

At a glance



Overwatch is an online multiplayer video game, designed and published by Blizzard Entertainment.

10 million players



It is a fantasy First Person Shooter (FPS), with elements of MOBA (Multiplayer Online Battle Arena)

269 million US\$ in revenue



US\$ 40 on PC/US\$ 60 on consoles

Channels



1.6 million likes



596k followers



702k subscribers



5th most livestreamed

Timeline



Marketplace

The video game giant was founded in 1991 and published some of the most successful game franchises of all times, such as World of Warcraft, Hearthstone and Diablo.

One of the most played video game genres. With titles from the classic 007 GoldenEye, to Counter Strike and Call of Duty, First Person Shooters are a phenomenon.



"Playing other popular shooters at home with his wife and children around, lead director Jeff Kaplan began to feel like the games' content—the dirty language, the skimpy clothing—wasn't appropriate for his surroundings. Discussing this with his coworkers, he found that his experience was common. "We decided we wanted to create something that we would feel comfortable playing alongside our [teenagers]," he said." (Starkey, 2016)



"Unlike other computer game practices, where participants may enjoy storytelling (Buchanan-Oliver and Seo, 2012), eSports is consumed as an organised and competitive approach to computer gaming." (Seo, 2014)

Overwatch!



Beautiful and friendly environment



Intuitive and clearer interface



Diversity of races and genre among the heroes

"Blizzard took the time in their development cycle to plan and create female character models in a variety of class roles, difficulty levels and silhouettes. They did it explicitly because they recognized that not doing so would restrict the game's appeal. Overwatch isn't perfect in its spread of gender and culture representations, but it's a relatively mighty effort in its particular genre."

Business Strategy & Marketing

Transmedia



Blizzard is relying a lot on transmedia to deliver the narrative of the game. As Overwatch has no single-player storyline mode, one would think that the heroes would have no interesting motives of personalities. However, it is quite the opposite: with the help of short animated videos and online comics, every character in the game is unique and players can empathise with their stories.

Beta



With a week of free beta version, the game acquired notoriety online. 9.7 million players tried the game, while talking about it and live streaming it. This maneuver was very successful, since 10 million players have already bought the game after the launch in May.

Community



Blizzard is known for hearing its community. Both beta versions, open and closed, evidence that. Furthermore, the Overwatch website promotes discussions on forums and a spotlight section for fanart. This generates engagement and trust for their brand, as it makes players feel part of the game itself.



Monetization

Overwatch will face serious competition. Other major players on the eSports market, such as DOTA and League of Legends, are free-to-play, while Blizzard's new franchise costs at least US\$40. However, all updates and patches will be included. The game was released in three versions: a basic and two incremented alternatives, which included cosmetics and bonus material, which are more expensive. Furthermore, in-game purchases are possible, for new clothes for the heroes.



Gear

Blizzard is selling merchandise for Overwatch on its online store. Besides the classical T-Shirts, other two categories ought to be highlighted. The first is their toys section, which include Funko Pop action figures. These products are a huge success among the geek community, and every major franchise, such as The Walking Dead, Game of Thrones and Star Wars, have their own versions of the funny looking wobble heads. The second brand that Blizzard is betting on to promote Overwatch is Razer, one of the biggest companies for game gear, such as mouses and headsets.

Where to now



Jeff Kaplan, Overwatch's director has claimed that it was very difficult to develop a version supported by the OS X systems. However, in order to beat their competition, Blizzard will have to be where the players are, and despite Apple computers not being to best for gaming, 26% of developers worldwide will be using Macs by the end of this year.



eSports is a billion-dollar industry. DOTA and League of Legends championships are streamed worldwide and generate a lot of revenue for sponsors. Overwatch has already announced in-game competitive playing and there are already amateur leagues being formed. It won't be too long until Blizzard makes official tournament. A safe bet is to assume that the first one will take place on this year's annual BlizzCon.