Linked Games

Janne Parkkila

Lappeenranta University of Technology

Few words about me

- MSc. Of Telecommunications Software, 2012, Lappeenranta University of Technology
- PhD student at the same University
- Studied here at UPM in 2010-2011 Intelligencia Artificial
- Health Game Entrepreneur
- Interests: Games, Girls & all things geeky

LAPPEENRANNAN TEKNILLINEN YLIOPISTO

Lappeenranta University of Technology

- Undergraduate and Postgraduate students: ~4 800
- 32.8% of students starting in Autumn 2012 were from abroad
- Number of students in continuing education: approx. 1000
- Number of students in the Open University: approx. 1300
- Faculty staff in total: 960
- Nowadays 3 faculties: School of Technology, School of Industrial Engineering and Management and School of Business

Game Research Interest Group

- Currently working with the Game Industry in three projects
- Software Development in the Creative Ecosystem
  - Software processes of game industry, assessing best practises
- LevelUp Lappeenranta, game business hatchery
  - 2010: 0 game studios
  - 2012: 5 game studios, 20+ in South-East Finland
- Game Cloud
  - How to create a value creating ecosystem for connecting games

PLAYA
GAME INDUSTRY HUB

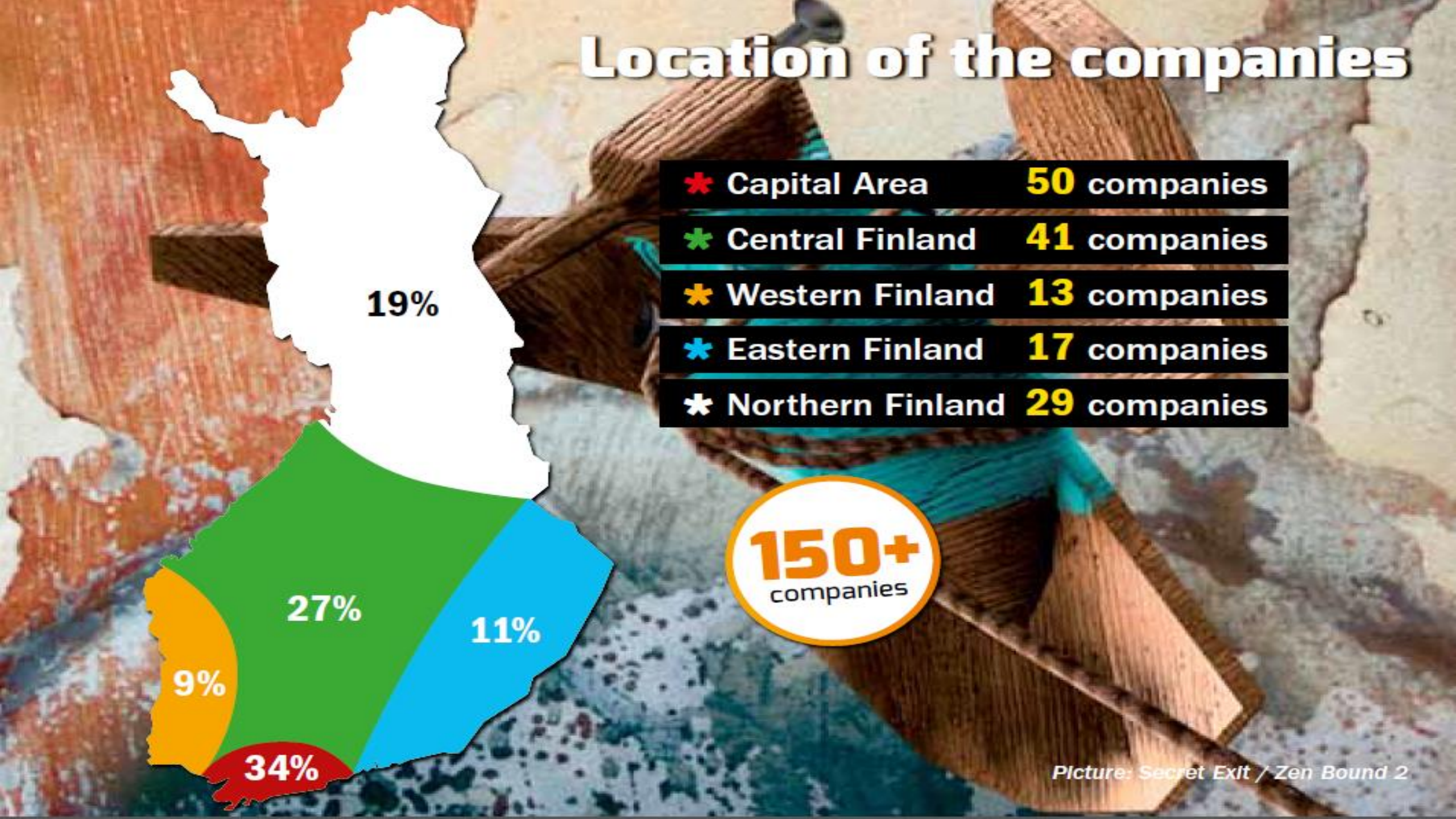
Games Industry

A short look at the game industry in Finland and world-wide

Games Industry in numbers - US

- 58% of Americans play video games
- Average gamer age is 30
  - 32% under 18 years
  - 32% 18-35
  - 36% over 35 years
- 55% male 45% female
- U.S Computer & Video Game sales in dollars: 14.8 billion USD

Location of the companies



Capital Area	50 companies
Central Finland	41 companies
Western Finland	13 companies
Eastern Finland	17 companies
Northern Finland	29 companies

150+ companies

Picture: Secret Exit / Zen Bound 2

Hot Issues

Crowded distribution channels

Developer separation

NextGen Consoles

Gamecloud

To the real business ☺

Problem

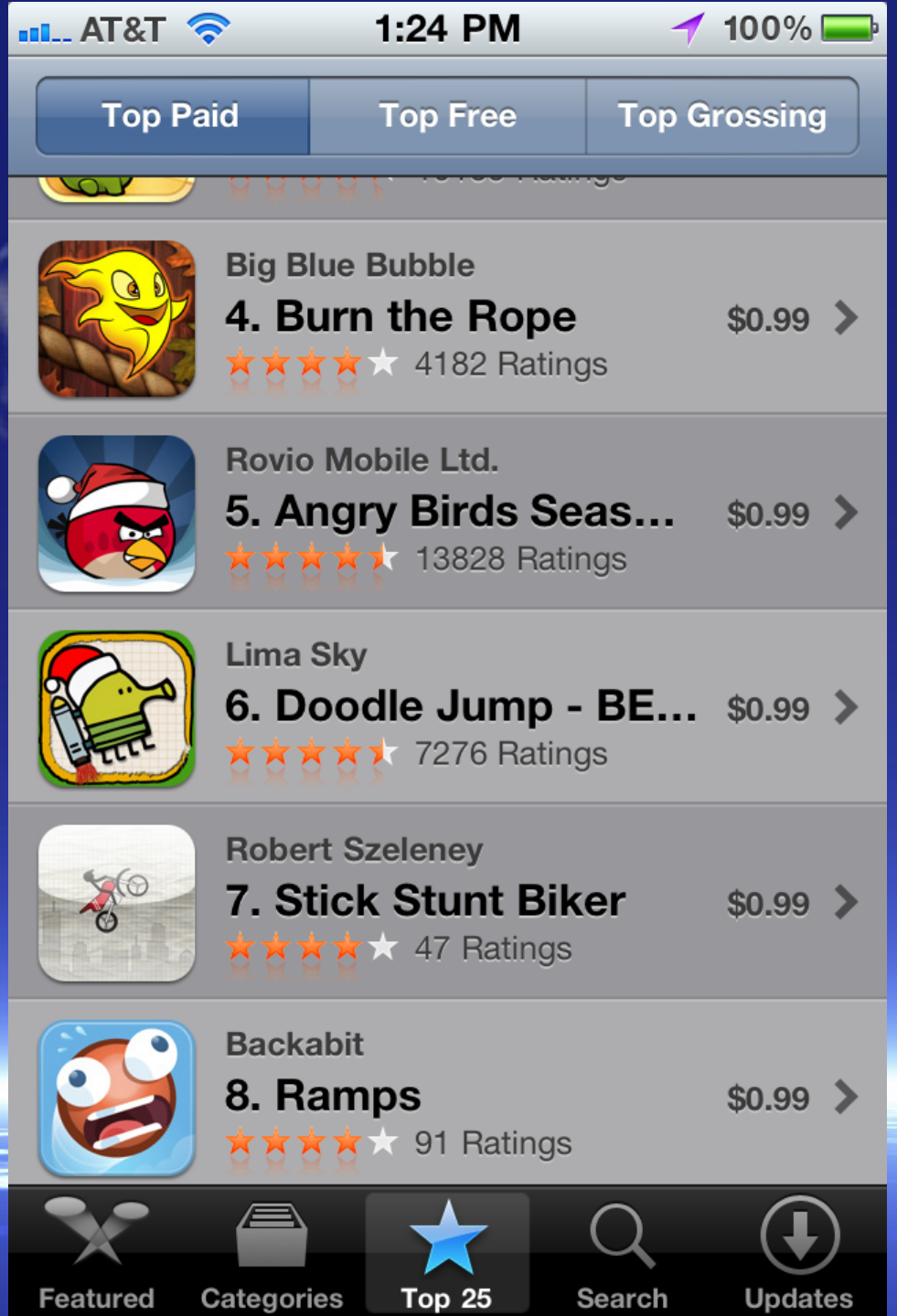
Visibility

Player Engagement

Problem

Visibility

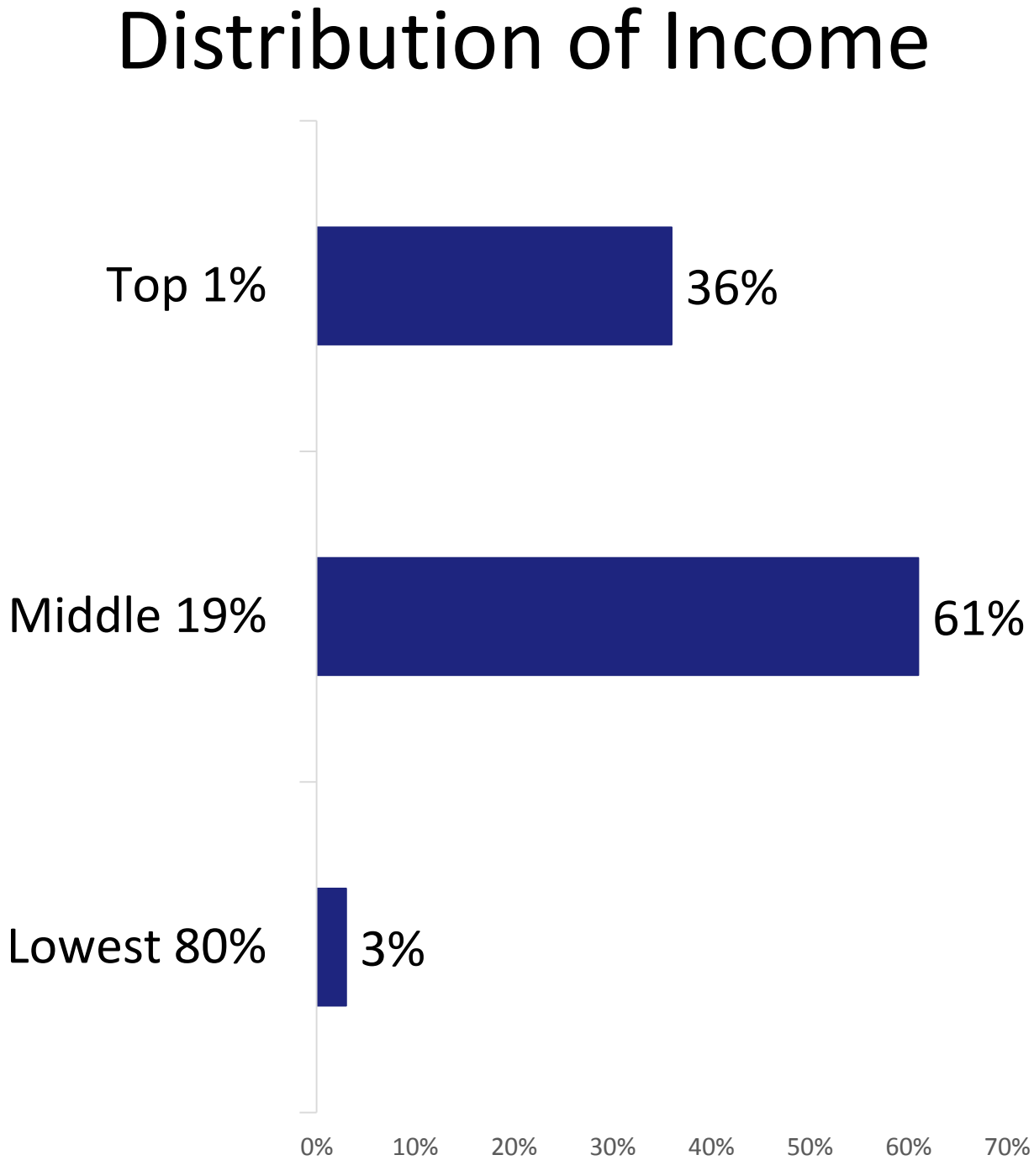
Player Engagement



Problem

Visibility

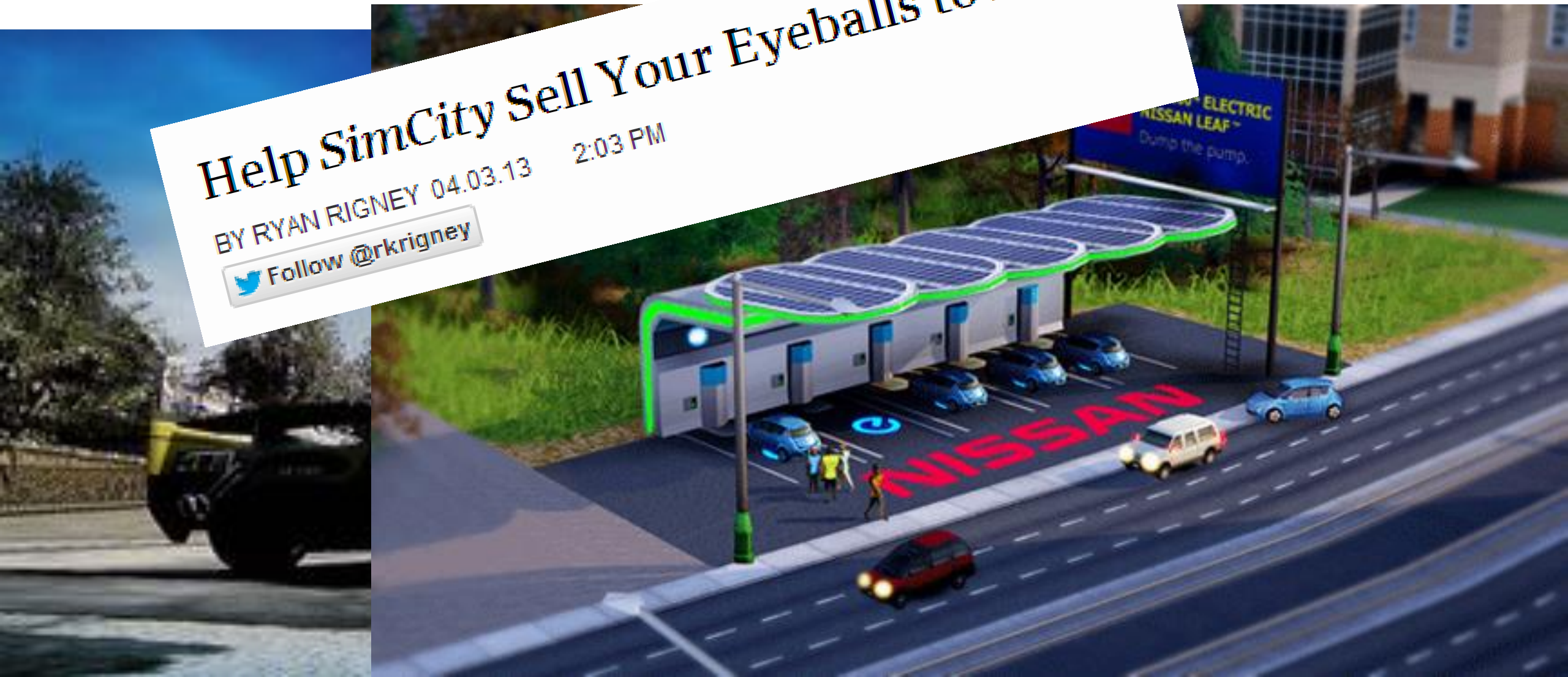
Player Engagement



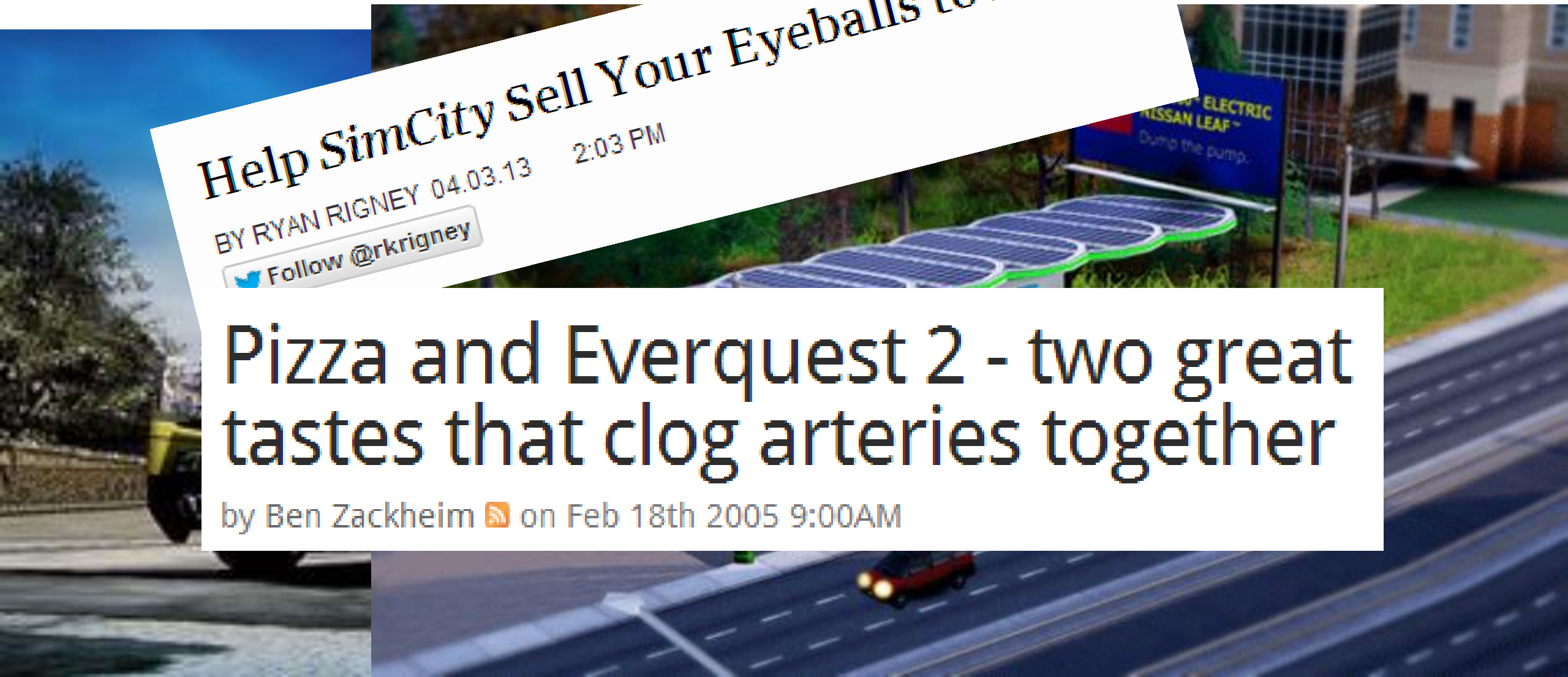
Cross-Promotion

Cross-Promotion

Cross-Promotion



Cross-Promotion



Cross Promotion

[Kingdom Hearts]

[Dust514: Battle for Caldari Prime]

[Quantum Break]

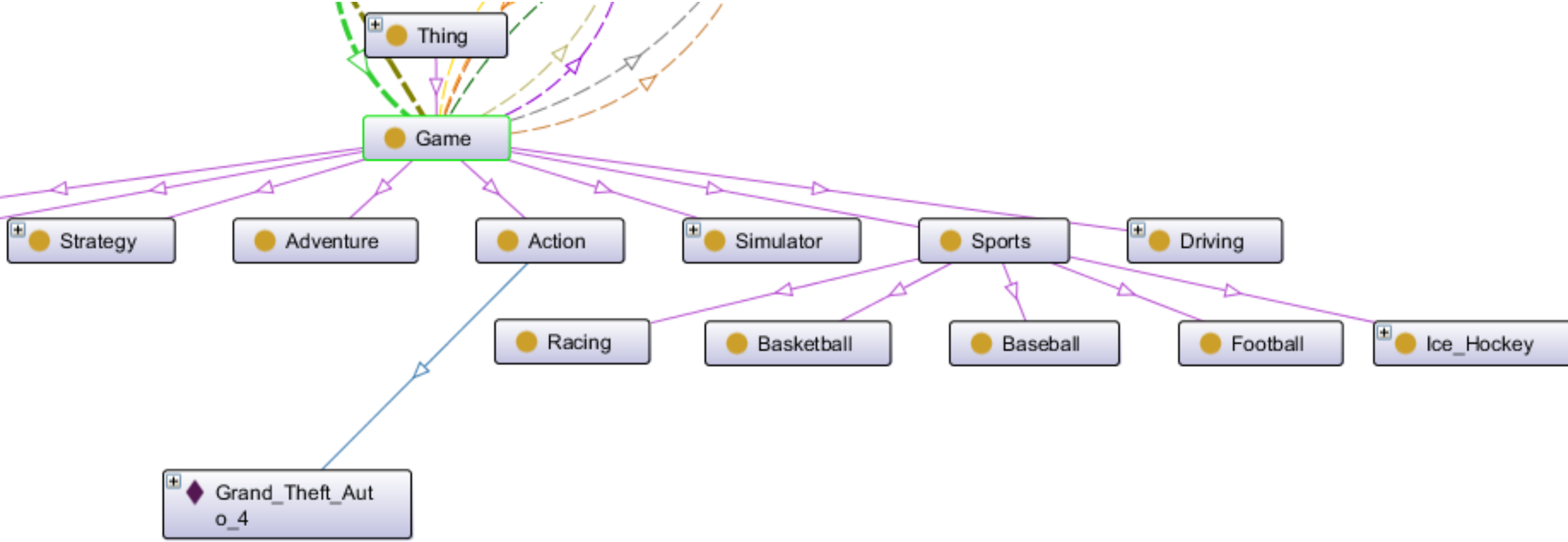
Gamecloud – The Research

- The big question: Would it be possible to connect games in more deeper manner and ease the development of such cross-overs?
- We have interviewed a lot of Finnish companies about connecting games and their worlds
  - Rovio, Supercell, Remedy, Bugbear, Kukouri, etc.
- Big interest in the topic. Some believe more, some don’t
- Biggest problem: the lack of knowledge of all possible technology (where wouldn’t be?)

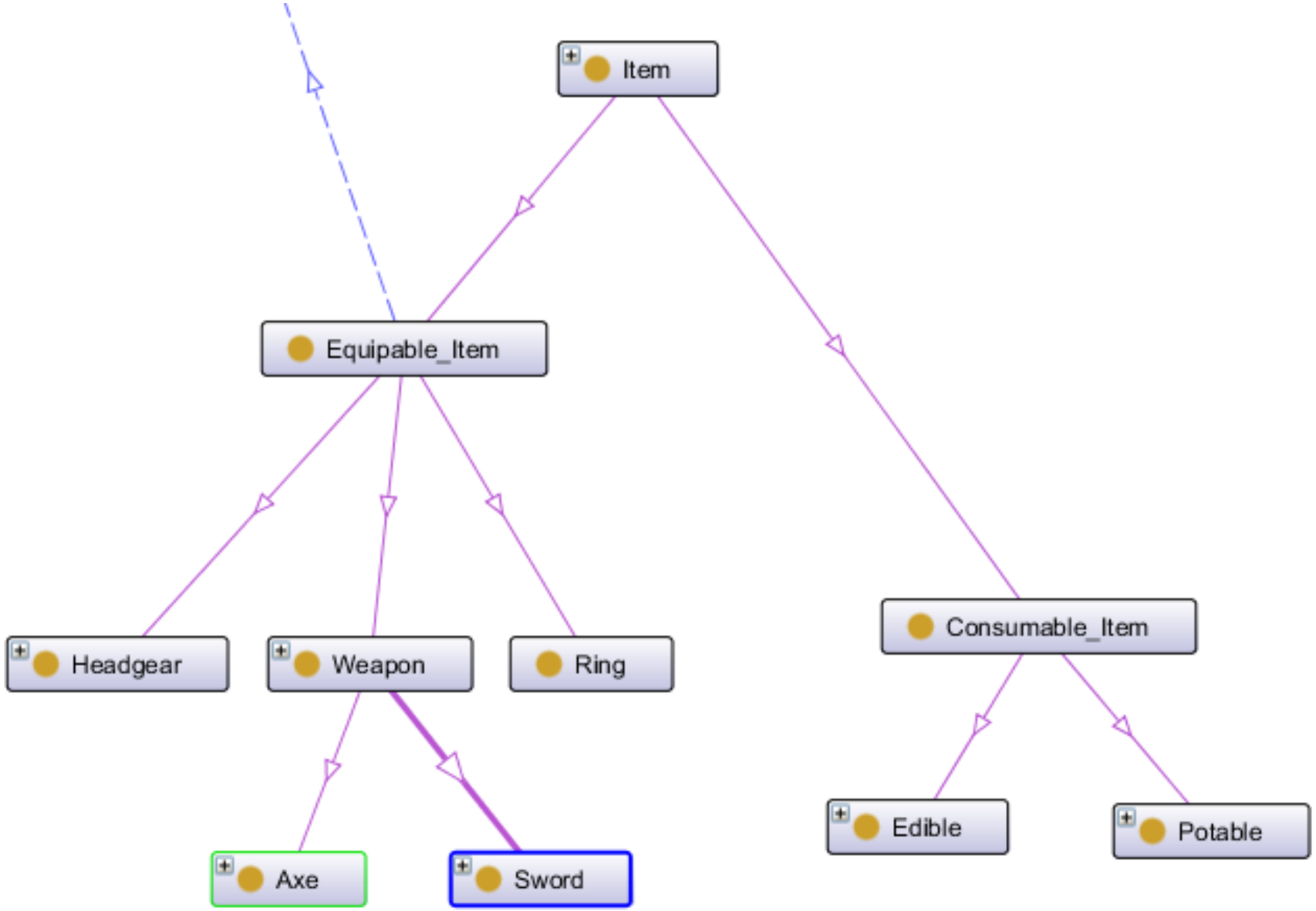
Ontology Questions (example)

- What achievements has a player obtained? “Cool Guy”, “Orc Slayer”
- What are the types of achievements a game has? Skill-based, Veteran, Luck
- What abilities does an item have? Magic, Equipable, Damage-dealing
- What is the preferred weapon of players with a certain character class? Shuriken, Buster Sword, AK-47
- What are the games similar to this one? “Hitman 1, Hitman 2, MassEffect 2”
- How many times players have died in a level? 50, 600 000
- What is the most crafted item in the game? “Magical Hat”, “Health Potion”, “Dragon Armor”
- What consumable items does a player have in game? “Health Potion”, “Potion of Mana”, “Cookie”

Ontology Draft v.1



Draft
v.1.0


Item
Equipable_Item
Headgear
Weapon
Ring
Axe
Sword
Consumable_Item
Edible
Potable