

CI465

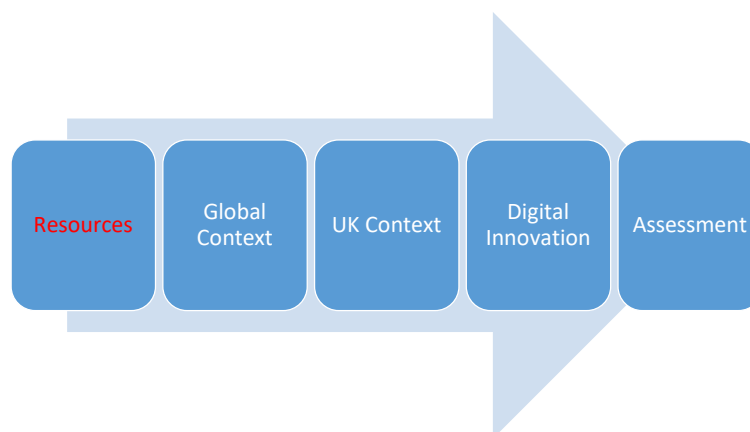
Working in the Digital and Games Industries

Lecture 2 – More on the Module and the Digital & Games Industries

Module leader: Andrew Montgomery

Module team: Andrew Montgomery, Dr Panagiotis Fotaris

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Where and when?

Semester 1

- Lectures: Tuesdays from 12pm to 1pm (online)
- Tutorials: Take place with your personal tutor once a week
- Attendance is key - registers

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The screenshot shows the 'My Studies' website interface. The top navigation bar includes links for '2020 CI465 - Working in the Digital and Games Industries', 'Study Materials', and 'Semester One'. A blue banner at the top of the main content area reads: 'Source CI465_2019 | Destination CI465_2020 is complete. To access the detailed log, click here.' Below this, the 'Semester One' section is displayed, featuring a list of course materials:

- Week 1: Ethics and Legal Liability**
 - Attached Files: 1 - Ethics and Legal Liability.pdf (1,011,746 KB)
- Week 2: More About the Module and the Digital & Games Industries**
 - Attached Files: pdf (3,092 MB)
 - Resources:
 - Global Context
 - UK Context
 - Digital Innovation
 - Assessment
- Week 3: Introduction to Project Management**
 - your assessment this Semester consists of a Group Project
 - with Karl Cox
- Week x: The Brighton Digital Media Scene**
 - Attached Files: pdf (2,49 MB)
 - Roles and opportunities
 - Legal and Ethical Issues

The left sidebar contains a 'Control Panel' with links to Files, Course Tools, Evaluation, Grade Centre, Users and Groups, Customisation, Packages and Utilities, and Help.

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University of Brighton

Information Services

Computers and mobile devices ▸ Student office

[Information Services](#)

Computers and mobile devices

IT Services for students

Connecting to Wi-Fi

Safe computing

Departmental purchases

Using your mobile device

Your university account

Your staff email

Staff computers

Your Office 365 account

Working from home


Storing your research data

[Software for students](#)

Content on this page has now been moved to the new [student IT services site](#).

Software for students

Free Microsoft Office for your computer




As part of our Microsoft 365 subscription, University of Brighton and BSMS taught students are entitled to download Microsoft Office desktop apps on up to five devices (Windows & Mac computers) plus any mobile devices for free.

[How can I get MS Office?](#)

[See 'How to download Office Pro Plus' instructions here.](#)

Free MS Office online



Useful Links

- Free software for staff - university staff should see [this page](#) instead for details of software available for home use

Endnote for students

All students can install EndNote X9 (also known as EndNote Desktop) on their own computer for free as part of the university's site licence.

See the [EndNote page](#) for more information about getting EndNote on your computer, along with information on how to use the software (requires a log-in with your university username and password).

NVivo

All staff and students can download NVivo qualitative data analysis software from the QSR website, and licence it for home use under our licence agreement.

- [Download NVivo for Windows or Mac](#)
- [Installation instructions and licence key](#)

MindGenius software for students

MindGenius 2019 mind mapping software is installed on all university student Windows computers.


Students can also download MindGenius on their home Windows computers for free.

For more information, see our [MindGenius page](#) (requires a log-in with your university username and password).

MindGenius is not available for Macs.

ChemOffice

All staff and students can download ChemOffice for use on their own personal computer. Follow the link below to



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Question : [Can I forward my university email to my private email account?](#) (1)

Student email accounts using the Office 365 service can be forwarded to another address, however **we do not recommend this** as this can increase the chances of messages not being delivered to you.

If you only want to look in one place for your email, remember that you can access your university email accounts through email clients such as Outlook and through mail apps on phones. These apps allow you to see all your messages in one place, but also filter them so that you can view and check your personal and university email separately. See how to [access your university email from mobile devices](#).

If you really do need to forward your university email, there are some brief instructions below.

Note: The university accepts no responsibility should mail not be delivered to any external account not provided by us. If you have forwarded your email in this way, non-delivery may not be accepted as grounds for appeal in the event of a dispute.

Members of staff, and postgraduate research students using the staff email service, may not forward their email to an external address.


How to forward your O365 email to another account:

1. Log in to your Office 365 account using your university username and password (your username will be in the form of your initials plus a number to make it unique, eg abc1)
2. Click on the cog symbol to access the **Settings** menu. (The cog is on the right hand side of the Office 365 window.)
3. Select **Options** from the **Settings** menu
4. From the left hand menu, look under the heading **Accounts** and select **Forwarding**.
5. Enter the email address of the account you wish to read your emails on.

You should check your university O365 account regularly to delete old messages and to make sure that the redirect is working properly. If you let the mailbox fill up until it reaches its size limit, then you will receive no further emails.

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Free Microsoft Office for your computer



As part of our [Office 365](#) subscription, University of Brighton and BSMS taught students are entitled to download Microsoft Office ProPlus on up to five devices (Windows & Mac computers) plus any mobile devices for free.

How can I get MS Office?

[Install Office 2016](#)

<https://staff.brighton.ac.uk/is/computing/Pages/Available%20software/Students-office.aspx>

See 'How to download Office Pro Plus' instructions [here](#).

Free MS Office online




Our Office 365 subscription also provides online access to:

- Office Online - Excel, Word, PowerPoint and more, wherever you are.
- [university email](#)
- Calendar
- 1 TB OneDrive storage
- Skype for Business
- SharePoint

You will be able to access your [Office 365](#) account the morning after online enrolment is completed. Click the email button on [studentcentral](#).

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LinkedIn Learning at the University of Brighton

creative, business, technical, personal effectiveness
online training and skills development

LinkedIn Learning (previously Lynda.com) is an online library of high quality video training courses covering anything from IT skills and business skills to programming and photography.
The university's premium account gives you access to over 150,000 tutorials written by industry experts with more added every week.
Mobile apps allow you to learn at any time and any place.

MindGenius software for students



MindGenius 2018 mind mapping software is installed on all university student computers.

Students can also download MindGenius on their home computers for free. For more information, see our [MindGenius page](#) (requires a log-in with your university username and password).

Anti-virus software

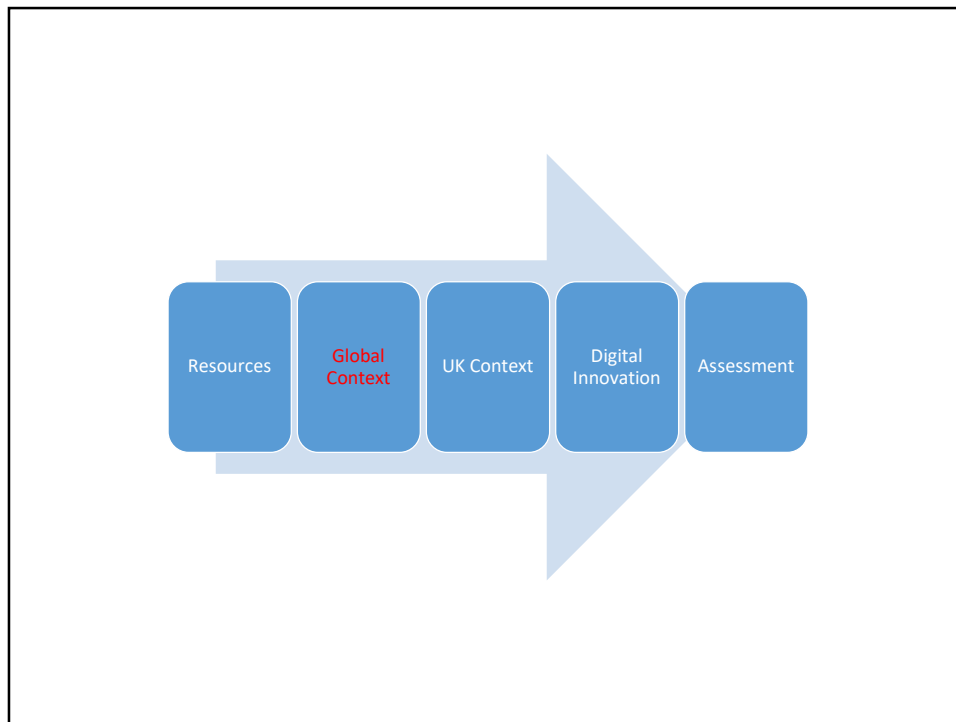
If you don't already have up-to-date antivirus software you can download and install Sophos on your Mac or Windows computer for free. See the [safe computing page](#) for further information.

Discount for Adobe Creative Cloud

Not free, but students can get a discount for Adobe Creative Cloud. The discount is 65% reduction for the first year and 50% reduction for subsequent years - so expect a price rise after one year - see the [Adobe web pages](#) for more information

Note that Adobe software is installed on Windows and Mac computers in libraries and computer rooms on campus.

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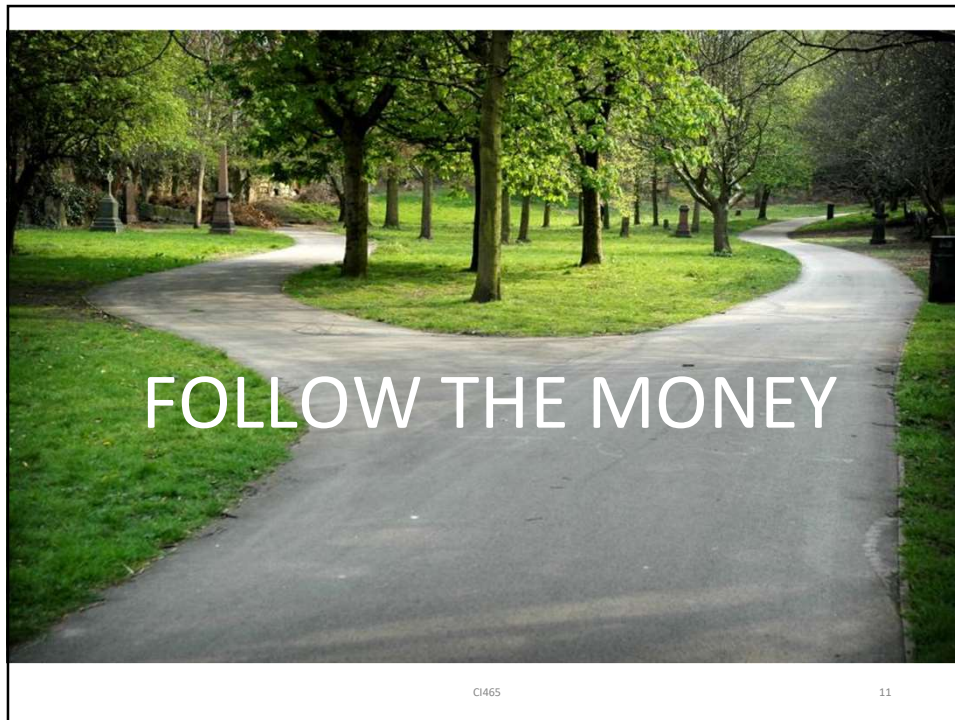
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What are the Digital Industries?

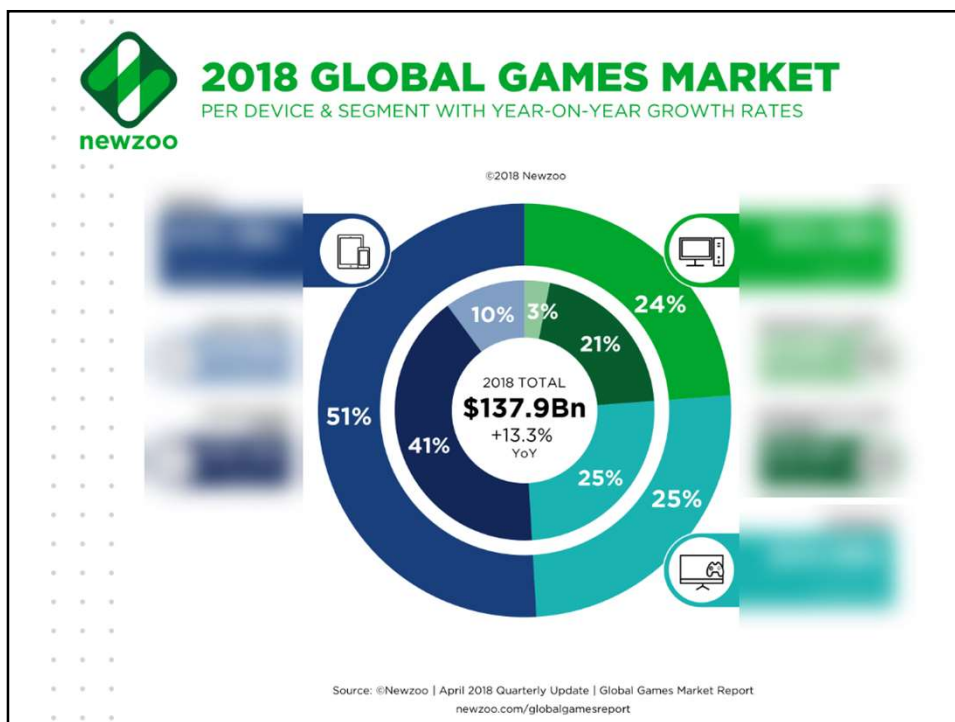
- Web development – front and backend
- App development
- Web design
- Graphic design
- Digital marketing – SEO, social media marketing
- Games development
- Digital content creation – audio, video

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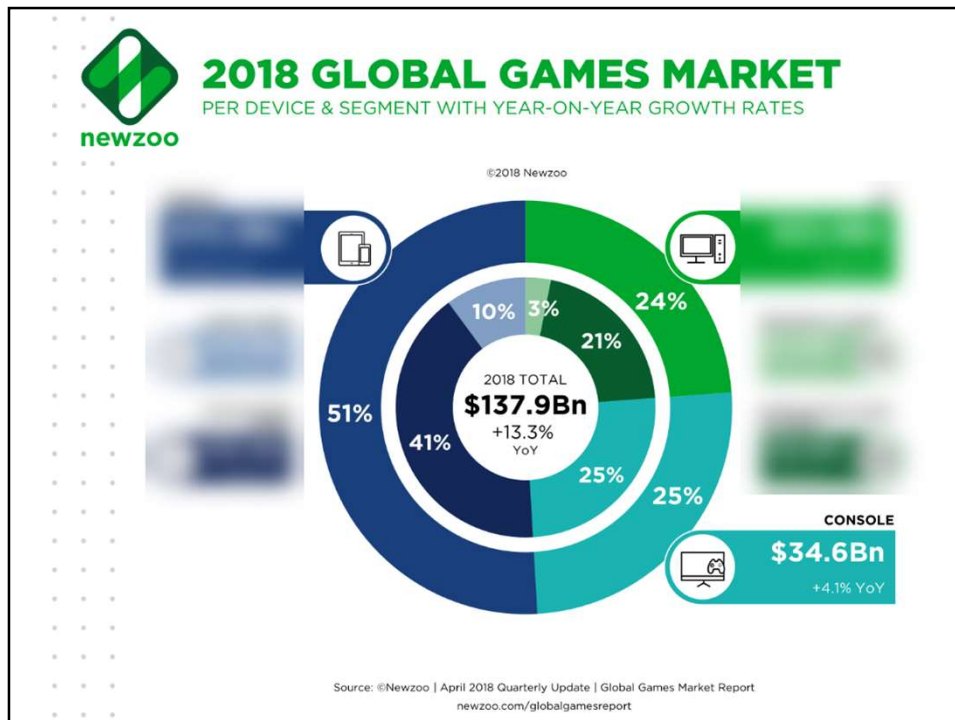
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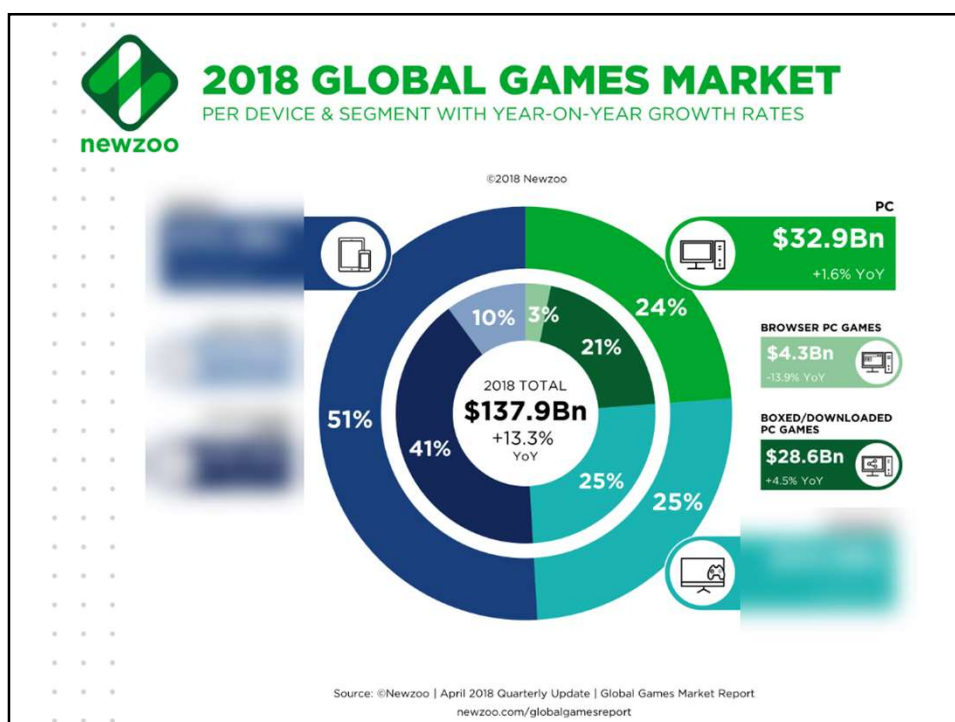
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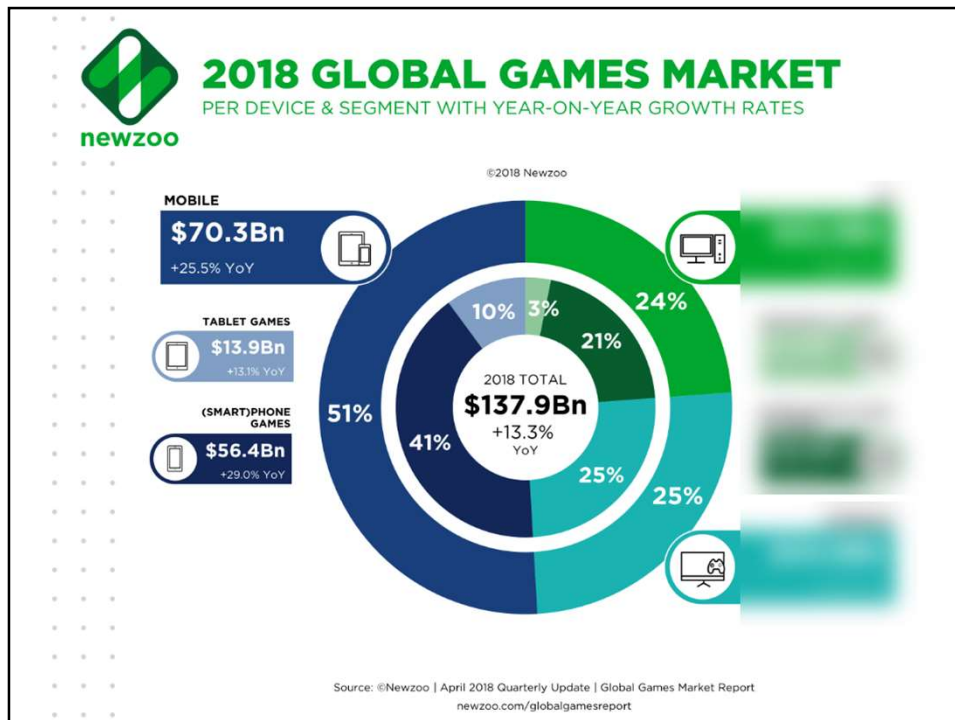
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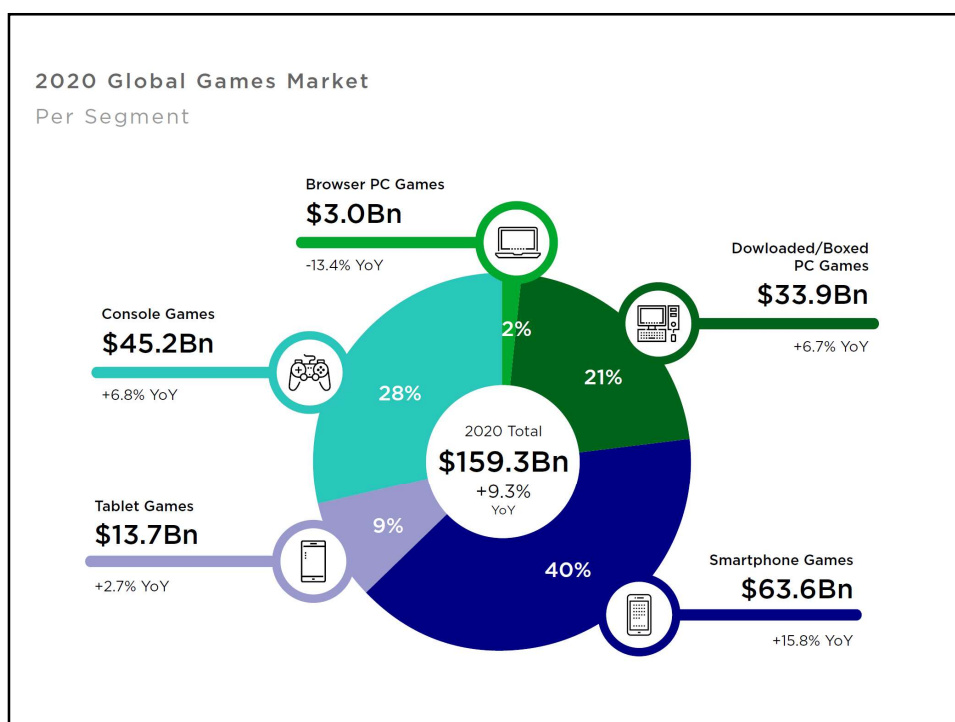
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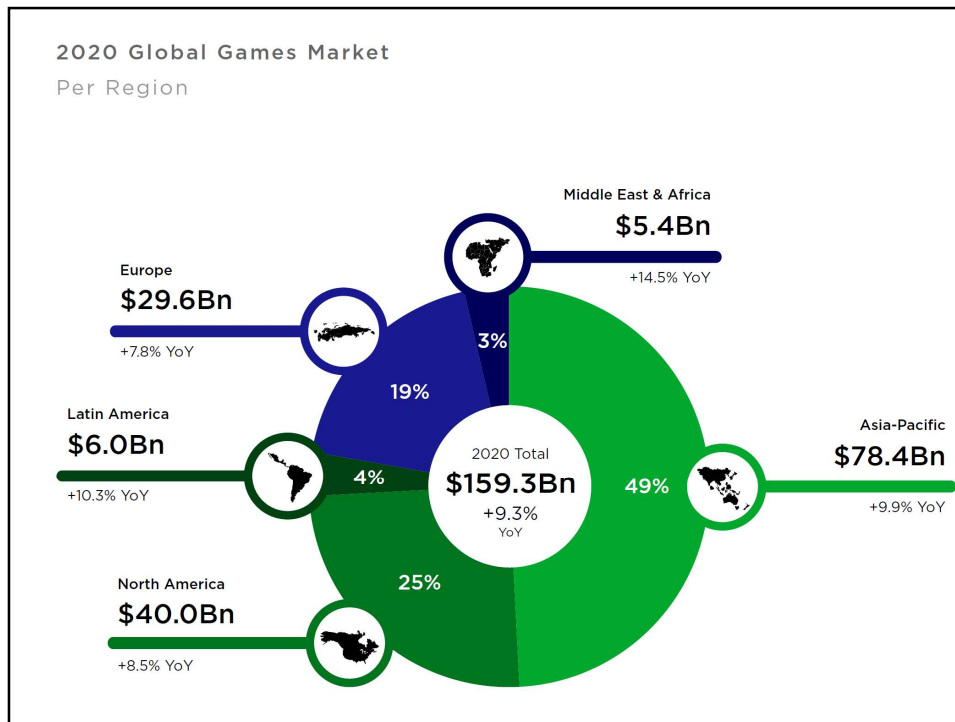
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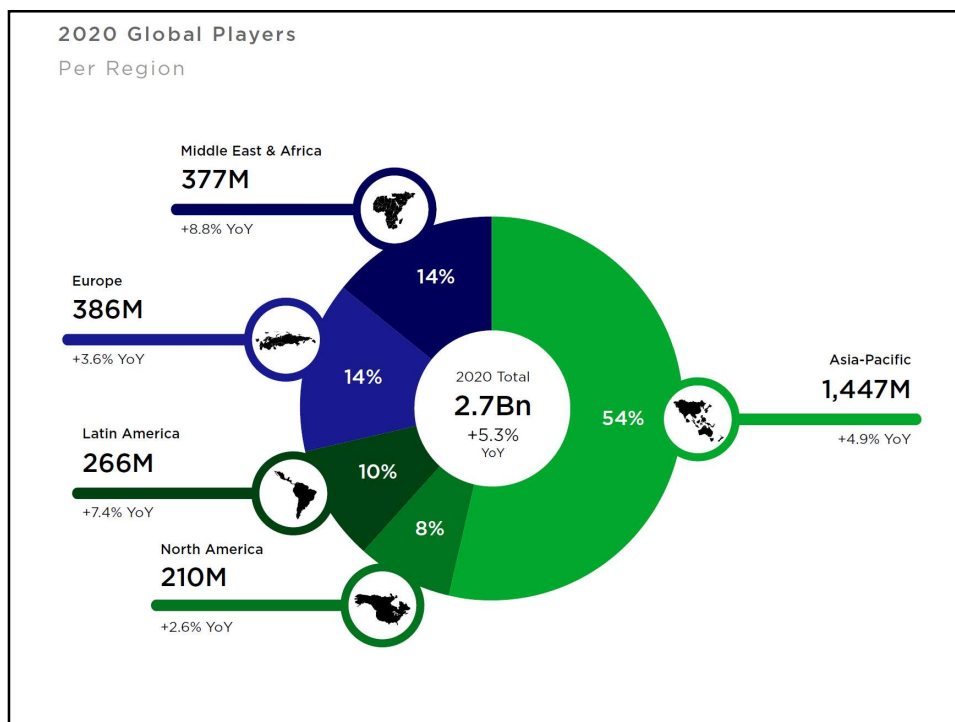
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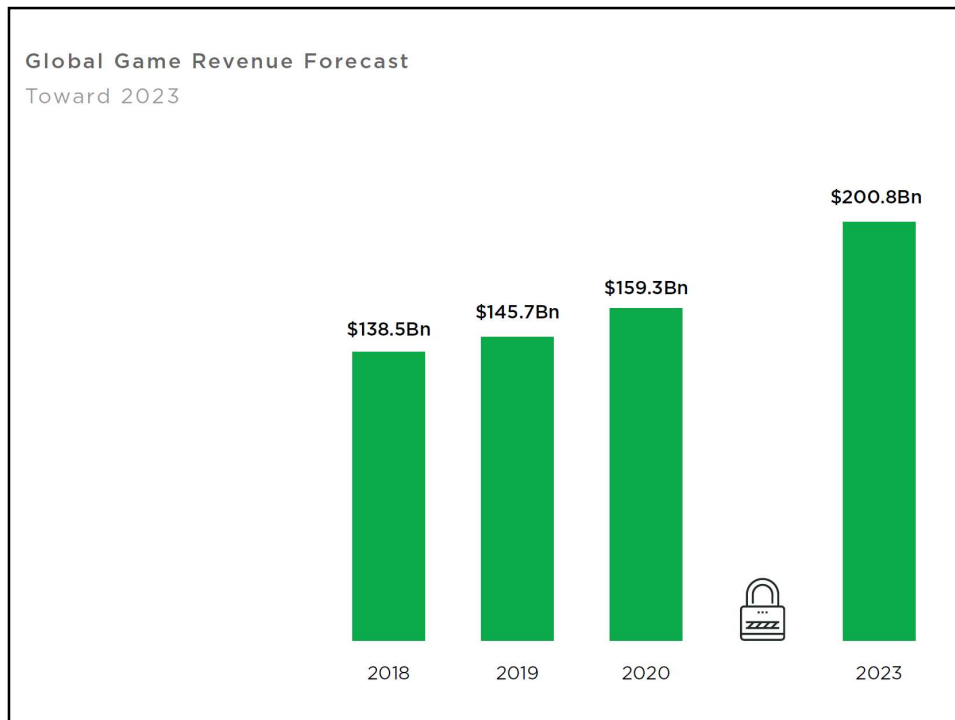
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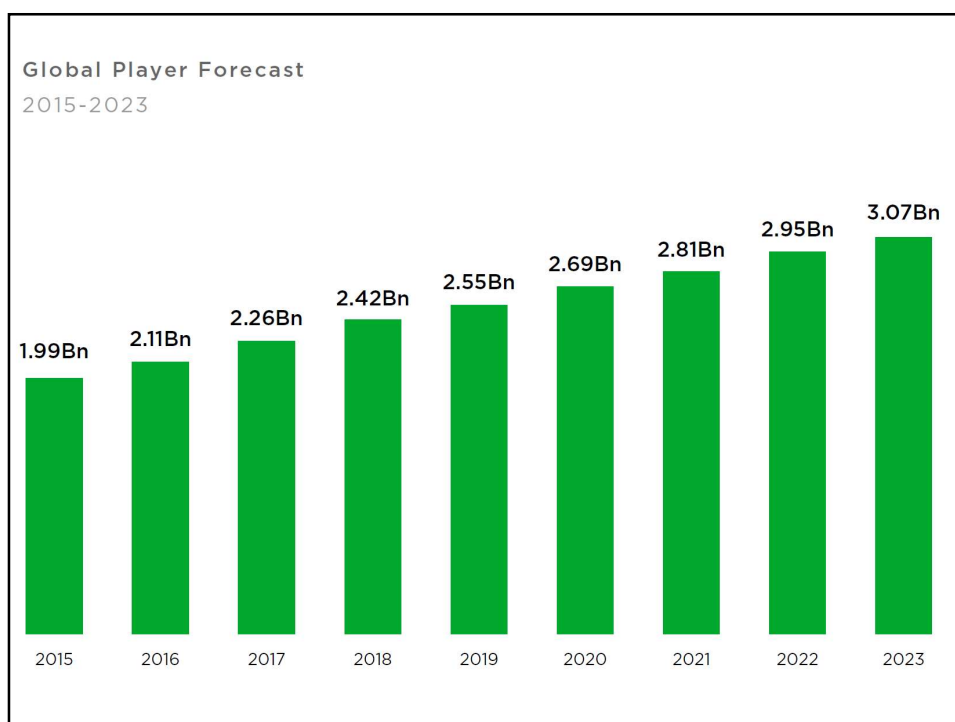
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Top 50 Public Companies 2019

Rank	Company	HQ	Q1 (\$M)	Q2 (\$M)	Q3 (\$M)	Q4(\$M)	2019 (\$M)	YoY Growth
1	Tencent	CN	5,096	4,936	5,213	5,300	20,545	10%
2	Sony	JP	3,452	2,865	3,047	3,769	13,133	-8%
3	Apple	US	2,435	2,564	2,946	2,887	10,832	14%
4	Microsoft	US	2,243	1,980	2,219	2,831	9,273	-4%
5	Google	US	1,737	1,788	1,948	1,877	7,350	13%
6	NetEase	CN	1,725	1,665	1,680	1,690	6,759	16%
7	Activision Blizzard	US	1,706	1,279	1,107	1,749	5,841	-15%
8	EA	US	1,238	1,209	1,348	1,593	5,388	2%
9	Nintendo	JP	885	769	1,109	2,191	4,954	13%
10	Bandai Namco Entertainment	JP	909	632	726	701	2,968	2%

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Next-Generation Consoles: Who Is Going to Buy Them?

At the end of 2020, Sony and Microsoft will launch their next-generation consoles. The PlayStation 5 and Xbox Series X will be the fifth generation of these iconic consoles. Together with Nintendo, these companies dominate the console market.

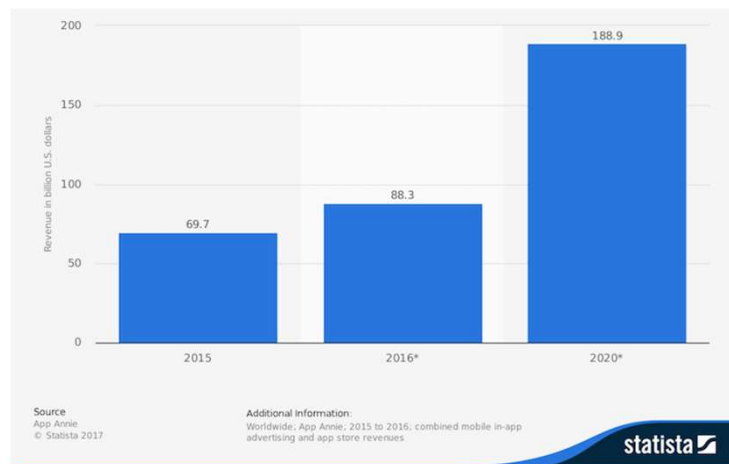
Whenever a new generation launches, the spending pattern of console payers follows a predictable pattern. Spending on hardware goes up with the purchase of the console, but also on peripherals like extra controllers, a new headset, or VR hardware. One of this year's key questions is how impactful the launch of these new consoles will be. For the first year of a console launch, developers and publishers face a difficult task: figuring out how much to cater to the first movers—the group that picks up the new console in the first year—and how much to invest in the majority of players that sticks with the current console.

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Global Mobile Apps revenue \$bn



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The Drum

Global digital marketing software industry set to reach \$74.96bn by 2022

By **Taruka Srivastav** - 30 November 2017 07:06am



<https://www.thedrum.com/news/2017/11/30/global-digital-marketing-software-industry-set-reach-7496bn-2022>

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The Drum

Double digit growth sees global digital marketing spend close in on \$100bn

By John Glenday - 24 September 2018 09:43am



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facebook Search for people, places and things

Newsfeed

What's on your mind?

Create Your Own Website. It's Easier Than Ever!

Google

womens dresses

About 36,800,000 results (0.45 seconds)

Cheap Women Vintage Dress - dresslily.com
www.dresslily.com/
 3.7 ★★★★★ = rating for dresslily.com
 From \$8 Online, 2015 All Trend Global Free Shipping, Shop Style
 Dresses Cheap For Women Fashion Online Sale

Dresses | Shop Womens Dresses | Very.co.uk
www.very.co.uk/womensdresses/ib/1655 end
 Results 1 - 12 - Shop out in style with a glam dress from Very.co.uk's range of Womens
 Dresses. With all the seasons hottest looks our Womens Dresses are
 Dresses - Party Dresses - Summer Dresses & Day Dresses - Evening Dresses

Dresses | Party dresses, prom & maxi dresses | ASOS
www.asos.com/WomenDresses/Catpage/category.aspx?cid=8799
 From party, midi and maxi dresses to day and going out dresses and more. Shop from
 thousands of dresses with ASOS... [women's Dresses](#). Rise to the ...

Women's Dresses - Guess
shop.guess.com/en/view/womensdresses/
 Shop women's dresses on sale at GUESS. Save on 2010's hottest trends of dresses
 for women including above knee, below knee, knee-length, long, short, ...

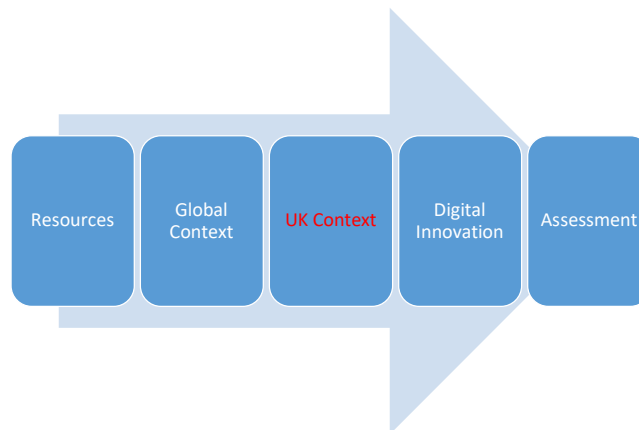
Affordable Fashion Dresse
www.sammydress.com/Dresses
 Latest Style Korean Dresses Shop
 Global Shipping Get More For Less.

Cocktail Dresses On Sale
www.vbirdal.com/CocktailDress
 4.8 ★★★★★ = rating for vbirdal.com
 Full Collection of Evening Dresses
 Weekly Deal w/ 50% Off. Buy Today!

Formal Dresses
www.gjhouse.com/EveningDresses
 4.0 ★★★★★ = rating for gjhouse.com
 Full Collection of Evening Dresses
 Weekly Deal w/ 55% Off. Buy Today!

Dresses at Your M&S
www.marksandspencer.fr/Dresses
 Shop the Latest M&S Collections.
 Free Delivery to Store. Shop Now!

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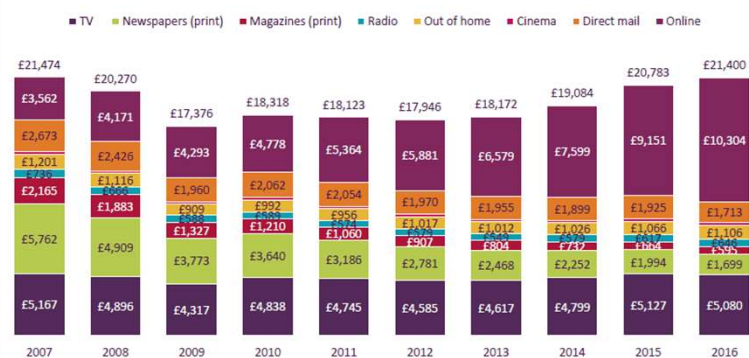


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From analogue to digital

Figure 2.8

UK advertising expenditure (£m)



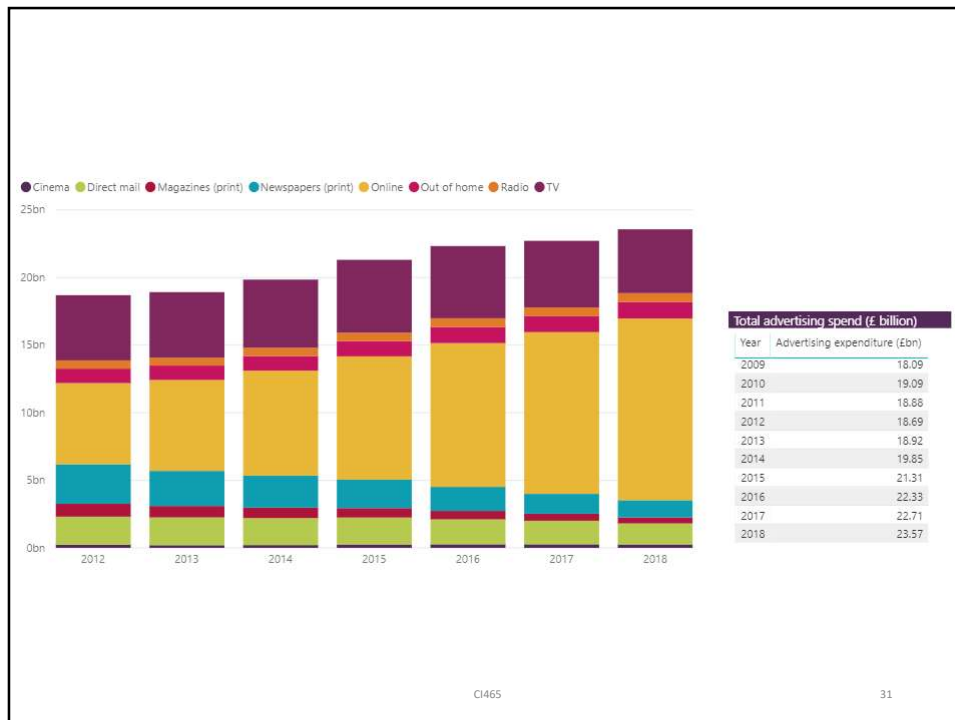
Source: AA/WARC Advertising Expenditure report for TV, newspapers, magazines, radio, out of home, cinema, and direct mail, IAB UK for online advertising (search, display excluding video, video and other).

Notes: all digital ad expenditure (e.g. broadcaster video advertising and publisher display and classifieds) has been removed from TV, newspapers and magazines to avoid double-counting between these categories and online. TV includes spot advertising, sponsorship, and placement. Figures expressed in real terms (adjusted for 2016 CPI prices).

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Tech start-ups + Add to myFT

UK digital technology sector outpacing wider economy

'Tech towns' include Livingston and Burnley as growth spreads beyond south-east

The digital tech sector was worth £184bn to the UK economy in 2017, up from £170bn in 2016. It employs 1.1m people.

Employers say their biggest difficulty is recruitment — 83 per cent said finding talented individuals was their most common challenge, according to a survey accompanying the report.

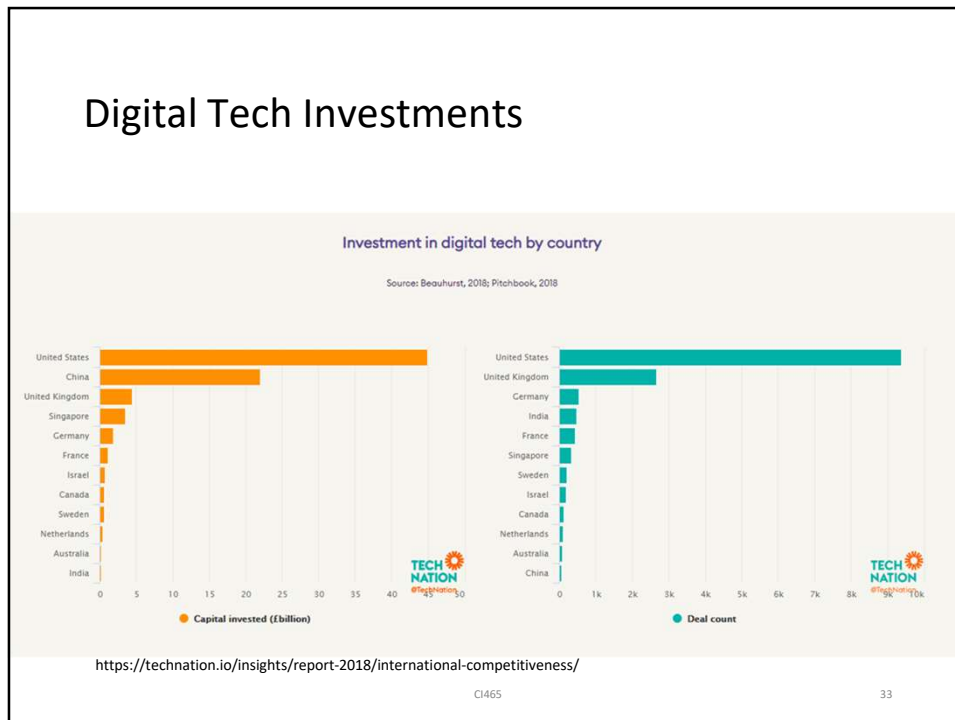
Burnley, a former cotton mill town of about 75,000 people north of Manchester, is home to almost 100 tech businesses

Andy Bounds in Leeds MAY 12, 2018

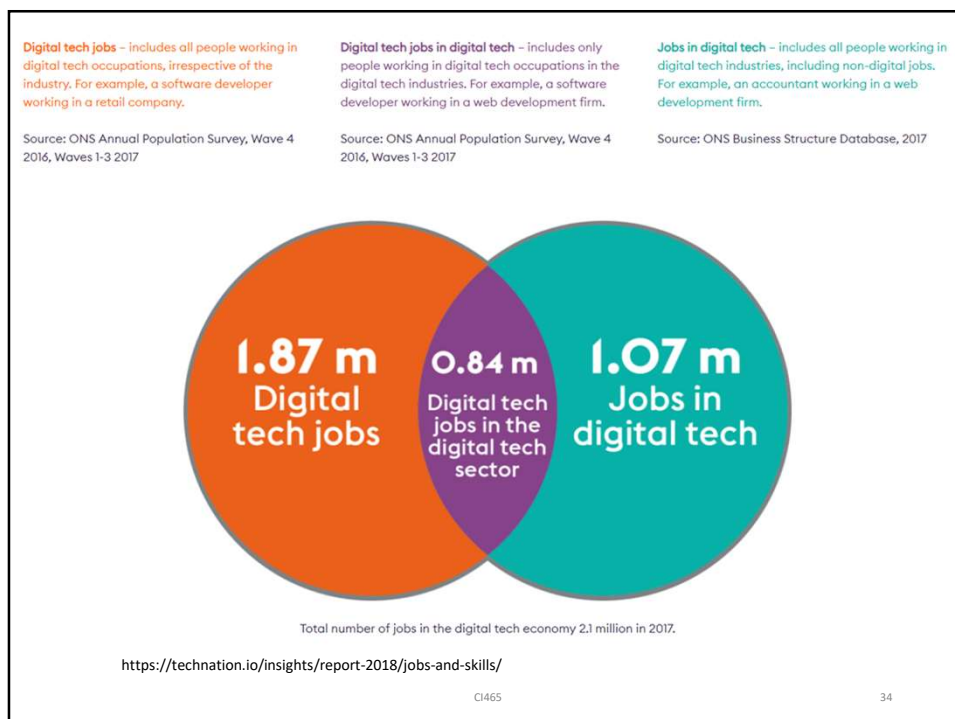
The UK's digital technology sector is growing faster than the economy as a whole and spreading beyond the south-east and big regional cities, according to an annual report.

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Digital Tech Investments

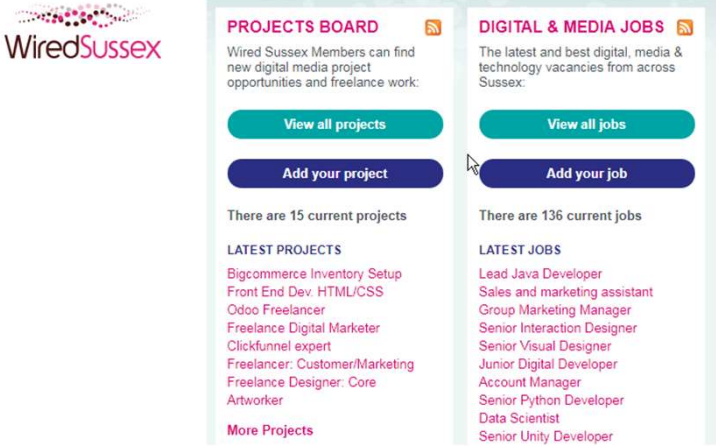


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What jobs are there?



WiredSussex

PROJECTS BOARD

Wired Sussex Members can find new digital media project opportunities and freelance work:

[View all projects](#)

[Add your project](#)

There are 15 current projects

LATEST PROJECTS

- Bigcommerce Inventory Setup
- Front End Dev. HTML/CSS
- Odoo Freelancer
- Freelance Digital Marketer
- Clickfunnel expert
- Freelancer: Customer/Marketing
- Freelance Designer: Core
- Artworker

[More Projects](#)

DIGITAL & MEDIA JOBS

The latest and best digital, media & technology vacancies from across Sussex:

[View all jobs](#)

[Add your job](#)

There are 136 current jobs

LATEST JOBS

- Lead Java Developer
- Sales and marketing assistant
- Group Marketing Manager
- Senior Interaction Designer
- Senior Visual Designer
- Junior Digital Developer
- Account Manager
- Senior Python Developer
- Data Scientist
- Senior Unity Developer

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SENIOR JAVASCRIPT DEVELOPER - SIMPLR

Brighton and Hove

Closing date: 24/11/2017

Simplr is a Social Intranet that helps makes companies great places to work.

Skills Range:

- Product focused - we solve problems together and everybody has a say in strategy & design
- Excited by working in a fast-paced startup environment
- Very confident writing readable and efficient Javascript code in ES2016+
- Comfortable with functional programming
- Familiar with React.JS and the surrounding ecosystem
- Comfortable working in the DOM and using jQuery
- Familiar with build tools such as Webpack and Gulp
- Experienced with JIRA
- Able to occasionally travel to the USA / India

Our office is located in central Brighton and we'll make sure you have everything you need;

- New Mac
- Big screen
- Good chair
- Sit/stand desks
- Snacks
- Beers in the fridge
- Comfy sofa

Key Area: Programming/Developer
Salary: £40k + stock options
Attendance: Full-Time

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MID - SENIOR WEB DEVELOPER - DREAMSHOCK DESIGN

Henfield

Closing date: 27/11/2017

Dreamshock are a creative team with a collective vision: to share our vibrant, innovative approach, relentless design passion and technical expertise with our clients to provide stunning and compelling results.

Skills Range:

- The ability to hand-code HTML5, CSS, and Javascript to a high standard
- A strong understanding of usability, interaction design and information architecture
- Experience with responsive design throughout mobile and tablets
- Ability to use the adobe creative suite - in particular Photoshop
- Great written communication
- Talking to clients and managing maintenance requests

Key Area:
Salary:
Attendance:

Programming/Developer
£20-30K
Full-Time

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SEARCH MARKETING MANAGER - PETER CHRISTIAN

Small dole

Closing date: 31/10/2017

Peter Christian if family business that has been established since 2003, established as a catalogue business we are now ever increasingly focused on expanding our online operations both in the U.K and overseas, especially the United States. We have fun a lively team based in Small Dole, in the heart of the Sussex Downs. We can offer a competitive salary, generous staff discount on all clothing, plus company benefits including: a cycle to work scheme, pension scheme. Job Type: Permanent

Job Description:

PPC / Search Marketing Manager

We have a genuinely exciting opportunity for a PPC / Search Marketing person to join our growing E-commerce operations. The successful candidate will be responsible for the strategy, planning and management of our UK & US Search campaigns.

This role could be a great development opportunity for a graduate.

Skills Range:

- Ideally some PPC experience, gained in either an agency or a client side role across the Google and Bing platforms
- Good Google Analytics skills essential
- Google AdWords and Google Analytics certified would be advantageous
- Experience handling budgets and dealing with tough performance targets
- Highly analytical, data driven with strong reporting skills and knowledge of Microsoft Excel
- Organised, with a good eye to detail and a mind of an effective problem solver

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PROJECT MANAGER - WEST PIER STUDIO

Brighton

Closing date: 03/10/2017

We are a leading games and software development studio based in Brighton, a stones throw from Brighton beach and our namesake, the iconic West Pier. We create and publish high quality technology and gambling applications across all platforms.

Skills Range:

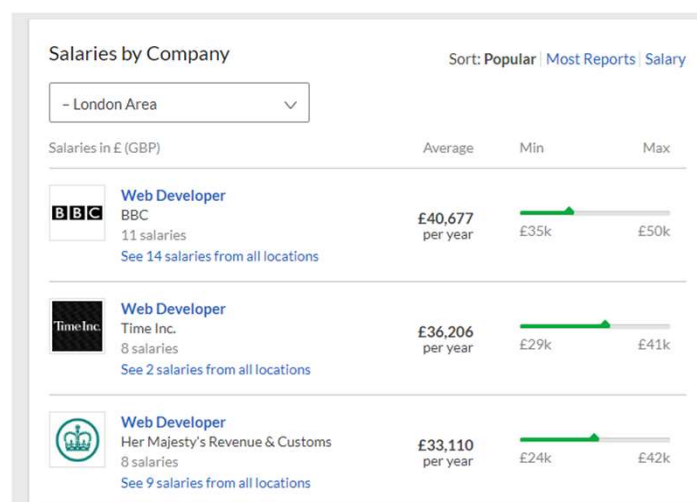
- Experience in managing a complete life cycle of software projects in a customer facing environment. Partner liaison and management will be a key part of the role.
- Experience managing multiple projects in parallel within an Agile development environment.
- Project and bug tracking software i.e. JIRA.
- Confidence with different development technologies and understand design and QA processes.
- Previously worked in a highly compliance based industry i.e. Finance, Banking, Insurance or Gambling.
- Experience within the gambling industry would be desirable but not essential.

Additional Information:

What we offer:

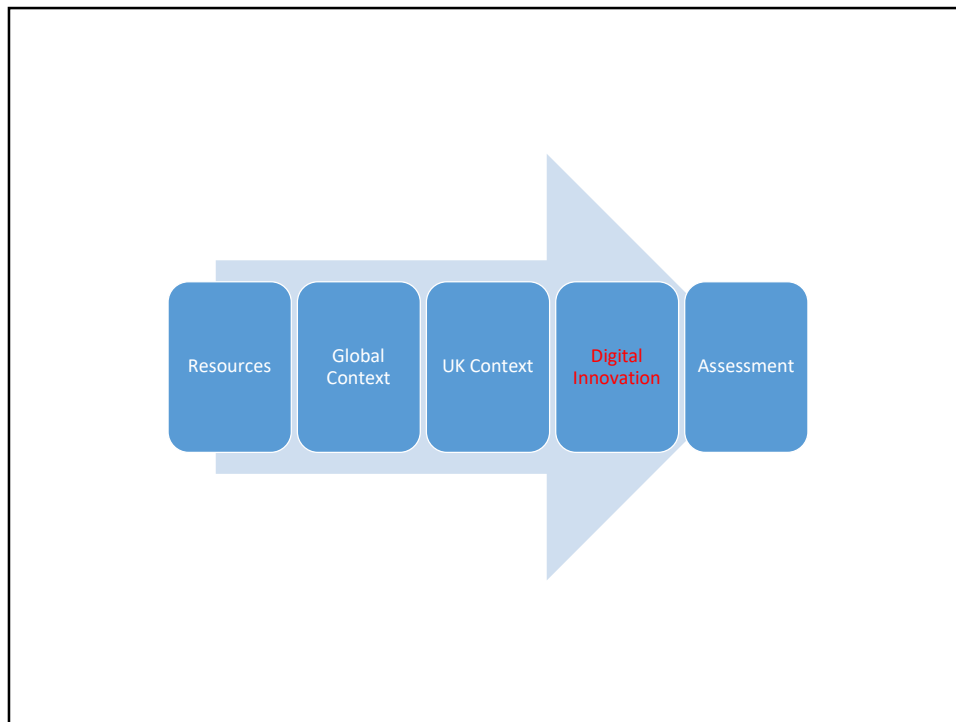
- Flexible and fair working hours
- Competitive day rate
- Monthly social events
- A friendly, focused and relaxed working environment
- Ongoing training and development with career progression
- Excellent central Brighton location, based a short walk from the seafront, Brighton rail station, the lanes and some of the cities most sought after coffee shops, restaurants and bars

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https://www.glassdoor.co.uk/Salaries/london-web-developer-salary-SRCH_IL0,6_IM1035_K07,20.htm

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Convergence

convergence noun

con-ver-gence | \kən-ˈvər-jən(t)s | 

Definition of Convergence

- 1** : the act of converging and especially moving toward union or uniformity

- 4** : the merging of distinct technologies, industries, or devices into a unified whole

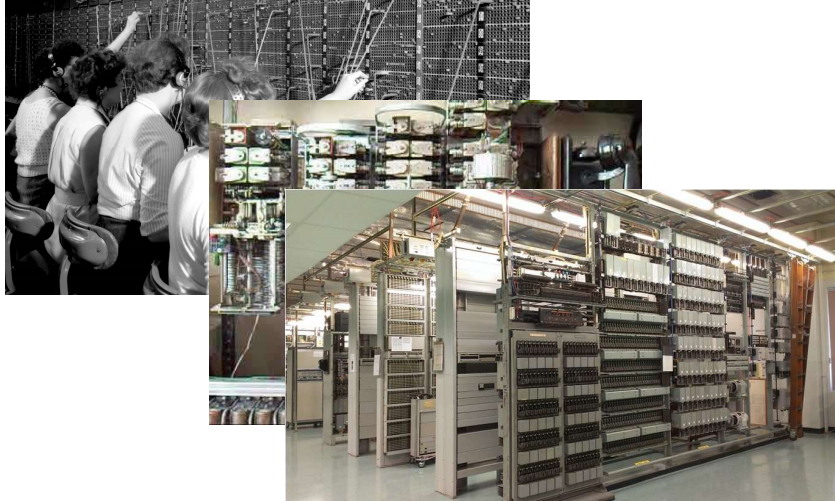
<https://www.merriam-webster.com/dictionary/convergence>

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Convergence 1.0



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Convergence 2.0



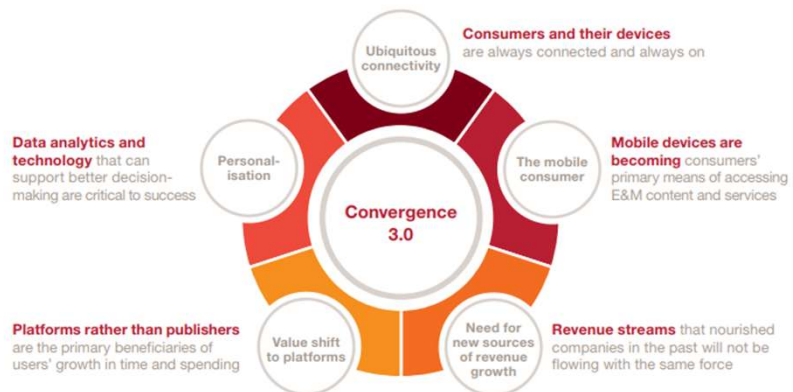
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Exhibit 3: Five fundamental drivers of change

A handful of factors combine to create a new style of convergence.



Source: PwC

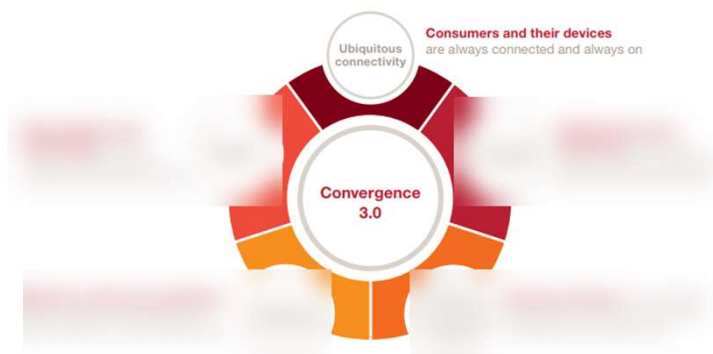
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Exhibit 3: Five fundamental drivers of change

A handful of factors combine to create a new style of convergence.



Source: PwC

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Exhibit 3: Five fundamental drivers of change

A handful of factors combine to create a new style of convergence.



Source: PwC

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Exhibit 3: Five fundamental drivers of change

A handful of factors combine to create a new style of convergence.



Source: PwC

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Exhibit 3: Five fundamental drivers of change

A handful of factors combine to create a new style of convergence.



Source: PwC

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Exhibit 3: Five fundamental drivers of change

A handful of factors combine to create a new style of convergence.



Source: PwC

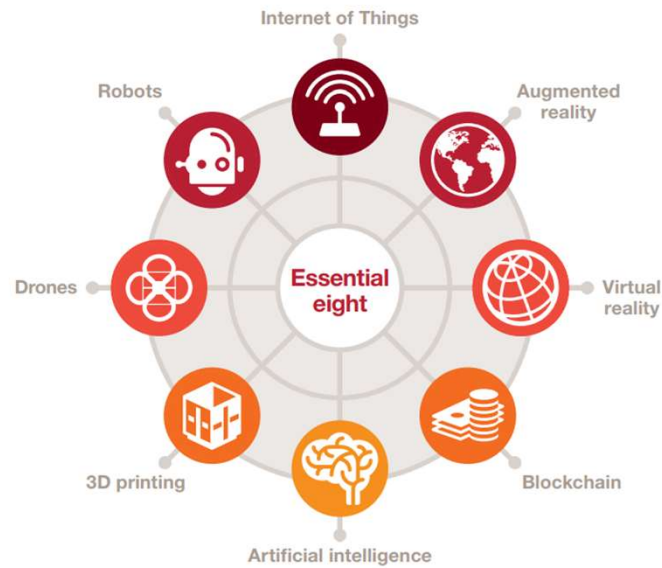
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Exhibit 9: The essential eight technologies

Companies in every industry, not just E&M, must reckon with these innovations.



Source: PwC

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Evolution of Gaming Technologies

1970s



1980s



1990s



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Evolution of Gaming Technologies

2000s



2010s

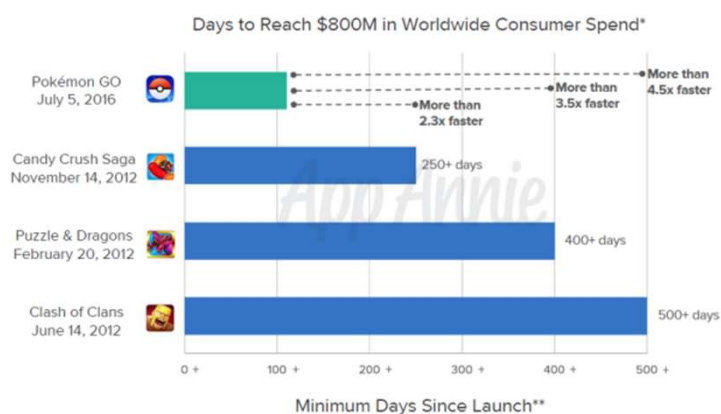


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Faster adoption cycles

Source: <https://ukie.org.uk>

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Value Migration of Technology Industry



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Content Creation & Presentation is Key



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Content Creation & Presentation is Key



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Commoditisation of Hardware & Software



Hardware goes to scale



Apple only company making significant profits from hardware – premium products



Software layer not noticed by users – generally free and bundled



Creative works are unique and in demand – requires creative and technical skills at the presentation/services layer



Infrastructure is in place for rapid distribution and take-up of new services and applications – hardware, broadband (fixed and mobile), app stores, one-click install, data and analytics to monitor usage and innovate

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For example....

recode TOPICS WRITERS PODCASTS EVENTS

A healthy credit score can help secure better borrowing


GAMING IDS CHARTS

Fortnite is generating more revenue than any other free game ever

It hit a record \$318 million last month.

By Rani Mulla | @ranimulla | Jun 26, 2018, 11:00am EDT

f t SHARE



Get a £50 electricity credit with the SSE Smart 1 Year Fixed tariff.

C1465

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For example....



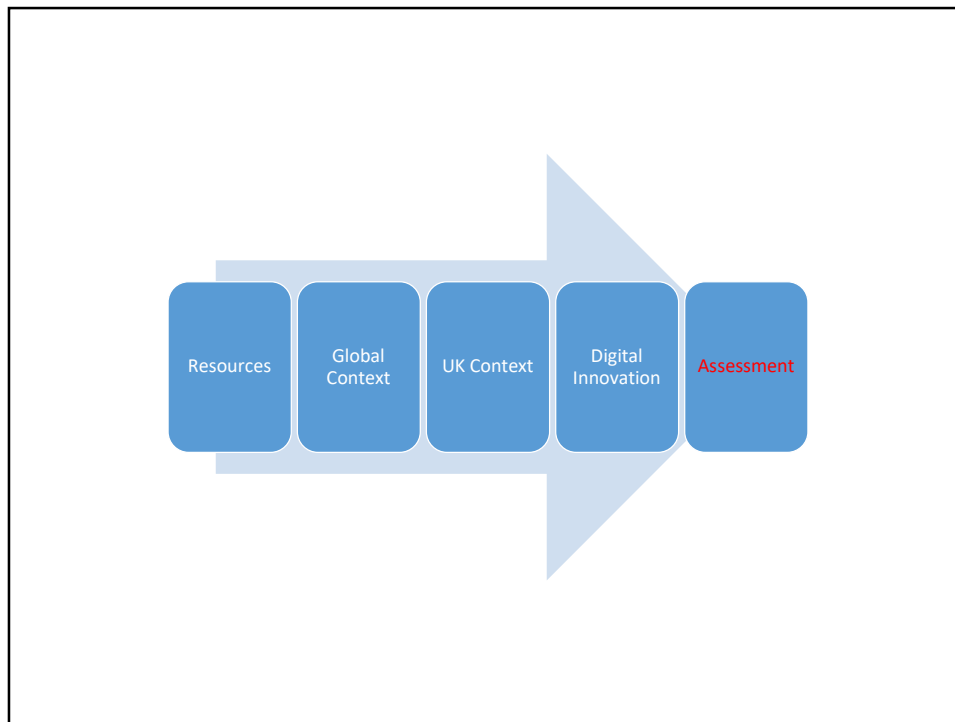
WhatsApp founders Brian Acton and Jan Koum at their headquarters in Mountain View. (Photo by Robert Gallagher for Forbes)

Facebook Closes \$19 Billion WhatsApp Deal

C1465

60

60



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Assessment

Semester 1 Assessment (50% of the overall marks)

Project done in groups of 3-4, investigating a company in the digital **OR** games sector. Students can choose to be assessed by **ONE** of the following –

- A 3,000 word group report, plus an individual statement of contribution to the group effort;

OR

- A 30 minute group slideshow presentation, including questions (each group member must contribute to the creation and delivery of the presentation);

OR

- A 5 - 6 minute video production, hosted online, plus an individual statement of contribution to the group effort

CI465
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Assessment

Marking criteria for the Group Report:

- Evidence of appropriate research (70% weighting for this component);
- Individual statement of contribution (10% weighting for this component);
- Formatting and writing style of report (10% weighting for this component);
- Appropriate referencing of report (Harvard) (10% weighting for this component)

Marking criteria for the Group Presentation:

- Clarity of presentation; (e.g. quality of the design of slides; engagement with the audience; coherence and clarity of description and explanation) (50% weighting for this component);
- Evidence of research (e.g. using appropriate and authoritative sources; appropriate referencing etc.); (50% weighting for this component)

Marking criteria for the Group Video:

- Evidence of research (e.g. using appropriate and authoritative sources) (50% weighting for this component);
- Clarity of the video and production values (eg. how coherent it is, quality of filming, editing and audio) (50% weighting for this component)

CI465

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