

# PROGRESSIVE PLAY

How the historically overlooked gaming world is emerging as a leading space in inclusive design and progressive thinking.

Where established institutions are still playing catch-up, the gaming world is beginning to become accessible for all.

A shift towards a more accessible gaming environment is an indicator of how progressive values are taking hold and directly influencing design and future solutions.

## UNLOCKING THE POSSIBILITIES OF PLAY

The Logitech G and Microsoft [Adaptive Gaming Kit](#) was recently launched, designed to accommodate each individual gamer's own specific needs.



We are a cultural intelligence platform. Get in touch at [info@codec.ai](mailto:info@codec.ai)

Spurred on by the pandemic, **gaming has increasingly become a part of mainstream popular culture**. Global lockdowns helped gaming revenues rise **20% to \$180 billion**, making it a bigger industry than film and sports combined in North America.

Despite the popularity of gaming however, there remains **a notable gap in terms of its accessibility**. Players living with **disabilities and chronic illnesses** have been **taking it on themselves** to create a more **inclusive, accessible and representative** gaming environment for all.

A **collaboration between the charity AbleGamers and Microsoft** saw the creation of the **XBOX Adaptive Controller**. **Twitch recently donated \$1 million** to AbleGamers, illustrating the ongoing **commitment towards and movement around sustaining accessible gaming**.

Elsewhere, The Last of Us Part II has been praised for featuring an **accessibility menu** with 60 different options, including presets and alternative controls.

The conversation is gathering pace, with a new **BBC Sounds documentary** exploring disability and the gaming revolution, featuring **Steve Saylor**, a legally blind gamer who himself has amassed an impressive online following and is a leading voice in this space.

As players, charities and brands **work collaboratively to remove unnecessary obstacles** to gameplay for people living with disabilities, inspiring lessons can be learned from the gaming world for **application in the real world** in how we meet the needs of those who are often overlooked.