DLC

Steven Rosendahl

The Issue

• Is the concept of Downloadable Content (DLC) ethical?

The Issue

- Is the concept of Downloadable Content (DLC) ethical?
- Should companies market an incomplete product and force users to pay more for the rest of the product?

The Issue

- Is the concept of Downloadable Content (DLC) ethical?
- Should companies market an incomplete product and force users to pay more for the rest of the product?
- When does DLC change from a fun add on to a game to a required purchase for a whole game?

1. Fallout

1. Fallout

ullet Fallout 4 was released on November 10^{th} , 2015

1. Fallout

- Fallout 4 was released on November 10th, 2015
- DLC was announced 3 months later

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011
 - Saint Row IV released August 20, 2013

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011
 - Saint Row IV released August 20, 2013
 - A re-skinned version of Saints Row: The Third

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011
 - Saint Row IV released August 20, 2013
 - A re-skinned version of Saints Row: The Third
 - Saints Row: Gat Outta Hell released January 20, 2015

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011
 - Saint Row IV released August 20, 2013
 - A re-skinned version of Saints Row: The Third
 - Saints Row: Gat Outta Hell released January 20, 2015
 - Marketed as a separate game, but only about 1/8 as long as Saints Row IV

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011
 - Saint Row IV released August 20, 2013
 - A re-skinned version of Saints Row: The Third
 - Saints Row: Gat Outta Hell released January 20, 2015
 - Marketed as a separate game, but only about 1/8 as long as Saints Row IV
- 3. Train Simulator 2016

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011
 - Saint Row IV released August 20, 2013
 - A re-skinned version of Saints Row: The Third
 - Saints Row: Gat Outta Hell released January 20, 2015
 - Marketed as a separate game, but only about 1/8 as long as Saints Row IV
- 3. Train Simulator 2016
 - Base game: \$29.99.

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011
 - Saint Row IV released August 20, 2013
 - A re-skinned version of Saints Row: The Third
 - Saints Row: Gat Outta Hell released January 20, 2015
 - Marketed as a separate game, but only about 1/8 as long as Saints Row IV
- 3. Train Simulator 2016
 - Base game: \$29.99.
 - All DLC: > \$5,400.00.

- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011
 - Saint Row IV released August 20, 2013
 - A re-skinned version of Saints Row: The Third
 - Saints Row: Gat Outta Hell released January 20, 2015
 - Marketed as a separate game, but only about 1/8 as long as Saints Row IV
- 3. Train Simulator 2016
 - Base game: \$29.99.
 - All DLC: > \$5,400.00.



- 1. Fallout
 - Fallout 4 was released on November 10th, 2015
 - DLC was announced 3 months later
- 2. The Saint's Row Franchise
 - Saints Row: The Third released November 15, 2011
 - Saint Row IV released August 20, 2013
 - A re-skinned version of Saints Row: The Third
 - Saints Row: Gat Outta Hell released January 20, 2015
 - Marketed as a separate game, but only about 1/8 as long as Saints Row IV
- 3. Train Simulator 2016
 - Base game: \$29.99.
 - All DLC: > \$5,400.00.



\$5,428.84 Add all DLC to Cart

• "Never use people as a means to an end"

- "Never use people as a means to an end"
 - Companies no longer care about making games

- "Never use people as a means to an end"
 - Companies no longer care about making games
 - Profit can be maximized by continually making DLC at the expense of the gamer

- "Never use people as a means to an end"
 - Companies no longer care about making games
 - Profit can be maximized by continually making DLC at the expense of the gamer
 - All major game companies follow the DLC pattern, so gamers are forced to buy into it

- "Never use people as a means to an end"
 - Companies no longer care about making games
 - Profit can be maximized by continually making DLC at the expense of the gamer
 - All major game companies follow the DLC pattern, so gamers are forced to buy into it
 - The intention is to make more money off of gamers, which is using them as a means to an end

- "Never use people as a means to an end"
 - Companies no longer care about making games
 - Profit can be maximized by continually making DLC at the expense of the gamer
 - All major game companies follow the DLC pattern, so gamers are forced to buy into it
 - The intention is to make more money off of gamers, which is using them as a means to an end



• "The most amount of good for the most amount of people"

- "The most amount of good for the most amount of people"
 - Companies turn large profits from DLC

- "The most amount of good for the most amount of people"
 - Companies turn large profits from DLC
 - Companies use that profit to create more content for gamers

- "The most amount of good for the most amount of people"
 - Companies turn large profits from DLC
 - Companies use that profit to create more content for gamers
 - Gamers enjoy playing the new games

- "The most amount of good for the most amount of people"
 - Companies turn large profits from DLC
 - Companies use that profit to create more content for gamers
 - Gamers enjoy playing the new games
 - The cycle repeats

- "The most amount of good for the most amount of people"
 - Companies turn large profits from DLC
 - Companies use that profit to create more content for gamers
 - Gamers enjoy playing the new games
 - The cycle repeats



• "Rules that are agreed upon by all"

- "Rules that are agreed upon by all"
 - Game Companies vs. Gamers

- "Rules that are agreed upon by all"
 - Game Companies vs. Gamers
 - Game companies want to turn a large profit

- "Rules that are agreed upon by all"
 - Game Companies vs. Gamers
 - Game companies want to turn a large profit
 - Gamers want complete games at a reasonable price

- "Rules that are agreed upon by all"
 - Game Companies vs. Gamers
 - Game companies want to turn a large profit
 - Gamers want complete games at a reasonable price
 - There has to be a compromise that both parties can agree upon

- "Rules that are agreed upon by all"
 - Game Companies vs. Gamers
 - Game companies want to turn a large profit
 - Gamers want complete games at a reasonable price
 - There has to be a compromise that both parties can agree upon
 - Current system favors the game companies, not the gamers

- "Rules that are agreed upon by all"
 - Game Companies vs. Gamers
 - Game companies want to turn a large profit
 - Gamers want complete games at a reasonable price
 - There has to be a compromise that both parties can agree upon
 - Current system favors the game companies, not the gamers



References

The Artifice. The ethics behind downloadable content in videogames. when should we draw the line on excessive pricing?

http://the-artifice.com/the-ethics-behind-downloadable-content-in-videogames-when-should-we-draw-the-line-on-excessive-pricing, January 2016.

Timothy Biggar. We're tired of the excuse that micro-transactions are for the gamer. http://attackofthefanboy.com/opinion/were-tired-of-the-excuse-that-micro-transactions-are-for-the-gamer, October 2015.

Eira A. Ekre. The whales of microtransactions, and the elephant in the room. https://modelviewculture.com/pieces/the-whales-of-microtransactions-and-the-elephant-in-the-room, November 2015.

MMEthics. The ethics of microtransactions. https://mmethics.wordpress.com/2013/04/19/the-ethics-of-microtransactions, April 2013.

Michael J. Quinn. Ethics for the Information Age. 6th Edition. Boston: Pearson/Addison-Wesley, 2013.

Steam. Train simulator 2016.

http://store.steampowered.com/app/24010/?snr=1_7_15__13, September 2015.