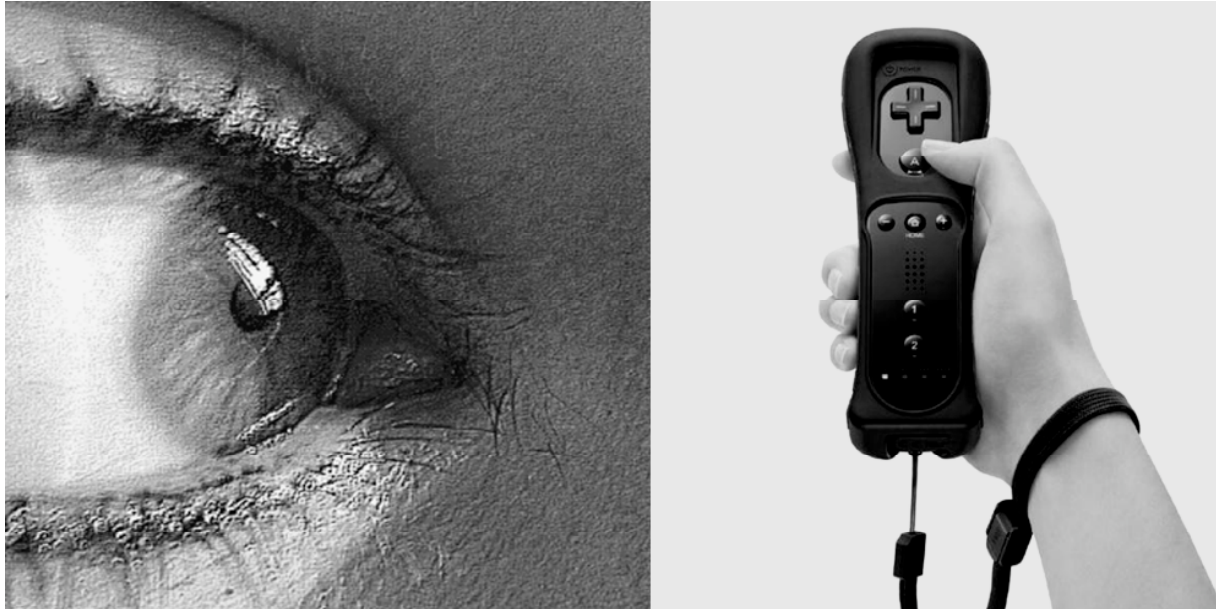


Serious Games market: Some key figures

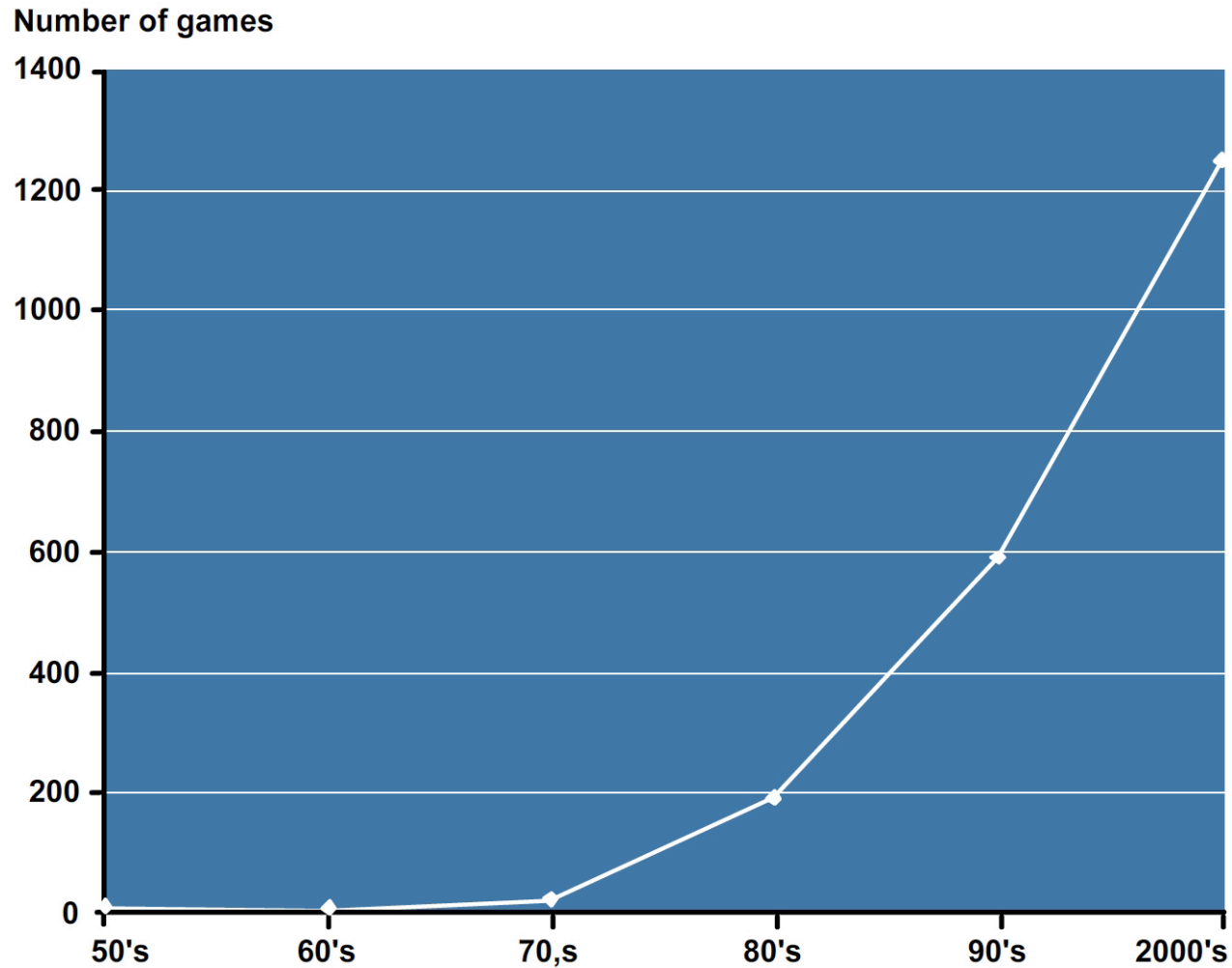
(from 1950's to 2000's)



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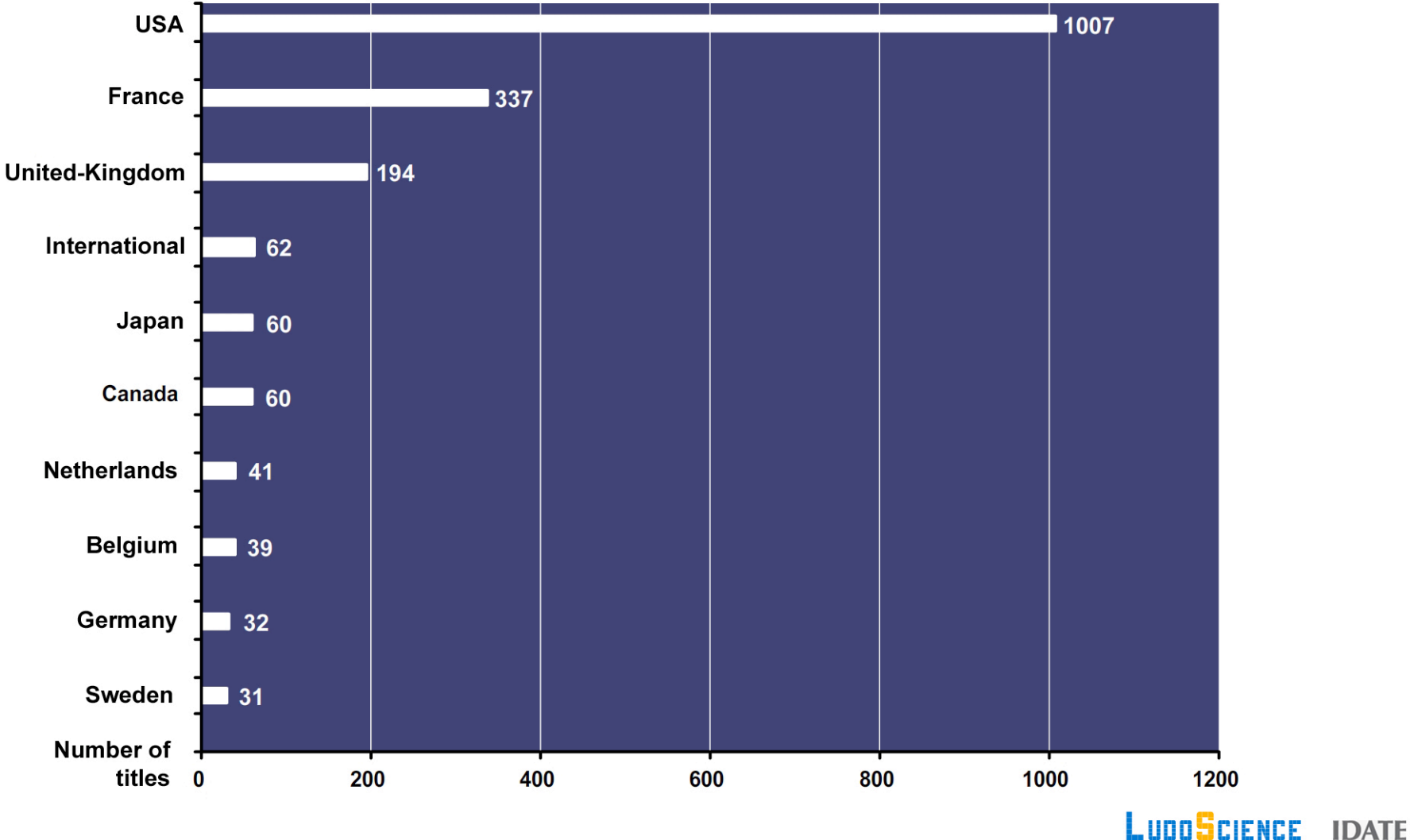
Evolution of the number of Serious game ranges per decade (from 1950's to 2000's)



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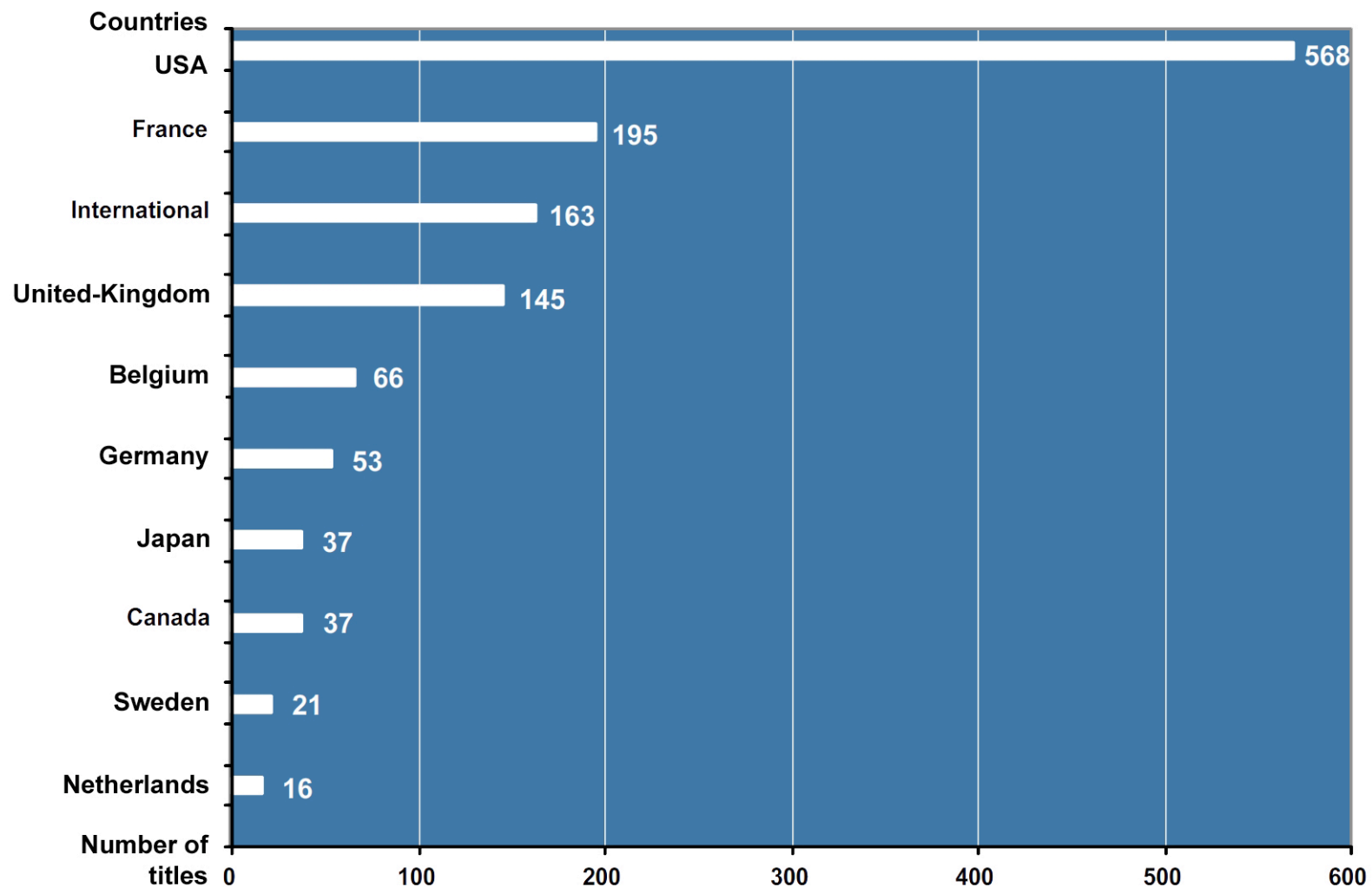
This graph demonstrates an exponential increase in the number of Serious game titles each decade. However, the global number of Serious games produced over six decades is probably less than 5000. It is a very small number compared to the number of videogames produced and dedicated to pure entertainment. Also, we identified very few titles during the 1960's. We believe that many Serious games have been developed for the army during 50's-60's, and have since been destroyed or lost.

Top 10 countries that have commissioned or edited Serious games from 1952 to 2009



This graph demonstrates that the USA is the largest player. Many countries from Western Europe are following. Japan is a particular case as its culture of videogames is very significant and they have their own approach. The Japanese may not necessarily distinguish Serious games from Entertainment videogames, therefore it would be necessary to study the Japanese titles more closely in order to update this top 10. The 'international' heading includes all other countries, such as Israel, Norway, China, Spain, Italy, Australia.

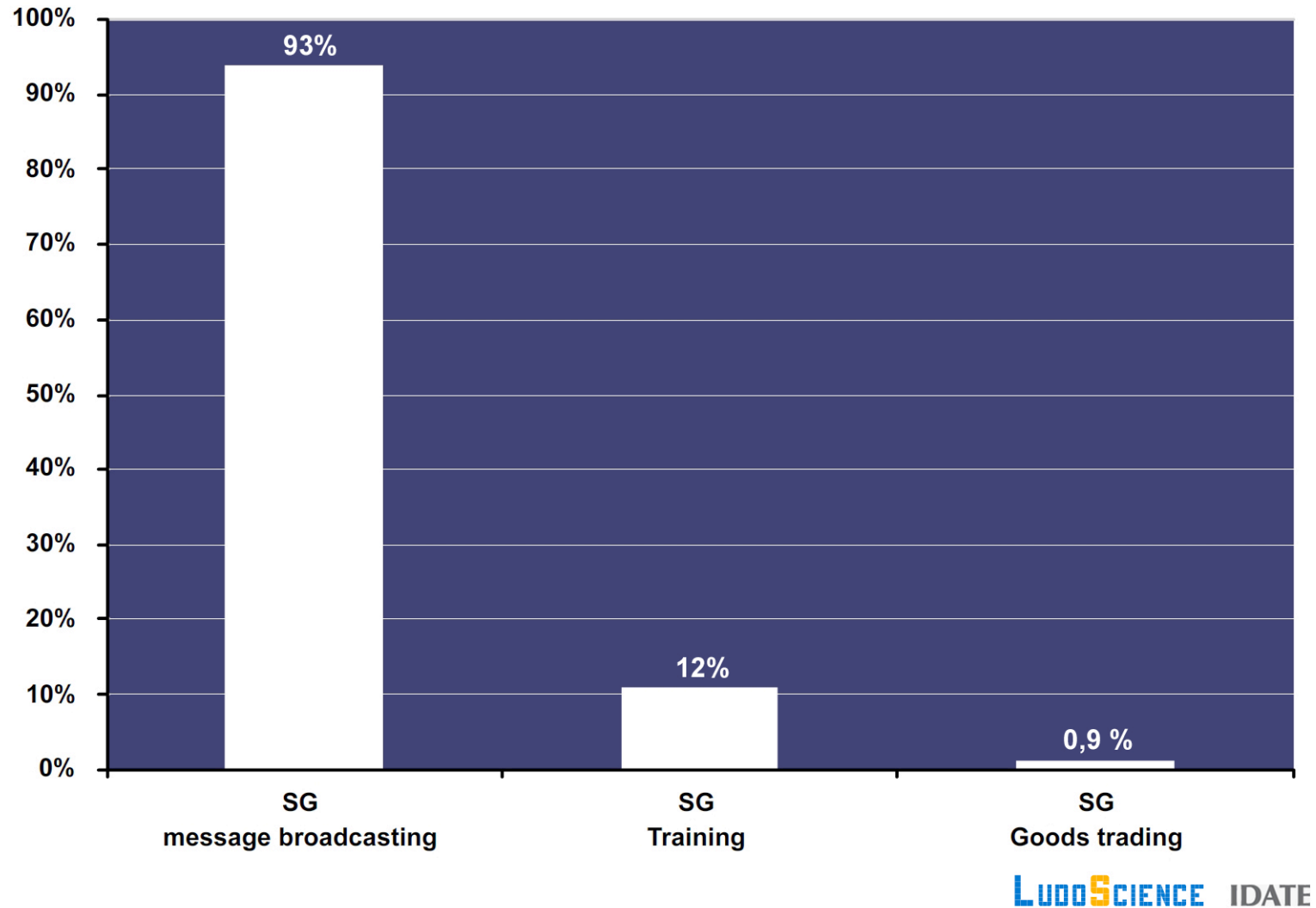
Top 10 countries that have developed Serious games from 1952 to 2009



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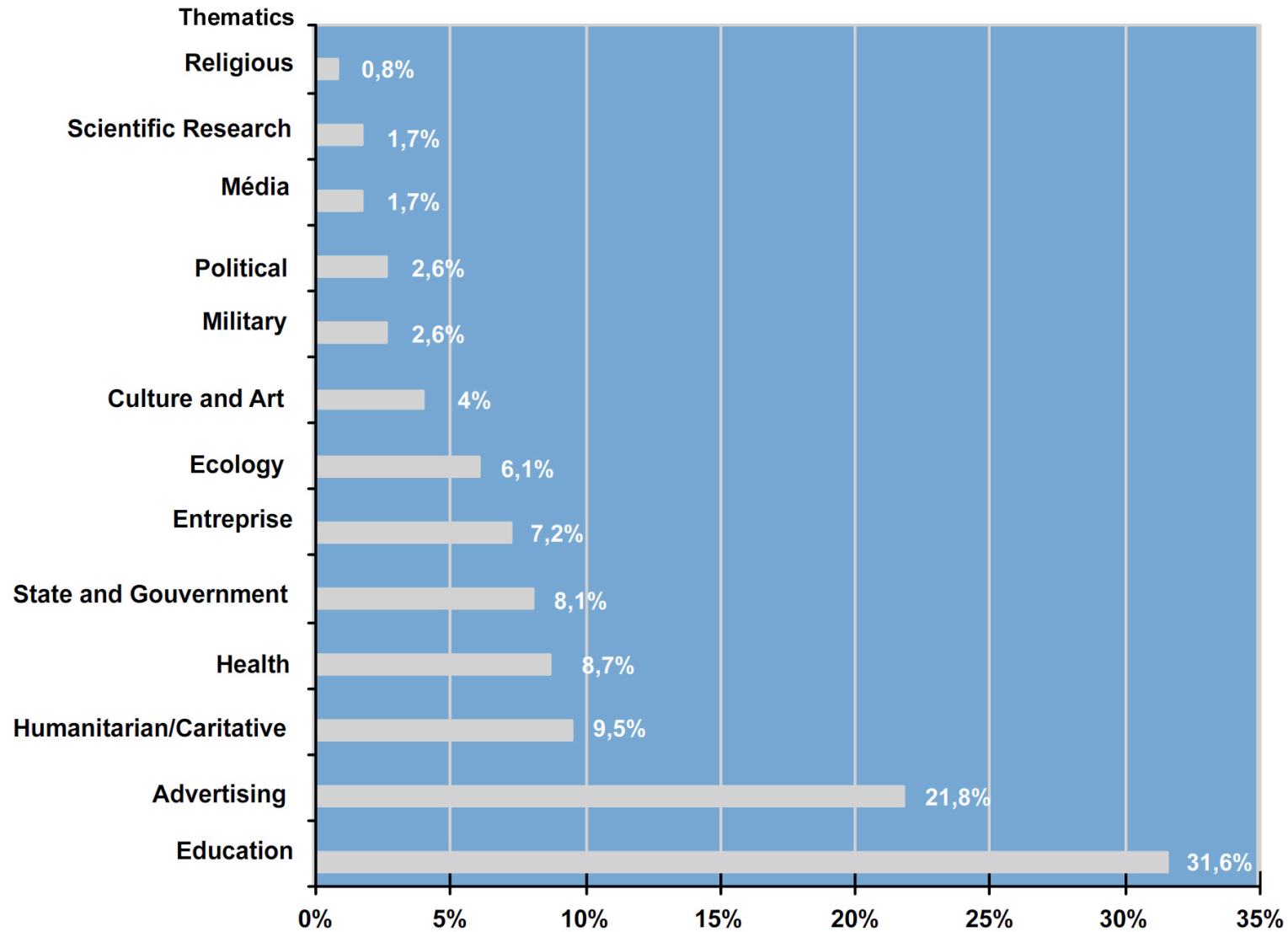
This graph demonstrates that the main countries that develop Serious games are essentially the same as those who produces them. Thus we can assume that for many countries the Serious games are ordered by/for national players. We should also highlight the fact that we are French researchers and thus it is easier for us to identify French titles. In this context, it is necessary that we ensure that there is no problem of over-representation of French titles in our database.

Percentage of the various contents of Serious games from 1952 to 2009



This graph demonstrates that the majority of Serious games are produced to broadcast messages. We can assume that the principal reason is the cost of developing these kinds of Serious games (News games, advergames, political games...). They are less expensive to develop than training games (simulations) or datagames. It should be emphasized, however, that Serious games that broadcast messages are usually free to play.

Percentage of Serious games per market segment from 1952 to 2009



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This graph demonstrates that Serious games in most cases are designed for education. However, one has to be aware that this is on a world scale. Each country has a specific market segmentation. For example, in the USA the support of the army is strong, which is not the case in Belgium.

These quantitative data are based on the analysis of a corpus of 2225 Serious Games. Following the definitions established by Sawyer, Rejeski, Zyda and others, we considered as Serious Games any *“games that do not have entertainment, enjoyment or fun as their primary purpose”* [Chen & Michael, 2005].

Although 2225 Serious Games may appear as a giant corpus, many Serious Games are still missing from our corpus. So, we built an open and collaborative online database to help us find and classify as many Serious Games as possible. Therefore, you can go online and check what games we used to produce the figures shown in this report. And if you know a Serious Game that is missing from the database, please add it so we can produce more accurate reports in the future:

<http://serious.gameclassification.com/>

Your comments and suggestions are also welcome: info@ludoscience.com