

Abstract

Recently, both skilled individuals and large game studios can devote themselves to the development and creation of digital games. In the last decade, the gaming industry has established itself as the most profitable branch of the entertainment industry. Its annual turnover reached 180 billion USD, while the film industry generates annually 100 billion USD less. However, achieving success with your project on a global scale is not an easy challenge in this very competitive environment. Nevertheless, a relatively large number of projects have succeeded in the Czech Republic, regardless of how small a country we are. Five of them, each representing a different game genre, form the basis of the research corpus of this work, the purpose of which is to observe firstly whether the geographical origin of the game is a factor to which foreign game journalists attach a certain importance, and secondly to try to find common characteristics of the observed games, that led to their worldwide success, and to analyze whether it is possible to trace the influence of our shared socio-cultural environment in them. The analysis shows that although the Czech origin of the monitored games does not play a significant role for the authors of the collected texts, from the characteristics with which the games are described by them, it is possible to deduce similar approaches of the creators to game genres and the principles and mechanisms experienced in them, on the basis of which it is possible to formulate 9 qualitative categories behind the success of the monitored games.