

KLASSIKER DER SPIELESGESCHICHTE



USA

23. MAI 2013

Amerikanische Spieler

The average gamer is 30 years old and has been playing for 12 years. Sixty-eight percent of gamers are 18 years of age or older.

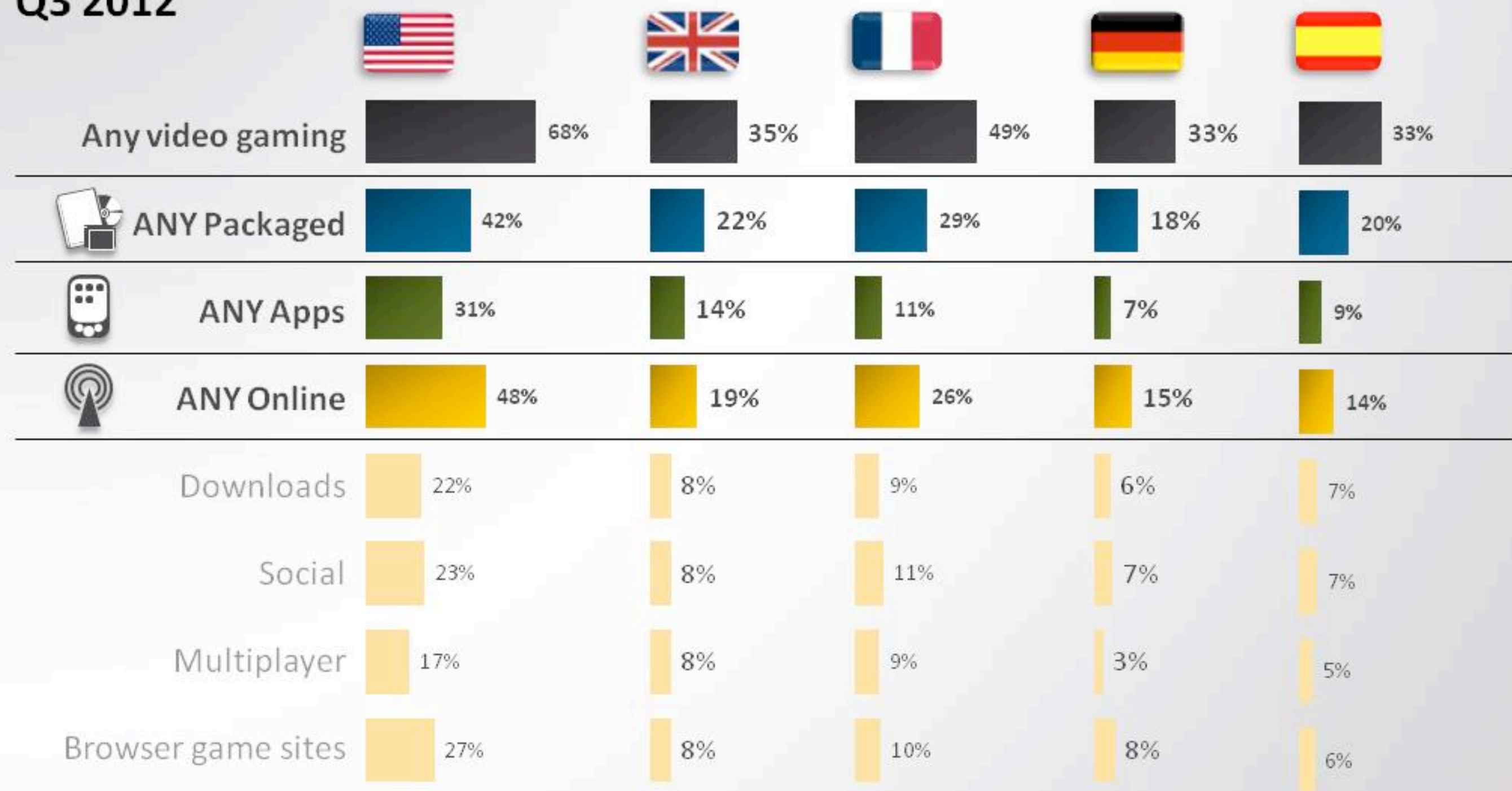
- ▶ Forty-seven percent of all players are women, and women over 18 years of age are one of the industry's fastest growing demographics.
- ▶ Today, adult women represent a greater portion of the game-playing population (30 percent) than boys age 17 or younger (18 percent).
- ▶ Sixty-two percent of gamers play games with others, either in-person or online. Seventy-eight percent of these gamers play with others at least one hour per week.
- ▶ Thirty-three percent of gamers play social games.
- ▶ Gamers play on-the-go: 33 percent play games on their smartphones, and 25 percent play on their handheld device.
- ▶ Ninety percent of the time parents are present when games are purchased or rented. Ninety-eight percent of parents feel the Entertainment Software Rating Board rating system is helpful in choosing games for their children. Seventy-three percent of parents believe that the parental controls available in all new video game consoles are useful.
- ▶ Parents also see several benefits of entertainment software, with 52 percent saying video games are a positive part of their child's life. Sixty-six percent of parents believe that game play provides mental stimulation or education, 61 percent believe games encourage their family to spend time together, and 59 percent believe that game play helps their children connect with their friends.

WHAT ARE THE MAIN FORMS OF GAMING?



Base: all 6-64 population in US. 6+ in UK, France, Germany & Spain

Q3 2012



USA Yearly Chart











The year's top-selling games at retail ranked by unit sales

Yearly Chart Index

Global

USA Europe
UK
Germany
France Japan

< 2012 >

Pos	Game	Weeks	Yearly	Total
1	 <i>Call of Duty: Black Ops II (X360)</i> Activision, Shooter	7	6,105,481	6,105,481
2	 <i>Halo 4 (X360)</i> Microsoft Game Studios, Shooter	8	4,671,546	4,671,546
3	 <i>Call of Duty: Black Ops II (PS3)</i> Activision, Shooter	7	3,505,858	3,505,858
4	 <i>Kinect Adventures! (X360)</i> Microsoft Game Studios, Misc	113	2,963,647	12,263,822
5	 <i>Just Dance 4 (Wii)</i> Ubisoft, Misc	12	2,862,231	2,862,231
6	 <i>Assassin's Creed III (X360)</i> Ubisoft, Action	9	2,123,374	2,123,374
7	 <i>Madden NFL 13 (X360)</i> Electronic Arts, Sports	18	1,904,842	1,904,842
8	 <i>Assassin's Creed III (PS3)</i> Ubisoft, Action	9	1,876,144	1,876,144
9	 <i>Pokemon Black Version 2 (DS)</i> Nintendo, Role-Playing	12	1,677,317	1,677,317
10	 <i>New Super Mario Bros. 2 (3DS)</i> Nintendo, Platform	19	1,629,155	1,629,155

Spiele in USA

Amerikanische Spielehersteller



Amerikanische Spielkultur



Amerikanische Spieltheoretiker



Ernest Adams



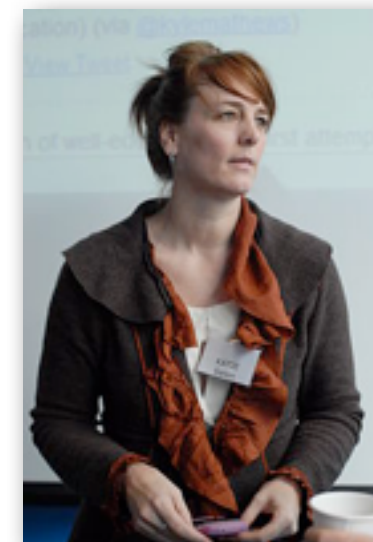
Raph Koster



Chris Crawford

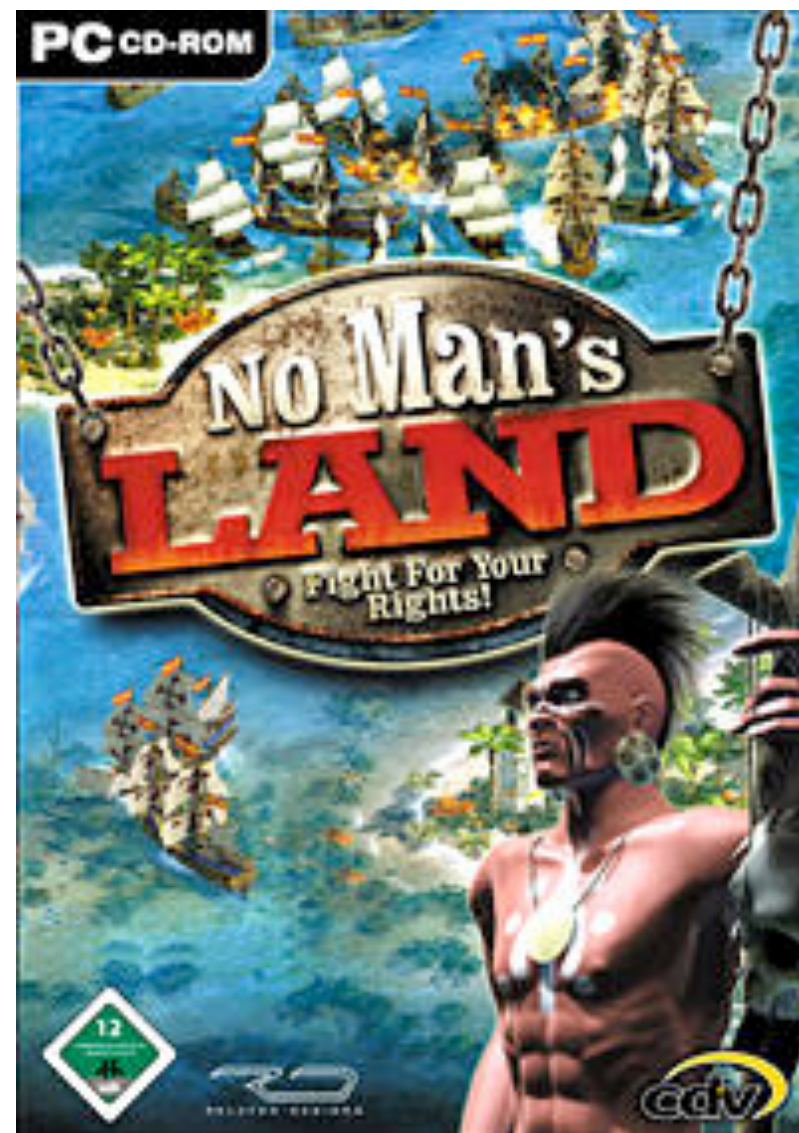
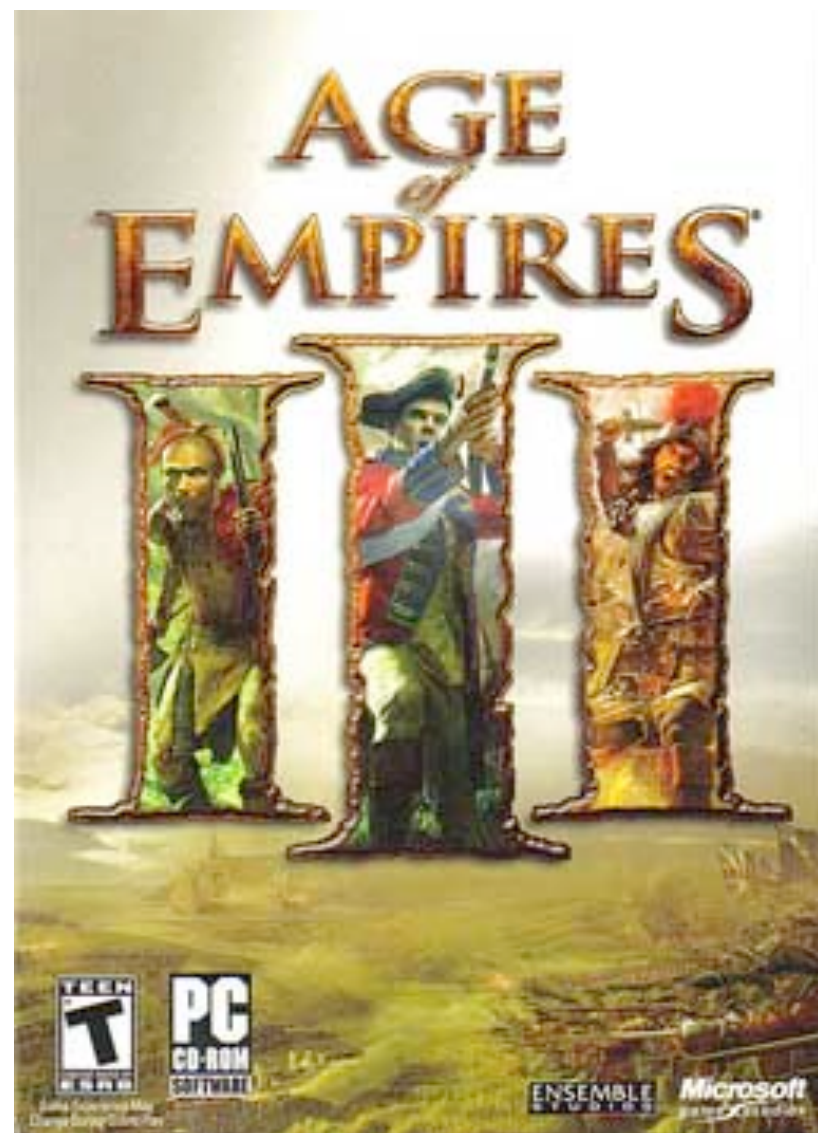
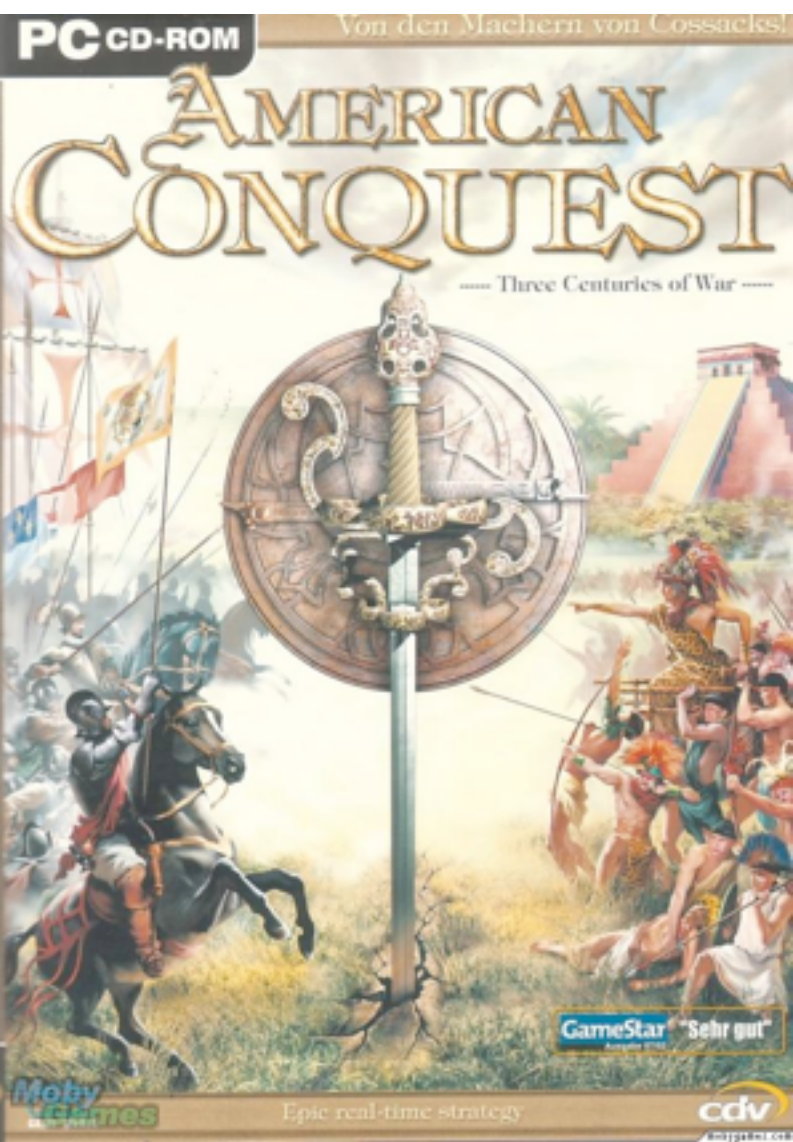


Ian Bogost



Katie Salen

Amerikanische Geschichte im Spiel (Nationale Narrative)



Sid Meier's Colonization

Area Map

Map



Info Window

Autumn 1729

Gold: 100541 Tax: 0%



Moves: 1

Locat: (24, 21)

Fr. Pioneers

Pioneer

(80 Tools)

No Orders

(Mixed Forest)

Shall we declare our independence from France, Your Excellency? This will end our turn and place us at war with our King!

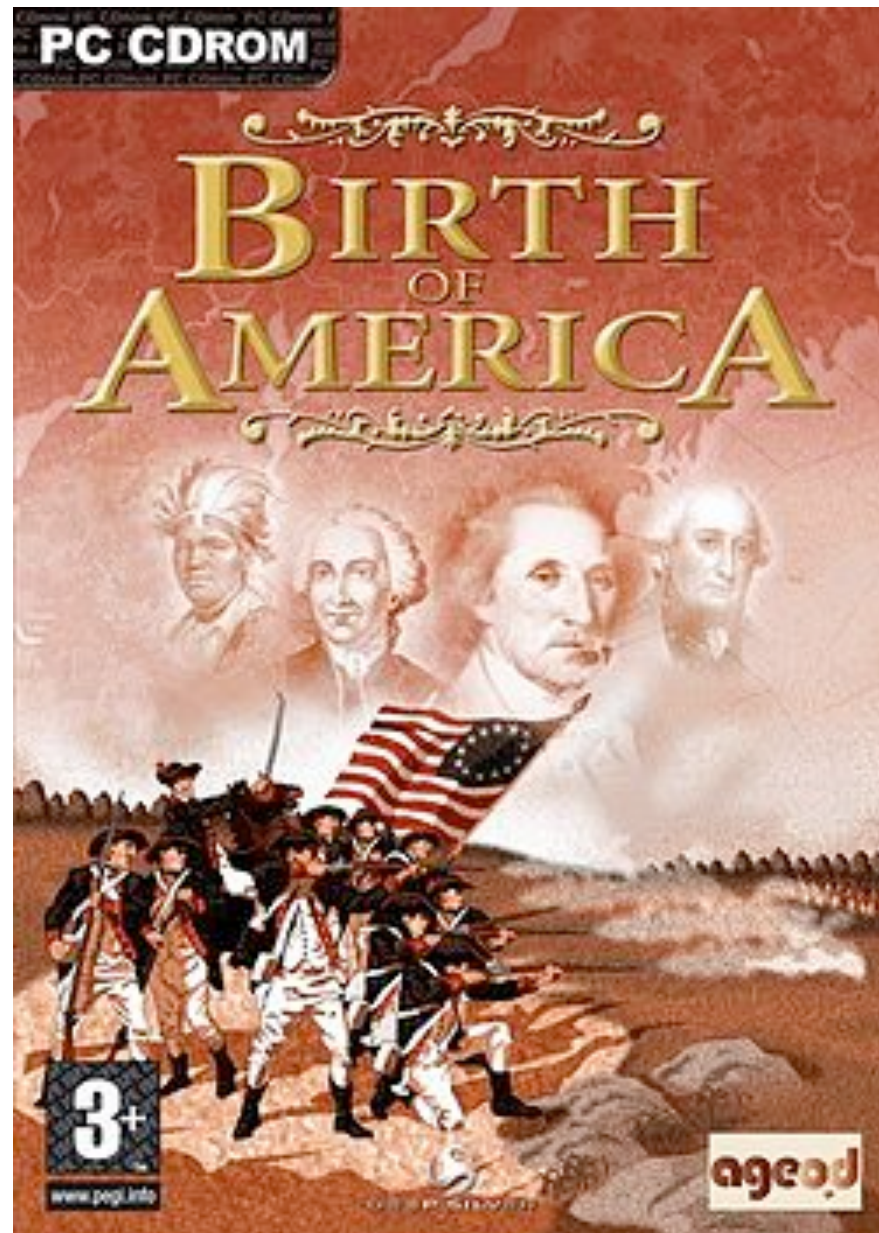
- Never! That would be treasonous! God save the King!
- Yes! Give me liberty or give me death!

OK

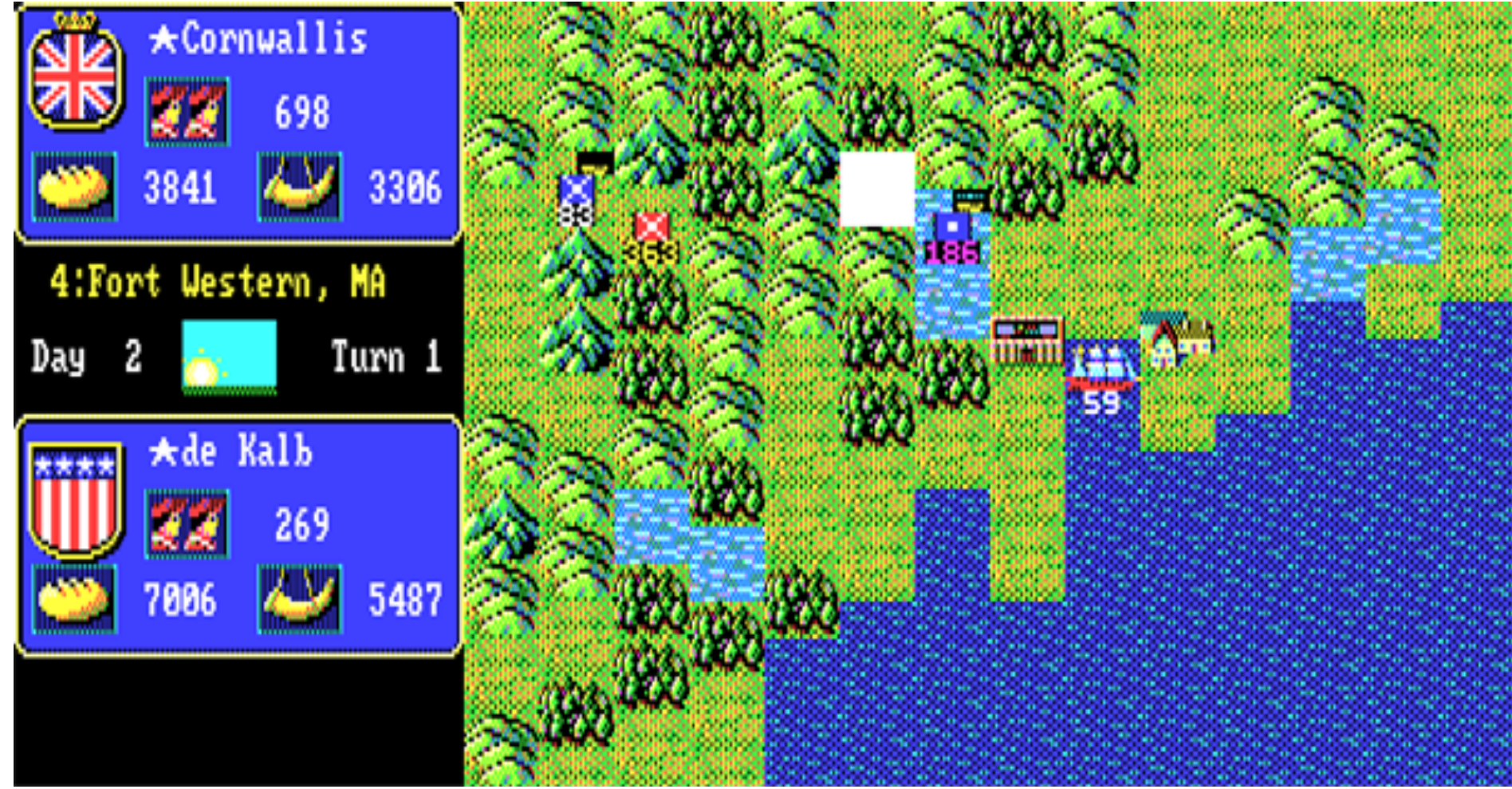
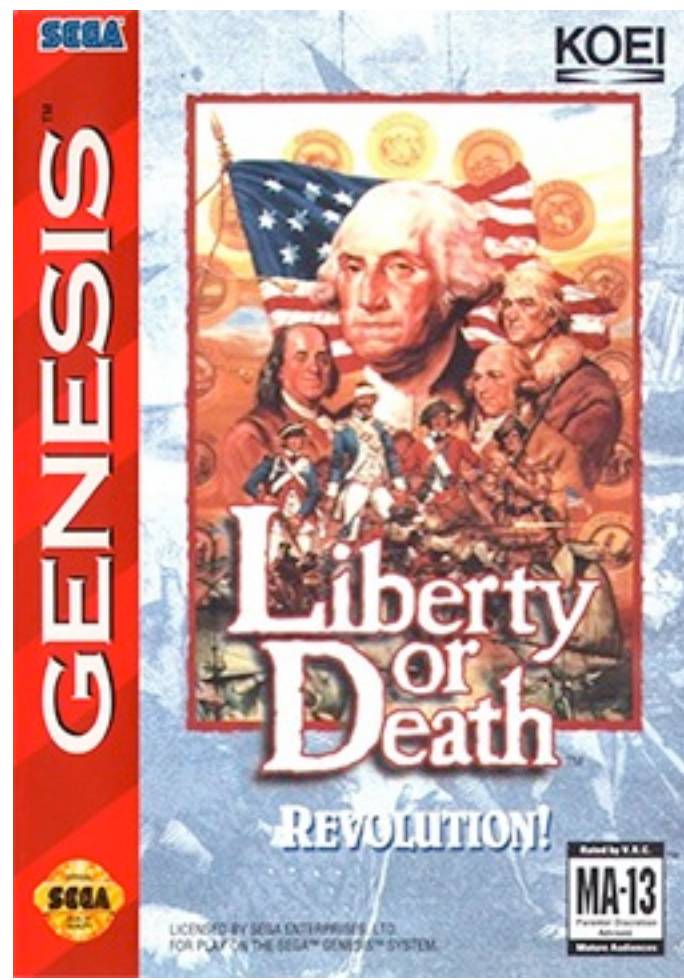
Southern Cran Fort

Moby
Games

1776 – Birth of America



1776 – Liberty or Death



1830 – Freedom!

<http://www.virtualapple.org/mecc-freedom.html>



1842 – Gun



1848 – Oregon Trail



From the Kansas River crossing it is 83 miles to the Big Blue River crossing.

Date: April 8, 1848

Weather: cool

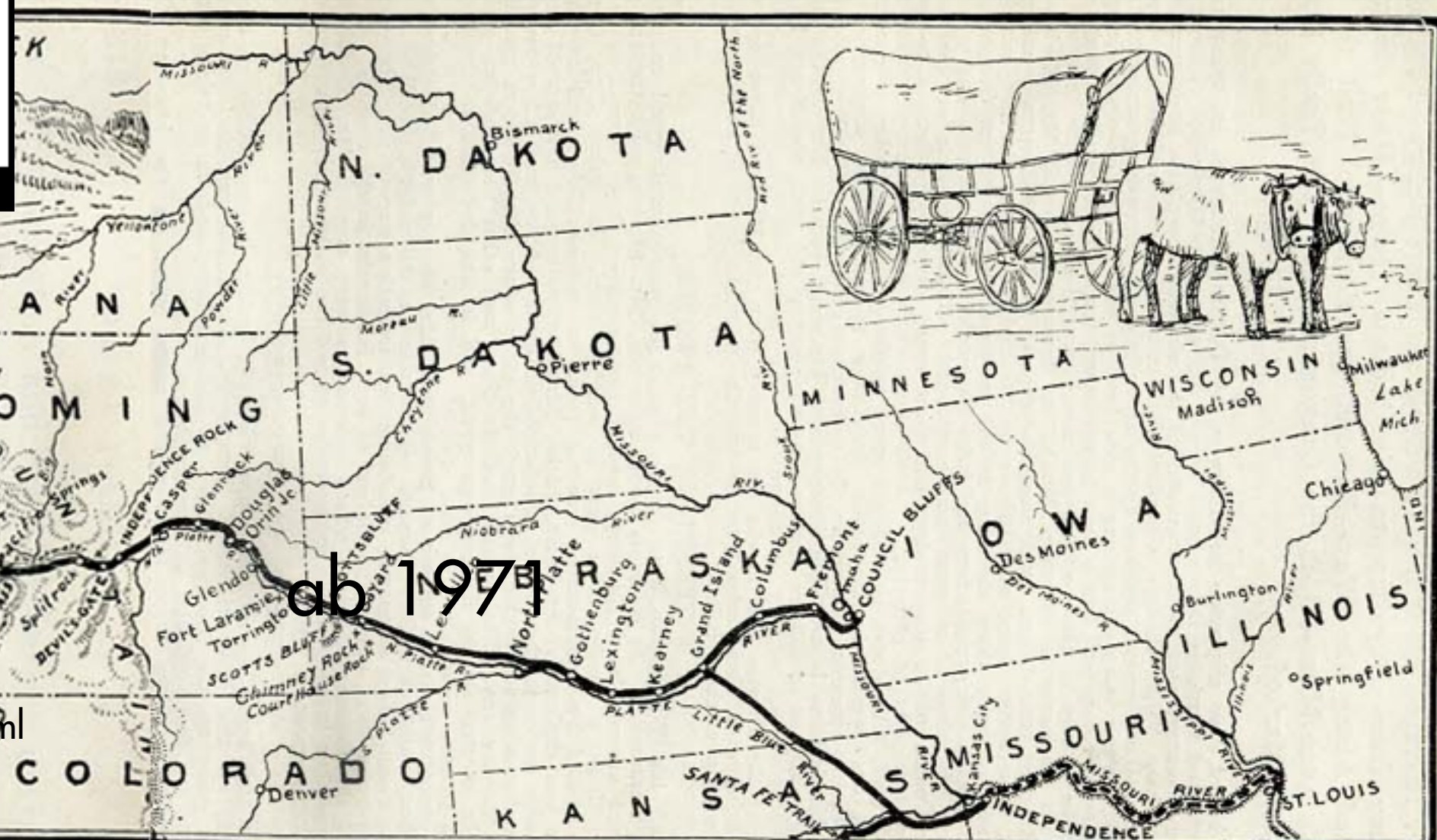
Health: good

Food: 1130 pounds

Next landmark: 83 miles

Miles traveled: 102 miles

Press SPACE BAR to continue



LINE OF ORIGINAL EMIGRATION TO THE PACIFIC NORTHWEST COMMONLY KNOWN AS THE OLD OREGON TRAIL

<http://www.virtualapple.org/oregontraildisk.html>

1861-64 – North and South





Victory 1588
Morale 125

0	1/3	2/3	3/3		
✓	✓	✓	✓	304	
				51	
				220	
National	511 (+96)	1795 (+54)	287 (+160)	26581 (-6032)	11503 (+1516)

1863, Late June

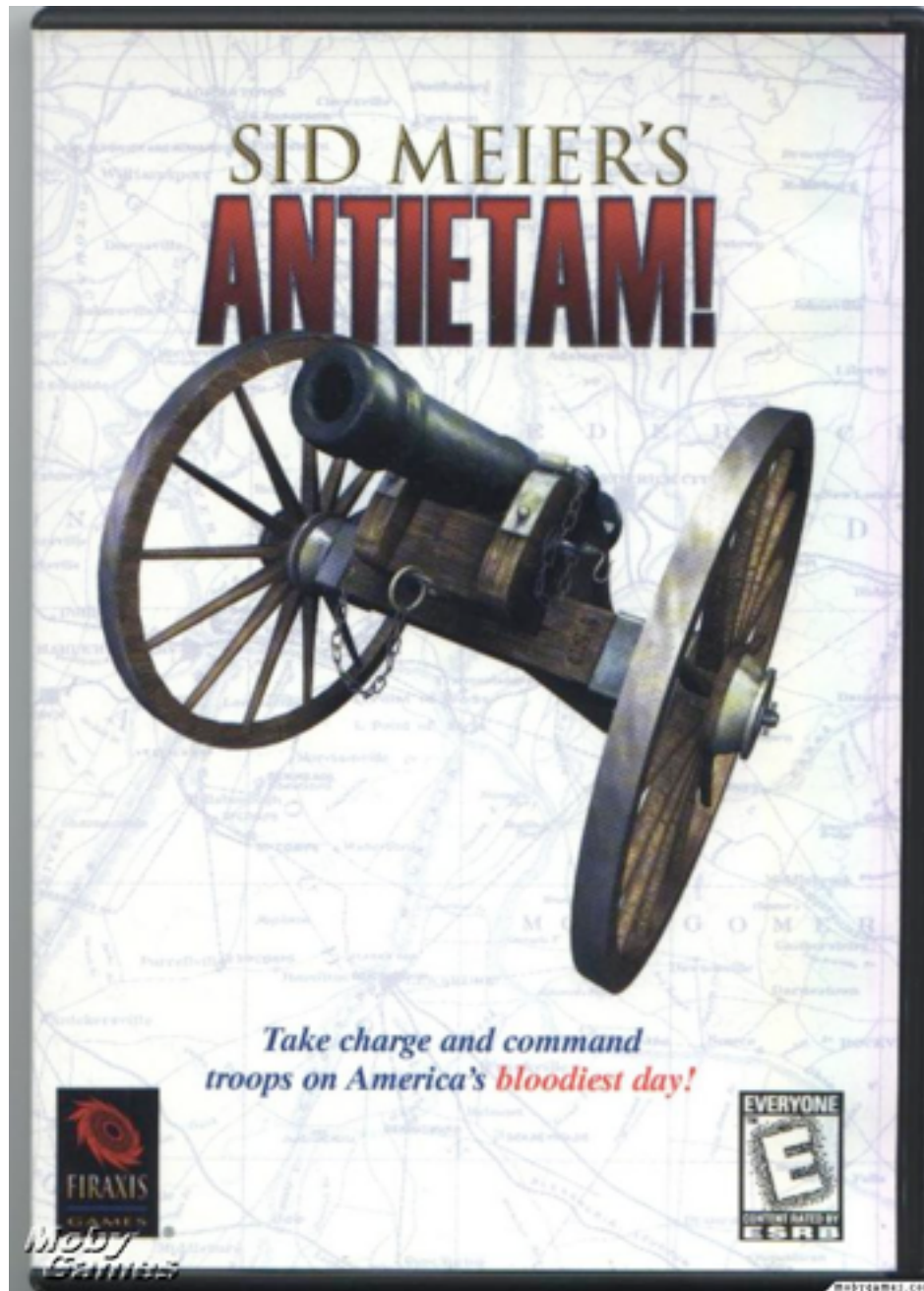
25 FPS 10.0ms
Map sz: 3969 7137
Tiang UID: 501231

- 1/89. 5. Fleet was delayed 6 days in region Baltimore, MD before moving.
- 2/89. New England Squadron was delayed 2 days in region Charles, MD before moving.
- 3/89. Confederate States of America inflicted 5 hits on our units during the siege of St Joseph.
- 4/89. Confederate States of America is besieging Fort Pickens, but achieved nothing this month.
- 5/89. 17. Union Detachment is partially unsupplied in region Warren, MS
- 6/89. Ft De Soto Garrison is partially unsupplied in region Ft De Soto, FL

1861 - American Civil War

Paradox
2007

1862 – Sid Meier's Antietam



1863 – Sid Meier's Gettysburg!



1863 – Scourge of War: Gettysburg



A.M.E.R.I.C.A.



1866 – Call of Juarez: Bound in Blood



1870 – Custer's Revenge



1880 – Red Dead Revolver



1911 – Red Dead Redemption



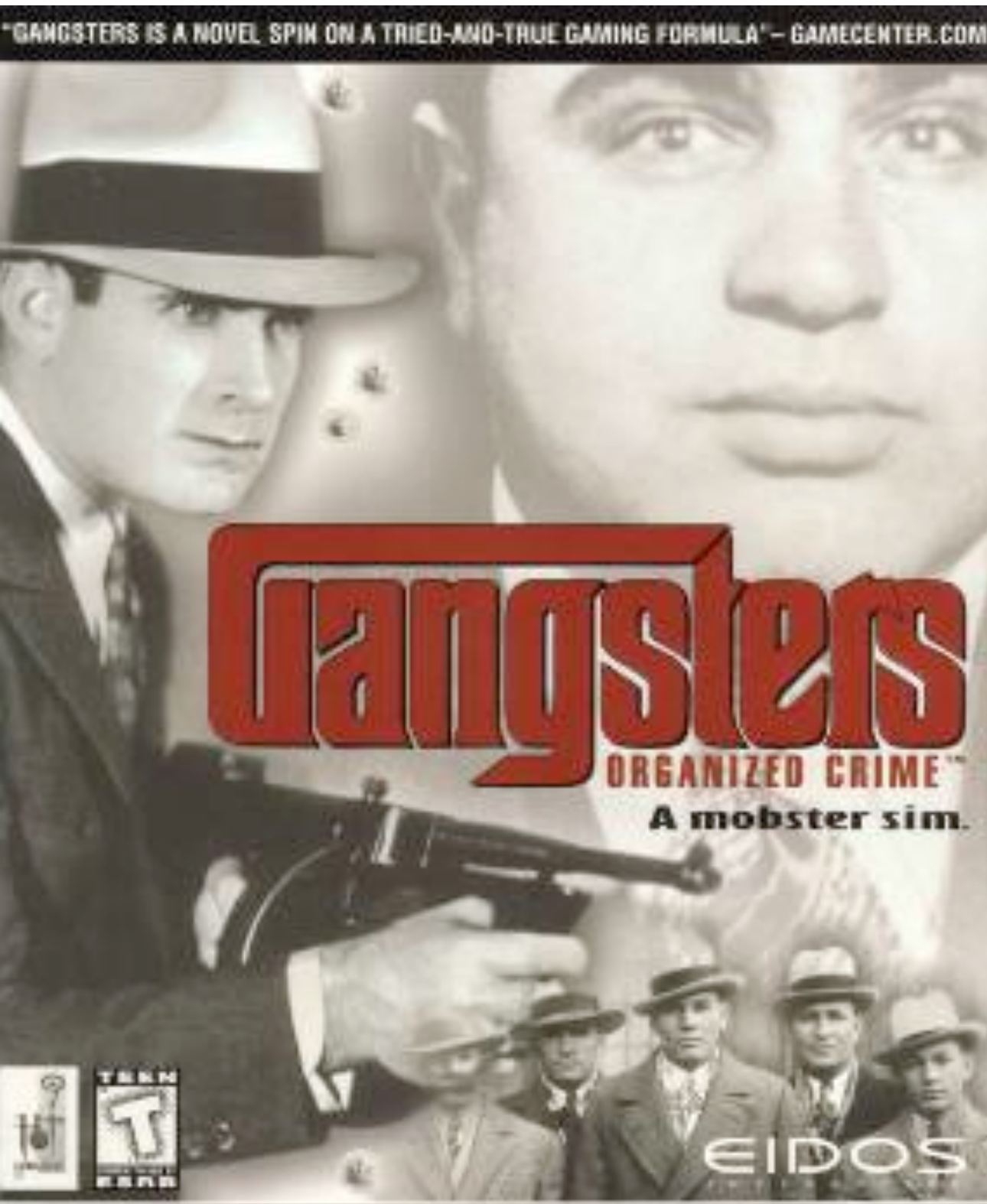
1915 – Red Baron



1930 – Mafia



1929 – Gangsters



1937 – Spirits of Speed



1940 – The Saboteur



THE
SABOTEUR



1942 – Battlefield 1942



1944 – Call of Duty

27:01



1



0



2 Frag

8 | 72



1947 – L.A. Noire



1951 – Mafia II



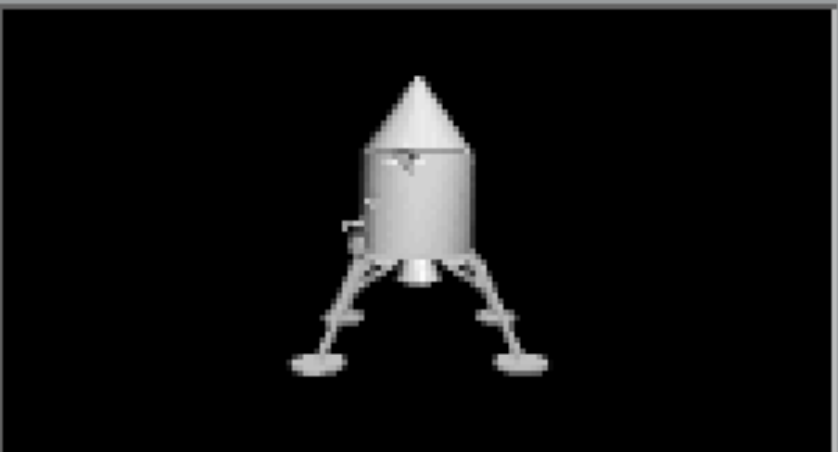
1957 – Buzz Aldrin's Race into Space



 **STEP FAILURE** CONTINUE

LUNAR LIFTOFF
MISSION STEP: 10
JUPITER CHECK
15 VS 57

EQUIPMENT DETAIL



CATASTROPHIC FAILURE

CREW <u>GLENN</u> : DEAD	SCHIRRA : DEAD
STATUS SLAYTON : DEAD	GRISSOM : DEAD

MAIN ENGINE SHUTDOWN. ALL REPAIR ATTEMPTS ARE UNSUCCESSFUL. CRAFT IS STRANDED. CREW DIES ON LUNAR SURFACE.

ROGER
NEGATIVE

REINFORCE
PICKUP
ARLIFT

REQ. TARGET
ENEMY

FOLLOW!
COVER ME!

CEASE FIRE
TAUNT

GO!
GATHER!

THANK YOU
SORRY

ON/OFF



1960 – Battlefield Vietnam

[Au Quang-Hoa]



1963 – JFK Reloaded



Shellshock Nam 67



1978 – Driver: Parallel Lines





1986 - GTA Vice City

22:22
\$00076610
♥ 100
★ ★ ★ ★ ★



Esparoso

Cheetah



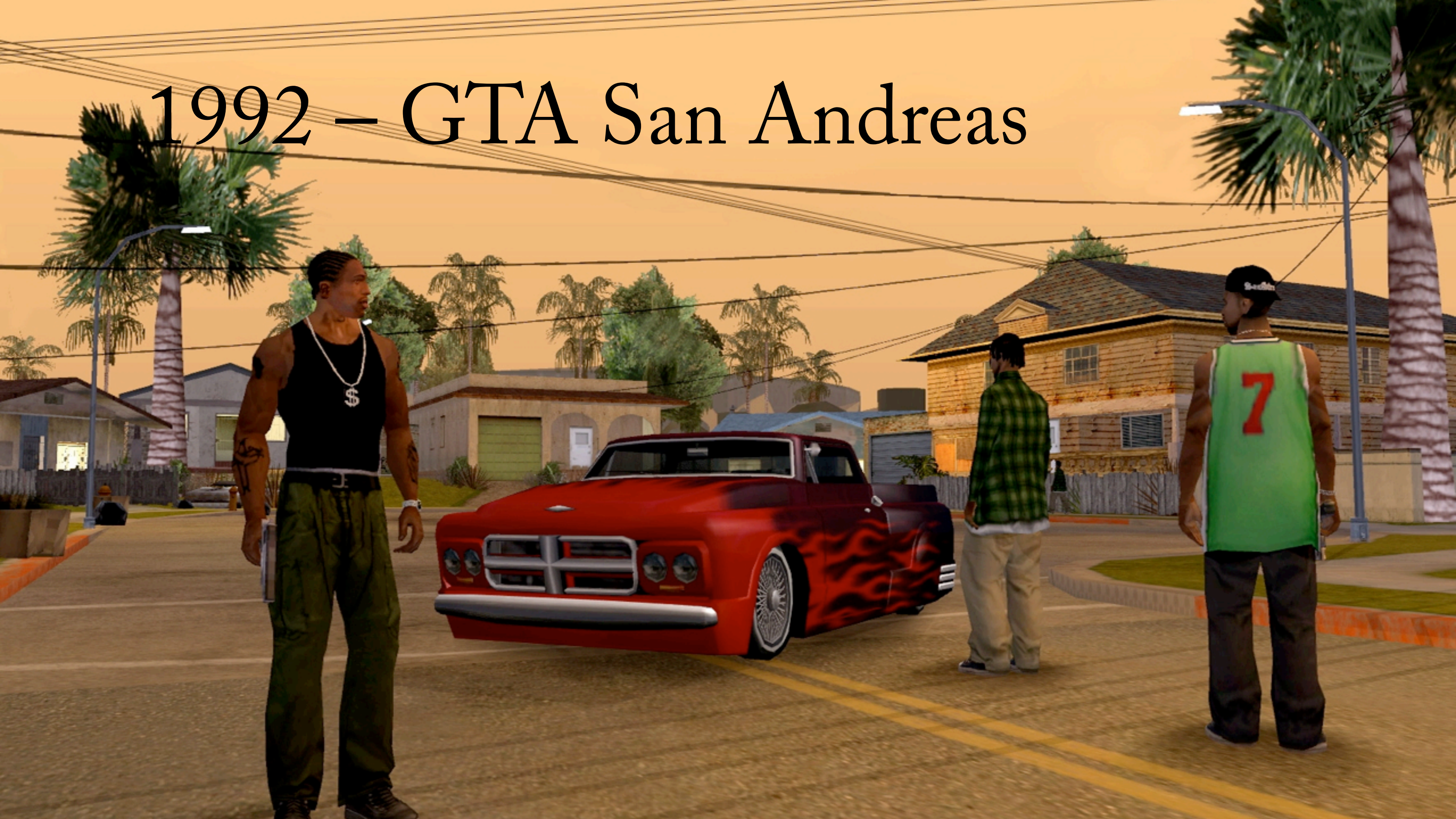
1990 – F-117A Stealth Fighter 2.0



1991 – Operation: Desert Storm



1992 – GTA San Andreas



2002 – Medal of Honor



2004 – Six Days in Fallujah



CAMPAIGN SPEECH



- Issues**
- Galactic Conquest
 - Slave Pit Reformation
 - Trading of Foreign Goods
 - Negotiating with Torians
 - Terror Star Development
 - Alliance with the Yor
 - Artificial Slavelings
 - Higher Taxation
 - Mandatory Military Duty
 - Trading with Space Pirates

Subject

I Favor
 I Oppose
 Opponent Favors
 Opponent Opposes

- Speech Effects:**
- Lowers Their Imperial Appeal
 - Raises Their Independent Appeal
 - Raises Their War Party Appeal

Cost:

Stamina Cost: 5

Characteristic Bonuses:

- 30%
- 5%
- 10%

Zozpry Cancel Give Speech

AI Gore
Clout: PC:

Top Sector Issues:				
Galactic Conquest				
Slave Pit Reformation				
Trading of Foreign Goods				

CREATE AD
GIVE SPEECH
FUND RAISING
BUILD HQ
SPECIAL INTEREST
TURN



Nationale Ästhetik



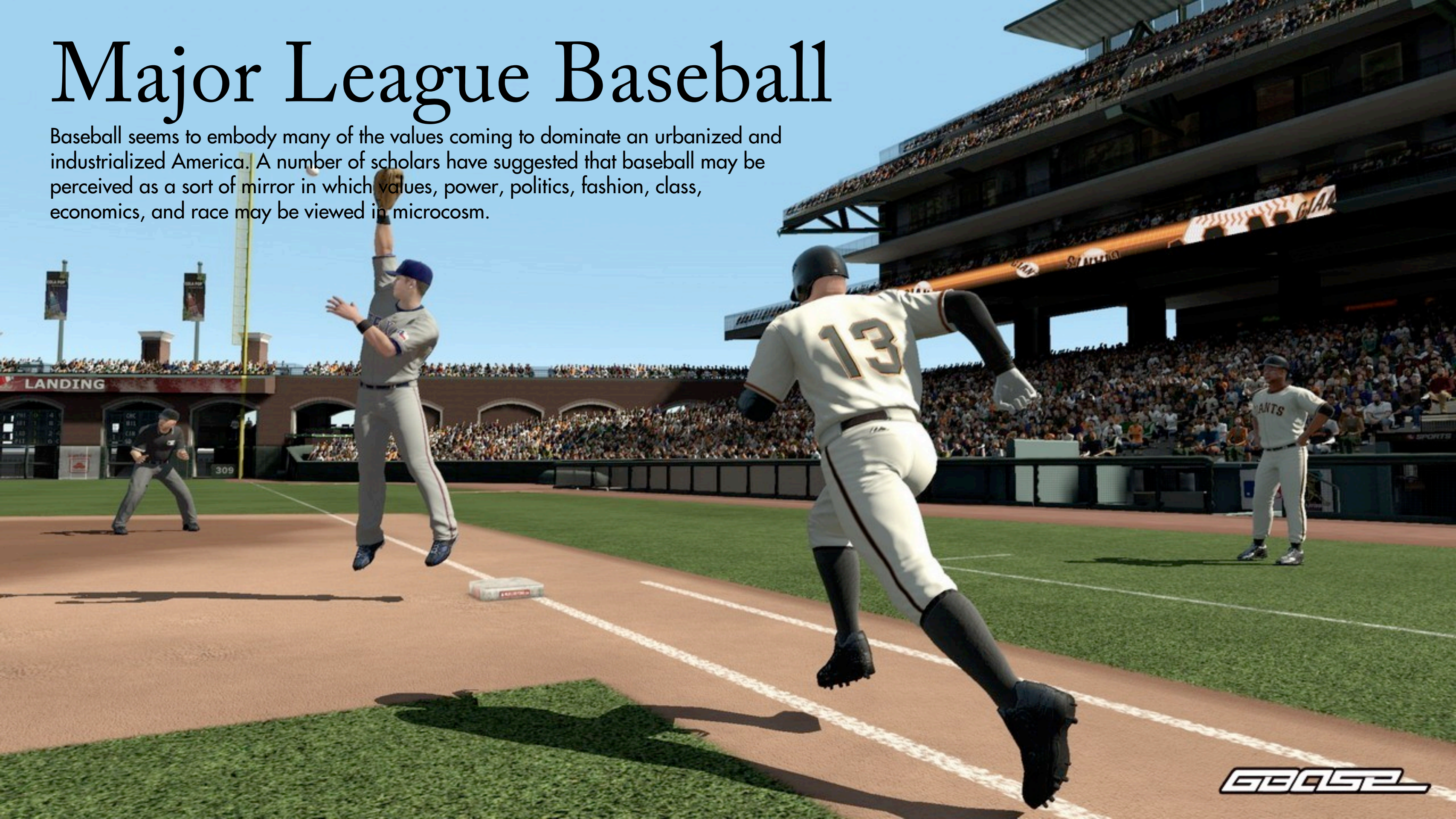
<http://games.parsons.edu/2012/02/the-shadow-of-the-white-cloud/>

Amerikanische Spiele (Nationale Luditive)



Major League Baseball

Baseball seems to embody many of the values coming to dominate an urbanized and industrialized America. A number of scholars have suggested that baseball may be perceived as a sort of mirror in which values, power, politics, fashion, class, economics, and race may be viewed in microcosm.



GAME

NBA 2K13





Football and American Identity examines the social conditions and cultural implications found in the football subculture, represented by core values such as competition, conflict, diversity, power, economic success, fair play, liberty, and patriotism.

Madden NFL



Amerikanische Werte



N. Rockwell: Santa on Train

Make Believe

Familie, Freunde

Freiheit, Libertarismus
(Selbstverantwortung, Streben nach Glück)

Religiosität

Schamgefühl

Optimismus (Think positive)

Konsumismus

Materialismus

Exzeptionalismus

Patriotismus

Make Believe



Der Amerikanische Traum (engl. American Dream) bezeichnet den in der US-amerikanischen Gesellschaft fest verankerten Glauben, dass jeder Mensch – besonders wenn er einen moralisch anständigen Lebenswandel führt – durch harte Arbeit und Willenskraft sein Leben mit stetig steigendem Einkommen verbessern kann. Oder anders gesagt: „Dass jeder Amerikaner mit nichts in den Taschen, ohne einen einzigen Dollar, sich zum Wohlstand hocharbeiten kann.“ Dafür steht auch der schon sprichwörtliche gewordene Ausdruck „vom Tellerwäscher zum Millionär“.

American Dream





The Sims

Patriotismus



America's Army

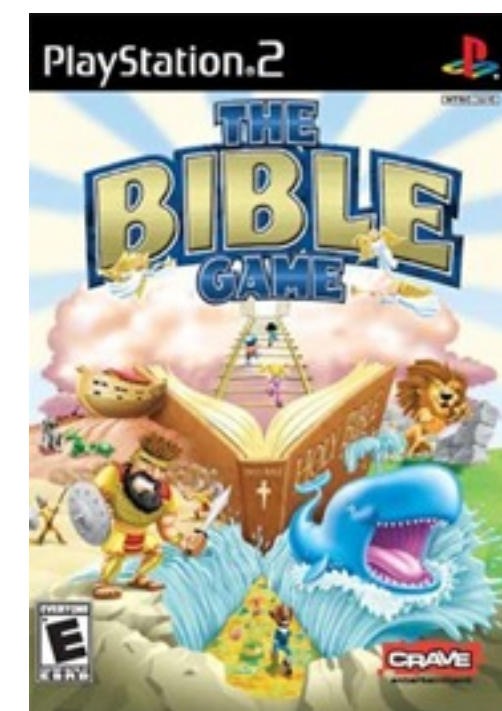
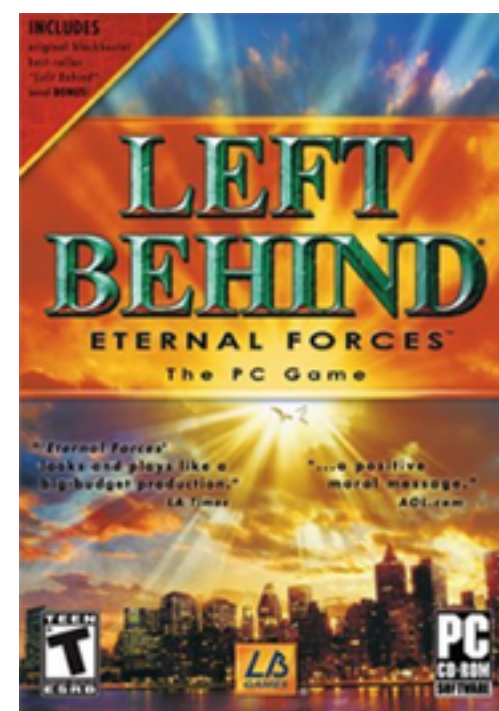


In 1999, the military had its worst recruiting year in 30, and Congress called for "aggressive, innovative" new approaches. Private-sector specialists were brought in, including the top advertising agency Leo Burnett, and the Army Marketing Brand Group was formed. A key aim of the new recruitment strategy was to ensure long-term success by cultivating the allegiance of teenage Americans.

Part of the new campaign, helping the post-9/11 recruiting bump, was the free video game America's Army. Since its release, different versions of the war game have been downloaded more than 40 million times, enough to put it in the Guinness book of world records. According to a 2008 study by researchers at the Massachusetts Institute of Technology, "the game had more impact on recruits than all other forms of Army advertising combined."

Religiosität

http://en.wikipedia.org/wiki/List_of_Christian_video_games_by_release



American Way of Live

Der Ausdruck steht für die Idee, dass jeder - unabhängig von seiner Herkunft - seinen Lebensstandard durch Entschlossenheit, harte Arbeit und Begabung entscheidend verbessern kann. In der Wirtschaft wird dieses Konzept durch den Glauben ausgedrückt, dass ein Wettbewerbsmarkt Talente fördere. In der Politik drückt es den Glauben an die Überlegenheit einer freiheitlichen Demokratie aus, die auf einem produktiven und wirtschaftlichen Wachstum basiert.

http://de.wikipedia.org/wiki/American_Way_of_Life

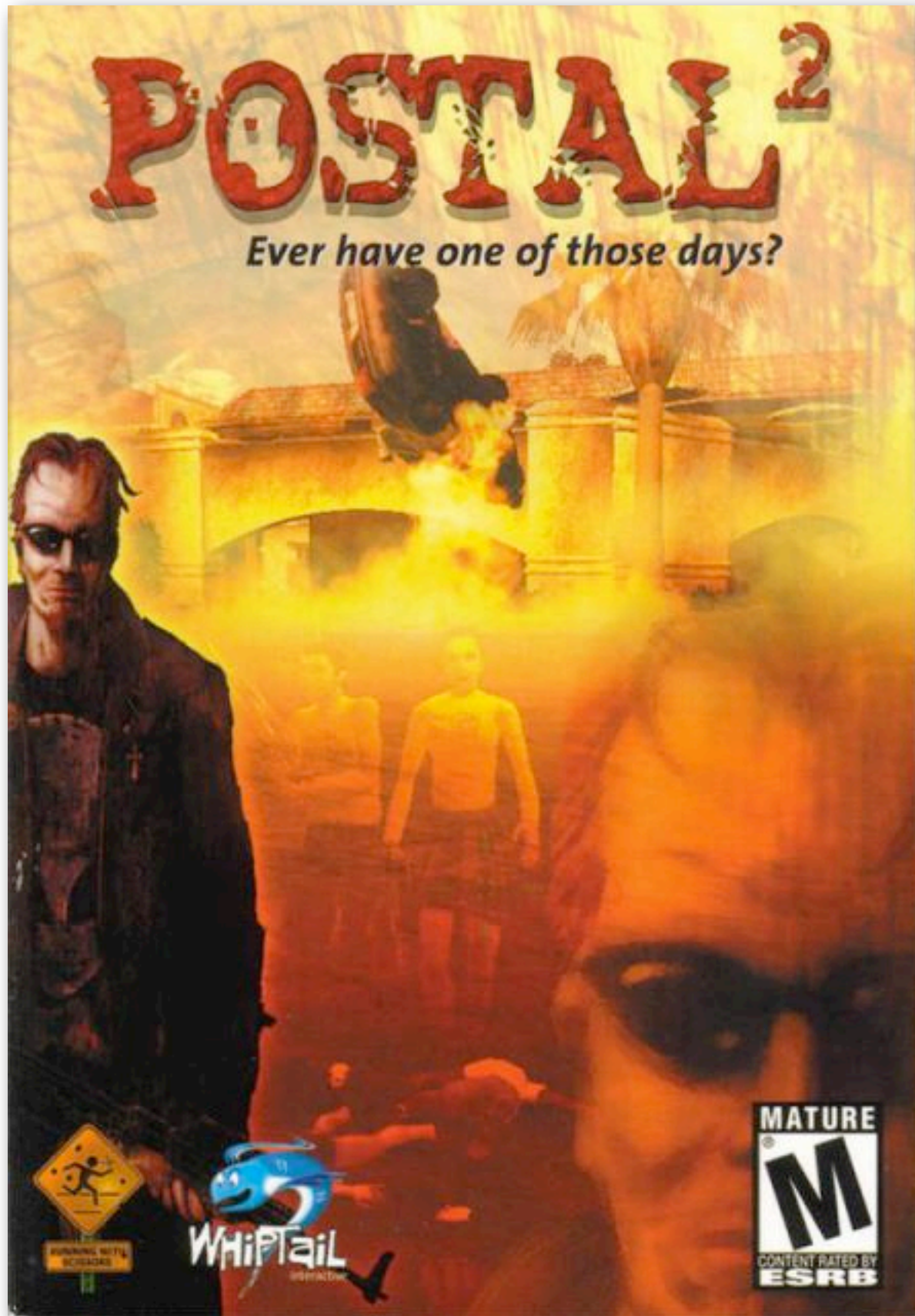


Kritik



Bioshock

KASHMIR
RESTAURANT



Postal 2

»Postal 2 has an element of shock value, of course. There's no disputing that. But I think it strives to hold up a mirror to this society, and how we worship the wrong things, and obsess over the pointless social games we play, and flaunt our intolerance. In many ways, the social outcry towards Postal 2 is the rage of *Caliban* seeing himself in the mirror. [...] Postal 2 nails it. It's a brilliant caricature of our mangled, disconnected, fast-food society, disguised as a collection of dirty jokes and ultraviolence.«

Ryan Gordon

<http://web.archive.org/web/20050309061407/www.macologist.org/viewtopic.php?t=607>