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REPORT

"The market of computer games"

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In one small, but rich country - Southern Korea - there was almost imperceptible incident about ten years ago: on government's initiative there has been opened the Korean Institute of Development of the Games. And in ten years the amount of the local market of games' production has achieved a 3 billion US dollars, volume of production has exceeded billion dollars, about 35 thousand people have found the workplaces. Let's see what computer games are and how to earn money on this intellectual resource without spending any gramme of strategic reserve of our country.

What are computer games?

From a recent time this combination of words has strongly come in our life, everyone, who has computer could feel their attractiveness for sure, probably, the game is incorporated in human nature from the most ancient times - to track down an animal, to decoy it is also some kind of game. But now we are deprived of it in life, but the instincts have stayed and they find the output in computer games. With perfection of computers the games also were improved, involving more and more people in it. For today the computer engineering has achieved such a level of development, that allows the programmers to develop very realistic games with good graphic and sound registration. With every improvement in computer technologies' area the quantity of the people playing games grows (they are called «gamers»).

The basic activity of these people is playing game, the circle of social contacts is very narrow, all other activities are only to survive, to satisfy their physiological needs and main – their need need in games. The first computer games have appeared a long time ago, when computers even did not exist. "Tennis for a two" is considered to be the first computer game and has been invented in 1958 by American scientist William Haijinbotem. This game consisted of two men drawn on the screen of oscilloscope threw a ball through a grid (hyphen in the middle of the screen). Then the computers were improved, the computer games were improved. Now we have some directions the computer games were developed in such as game automatic devices, television hookups and, certainly, computer games.

Genres. (Single games)

Games of movement

The era of dynamic games began with the first PC and games hookups. The first period of their hegemony was during the 80th years, then they gradually were pushed aside by more intellectual entertainments, but with appearance of three-regularity they have won a throne again. These games are used to prise for their development of speed of reaction; now they are submitted on the absolute majority cyber competitions.

Arcade

Arcade is the most ancient kind of dynamic games. It was the leader of the games in 80th. A characteristic attribute of a genre - simplicity of model and management. For its composition (and to play) it is not necessary to know anything about real planes or shells, about physics... When any simulator or action is named "arcade", it means, that the model and management in it is more primitive, than it is usually accepted in a genre.

Action

It is game, that allows us to control a body of a personage. The action are interestind because this human body is arranged more difficult, is able to do a lot things, etc. and there is a huge freedom of actions. It turns out that the action has to be leaders of the progress. The highest requirements are applied to the quality of animation, texture... All this makes actions the most expensive genre.

Technical simulators

There are two not especially similar simulators - technical simulators and sport simulators. Technical simulators are very similar to actions, but here the gamer doesn't manage the body of personage but any kind of transport (plane, car, etc.)

Sport simulators

It's tried to simulate sports competition in this kind of games. The rules are kept with the maximal carefulness, the participants of competition are made as much closer to a reality, etc. But it's controlled a human body. Frequently - not one personage (choosing of the players of a team).

RTS

Let talk about hybrids... This reduction is known as "real-time strategy". Speed reaction and accuracy of management plays a paramount role in RTS. If the player is not able to move his mouse quickly - it's nothing to do for him in the network. RTS is the game that was made according to the old checked recipe: construction of base + battle in real time.

Planning games

This kind of games was the first that's why there is a lot of mess in genres. Those games that have their main goal to plane events and to manage for achievement advantage in further are the planning games. The games of movement are not in this group of games because planning plays an auxiliary role.

Global strategy

The essence of this strategy is in systematic development, which from time to time "is checked" in a field of fight. From the first sight they are like RTS, but the difference is very essential: all set is the result of exact account, and speed skills don't play any role here. Development in global strategy (therefore they are named global) is not limited with base development. There is diplomation and something like technical progress or some other global process, the most part of action is subordinated to.

Local strategy

It's very much alike to global strategy, but everything, that does not concern to expansion, war and manufacture of means is cut down. People unite these two genres in one, and this is a logically; but there is difference for the developer. Because inspite of all external lightness the local strategy shows more serious requirements to game design and to the script. Not «thinkers» play this game but "adventurers", that's why there is necessary to involve valiant turns of a plot and fatal battles. Also it's important to have various monsters and decorations.

Wargames

We continue to cut down opportunities. In this genre there are only military actions, manufacture is not present, it is limited to updating of a loss. It's considered that the wargames are played by the rested fans, because almost there is no diagrams and other beauty. Wargames have a good future because the restriction of opportunities of development forces to think.

Logic games

This genre is near with the games of movement, and, probably, it should be divided into two kinds. Logic games consist of "balls", tetrises and others games liked by secretaries.

Subject games

In these games it's much more important the way to get the result then the result. These are the games you can live in, where the main advantages are the atmosphere, subject, game world. Both planning and changes are here but not because of them people play this genre. The main problem of the majority of games of this genre is that they hardly maintain a competition with desktop RPG, that have more opportunities and are cheaper in manufacturing.

Quests

The most thoroughbred representative of this group is classical quest, something like an interactive history, we play our role in. As a rule, quest is linear, the decision is either the one, or just a few. What the player does in classical quest is communicates with the characters, exchanges things etc.

Role games

Freedom of actions is added in this genre, and after it there come elements of planning and, sometimes, dynamics. There exist tactics, battle system, rather developed game mechanics - and many have found it the main properties of game. But the role game is the role game only when main thing in it is a subject, tasks, interaction with the characters.

But now the world has started to play absolutely other kind of games - Online games. Below I want to tell about it in details.

MMORPG (Massive Multyplayer Online Role Playing Games) World:

The industry of computer games from the date of it's formation aspired to create the projects, being as much possible closer to reality giving the player things he could not or did not want to do in real life. And if the majority of the projects tried to improve a level the diagrams, realism, artificial intelligence, MMORPG chose completely other way. To realise, why MMORPG is attempt of creation of virtual life that is the most approached to a reality, it is necessary to explain some things, which will help to understand, what is MMORPG.

As it was told earlier, RPG is a role game, and it can be seen even from the name that the player will play one's role. He will develop the character, dress him, learn new opportunities and professions, try to lead him through a subject line, which limits he can't exceed of, or the exit is conditional and does not influence the ending of the game. And the opponents are only artificial intellect-characters, that work according to the circuit. And though artificial intellect-characters in modern games are much stronger, than ten years ago, but in general they are the same machins.

In MMORPG everything is absolutely different - because in the world created by the developers, there are tens and hundred thousand players. And though there are also artificial intellect-characters, but they usually play quest's role or they are necessary just for the swing and training before the fight with other characters controlled by people. Let's think that everyone from hundred thousand people learn, develop in the direction, chosen by himself, earn game money, get as much as possible powerful reservation and arms, get acquainted with other players, unite with them in clans, pursuing a general purposes. Nothing reminds?! It is an attempt to create an alternative life and world. The world with it's limitations but you are allowed to communicate, to develop, to learn the laws of the world, to get friends, to earn money etc. And having as the opponent not artificial intellect-characters, but the real man, this process becomes extremely fascinating. But any pleasure, as the fire, can either warm you, or burn out. So it's necessary to control the time of playing and the level of involving in the game to be able to divide the real life and the virtual one in future.

Ukraine and computer games

Now I want to tell about computer games as the state product.

Traditionally, the computer games are not accepted to be something serious because of their "novelty" and specificity, therefore State does not consider this sphere and pretends it does not exist. And, as a matter of fact, it even is predicted – officials don't pay attention even on music and cinema. The ministry of culture in it's development is near the eightieth. For now it's more interesting for the ministry of culture to have dealings with the film-studios, theatres and other places of cultural. This is also a business and it's possible to understand them. Not to approve but to understand is possible.

Where to get means? It is possible to try to involve the external investors. But the level of knowledge about manufacture of computer games is low enough for their existence a certain percent of mistrust. The majority of the people with money in our country didn't use to work with the intellectual property.

It's difficult to understand the following. If there was no staff in Ukraine or the lack of ideas then the creation of manufacture of games would be an empty invention. But fortunately it's wrong. There are examples of home products that were sold abroad in 2,5 millions copies, and in a result became one of ten factors of Ukraine's popularity in the world!

It seems money is not necessary to the country as well as the opportunity to provide for work our talented youth. Is it not interesting to improve the outlook of Ukraine through the entertainment production? Everyone says, that this all is very necessary - but nobody wants to have dealing with it. And it's while the sphere of entertainments develops in a geometrical progression in the world ...

The world of games

The tendencies of the world market of entertainments speak about expansion both computer and videogames. They have already forestalled in volumes of sales the cinema and home music. It is expected, that computer and videogames will exceed in volumes of consumption the entertaining literature till 2010. The world leaders of game production (Electronic Arts, Activision etc., which annual revolution is billions USD) spend a lot of money in area of marketing researches about product placement (accommodation of advertising of production) in games. Thus, there are many companies producing the goods of consumer character, consider computer and videogames to be more attractive platform for accommodation of advertising than cinema.

The reports about a condition of the market of computer and videogames and cost of the shares of the largest companies of industry it is possible to see regularly on TV in business news in USA. It speaks that this market is perceived there seriously, and investment in the development / production of these production is favourable and profitable kind of capital investments. The opening of faculties for preparation of the experts in the field of creation of computer games at universities testifies that a profession of the developer is claimed and goodpaid work for the young people with creative potential.

Impetuous growth of cyber sport (professional playing in computer games) speaks that the games take the increasing part in life of modern youth.

According to calculations, the quantity of the players in Ukraine actively interested in cyber sport for has achieved about 500 000. Thus, we can speak about the growth of quantity of the consumers of a product.

Historically, USA is considered to be the leader in the field of development of computer games . Because of fast growing popularity of high technologies and development of the market of computer entertainments, the studios of development of games continue to occur worldwide. Last tendencies speak about displacement of development in the countries of Asia and East Europe to make cheaper the cost of a product ...

Prospects of Ukraine

To tell the truth it is hardly believed, that in coming years our country will manage to become the world leaders of mechanical engineering, manufacturers of home appliances or other industrial goods. However there are no doubts in strong intellectual potential of our country. Ours strong mathematical school, alongside with the way of education aimed at an extensive outlook of the pupils, give all bases to assume, that we are capable not only to succeed in development of modern computer technologies, but also to show the world better creation of innovational products. But initiatives of separate structures and companies can frequently be broken because of financial problems, the shortages of manager's staff for realization of the projects (for creation of one qualitative computer game it's necessary to have a team from 10-15 men and 2 years of continuous work). To make the industry of intellectual potential work, it's necessary to arrange a structured and scale program of state support, to create an appropriate institutes for support of the developers and reduction home computer industry to the one high denominator. The example of Korea has already become axiomatic. Then China has followed Korea: it's government invests money in development of their own on-line games, that will display elements of national culture. Games are a really international product and may be the one in the world allowing to present the people the history, tradition and culture of country.

With development of a computerization the society requires new kinds of reception of the information, new ways of using the intellectual resources, and the most important - new branches for creation of workplaces.