



GAME DESIGN AND HISTORY

UNIVERSITY OF WALES
TRINITY ST DAVID





Game History – Early to Mid 2000s

- A Sony Sequel
- The Dream Ends
- Microsoft Moves In
- Nintendo's Next Step
- Handheld Evolution
- Steam and Subscriptions



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A SONY SEQUEL



Having received considerable success with the *PlayStation*, Sony cemented their position in the market with the release of the 128-bit *PlayStation 2* in 2000.



The *PS2* promptly became the **fastest-selling console in history**, amassing over 100 million units in sales by 2005.



Sony also built on its formidable software library with sequels to *Gran Turismo*, *Final Fantasy*, and *Grand Theft Auto*.



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THE DREAM ENDS



Production of the *Dreamcast* ended in 2001, and with it ended **hardware manufacturing** for Sega, who announced they would concentrate on software development.





In the same year, Sega's chairman **Isao Okawa** died of a heart attack, shortly after coming back to the company to help regain market share from Sony.



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MICROSOFT MOVES IN



Before 2001, *Microsoft* was relatively unknown in the games industry with only two notable franchises to their name – *Age of Empires* and *Microsoft Flight Simulator*. Even then, these were solely for the PC.





However, Microsoft decided to **enter the console market** (with some scepticism by gamers) with the **XBox**.





Despite a lukewarm response at the beginning (especially in the east), the Xbox gradually gathered momentum with highly successful titles such as *Halo*, *Amped*, and *Project Gotham Racing*.

All three of these games were release titles at the console's launch.



Consequently, Microsoft attracted further **third party support** from companies including **EA, Rockstar, id Software** and **UbiSoft**.



The *Xbox* was also widely considered to be the most powerful machine of its generation, with off-the-shelf components designed to be most **easily accessible** for developers.





The Xbox promotional advert 'Cradle to Grave' was banned in the UK:





The strongest feature of the console was the *Xbox Live* service (with Microsoft having invested billions of dollars into it), which successfully brought **online gaming** to console gamers all over the world.



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NINTENDO'S NEXT STEP



Nintendo released the *GameCube*, a CD-based successor to the *N64* in 2002.



The *GameCube* was less successful than *PlayStation 2* and *Xbox* (having sold nearly 21 million units as compared to 100 million for *PlayStation 2*, and 22 million for *Xbox*),

However, Nintendo consistently produced popular software for the *GameCube*, including *Mario Sunshine*, *Mario Kart*, and *F-Zero*.





The *Gamecube* was considered to be a *failure* in the industry, particular by Nintendo's own standards, becoming the company's worst selling console to date.

Iwata speaks on disappointing GameCube sales

Gosen's claims of second place prove untrue

Posted 23 Jan 2003 by Staff

Nintendo has admitted that the GameCube will not reach its latest, revised sales target of 55 software million units for this financial year, by as much as 10%

Speaking overnight in Kyoto, Nintendo's lovable president Satoru Iwata said, "Also behind the soft sales is a change in consumer trends. Consumers today apparently don't want to sit in front of the television to play games for hours and hours."

Sony, and Rockstar, might disagree with this...

Again, this has made David Gosen's claims of holding the number 2 console base, anywhere outside of Japan look pretty ropey to say the least.





Nintendo had to come up with ideas on how the next console could bring them back to the top.

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At the time, many analysts had predicted or questioned **whether Nintendo should adopt Sega's revised strategy** in the market.

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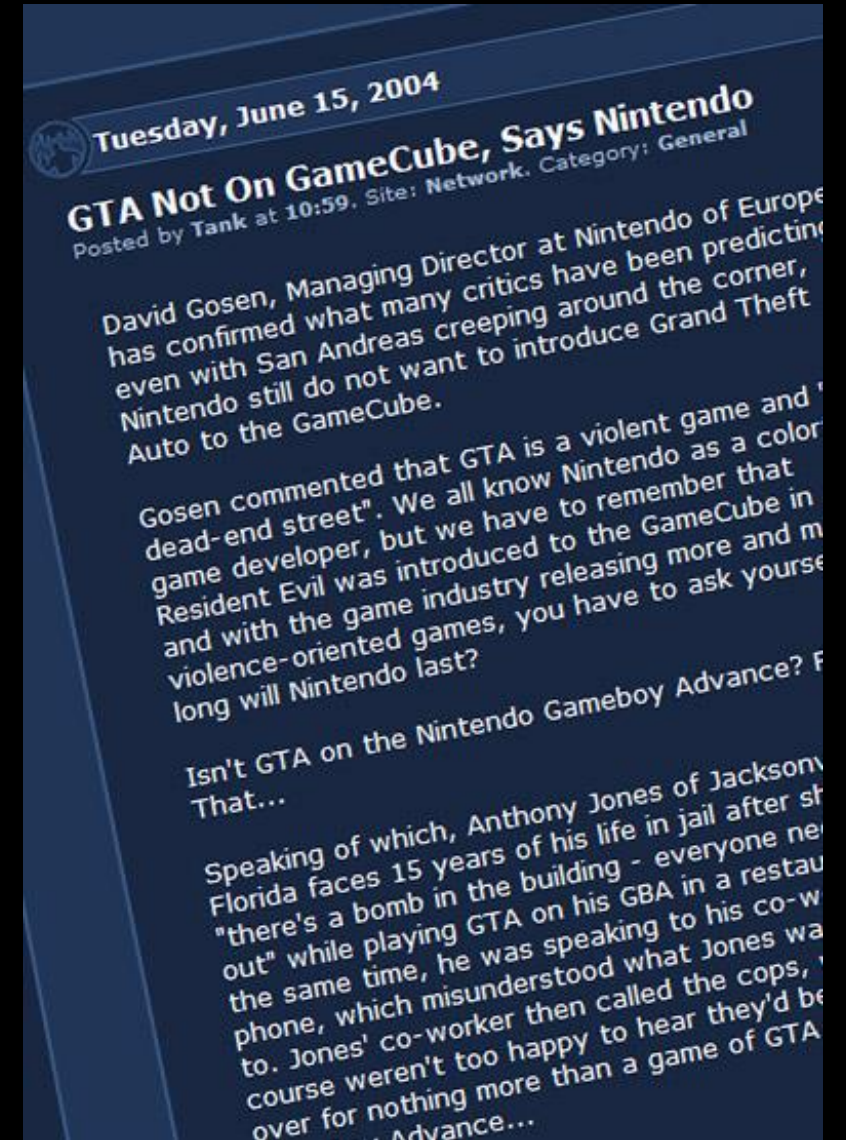
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Nintendo did not put as much emphasis on **online play** as **Sony** or **Microsoft**, and was viewed as being **too family-friendly**.

Factors such as these are believed to have contributed to Nintendo's further loss of market share.



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HANDHELD EVOLUTION

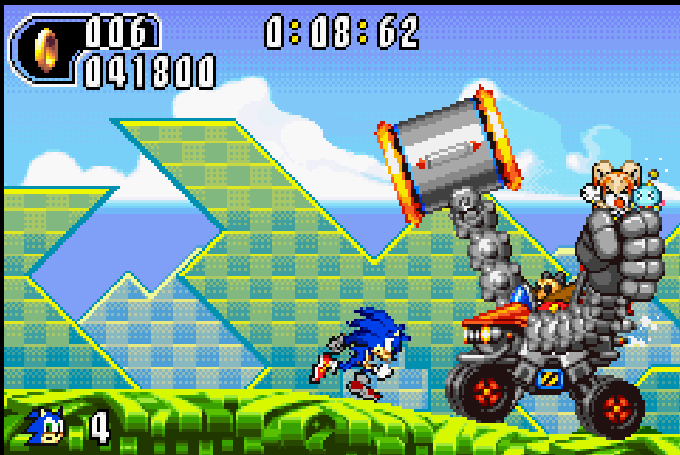


Meanwhile, Nintendo's handheld operations were going strong, with the Game Boy series now in its third iteration as the **Game Boy Advance**, following the **Game Boy Colour** and original 1989 models.





With **Sega**'s retirement from the hardware market and reorientation in the industry as a publisher, The Game Boy Advance was home to the **Sonic Advance** series of platform games.



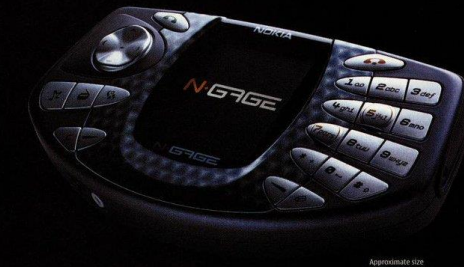
This would have been unthinkable only a few years earlier!



Phone manufacturer **Nokia** released the **N-Gage** in 2003. This device was a combination handheld gaming platform and a mobile phone.



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the back of a cab?



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Handset and network operation and data transmission speeds dependent upon operator network capabilities and other conditions. Copyright © 2003 Nokia. All rights reserved. Nokia and N-Gage are trademarks or registered trademarks of Nokia Corporation. Bluetooth is a registered trademark of Bluetooth SIG, Inc. The Nokia N-Gage mobile game deck supports Bluetooth Specification 1.1 ("Bluetooth Audio" and "Object Push Data") profiles. Consult the manufacturers of such Bluetooth device for information on compatibility. Other company names mentioned herein may be trademarks or trade names of their respective owners.

N-GAGE
NOKIA

The N-Gage may have been a sign of things to come by **combining communications and entertainment**, but did not offer serious competition to Nintendo's Game Boy line-up and was discontinued in 2005.



Sony entered the handheld market in 2005 with the *PSP* as a serious rival to Nintendo's dominant *Game Boy* brand (which by this point was also available in *Advance* and *DS* forms).





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The *PSP* offered performance comparable to that of the *PlayStation 2*, and additional features such as **MP3** and **movie** playback.

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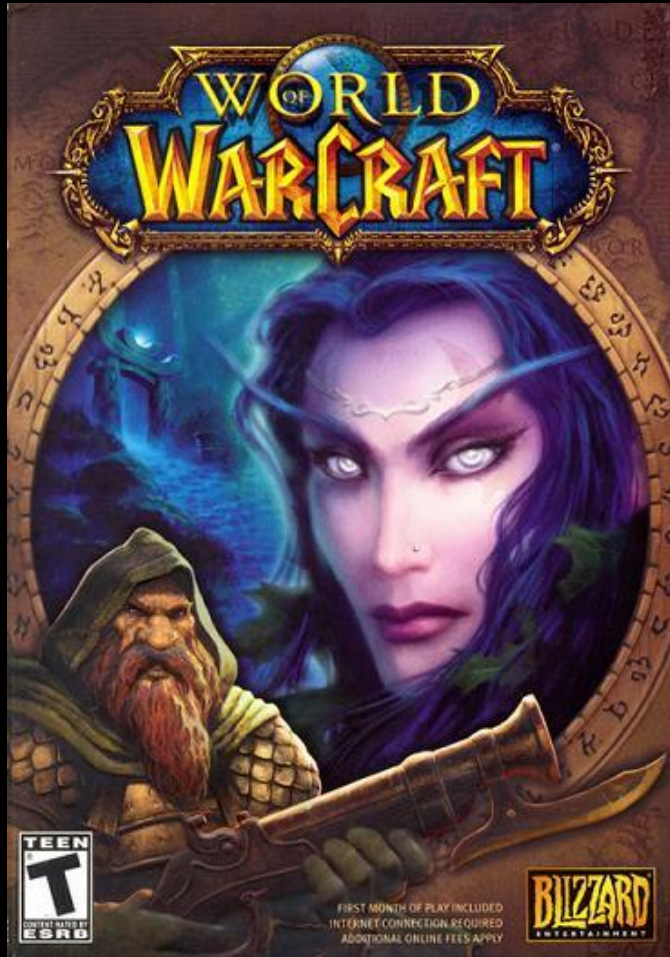


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STEAM AND SUBSCRIPTIONS

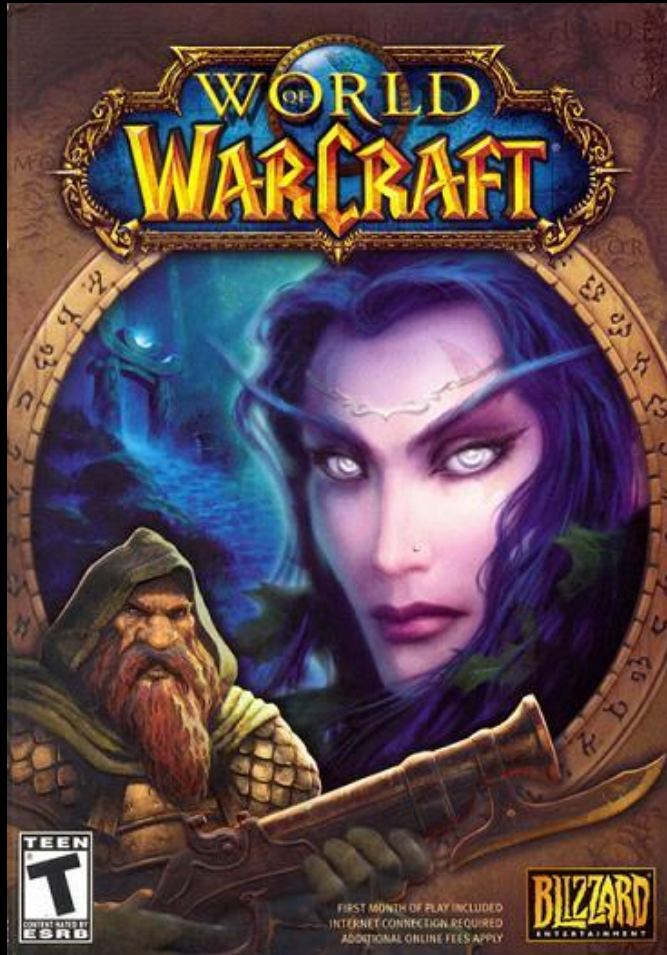


In late 2004, **Blizzard** released *World of Warcraft*, a Massively-Multiplayer Online Role-Playing Game (**MMORPG**) for PC.



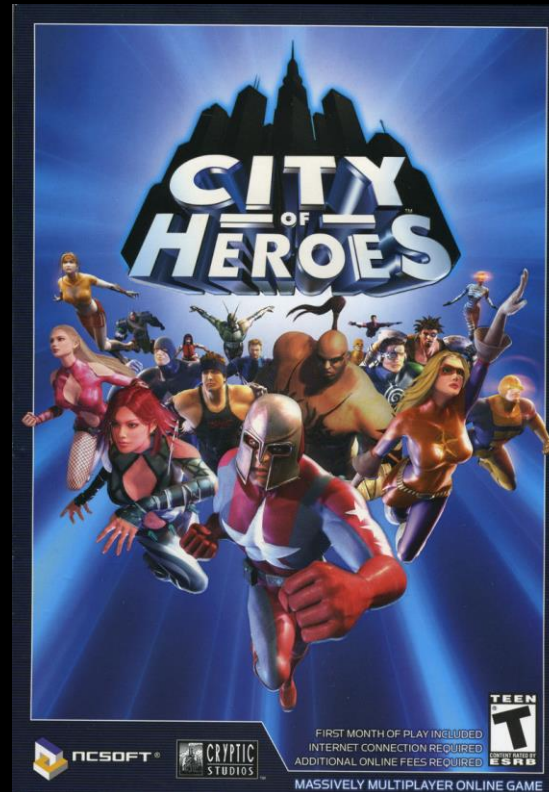


With several expansions released for the game, *World of Warcraft* is still one of the world's most popular and subscribed-to MMORPGs, despite falling numbers.





The runaway success of Blizzard's MMORPG led to many other companies attempting to **follow the same formula** of monthly subscriptions (with some even offering 'lifetime' memberships to their games).





However, a significant number of these ventures were relatively short lived, as each game's success would be determined by the **amount of subscribers it managed to attract** and, just as importantly, **retain**.

The Matrix Online had fewer than 500 active players before shutting down

By [emilygera](#) | Aug 19, 2013, 5:30am EDT

City of Heroes Goes Out With a Roar and a Bang

By [Owen Good](#) | 12/01/12 11:00AM | [Comments \(153\)](#)



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STEAM AND SUBSCRIPTIONS

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Click [here](#) for more details.**Latest News****Half-Life 2 Steam Offers Ready**
The Half-Life 2 Steam offers are now ready for purchase. Those who purchase via Steam, will receive the final version of Counter-Strike: Source immediately.**Steam Client Update Released**
An update to the Steam client has just been released. Steam will update itself automatically when you restart.**Half-Life 2 Steam Offers Ready Thursday**
Tomorrow at 11 am PST, the Half-Life 2 Steam offers will be ready for purchase.**Questions, Answers, Etc...**
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Start playing Valve's award-winning games within minutes. With Steam, you'll also get access to an instant messenger, automatic updates, and more. If you don't already have Steam.
> [install it now](#)Source and Counter-Strike: Condition Zero are trademarks and/or registered trademarks of Valve Corporation. [Privacy Policy](#) [Legal](#) [Steam Subscriber Agreement](#)

Valve developed the digital distribution platform **Steam** in the early 2000s, officially launching on **12 September 2003**.

Initially a method for providing automatic updates to their own games, the service later provided content from **third-party publishers** in the following years.



Valve released the sequel to their enormously successful PC FPS *Half-Life* in 2004.





Half-Life 2 was the first game that required installation of their **Steam** client in order to play – a decision that was controversial at the time.





Half-life 2 also introduced the **Source engine**, which was later used on successful titles such as *Day of Defeat*, *Counter Strike: Source*, *Team Fortress 2* and *Left 4 Dead*.





By the middle of the decade, console hardware manufacturers were already speculating about the release of **new platforms**.

Microsoft, **Sony** and **Nintendo** were all preparing to enter a new era of console development and capabilities alongside a steadily growing PC gaming market.

Last Updated: Thursday, 15 September 2005, 07:36 GMT 08:36 UK

Xbox 360 set for November launch

Microsoft's next generation Xbox 360 games console will be in US shops on 22 November, the company has announced.

The software giant is set to be the first of the console makers to release a next generation machine.

Once launched in the US, the Xbox 360 is due to be in stores in Japan and Europe in early December. Up to 20 games will be ready at the launch.



The Xbox 360 is expected to be a big seller at Christmas

PlayStation 3 release date 'confirmed'

Rory Reid March 15, 2006 4:34 a.m. PT

Sony Computer Entertainment (SCE) has just announced that the PlayStation 3 will get a simultaneous worldwide release in "early November".

The announcement was made by Kutaragi, head honcho of Sony, in a press conference in Asia, Australia, Europe and

Revolution named Wii

Posted in News

In a press release and video released by Nintendo PR late this afternoon the real name for the console that had previously been code named 'Revolution' is 'Wii'. As in "we."

While the code-name "Revolution" expressed our direction, Wii represents the answer.



It appeared to consumers that household names people had become used to in videogames were being superseded by newcomers. Once again, the power had shifted in the space of only a few years.

In addition, a new age of **online gaming** was on the horizon...

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INSERT COIN TO CONTINUE



2000 - Sony introduces the *PlayStation 2*.

2001 - Sega ends production of the *Dreamcast*.

Microsoft releases the *XBox* in the US.

Grand Theft Auto III, the first game in the series with a full 3D environment, is produced by **Rockstar**.

Nintendo releases the *Game Boy Advance*.



2002 - Nintendo releases the *Gamecube*.

2003 - Nintendo releases the *Game Boy Advance SP*.

2004 - Valve releases *Half-Life 2*.

Bungie releases *Halo 2* for *XBox*.



Hardware examples:

- Microsoft Xbox
- Sony PlayStation 2
- Nintendo GameCube
- Sega Dreamcast



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