

Educating business professionals for the industry

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Why do we need it now?

- Growth of games industry: fastest growing branch in entertainment business 21st century: 2.2 billion gamers

2017 GLOBAL GAMES MARKET
 PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

Device/Segment	2017 Total	YoY Growth
MOBILE	\$46.1Bn	+19.3%
PC	\$29.4Bn	+2.6%
CONSOLE	\$33.5Bn	+15.6%
Browser PC Games	\$4.5Bn	+10.4%
Downloaded PC Games	\$24.6Bn	+1.3%
Smartphone Games	\$35.3Bn	+22.0%
Tablet Games	\$10.8Bn	+10.4%

2017 TOTAL: \$108.9Bn (+7.8% YoY)

In 2017, mobile games will generate **\$46.1Bn** or 42% of the global market.

Source: (Newzoo) Q3 2017 Update | Global Games Market Report
 newzoo.com/globalgamesreport

Truly global sector

2017 GLOBAL GAMES MARKET
 PER REGION WITH YEAR-ON-YEAR GROWTH RATES

Region	2017 Total	YoY Growth
EUROPE, MIDDLE-EAST & AFRICA	\$26.2Bn	+8.0%
CHINA TOTAL	\$27.5Bn	+1.2%
ASIA-PACIFIC	\$51.2Bn	+1.2%
US TOTAL	\$25.1Bn	+4.0%
NORTH AMERICA	\$27.0Bn	+4.0%
LATIN AMERICA	\$4.4Bn	+13.9%

2017 TOTAL: \$108.9Bn (+7.8% YoY)

In 2017, **47%** of all consumer spend on games will come from the APAC region.

Source: (Newzoo) Q3 2017 Update | Global Games Market Report
 newzoo.com/globalgamesreport

From game production to games business

- Transformation and increased complexity:
 - Developers
 - Publishers
 - Investors
 - Partners
 - Social media actors
- Highly competitive and business minded
- Increasing connections with other industries



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Business models: diversity and choice

- Premium
 - Free-to-play
 - Pay to watch
 - Subscription based
- How to choose?
- Whether/when to switch?



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What it takes to build a viable games business?

- Knowledge and skills required for strategic development of a gaming company;
- Skills for a daily management of a gaming company;
- Skills how to pitch own projects to external investors and partners;
- Marketing expertise;
- Customer relations and community building skills



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Business development and analytics

Data driven industry: analytics is the main foundation for a decision-making in all important areas:

- How to acquire users;
- How to retain users:
 - 95/5 rule (F2P model): find and cherish your precious 5 %
- How to decide on marketing budget:
 - How much /when/how to spend?
 - Success/failure?
- What is monetization of the game;
- How to improve the game;



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Smart business networking

- Get to know right people
- Show your value
- Establish beneficial relationships

Pitching and networking with actual business outcome is a skill, but it can be acquired and improved!



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Gamification expertise

- **Education sector:**
 - Digital applications and product for children
 - Art and music segment
- **Health and well-being sector**
 - Gamified applications to reach targets;
- **Gamified functions in companies:**
 - HR
 - Strategy
 - Marketing
 - Customer relations



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Educational objectives for business studies

Educational programs should equip students with:

- Understanding industry specifics, logics behind business models, and product-centered thinking
- Required knowledge and skills for managing companies in gaming industry and other industries that using game-elements in their functions;
- Ability to be strategic and long-term oriented in game-thinking;
- Capability in dealing with data and analytics and to link the analysis to business thinking;
- Skills for agile decision-making in a rapidly evolving environment



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How to structure the program?

- Disciplines to cover:
 - International management
 - Marketing
 - Data analysis
- Concepts and scholarly knowledge, skills and hands on experience;
- Challenge-based learning: real life challenges;
- Instructors / personal input balance:
 - Independence in achieving learning goals



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Who are the instructors? What are the competences? Is there a gap?

- Academics:
 - Lack of knowledge about the industry
 - Challenges of cross-department/university cooperation
- Practitioners:
 - Lack of time;
 - Lack of motivation

How to make it sustainable?

How to ensure the interest: what is the "pay out" to the industry?



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Example of the task: Go-to-market business plan for a newly released game

- Business model and value proposition: How game will make money?
- Business model and publishing strategies;
- Monetization approaches;
- Marketing strategies;
- Communication strategies (internal/external);
- Any other elements addressing challenges of global expansion.



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Career in games: the new prospect for business school graduates

- Directors/founders of game companies or startups;
- Heads of departments/ team leaders/ managers in the games industry;
- Public sector leaders concerned with games, entrepreneurship and funding;
- Other professionals for managerial and leadership roles in other companies that use game-elements in their functions



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THANK YOU!

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