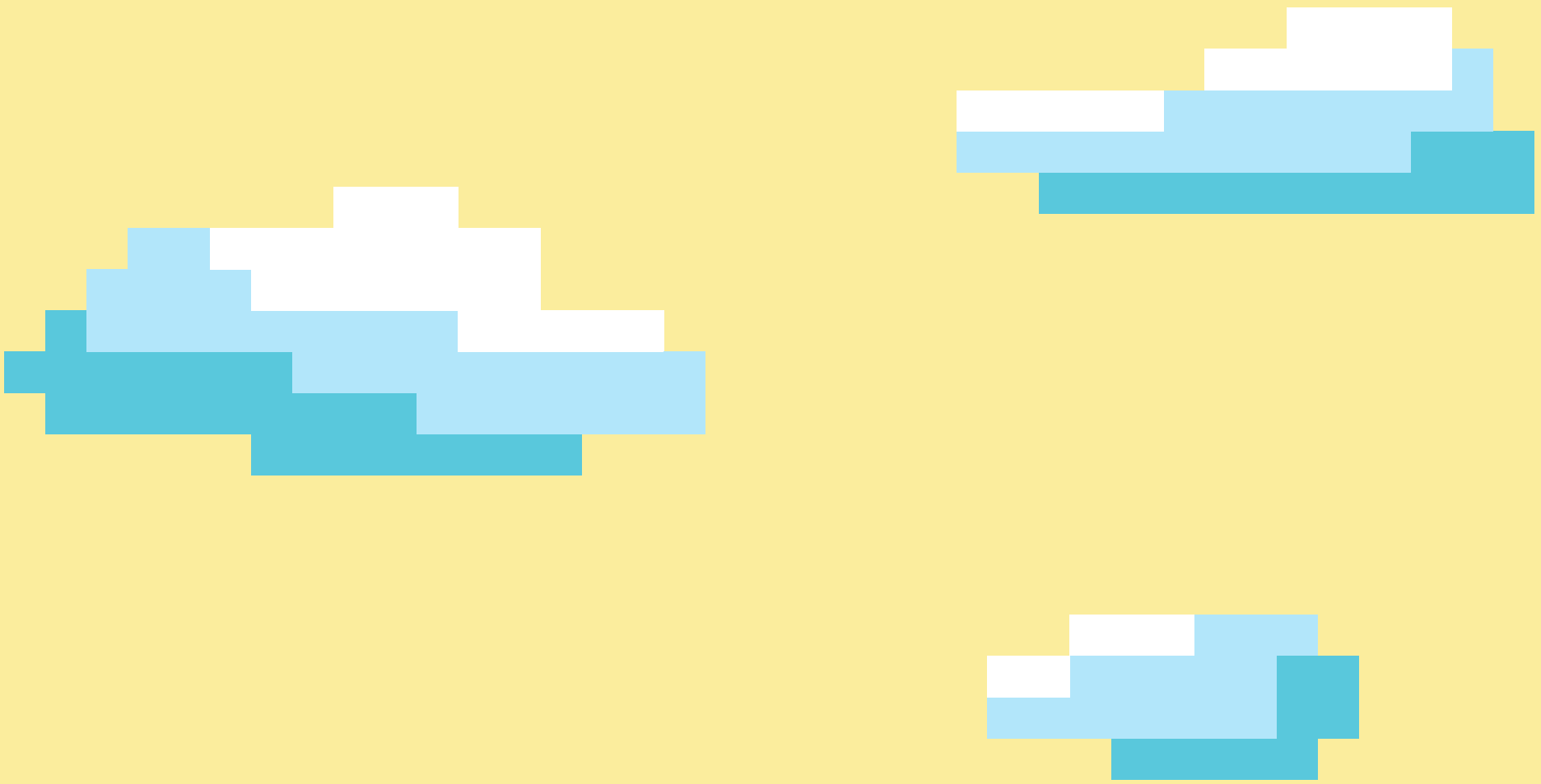


# THE EVOLUTION OF THE VIDEO GAME INDUSTRY



FROM MASS FISHING  
TO  
WHALE HUNTING

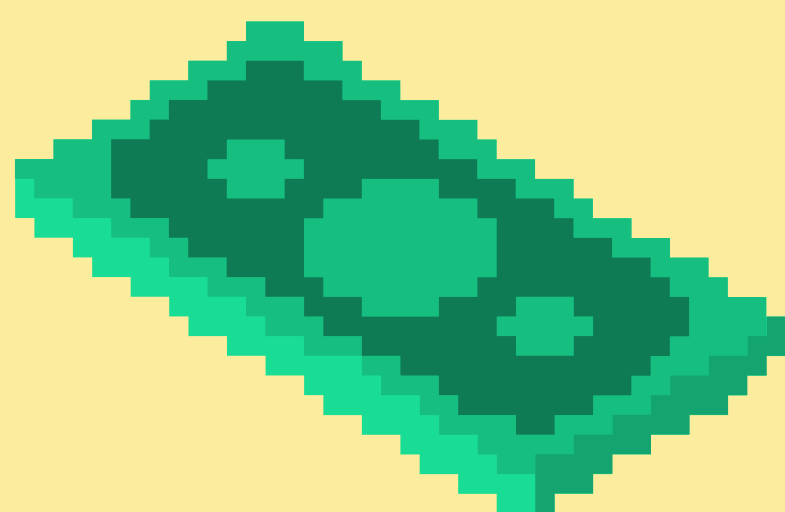


# A VIDEO GAME DATA CASE STUDY

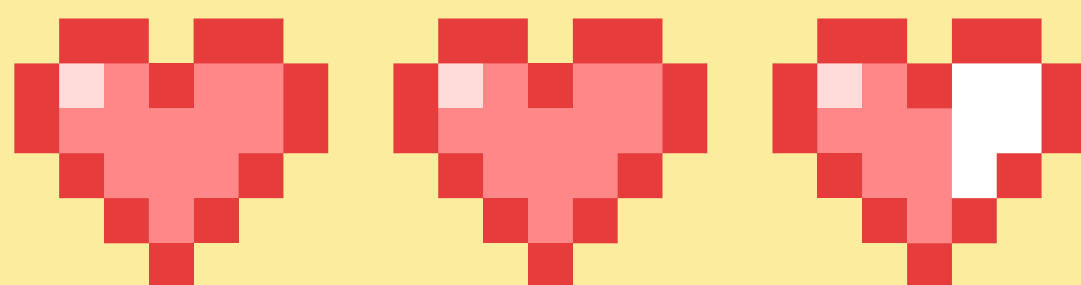


PRESENTED TO YOU BY  
BAPTISTE LOMBART

FOR MANY YEARS NOW,  
THE VIDEO GAME  
INDUSTRY HAS BEEN  
GLOBALLY RECOGNIZED  
AS THE TENTH ART.  
ALONGSIDE MEDIUMS LIKE  
CINEMA, RADIO,  
TELEVISION, AND EVEN  
PHOTOGRAPHY, ITS RAPID  
GROWTH HAS RAISED  
MANY QUESTIONS,  
INCLUDING THOSE ABOUT  
ITS OPTIMAL BUSINESS  
MODEL.

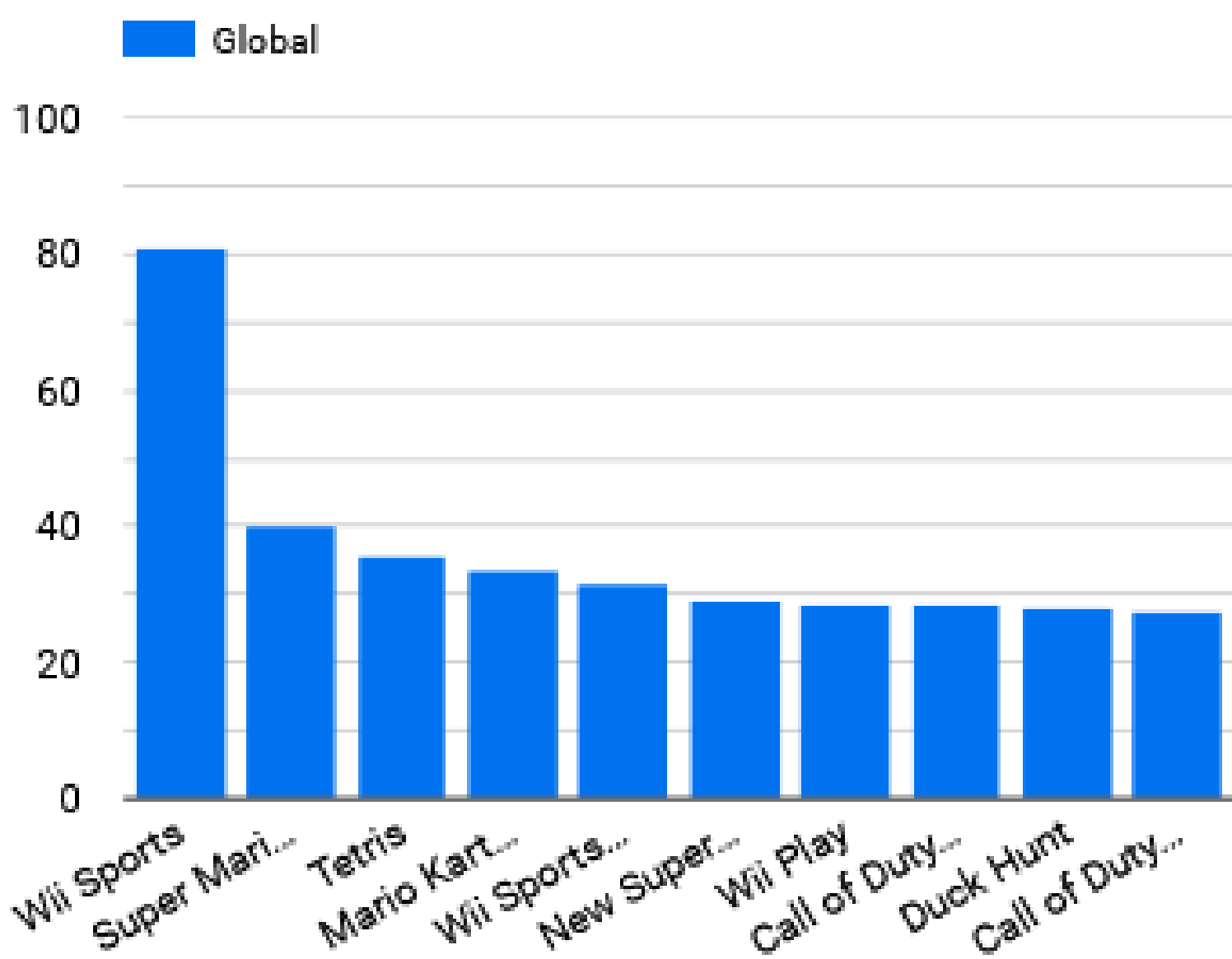


INITIALLY, VIDEO GAME SUCCESS WAS MEASURED BY TWO MAIN METRICS: COMMERCIAL SUCCESS AND CRITICAL RECEPTION. WHILE UNDERSTANDING THE CRITICAL RECEPTION MIGHT BE MORE CHALLENGING DUE TO THE SUBJECTIVE NATURE OF REVIEWS AND THE WIDE RANGE OF REVIEWING PLATFORMS, THE COMMERCIAL ASPECT WAS STRAIGHTFORWARD: THE MORE COPIES A GAME SOLD, THE MORE SUCCESSFUL IT WAS CONSIDERED.

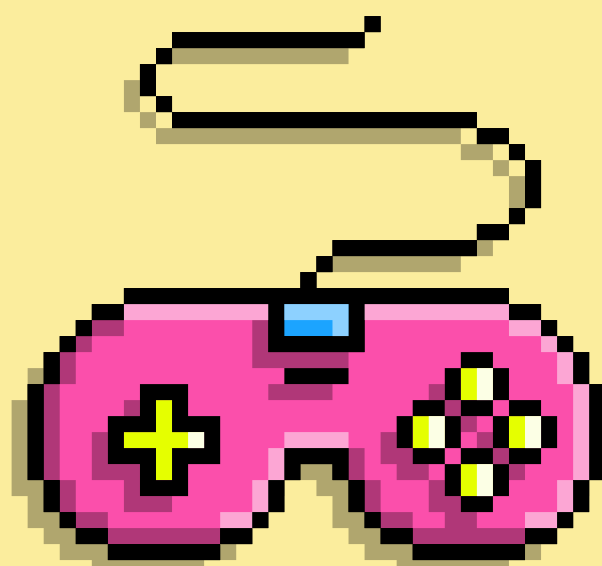


	Game Title	Global ▾
1.	Wii Sports	81,12
2.	Super Mario Bros.	40,24
3.	Tetris	35,84
4.	Mario Kart Wii	33,55
5.	Wii Sports Resort	31,52
6.	New Super Mario Bros.	29,08
7.	Wii Play	28,71
8.	Call of Duty: Black Ops	28,47
9.	Duck Hunt	28,31

1 - 100 / 1519    <    >



PREVIOUS GRAPHS  
SHOWCASE THE BEST-  
SELLING GAMES FROM 1983  
TO 2012, WITH WII SPORTS  
LEADING THE CHART WITH  
81.12 MILLION COPIES  
SOLD. NOTABLY, WII  
SPORTS WAS INCLUDED AS  
A BUNDLE WITH THE WII  
CONSOLE AT ITS LAUNCH.  
ASSUMING AN AVERAGE  
PRICE OF 20 DOLLARS PER  
UNIT, THIS WOULD EQUATE  
TO AN ESTIMATED GROSS  
REVENUE OF  
APPROXIMATELY 1.622  
BILLION DOLLARS.

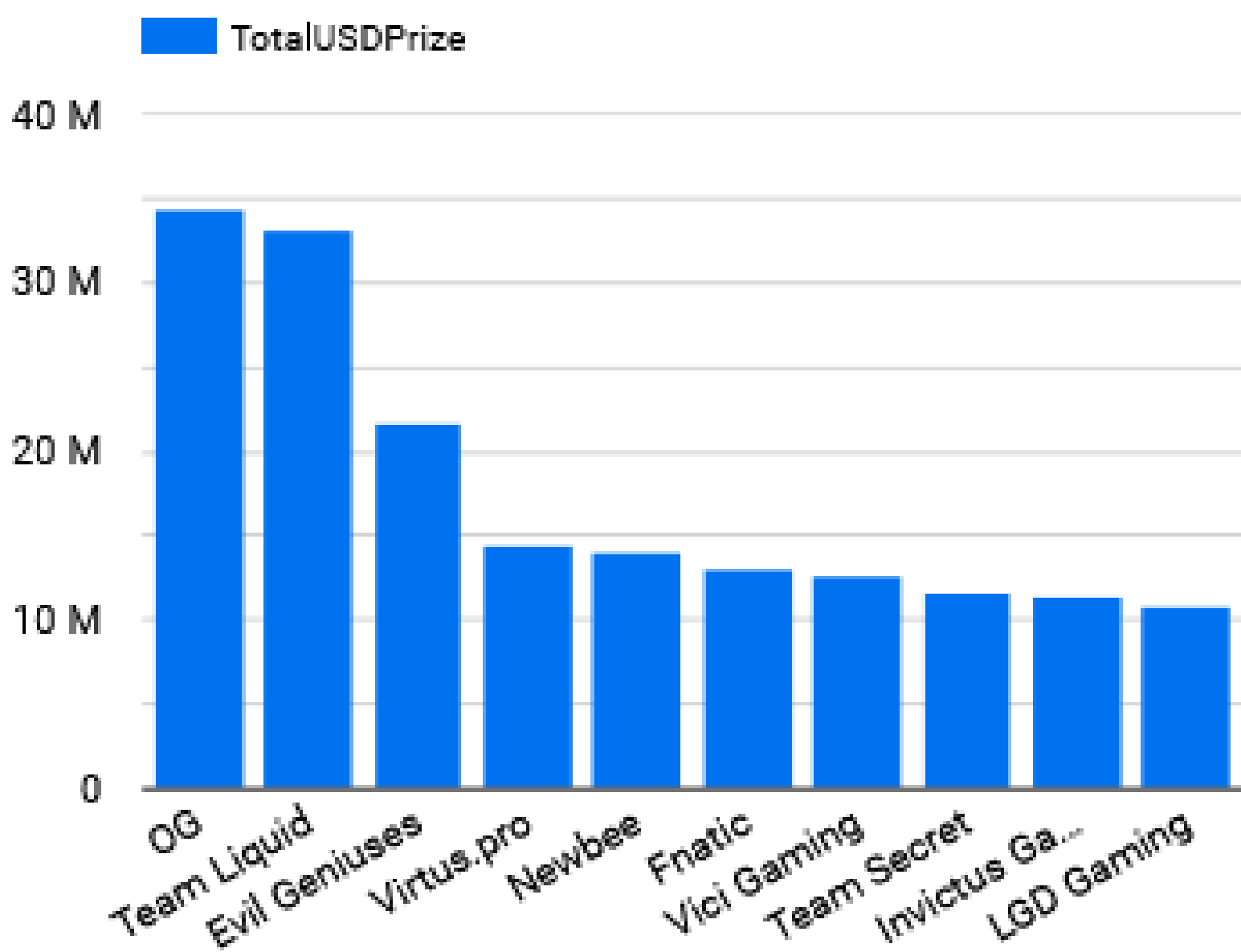


SINCE THEN, MANY GAMES, SUCH AS MINECRAFT AND GTA V, HAVE SURPASSED THESE SALES FIGURES. HOWEVER, THEIR BUSINESS MODELS DIFFER SIGNIFICANTLY FROM THOSE WE'VE SEEN PREVIOUSLY. A COMMON FEATURE AMONG THESE GAMES IS THEIR MULTIPLAYER ASPECT. NOWADAYS, COMMUNITY INVOLVEMENT PLAYS A SIGNIFICANT ROLE IN A GAME'S SUCCESS, WITH A CRUCIAL ELEMENT BEING ITS PRESENCE IN THE COMPETITIVE, OR ESPORTS, SCENE.



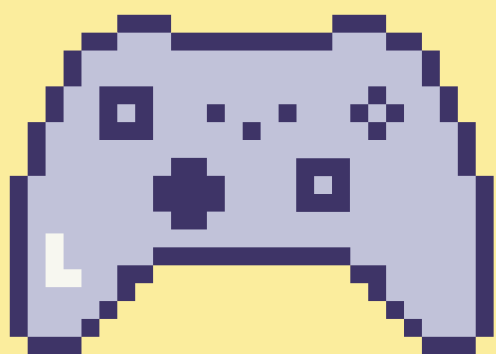
	TeamName	TotalUSDPrize ▾
1.	OG	34 297 886,13
2.	Team Liquid	33 095 692,87
3.	Evil Geniuses	21 662 171,52
4.	Virtus.pro	14 393 878,63
5.	Newbee	14 072 159,4
6.	Fnatic	13 000 709,75
7.	Vici Gaming	12 660 736,3
8.	Team Secret	11 688 870,47
9	Invictus Gaming	11 515 644,56

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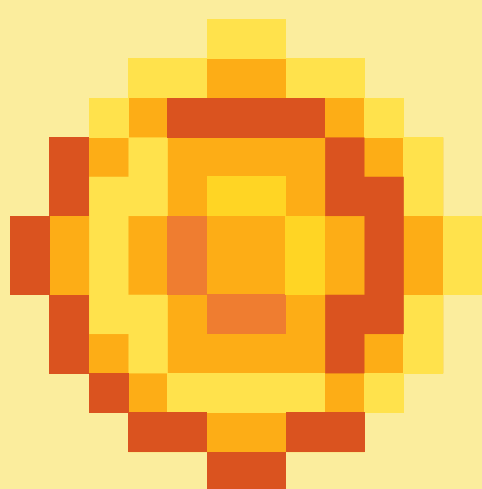




HERE, I PRESENT  
AGGREGATED DATA FOR  
THE 10 MOST  
PROFESSIONALLY PLAYED  
GAMES FROM 1998 TO 2020.  
THE TOTAL CASH PRIZES  
AMOUNT TO \$01.04 MILLION  
USD, WITH TOP  
PROFESSIONAL TEAMS  
EARNING AS MUCH AS \$4.29  
MILLION USD. THESE CASH  
PRIZES TESTIFY TO THE  
INDUSTRY'S EVOLUTION,  
DEMONSTRATING THAT AN  
INCREASING NUMBER OF  
PRIVATE ENTITIES ARE  
RECOGNIZING THE  
INVESTMENT POTENTIAL OF  
THE MARKET.



NEXT, WE WILL SEE ANOTHER COMPONENT OF THE NEW VIDEO GAME INDUSTRY: DIGITAL MARKETPLACES. SOME OF THE BIGGEST GAME PUBLISHERS AND DEVELOPERS HAVE LAUNCHED THEIR OWN DIGITAL PLATFORMS. STEAM, FOR EXAMPLE, IS A MARKETPLACE LAUNCHED BY VALVE IN 2003. ITS SUCCESS CONTRIBUTED TO THE PARADIGM SHIFT FROM CUSTOMERS BUYING THEIR GAMES AT RETAIL STORES TO ORDERING FROM DIGITAL MARKETPLACES.



# 230M+

Total PC users

Nearly **725M** Epic cross-platform accounts

# \$820M

**spent** by PC players on the  
Epic Games Store

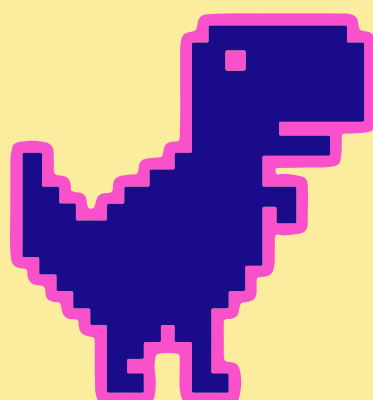
— **2%**

# \$355M

**spent** by players on third-party PC  
games in the Epic Games Store\*

+ **18%**

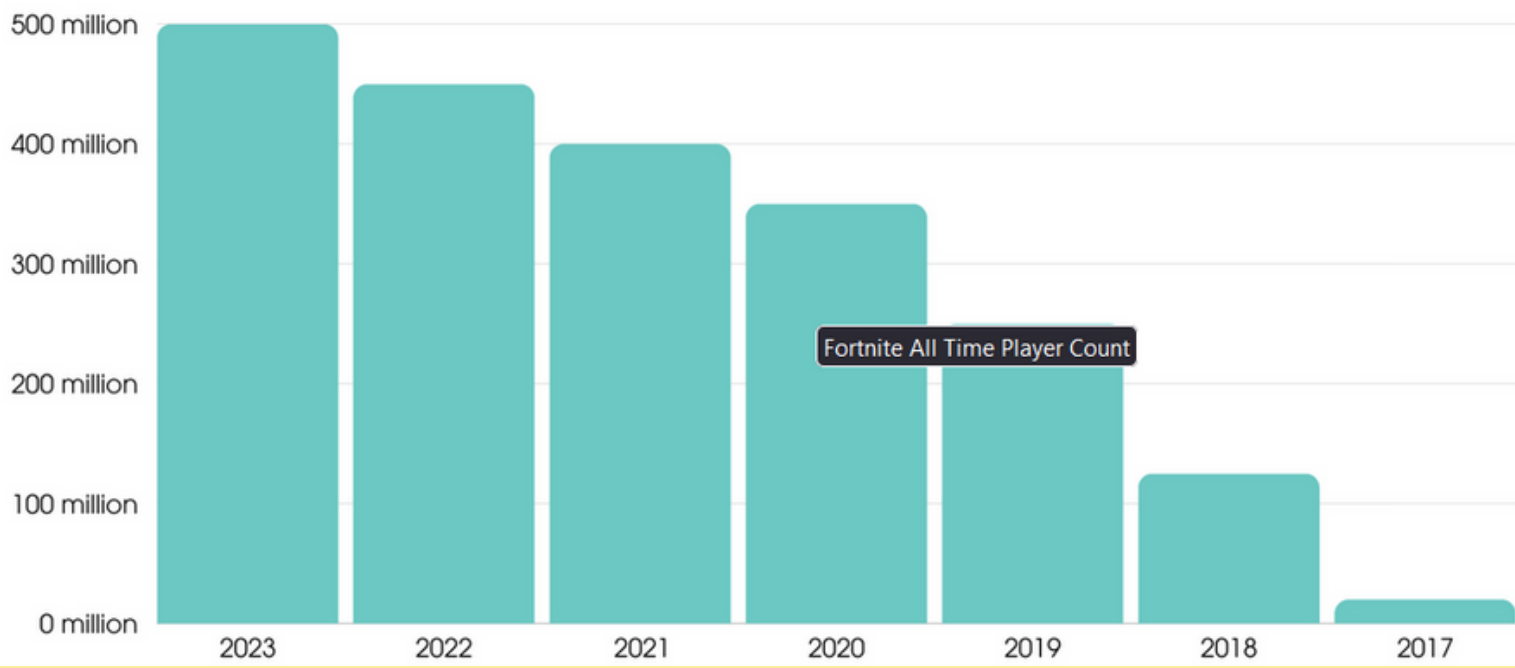
HERE, WE CAN HAVE A QUICK GLIMPSE INTO THE FIGURES OF EPIC GAMES STORE. IT IS WIDELY USED AMONG PC USERS (MORE THAN 230 MILLION AND 725 MILLION ACROSS ALL PLATFORMS) AND IS GENERATING 820 MILLION USD IN SALES BY PC PLAYERS. ALSO, EPIC GAMES HAS BEEN OFFERING FREE GAMES TO EVERYONE AS AN INCENTIVE. MORE THAN 99 DIFFERENT GAMES HAVE BEEN DISTRIBUTED FOR A TOTAL VALUE OF 2,240 USD. ACCORDING TO EPIC GAMES DATA, MORE THAN 700 MILLION FREE GAMES WERE DISTRIBUTED.



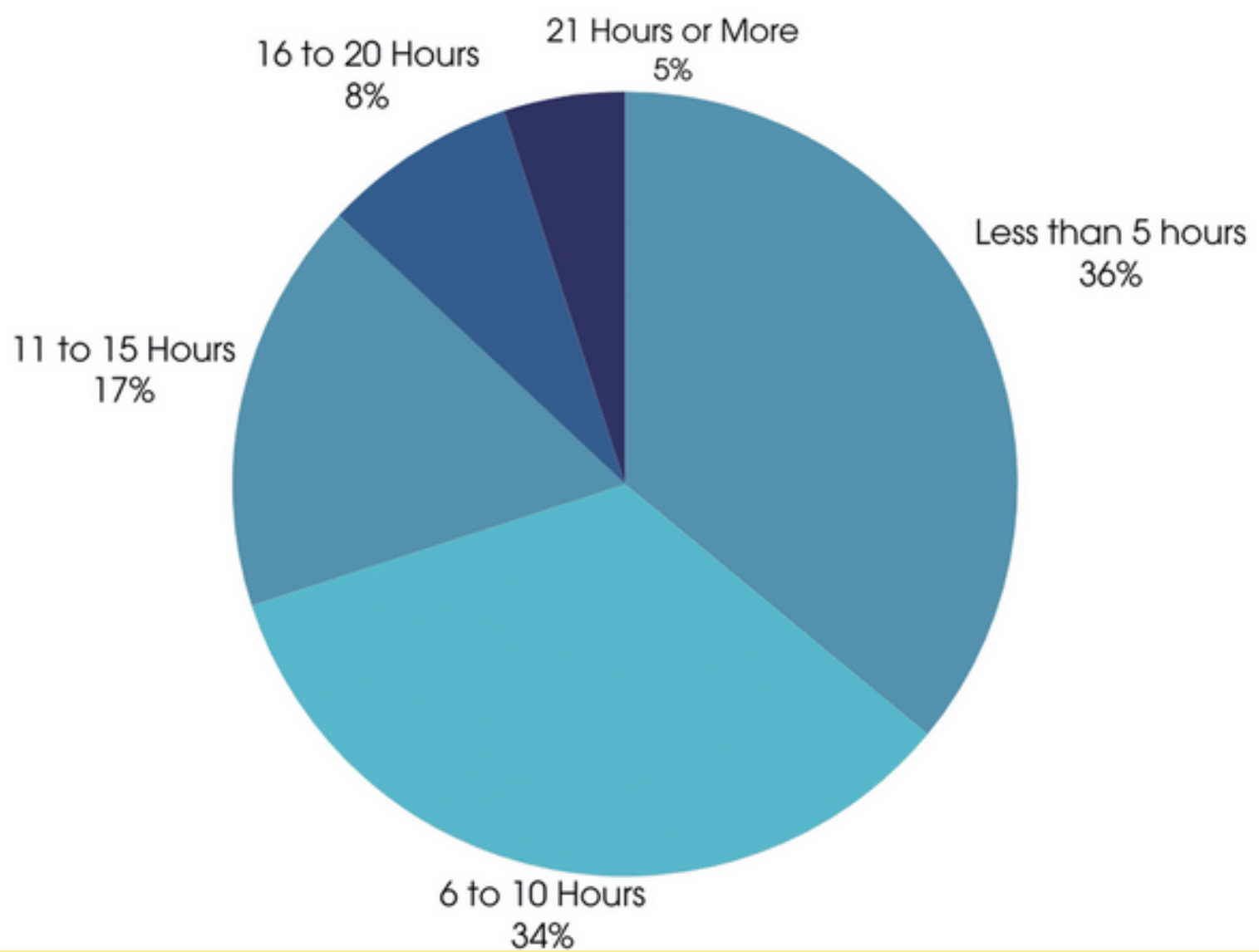
FINALLY, WE WILL TAKE A LOOK AT ONE OF THE MOST SUCCESSFUL MODERN EXAMPLES: FORTNITE. ALTHOUGH IT IS THE MOST RECENT EXAMPLE IN OUR STUDY, ITS INFLUENCE ON FUTURE GAMES AND GENERATIONS OF GAMERS CANNOT BE IGNORED. THIS GAME, LIKE OTHER GIANTS OF THE VIDEO GAME INDUSTRY, THRIVES THANKS TO ITS FREE-TO-PLAY MODEL. INDEED, MOST OF ITS REVENUE COMES FROM IN-GAME PURCHASES AND PARTNERSHIPS WITH FAMOUS BRANDS AND ARTISTS.



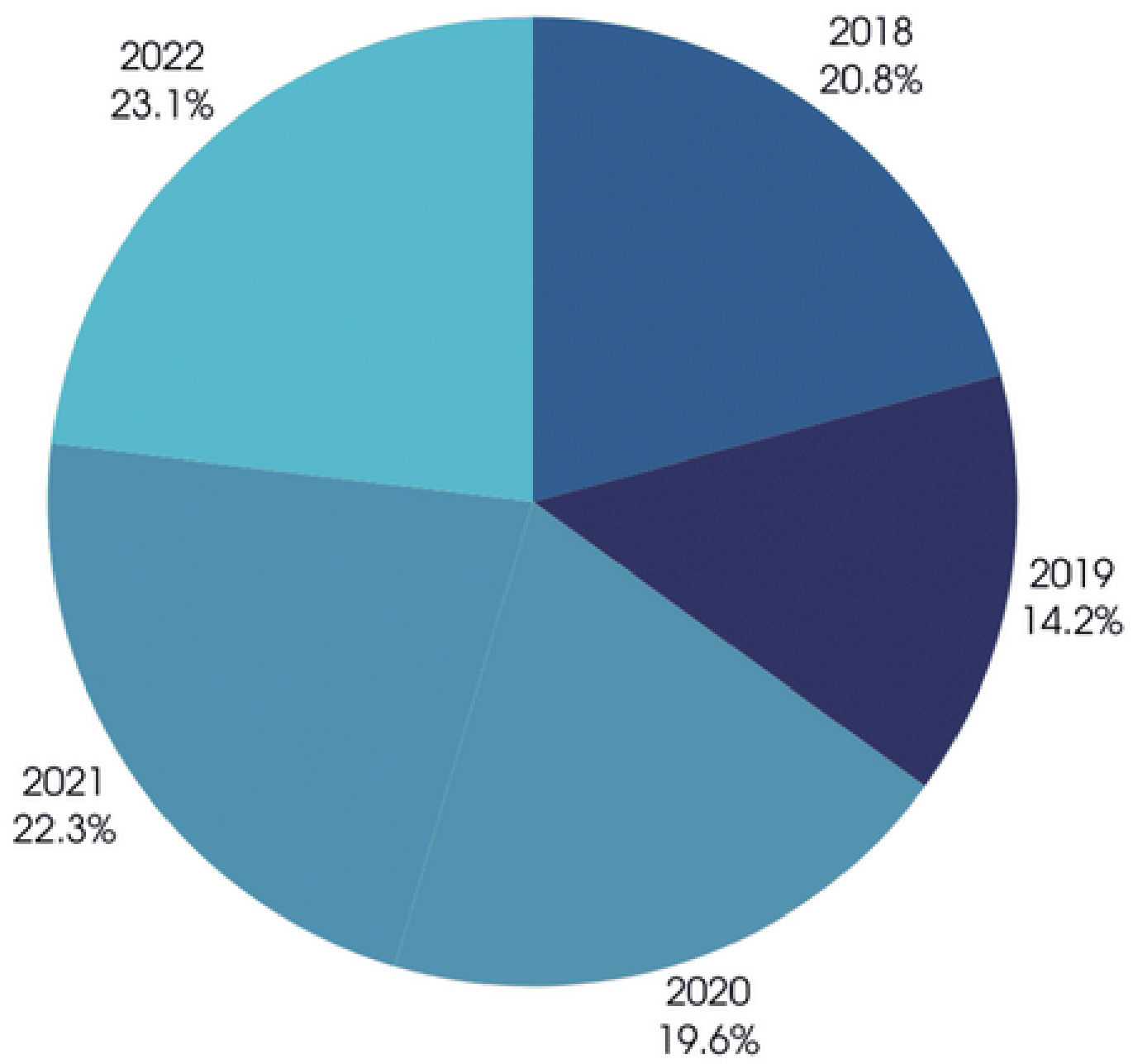
### Fortnite All-Time Player Count



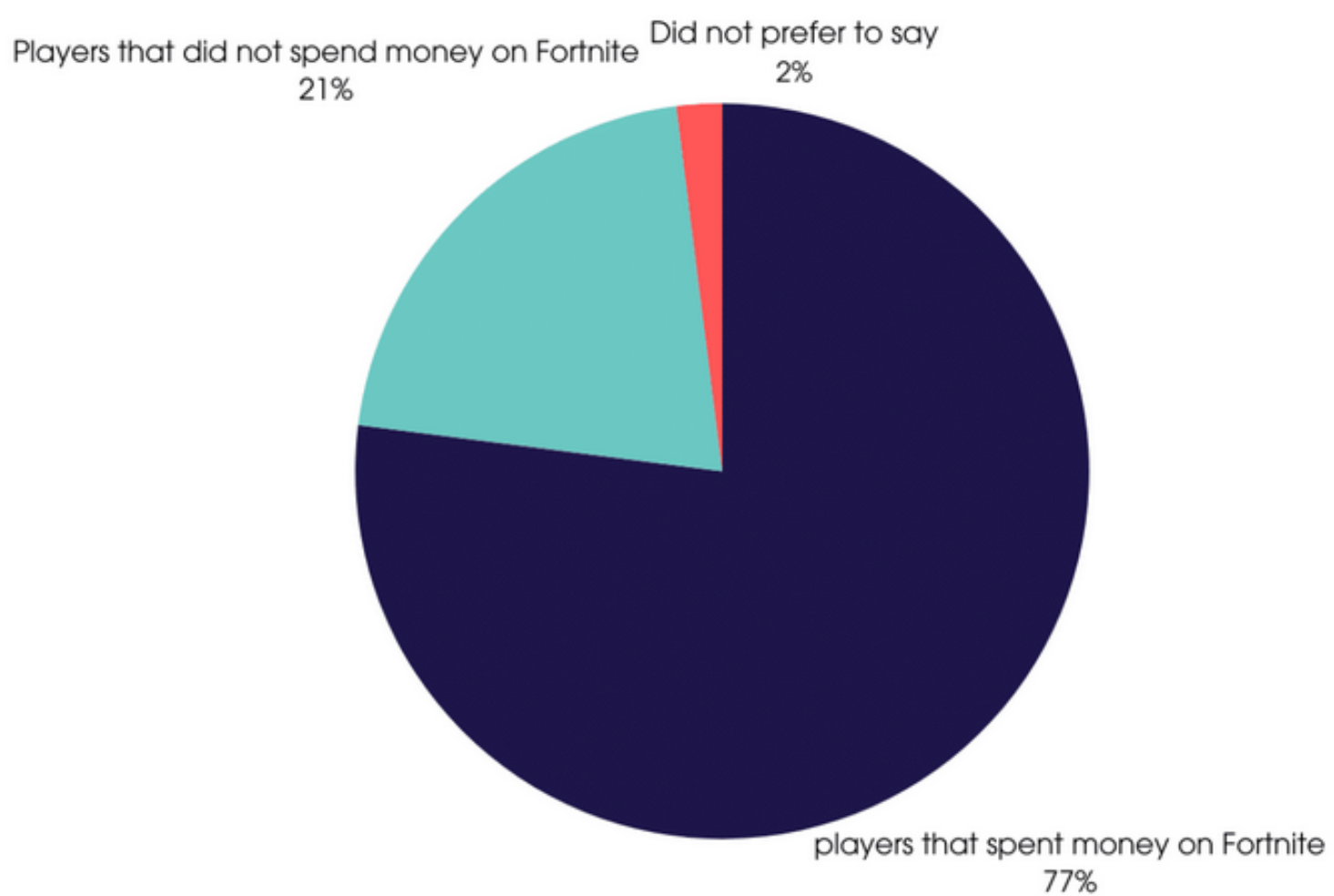
### Fortnite Player Average Play Time



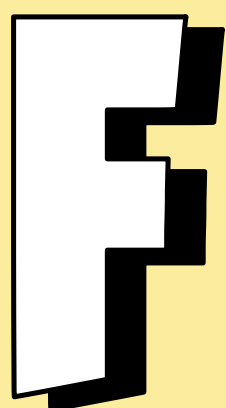
## Fortnite Revenue Statistics



## Fortnite Global Player Spending Stats



FORTNITE BATTLE ROYALE IS A GAME THAT WAS RELEASED IN LATE 2017. SINCE THEN, IT HAS BECOME ONE OF THE MOST PROLIFIC AND ACTIVE GAMES IN HISTORY. OVER THE SPAN OF 5 YEARS, UP UNTIL 2022, THE GAME HAS GENERATED REVENUE OF OVER 26 BILLION USD (SEE THE GRAPH FOR DISTRIBUTION). MORE THAN 230 MILLION ACTIVE PLAYERS CONTINUE TO ENGAGE WITH THE GAME MONTHLY, CONSISTENTLY BREAKING ITS OWN ANNUAL PLAYER COUNT RECORDS.





THE RETENTION RATE OF FORTNITE IS EXCEPTIONALLY HIGH, WITH 34% OF THE PLAYER BASE PLAYING 6 TO 10 HOURS EVERY WEEK. PERHAPS MOST NOTABLY, ONE GRAPH IN OUR STUDY REVEALS THAT A LARGE MAJORITY OF PLAYERS (77%) HAVE SPENT MONEY ON FORTNITE. DESPITE BEING COUNTERINTUITIVE, MOST PLAYERS ARE ENCOURAGED TO PURCHASE COSMETICS DUE TO GENEROUS CONTENT AND USER-FRIENDLY POLICIES.



THIS CONCLUDES OUR JOURNEY THROUGH VIDEO GAME HISTORY AND ITS CHANGES OVER TIME. WE'VE SEEN A SHIFT FROM INITIALLY FOCUSING ON SELLING AS MANY COPIES AS POSSIBLE TO EVOLVING TO OFFER FREE GAMES AS AN INCENTIVE FOR PLAYERS TO PURCHASE SKINS. THE MARKET HAS UNDERGONE NUMEROUS SHIFTS AND CONTINUES TO EVOLVE. IT'S A RAPIDLY-CHANGING INDUSTRY THAT HOLDS MANY PROMISES FOR INVESTORS, PLAYERS, AND DEVELOPERS ALIKE. THANK YOU FOR YOUR ATTENTION.



## SOURCES :

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