

Potential for marketing, usage and effect

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Abstract

The paper will present some of the main findings on the research of music in videogames and will address the following hypotheses:

1. The current world of music increasingly takes place in video games: Music of video games together with film music not only constitute the current ‚classical music‘, but also video games are the new ‚MTV‘ for the presentation of current popular songs.
2. Music and sounds in video games are employed both to simulate and to eliminate reality.
3. Music in action- or narration-centered video games tends to get boring with increasing expertise in game play, whereas the interest in music and its production may be enhanced with increasing expertise in playing music-based video games.
4. Video games with simple, non-cinematic narration do not need pre-selected game soundtrack music and players will choose their own personalized soundtrack for best performance. However video games with complex, cinematic narration are comparable with feature films and a pre-composed adaptive game soundtrack music is indispensable for mythic immersion, spatial sense, feedback about game environment and enemy status.