



GAME DESIGN AND HISTORY

UNIVERSITY OF WALES
TRINITY ST DAVID





Game History – Late 2000s

- The Next Generation
- Gaming Together
- But Wait, There's More
- Digital Distribution
- Do It Yourself
- Platform Diversity and Casual Players



MARIO
000000

 x00

WORLD
7-1

TIME

WORLD 7-1



x 3

THE NEXT GENERATION



In the mid 2000s, the **next generation** of games consoles began to emerge.





Microsoft released the *Xbox 360* in late 2005 and a year later, Sony's *Playstation 3* and the *Nintendo Wii* became available to consumers.





GAME DESIGN
AND HISTORY

THE NEXT GENERATION





GAME DESIGN
AND HISTORY

THE NEXT GENERATION





GAME DESIGN
AND HISTORY

THE NEXT GENERATION





The competition between these major hardware players intensified, with consoles containing **more peripheral and unique features**:





The competition between these major hardware players intensified, with consoles containing **more peripheral and unique features**:

- HD-TV support





The competition between these major hardware players intensified, with consoles containing **more peripheral and unique features**:

- HD-TV support
- Backwards compatibility





The competition between these major hardware players intensified, with consoles containing **more peripheral and unique features**:

- HD-TV support
- Backwards compatibility
- Online facilities





The competition between these major hardware players intensified, with consoles containing **more peripheral and unique features**:

- HD-TV support
- Backwards compatibility
- Online facilities
- Larger hard-drives/ storage expansion





At the turn of the decade there was a notable shift in **peripheral technology** development from traditional input devices (such as gamepads) to **wireless and motion controllers**.



By this time even traditional gamepads utilised wireless technology on the 360, PS3 and Wii, also incorporating motion sensitivity in some cases.



Harmonix released the first *Guitar Hero* in 2005, and throughout the rest of the 2000s, sequels, expansion packs and competitors such as *Rock Band* were also popular.

Peripherals for these games allowed players to live the fantasy of playing instruments – drum kits, keyboards and celebrity replica instruments were available.



Guitar Hero and Rock Band's more complex challenges also provided opportunities for bragging rights among players.



RISK AN EARLY DEATH, JUST DO NOTHING

9 out of 10 kids risk growing up to have unhealthy amounts of fat in their bodies. Even if you think they look healthy today, adulthood could bring an early death from heart disease, Type 2 diabetes or cancer.

So make sure your kids are active for an hour a day. Reduce how much fat they eat. For help and advice visit 4yourkids.org.uk



CANCER RESEARCH UK



In support of the Change4Life movement

Though despite novel and often physically demanding peripherals and gameplay being commonplace at the time, games were still considered by the media to be a 'lazy' pastime.

This **Change4Life** advert campaign caused outcry in 2009, offending the UK games industry when it was a boost to the economy in a time of recession.



RISK AN EARLY DEATH, JUST DO NOTHING

9 out of 10 kids risk growing up to have unhealthy amounts of fat in their bodies. Even if you think they look healthy today, adulthood could bring an early death from heart disease, Type 2 diabetes or cancer.

So make sure your kids are active for an hour a day. Reduce how much fat they eat. For help and advice visit 4yourkids.org.uk



CANCER RESEARCH UK



In support of the **Change4Life** movement

Sony issued a statement describing the negative portrayal of gamers as:

"a serious issue for the video games industry and one that needs to be dealt with by the industry as a whole."



MARIO
000000

 x00

WORLD
7-2

TIME

WORLD 7-2



x 3

PLAYING TOGETHER



The popularity of **multiplayer gaming** increased significantly around this time, most noticeably on consoles.

Games such as *Call of Duty: Modern Warfare* became successful online franchises that defined a generation of online gameplay.





However, developers such as **Infinity Ward** were criticised by some players for placing **too much emphasis on the multiplayer experience**, neglecting the single player aspect of their games.





That said, the online multiplayer feature of many games was wildly popular – some players of games bought titles not for their narrative driven, single-player content but instead just to **compete with or against other real players**.



MARIO
000000

●x00

WORLD
7-3

TIME

WORLD 7-3

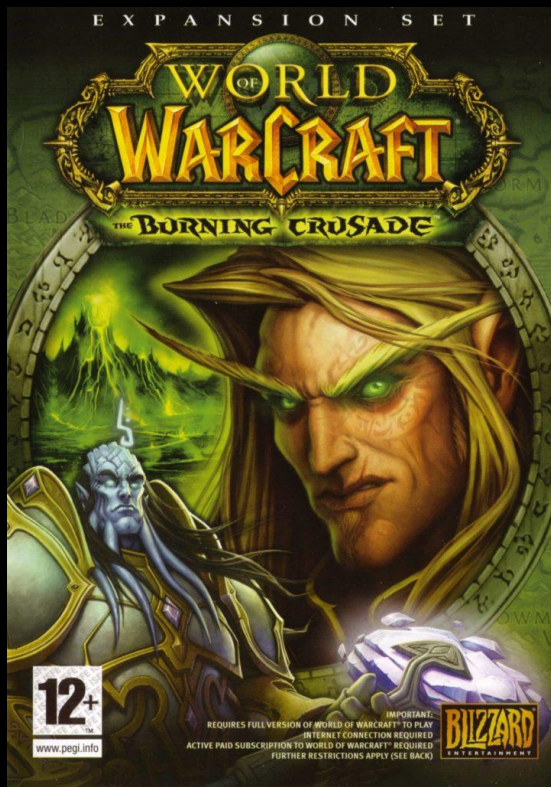


x 3

BUT WAIT, THERE'S MORE



Expansions for games at this time were commonplace – **Downloadable content (DLC)** was offered for games such as *World of Warcraft*, helping keep the persistent online world fresh and interesting.





Even single player games saw an increase in DLC content.

Game franchises such as *Fallout* and *Grand Theft Auto* enjoyed a good deal of success with additional content that quickly followed the release of a 'full' game.





GAME DESIGN AND HISTORY

BUT WAIT, THERE'S MORE





GAME DESIGN
AND HISTORY

BUT WAIT, THERE'S MORE





The late 2000s saw the beginning of other financial models besides a single purchase that would later be embraced, such as **free-to-play games** with **in-game microtransactions**.



What are Battlefunds?

- Level up faster, get Valor Points (VP) faster!
- Get new clothes to create a unique hero!
- Buy ultra exclusive limited-edition items!
- Get special emotes to taunt your enemies!
- Go to the in-game Store to see what's available.





In examples such as *Battlefield: Heroes*, these inclusions created a noticeable imbalance in gameplay and led to a rapid decline in popularity over a short space of time.



What are Battlefunds?

- Level up faster, get Valor Points (VP) faster!
- Get new clothes to create a unique hero!
- Buy ultra exclusive limited-edition items!
- Get special emotes to taunt your enemies!
- Go to the in-game Store to see what's available.



MARIO
000000

 x00

WORLD
7-4

TIME

WORLD 7-4



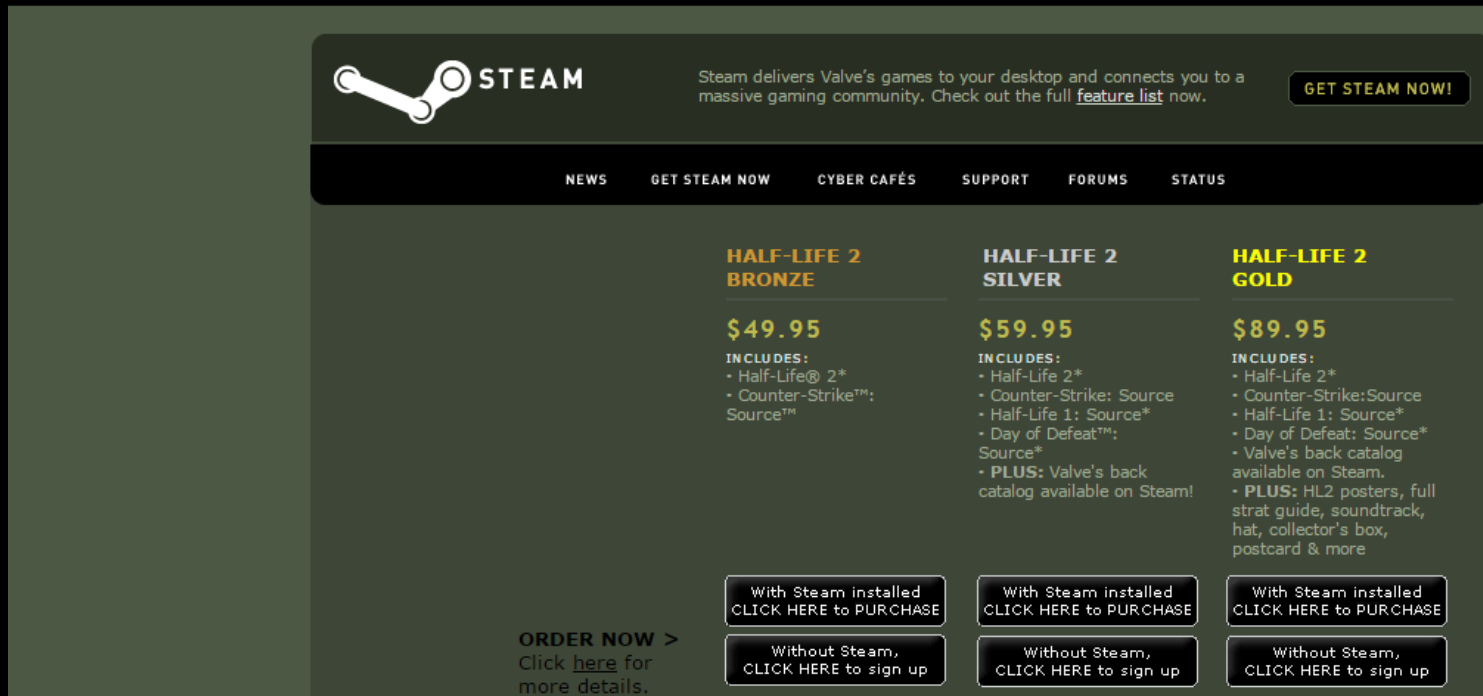
x 3

DIGITAL DISTRIBUTION



Steam's rise in popularity happened gradually through the late 2000s – by 2007 many larger companies such as **Capcom** and **id Software** were distributing games using the platform and 150 titles were available to Steam's 13 million accounts.

VALVE



The screenshot shows the Steam website's homepage. At the top, the Valve logo is on the left, followed by the Steam logo and the text "Steam delivers Valve's games to your desktop and connects you to a massive gaming community. Check out the full [feature list](#) now." To the right is a "GET STEAM NOW!" button. Below this is a navigation bar with links: NEWS, GET STEAM NOW, CYBER CAFÉS, SUPPORT, FORUMS, and STATUS. The main content area features three product listings for Half-Life 2 editions: Bronze (\$49.95), Silver (\$59.95), and Gold (\$89.95). Each listing includes a list of included games and a "PLUS" section for additional content. At the bottom of each listing are two buttons: "With Steam installed, CLICK HERE to PURCHASE" and "Without Steam, CLICK HERE to sign up". On the left side of the bottom row, there is a link "ORDER NOW > Click [here](#) for more details."

HALF-LIFE 2 BRONZE	HALF-LIFE 2 SILVER	HALF-LIFE 2 GOLD
\$49.95	\$59.95	\$89.95
INCLUDES: • Half-Life 2* • Counter-Strike™: Source™	INCLUDES: • Half-Life 2* • Counter-Strike: Source • Half-Life 1: Source* • Day of Defeat™: Source* • PLUS: Valve's back catalog available on Steam!	INCLUDES: • Half-Life 2* • Counter-Strike:Source • Half-Life 1: Source* • Day of Defeat: Source* • Valve's back catalog available on Steam. • PLUS: HL2 posters, full strat guide, soundtrack, hat, collector's box, postcard & more
With Steam installed CLICK HERE to PURCHASE	With Steam installed CLICK HERE to PURCHASE	With Steam installed CLICK HERE to PURCHASE
Without Steam, CLICK HERE to sign up	Without Steam, CLICK HERE to sign up	Without Steam, CLICK HERE to sign up

ORDER NOW >
Click [here](#) for more details.

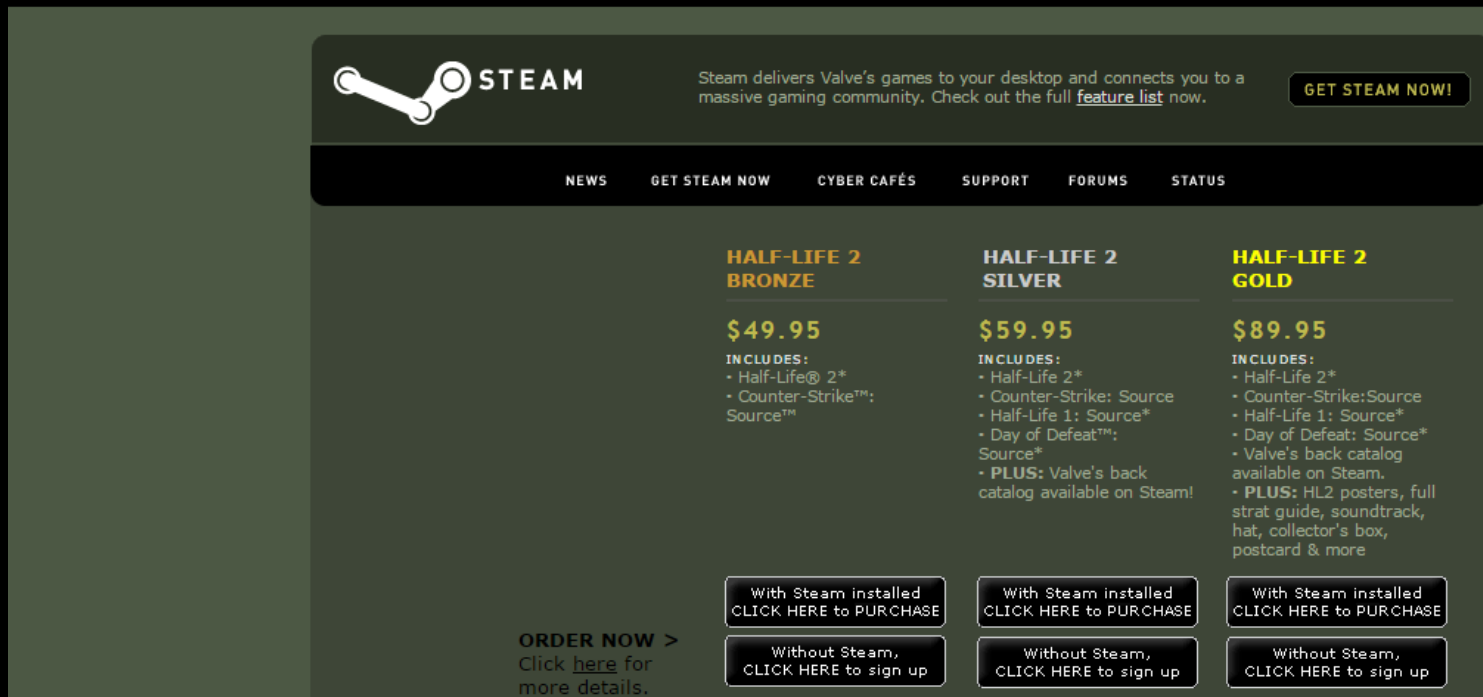




A year later the number of accounts would rise to **90 million monthly active users**, and Steam became the default method of playing games on PC for many.

This dominance of PC game distribution would last well into the next decade.

VALVE



The screenshot shows the Steam website homepage. At the top, the Valve logo is on the left, followed by the Steam logo and the text "Steam delivers Valve's games to your desktop and connects you to a massive gaming community. Check out the full [feature list](#) now." To the right is a "GET STEAM NOW!" button. Below this is a navigation bar with links: NEWS, GET STEAM NOW, CYBER CAFÉS, SUPPORT, FORUMS, and STATUS. The main content area features three product listings for Half-Life 2 editions: Bronze (\$49.95), Silver (\$59.95), and Gold (\$89.95). Each listing includes a list of included games and a "PLUS" section for additional content. At the bottom of each listing are two buttons: "With Steam installed, CLICK HERE to PURCHASE" and "Without Steam, CLICK HERE to sign up". On the left side of the bottom row, there is a link "ORDER NOW > Click [here](#) for more details."

HALF-LIFE 2 BRONZE	HALF-LIFE 2 SILVER	HALF-LIFE 2 GOLD
\$49.95	\$59.95	\$89.95
INCLUDES: • Half-Life 2* • Counter-Strike™: Source™	INCLUDES: • Half-Life 2* • Counter-Strike: Source • Half-Life 1: Source* • Day of Defeat™: Source* • PLUS: Valve's back catalog available on Steam!	INCLUDES: • Half-Life 2* • Counter-Strike:Source • Half-Life 1: Source* • Day of Defeat: Source* • Valve's back catalog available on Steam. • PLUS: HL2 posters, full strat guide, soundtrack, hat, collector's box, postcard & more
With Steam installed CLICK HERE to PURCHASE	With Steam installed CLICK HERE to PURCHASE	With Steam installed CLICK HERE to PURCHASE
Without Steam, CLICK HERE to sign up	Without Steam, CLICK HERE to sign up	Without Steam, CLICK HERE to sign up

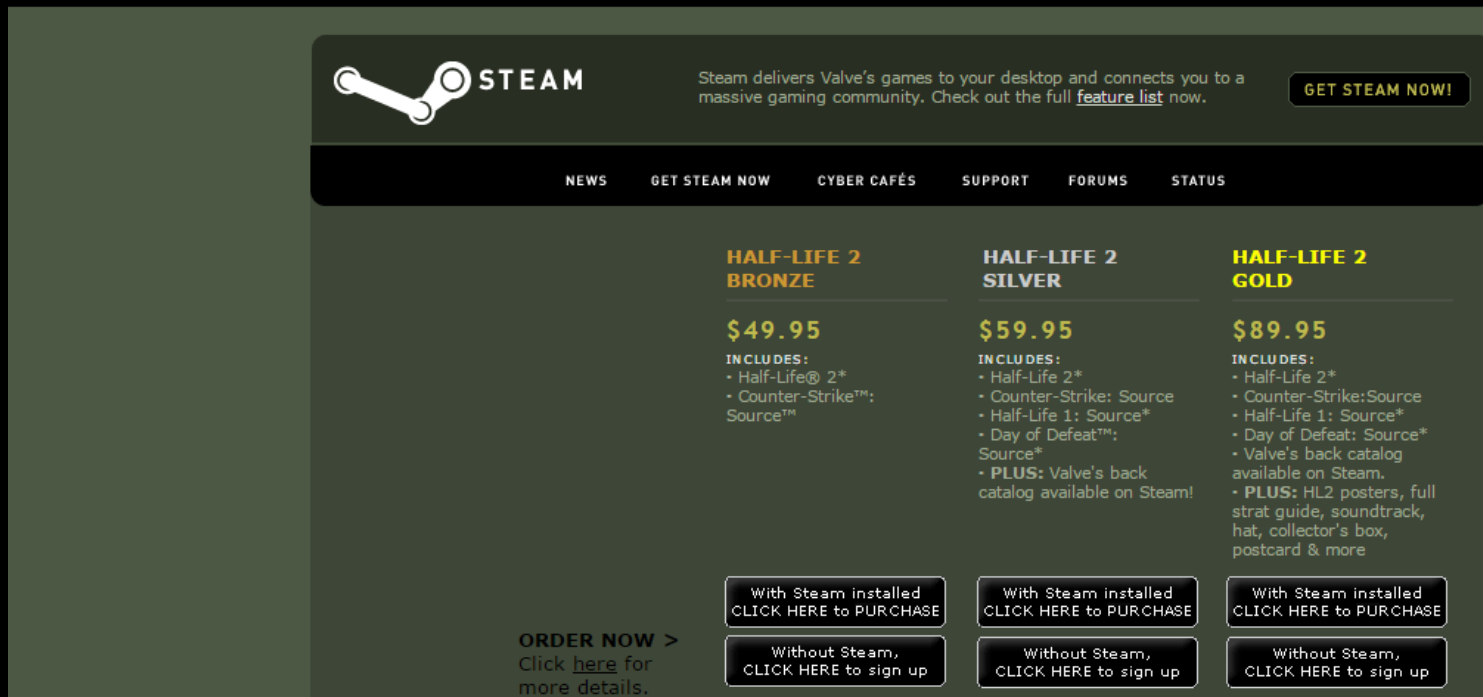
ORDER NOW >
Click [here](#) for more details.





Valve's success with *Steam* helped influence other companies to adopt similar distribution strategies, leading to significant changes in the way people purchased software for a number of platforms.

VALVE



The screenshot shows the Valve Steam website. At the top, the Valve logo is on the left, and the text "Steam delivers Valve's games to your desktop and connects you to a massive gaming community. Check out the full [feature list](#) now." is in the center. A "GET STEAM NOW!" button is on the right. Below this is a navigation bar with links: NEWS, GET STEAM NOW, CYBER CAFÉS, SUPPORT, FORUMS, and STATUS. The main content area features three columns for Half-Life 2 Collector's Editions: BRONZE, SILVER, and GOLD. Each column lists the price, includes a list of items, and has two buttons: "With Steam installed, CLICK HERE to PURCHASE" and "Without Steam, CLICK HERE to sign up".

HALF-LIFE 2 BRONZE	HALF-LIFE 2 SILVER	HALF-LIFE 2 GOLD
\$49.95	\$59.95	\$89.95
INCLUDES: • Half-Life 2* • Counter-Strike™: Source™	INCLUDES: • Half-Life 2* • Counter-Strike: Source • Half-Life 1: Source* • Day of Defeat™: Source* • PLUS: Valve's back catalog available on Steam!	INCLUDES: • Half-Life 2* • Counter-Strike:Source • Half-Life 1: Source* • Day of Defeat: Source* • Valve's back catalog available on Steam. • PLUS: HL2 posters, full strat guide, soundtrack, hat, collector's box, postcard & more
With Steam installed CLICK HERE to PURCHASE	With Steam installed CLICK HERE to PURCHASE	With Steam installed CLICK HERE to PURCHASE
Without Steam, CLICK HERE to sign up	Without Steam, CLICK HERE to sign up	Without Steam, CLICK HERE to sign up

ORDER NOW >
Click [here](#) for more details.





The company also furthered its reputation with a number of highly successful games powered by the Source Engine such as additional episodes for *Half-Life 2*, *Team Fortress 2* and *Left 4 Dead*.



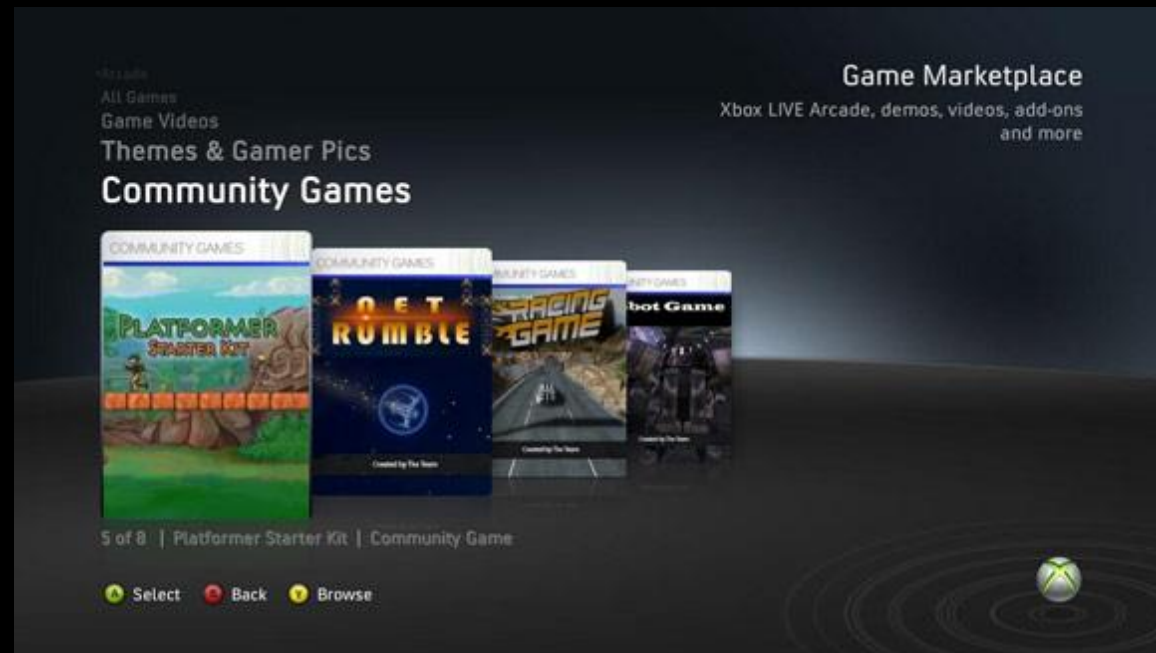


To this day many players are still waiting for *Half-Life 3*.



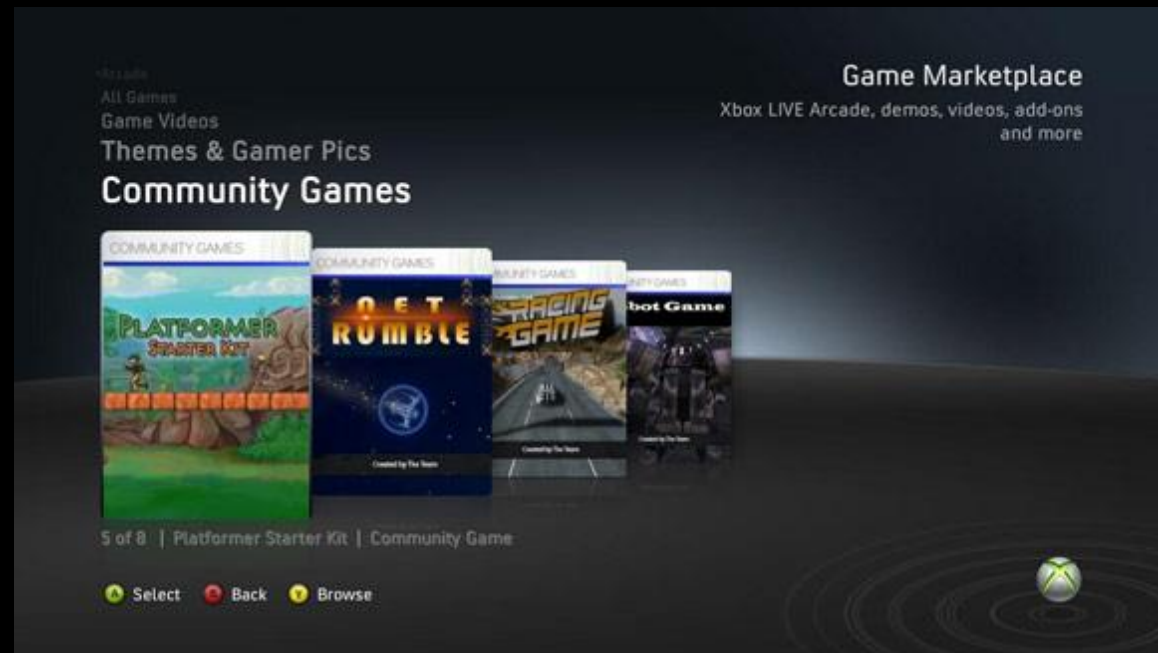


Xbox Live, *Playstation Network* and *Wii Shop* also offered alternative methods for distribution other than buying a boxed product from retail stores.





Online services like *PSN*, *Xbox Live Arcade* and *Steam* reduced the expense of manufacturing physical copies of games or requiring a publisher, and became particularly popular with smaller 'Indie' developers.



MARIO
000000

 x00

WORLD
7-5

TIME

WORLD 7-5



x 3

DO IT YOURSELF



One of the most significant developments on platforms at this time was allowing gamers greater autonomy to **produce their own content** and share these with others in game communities.



Companies reacted to this by offering development kits, such as Microsoft's **XNA** and Nintendo's dev kit for Wii, as well as independent **game engines** and in-game editors.





The wider availability of **game engine software** at this time also allowed many 'indie' or smaller developers to produce games.





Unity Technologies made the *Unity Engine* available and with Epic Games's announcement of the *Unreal Development Kit* (a limited version of the Unreal 3 Engine) it was now possible for developers to realistically make games without having to write their own frameworks.





In addition to this, games such as Mojang's *Minecraft*, first released in 2009, offered **emergent gameplay** as opposed to traditional games with specific rules and linear narratives.





This form of gaming has been embraced by many who feel it is a refreshing change of pace from more typical story or action-driven console-based titles.



MARIO
000000

 x00

WORLD
7-5

TIME

WORLD 7-5



x 3

PLATFORM DIVERSITY
AND CASUAL PLAYERS



By this point, games were no longer only available on dedicated platforms with the widespread use of **Smartphones** and **tablets**.



Previously non-competitive media platforms started to become more commonplace in the market, offering alternative ways for people to play games, and gradually eroding the absolute dominance of traditional platforms.



In addition to mobile platform gaming, this period saw a huge increase in **social networking** game titles.

FarmVille was released by **Zynga** in 2009, becoming popular through websites such as **Facebook**.



Free games such as these typically attracted a demographic that were identified as 'casual' gamers.



.....

Nintendo enjoyed significant success during this time with the **casual gamer demographic**.

The *Wii*'s advertising campaigns are **friendly, social, and inclusionary**, reflecting many of the party play games on the system such as *Wii Fit* and *Wii Sports*.





This family-orientated image is a far cry from the **aggressive marketing** of the early 1990s!





Rovio released **Angry Birds** in December 2009 on iOS mobile devices.

The game was a huge success, going on to appear on **Android**, **Windows Phone**, **Blackberry** and various other mobile platforms, selling over 12 million copies.





By the end of the decade the Apple **App Store** had also emerged, supporting mobile gaming and allowing new titles to be instantly accessible for iOS platforms.

Apps typically had a **much lower price point** than PC and console games, initially costing between £3.99 and 69p!





Though consumers responded well to spending money on cheaper games, smaller developers in the following years felt that this **devalued products in the industry**.





Their efforts to produce games were hampered by these lower price points, making it much harder to make a return on their products in the market.





Despite this, the future looked bright for mobile and handheld games and some people at this time questioned **whether traditional gaming platforms were necessary** and considered their days to be numbered.





After almost 40 years of games consoles, would the Xbox 360, Playstation 3 and Nintendo Wii be the **last dedicated gaming platforms** available to the public?



INSERT COIN TO CONTINUE



2005 - Microsoft produces the Xbox 360, the follow up to its first console.

2006 - Nintendo releases the *Wii*.

Sony releases the *Playstation 3*.

2007 - Valve releases *Team Fortress 2* for PC.

Call of Duty 4: Modern Warfare is released by Activision.



2008 - *PShome*, a social gaming platform for the *Playstation 3*, is released.

2009 - **Zynga** release *Mafia Wars* and *Farmville* as browser games. Both titles become highly successful games on **Facebook**.

Rovio releases *Angry Birds* for *iOS* devices, becoming the most popular casual game on *iPhone* and *iPad*.



2010 - Apple release the *iPad*.

Microsoft produces the *Kinect*, a motion sensor controller for the Xbox 360.



Hardware examples:

- **Microsoft Xbox 360**
- **Sony PlayStation 3**
- **Nintendo Wii**



GAME DESIGN AND HISTORY

UNIVERSITY OF WALES
TRINITY ST DAVID

