Playing without Rules? Regulating Imitation and Innovation in the Games Industry

Christian Katzenbach
Lies van Roessel

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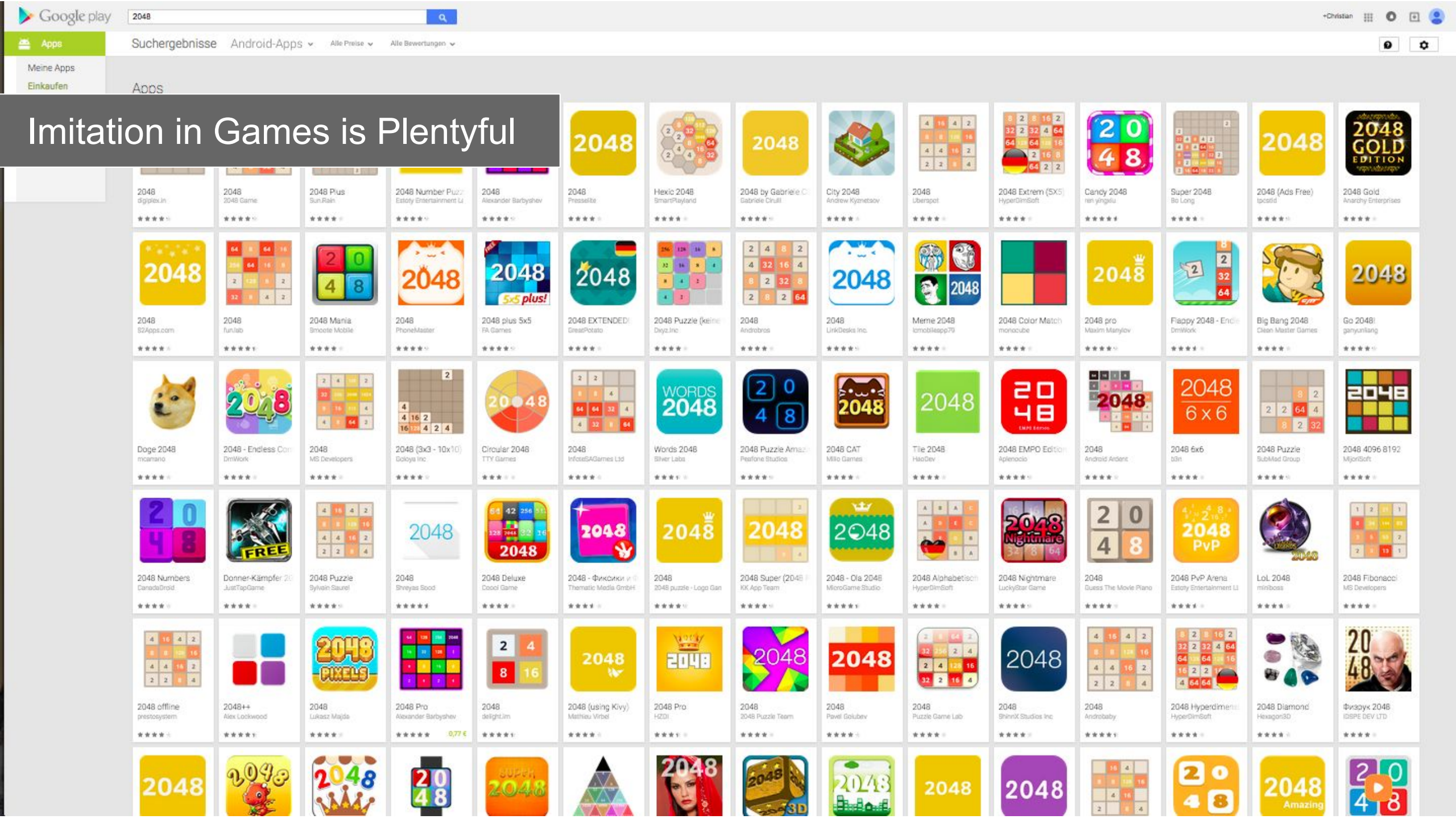
Google play
2048
Apps
Suchergebnisse
Android-Apps
Alle Preise
Alle Bewertungen
Meine Apps
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Apps
Imitation in Games is Plentyful

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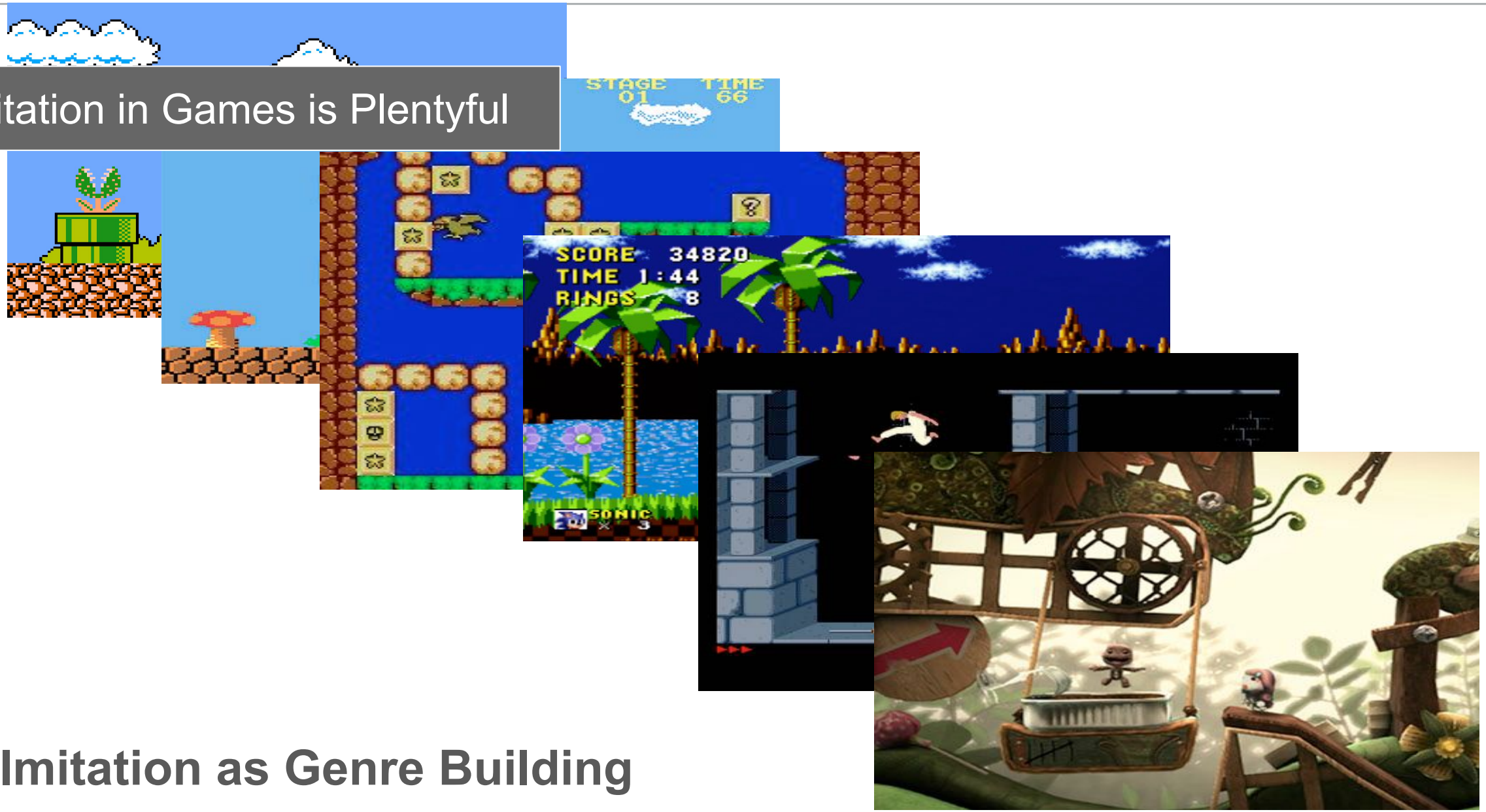
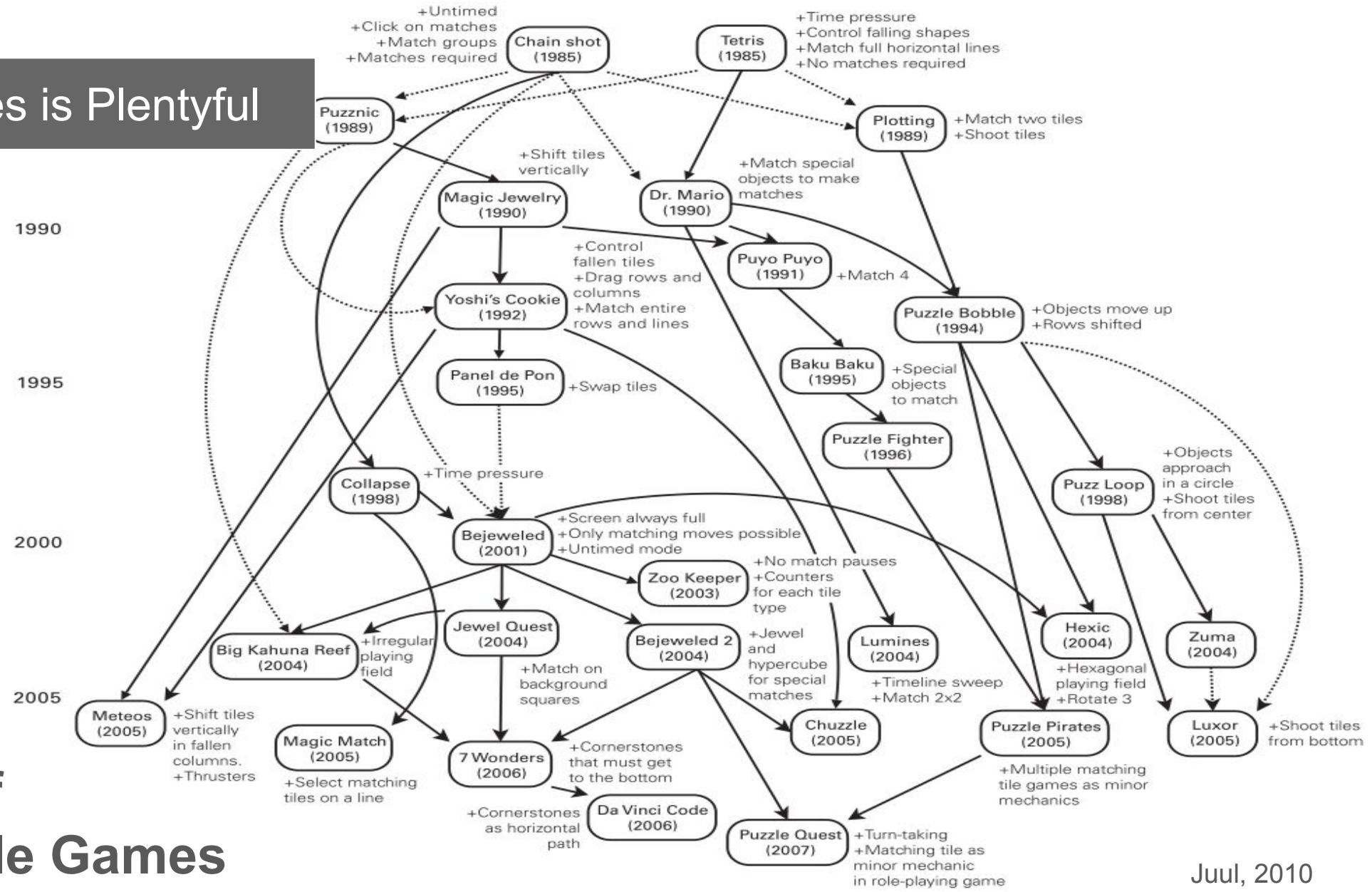


Imitation as Genre Building

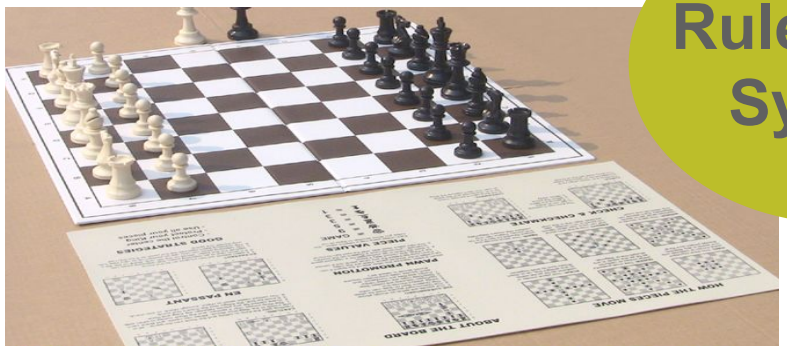
Imitation in Games is Plentyful



Evolution of Matching Tile Games

Juul, 2010

Games are Complex Works



Rule based System

Art style

Ideas

Expressions

Research Questions

How can an innovative sector with huge turnovers remain profitable and sustainable without clear-cut IP protection?

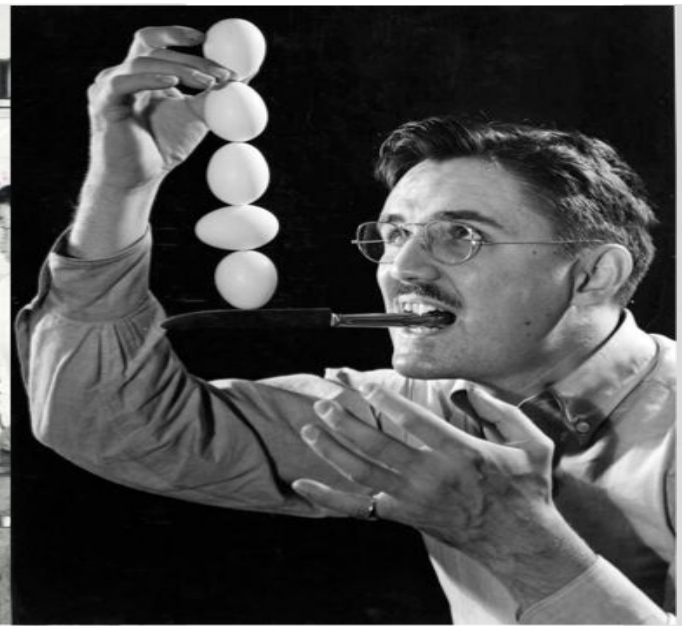
How do developers handle the tension between imitation and innovation?

Research Design

Qualitative Empirical Copyright Research

Discourses and Practices of Creative Production

Cornelius Jacobsen (Riksarkivet, National Archives of Norway.
URL: http://www.flickr.com/photos/national_archives_of_norway/6475926375/



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Research Design

Discourse Analysis of Cloning Cases

Industry Handbook Analysis

Interview Study with 25+ Designers, Programmers, Artists, Producers/Managers, Lawyers

Reach-out Workshops and Panels w/ Researchers and Professionals

Research Design

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Findings

Imitation as remixing game principles and graphical elements is generally accepted

- *Cloning* is not considered a problem in general
- However, in the mobile sector, the amount of 1:1 cloning is considered problematic

Copyright and other IP legislation is not prominent in the daily practice.

Game developers do not want more copyright protection

Remixing ...

… is a common practice among different disciplines and sub-sectors.

“A lot of time it's more about picking the right ingredients that are already there. I mean, 95% of what we do, you can say, okay, in some way it always exists somewhere.”

Differences b/w Sub-Sectors

	Indie Developers	Big Companies
Evaluation Criteria	Game itself	Market Success
Reference Points	Personal Taste and Preferences	Market Research
Understanding of Game Development	Creative Expression of Idea	Combination of Resources and Expertise
Distribution and Disclosure	Sharing, Public Claims of Authorship	Secrecy

What is a good game?

“I want my games to be fun, and the second important thing is that they sell, but the first thing is they should be fun.”

Indie Developer

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Reference Points

“I was really there right from the start, and we researched if such a game could be a success. And then I came up with some really good reasons it could be.”

Market Researcher, Large Studio

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Game Development

“To a certain degree, I think I identify my personality with my work. […] I mainly focus on personal stories and moral questions and everyday life.”

Indie Game Designer

Game Development

“Don’t start with an idea, start with your assets. […] I don’t want to say: don’t innovate at all – but be smart about it.”

Manager, Large Studio

	Indie Developers	Large Studios
Evaluation Criteria	Game itself	Market Success
Sources of Inspiration	Personal Taste and Preferences	Market Research
Understanding of Game Development	Creative Expression of Idea	Combination of Resources and Expertise
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Sharing vs Secrecy

*“I think in the hardcore **indie industry**, it's okay to share ideas, because they are very strange nerds and **they would never steal**. There is something like a codex.*

*But for example in our company (.) I have a lot of friends who work for our competitors and **I never talk about our current games** or the games we have in development, because (.) that's a hard market, it's war.”*

Manager, Large Studio

Summary of Findings

Remixing as a common practice

Cloning is not considered a problem, but part of the deal

IP Law not a huge factor

Different strategies to cope with the tension inspiration vs. imitation

- Indies → Low IP Regimes
- Larger Studios → TV Formats

Christian Katzenbach katzenbach@hiig.de
Lies van Roessel lies.vanroessel@hiig.de

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