Turbine Inc. and the world of online gaming

Overview

65% of American households play computer or video games. The average age of a gamer is 35 years, and 1 in every 4 gamers is above the age of 50. The radical change in demographics and increase in spending power, coupled with the advent of broadband has led to the rapid growth of an industry which will reach $13 BN in size by 2013 – the Online Gaming Industry.

Our session will explore the business and social implications of this emerging industry through the perspective of Turbine Inc., one of the leaders in the online gaming market. To enrich our in-class discussion, please go through the material given below.

Readings

Case material in folder

1. Broadband and Video Games-Playing and Winning Together. (Pages 15 to 21 are very relevant)
2. Essential Facts - Gaming Industry 2008

Links -

1. Gaming Industry Update
2. Gaming remains the most popular online entertainment activity today
3. Online games market to hit $4.4 BN by 2010
4. The Daedalus project – the psychology of MMORPGs

Short videos -

1. Educational uses of Second-Life
2. An example of an online virtual conference held by the World Bank
3. An extreme case of online game addiction

Questions

Q1. How do MMOs make money? What are the alternate business models that Turbine can follow in the MMORPG industry?

Q2. What platforms apart from the PC can Turbine move into? Think about the challenges and benefits of such a strategy.

Q3. What are the moral and ethical dilemmas that a company like Turbine faces?

Q4. What is the business potential for Virtual worlds? What can be done beyond gaming?