Gaming & your Library

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Gaming not just for kids!

- increased popularity across all ages
- gaming generation is in the work force! ...and librarians
- libraries circulating games, check WorldCat.org!
- explosion of Mobile / Casual gaming = Angry Birds

42% of all adults own a console
Almost 2/3 of adults 18-46 own a console

Data from:
Pew Research Center - Internet & American Life Project, Feb. 2011
Who’s got Game?
Pew Internet & American Life Surveys

• Gamer Profile:
  55% male
  56% urbanites
  57% college educated
  62% annual income $50,000+
  no significant ethnic differences among game players
• 53% of all American adults play video games
  • 81% of 18-29 year olds play video games
  • 21% adult gamers play every day
  • 36% of age 65+ gamers play everyday
• 76% teens play online games
  • 66% of parents with children under 18 play games
  • 2% of gamers overall / 11% teens visit virtual worlds (e.g. Second Life)
  • 9% of gamers overall / 21% teens play MMOGs
  (Massive Multiplayer Online Games: World of Warcraft, Lord of the Rings, Star Wars)

Who’s got Game?
The Gaming Industry Story
Entertainment Software Assoc. (ESA) - http://www.theesa.com/

• 2010, 38% over 50 play video games, an increase from 9% in 1999
• 67% of U.S. households play computer/video games
• Average age of gamers = 34 (26% over 50 / 49% 18-49)
• 64% gamers play with others in person
• 42% gamers play on wireless devices (smart/cell phones, iPads)
• 48% of parents play video games w/ kids weekly
• 73% of parent gamers are regular voters
• 93% of gamers read books or newspapers on a daily basis

Gaming industry fun facts

• U.S. computer and video game sales generated $15.9 billion in 2010
• Over 273 million video games sold in U.S. for 2009
• Average salary for gaming employees is $90,000 (2010)
• Massachusetts = top 5 states for employment in video game industry (4,600+)
$show me the $$$$ - Old School

• Call of Duty: Black Ops (FPS = First-Person Shooter)
  - 7 million copies sold in first 24 hours (November 2010) / $1 billion by mid-Dec.’2010 / 25 million sold (Aug ’11)
  - Earns $360 million in first 24 hours (Harry Potter & the Deathly Hallows $154 million opening weekend)
  - Predecessor, Modern Warfare 2, Generates $1 Billion in 2 months (Academy Award winning Titanic generates $1 billion in 3 months)
  - MW2 = “largest army of players in the world” 8 million players in first 5 days / 25 million+ currently
  - World of Warcraft (MMORPG = massively multiplayer online role-playing game)
    - World’s biggest MMORPG -12 million subscribers as of Oct.2010
    - ...after buying the game ($20+), monthly fee to play, $13-$15 per month + in-game upgrades / add-ons

$show me the "Casual" $$$  
zynga

• FarmVille & CityVille = Facebook = breakout hits!
• Monthly users = 147+ million
• Words with Friends - smartphone app = iPhone & Android
• John Mayer tweets on October 5 2009 that Words With Friends “is the new Twitter”
• 10 million downloads to date (Aug. 2011)
• Zynga valued (privately held) : $4 billion (April 2010) /$7-$9 billion (Feb. 2011)

$show me the "bird$"

• Angry Birds - Rovio
• Released Dec’09 for iOS only (iPhone / iPod Touch)
• sales 1st yr = 50mil / 12mil iOS / 10mil Android
• worldwide downloads = 140 million (May ’11)
• 125 active players monthly (Aug. 2011)
• sell 1 million plush toys per month at $13+ each (Aug. 2011)
Video Game Ratings!

Schwarzenegger v. Entertainment Merchants Association
U.S. Supreme Court, Fall 2010

The law would impose $1,000 fines on stores that sell violent video games to people under 18. It defined violent games as those “in which the range of options available to a player includes killing, maiming, dismembering or sexually assaulting an image of a human being” in a way that is “patently offensive”, “deviant or morbid interest” and lacks “serious literary, artistic, political or scientific value.”

[Adam Liptak, New York Times 11/2/10]

STRUCK DOWN

BY THE U.S. SUPREME COURT, JUNE 2011

Schwarzenegger v. Entertainment Merchants Association
U.S. Supreme Court, argued Nov. 2010, ruling June 2011.
wikipedia.org/wiki/Schwarzenegger_v._Entertainment_Merchants_Association

Gaming consoles get your exercise!

- Nintendo Wii
- Microsoft XBox 360
- Sony PlayStation 3 / PlayStation 2
- Library games
  - Dance, Dance, Revolution
  - Guitar Hero
  - Wii Sports

Nintendo DS Lite - DSi - DS-XL - 3DS

- Sales: U.S.= 49+ million / Worldwide= 136+ million / 400,000+ 3DS in first week April 2011
- WiFi
- touch-screen
- built-in microphone
- games for all ages
  - memory building games for grown-ups (Big Brain Academy & Brain Age)
- relatively affordable device & games
  - shop for used!
- Library Programming:
  - Nintendogs
  - Super Mario Brothers
  - MarioKarts
Nintendo Wii

- WiFi
- wireless controllers / wired(!) sensor bar
- games for all ages & interests
- getting cheaper, new model in late 2011?

Library Programming:
- WiiSports (golf, bowling, tennis, baseball)
- MarioKarts team racing

SITES FOR MORE INFO

- **Library Success Wiki** - libraries share ideas that work!

- **Pew Internet & American Life Project** - non-partisan research foundation
  http://pewinternet.org/topics/Gaming.aspx


- **ESRB - Ratings** - http://www.esrb.org/

- **MLS links** for this workshop and more @: delicious.com/bibliotechy/gaming

- **Board Game Geeks** - everything about every board game ever:
  http://www.boardgamegeek.com