

## **Abstract**

Since the first digital games were made seven decades ago, games have become an important part of not only the entertainment industry, but also of the modern culture and contemporary society. It is only since 1990s that scholars have started to study the growing impact which games have on our economy, society and everyday life. However, little attention has been directed towards the issue of the longevity of computer and video games.

In the history of computer and video games, the emergence of countless games has been accompanied by the decline of countless games. However, Through observation of the emergence and decline of numerous game titles over years, we can see that the lifetime of individual titles can vary enormously from a few days to several decades. As a matter of fact, game developers, publishers, designers and game fans all hope that games can exist for a long time, whether because of commercial reasons or artistic (or cultural impact) reasons. Hence, we take the factors leading to the longevity of games as the focus of this paper.

In this study, a total of eight games with excellent longevity are selected as case studies, and these games are from a wide variety of genres and using three different pricing models in order to capture as many factors related to longevity as possible. In the process of analysis, qualitative data is generated through reference and discussion based on relevant materials and quantitative analysis is conducted by using game participation statistics from official game websites or and other providers of games, and IBM SPSS Statistics 25 is also used to ascertain factors affecting game longevity. After summarizing and analysing the results, it was found that there were ten different factors in the study cases, which contribute to longevity in games, among which in-game social aspects and ex-game community are two most frequent factors. Other factors are, according to the frequency of occurrence, episodic

content, e-sport, gambling mechanics, strong story, support from players, institution potential, neurotic addiction, replayability and creativity.

The result of this paper is intended to provide a reference for the development and operation of games and also to serve as a starting point to help scholars and game designers understand how to improve game longevity.