



Translation:

Game - Leading the technological Innovation, Yomiuri Shimbun on July 6, 2024

Games are an interactive medium with elements of play. The diverse technologies fostered through game mechanisms have also impacted society and the economy. For example, the software essential for game production, known as the "game engine," is used in automotive development. The "GPU," used for image processing, is utilized in AI development. Games have both hardware and software influences on society and have led innovation in industry. On the other hand, games have long been vilified in certain communities. However, such criticisms are fading with the changes of the times.

The game industry is not just about creating products; it has expanded into various related businesses such as e-sports and streaming. Games can be considered the liberal arts of the 21st century. There is still no clear vision on how to utilize, monetize, and manage information with generative AI in the game industry. The important thing is how well we can master the use of generative AI. Even if websites can be automatically created, the quality is different from those made by designers. This is why web designers are still considered important today. I believe that coexistence between generative AI and the content industry is possible.