

**Why would the technological changes have been appealing to contemporary audiences?**

**How can we link this to Jenkins Theory?**

**How can we link this to Hesmondalgh’s theory?**

**How is the gameplay similar to that of a mobile app?**

**How have Ubisoft tried to blend mobile gaming with conventional console gaming?**

**Why might audiences have been underwhelmed by the online gameplay of Assassins Creed III Liberation?**

**Responding to audience demands/contemporary audiences**

**How did the PS VITA respond to the mobile gaming boom in 2012?**

**What features did it include that modern audiences would have enjoyed?**

**Economical Context**

**How has the gaming industry grown since 2012?**

**What platforms/devices/types of gaming have been growing most? How/Why?**

**Key statistics/facts and examples of growth**

**E3 Notes**

What is E3?

What were the highlights of the E3 announcement?

How would the expo announcement help to market the game?

How would E3 reach new audiences?

How would this create a huge buzz?