

«TETRIS GENERATION». THE HISTORY OF GAME DEVELOPMENT ON CIS TERRITORY

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It is not a secret, that the game industry is one of the fastest growing spheres of the business of entertainment. It is highly important before the beginning of your project creation to understand if your product is successful or not. That is why it is a key point to analyze the development of industry. Indeed, the history of the game development is relevant for studying, because it also illustrates ways of a huge industry evolution, which tends to change.

Nowadays games are becoming incredibly popular. The diversity of genres, mechanics, social elements, etc. strikes the imagination. Games have turned from primitive lines and dots, which were a simple football simulator, to AAA-projects with high graphics, a deep plot and large budgets. They also can influence the audience like books and films.

The main aim of my work is to analyze the history of our local game industry to predict how games will be developed.

To investigate this topic, I have explored different sources. Most of them are ideas of developers, who were working at that time, or game journalists and usual players. It is quite an interesting fact, that all of them have their own point of view on the problem opposite to each other.

The history of a game development can be divided into three phases.

Genesis phase lasted from early 1980s to late 1990s. First soviet games were the copies of successful abroad projects. For example, an absolutely popular game “Wolf&Eggs” were a copy of “Nintendo Game&Watch”. First original game was created in 1984 by a soviet scientist and programmer Alexei Pazhitnov, and it was called “Tetris”. In last 1980s a local game market started to form. It was due to the appearance of new computers from China and Japan, that were affordable for soviet people. So, games became quite popular among users. It caused appearing computer clubs, which were quite popular among school students and teenagers. This situation also led to the creation of new games made by our local developers. First local games were represented for the foreign public because of pirates. That is why local game developers had to change their business models and the way of distribution [2].

Peak phase lasted from early to last 2000s. Game culture had already existed. First huge AAA-projects and game exhibitions appeared [6]. Our local game industry was finally recognized in the world in middle 2000s. Success made their heads spin and it led to the crisis in late 2000s. One of the reason was inefficient business models, so the creation of new huge projects was unprofitable [1]. Another one was the

emergence of game journalists. Some of them didn't have much experience in a game sphere, some of them were corrupted. In any case game magazines started serving interests of game studios [3;4].

The period of mobile and casual games started in early 2010s. Based on good results of games made by Zynga and Playfish companies, Mail.ru started creating its casual games. First games, such as "Happy farmer" and "Beloved farm", gathered a million audience. The success of mobile and casual games made developers think only about fees that led to the deterioration of the game quality [6].

To sum up, the history of our game development is quite a good example to strike a balance between bigger fees and better games. Nowadays our game industry is presented by mobile and casual games, which quality needs improvement. We hope, that our game developers can present absolutely new AAA-projects, which will be able to influence the whole game sphere. Audience preferences are changing fast, so it is really important for developers to be adaptive.

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