

STEVE FORBES' New Book!



Rudy Giuliani called it "a remarkable historical guide... a fresh look at modern business leaders and how they fit the framework of history."

CLICK HERE TO ORDER YOUR COPY NOW.


Become a member | Log In
Portfolio | Forbes Magazine-77% savings

Forbes Attaché

Personalize Now!

ADVERTISEMENT

Want to Trade Forex?



Click HERE for a FREE Tutorial!

Forbes

Search: Forbes.com Quotes Video Advanced

Symbol

U.S. EUROPE ASIA

HOME PAGE FOR THE WORLD'S BUSINESS LEADERS Free Trial Issue

HOME BUSINESS TECH **MARKETS** ENTREPRENEURS LEADERSHIP PERSONAL FINANCE FORBESLIFE LISTS OPINIONS

Bonds Commodities Currencies Economic Calendar Economy Emerging Markets **Equities** Intelligent Investing Markets Brief

Market Scan

Gaming Goes Casual

Philip Reynolds, 07.08.09, 02:35 PM EDT

Games developers win big in the U.K thanks to some laid back videogames.

LONDON -- Move over, couch-blooded killer with a virtual gun because the nonviolent casual gamer wants a seat in front of the monitor. With sales passing three million this year, "edutainment" title 'Dr. Kawashima's Brain Training' entered the record books as the UK's best selling game in history. But it also illustrates a new age in the way video games are marketed.

Steve Bailey, game analyst at Screen Digest believes the success of the game is down to the "neutral and approachable" advertising campaign that the game received. "It's what we call a wide ranging 'evergreen' title, its appeal has allowed it to keep selling," he said, "it's a trivia activity, like a crossword, but it allows you to gauge your progress."

Available for **Nintendo (NTDOY.PK - news - people)**'s handheld 'DS' console, the game measures a player's ability to complete puzzles and tasks – awarding them a 'brain age' score at the end of each session.

The game's sales figures illustrate the success of the gaming industry's focus on 'casual gaming' -- which attempts to attract demographics which would not normally play video games. Success stories include The Sims, and products such as "Cooking Guide" -- which teaches users how to prepare meals, or the "100 classic book collection" -- which provides digital versions of classic texts for people to read on the go.

Article Controls

- EMAIL
- PRINT
- REPRINT
- NEWSLETTER
- COMMENTS
- SHARE
- YAHOO! BUZZ

"These new games focus not on skill, but involvement. They're brief, and they're easy to pick up." Explained Bailey, "and they have a relaxed, edutainment profile in contrast to the brawny style of most mainstream games."

The lucrative UK gaming industry has taken a tumble in recent months, with year-on-year sales down 5.7%, with 29.7 million units sold compared to 31.5 million units for the same period in 2008 according to ELSPA.

This is due to an increased interest in second hand games, and a new area of 'browser gaming' -- where casual gamers can log onto websites and play for free, with costs covered by advertising.

Related Stories

- [Videogaming Gets Physical](#)
- [Ubisoft's Hollywood Dreams](#)
- [What Makes A Wii Game Great](#)
- [EA Needs To Get Game](#)
- [Yoostar's Hollywood Dreams](#)

Related Videos

- [Yahoo, Apple Earnings Tuesday](#)


ADVERTISEMENT




THE NEW DELL™ POWEREDGE™ SERVER SOLUTION


YOU ARE NOW A GENERATION AHEAD


GET THE FACTS MAKE THE SWITCH ▶



Intel® Xeon® Processor 5500 Series


Forbes VIDEO NETWORK





Street Digests CIT Rescue

Goldman ups forecast for S&P 500



CIT Deal Lifts Street

Lender secures rescue loans, stocks rally out of the gate.

Get Stories By Email

Select Topics:

Nintendo

U.K.

European equities

Videogames

European markets

Personalize Your Own Forbes Attaché

SIGNUP NOW!

Weather [Select Your City](#)

Sports [Select Your Teams](#)

Stocks [Select Companies](#) XYZ +5.87

News [View by Industry](#)

Authors [Choose Favorites](#)







INTELLIGENT INVESTING WITH STEVE FORBES

VIDEO SERIES

The business acumen of Steve Forbes. The expertise of world leaders. The trusted insight only Forbes can deliver.



WATCH NOW