

# The Dynamic Model of Innovation Diffusion of Next Generation TV Game- An Example of Wii

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## ABSTRACT

The console industry competes vehemently in recent years. No matter on-line game or console game machine, the new products developed constantly. Since Nintendo 's new products- Wii developed, selling volumes has already exceeds twenty million in November, 2006, and also get the leading position in the console game industry. Nintendo Wii is different from the competitors of Sony-PS3, Microsoft- X-BOX360 which those are gorgeous of special feature. Wii has the characteristics of simple operation and interaction, it is not only attracts young game ethnicity, but also females, seniors, and children; which make Wii accumulate its customers base quickly. About Wii's diffusion quickly in game market, the purpose of this research is trying to base on the theory of innovation diffusion, and combines the method of the system dynamics to deal with the behavior of dynamic complexity. This study will build the dynamic model about the underlying structure of Wii 's diffusion. Through the model will make us deeply understand those dynamic interactive relationship about Wii 's market. In this model, there are some important feedback loops and key variables will be discussed. Those are " the loop of Market Diffusion ", " the loop of Replacement Purchase ", and " the loop of Borrow Structure ". In this research, we also discuss and simulate the future development based on various scenarios.

Keywords : Wii;innovation of diffusion;system dynamics

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