



UNIVERSITY OF
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On Creativity and Business Models in the Video Game Industry

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There are no such things as creative industries

”The source of ‘creative’ power, the ineffable mana or charisma celebrated by the tradition, need not be sought anywhere other than in the field, i.e. in the system of objective relations which constitute it, in the struggle of which it is the site and in the specific form of energy or capital which is generated there.”

Bourdieu (1986:81)



Fields of Power



Project Runway

“...business model depicts the content, structure, and governance of transactions designed so as to create value through the exploitation of business opportunities.”

Amit and Zott (2001:511)

All markets are constructed



1970s

FAIRCHILD

video entertainment system

Plays Home TV Games with Plug-In Cartridges

Standard Console Features

- 2-Player Tennis & Hockey Games Built In
- No Batteries Required—Runs on Ordinary House Current
- Remote Hand Controls—Moves Players Forward, Backward, Up/Down and Rotates Them in any Combination for Full Screen Action
- TV Adapter Box—Switch between Game Play and TV Viewing Without Disconnecting Console
- Works on Any Size TV—Color or Black & White
- Automatic On-Screen Scoring and Timekeeping
- Hold Button—"Freezes" Play Action Indefinitely

- Play Action Speed Control
- Time Limit Selection
- Electronic Sound Effects

Optional Cartridges ...

The game cartridges that plug into the Fairchild Video Entertainment System.

This system can play a variety of different video games available on optional Videocart™ Cartridges.

- Up to 4 Different Games on Each Videocart™ Cartridge
- 1 & 2 Player Games
- Uses all Standard Console Features



TENNIS



HOCKEY

1980s

Play These Two Action-Packed Games.

(No Cartridges Required)

*Game play is better only on color televisions. Cartridges not included. ©1980 Fairchild Semiconductor Corp.

STORE

23,779

-  Allow disabling Coin Magnet. **UPGRADE** 25000
-  Allow disabling Invisibility. **UPGRADE** 25000
-  Allow disabling Boost. **UPGRADE** 25000
-  Coin Values fully upgraded! **FULLY UPGRADED**

UTILITIES

-  When active you resurrect immediately after death. **1** **SINGLE USE** 500
-  Resurrection wings that are active permanently. **0** **SINGLE USE** 1000

GET MORE COINS

BACK

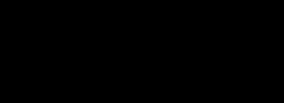


Available on the
App Store



2013

Creative business models
=
Creating business opportunities



Thank you!
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