
Subject: Re: Modern vidya powerhouses

Posted by [GEORGE ZIMMER](#) on Fri, 23 Sep 2011 16:51:27 GMT

[View Forum Message](#) <> [Reply to Message](#)

R315r4z0r wrote on Fri, 23 September 2011 07:16people don't play them
lol wut

Look at MineCraft, Mario, Zelda, and Pokemon- all hugely successful games/franchises.

See, customers aren't just one giant wave with all the same tastes- while you might have 3 million CoD players (I dunno the numbers, just an example), if another game garners 2 million players, they could be a completely different set of people.

So if a company owns BOTH those games, they would effectively have 5 million unique customers (just an example, of course- there'd likely be at least a few people who'd play both).

Sure, having boatload of sales is nice (thus creating the idea of "WHO CARES WHO'S BUYING AS LONG AS WE SELL ALOT"), but any remotely intelligent businessman will tell you that having just one group of people buying your products isn't the smartest plan. You want mixed demographics, especially if your product is more or less ends up a "flavor of the month" type of deal.

So from a business standpoint, it doesn't make much sense. From an artistic standpoint (hurr vidjagames cannot into art, shutup), it's frustrating as hell.
