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This website provides a brief history of DLC, the good and the bad formats of DLC based not only on success but also consumer satisfaction, and a game’s life cycle in the current market.

**History of DLC**

For starters, DLC in gaming terminology refers to the Downloadable Content that is created after the initial release of a particular game in order to support its developers and keep the game alive in a sense. Probably the most popular initial use of DLC would be the addition of maps and guns to a game like Call of Duty, which has been doing the same basic concept of DLC since Modern Warfare 2 in 2009.

However, the developers behind Halo have sort of changed their formula for DLC release since Halo 3 which initially released in 2007. Now with the launch of Halo 5 in 2015, the focus has shifted from maps and guns to cosmetic items, and have gone a new popular route of free maps and guns in later updates. This has been proven to work quite well, as I will show on the Good DLC page, and it’s interesting to see developers shift their focus after doing the same strategy for years.

**Game’s Life Cycle**

For many games, they will be played for a certain amount of time while they remain relevant in popularity until another game replaces it in some way or form. This could be due to time itself due to the graphics behind a game, the community playing the game decreasing overtime due to loss of interest, or many other reasons. In order to combat this (and keep the price of game’s low at first) developers have provided DLC to sustain the life cycle of a game especially a multiplayer focused game where if you don’t help the community playing the game, then nobody will continue to play your game. The only exception to this would be Super Smash Bros Melee which was released in 2001, and yet still has a competitive scene backing it with no feedback whatsoever from the developers in Japan which is rather sad to see really. Besides melee, there really isn’t another game that is still popular without DLC.

**Good DLC**

From both a competitive and consumer standpoint, two popular games that nailed the method of DLC would be Rocket League and Counter Strike Global Offensive. Both have the same idea, to add updates to the game that fix bugs, add maps, and balance or tweak the game to the game to keep it popular. Then alongside that they have cosmetic DLC for your cars in Rocket League or weapon skins in CSGO, both add nothing fundamentally different to the overall experience from a competitive standpoint, however they add a bit more variety to the game and don’t make it seem like you need to buy it. In return the only people that buy extra content are usually the ones who truly love the game which is how it should be. This system keeps the overall experience of the game in tact without separating it or hindering the overall gameplay with small DLC bits seen in other games. It’s especially rampant in mobile games, and it’s rather sad how many devs practice this form of DLC as an easy cash-grab approach instead of trying to preserve their game long-term.

**Bad DLC**

Now the whole point of DLC is to sustain the ‘life’ of a game, especially for multiplayer games, because new content for the player gives them another reason to play that particular game. However, the first concept of DLC to charge players for extra content such as maps or weapons like in Call of Duty seemed like a good idea at first, but as the general gaming market has evolved over the years, consumers expect more and more out of their games and being asked to purchase new content feels like a rip off at times. In some instances, it’s as if the developers are trying to milk the consumer, especially when a major company releases a similar game a year or two later with little differentiating the two games when referring to the overall mechanics behind the game. Thankfully for 343 Studios, the dev’s behind Halo 5, they noticed this changed and have shifted their DLC to a more cosmetic approach to give those players an option to support the game without impacting the player base by splitting the community between maps or milking the consumer since the extra content isn’t necessary to purchase if you want to play with your friends on those new maps.

However, games mobile games like ‘Clash of Clans’ are possibly one of the worst types of games from a consumer standpoint due to the DLC that has been known as micro-transactions due to the pure amount of them and the usual price being cheaper than usual DLC (however you can still buy $99 worth in one purchase). This is due to the currency in-game that you can purchase with real cash which will essentially boost the progression of your base. You technically don’t have to buy it, but if you don’t you have to play the game for about 2 years in order to fully max out your base. Combine that with the wait times to attack, and it’s no wonder why people have laid several hundreds of dollars in the game. In a way it is majorly successful, because it can be very addicting to play and has been able to hook over 100 million players on the android market alone, however that doesn’t excuse the fact that it’s DLC is one of the worst out there.

**About**

The purpose of this website is to first briefly cover the history of DLC (downloadable content) in videogames and how they have been distributed over the past 10 years or so, because with the addition of micro transactions being apparent in almost every mobile game on the market it is important to document the changes in how it originated and why it appears so frequently in games today.