

Game Development: Market and How-to

Mj Mendoza IV

Games are
interactive
entertainments

Games industry
is now called
Games Entertainment
industry

In TV Entertainment industry,

In TV Entertainment industry,

People watches TV shows for **FREE**



In TV Entertainment industry,

TV show casts are paid by TV show producers



In TV Entertainment industry,

Producers earn from **advertisements**



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Believe it or not

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makes the world go round

Best example?



In Games Entertainment industry,

In Games Entertainment industry,

People plays **games for FREE**



In Games Entertainment industry,

Game developers are **paid** by **Game publishers**



In Games Entertainment industry,

Publishers earn from **advertisements**



How do I make a game?

Where can I learn formally?