

# Relationship games: a case study of GamerCamp

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# Gamer Camp – a case study

- ✪ First Job in the Games Industry
  - ✪ Simulated Studio Environment
  - ✪ 3 Games – 3 Platforms
  - ✪ Real Game Technology
  - ✪ Industry Experienced Teaching
- ✪ Dependent upon relationships with games industry

# Local Cultural Industries

- Strong regional games industry
- Intended local focus moved to national
- Shift in relationships highlights  
volatility of industry

# Building Relationships

- ✪ Its not what you know .....
- ✪ Informal relationship
- ✪ ‘Formal’ informal relationship
- ✪ Growth of a reputation / brand
- ✪ Part of the club

# Benefit and Harm

- ☠ Importance of scale
- ☠ Sony: mutual benefit
- ☠ Exploitation

- ☼ International vs. local
- ☼ Informality
- ☼ Benefit and harm

Thank You

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