'internet HD pour des fonctionnalités nouvelles.

Le mode de distribution hybride apporte t'il un réel plus aux clients?

Fonctionnalités en ligne

Le haut débit est il totalement démocratisé?

Services :

Les jeux sont adaptés pour la plupart es plateformes

un service de chat entre gamers

aux USA en octobre 2003 20% des foyers ont accès au Haut débit

jouer en ligne uniquement pour la plateforme PS2

Des jeux gratuits accessibles depuis le web

les services apportés par EA sont-ils :

Exclusifs

Elitistes

Ségrégationniste (PS2ou non )?

Que fait EA pour les autres ?

deux titres qui sortent en 1 jours CoD fait autant de chiffre d'affaire que toutes les autres versions cumulées.

Le marché est composé de différents segments, ce n'est pas un bloc homogène

Market Segmentation:

Un marché est regroupé par segment s selon certains critères.

Pour faire des profils on observe les gens, dans la rue, sur internet, dans leur environnement.

On va voir aussi les forums de discutions pour récupérer des infos :

critère géographique, psychographique, démographique, comportemental.

Gamers moyen de Star wars galaxie:

33 ans

diplome maitrice

professionel de l'informatique

il a perdu son interet pour son travail

valid segments should be :

measurable

substantial

accessible

differentiable

actionable on leur envoie un message pour récuperer une réponse.

MMORPG gamers

mostly in their 30ies

-6 x teeagers

-3 x 18-22 yo

25% in their 50 ies

midcareer professionals

avatar is active in same field

mean household income of players = $85,000

-$25,000 above average

80% male :

60% registered users = men

60% most active users are women / female avatars

2/3 of players : college

to identify expected benefits, answer :

what are the clients needs?

3 steps to segmenting

1, identify benefits clients look for

2, segment market using benefits identified in step 1, and draw “profiles” for each segments

Offre marketing ( mix marketing, price product, place, promotion)

“Ma solution est la meilleure qui s'offre à toi parce que ,,,”

Mon produit c'est le meilleur, le plus beau, le plus performant …

On explique les bénéfices, les fonctionnalités construites qui apportent ces bénéfices.

On a vu qu'il y avait une diff entre les jeux et les services ( jeu complet et un service de jeu sur fb)

8 dimentions de qualité :

performance : exemple de Tomb Raider, attentif au détail, haute définition visuelle, lieux exotiques, boobs !

Fan de Call of Duty, il a tout aimé sauf les graphiques qui n'ont pas changés.

Features : toujours sur CoD, solo mod, historical elements …

Reliability: fiabilité, sur CoD on attend des choses en particulier.

Conformance: conformité, caractéristique du first player shooter

Durability: durabilité avec l'ajout d'addon pour enrichir l'univers de CoD, un système d'extensions

Serviceability: service, rapidité, facilité pour obtenir une réparation ou une assistance.

Esthetics : dimension esthétique, cela va au dela du jeu, cela doit être impressionant et détaillé, mais cela reste subjectif, lié à la perception de la qualité.

Perceived Quality : perception de la qualité, exemple des deux invités de Turbo qui venaient essayer deux voitures de meme gamme et qui retournaient leurs impressions avec des “ moi je “. On achete le bénéfice, on acheter pas la techno ( on achete pas la technologie du moteur de la voiture, on veut juste qu'elle aie plus vite !)

c'est la réputation qui rentre en jeux, ces sont des professionels de l'industrie qui viennent donner leur avis.

5 dimensions pour les services

tangibles: charte graphiques, décor, …

realibility : peut on avoir confiance ? Le service sera t il rendu avec l'exigence qu'on a acheté? La fiabilité est elle sur toute la durée du services ? Que se passe t il une fois que le service a été livré ? => service après vente.

Assurance : competance, courtesy, credibility,

empathy : capacité à écouter les clients, à leur préter leur épaule pour qu'il pleure …