

Gamers: Ready for New Adventures

Gamers are ready to embark on a new set of cultural adventures, and games are a natural way to take gamers into new entertainment terrain. Only games have the power to allow gamers to reach their full creative potential. Our research shows gamers are much more eager to:

- explore new cultural territory
- be open to new ways of thinking
- be especially curious about Asian influences
- consider themselves separate from Western culture

Gamers will eventually tire of formulaic game offerings like shooters & sports, and may eventually abandon the medium,

unless new styles of game play emerge to keep them interested. Our research shows gamers will readily accept new styles of games, especially if centered around an “other-cultural” framework. Given gamers’ love of exploration, games can be the perfect medium for giving gamers these new cultural experiences.

Game companies can make themselves invaluable to gamers by:

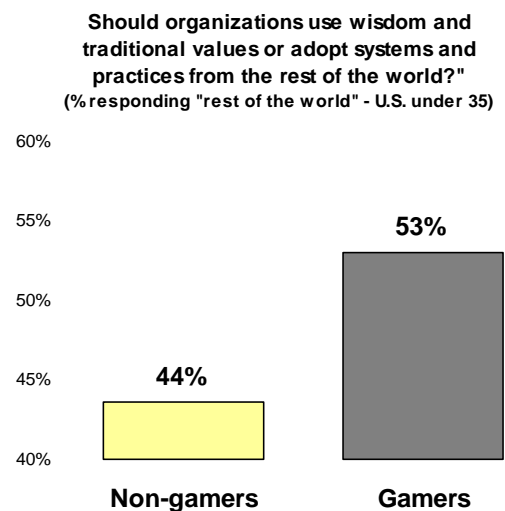
- giving gamers insights and revelations into other cultures
- giving gamers tools to explore, grow and change their own persona
- letting gamers feel like they are transcending their own culture

Recommendation #1: Give Gamers insights into other cultures

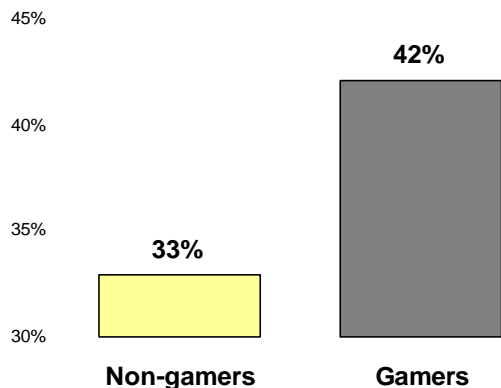
Gamers look to the world for guidance, and will not shy away from methods or ideas simply because they come from another country or culture. Gamers may be **more** inclined to adopt an idea or try a product precisely because it is foreign to them.

It should come as no surprise to anyone gamers tell us they consider themselves more “eastern” in their philosophical influences (as in Beijing, not Boston). Gamers seem to have their antennae increasingly focused on China. By incorporating more Chinese influences into their games, game makers can appeal to the other-cultural desires of gamers and also satisfy their curiosity about this ancient culture. But really,

gamers appear to be open to new cultural influences from around the world, not just Asia.



"To remain competitive, American firms should look to China for opportunities."
 (% agreeing - U.S. under 35)



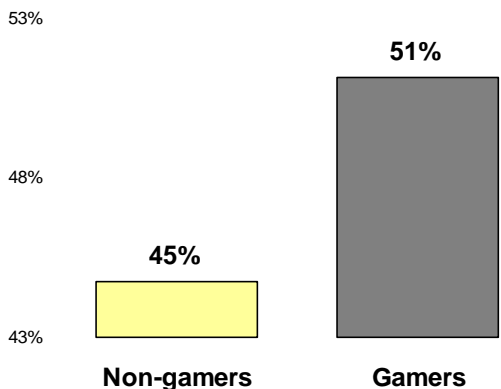
Recommendation #2: Give Gamers tools to explore, grow and change

Gamers report severe frustration with their organizations' ability to change. They also generally believe they could make better decisions than their organizations' leaders, much more than non-gamers.

Games can be the ideal conduit for this frustration by letting gamers practice decision-making in a game style environment. Game companies can appeal to gamers by giving them tools to learn, explore, grow and change via games, to make gamers more agile and nimble in their own minds. Given the opportunity to try out these new tools within the context of a game, gamers will respond overwhelmingly.

These tools can take multiple forms, but the emphasis should be on self-exploration and mastering change. Gamers want to fine-tune their own skill sets whenever possible, though it may take the form of entertainment.

"My organization doesn't change quickly enough."
 (% agreeing - U.S. under 35)

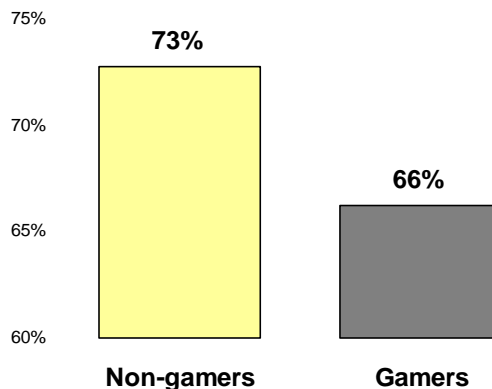


Like many forms of play, gamers are playing games to satisfy desires that have gone unmet in other areas of their lives. Game companies need to design games to meet those needs, or gamers will look elsewhere.

Recommendation #3: Let gamers feel like they are transcending their own culture

Gamers consider themselves separate from Western culture. While they reported seeing themselves as very adept and willing to change, they did not see the same for their own country. Companies will need to remember this as they try to sell to gamers. Companies can win gamers over by casting them in

"America's national culture is able to change more quickly and easily than most other national cultures."
 (% agreeing - U.S. under 35)



a positive light as being more able to change than their fellow countrymen.

Companies will need to hammer home this message of separateness and superiority in order to keep gamers at the table. Appealing to strictly patriotic or nationalistic desires may not be enough to keep gamers interested in your product. Rather, games can capture gamers' attention by transcending national and cultural borders and letting gamers feel as though they are transcending those as well.

North Star Leadership Group's work with the Gamer Generation™ first resulted in the 2004 Harvard Business School Press publication Got Game: How the Gamer Generation is Reshaping Business Forever. North Star can help you tap the Gamer mindset with our research skills. North Star also has patents pending in the revolutionary field of learning and training via video game technology. For more information on North Star's research and consulting capabilities, visit www.nslg.net.