

Digital2.0

**Serious Games**  
**Skövde, Sweden**

18th September  
2007

Jude Ower, MD, Digital 2.0

# Who are we?

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- Serious Games Development – on the Market side (opportunity identification to deployment)
- 6 years experience
- Based at SGI, Coventry, UK
- Worked on a range of Serious Games – from generic to specific
- Public and private sector
- R&D

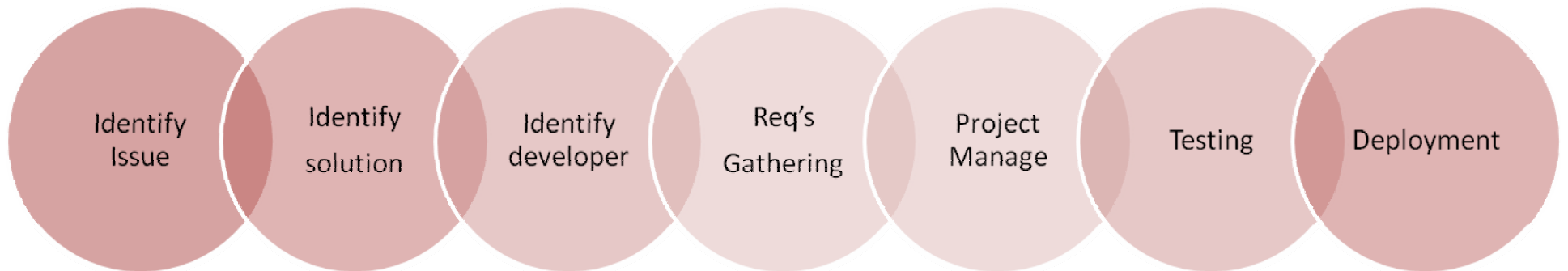
# Who We Work With

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- PIXELearning
- TPLD
- Serious Games Institute
- Coventry University
- Ambient Performance
- New Media Partners
- Scottish Enterprise
- Essex University and more .....

# How we work

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# Serious Games Definition

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*“The use of computer game technologies and/or approaches for **primarily** non-entertainment purposes”*

# One Wheel – Many Uses... Digital2.0



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# Why Games?

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- Games are good for you!
- Casual gaming at work increases productivity
- 66% of respondents play for 30 mins (approx)
- 76% of players improve productivity
- 80% claim they feel 'more focussed'
- 72% believe playing games reduces job stress

(Worldwinner, a US-based internet company, surveyed 500 members, cited in ITP Technology, 27<sup>th</sup> May 2007 )

# Did you know..

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- Today's average graduate spends less than 5000 hours of their lives reading
- But, they spend around 10,000 hours playing games
- And by 2011, 80% of the world's population will have a virtual avatar (Gartner, 2007) – OK, I have 3!

# Recent Stats

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- Kids are abandoning old and not so old media for the new
- 2 years ago, **59%** of young people aged 8-15 watched videos – only **38%** do now
- Advertising spend is falling in TV and Radio
- Online advertising increased **47%** last year (2006)
- Most are abandoning stand alone media, such as DVD's and turning to the internet and social networking sites

(The Economist, August 2007)

- Europeans spend an average of 14.3 hours per week online and 11.3 hours per week watching TV

(Forrester Research, 2007)

# Personal Observation

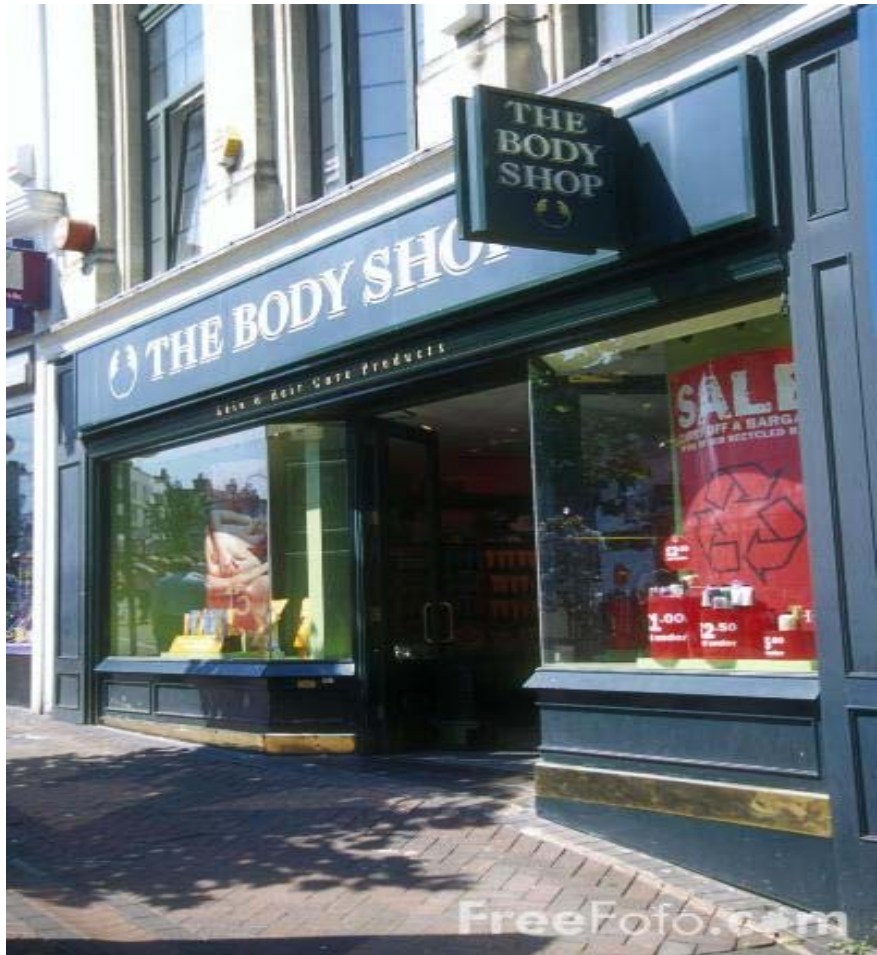
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Media attention has moved from technical magazines, to e-learning magazines to really **serious business magazines** (Business Week, The Economist, The Money Programme)

**= a wider and more diverse audience is being reached**

# What do these businesses have in Common?

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# A Clue?



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# Answer (some of) Digital2.0

- **The Body Shop and Shell both use SAP**
- Process and product driven (product orders)
- Internal - business training (i.e. sales and marketing, team building, front line management)
- External - customer service training, marketing, awareness

# Industry Trends

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- Military, Health and Education (from late '90's)
- IT, Technology and Telecoms (2002) – similar trends to e-learning
- Healthcare, CPD, management training and IT, Health and Safety, Education, and corporate (leadership, management, sales and marketing) and informal learning  
**(Coventry University for Digital Central, 2006)**

# And Now?

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- Not just industry specific but issue specific
- Broader range of businesses using Serious Games
- Range of buyers roles not just HR and IT
- Serious Games recognised as a cost effective and knowledge intensive way to learn
- **New research released March 2008 (Digital 2.0 and SGI)**

# Our Industries

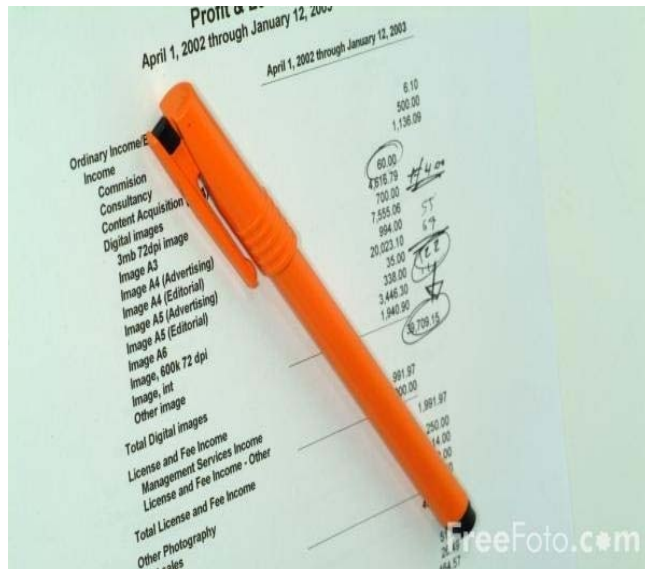
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- Consultancies (big 4)
- Oil and Gas
- Retail and Manufacturing
- Financial Services
- Cultural and Creative Industries
- Digital Media
- SME's
- Public – schools and colleges, local government

# Big Changes – The Digital Revolution

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Communications  
and training 1.0



Communications  
and training 2.0



# Human Behaviour Digital2.0

Plague released and analysed by two epidemiologists at Rutgers University in New Jersey.

Highlights how people will react in the real world in a similar situation.

Help to understand behaviour and reactions.

**“Virtual environments mimics the real world with “stunning” accuracy”** (Jeremy Bailenson and Nick Yee, of Stanford University)



# And?

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## **So what does this mean for businesses?**

- Help to understand consumer behaviour, for example, for financial services, help businesses and consumers realise their risk levels
- Help to understand employees behaviour in various situations – realise their strengths and weaknesses

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## **Current Projects**

# Industry Feasibility Study

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- Sample of industries and companies
- Find consistent issues
- Raise awareness of Serious Games

# Serious Games Exposed

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- Serious Games Mapping – Global snapshot and UK in-depth detail
- Online Serious Games brochure (buy off the shelf product – create community)
- Effectiveness study – games, e-learning/video and class based  
(Results so far have shown the West Midlands to be the most active in the UK in terms of Serious Games)

# Creative Industries Game

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- In partnership with nmp and Pixelearning
- Game to help businesses in the Creative Industries
- Pitching and selling
- Marketing
- Managing projects (time, costs and resources)

# Second Life Digital Futures Island

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## Nmp and MTNW

- Manage and grow and Digital Media community in Second Life



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# Contact Details

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