In order to understand the processes used in the promotion and marketing of video games, you need to be able to show knowledge of why people play video games in the first place and on what type of platform they do this on. Video games provide hours of entertainment for their users and even during a recession still sell in bulk numbers to make this a very competitive and successful business for all the video publishers and their hardware that the games are played on.

Jay Blumler and Elihu Katz developed an audience theory that allows us to understand why and how people actively seek out specific media to satisfy particular needs. This is called: Uses and gratifications theory (UGT). They found a number of reasons why people use certain types of media:

- **diversion or escape** from day to day routines
- **personal relationships** where the media becomes an extra ‘friend’
- **surveillance** and learning about the world, learning new things
- **personal identification** where the media helps to reinforce your own values.

**Task**

In the chart below, write down which video games you play. Explain what type of console you play these on and what aspect of uses and gratifications you think your gaming use matches. For instance:

1. **Android games** (games played on your mobile devices such as ‘Angry Birds’ or ‘Sonic CD’ using apps)
2. **Social networking games** (games played online such as on Facebook)
3. **Console** (Xbox 360/PS3/WiiU/Nintendo 3DS)
4. **Online gaming** (Free Online Games - FOG, games found at Miniclip.com or at Addicting Games)

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<tr>
<th>Video Games I play</th>
<th>Platform used</th>
<th>UGT and how it affects my gaming</th>
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Write about three games that you have mentioned in the chart above and explain why you may cross between various platforms as you play these games or if you stick to one platform only. Think about:

- the experience and pleasures gained whilst playing
- the genre of the games and whether they are a fighting game, maze, shooter (first person shooter, shoot 'em up or third person shooter), stealth game for action and adventure, real time adventure, role playing, simulation, strategy, music game, party game, puzzle games, board games, sports games or a different type of genre. (For a comprehensive list of genres visit this Wikipedia page: http://en.wikipedia.org/wiki/Video_game_genres).
- what attracts you to these games in the first place
- how much money you spend on games in a year
- whether you read reviews of these games before purchasing either online or in gaming magazines
- if you pre-order games
- how long you spend playing these games
- whether you’d class yourself a casual or hard core player.

Task

1. How would you promote one of the games to attract the target audience?

2. Design a ten frame storyboard to use as a trailer for one of these games that you've written about. Make sure you show the name of the game, edits, types of shots used as well as the timing.