

IMPACT OF SOCIAL MEDIA ON GAMING INDUSTRY

Vyshnavi. A

Assistant Professor, Department of Management,
Center for Management Studies, JAIN (Deemed-to-be University), Bangalore, India
Email Id: vyshnavi_a2015@cms.ac.in

Abstract

In the last three decades, the video game industry has expanded immensely and one big driving force has been social interaction between offline and online gamers. This paper provides an overview of the gaming industry's development and the various social platform implementations in video games, the effect on gaming cultures of the integration of social media subsystems, their responses and feedback. There are findings on the various gaming patterns in the years between 1990 and 2020 and how players are influenced by contact and social interaction. Income models are discussed during the period. The report provides research into a few important examples of the symbiotic relationship between the gaming industry and social media sites. Some examples of the financial strength and sales opportunities in gaming are shown. As a result, it is inferred that gaming cultures are closely related to the use of channels that are geared outside of games towards social interaction.

Keywords: Developer, Game, Industry, Social media, Video, Social networking, Models.

I. INTRODUCTION

In the 1980s and 1990s, computer video games and gaming began as an artistic hobby for ostracized groups of young individuals and programmers. At first on a local and then national level, it became a medium in the late 2000s that attracted considerable interest in community-hosted activities. Games have become a career path for both software engineers and players over the past decade, a billion-dollar shareholder investment option, and a driving force for hardware processing power innovation and life-like graphics algorithms [1]. Gaming businesses use social media to advertise their goods and draw new consumers as a way of targeting a larger audience. The evolution of gaming has influenced the tech world as a social practice and has changed the global economy. In this paper, we look at the current state of social interactions within gaming communities as well as the effects of switching from conventional offline single player games to online multiplayer games [2].

A summary of key developments in the gaming industry over the past 30 years and a customized point of view on the future of social marketing for hardware and software for

electronic entertainment. The remainder of the paper is structured into two sections. The first follows the evolution of the revenue models of games and gaming studios and patterns. Section two offers an overview of various social media in and outside video games for communication between players. The implications of using Facebook, Twitter, Discord and Twitch.tv as external socialization and advertising platforms are explored here [3].

A. Gaming Industry Evolution

Since the 1950s, video games have existed. Though not commercially available for a substantial period of time until 1971, the minds of programmers and daily computer enthusiasts were intrigued by video games. About 50 years later, games are now being played on computers, laptops, tablets, smartphones and a number of consoles. Around 1/3 of the world's population, or around 2.4-2.5 billion people, is estimated to have played a video game more than once in the past five years. A significant subject for debate is the evolution of the gaming industry. Our primary purpose is to share observations and present facts in order to back up some of the arguments drawn from those observations. At about the end of the last century, the author's experience in the field began. There were considerably fewer games on computers at the time [4].

Game developers were searching for financing and an audience at the end of the 1990s. It is possible to mark this period of gaming as an experimental beginning. There are numerous games with the intention of sparking interest in potential players. It is at this point that the developments in the gaming industry will be determined by a few games. It is not only among developers and players that computer video games are now popular[5]. Hosted in 1995, the first game-oriented Electronic Entertainment Expo (E3) became the largest celebration in the history of video games with over 40,000 participants. It is about to change history with titles such as War craft, Half-Life, Grand Theft Auto, StarCraft and Heroes of Might and Magic and their respective game studios. These and other games are transforming software and hardware technology for the next two decades, paving the way for gaming as a sport and encouraging many to develop their own careers, franchises and businesses. In their corresponding long sequence of sequels, expansions and remakes, the games listed above are genre-defining and first names [6].

Computer games in the first decade of the 21st century are beginning to gain interest from a broader audience. This is the age of games being sold illegally and mods being made. Although a modern game can be bought or obtained in the West, games needing a purchase are illegally distributed and pirated in Eastern Europe. Internet cafes emerged during this time, enabling tourists to pay an hourly fee and play on public computers. A "crack" was required for pirate copies of games, an edited or hacked version of key files and configurations. This also allowed the rise of "mods" or changes. Due to either open-sourced core game engines or source tool-kits released by the game developers themselves, modifications are possible [7]. For existing games, mods involve new elements, levels or maps that often end up as the basis for entirely

different titles or even the establishment of new sub-genres in games. A map called Dota is the famous mod for Blizzard Entertainment's War craft III, which would end up becoming one of the most successful modern day games for another company called Valve. Valve was also one of the pioneers of the first-person shooter genre when Half-Life was released in 1998. In turn, the game would inspire mods like Team Fortress and Counter Strike and hundreds of related titles that are still played by millions of people 20 years later [8].

Valve also participated in the creation of the first forum for player interactions outside of games in 2003. Steam is a software programmer planned to deliver patches and bug fixes to Valve's game titles for the first time as a channel. Later, for many game developers and organizations, it became a digital distribution channel or an online shop. Software, video games and Valve hardware are mainly sold on the website. By 2019, according to websites such as Steam finder, Steam had crossed more than 1 billion registered users. Games were a one-time purchase of a physical disc until 2003-2004. Two matches were introduced in 2004, requiring an extra fee or subscription per month. Lineage is incredibly common in Asia, while both Europe and the Americas are being swept by World of War craft. With World of War craft passing 100 million unique accounts in 2014, both games are still played to this day. In 2006, apart from monthly subscriptions, a new business model, which is currently referred to as loot boxes, emerged in a free-to-play game called ZT Online. Loot boxes are considered to be a gambling mechanic, where the player "opens" a box for a small fee and collects a random reward from a large range of known or unknown objects or benefits in the game [9].

Games worldwide became more available by the end of 2009. For their optimum hardware specifications and build quality, gaming computers and laptops are sought after. Tournaments of moderate size are being organized and teams are created. Sponsors of such activities are also looking for ways for players to sign contracts. Samsung and Korea Telecom make deals with StarCraft players in South Korea and gradually the game becomes the entire country's famous trademark and a generational pastime. Gaming has now moved dramatically towards the end of 2019. The main revenue source for multiplayer and free-to-play games is micro transactions. The acquisition of a rare novelty object or skin gives players popularity and the gaming impact of opening loot boxes on the human brain has become a real problem and nations are putting legislation in place to protect young people. Belgium's Minister of Justice claimed in 2017 that opening loot boxes is a mixture of money and gambling addiction. Loot boxes cannot be bought with real money in China, but can be offered as a reward to players for achieving various in-game objectives [10].

The popularity of mobile games is another difference in the gaming industry between the 2000s and the 2010s that links to the previous problem. More and more developers are spending time on making mobile games with the increased storage and processing capacity of today's smartphones. Traditionally, they are free-to-play. A way to make mobile game money is to insert ads in the game and a way to delete them by buying in-game passes, premium accounts, etc. A new way for various types of devices to communicate was also implemented by advancements in hardware, internet networks and software. Cross-play technology can now be

used on consoles, computers and cell phones. One specific game can attribute cross-play to its huge success. Fortnite is a free-to-play game that was released in 2017 and, thanks to micro transactions; it had accumulated more than 100 million players in 2018 and broke records for most annual earnings for a video game in history with revenue of \$ 2.4 billion. Physical copies of games are still scarce with the emergence of these networks, and are only really available with pricey collector editions. In the 2010s, digital activation codes were introduced, which can be purchased physically, but consumers need to enter the game code and download the product from sites such as Steam, Unplay or Epic Games Store to get the game [1].

II. CONCLUSION & DISCUSSION

In the last 30 years, the gaming industry has expanded rapidly. Several gaming companies have succeeded in building huge follow-ups and consistently provoking fans with fresh and exciting achievements in technology. An efficient workforce in software, hardware, networking, digital marketing and more has been developed, ranging from traditional single player offline games to massively multiplayer online games played on various consoles and devices. While conventional marketing on Facebook and Twitter is not suitable for mature generations, social media and networks have been a welcome addition to gaming communities. Platforms such as Discord and Twitch are obtaining successful results by supplying their users with the most advanced social media approaches. Digital delivery networks and gaming online stores are booming and moving gaming further than ever before as a business. One of the main components driving the success of games is communication and social interaction, and they will continue to influence how games are advertised and played.

III. REFERENCES

- [1] L. Hart, "Social media," in *Reputation Management: The Key to Successful Public Relations and Corporate Communication*, 2015.
- [2] G. Tsimonis and S. Dimitriadis, "Brand strategies in social media," *Mark. Intell. Plan.*, 2014, doi: 10.1108/MIP-04-2013-0056.
- [3] A. M. Kaplan and M. Haenlein, "Users of the world, unite! The challenges and opportunities of Social Media," *Bus. Horiz.*, 2010, doi: 10.1016/j.bushor.2009.09.003.
- [4] I. Of and S. Media, "Impact of Social Media on," *Issn*, 2012.
- [5] S. Media and W. Sites, "Social Media Web Sites," *Media*, 2010.
- [6] M. B. Kaur, "the Impact of Social Media Tools on Digital," pp. 211–218, 2016.
- [7] W. Nabil Iblasi, D. M. Bader, and S. Ahmad Al-Qreini, "The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)," *Int. J. Manag. Stud. Res.*, vol. 4, no. 1, pp. 14–28, 2016, [Online]. Available: www.arcjournals.org.
- [8] I. Omoyza and E. Agwu, "Effectiveness of Social Media Networks as a Strategic Tool for Organizational Marketing Management," *J. Internet Bank. Commer.*, vol. 21, no. 2, pp. 1–19, 2016.
- [9] S. Divya and B. Regi, "An empirical study on effectiveness of Social Media as a Marketing Tool," *Int. J. Curr. Res. Acad. Rev.*, vol. 2, no. 3, pp. 2347–3215, 2014.
- [10] H. Musa, "Analyzing the Effectiveness of Social Media Marketing Original Research Article," pp. 4–10, 2016, doi: 10.15405/epsbs.2016.08.2.