

Context research

In this section I will be showing the research I have conducted in relation to the games industry, what business models are most popular and how this will affect the decision-making process.

Business models:

According to (Clement, 2023) the top three performing business models in the gaming industry are 'pay to download' at '50%', 'Free to download' at '36%' and 'Paid DLC/Updates' at '25%'. From this I have decided to use a 'Free to download' or more commonly known as 'Free to play' model.

I have decided to use this business model over the 'Pay to download' one because my game will not be in a state that people will be willing to pay for by the 19th of May. However, it will be in a state that people will be willing to play it for free.

Fortnite is the biggest game that also uses the Free to play model and earns revenue through skins and a battle pass system.

According to Daniel (2023) in the year 2022 Fortnite revenue was at '\$6+ Billion'. From this, if my game continued development past its playable state, microtransaction cosmetic add-ons such as different character and weapon skins would be sold all for separate prices.

Target audiences:

According to Latouche (2019) 'a first-person shooter game will most of the time target a demographic of young men between the ages of 15 and 35'. First person and third person shooter games have a lot in common when it comes to target audiences, as a result they will overlap and target the same audience. So, I have narrowed down my target audience to males of the ages 12-35.

If I was to distribute the game publicly, I would have to get a PEGI rating first.

According to PEGI (2017) 12+ PEGI rated games are 'Video games that show violence of a slightly more graphic nature towards fantasy characters or non-realistic violence towards human-like characters would fall in this age category. Sexual innuendo or sexual posturing can be present, while any bad language in this category must be mild'.

There won't be any excessive gore in my game but there will be guns and slight blood resulting in the PEGI rating being around about the age of 12+.

Are third person shooter games still popular:

Here I will show some examples of third person shooters that are out and still popular alongside a highly anticipated upcoming release. I have and am taking inspiration from all these examples.

The first example is Resident Evil 4. According to (Yang, 2023) Resident Evil 4 sold '4 million copies' by the 7th of April 2023. However, this game uses the pay to play model. With reviews being mostly positive. For example, according to (Ogilvie, 2023) IGN gave this game a 9.2/10. This is related to my game as it is a third person enemy AI shooter like mine is going to be.

According to (PlayStation, 2022), the announcement trailer is sitting at 3.1 million views. [Resident Evil 4 - State of Play June 2022 Announcement Trailer | PS5 Games - YouTube](#). I will be using this trailer as inspiration for the tone I want to set for Bradzorg.

The second example is Dead Space. According to (Brown, 2023) 'The Dead Space remake has taken the number one spot on the UK's physical sales charts. This is related to my game as it is a sci-fi third person alien shooter like I am aiming to develop.

According to (Space, 2022), the announcement trailer is sitting at 2.7 million views. I will also be using this trailer to figure out the tone that I want to set for my game.

The Third example is Remnant 2. According to (2, 2022) the announcement trailer is sitting at 5.3 million views. [Remnant 2 - Official Announcement Trailer - YouTube](#)

The game is highly anticipated. This relates to my game for the same reason as my first example, a third person enemy AI shooter like mine is going to be.

According to (Square, 2021) Aliens: Fireteam Elite was at the top of the ‘UK Sales Charts: Week Ending 28th August 2021’ beating out other huge titles such as ‘Mario Kart 8 Deluxe, Minecraft (switch) and Grand Theft Auto V’. From this we can see that there is still a huge audience waiting for third person alien shooters. This also utilises the horror genre for a creepy atmosphere and scary alien enemies.

According to (Fireteam Elite, 2021), this is the announcement trailer for Aliens: Fireteam Elite. [Aliens: Fireteam Elite - Announce Trailer - YouTube](#). This is the main game that has inspired me and will continue to influence decisions throughout production.

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