

J-RPGs

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Introduction

- Defining RPGs
- Relation to pop-culture
- Appeal of RPGs
- Business/Global Aspects
- Positive/Negative Aspects
- Conclusion



<http://www.tubechop.com/watch/4091617>

RPGs

- RPGs stands for role playing games, in which a person assumes the role of a character through a fictional setting
- Different types of RPGs
 - table top RP
 - live action RP
 - video game RP



Pop Culture Related

Ingrains in many different categories

- Appeals to large audience
- Otaku fanbase
- “Kawaii” concept
 - ex: JRPG, Yggdrasil
- Expand to different types of media
 - ex: Pokémon (first RPG, then animation)



The Appeal of J-RPGs

Character Customization:

- Generally allow for playable character customization (even if sometimes only name)
- Allows for more personalization
 - creates personal attachment to game character
 - Easier to get into the games world



The Appeal of J-RPGs (contd.)

Gameplay Appeal:

- Open gameplay (less restrictive)
- Allows for much more content or actual gameplay time
- Variety of gameplay approaches (like classes or jobs. mostly for MMOs)
- MMORPGs provide interaction with PCs to heighten game immersion
 - encourages communication
 - one communication method used by otaku



Appeal Wrap-up

- Allows for personalization
- Variety of gameplay styles
- Versatility creates popularity which allows for easy entrance into other media outlets
 - anime
 - dramas



Business of J-RPG

Japan just entered a new economic recession, how is this affecting video games, specifically RPG's?

Business of J-RPG

Japanese User Preferences: Genre

Top – 3 Genres In Japanese Video Game Industry in 2010



1. ACTION

- Market Share: +16.3% w.r.t 2009 = 42.1%
- 26.468 million copies sold



2. RPG

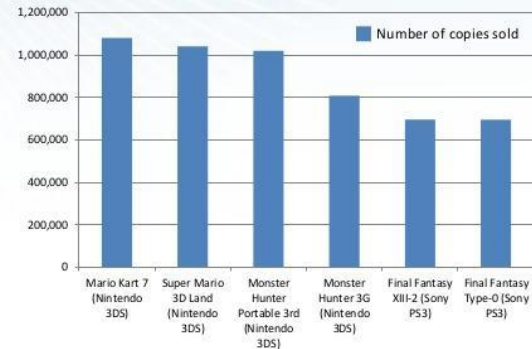
- Market Share: 24.30 %
- 15.2 million copies sold



3. OTHERS

- Market Share: 9.40%
- 5.9 million copies sold

Top Selling Games in Japan During FY2011



Business of J-RPG

- Japanese video game industry is moving towards social gaming.

Special Genres
Social RPGs



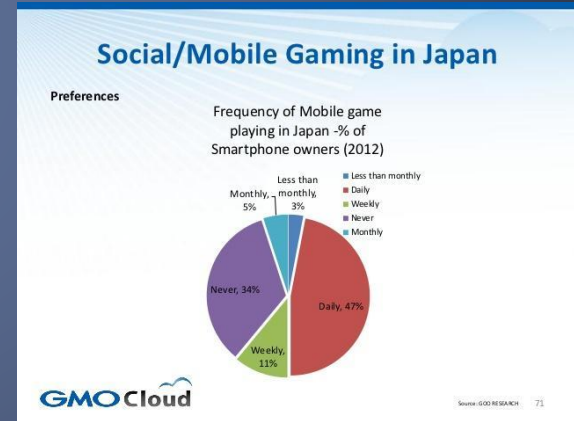
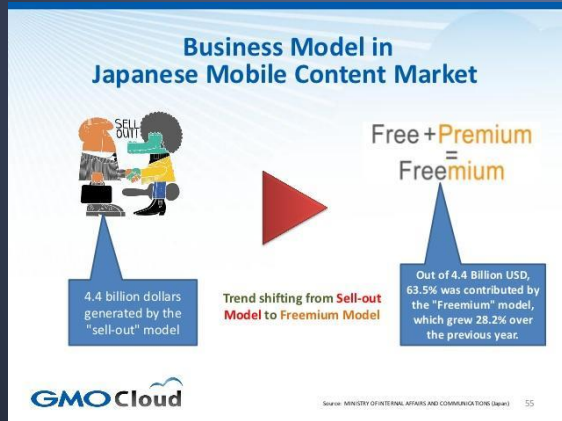
The screenshot displays the 'Granblue Fantasy' (グランブルーファンタジー) interface. On the left is a character art panel. The central menu includes 'Control System', 'Adventure' (冒険), and 'School' (学校) options. The right side shows a battle scene with a large dragon-like boss and a 'retreat' button. The bottom of the screen features the 'GMO Cloud' logo and the number '106'.

GMO Cloud

106

Business of J-RPG

- Increase in mobile and social gaming.
- “Freemium”



J-RPG's Outside of Japan

- Many RPG's are influenced by japanese pop culture concepts.
- In turn, these concepts become popular in foreign markets.
- RPG's become a type of cultural ambassadors.



E.g. Kawaii

Business of J-RPG

- Capcom = Dead Rising, Resident Evil
- Gamefreak = Pokemon
- Bandai Namco = Naruto, One Piece (Manga)
- Sega = Phantasy Star



Positive aspects

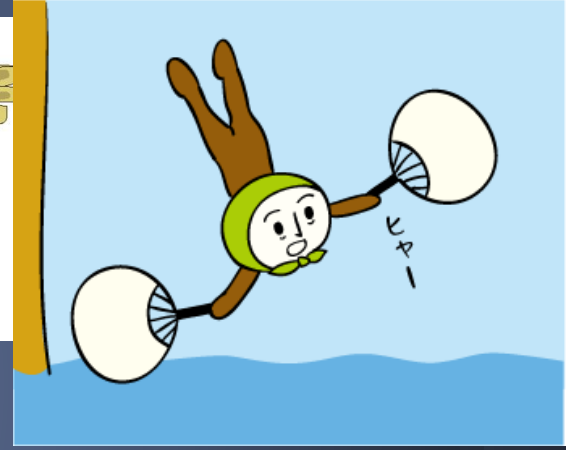
- Cultivate communication skills
- Enjoy the second life
- Reduce stress and anxiety

Ex) Psychotherapy for cancer patients



Negative aspects

- Lead serious incidents
- Cannot distinguish real world and virtual world
- Give wrong idea by some violence scenes



Conclusion

J-RPGs have carved their own place in Japanese pop culture

- Their characteristics are unique
- Have led to imitation
- Also expand in popularity, ex: other media
- Successful in foreign markets
- Their impacts on Japanese society