



FALMOUTH
UNIVERSITY

Lecture 10: Introduction to Marketing

GAM110: Development Principles
BA(Hons) Game Development
BSc(Hons) Computing for Games

- Learning Outcomes
 - **Define** the term marketing
 - **Analyse** marketing approaches for making and selling games
 - **Develop** approaches for assessing game commercial potential



'In this session we will discuss marketing, a concept typically seen by many in game development as 'corporate' or 'too business'. It is, however, an incredibly creative and exciting part of the games industry, and one which is critical to reaching the people who you want following your game project and join your game's 'community' as you develop and grow it.'

- From GAM110: Development Principles, Learning Space



- Why are some games very successful?

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 - GTA5
 - 90 Million sales, \$6BN revenue (2018)
 - <https://www.trustedreviews.com/news/gta-5-now-profitable-entertainment-product-ever-3448487>
 - <https://www.marketwatch.com/story/this-violent-videogame-has-made-more-money-than-any-movie-ever-2018-04-06>
 - WoW (MMO)
 - \$9BN lifetime revenue (2017)
 - https://en.wikipedia.org/wiki/World_of_Warcraft
 - Fortnite
 - 250M players
 - Raised Epic's valuation from \$825M (2012) to \$8.5BN (2018)
 - https://en.wikipedia.org/wiki/Fortnite_Battle_Royale
 - Minecraft
 - Sold for \$2.5BN (2014)
 - <https://en.wikipedia.org/wiki/Minecraft>



- Why are some games absolute turkeys?



- Why are some games absolute turkeys?
 - APB (MMO)
 - Duke Nukem Forever
 - Pac-man (Atari 2600)
 - ET (Atari 2600)



- Zietgeist



- Zeitgeist
 - *'the defining spirit or mood of a particular period of history as shown by the ideas and beliefs of the time'*
 - Often, games will come along that define this

- Zeitgeist





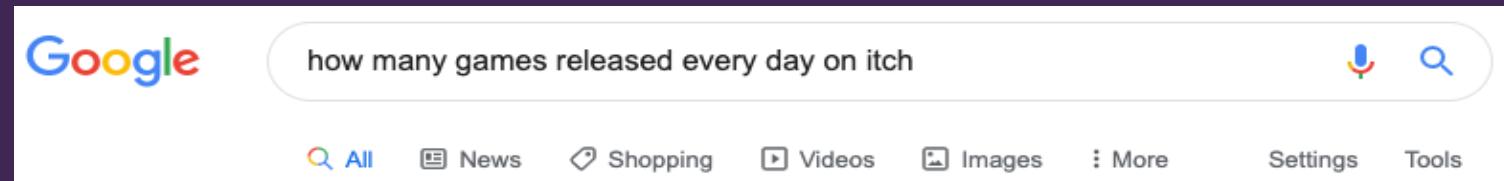
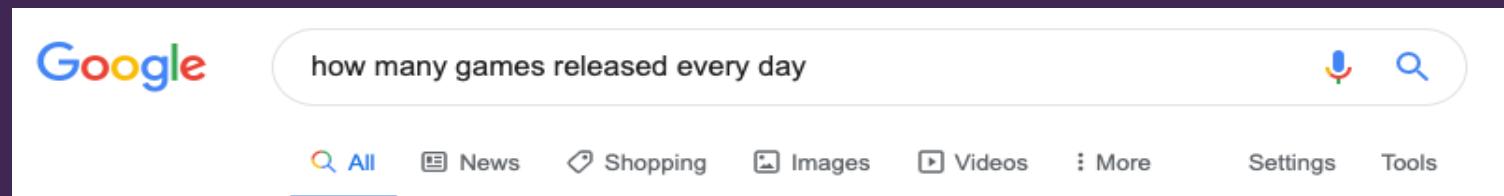
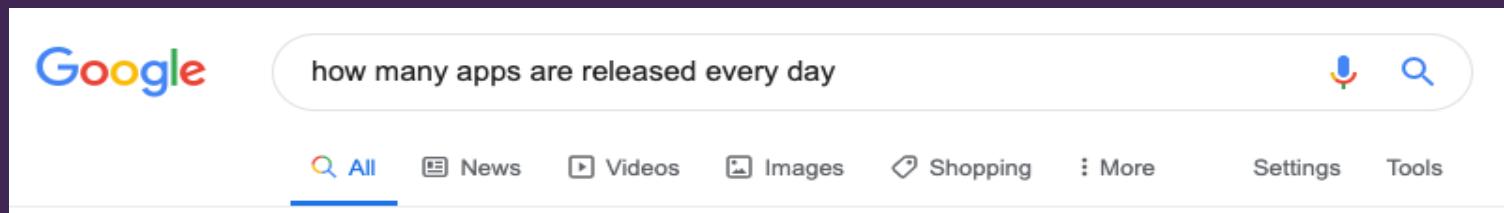
- What does it mean for us as developers?

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 - Would be nice to work on commercially successful and critically acclaimed games
 - There aren't that many of them

- What does it mean for us as developers?
 - Would be nice to work on commercially successful and critically acclaimed games
 - Lots of games companies struggle to remain in business

- What does it mean for us as developers?

- How many games get released, what does competition look like?’

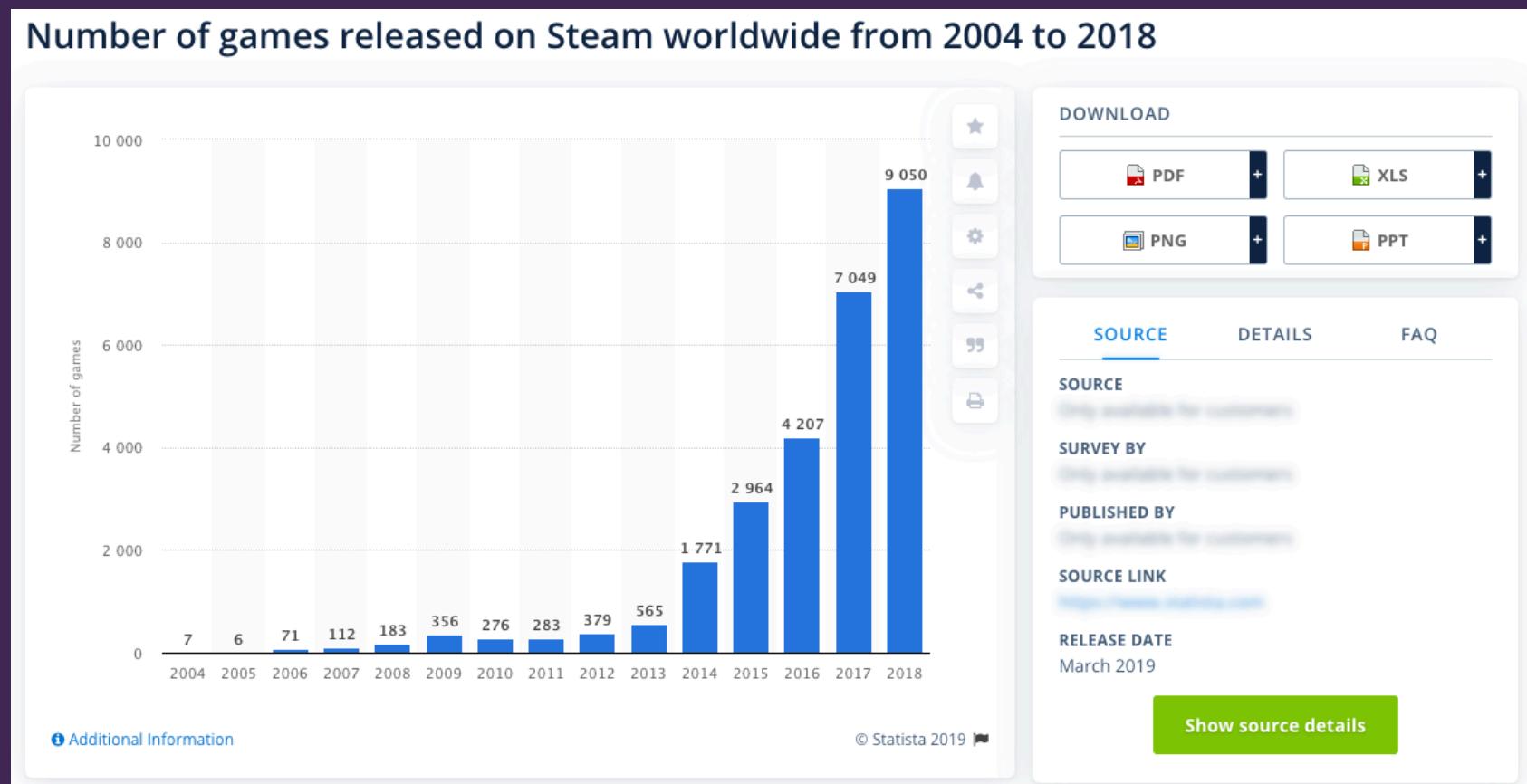


- What does it mean for us as developers?



<https://www.statista.com/statistics/276703/android-app-releases-worldwide/#:~:targetText=This%20statistic%20shows%20the%20average,Google%20Play%20Store%20every%20day.>

- What does it mean for us as developers?



<https://www.statista.com/statistics/552623/number-games-released-steam/>

- What does it mean for us as developers?

itch.io Community » itch.io » Questions, Ideas & Feedback

How many new games are uploaded to itch.io each day?

A topic by [greggman](#) created Dec 06, 2016 Views: 620 Replies: 1

Viewing posts 1 to 2

 **greggman** 2 years ago (1 edit)
I was wondering if you (itch.io) has any info to share on the number of new games uploaded every day?

I posted 3 games over 5 days. Their IDs were 99845, 100815, 101945. Assuming ids are consecutive that seems to be around 400 new games a day. Of course even if ids are consecutive some of those ids might be for games not yet uploaded. Still it would be interesting to get some stats.

I saw this older info but it seems to only include games for sale?

<https://itch.io/blog/2/running-an-indie-game-store-2015>
[Like](#) [Reply](#)

 **Amos** Admin 2 years ago (+2)
From a cursory look, the number you posted seems to be the right order of magnitude. It varies from day to day!

[Like](#) [Reply](#)

<https://itch.io/t/50035/how-many-new-games-are-uploaded-to-itchio-each-day>

- What does it mean for us as developers?
 - As *hobbyist* developers, we can do whatever we want, it's a hobby
 - As *commercial* developers we need to think very carefully about what we do:
 - How can we keep a business running that relies on selling games in markets of hundreds of new games every day?



- The commerce of games development 101

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 - Profit = revenue (sales) – costs
 - Generally:
 - people want to be paid for working
 - Suppliers want to be paid for their services (s/w, offices etc)
 - The least successful outcome, is to break even
 - You can re-use the revenue to do more work
 - The worst outcome is to lose money
 - Costs > revenue

- The commerce of games development 101

- Selling is therefore key

- **Who** are you selling to?
 - **Why** are they going to buy and play your game?
 - **How** do you reach them to tell them what you are doing?
 - **Where** are you going to sell your games?
 - **When** will your game be available?
 - **What** are you selling (a game, loot boxes, monthly access etc) what is the product / service?

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 - This is the 5Ws&H model
 - https://en.wikipedia.org/wiki/Five_Ws
 - Who, where, why, what, when and how

- The commerce of games development 101

- Selling is therefore key
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- This is the 5Ws&H model
 - This is also the core of marketing



- What marketing is and what marketing isn't?

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 - Three statements of doom from indie developers on Twitter:

'We've finished making the game, now we need to work out what marketing is'

'This is the game I've always wanted to make'

'This game is for everyone, from 8 to 80'

- What marketing is and what marketing isn't?
 - *'We've finished making the game, now we need to work out what marketing is'*
 - Developers often talk about PR, advertising and marketing interchangeably
 - **Marketing** – activities geared around defining products that an organisation will create, advertise and sell to defined groups of customers
 - **Advertising** – activities specifically linked to a product or service that you want to make customers interested in
 - **Public Relations** – activities that are linked to your business rather than a particular product or service, generally to build the good standing of your business

- What marketing is and what marketing isn't?
 - *'This is the game I've always wanted to make'*
 - Developers (designers) often talk about what they want in a game
 - You are selling to a broader audience than just yourself

- What marketing is and what marketing isn't?

– *'This game is for everyone, from 8 to 80'*

- Developers talk about *inclusivity* in games by meaning its for everyone
 - Is your appeal really **that** broad



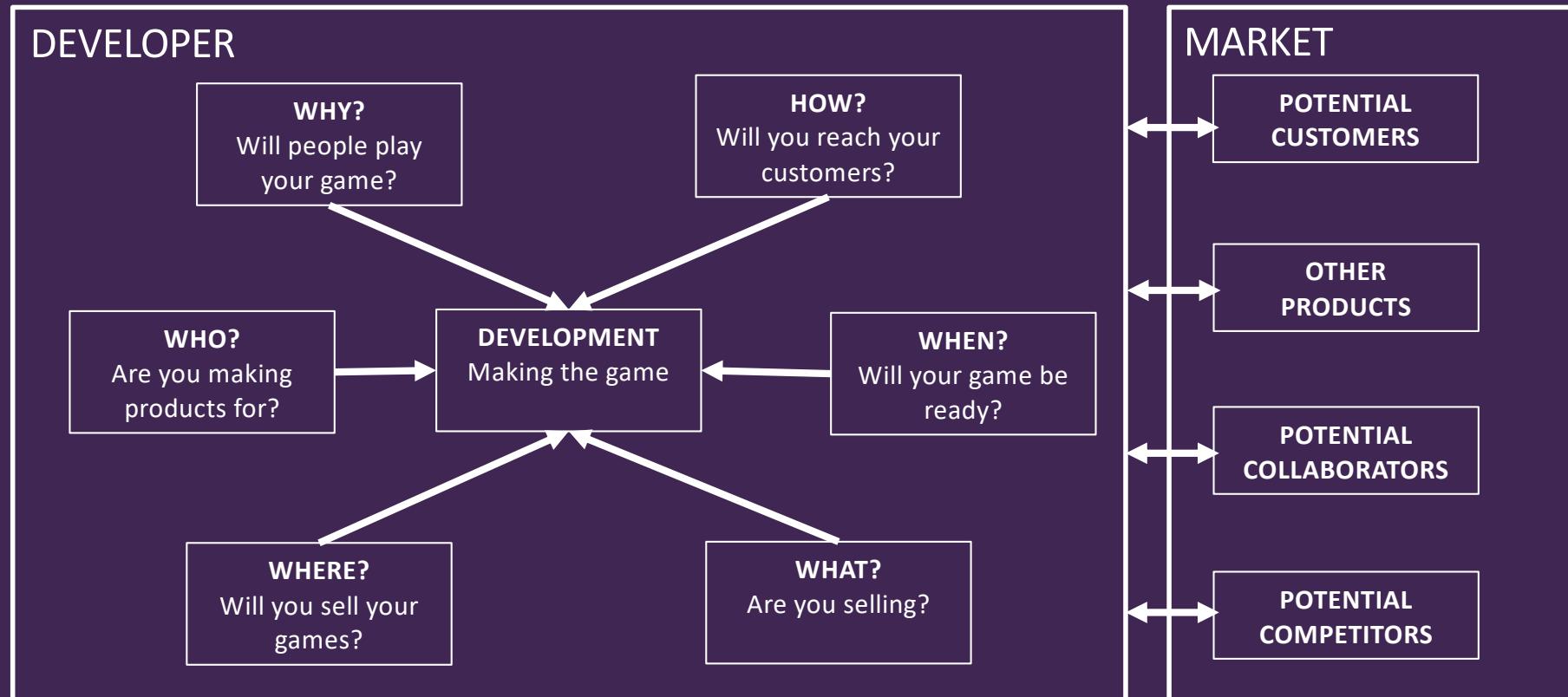
– If it is, how do you reach all those people?



- Doing Marketing

- Doing Marketing
 - Marketing as an activity encompasses all game development activities
 - Will normally start before development starts
 - Get a clear idea of what you are going to make and who it is for
 - And continue once it has finished (sales activities)
 - Sell to your intended customers
 - What you learn from marketing during development will help you better meet customer needs
 - New (competing) product announcement
 - Competing product feedback
 - New market opportunities

- Doing Marketing



- Doing Marketing
 - Market Analysis
 - Evaluate competing / reference products to find key features through reviews and play testing
 - Determine who your key customers (markets) are
 - Evaluate competing / reference product revenues / user base
 - Market Research
 - See what potential customers want and need in games
 - See what reviewers want to see in games
 - See what rival games are in development
 - User Testing
 - See what potential customers think of your game in development
 - Undertake A/B testing to evaluate features / approaches
 - Community management
 - Build a group of interested and excited early adopters
 - Use them for market research & user testing



- Conclusions
 - Some games are very successful, generally because they capture the zeitgeist
 - This is very hard to plan for
 - The games market is far bigger than these hyper successful outliers
 - To have a successful games business
 - You need to *only* make sure you can recoup your costs
 - You wont go bust, but you wont grow

- Conclusions
 - Games that fail commercially generally do because they fail to follow the 5Ws&H for their games
 - Make products that people are not interested in
 - Not doing adequate research to address that
 - This is generally true for all businesses
 - To have a sustainable business:
 - » You have to make products and services that people want and are prepared to pay for
 - » And you have to at least cover the costs of making and selling your products
 - [this isn't necessarily the case of some start-ups that are looking to buy market share through low pricing (Uber), but they have a different agenda]



- Questions?