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Computer Game Business



The Industry

- About 45 (or 30) years old now
- Employs 144,000 people in North America (3/2006)
- Annual salary: \$86K for experienced programmer, \$64K for artists/animations, \$64K for game designers



Shape of the Industry

- **Hardware:**
 - Sony, Nintendo, Intel, IBM, Microsoft
- **Software**
 - **Publishers**
 - Electronic Arts, Activision, Sony, Microsoft, UbiSoft, THQ, Vivendi, Atari, Warner Bros.
 - **Developers**
 - Electronic Arts, Sony, Microsoft (Bungie), Firaxis, Creative Assembly, Blizzard, Lucas Arts, id, Namco, Square, Valve, Raven, Relic, Red Storm, High Voltage, Breakaway Games, ...
- **Internet**
 - Sales, updates, multiplayer versions of games, massively multiplayer games