



# The Gaming Industry

PPFAS FOF | April 2022





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ndtv.com

## **Mukesh Ambani Says Gaming Will Be "Bigger Than Music, Movies, TV"**

For Asia's richest man, online gaming could be the next big thing in his home market.

# THE WALL STREET JOURNAL.

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SAVE



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TEXT

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The U.S. videogame industry today is larger than Hollywood's domestic box-office receipts and is closing in on music sales. Doesn't a sector that size deserve sophisticated mainstream critique, even academic study?



THE WALL STREET JOURNAL.

# Are Videogames Ready To Be Taken Seriously By Media Reviewers?

*By Kevin Delaney* Staff Reporter of The Wall Street Journal

Nov. 3, 2003 12:01 am ET



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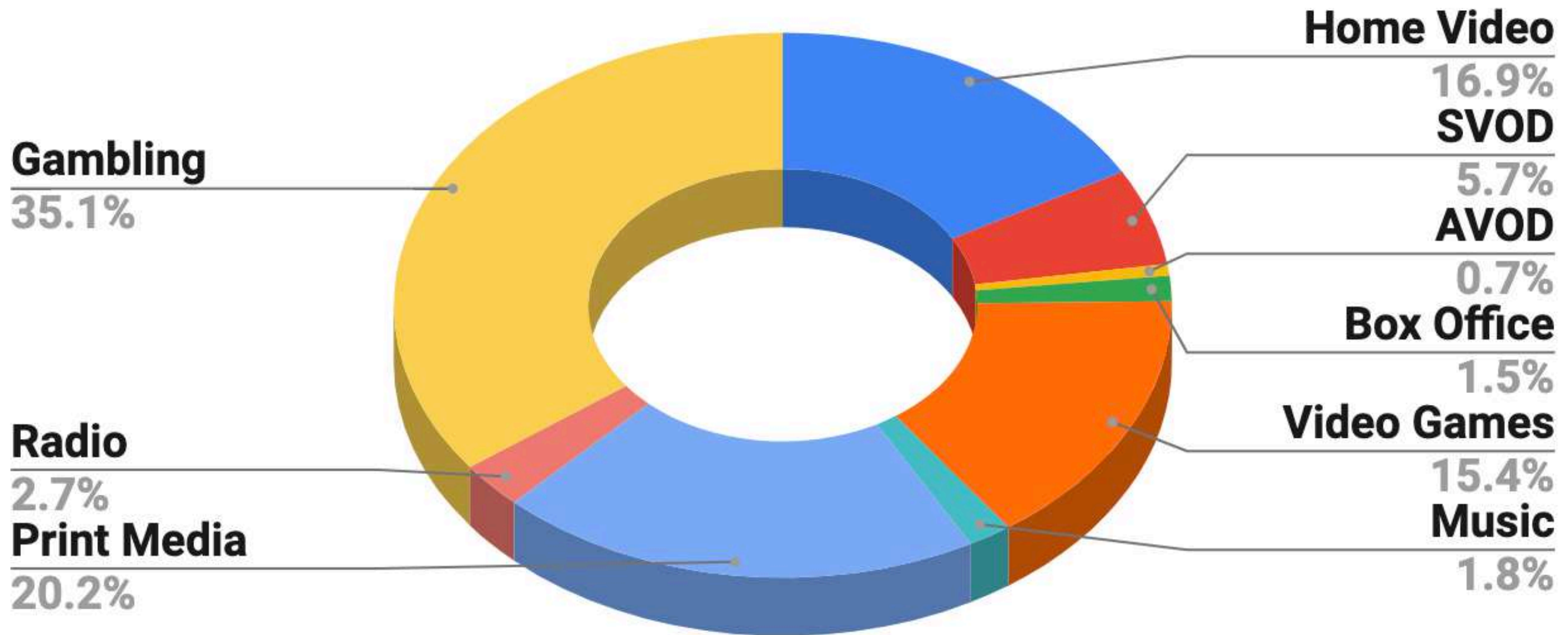


TEXT

The U.S. videogame industry today is larger than Hollywood's domestic box-office receipts and is closing in on music sales. Doesn't a sector that size deserve sophisticated mainstream critique, even academic study?

# Global Entertainment & Media Industry (\$1.5 Trn) - 2021

Source: Company Filings, Trade Journals, Media Reports



<b>Media &amp; Entertainment</b>	<b>2021 (\$Bn)</b>
Home Video	240
SVOD	81
AVOD	10
*Box Office	21
Video Games	219
*Music	26
Print Media	287
Radio	39
Gambling	500

*Source: Company Filings, Media Reports & Trade Journals*



**Video Games**



**1989**

**2021**



# Atari

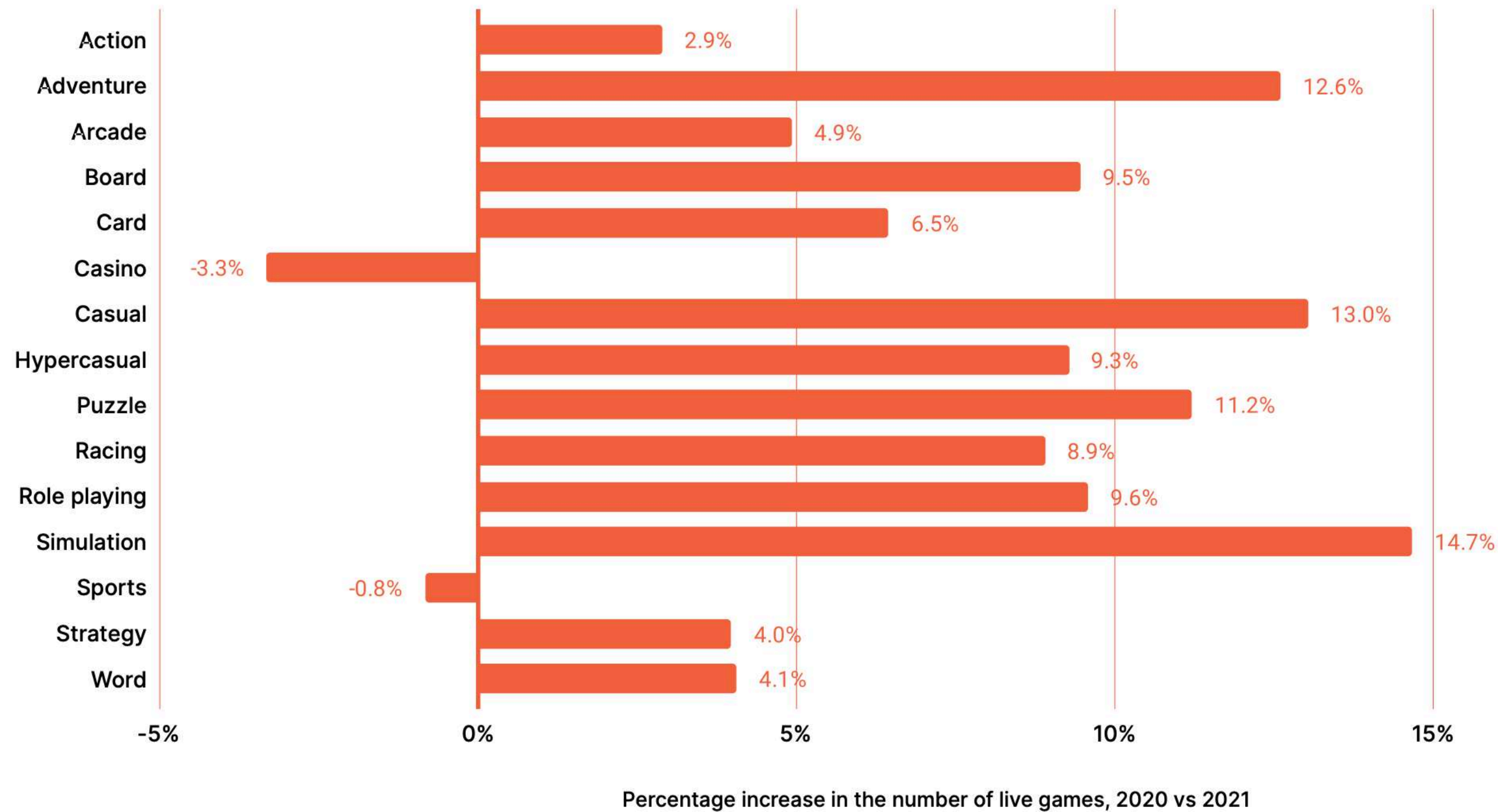


# Nintendo

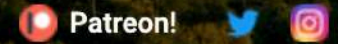




Casual, adventure, and simulation games are hot genres.



Source: Unity Gaming Report 2022



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ABOUT



## Description

We make crowdfunded video game documentaries for everyone to enjoy. Our mission is to tell authentic stories about video games, the people who make them, and those who play them. All of work is funded entirely by our community and free of advertising or sponsored content. Subscribe to this channel to get access to our docs the moment they go live.

If you want to support our work, visit [patreon.com/noclip](https://patreon.com/noclip) for more information.

Our website has loads of information about production as well as downloads of some of our artwork:

<https://www.noclip.video/>

We also sell t-shirts over here: <https://store.noclip.video/>

## Stats

Joined 6 Sept 2016

53,187,850 views



# Youtube Channel Dedicated to Game Development



THE GAME JUST GOT REAL



# PLAYING HARD

A FILM BY JEAN-SIMON CHARTIER

WRITTEN, DIRECTED AND PRODUCED BY JEAN-SIMON CHARTIER EDITOR MARTIN BOURGAILLON DIRECTORS OF PHOTOGRAPHY PHILIPPE ST-BELAIS MAXIME POULIOT MUSIC CHARLES BOULEAU ONLINE EDITOR ETIENNE BEAUPRE  
EXECUTIVE PRODUCERS JEAN-SIMON CHARTIER DAVID PIPERNI DAN CANTAGALLO

[WWW.PLAYINGHARDTHEMOVIE.COM](http://WWW.PLAYINGHARDTHEMOVIE.COM)



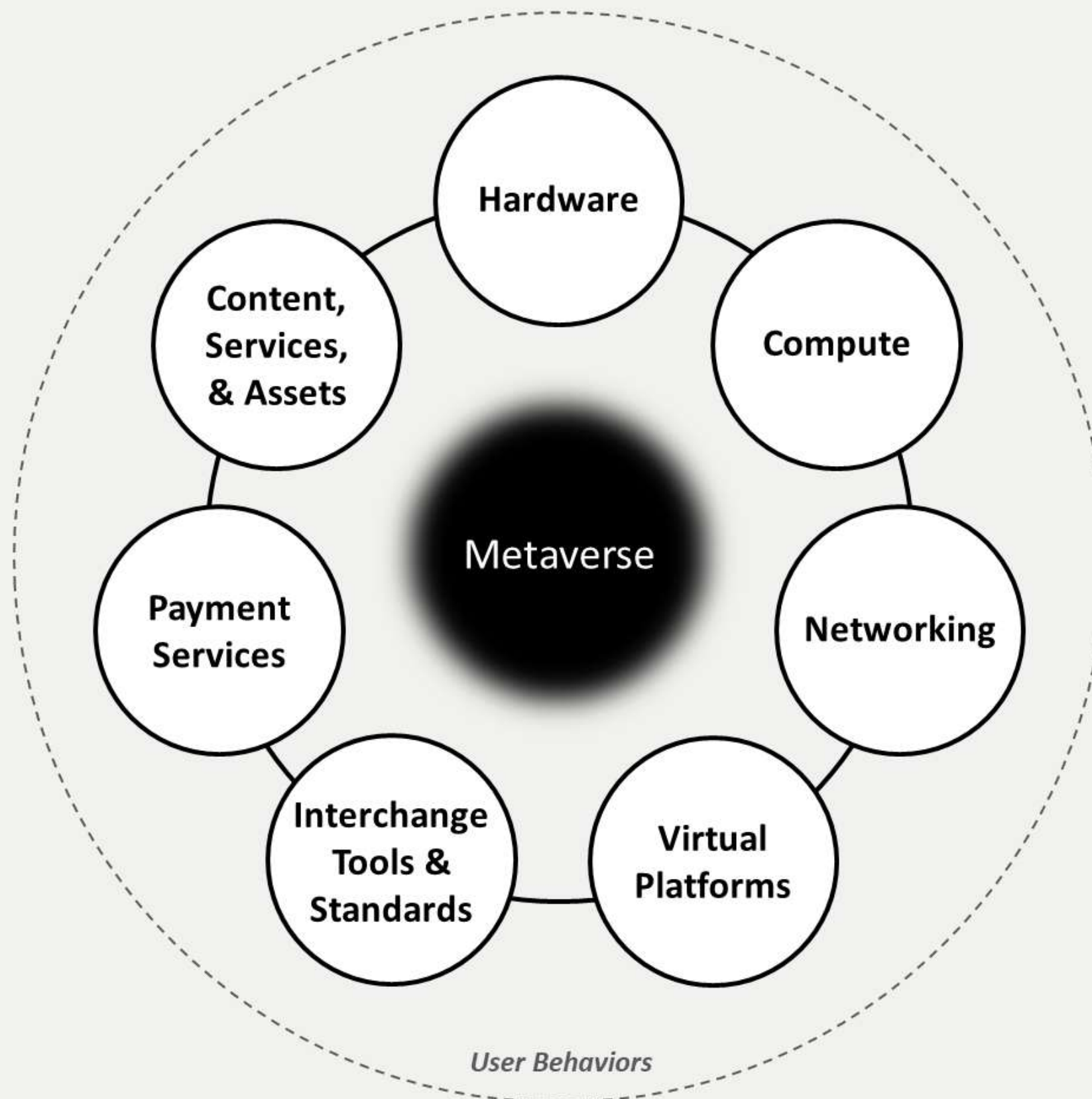
## Playing Hard Making of For Honor

- Shows the details of the Game Development process
- Resources & Timelines for game development
- Business challenges & cost of delay
- Technology & Development Team dynamics



# Why Video Games?





# 2021 Gaming Revenue by Platform (\$175 bn)

Source: Newzoo Global Games Market Report 2021

**Browser PC Games**

1.7%

**Tablet Games**

6.8%

**PC Games**

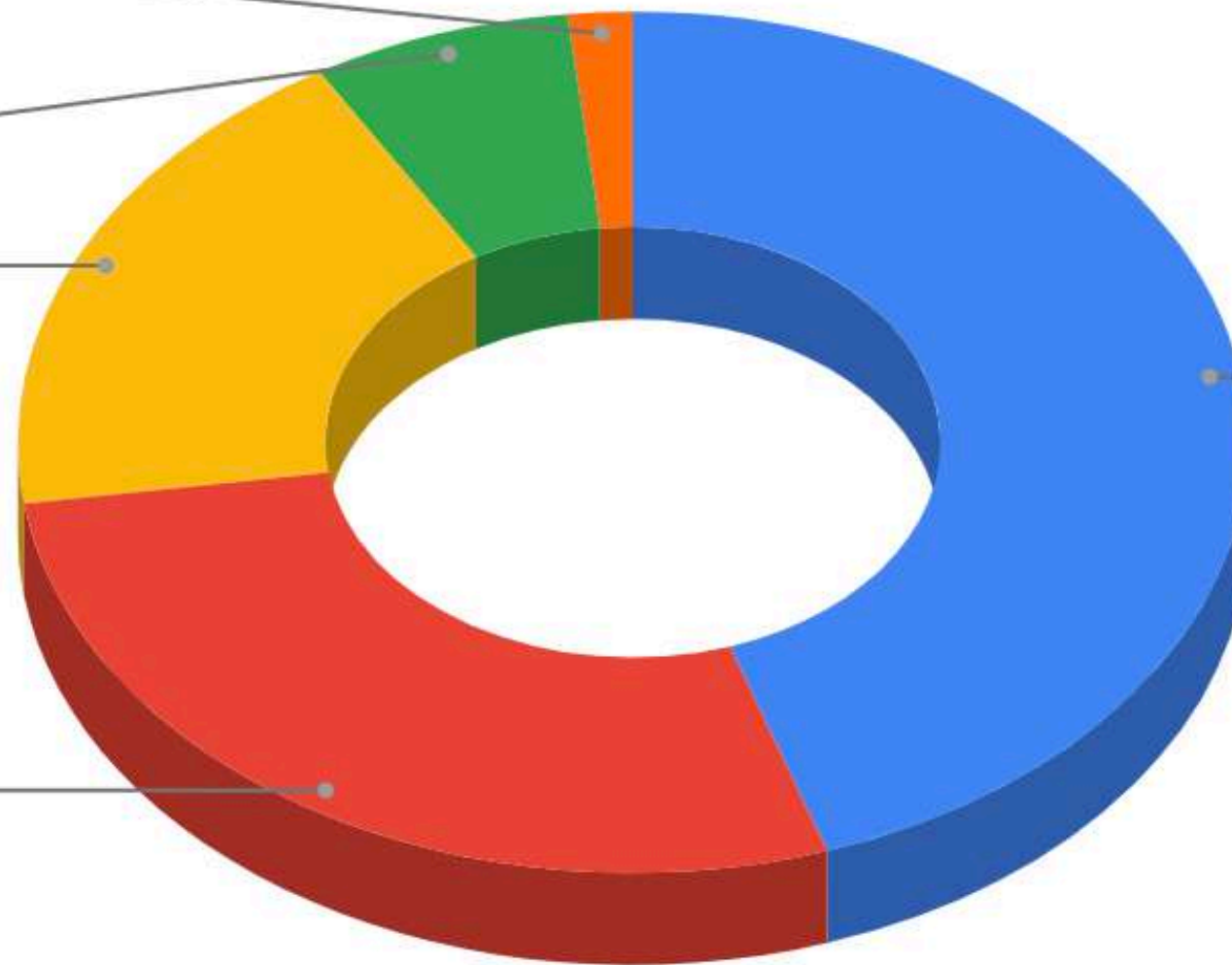
18.8%

**Console Games**

27.8%

**Smartphone Games**

44.9%





# Global Gamer Population (~3 Billion)

Source: Newzoo Global Games Market Report 2021

**North America**

7.2%

**Lat Am**

9.8%

**Europe**

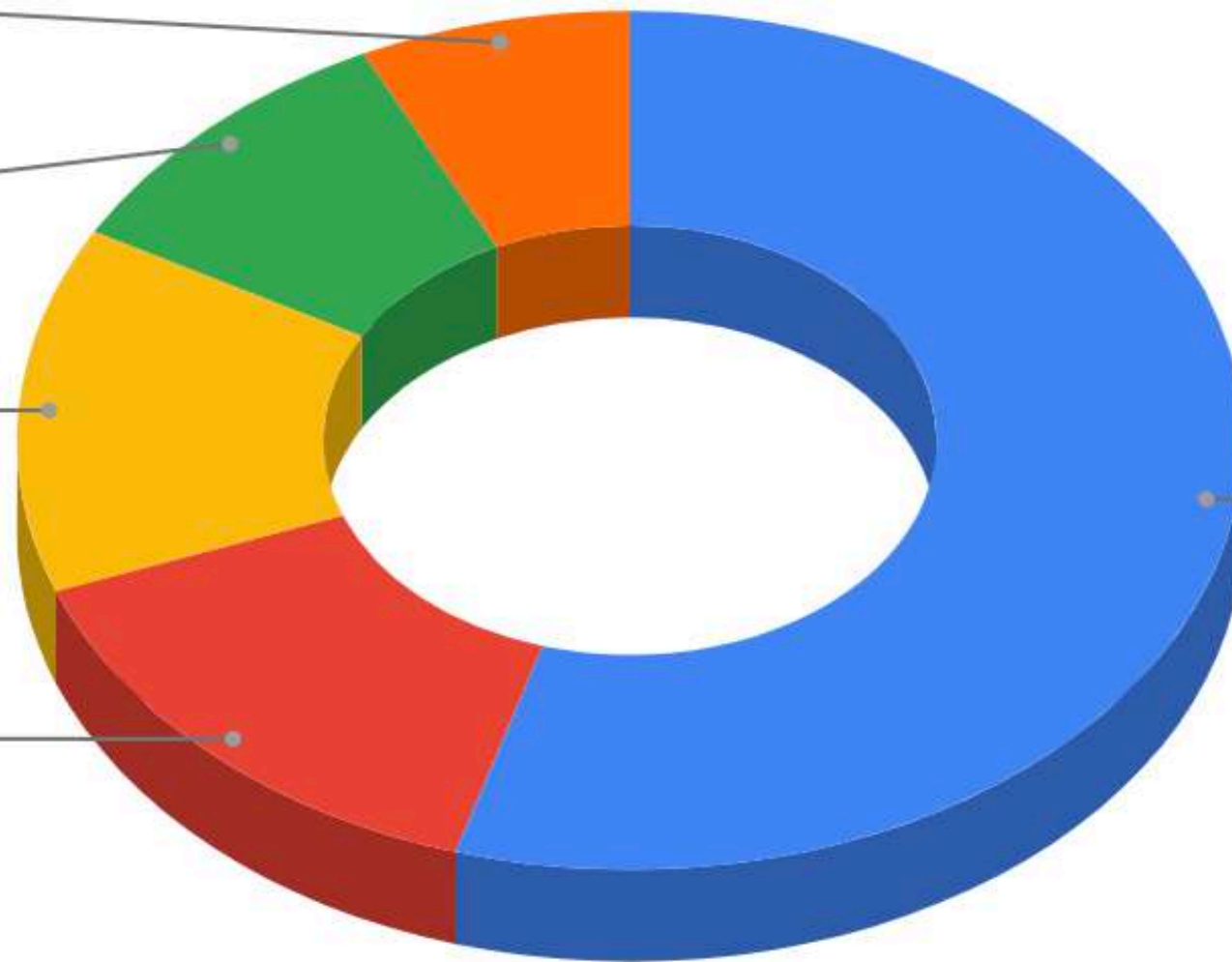
13.8%

**MEA**

14.7%

**Asia Pacific**

54.6%





# Ready Player One

Dir: Steven Spielberg

- Good depiction of Virtual Reality based World
- User behaviour in-game & IRL
- Shows the metaverse concept end to end

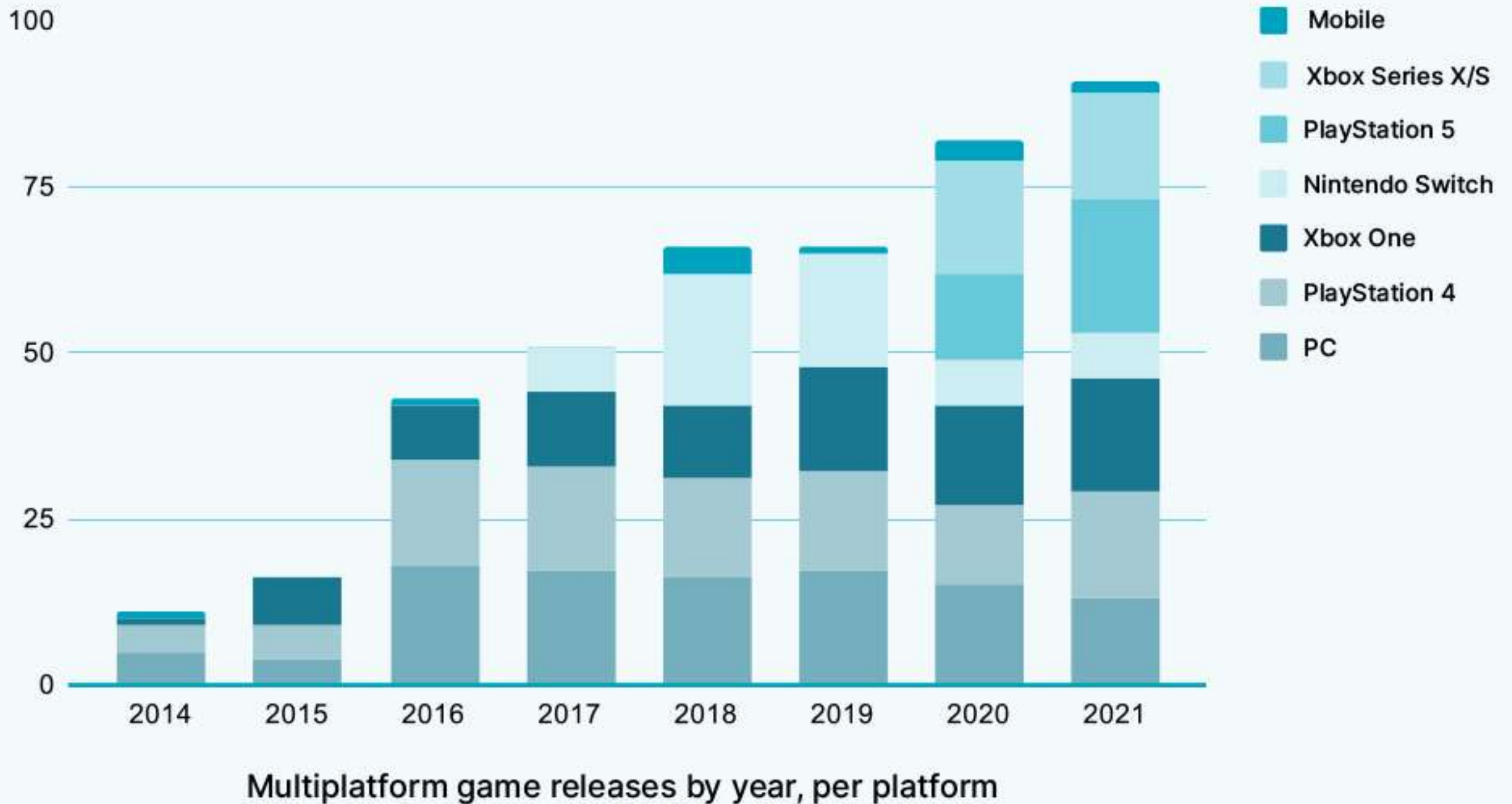




# Hardware



## Multiplatform reach is rising.



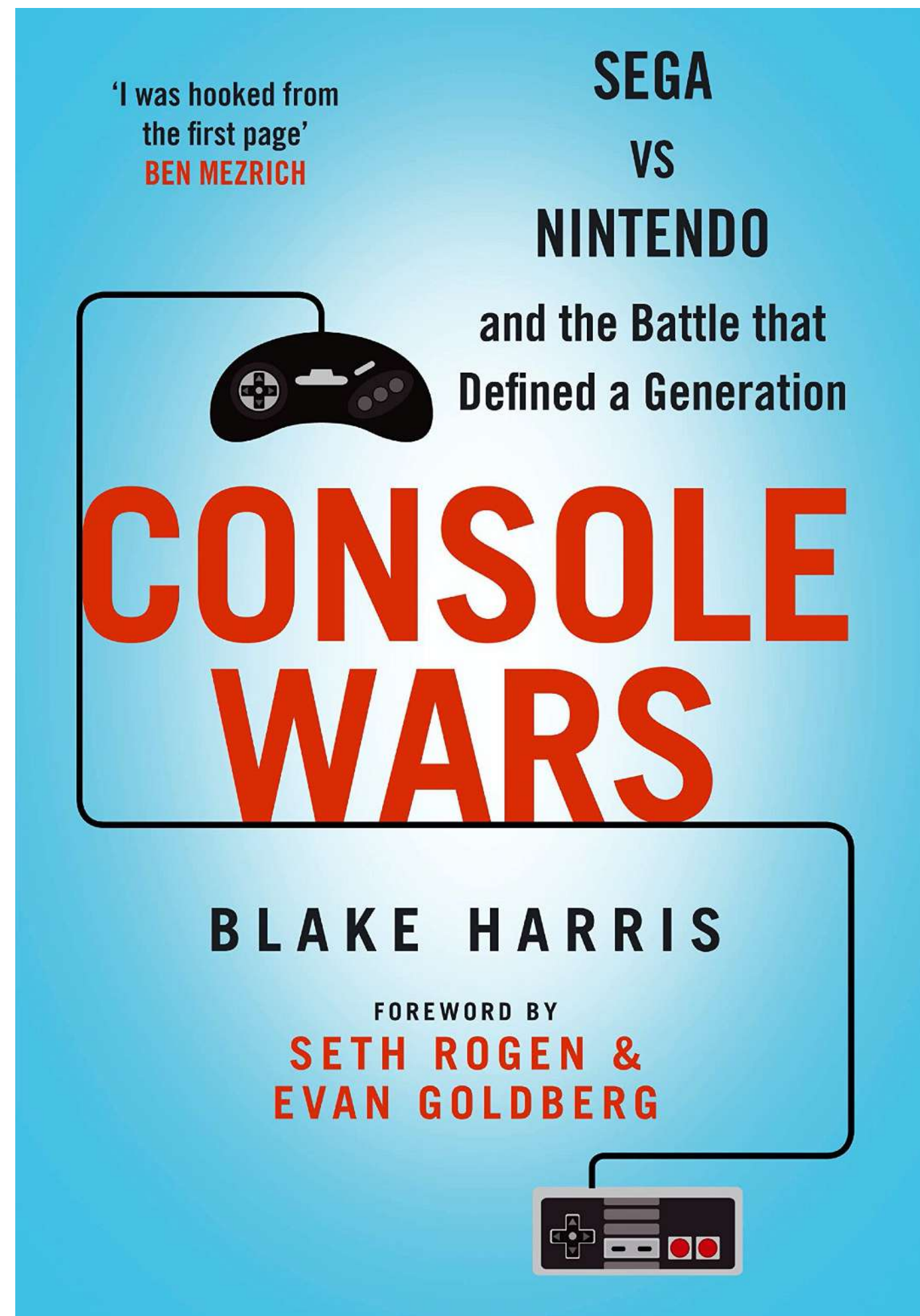
Source: Unity Gaming Report 2022



# Console Wars

## Sega vs Nintendo

- Sega vs Nintendo after the 1980's slump in the Console Industry
- Strategy to dominate home entertainment & cornering the Game Development Talent



# High Score

## History of Classic Video Games

- Traces the back stories of Atari, Sega, Nintendo
- Shows the origins some of the iconic video games &
- The origins of some of the big game publishers
- Just about traces the dawn of PC Gaming

A NETFLIX ORIGINAL SERIES

# HIGH SCORE

AUG 19 | NETFLIX



# Power On

## The story of XBOX

- Detailed history of the origins of the Xbox Gaming Console
- Challenges in creating a successful hardware & software platform
- Creating the ecosystem while competing with Sony
- Building an enviable game library



THE STORY OF **XBOX**

FOUR GAMERS, ONE IDEA, AND A BILLION DOLLAR BET.

# Compute

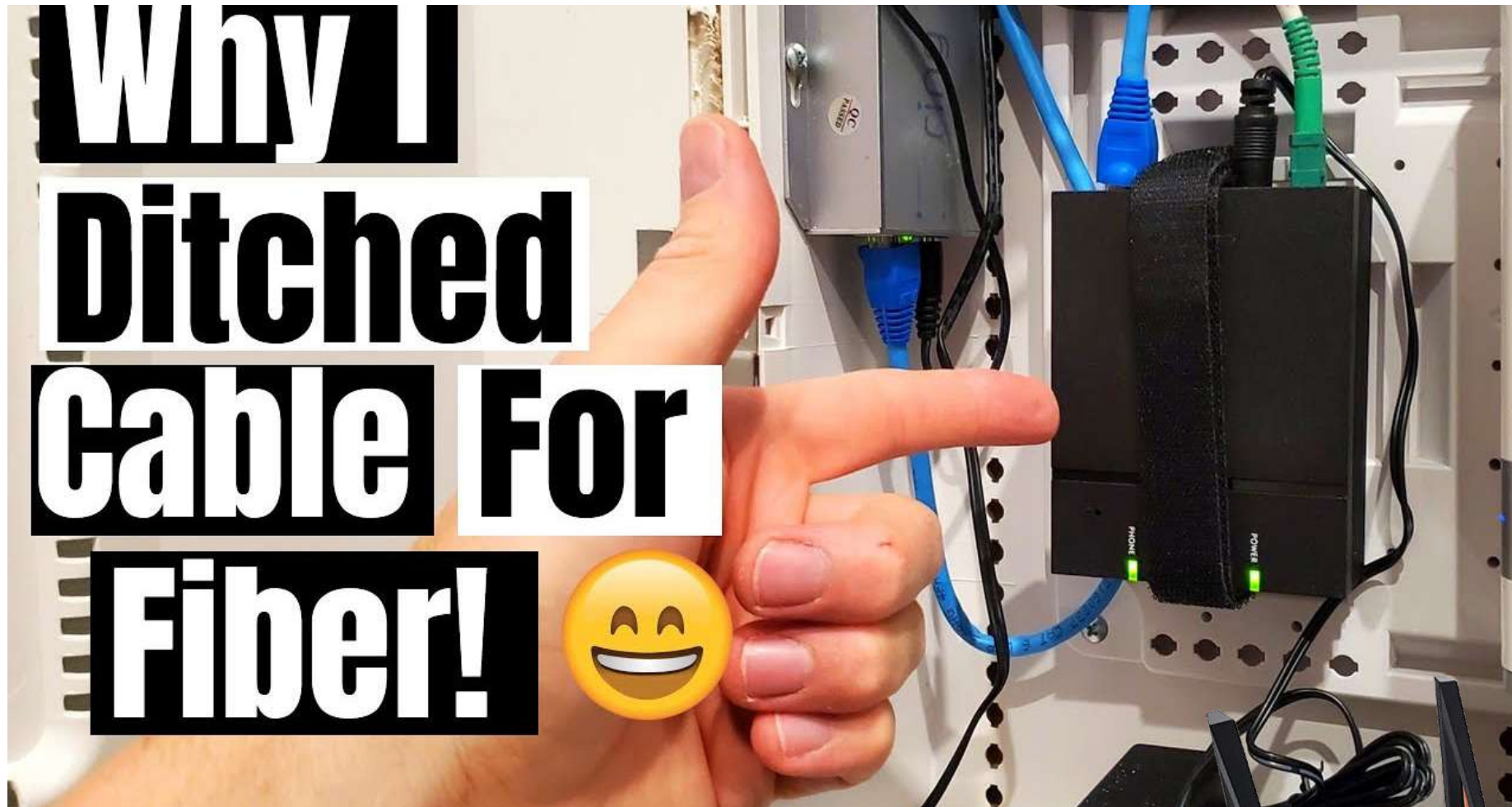
## State of Play: Cloud Gaming



Source: Counterpoint Research



# Networking



**Fiber To Home**

**South Korea Gaming Culture**

**4G Enabled Devices**

**High Speed Mobile Internet**

**Home Broadband**



# FIBER

THE COMING  
TECH REVOLUTION—  
AND WHY AMERICA  
MIGHT MISS IT

SUSAN CRAWFORD  
*author of Captive Audience*

## Fiber

### The Coming Tech Revolution

- History of Fiber Optic network investments
- Successful case studies of S Korea & other countries
- Importance of Fiber to Home technology
- Downstream benefits in content consumption & education



# Virtual Platforms

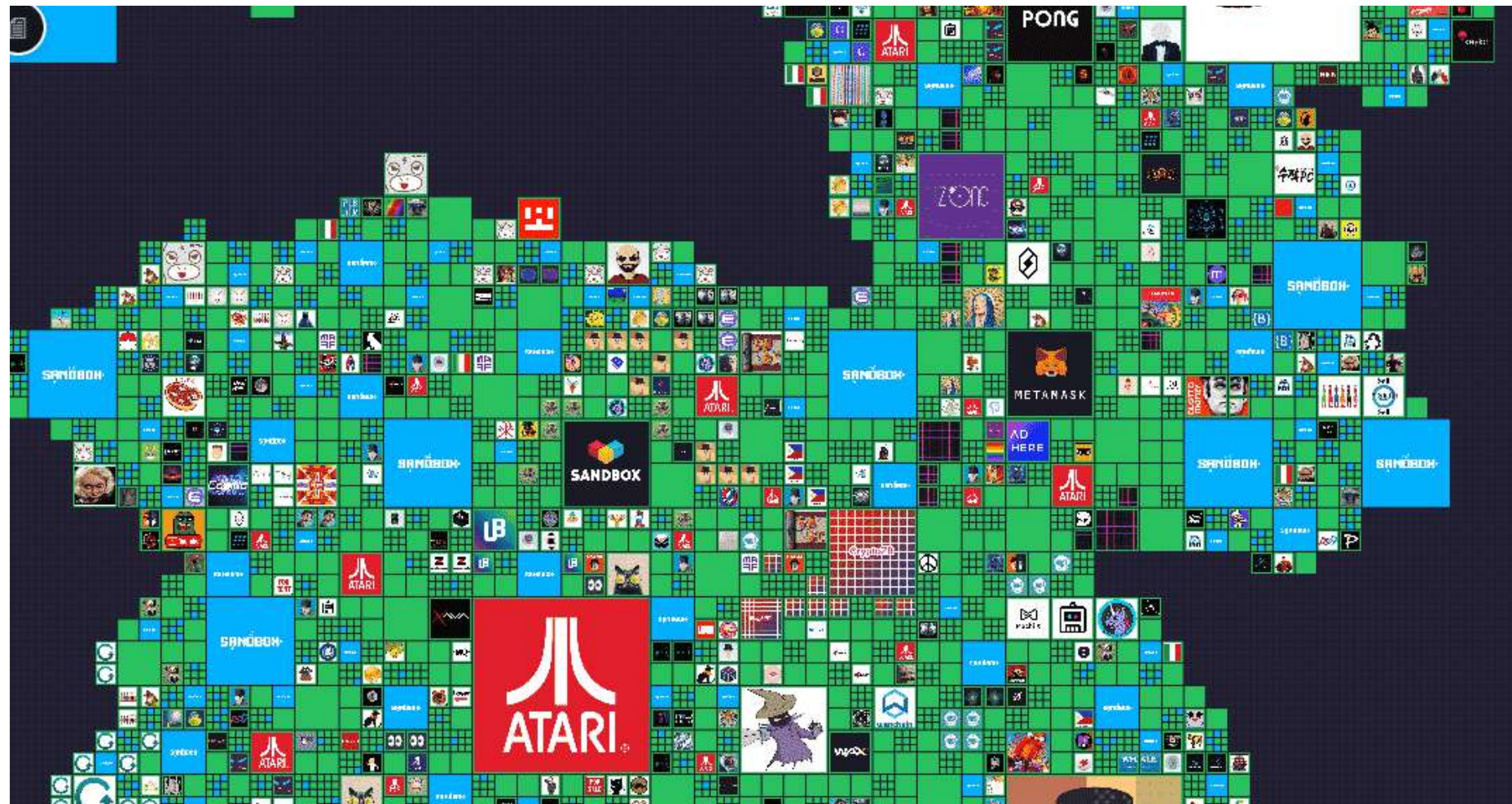


# Sandbox (Games)



# Decentraland Second Life

# JP Morgan on Metaverse

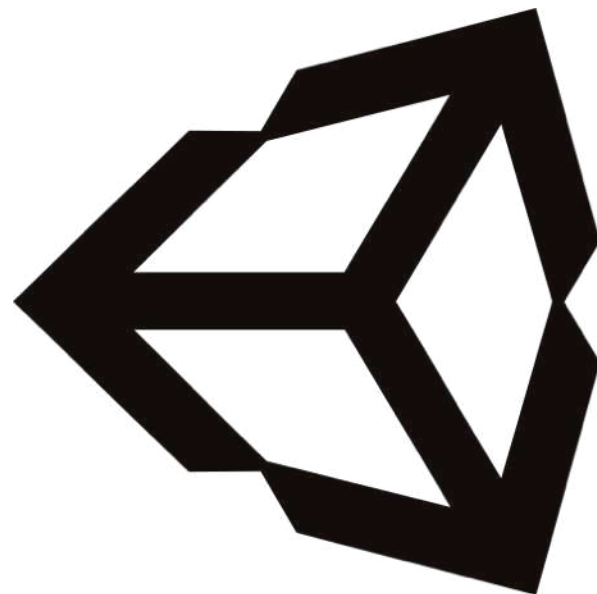




# Interchange - Tools & Standards



**UNREAL**  
**ENGINE**



**unity**



# **Interchange - Tools & Standards**

## **Applications outside Gaming**

- Architecture
- Product Design & Visualisation
- Simulation
- Animation & Film / TV Production using LED Walls
- Broadcasting & Live Events
- XR (AR / VR / MR)

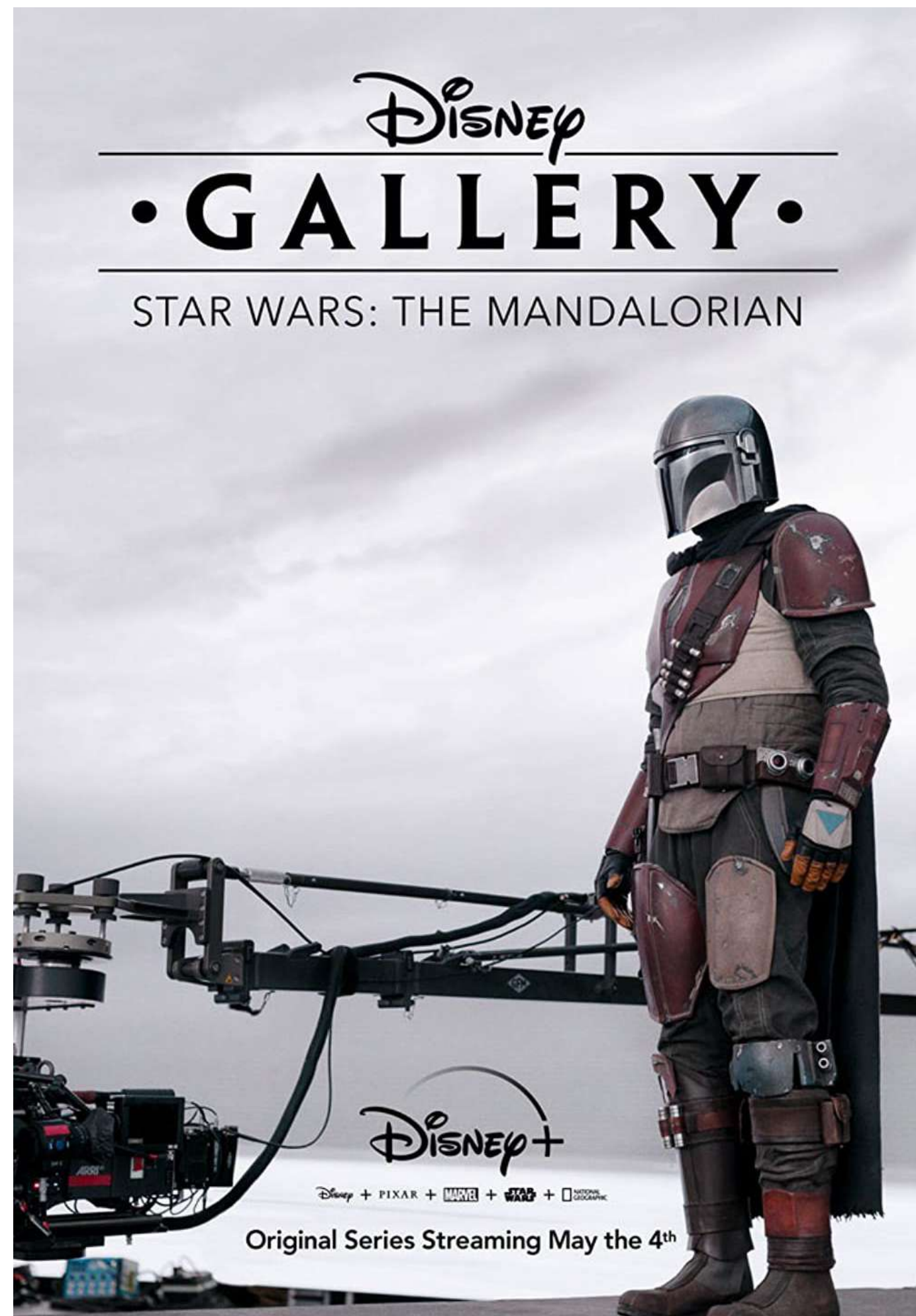






# The Mandalorian

- Extensive use of LED Video Walls to create in camera backdrops on the fly
- Evolution of Tech from Unreal Engine to Helios by ILM
- Speed of production without sacrificing the attention to detail





# Payment

## How do games make money?

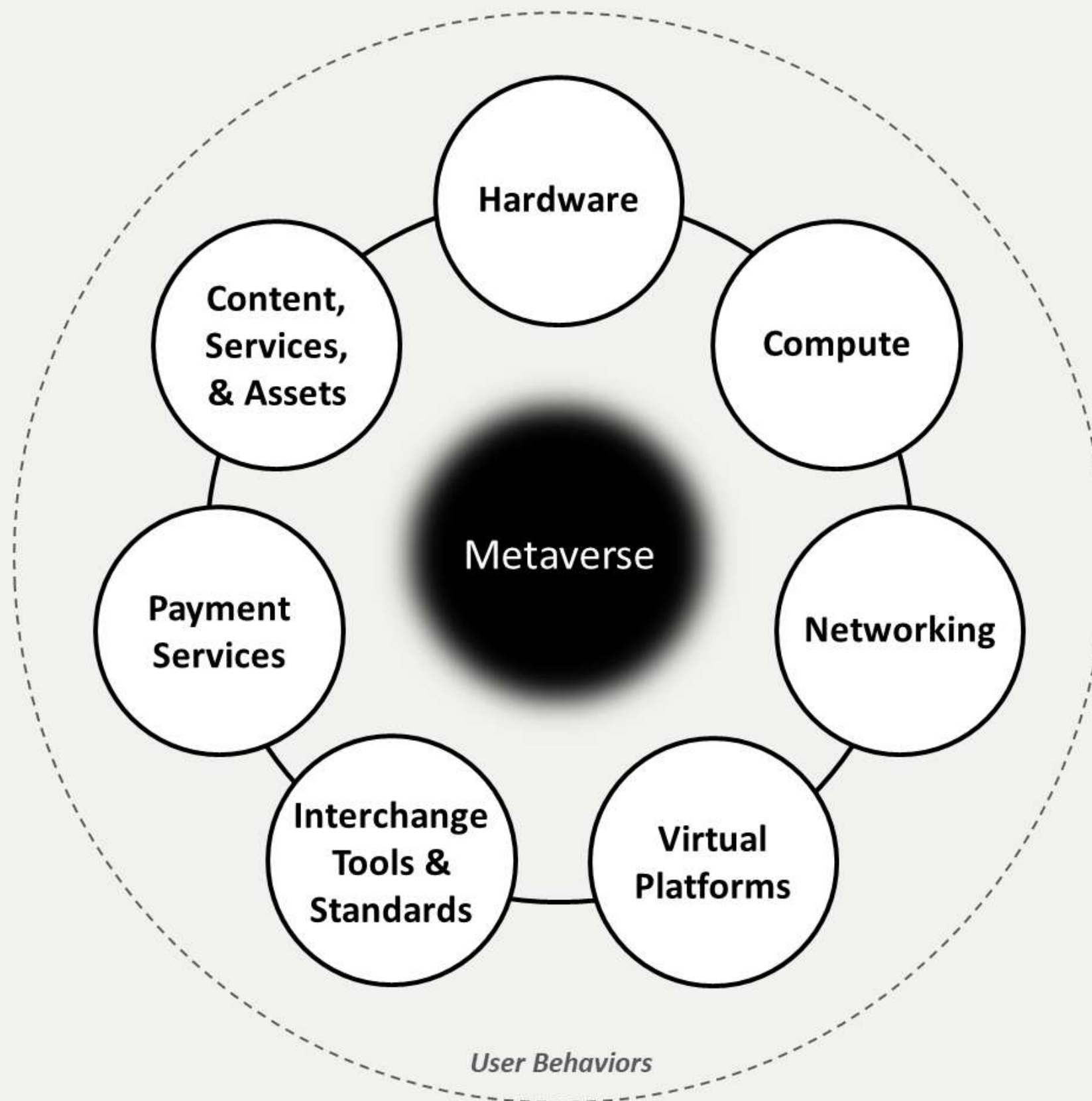
- One time purchase
- In-app Purchase
- Advertising
- Subscriptions
- In-game currency
- DLC, Season Pass & Loot Box
- Credit Cards / Wallets / Coupons on App Stores
- Digital Currencies & Player to Player Marketplaces

# Content Services & Assets

## Created content for the game

- Characters, Maps, Collectible Items, etc
- Character attributes (Skins, Mods, Styles)
- Modify in-game assets (upgrade tools used in the game)
- Level-up skills
- Hire free lance developers to create in-game assets







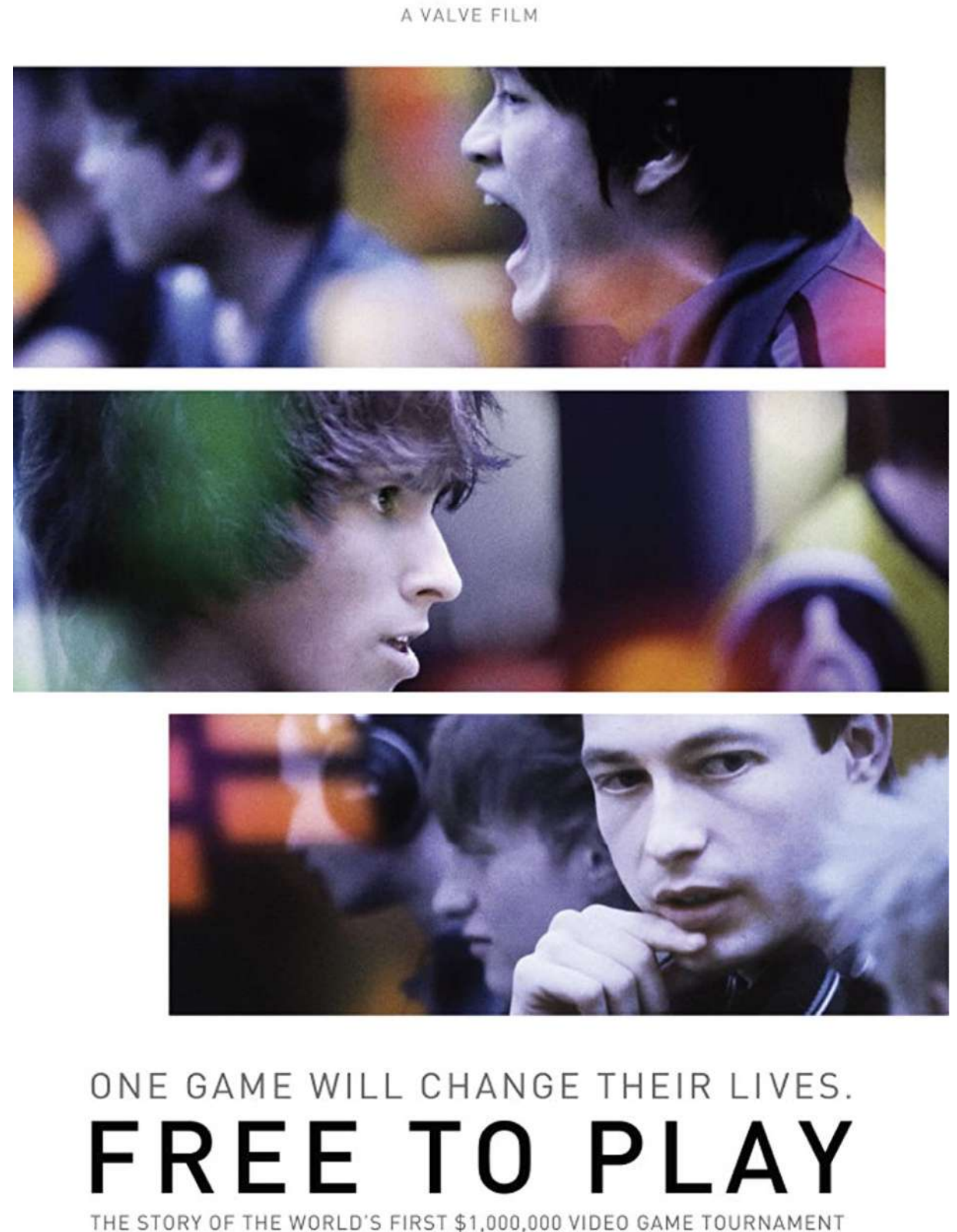




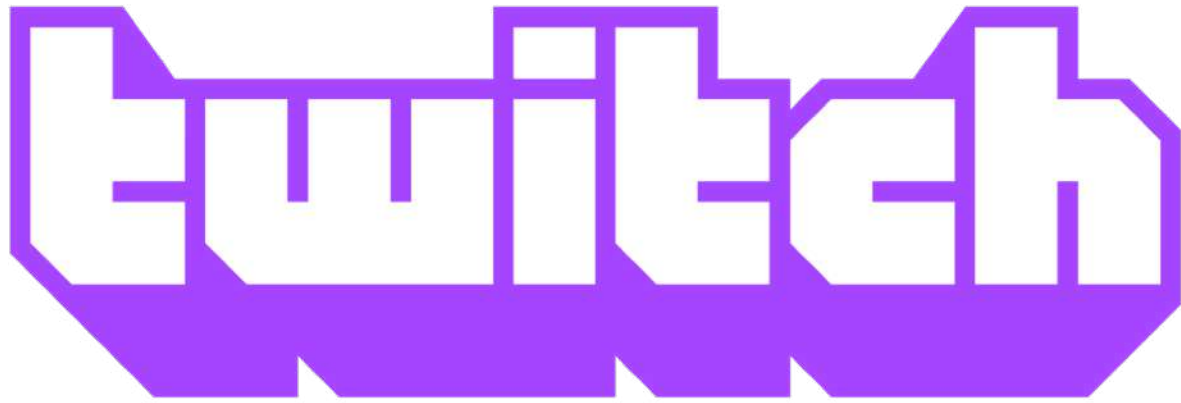
# Free to Play

## Dota 2 Tournament

- Documentary about “The International”
- 2021 Prize Pool was \$40 Million
- Players compete in round robin format to play Valve Corporation’s MOBA game - Dota 2

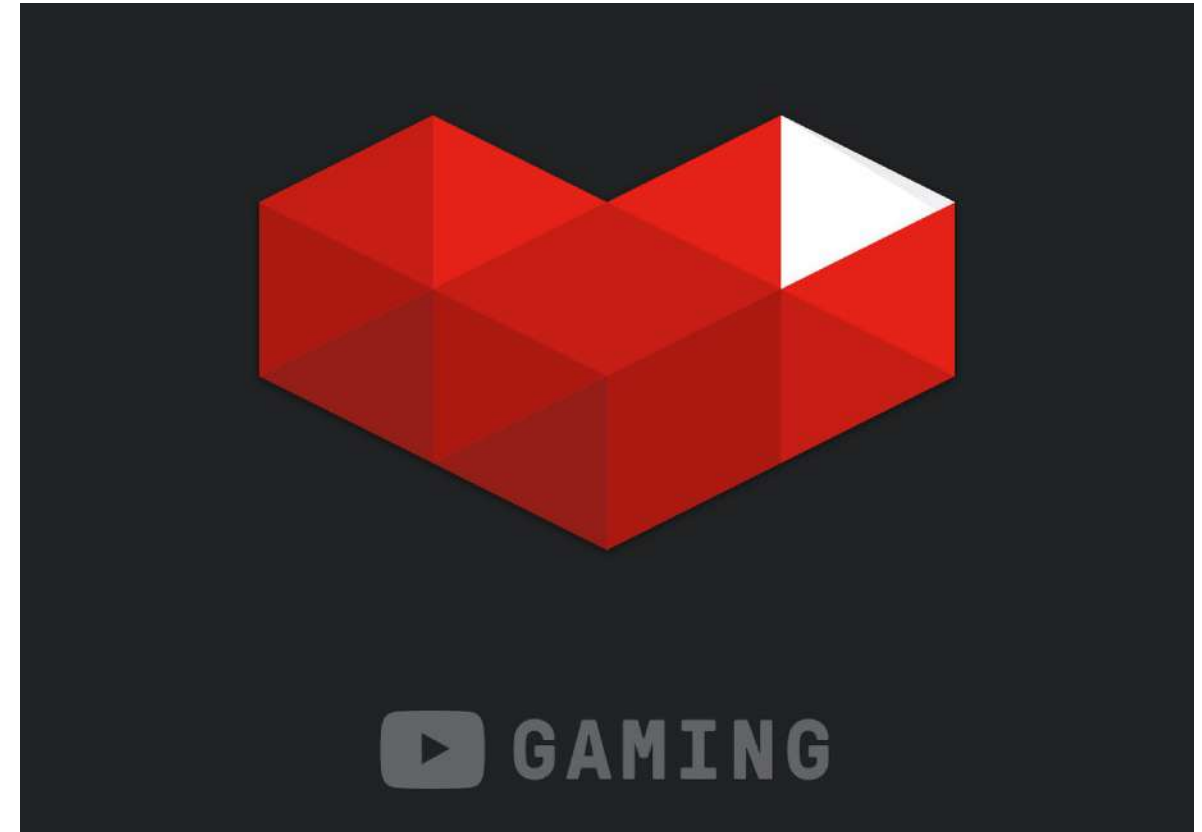


# 140 Million MAU



Subscribers	Nos. Millions
PewDiePie	111
VanossGaming	25
Markiplier	32
Ninja	21
Jacksepticeye	28
DanTDM	26
KSI	23
SSSniperWolf	31
W2S	16
Syndicate	10

# \*2.6 Billion MAU





**Games**

**Films**

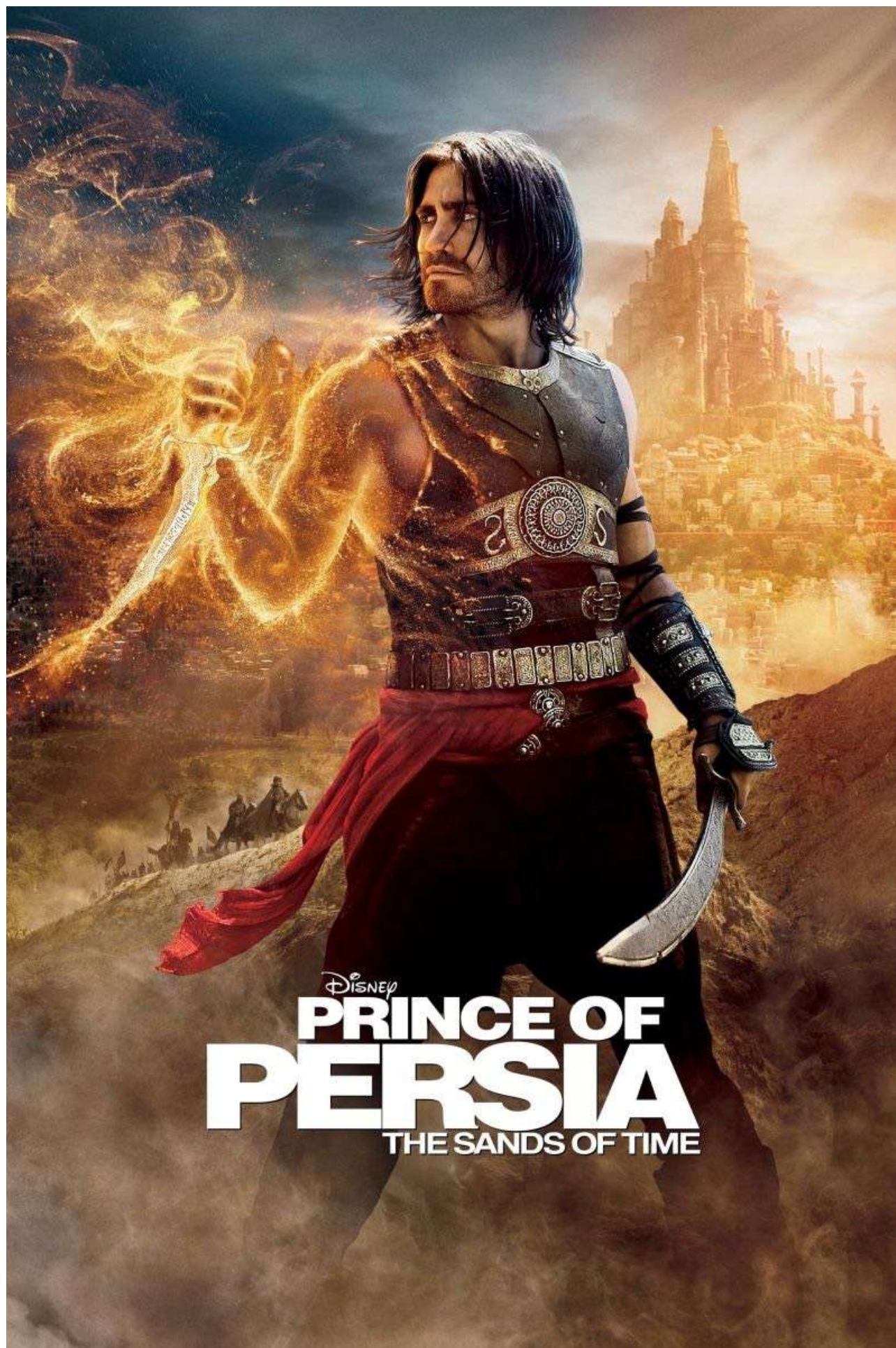


















*Paramount+*  
ORIGINAL

# HALO





# Consolidation - \$120 Bn

## 10 Years

Acquisitions	\$ bn	Year
Microsoft + Activision	69	2022
Take Two + Zynga	12.7	2022
Tencent + Supercell	8.6	2016
Microsoft + Zenimax	8.1	2020
Activision + King	5.9	2015
Bytedance + Moonton	4	2021
Sony + Bungie	3.6	2022
Microsoft + Mojang	2.5	2014
Electronic Arts + Glu	2.4	2021
Facebook + Oculus	2	2014
Zynga + Peak	1.8	2020

# State of Play: Cloud Gaming



Source: Counterpoint Research



# Concerns

## Not a one-sided secular trend

- “Spiritual Opium”
- Social Distancing / Virtual > Real
- Affordability
- Time (vs Other Entertainment Options)
- Content Creation Cost
- Content business is cyclical
- Acquisitions are getting expensive

## Roster

QB

T. O'Bannon NE - QB  
Sun 8:00PM v GBL (18m)

23.76

TE

J. Ward NE - TE  
Sun 8:00PM v GBL (18m)

38

WR

A. Mahoney PI - WR  
Sun 1:00PM @BAL (38m)

7

RB

R. Donaghy Win - RB  
Sun 1:00PM v ATL (30m)

7

**Fantasy Sports? .... to be continued**



**Thank You**