
The New Business Logics of Video Games: Triple Evolutionary Processes in Perspective

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EXECUTIVE SUMMARY

This paper provides an exposure to the triple evolutionary movement occurring in the video game industry and discusses their competitive implications – 1) Publishers, the industry lynchpins, are changing and provide stakeholder value in a complex manner. 2) The industry has tended to become entangled in a tight relationship with marketing – both of the developers, as well as the promotion of particular services. 3) Games are not a one-off sale, but a platform for multiple transactions over a longer period of time. An independent confirmation of service models of competition is offered as well as exposure to service offerings in games.

Keywords: Video Games, Services, Internet, Promotion, Competition, Customer approach, Value networks