

SoAC_ProjectProposal_OwainKe II(2004993)

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Are live service structures beneficial for both consumers and developers?

Research Proposal

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2004993

Contents

I will be going into whether or not live service games have been a successful structure for both the consumers, and developers, and comparing both successful and unsuccessful live service games. i will also be talking about the different types of live service structures including, monthly updates, seasonal content, expansion packs etc. a brief history on how live service games replaced the older release structure of games and how this has impacted the gaming industry.

i will be looking at reviews for games and gathering a general opinion on certain games and seeing if there is a trend in how people feel on the subject. i will also be looking into developer interactions, interviews, and podcasts to see if live services help them with workload or not, an example would be Sea of thieves, [1]Rare ware released the game with monthly updates but changed to seasonal content to help with the workload.

Introduction

In this dissertation i will be investigating whether or not the live service model of video game design is working well for both developer and consumer or is hindering the industry. The live service model of game means that instead of a video launching with all its content, and nothing more, it releases with a promise of continued support past the games launch. This can be done in a variety of diverse ways, the current most popular structure of live service is done via a Seasonal update every 2-3 months with a large content update, along with a battle pass. The reason in which i am studying this topic is the blurred line between what makes a good live service game, and why so many gamers are fed up with this structure. I will also be looking if

this is better for the player or for the developer, and how successful it is for the companies that follow the structure. There has been a rise in players expecting every game to be live service, which is putting pressure on the developers and the companies that usually wouldn't make a game like this, following the trend in creating live service games, going against some developer's usual norm. On the other side of the argument there are many gamers that feel developers release a half-finished game, with the promise of it being 'Live service' and either updating over time or abandoning the game after a small bit of time once the live service model fails. This will investigate whether or not this is pushing the game industry on a good path, or one that is slowly changing the industry in a negative way.

Background to the Proposed Research

I will start my research by looking into the history of live service games, and how this structure of making games came about. Looking into websites like [2]Wikipedia, as an example, to really see what games started, how this service evolved, and how many games are launched with this structure.

I will also be looking and comparing game launches and how some games differ in the live service, looking at player feedback and reviews from sites like [3]IGN or [4]Game spot, and comparing games already out long enough to have their live service structure fully utilised, Games like [5]Sea of thieves, [6]Call of duty, [7]Fortnite, etc

To really see how players feel on the matter of live service I will be looking at Player reviews, and Live service structure feedback through Blogs, reports and videos.

The Blog [8]"What's the Issue with Live service games" by Ryan Easby goes into depth with some issues some people are having with this format of game design, with some games like [9]'Halo Infinite' being [1]"slammed for the decision to not include popular modes" and going on to say "missions in the game where way too restricting, making levelling up the battle pass way harder than anybody wanted it to be, causing dissent among the fanbase" this is a great blog outlining some of the "corners being cut" some fans think there live service game is doing to either try and make you play the game longer or to try and prolong the life of the game by having old favourites in future updates so fans can look forward to having again.

I have also found a book I am planning on reading to help gather research on the matter of this subject. The book I have found is called [10] "games as a service, how free to play design can make better games" by Oscar Clark. This should hopefully give insight into some positive ways live service can provide for the industry.

Aims & Objectives

To investigate the positive and negative implications of Live service games, with looking at the most successful and unsuccessful ways of doing this. I will also be looking at a history of live service and how both players and developers feel on live service games, and if they are helping or hindering the industry.

Ethical Issues

The Ethical issues within my topic are some people would feel obligated or get addicted to purchasing everything in the store of a live service game, to complete their collection, without any reason or want for some of it.

Some live service game also uses loot boxes, which give you a random chance of items with different Rarities, and people can get addicted to buying these as they are a form of gambling.

both issues will cause the player to spend hundreds of pounds, focussing their addiction and wasting their money, through Fear of missing out on timed content, or through 'completing' a collection.

Planning Chart

GANTT CHART												
GANTT CHART	Month 1				Month 2				Month 3			
	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	week 10	week 11	week 12
TASKS												
PHASE 1												
Researching (Blogs, Videos, Podcasts)												
Researching Reading Articles/Blogs												
Start Reading the book												
PHASE 2												
Start Typing												
continue reading/gather good quotes												

I have created this Gantt chart to help me organise my time and properly space out my time while writing my dissertation. Each block for each week will show how much work I will be doing during the week which will be at least 1 hour a day to help make sure I have enough time to get things done and thoroughly researched.

Reference List

[1] "What's the Issue with Live service games" by Ryan Easby, published May 2, 2022.

7. Bibliography

[1] Rareware, Video Game Developer studio, founded by Tim Stamper and Chris Stamper, based in Twycross, England, Founded in 1985.

[2] Wikipedia, Online encyclopaedia, Founded by Jimmy Wales and Larry Sanger, founded in the United States, January 15th, 2001.

[3] IGN, News Corporation, founded by Jonathan Simpson-Bint, founded in San Francisco, California, United states, September 19th, 1996.

[4] Game spot, News Corporation, founded by Pete Deemer, Vince Broady and Jon Epstein, founded in San Francisco, California, United States, May 1st, 1996

[5] Sea of thieves, CD-ROM, Twycross, England, Developed by Rare ware, published by Microsoft, 20th March, 2018

[6] Call of duty, CD-ROM, Developed by Infinity Ward, Treyarch, Sledgehammer Games and Raven Software, Published by Activision, First release October 29th, 2003, Latest November 5th, 2021

[7] Fortnite, CD-ROM, Maryland United States, Developed and Published by Epic Games, July 25th, 2017.

[8] "What's the Issue with Live service games" by Ryan Easby, published May 2, 2022, Trchraptor.com

[9] Halo Infinite, CD-ROM, Redmond, Washington United States, developed by 343 Studios, Published by Microsoft, 8th December, 2021

[10] O.C Oscar Clarke, *games as a service, how free to play design can make better games*, United Kingdom, Routledge, 11th February 2014.

FINAL GRADE

GENERAL COMMENTS

Instructor

59/100

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