

# NOT PLAYING AROUND

The Business, Theory, Art & Culture of Gaming



## LECTURE 2

# THE ART AND BUSINESS OF VIDEO GAMES

by Joost van Dreunen

### Date

September 28<sup>th</sup> 2021

### Time

19:30-21:00 CEST

### Language

English

### Place

Blackbox  
Zeppelin Universität

### Online-Access

[twitch.tv/  
zeppelinuniversitygaming](https://twitch.tv/zeppelinuniversitygaming)

### Abstract:

Interactive entertainment today approaches \$200 billion in global consumer spending. It also remains poorly understood among government policy-makers, financial investors, and media executives.

In this lecture we'll explore the transition of video games as a fringe activity to become a mainstream form of entertainment and it managed to thrive in the face of digitalization where conventional media firms faltered.

You'll hear about the trends, the major players, user-generated content, advertisers entering the space, and Big Tech's impact on the global games' economy.



**Joost Van Dreunen**  
**(SuperJoost)**

Adjunct Assistant  
Professor  
NYU Stern

### Biography:

Considered "the top academic" in the video games industry, Joost teaches at the NYU Stern School of Business and is author of **One Up: Creativity, Competition, and the Global Business of Video Games**.

Previously he was co-founder and CEO of SuperData Research, a games market research firm, which was acquired by Nielsen in 2018.

Joost works as an advisory board member for a portfolio of both publicly traded firms and startups in gaming. He publishes a weekly newsletter on gaming, tech, and entertainment called SuperJoost Playlist.