Interactive Tool Charts the History of Game Developers

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A new interactive timeline created by PriceSpy.co.uk has been launched to explore and celebrate the rich history of some of the most popular developer studios in the gaming industry.

The interactive tool allows users to see where and when game developer studios were opened, which game series they have created and which ones fell along the way.

Back in 1889, when Nintendo began to mass-produce its Hanafuda playing card game, an industry was unknowingly born. The continued growth it enjoyed over the next 125 years fuelled a culture of technological innovation that has captured the imagination of millions.

Fast forward to 2014 and the video game industry is worth approximately £1.7bn. Gaming is one of the largest entertainment mediums in the world, with hundreds of developers creating over 500 games and selling 400 million units globally each year1.

The successful launch of the Nintendo Entertainment System (Famicom) in 1983 saw the industry grow rapidly, as 33 studios opened between 1988 and 1990, ready to cater for fans of the new Sega Megadrive and Super Nintendo. However, studios have seen tougher times of late, with increased competition and the shift over to next generation consoles challenging development teams, such as Saints Row creator THQ, and causing 40 to close from 2009 to 2013.

Lorna Barker, Senior Marketing Manager for PriceSpy UK and Ireland, said: "The video game industry is one of the most dynamic and progressive around and is a hugely popular and valuable entertainment medium. With so many stories from its past, we wanted to trace its development and represent this interactively for the very first time.

"The timeline looks at over 400 of the most popular game developers in the world and examines their company history and most popular games. We want gamers, industry professionals and technology lovers alike to learn from and enjoy using the tool to explore the rich history and diverse geography of gaming."

The content can be viewed at http://gadgetguru.pricespy.co.uk/history-of-gaming-development/

For further information, visit www.pricespy.co.uk or follow on Twitter @PriceSpyUK.

Notes to Editors:

1 Based on average unit sales 2004 – 2014:http://www.vgchartz.com/yearly/2014/Global/

About PriceSpy.co.uk:

- PriceSpy.co.uk is owned and run by Swedish company Prisjakt Sverige AB, as part of the international media group Schibsted ASA with headquarters in Oslo, Norway
- The site provides a transparent and independent price and product comparison service to help consumers fine the best online shopping deals
- The site has 3,290,000 indexed prices, 666,000 products across 1,970 shops, complete with hundreds of thousands of product and shop ratings

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