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Subject: Re: Do You Like E.A. Games?. I Think.

Posted by [cheesesoda](#) on Tue, 22 Apr 2008 14:40:09 GMT

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Well, it costs 4 (or is it 10) times as much to get a new customer than it is to get a repeat customer. The people that pay attention to real reviews and aren't just going to gobble up the games are loyal customers to a certain genre/publisher. At least, in most industries. Perhaps this industry is different, and it wouldn't completely surprise me.

Still, the people who will be long-standing customers will be those who are die hard gamers and not some 15 y/o kid who wets himself over the box graphics. Plus, if EA keeps going down the shitter, they'll completely lose the dedicated gamer base, and then smaller companies and long-standing companies like VALVe, Activision, Blizzard will continue to thrive and possibly even grow exponentially with the increase in dedicated gamers.

Not to mention with the whole digital revolution where you can purchase software and games to download and play, EA will be forced to better their quality if they wish to expand in that growing market. There won't be any fancy boxes to draw in pubescent teenagers. This could conceivably happen to console gaming, as well.

EA will never be able to monopolize if they're unwilling to conform to industry standards. In order to keep up with the other companies, they'll have to put more money and time into marketing which will further decrease the quality of their games, and it'll get to a point (and I feel, rather quickly) where people won't pay more than bargain bin prices for the shit that EA will be crapping out in order to keep up revenues. Before you know it, we'll be rating games like Big Rigs higher than what EA will be producing, but EA probably will be dead before that happens.

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