

TRANSCRIPT

So you want to work in the video gaming industry

Has your industry changed much in the last 5/10 years and if so, how?

MARTIN AKEHURST:

The games industry is always evolving, by being like-- in multiple ways-- like, technology. VR is still growing, even though that still feels very early, I think, in what it *could* be, but you can see even with five years, like the amount of games that are being made for them, the type of games that are being made for them as well, that section's growing a lot.

Casual gaming, or 'cozy gaming' I think it is more often, so it's more-- I think from lockdown and stuff like that, that an increase of people playing games has risen, and like there's an increase in casual gaming or like I say cozy gaming, like these farming simulators and stuff like that. There's definitely a bigger market for them at the moment that wasn't there before, and just how freely you have access to games now – it's on your phones, it's on like-- and even the types of games that are being developed for them, like, Pokémon Go is such a common thing now, and now there's a whole bunch of variations of them, like even in the past like five years or so, we had NFT gaming, and that was like a big spike and back down again.

I think it's hard, kind of even between like five and ten years, it feels like quite a drastic shift, even like in the maturity of the types of games that are being made, the type of like... I'm gonna use something like The Last of Us – the narrative and the story and the theming behind games is a lot more serious or lot more, kind of cinematic, should I say? Like where it's treated as very different to what it was like a long time ago, and you can definitely see the progression of things like God of War as well, another one where it feels like more of a movie, and the way that dialogue and the way that all that's developing, it seems like there's more of an art to it, of a Triple-A being accumulated to what a blockbuster film is now.

Yeah, there's just so much like... on top as well, you have stuff like AI now, which is slowly being integrated into-- some people are doing tests with it being integrated into games now, and that's both scary and fun at the same time, like having NPC responses being like, if you're talking to a character within the game and that actually responding to what you're typing to it is like... very scary. It's very early days for that, which is something that's like, I think we're gonna see more of in the future, especially with-- that accessibility of being able to, I think I was mentioning before, there's so much around for tools of like using Unity and Unreal and whatnot and integrating things like AI into this now. Like, yeah, it's scary. So yeah, I know that's kind of a long rambling answer about what's changing the industry! A lot, I suppose, yeah.