

NEMOG+

New Economic Models &
Opportunities for digital Games

NEMINDE Meeting

22 May 2014 at Cass Business School

What is NEMOG?

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Cass Business School
CITY UNIVERSITY LONDON

NEMOG



New Economic Models and Opportunities for digital Games

4 Universities, 8 researchers, 3 years, £1.2 million funded by UK research councils EPSRC and ESRC.

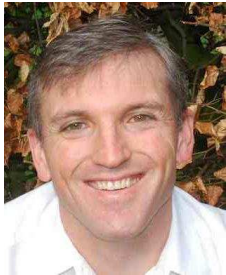
30+ partners – games industry and potential games users: academic researchers, healthcare workers, teachers, ...

NEMOG



New Economic Models and Opportunities for digital Games

THE UNIVERSITY of York



**Peter
Cowling**



**Feng
Li**



**Kiran
Fernandes**



**Ignazio
Cabras**

THE UNIVERSITY of York



**Daniel
Kudenko**



**Nick
Goumagias**



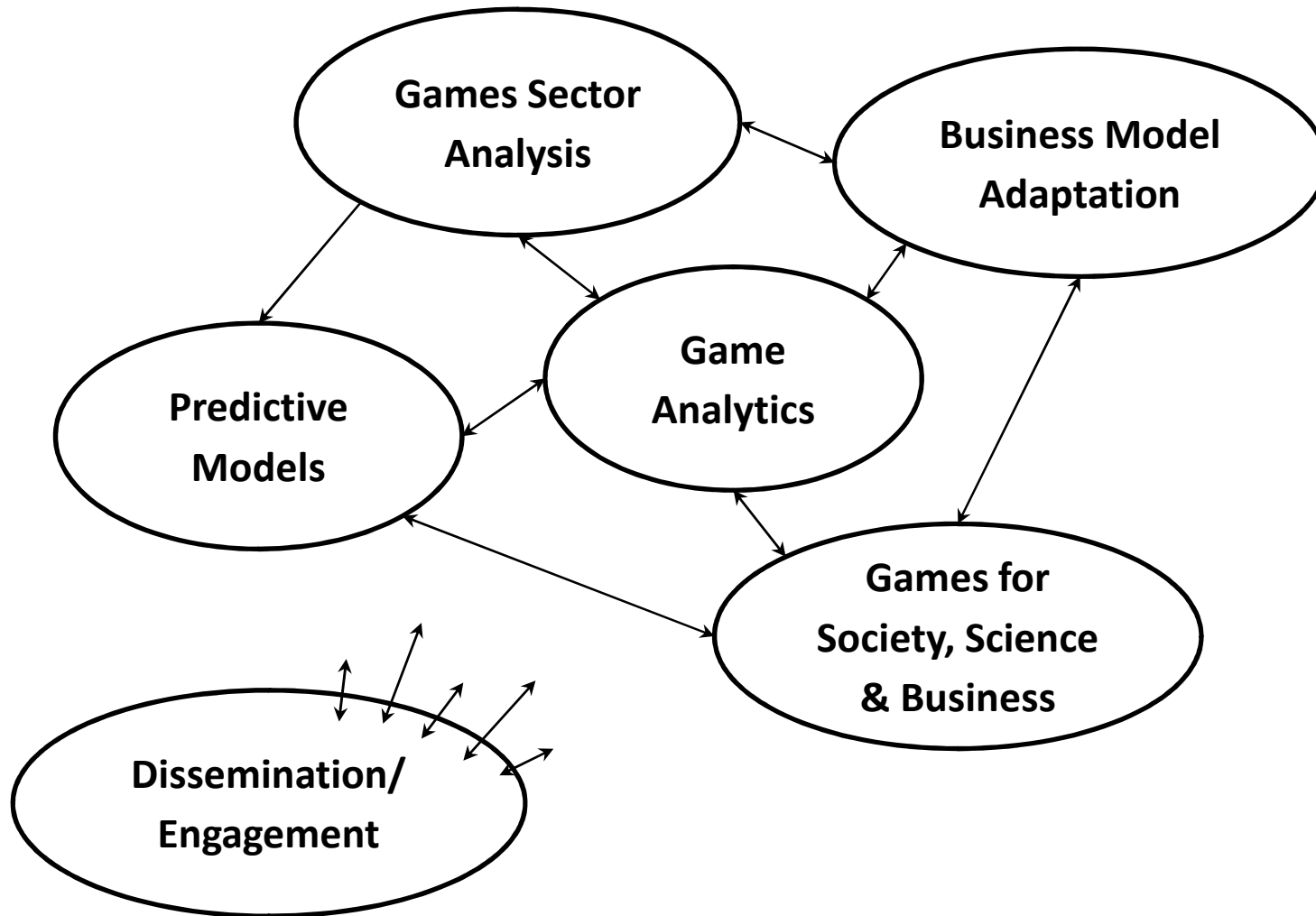
**Alberto
Nucciarelli**

THE UNIVERSITY of York



**Sam
Devlin**

Project Overview



Why NEMOG?



- Understand the current state and possible futures of the digital games industry so as to harness its extraordinary influence for increased social and scientific as well as economic good
- Develop simulation models to predict the outcomes of policy changes, and of adopting new strategies and addressing new markets
- Investigate currently used business models for recreational games and for games which aim primarily at scientific, societal and business benefits
- Study the availability, storage, privacy and security issues around clickstream data from online gameplay and purchases, and develop tools to mine the data for social, scientific and business purposes

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Any Questions?

<http://www.nemog.org/>