

# What is a Video Game?

Ye Rui chao

Zhejiang Normal University

Advanced Game Engineering

## Abstract

In recent years, our country increased the investment of culture industry, electronic game industry as a cultural industry a part of has also been corresponding attention, but its development appeared in the process of the stand-alone game stagnation, the development of online games lack of many problems. In this paper, the status quo and problems of the development of China's electronic game industry were analyzed and the relevant planning suggestions were put forward.

Keywords: video game; planning; culture

With the popularity of computers and the development of cultural industry, the electronic game industry has developed rapidly in recent years, China has a large number of electronic game players. Such an environment, China's electronic game industry has not followed the boom. Local stand-alone game market has stagnated, network game market is also facing the enormous impact of online games in Europe and America, this paper in view of the development and problems of the electronic game industry in these two categories of products launched analysis is as follows.

## 1.1 Analysis on the development of single game

Single game is a video game produced earlier, Kingsoft 1994 issue of the "Eagle commando is believed to be China, the first commercial video game. After a few years, the development of China's local stand-alone game has been very good, compared to a toddler stage online games, PC games 98, 99 years ago reached its peak.

However, at present, the development of

stand-alone game is not optimistic, the common market of genuine single game software are basically foreign products. China has no several real single game company, no several well-known stand-alone game brand, once brilliant leading software to be acquired, the target software to devote themselves to the development and operation of network game, Kingsoft Corp's Western Hills home studio as the old stand-alone game studio also migrate to the Internet game making. Chinese stand-alone game research and development has been in an awkward position, stand-alone game player support is not less than network game, but the resulting market share and profit is far more, many companies have to give up stand-alone game research and development.

There are many factors affecting the non normal development of Chinese PC games, the main reason is the serious game software piracy. The revenue of a single game is mainly derived from software sales, and online games are generally free of charge. Our genuine software and pirated software in the user does not exist, the fundamental difference between, coupled with relevant legal system vulnerabilities and consumers for a long time to choose cheap software spending habits, mostly game players will choose software piracy, according to statistics, China up to 95% of the single game market share is pirated software. If there is no piracy, single game market and network game will be on a par with.

In addition, the local stand-alone game facing pressure from foreign companies, many well-known large companies UBI, EA, Microsoft, Blizzard and other players in the

hearts of the players to establish a solid position. At the same time, with the game of the foreign enter, player aesthetic idea change, requires continuous improvement of the game, and the accumulation of the domestic game did not reach satisfactory degree, coupled with the damage of some bad games, making a lot of people on the domestic game produce exclusion.

### **1.2 Network game market analysis**

In recent years, China's online game development is very rapid, a variety of content of the network game continues to produce, the mainland's electronic game market profits are mostly generated by the network game. Different in a single game, network game more addictive, players spend more time and experience, the social bias, rather than entertainment, you can say that network game is a true "electronic heroin", this China also launched a prevent indulge system. Despite the good momentum of the development of online games, but the problems are also more diverse.

First, network game is easy to manufacture, and more profitable, with the rise of webpage game, more and more new enterprises have been put into the development of online games, but the game most of the new development of quality is not high, although able to generate a profit, but in terms of the overall social benefits, resulting in a certain resources waste.

Secondly, China's production of network game most do not pay attention to the cultural connotation of the game, a lot of games for the historical and cultural theme is just a gimmick, and some even borrow the selling point of the Chinese traditional culture of coat packaging some vulgar. And foreign online games in terms of cultural content is more attention. This is similar to the development of the animation industry, the cultural content of the product can not only

play a role in education, but also facilitate the development of peripheral products, resulting in greater economic benefits.

Foreign online games in recent years has increased the investment in the Chinese market, and China a lot of big game operators in the game agent industry and in all negotiations in a passive position, online games profit mostly belong to foreign manufacturers, is not conducive to the development of Chinese network game industry.

In addition, there are many other problems in network game, such as piracy, the erection of a large number of private servers, impact to operators greatly, plug-in problem is also very serious, the main point is influencing player comfort, but also affects the game operators in the income.

### **2.Suggestions on the development of electronic game industry**

To China's PC game industry into the normal channels of development, first of all to regulate cultural industry legislation to prevent piracy. At the same time, the vast number of consumers to law abiding, the genuine support.

The development of the electronic game industry needs the participation and interference of the relevant departments of the state. At present, the relevant departments have been involved in the production of movies, animation, but not the production of electronic games, with the development of cultural industries, the video game industry should be standardized. Some popular foreign online games reflects the idea of violence, sex, or the pursuit of capitalism, and film and television animation, these games will have a direct impact on the national ideology. Utilities dedicated to game development can promote the development of national game industry, can also play the role of publicity and education.

Local electronic games to compete with foreign game, it is necessary to solve the problem is to improve the game product quality, now all the domestic game game modes are mostly foreign successful game replica, only to write a different scenario. Game development should pay attention to and carry forward the national culture for reference, the national culture well into the game, the game has local characteristics. Because of the foreign game development technology significantly ahead of China's enterprises should avoid technical problems, in order to win even creative, you can create a new type of game, guarantee the quality of the game.

### **3.Conclusion**

The electronic game industry as part of the entertainment industry, which belongs to the cultural industry, the state should attach equal importance to do, not because of the technical difficulty is big, or public opinion of the unhealthy tendencies and reduce investment in its development. Countries should make full use of its education value.

### **4.Reference**

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