

Gaming Industry Maturity

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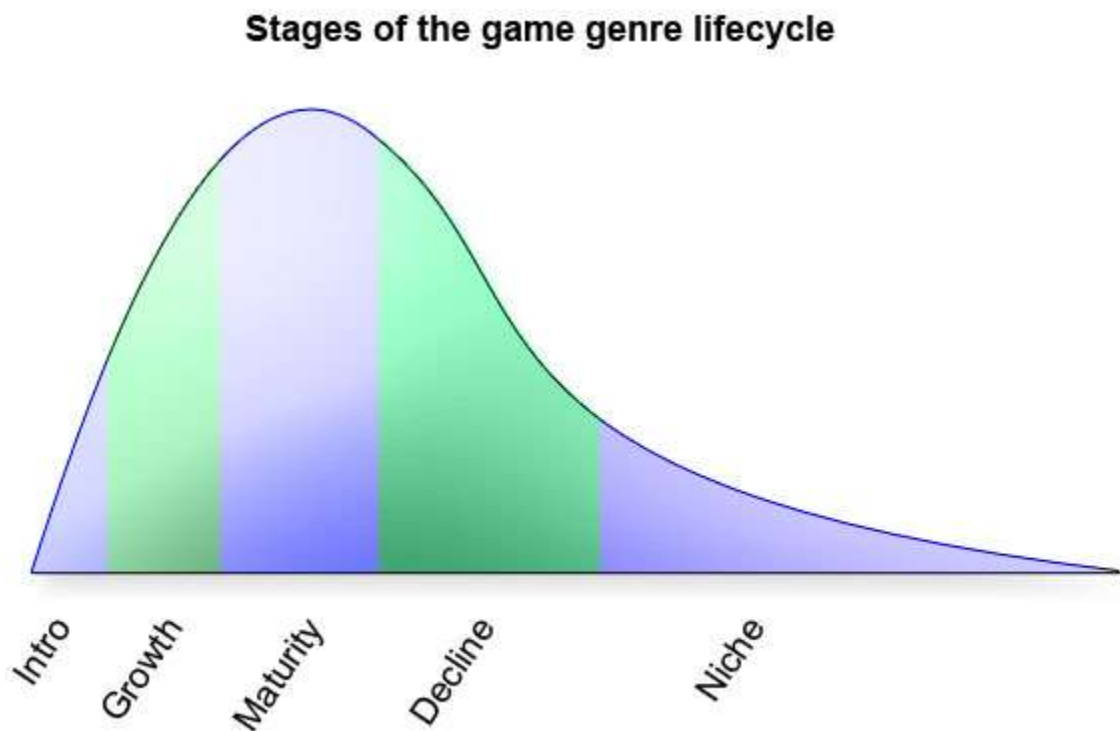
Nintendo Co. Ltd is among the largest producer and consumer of gaming and electronic products in the world and headquartered in Japan. It has created some of the best-selling video gaming franchises of all time such as Mario, The Legend of Zelda and Pokémon. With the introduction of the Nerve Gear (Game Console) into the market, it is among the first companies that will invest in the product. If they are to introduce the Nerve Gear into the market, the Red Oceans will have to be analysed and this will be through also looking at the product life cycle and see how the product will be able to survive in the market despite the presence of the many gaming devices and companies that are available in the market currently. This analysis can also be used to establish why the game industry is reaching a maturity point.

Among the most powerful products in the market at the moment is the Sony's PlayStation VR headset that was launched in October 2016, and it was powered by the most powerful gaming platform in the market at the moment, the PlayStation 4. In 2017, Microsoft also launched the X Box, which still remains among the most powerful gaming platforms, and it is also set to use the Virtual Reality technology and was dubbed "Project Scorpio" before the official release. This made Nintendo to also make effort and it developed the Nintendo Switch in March, 2017, and these are currently the products that might act as a threat when it comes to the use and development of the Nerve Gear in the market, and why the gaming industry is reaching a maturity point.

The Nerve Gear works by sending fake signals to the brain and this is at a unique frequency that the brain can recognize. (Seidel, 2019) The Nerve Gear then also makes sure that there is the production of artificial waves which stimulate the brain to work in the artificial online environment that has been created. The Nerves then work by stimulating the paralysation of the agent and this may in turn cause the player to be harmed, and all these

works in the online environment. This will then make the nerve gear to send more waves to make the player enter into a sleep trance, making the person to be able to control the game virtually through the nerve headsets. Through the use of the Virtual Reality Massively Multiplayer Role Playing Platform, this comes as a new product in the market that has not yet been tapped and thus the need to look at the maturity level of the gaming world and also analyse the red ocean forecast for the new product in the gaming market.

The gaming industry is one of the most robust industries where gamers and developers are constantly trying to look for new ways to invest and satisfy their gaming needs. This has reached a point where refinement has slowly swept through the cracks to reveal a better experience and better video gaming experience, and examples are Sony's PS4, Microsoft X Box and Nintendo Switch (Cosma, 2019). The maturity of video games has been a process that has been evolving for a long time, from the Grand Theft Auto to the Witcher series, which capture more mature audiences, and this is just part of the life cycle of any product. With the introduction of the Nerve Gear, they enter a mature gaming industry and there is need to make a good analysis of how they will tap into more markets since there is already a flooded market. However, what we can all agree on is that the maturity of the gaming industry is a good thing and it has helped tap into more markets and reduce the pressure that was therefore develop more games for kids.



The product life cycle is broken into four key stages, and this is not unique to the gaming industry. It has the introduction stage where the product is first introduced into the market, growth of the product through different phases, maturity of the product where it is at maximum usage and then decline. This will therefore call for the management and marketing of Nintendo to look at the factors available in the market before deciding on the price, expansion of new markets and design of the product or packaging.

In conclusion, it can be seen that most of these products have already attained the maturity level in the market, and this is because of the need to diversify. The gaming industry is clouded by various companies and products, all being released simultaneously and thus the need to make sure that they are more mature and have a good reception. By making them more mature, they tap into a new market and have an opportunity to add new features, and this is something that has been utilised by Nintendo successfully.

References

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