

GAME INDUSTRY COPING WITH TODAY'S TECHNOLOGY IN DIGITAL DELIVERY

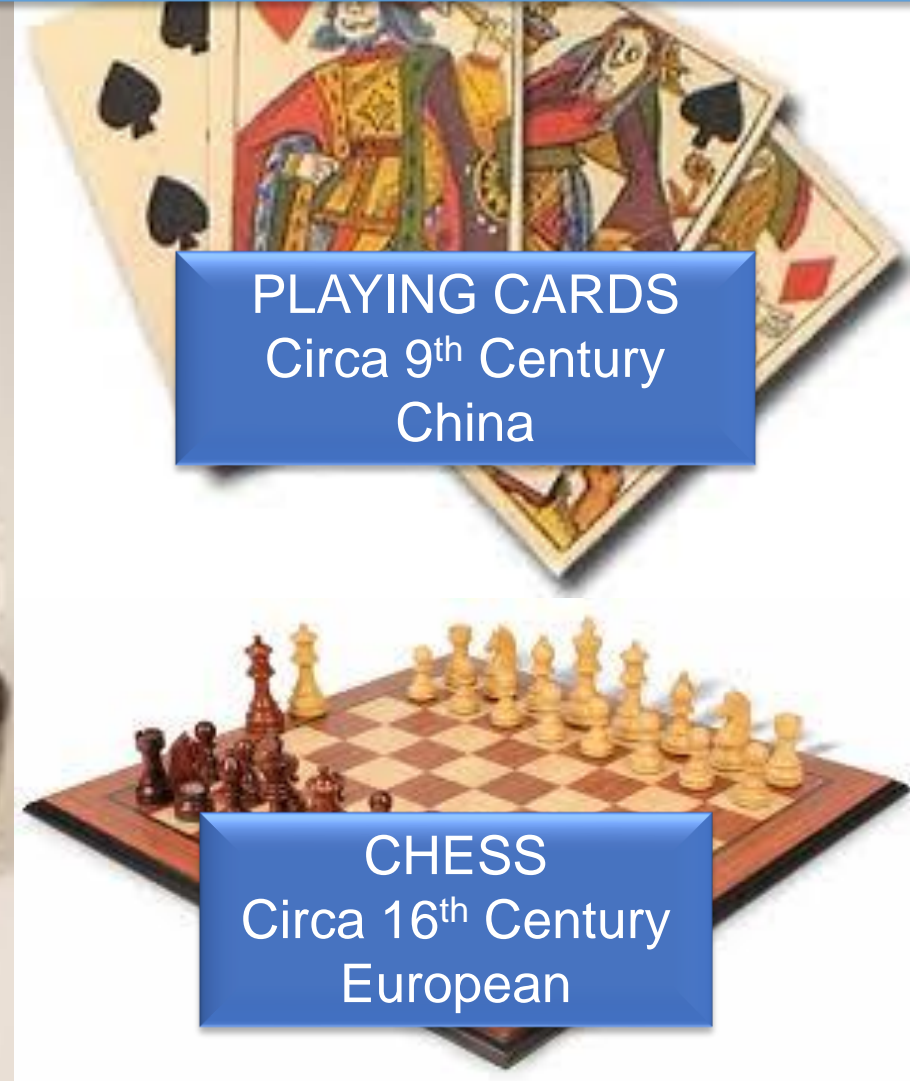
Datu YogaBrata
Game Designer



HISTORY OF GAMES



MANCALA
Circa 5000 BC
Africa

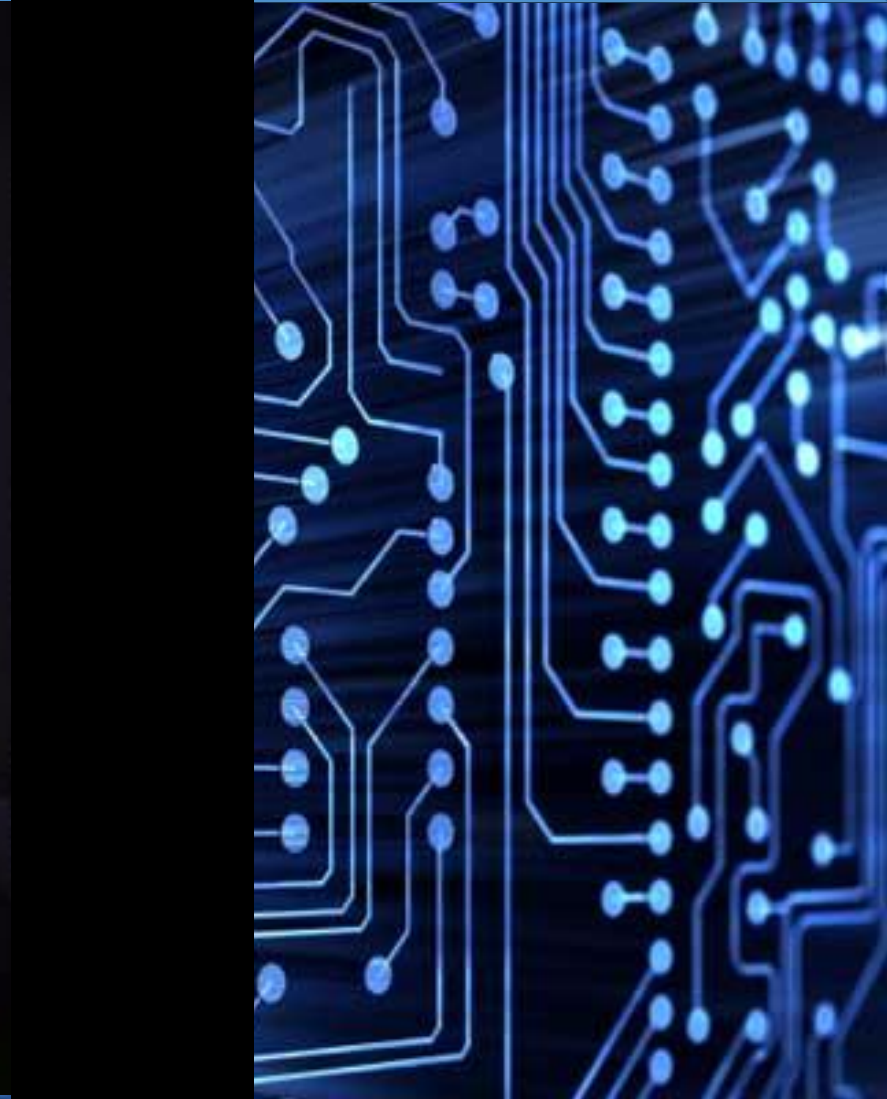


PLAYING CARDS
Circa 9th Century
China

CHESS
Circa 16th Century
European



RISE OF VIDEO GAMES



RISE OF VIDEO GAMES



OXO
1952



RISE OF VIDEO GAMES



William Higinbotham was the inventor of the first video game. He was the head of the instrumentation group at **Brookhaven National Lab**.

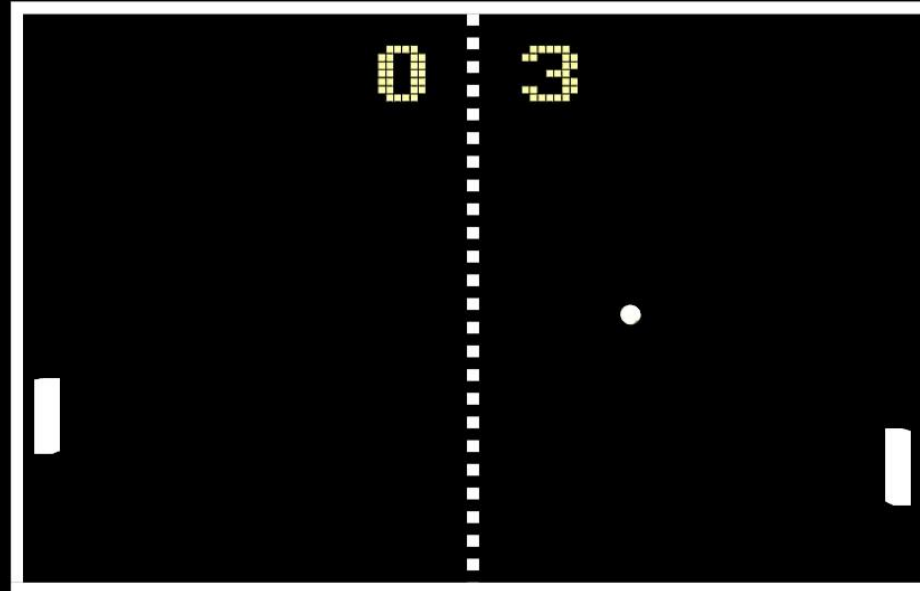
He chose not to patent the game because he didn't see a future for it.



TENNIS FOR TWO
1958



RISE OF VIDEO GAMES



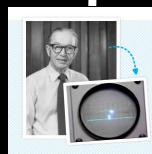
PONG was the early commercial success of video game



PONG
1972



RISE OF VIDEO GAMES



HOME CONSOLES



PRESS START



HOME CONSOLES



ATARI
1982



HOME CONSOLES



NINTENDO (NES)
1986



HOME CONSOLES



SCORE
00672224



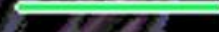
ENEMY



RANGER-X



POWER



SEGA GENESIS
1989



HOME CONSOLES



SUPER NINTENDO
1991



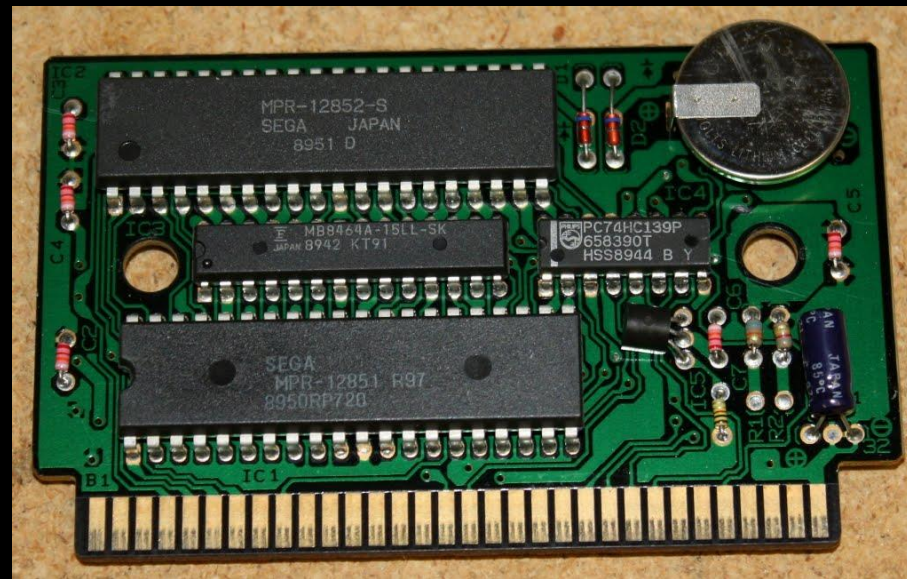
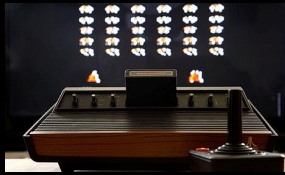
HOME CONSOLES



Contents stored in Cartridges



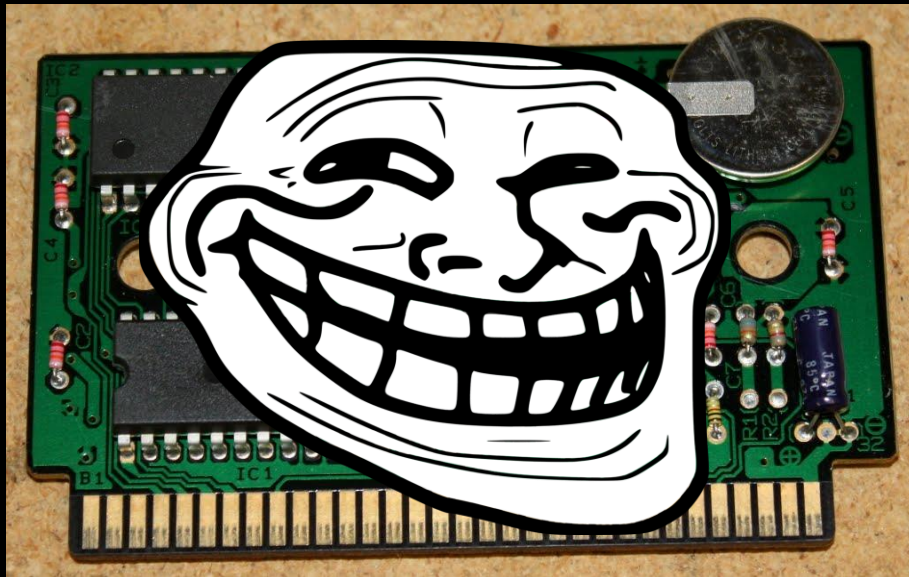
HOME CONSOLES



Difficult to copy



HOME CONSOLES



Almost no piracy



HOME CONSOLES



HOME CONSOLES



SONY
PLAYSTATION
1995



HOME CONSOLES



Compact Disc delivery



**SONY
PLAYSTATION
1995**



HOME CONSOLES



+



CD Copier?



SONY
PLAYSTATION
1995



HOME CONSOLES



+



=



Content Piracy!!!



CONTENT PIRACY (CONT)



Digital Right Management



CONTENT PIRACY (CONT)



Digital Right Management



CONTENT PIRACY (CONT)



Digital Right Management



CONTENT PIRACY (CONT)



Digital Right Management



CONTENT PIRACY (CONT)



Game files are cracked



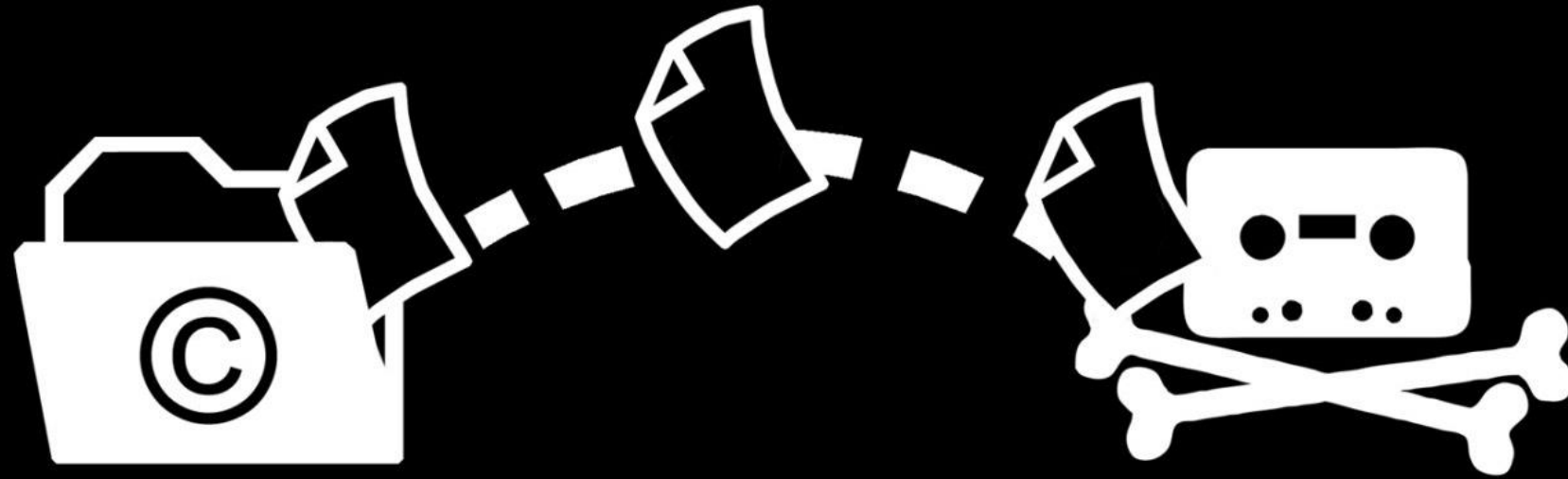
CONTENT PIRACY (CONT)



Game contents leaked



CONTENT PIRACY (CONT)



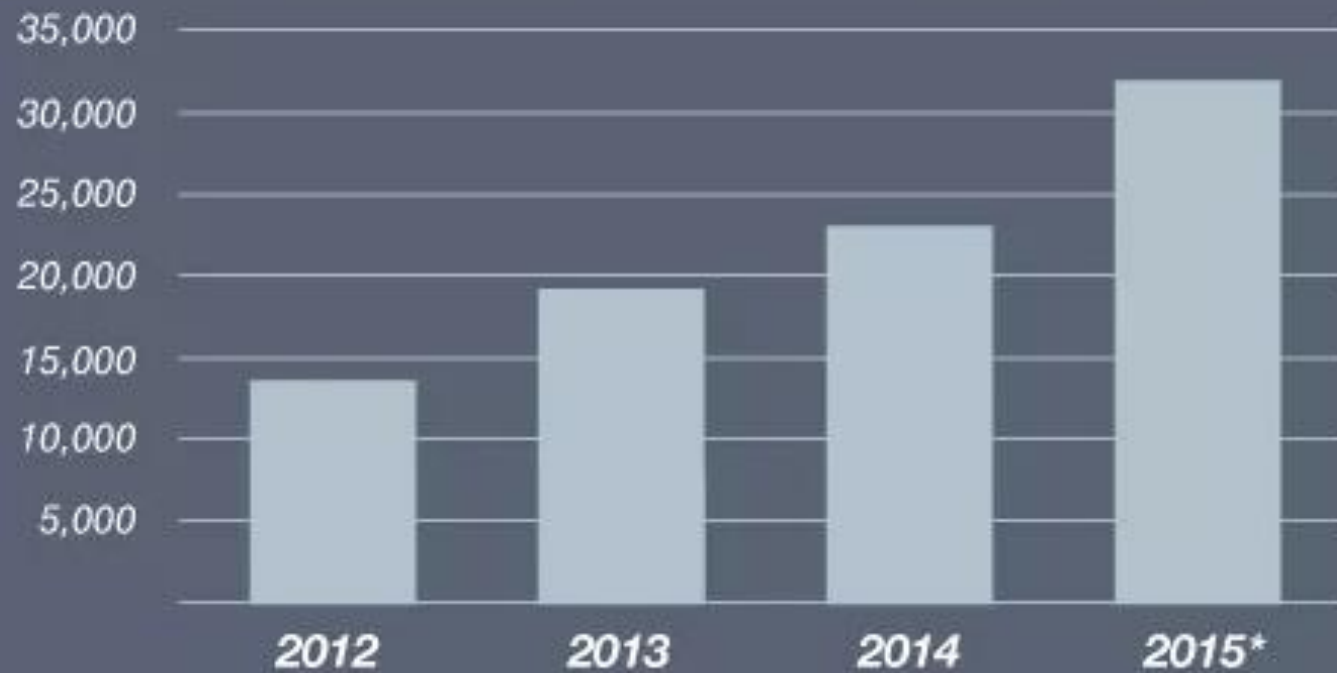
Piracy over the internet



CONTENT PIRACY PROBLEM

VOLUME AND COST OF HACKED GAMES IS GROWING

Hacked game releases found between Jan. 2012 and Mar. 2015



**IN 2014, THE UNMONETIZED
VALUE OF PIRATED GAMES
REACHED**

\$74,000,000,000²

2. Tru Optik, 2014 Research



GAME INDUSTRY AT STAKES



Many game developers bankrupt



GAME INDUSTRY SURVIVAL MEASURE



GAME INDUSTRY SURVIVAL MEASURE



"IF YOU CAN'T FIX IT, YOU GOTTA STAND IT"

ENNIS DEL MAR



GAME INDUSTRY SURVIVAL MEASURE



"IF YOU CAN'T FIX IT, YOU GOTTA STAND IT"

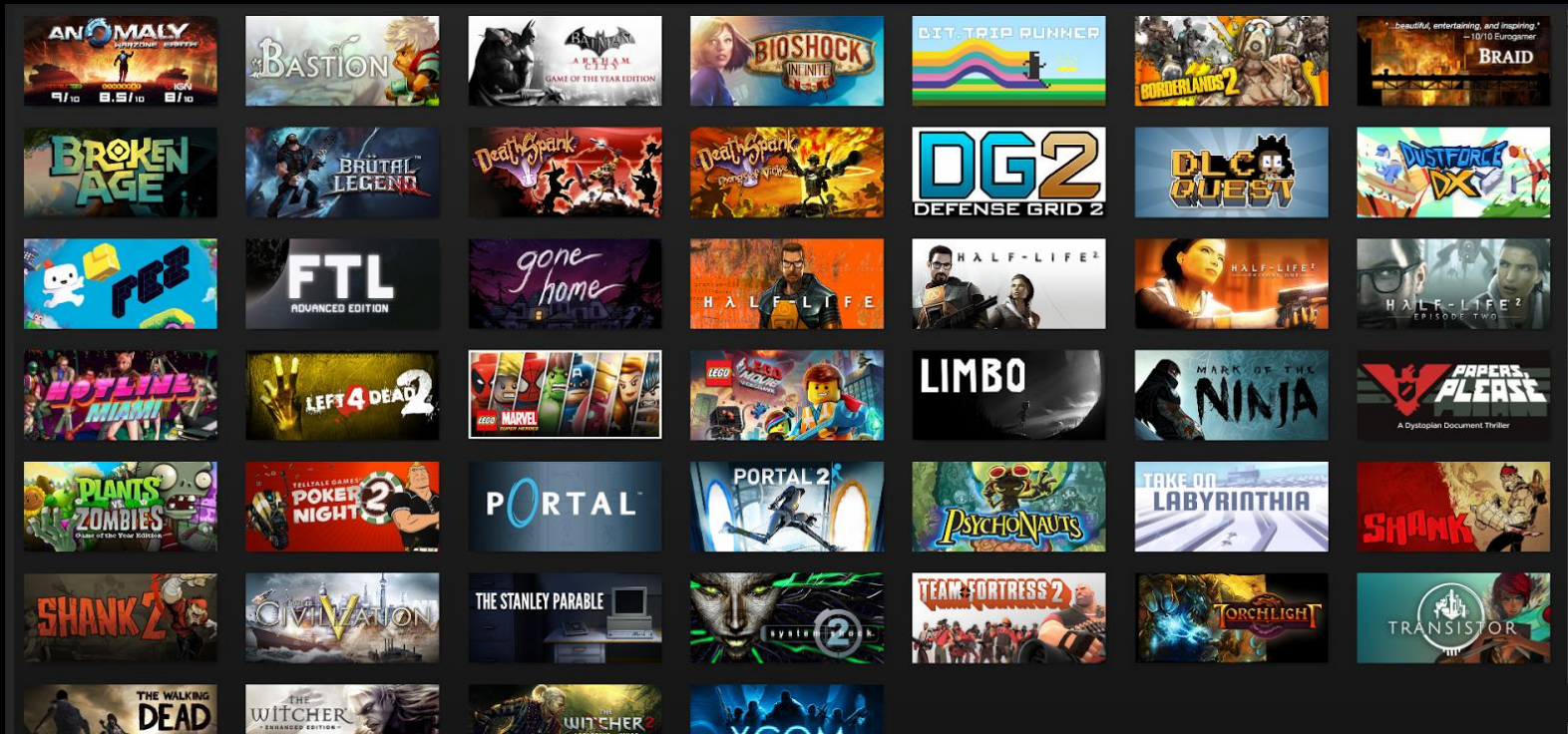
ENNIS DEL MAR



FREEMIUM methods introduced



GAME INDUSTRY SURVIVAL MEASURE



DOWNLOAD them
all you want and
play them

Oh Yes! IT'S
FREE

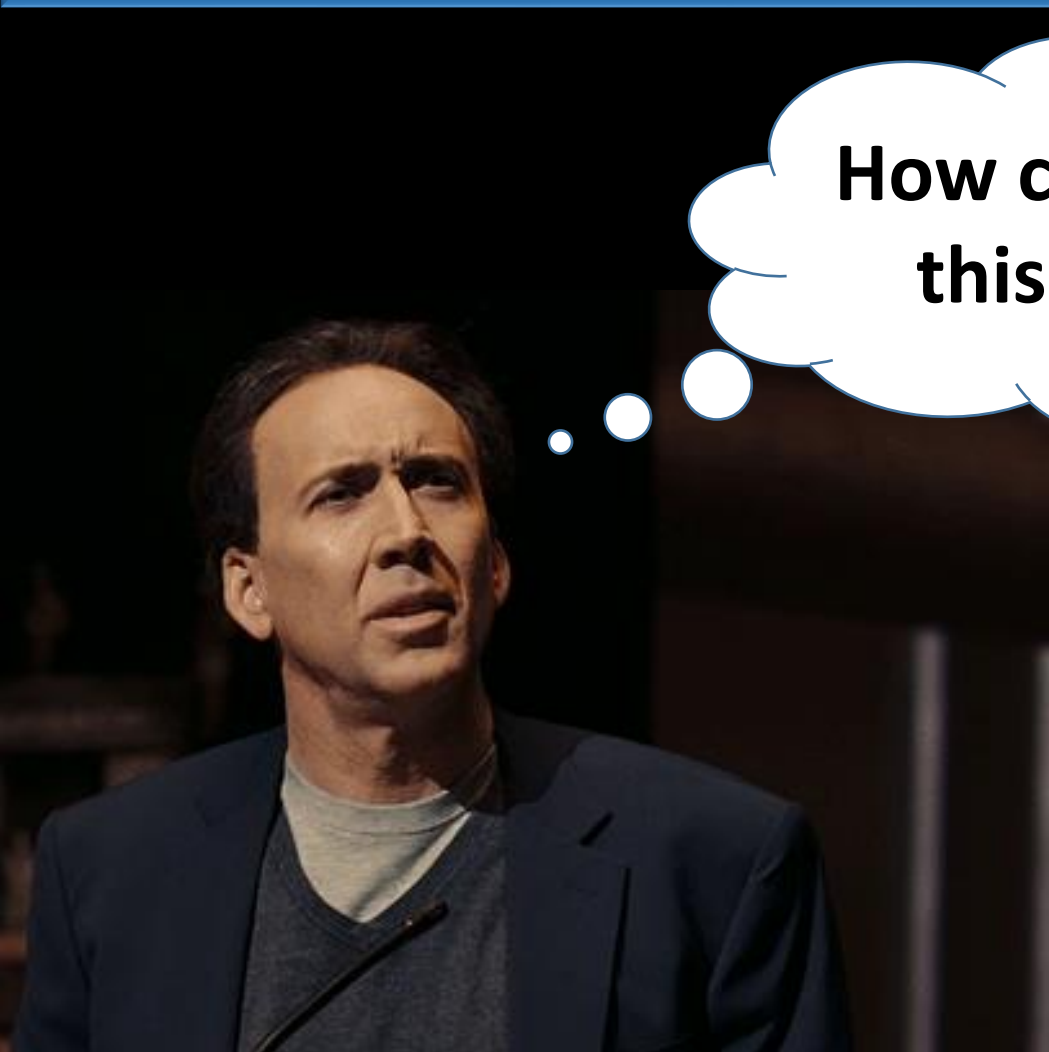


GAME INDUSTRY SURVIVAL MEASURE

Play and have fun
with them



GAME INDUSTRY SURVIVAL MEASURE



How can I clear this stage?



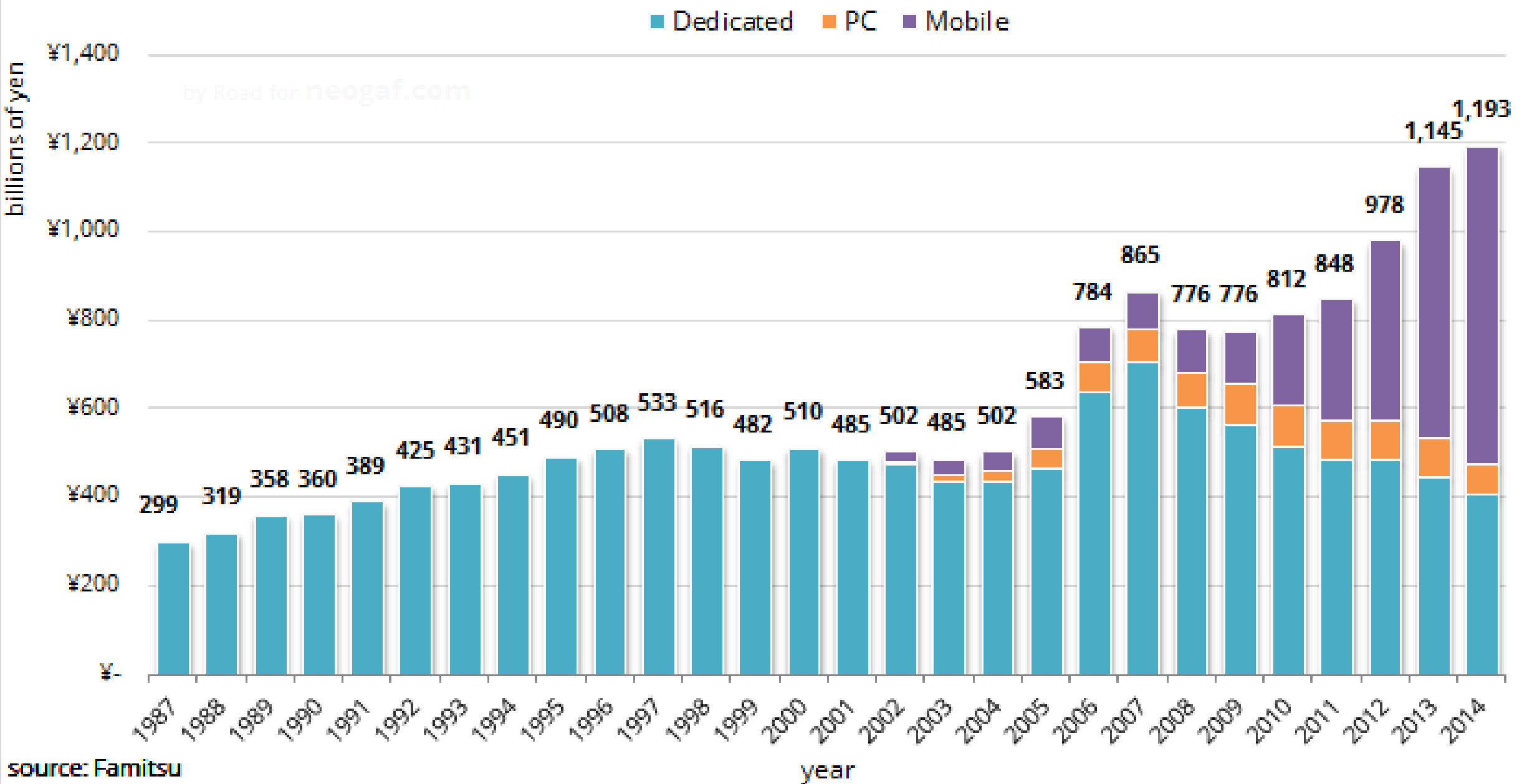
GAME INDUSTRY SURVIVAL MEASURE



Purchase in-game items

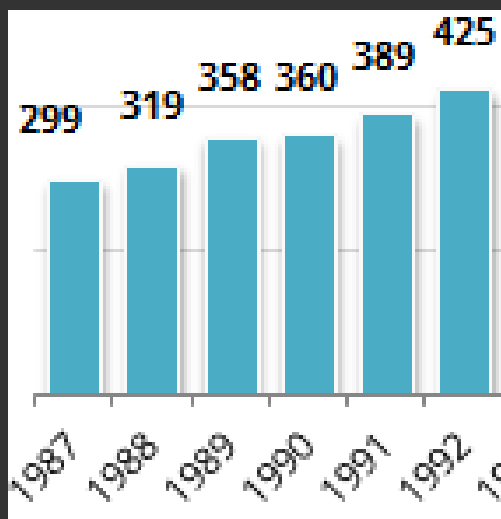
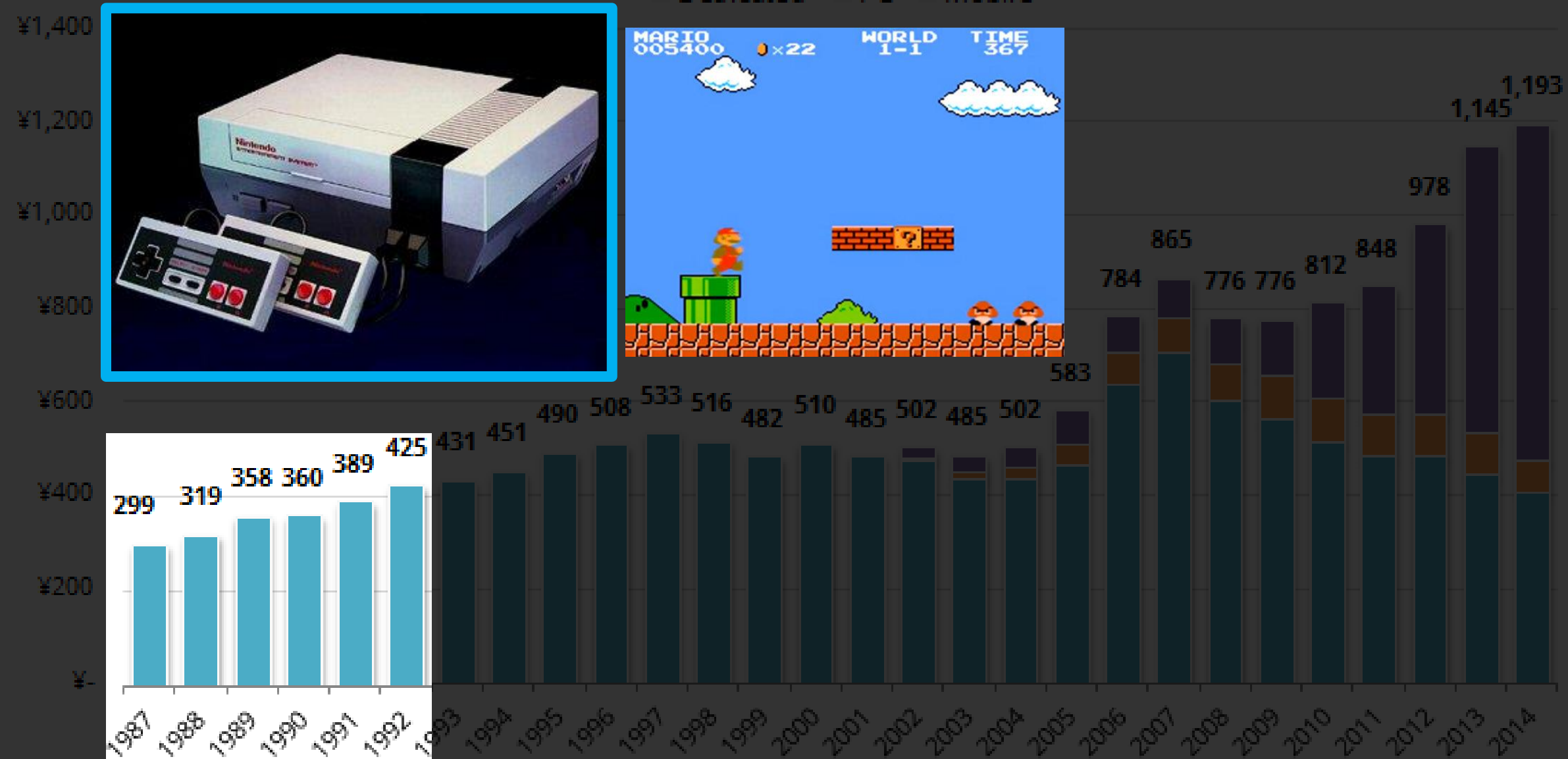


REVENUE STATISTIC (JAPAN MARKET)



REVENUE STATISTIC (JAPAN MARKET)

billions of yen

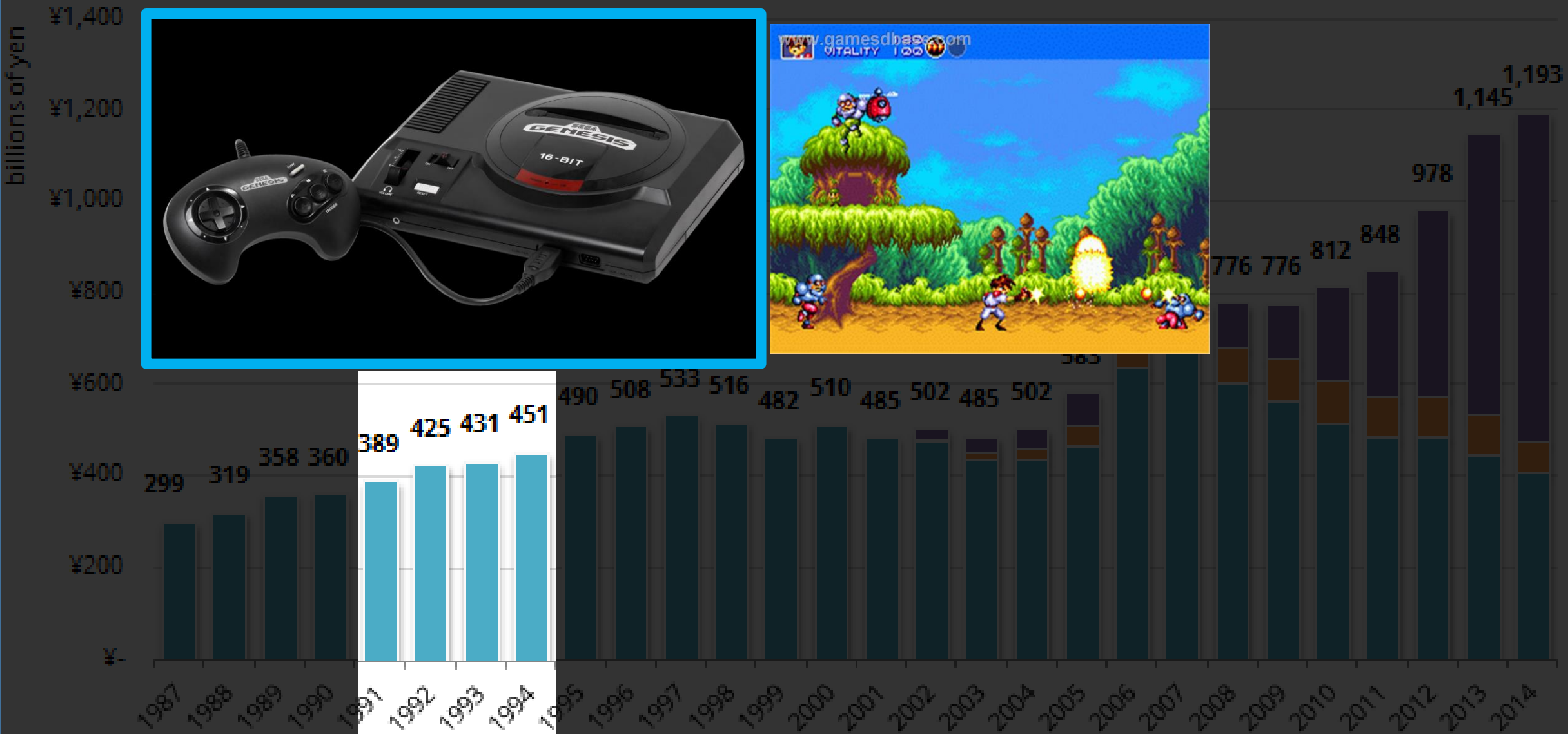


source: Famitsu

year

REVENUE STATISTIC (JAPAN MARKET)

■ Dedicated ■ PC ■ Mobile



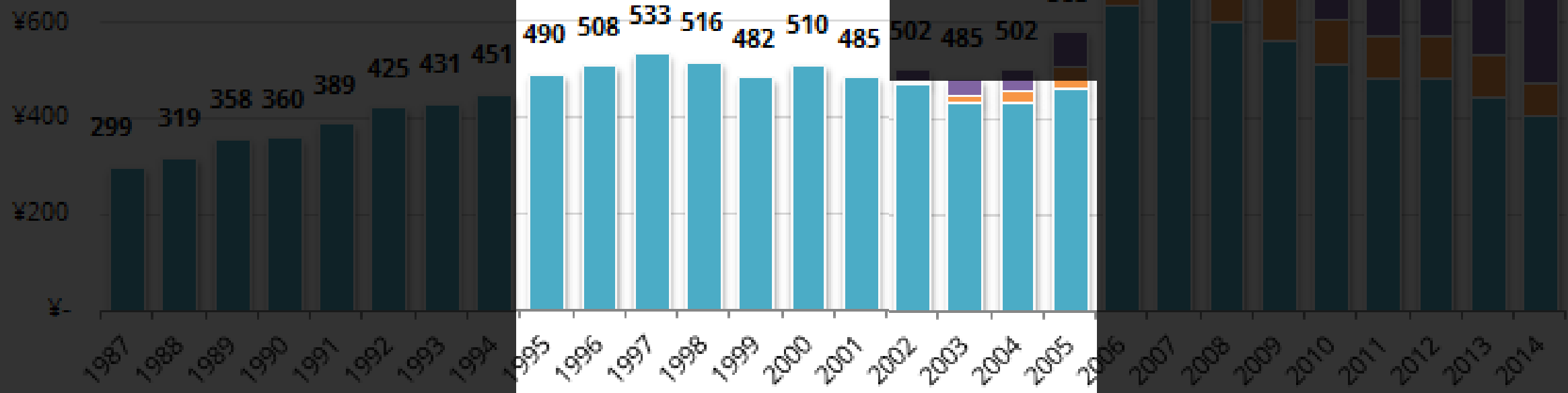
source: Famitsu

year

REVENUE STATISTIC (JAPAN MARKET)



billions of yen



source: Famitsu

year

REVENUE STATISTIC (JAPAN MARKET)

billions of yen

¥1,400

¥1,200

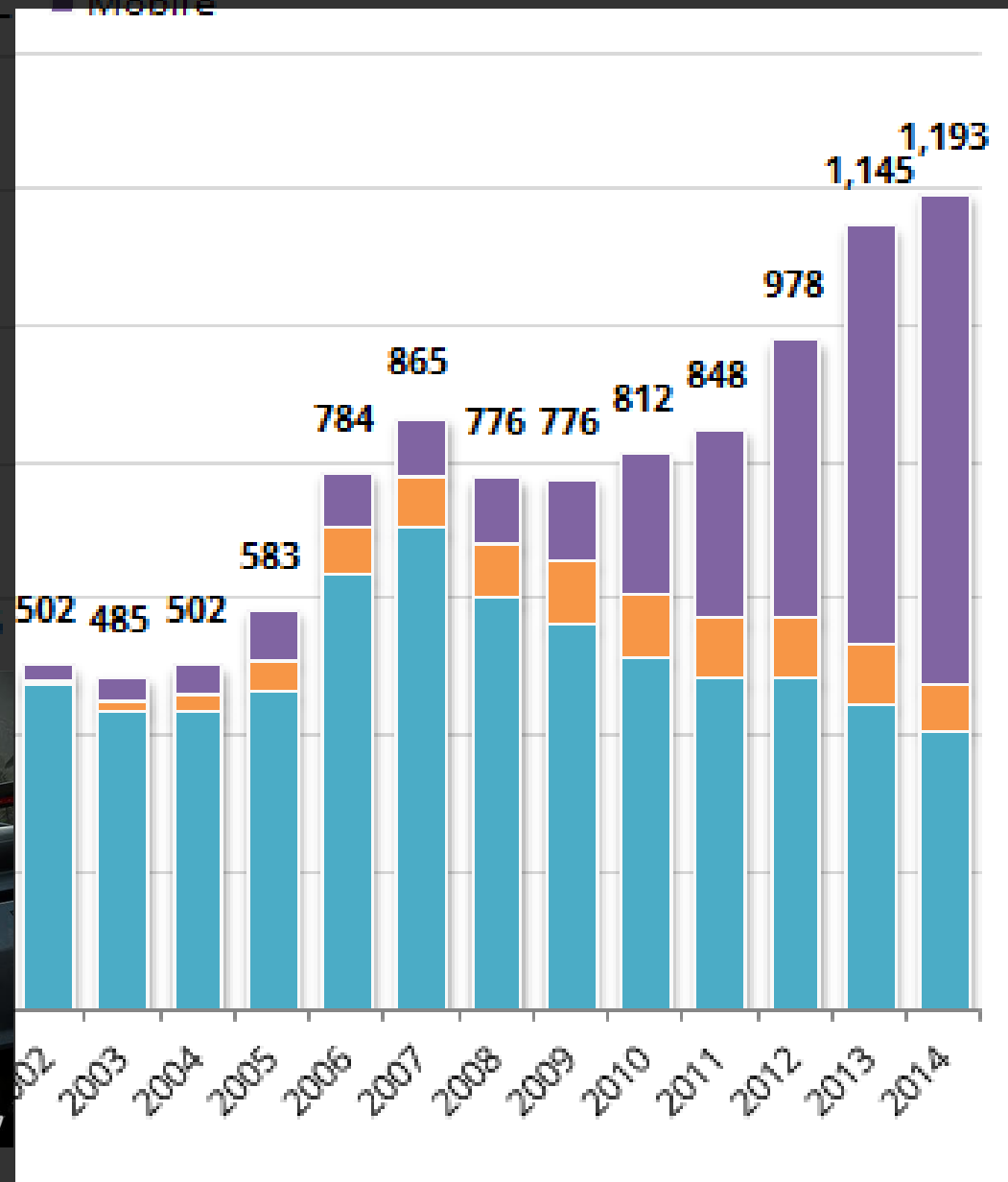
¥1,000

¥800

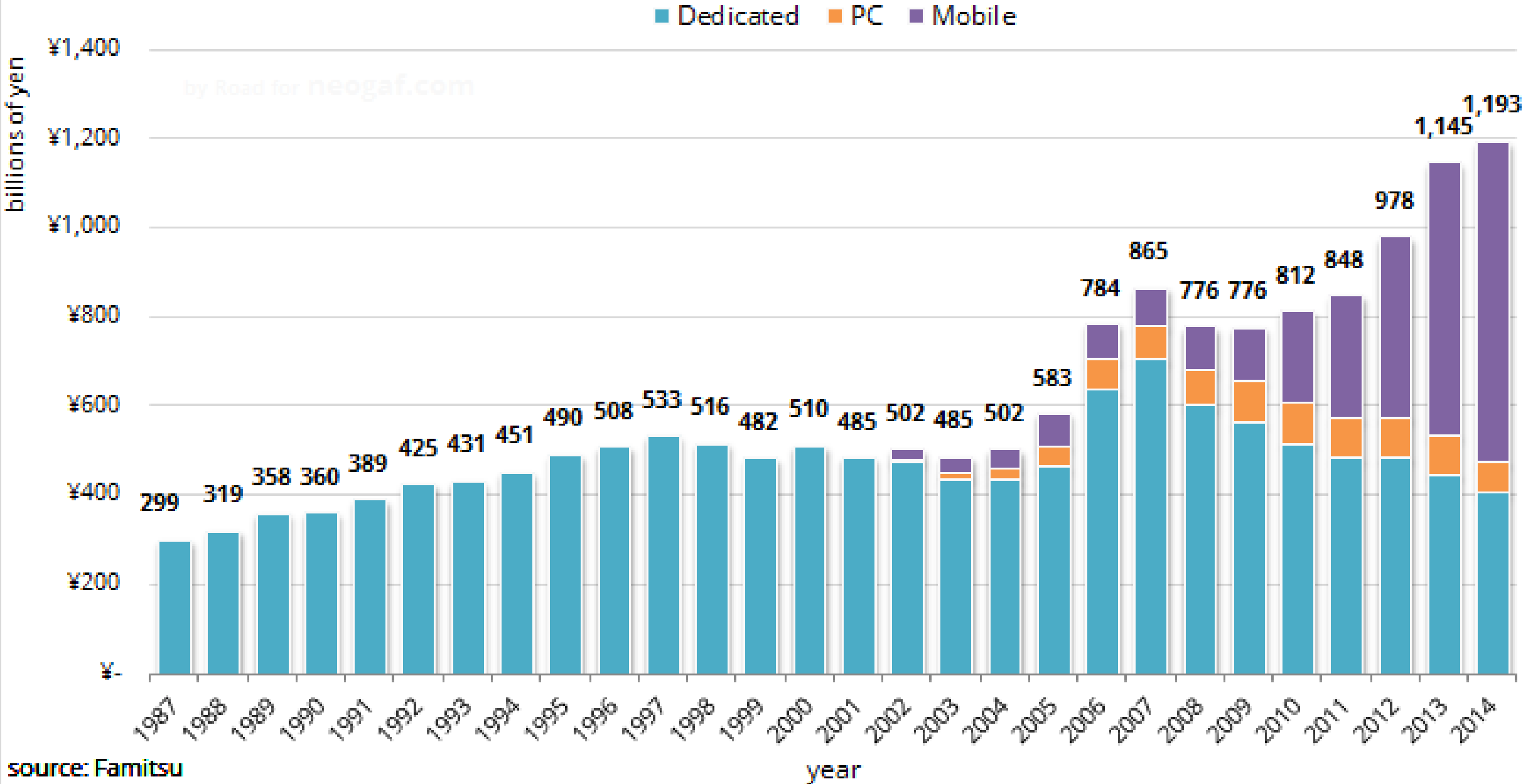
¥600



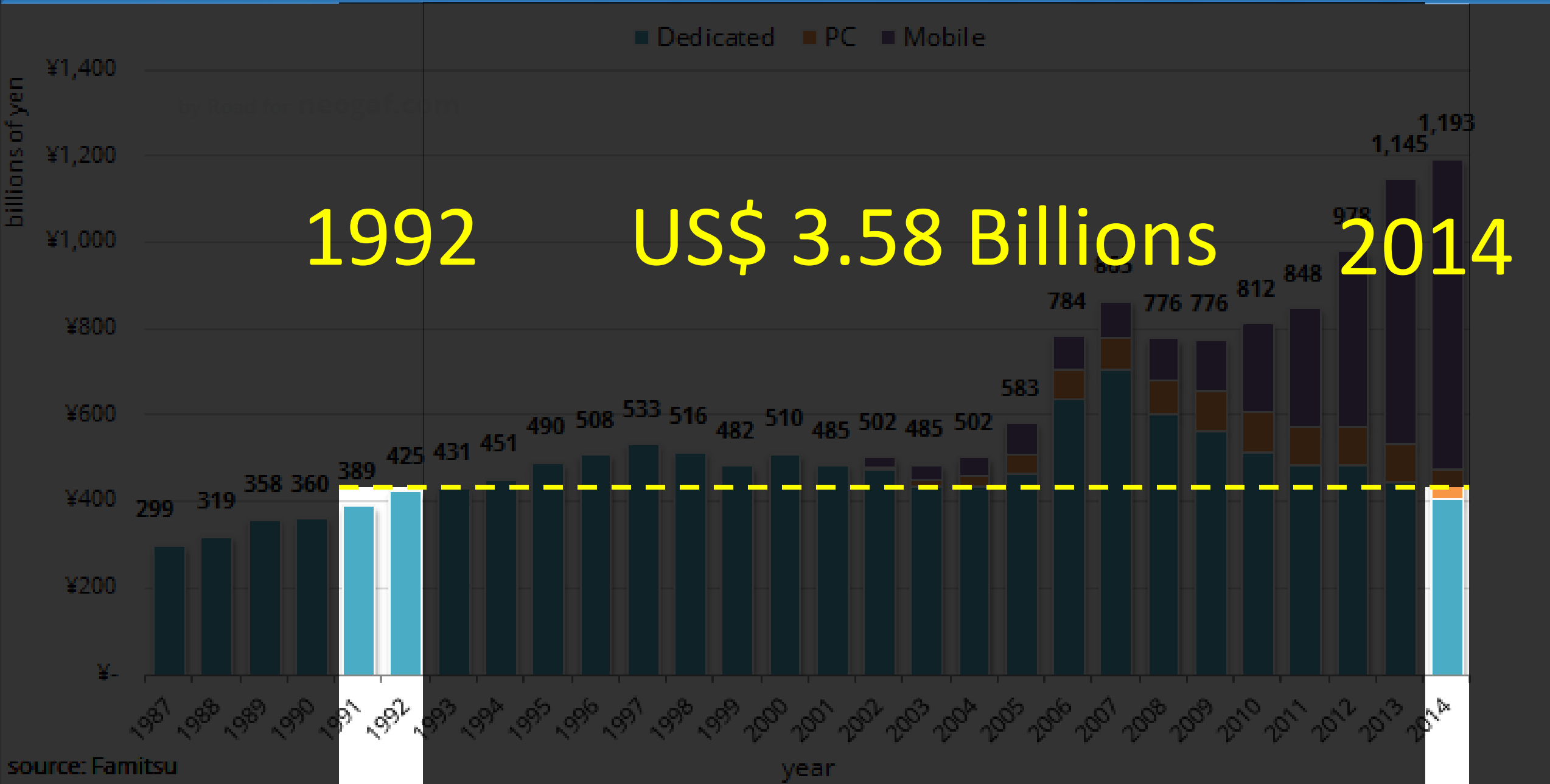
■ Dedicated ■ PC ■ Mobile



REVENUE STATISTIC (JAPAN MARKET)



REVENUE STATISTIC (JAPAN MARKET)



source: Famitsu

IMPACT ON CREATIVITY

FUN!



Games
in the '80s – early 2000



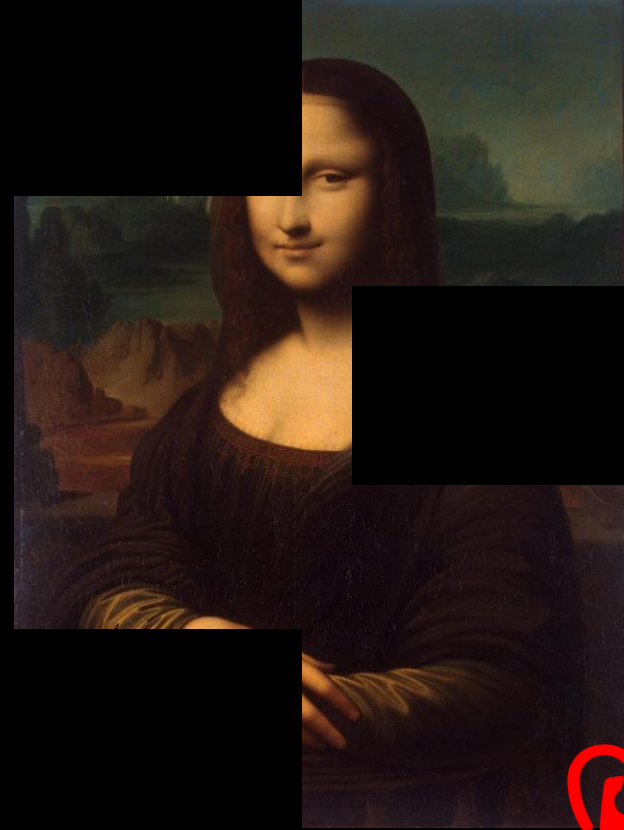
IMPACT ON CREATIVITY

Games
after the rise of
mobile gadgets



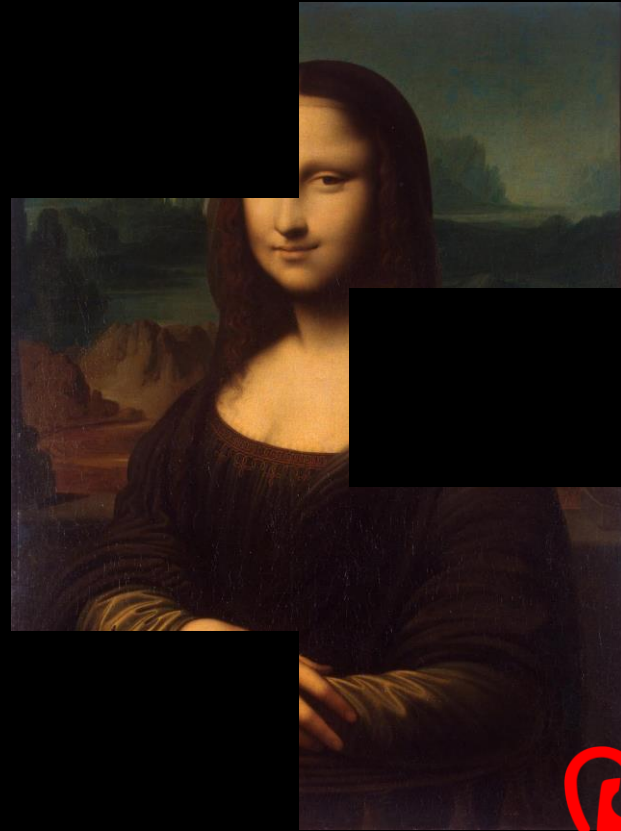
IMPACT ON CREATIVITY

Games
after the rise of
mobile gadgets



IMPACT ON CREATIVITY

Games
after the rise of
mobile gadgets



WE SURVIVE ANOTHER DAY



WE SURVIVE ANOTHER DAY



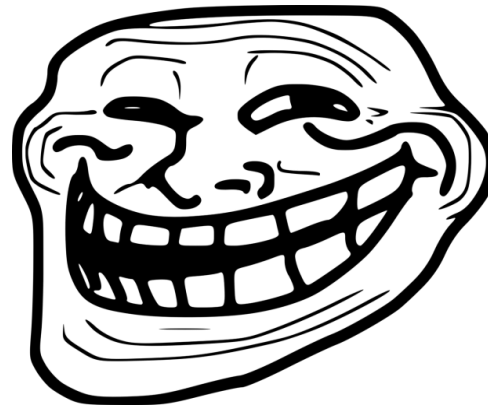
Free Coffee



WE SURVIVE ANOTHER DAY



Free Coffee



**Cup
= \$ 2.00**



**Sugar
= \$ 1.50**



**Creamer
= \$ 1.00**



GAME OVER



DATU YOGABRATA
GAME DESIGNER