



How Independent Game Developers Conceive of and Integrate Marketing: An Empirical Study

Background:

Small and medium-sized firms are important players in the European video game development industry. To market and sell their software, such firms traditionally depended on arrangements with publishers who had access to retail and held professional marketing expertise and resources.

The rise of new technologies (like mobile platforms and web-based gaming) now presents small developers with opportunities to reduce their dependence on publishers. The question which then arises is whether the way developers conceive of and integrate marketing considerations into their product development process is evolving to the point where they can actually capitalise on these new opportunities.

Research Questions:

- How do small game development firms conceive of and integrate marketing considerations in the context of product design and creation? Is it possible to identify typical patterns in their conceptions and are such patterns associated with different degrees of commercial success?
- How are small game development firms' marketing conceptions evolving under the influence of new opportunities, such as those presented by mobile technologies and web-based media?
- Can we develop a normative framework or road map that would help small game development firms to create and sell successful products without (solely) relying on publishers?

It would be ideal if the project could embody a European perspective. The methodologies to be used include desk research (for a review of relevant literature), comparative case studies and, if it is possible to generate a sufficient sample, a quantitative survey.

The initiator of this project has many years of experience in the European games industry, among others as Director of European Market Analysis and Research for Nintendo of Europe GmbH.

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