EPISODE 15: Imagining the futures building power of video games within an enhanced role for the industry.

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In this episode of *Imagining 2040*, host Andrew Nicholson and his guest explore one of the most culturally powerful and creatively ambitious industries on the planet: video gaming. With an estimated 3.6 billion players worldwide in 2026—around 42% of the global population—gaming has become a major arena of storytelling, social connection, artistic experimentation, and community participation.

Far from the old stereotypes of escapism or niche hobbyism, today's games blend design, psychology, ethics, world-building, and collective imagination at a scale few other mediums can match. They are shaping how billions of people learn, collaborate, problem-solve, and envision alternative futures.

Andrew is joined by James Nicholson — games and media researcher, industry consultant, musician, cultural creative, and entrepreneur. James specialises in understanding how entertainment software shapes human behaviour and culture, and how games might now help shape a better world.

This conversation looks ahead 15 years to consider how the video games industry might contribute to addressing social, environmental, and economic challenges. What new synergies could emerge as gaming technologies evolve? How might game communities and interactive storytelling help us prototype better futures? And what becomes possible if we fully embrace the imaginative and participatory potential of this global creative ecosystem?

Spotify:
https://open.spotify.com/episode/1cejHPqxSHay1FDvBIzkP8?si=qXhuAThwQXi9cUKr4EZZkw

YouTube:
https://www.youtube.com/watch?v=g2py5bAz0iA&list=PLj1PUiZ3u_6z5zEgQha0Cl8QvJzR2Vw0a&index=16