

Analysing Video Game and Digital Distribution Platform Market Using Program Pajek

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Abstract

The internet changed the concept of video game delivery. Large companies who developed video games soon realised that the success in this industry is not the video game itself but the distribution. The beginnings of using the internet in the video game industry were very humble because the internet was so expensive. That was the reason why the internet was not available to everyone. When the internet became accessible to almost everyone, the video game experienced an evolution in distribution. They started relying on digital distribution more than on traditional distribution. Those enjoying success in the early years of digital distribution were slowly receiving competition from other video game giants. And so, the battle for the source of the highest profit in the video game industry has begun.

Keywords: digital distribution platform, social network analysis, video games, market analysis