



## What is MMORPG?

Any story-driven online video game in which a player, taking on the persona of a character in a virtual or fantasy world, interacts with a large number of other players.

**Massively  
Multiplayer  
One  
Role  
Playing  
Game**

VIRTUAL, WORLD-WIDE REACH  
UP TO THOUSANDS  
MUST BE CONNECTED, INTERNET-BASED  
CHARACTER CREATION & SKILLSET  
INTERACTIVE & SOCIAL  
GOAL = PROGRESSION



# Unique Characteristics

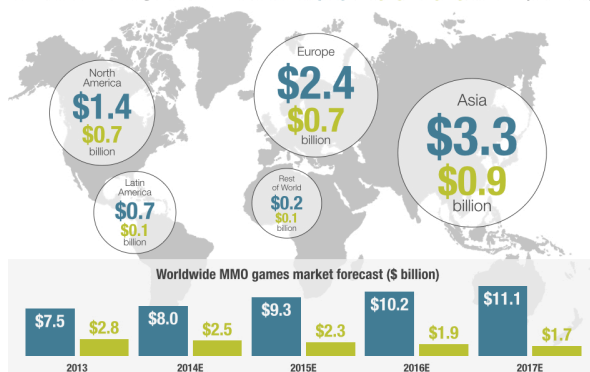
- Choose to be you or NOT
- Large number of participants from all over the world
- Social interaction:
  - Inter-game communication encouraged
  - Mandatory group and teamwork to increase socializing
- Customization
- Game progression
  - Economic, power, collection, titles, etc



## MMO Gaming: Quick Facts

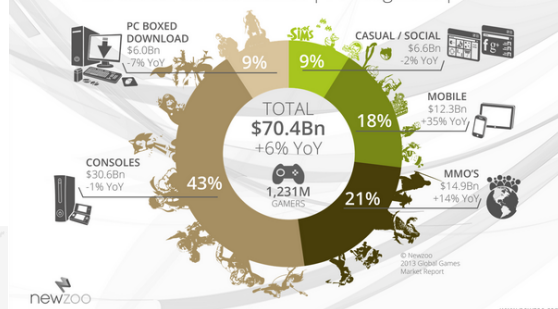
- Revenue: \$11 billion (forecasted for 2014)
- MMORPG represents 21% gamers
- Top Game to Date: World of Warcraft
- Consumer:
  - 26 years (average)
  - 85% Male
  - 50% do not have full-time jobs
  - Individuals
  - Online social groups

Worldwide MMO games market, **free-to-play** vs. **pay-to-play**, 2014E (\$ billion)



<http://www.superdatasearch.com/market-data/mmo-market/>

The Global Games Market | Per Segment | 2013E



<http://www.newzoo.com/press-releases/newzoo-announces-new-report-and-projects-global-games-market-to-grow-6-to-70-4bn-in-2013/>

# Sign Me Up

- Choose the game
  - New games released every year
  - Updates to existing games released every year
- Purchase or Free
  - Monthly subscriptions \$15 & up
  - Upgrades cost
- Download the patches
- Create User Account with Login
- Character Creation

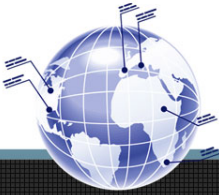


# What's in a game?

- Unique Game Environment
  - PERSISTENT:
    - Players come and go, but the world continues to evolve
    - No Pause Button
    - Risk
  - IMMERSIVE: real place with real rules
  - PROGRESSION:
    - LEVELS, WEALTH, POWER, STATUSStoryline or theme
- Human players: Virtual Characters
- Game Master: sets the rules, hints and guides the game
- PC interactions with NPCs

# Behind the Game

- Characters are virtual, but they represent real people:
  - Aspirations
  - Personalities
  - Reactions
  - Emotions
- Social Experiments
  - “Corrupted Blood” Incident - reactions to a plague-like virus that affected characters in the game
  - Real-life research model



## What Makes it SOCIAL?

- Parts of the game may be played individually, but other portions **require** you to join a group to progress
- Similar to large, elaborate chat room
- Chat channels offering players to be conversational



# Major Player #1: World of Warcraft

*An online game where players from around the world assume the roles of heroic fantasy characters and explore a virtual world full of mystery, magic, and endless adventure.*



# Major Player #2: Eve Online

*Set 23,000 years in the future. As an elite spaceship pilot, you will explore, build, and dominate across a universe of over 7,000 star systems. Sandbox gameplay and advanced skill-based progression provide you with a truly unique experience as you rise to power among the stars*



# The Future

- Challenges:
  - Marketing New Games
  - Loyalty and Continuity
  - Business Models
    - Subscription
    - Upfront purchase
    - Inner game up-charging
    - Progressional purchases
- Opportunities
  - Mobile
  - Consoles
  - User-generated Content



Questions?



# References

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