

## **ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 5**

### **4. Выполните анализ и реферирование текста «Video games trends» (15 баллов)**

Video game lifespans have been increasing recently, with companies trying to keep players engaged for months or even years with new content, rewards, and events. In the past, that meant players would have to shell out \$10 or \$20 to gain access to the content and stay playing with their friends, but we are starting to see the industry move away from this model. As was the case with Titanfall 2 and Star Wars: Battlefront II, Electronic Arts chose to keep all post-launch content free in Battlefield V. Previous games had used a \$50 season pass, instead, fracturing the player-base just months after launch.

Not every company has followed EA's lead – Activision still loves paid DLC – but more companies are now seeing the benefit to having a large active user-base. During E3 2018, Ubisoft revealed that all three post-launch expansions for The Division 2 would be free, and World of Warcraft even made all but its most recent expansion free with subscription. For games that require other players to enjoy, it can only make them better.

Last year, game publishers took a page out of Blizzard's handbook and began shoving loot boxes – digital mystery items filled with in-game gear or prizes – into several different titles. Some of these were multiplayer and were only for cosmetics, while others like Middle-earth: Shadow of War, used loot boxes for single-player games.

The reaction from players was immediate and intense, with critics bashing “pay to win” mechanics in games like Star Wars: Battlefront II, and the companies listened. Loot boxes have been removed from Battlefront II entirely, replaced by a simpler paid DLC system that gives players the exact cosmetic items they wanted. Middle-earth: Shadow of War killed its paid loot boxes off, giving players an experience closer to Shadow of Mordor.

But, the fight isn't over yet. Legal action has been taken in places like Belgium to ban loot boxes outright, and a similar investigation could even come to the United States via the FTC. If players' wallets can not let publishers know how they feel about loot boxes, new laws just might make it a moot point.