Serious Gaming – Education, Training, Health Care, Information & Communication and Defence - 3rd Edition

Description: This study examines the various market segments of Serious Gaming based on detailed case studies and a systematic presentation of the corresponding technologies, practices and know-how, while emphasising on the key stages of the design, development and dissemination phases. It also provides technology and business prospects for each market segment.

Key Questions

- What are the stakes associated with the development of this industry: know-how, development costs, economic models, industrial and publishing strategies?

- What are the recent changes in the value chain of the Serious Gaming industry?

- Who are the main players involved in Serious Gaming?

- What practices and audiences are being targeted by Serious Games?

- What are the latest trends in terms of content and gameplay?

- What are the prospects by market segment?

> Presentation of the 34 key projects of the Serious Gaming market

For each project:

Description: Year of creation – Objectives – Partners – Designer/Editor
Company: Activity – Number of employees – Turnover – Localization
Partnerships: Technological – Trade – Sales
Economics of the project: Development costs – Profession's contribution to development costs – Sponsors (if any) and degree of involvement
Business model: Pricing strategy – Revenue sharing – Sales target – Target breakeven point
Marketing: Strategy – Budget – Sales force – Geographical coverage

Projects studied

Training & Teaching
Diversité - Daesign
Entretien de recadrage - ITycom
History Games - Interaction Games
EDF - Real Fusio
Houthoff Buruma The Game - Ranj Serious Games
Infinity - Crossroads Digital Media
Mondokiddo - Mutant Labs
Olympe - 3DDUO
The Plague - Serious Games Interactive
Sauver Ada - Belle Prod
Sea Sim Crisis - VirDys
Smartkwizz - C-Servces
The Mindty Ant - Macrotellect Ltd
Wingineer 3 - Esica

Mass Media Communication
Bulletproof - Mobigame
Mémorial de Caen - Highfive
L'Experience - Actiplay
Forrestia - Creo
Neurodyssée - Belle Prod.
Ping - Grin Multimedia
Portal Places - Taatu Studio
Rallye Place Royale - Idééclic
Stat’Ecologie - Playsoft

Corporate Communication
Energy Wise - PIXELearning
Jeu Serai - Wizarbox
Largo Winch - Entropic Synergies
My Cyber Auto-Entreprise - Succubus Interactive
Suez Environnement Ambassador - KTM Advance

Healthcare
Elude - MIT GAMBIT Game Lab
eMotion 1.0 - VirtualWare
Ludomedic - CCCP
My Quit Kit&Khemia - Hoozinga Game Media
Replay - Brainstrom

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