

INTERACTIVE AGE



Greg Short
PUBLISHER

N. Evan Van Zelfden
EDITOR

Svetlana Illieva-Antonov
ART DIRECTOR



EDITORIAL BOARD
Jessica Maguire,
PhD,
Tom Russo



ILLUSTRATORS
Justin Chin,
Jess Marley,
Randall Munroe,
Duncan Robson



COVER IMAGE
The End of the World
James Ellis from Shatter

Interactive Age (ISSN 2153-0904) is published twice-yearly, for an international audience of executives and decision-makers looking at the business of interactive entertainment.

Postmaster: Send Address Changes to
Interactive Age
7040 Avenida Encinas
Suite 104-334
Carlsbad, CA 92011.

For subscriptions, address changes, or adjustments: please write to the address above.

Publishing matters can be addressed to: publisher@interactive-age.com,
editorial matters can be addressed to: editor@interactive-age.com.

Interactive Age is protected by international copyright law. This issue Copyright (©) 2010, All Rights Reserved. All other trademarks are the property of their respective owners. Printed in the United States.

FEATURES

10. Lessons from the Great Game Industry Crash of 1984
Don Daglow

12. Beyond Lord of the Rings
Mario Wynands

14. Is the Japanese Market Declining?
Yōichi Wada

16. The Evolution of Korean Gaming
Sangwon Chung

19. Game Cluster Strategies
Jason Della Rocca

22. Can the West Compete Inside China?
Lisa Cosmas Hanson

26. A Visual Tipping Point
Lorne Lanning

29. Raising China’s Game Developer Army
Monte Singman

31. Fast Times in Ho Chi Minh City
Charles Speyer

32. Singapore Becomes a Games Hub
Aroon Tan

34. Gaming à la Turk
Tonguc Ibrahim Sezen

38. Universal Imperatives: To Love, To Play, To Give
Martin de Ronde

40. Establishing Iranian Games
Behrooz Minaei

43. Games Blooming in the Desert
Guy Bendov

44. A Portrait of Gaming in Egypt
Ahmed Metwally

46. The Browser is Global
Brett Seyler

49. Russian Roots in Casual Games
Alexander Lyskovsky

51. Finland’s Largest Cultural Export
KooPee Hiltunen

53. Taking Abuse
Dave Taylor

56. Understanding Dutch Design
Seth van der Meer

59. The French Touch
David Cage

61. Games and Censorship in Germany
Dr. Gerhard Florin

64. Blue Danube Strategy
Jurie Horneman

66. Croatian Development Survives Globally
Vedran Klanac

70. The UK at Play
Ian Livingstone

73. Notes from the Global Job Market
Scott Foe

78. Historical Perspective on Montreal’s Future
Alain Tascan

79. Development South of the Rio Grande
Sergio Rosas

83. Playing the Latin American Market
Juan Leonardo Miralrío Hernández

85. Is California Development Unsustainable?
Louis Castle

88. The Technologist’s Soul
Shervin Pishevar

90. Case Study from Bigfoot Networks on Garnering Unfair Attention
Harlan T. Beverly

93. Review: The Black Swan: The Impact of the Highly Improbable

ROUNDTABLES

104. Roundtable on the Analysis of Global Currencies
Daniel Ernst, Michael Pachter, Colin Sebastian, Jesse Divnich

107. Roundtable on Global Investment
Bing Gordon, Tim Chang, Jeremy Liew, Greg Richardson, Dean Takahashi

113. Roundtable on Global Production
Scot Bayless, Alexander Fernandez, Scott Foe, Julien Roby, Sean Kauppinen

117. Roundtable on International Business Development
Sinjin Bain, Fabrice Pierre-Elien, Zack Karlsson, Dan Winters, Bob Wallace

COLUMNS

128. State of the Arts
Joseph Olin

130. Gallagher’s Travels
Michael D. Gallagher

PUBLISHER’S NOTE

133. Industry Discourse Needs to Level-Up
Greg Short

CHARTS & FIGURES

- 10. Worldwide Videogame Revenues
- 15. Japanese Reliance on Domestic Sales
- 20. Active Audience for 2009’s Top 10 PC Games
- 29. China’s Gamers
- 34. Asian Gamer Populations
- 39. Global Online Games Market
- 40. Game Sales in Iran
- 47. Frequency of Online Console Usage
- 48. Pre-Configured PC Gaming Market
- 48. American Video-Game Retailers by Region
- 49. Russian Casual Market
- 51. Export Markets for Finish Games
- 52. Top 10 ISPs Support P2P Game Piracy
- 53. Top 5 P2P Game Piracy Countries
- 61. European Developer Population by Country
- 71. New and Used Game Sales in Europe
- 75. Global Game Studio Layoffs
- 78. Canadian Game Industry Employees by Province
- 85. US Game Industry Employees by State
- 92. American Gamers Over Age 45
- 97. Most Anticipated Titles of 2010