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CS 1010 – Intro to Interactive Entertainment
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Module 3 - TIO: Design Discussion – Making Money From Your Game

1. Who will finance the development of your game? A publisher, an investor, a client, yourself, or someone else? How do you expect this relationship (if it's not yourself) to affect your design choices? – Ideally, the financing of this game would be from a successful Kickstarter campaign. This would require an upfront focus on the art of the game to showcase a fairly polished idea of what the game would look like. The financing of the game would also heavily rely on the marketing, as a Kickstarter campaign can't be successful if its target audience is not made aware of it. Additionally, the financing by the players would also create a relationship where investors would have a voice beyond just voting with their dollar. I like the idea of a suggestion board, or some other form of communication between my ideal development team and the target audience.
2. Who is going to market your game? If the answer is "I am," what are your plans to do so and what resources (money and staff) have you allocated to it? – I have always been fond of seeing developer channels on Twitch where the creator(s) of the game are both hosting their work as it is being created as well as talking with their audience. I think this builds an intimate relationship with viewers and the target audience.
3. How do you hope to make money from your game? Via a direct payment model or an indirect payment one? – I would favor a direct payment model for the purchase of my game.
4. If your answer to question 3 was a direct payment model, which one? If you plan to use a subscription model or episodic delivery, do you have the resources to make a game that you will regularly update? – I would prefer for a single purchase through digital distribution. An episodic delivery could potentially be an option, where certain areas of the world become accessible as they are developed. However, I think it would be difficult to run with this model and not feel like the game is hidden behind paywalls. As such, one full release would be preferred.
5. If your answer to question 3 was an indirect payment model, which one? If you plan to use a freemium model, have you thought of some premium items that you can sell for money in your game? – N/A
6. Do you know in what markets you hope to sell your game? Are you familiar enough with its tastes and barriers to entry? – I am really only familiar enough with traditional markets in the English-speaking world. I would not know how to approach selling a game to a culture I am not familiar with, and would rather leave that territory uncharted.