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## DLC... A NEW FORM OF MARKETING EXPLAINED

Hi everyone! Dark Demon here. My objective is to show, through a series of articles describing mechanics and characteristics that might sound obvious but are not, how gaming is a far more deep and interesting environment than you could possibly think.

DLC stands for "Downloadable Content", an update of sorts, that is capable of unlocking or adding cosmetics and gameplay features to a game. DLCs of today took shape in the early 2000s, when the title, "The Elder Scrolls IV: Oblivion", made available for purchase a couple of horse armors, nothing really useful, just good looking skins for one's steeds. The problem was that this kind of content, usually added freely in patches, were actually sold separately from the game (not included in one of its expansions or anywhere else). Almost immediately a lot of people started to feel worried about this kind of marketing, many where furious at the idea of paying more money on a game for content that could - or should - be added for free. Useless to say, they were right to be worried.

Right after 'Oblivion', more and more publishers/developers started to exploit this new kind of marketing to gain an incredible amount of money. This opened the way to more lucrative and predatory forms of DLCs, one of the most hated and despicable are the so called "On-disc DLCs": content that actually exist inside the game's programming but is locked behind a pay-wall. Usually dedicated to pre-order content, it didn't require a lot of time to apply this later mechanism to long term marketing strategies, thus, the introduction of the "Season Passes" (the name might change but in the end they are just a collection of specific DLCs that usually are available after a game release). Another problem was that in some particular titles, like RPGs or Fighting games, DLC could provide stronger items or characters, giving an edge over the game or other players (if multiplayer was involved). It took several years for the community to finally take a stand and make sure some "regulations" were applied.

Nowadays, DLCs are far more user-friendly regarding content, prices (if present) and how they are applied. For example, in Fighting games (like a Street Fighter or Tekken, just to mention a few) Season passes have proved to be effective and quite reasonable. Instead of creating a game almost identical year after year, with season passes, developers offer new content to the customer and a support of around 1-2 year for their game, avoiding the overflooding of the genre with the same titles over and over again. There are exceptions, like season passes made entirely of cosmetic items, that usually aren't well received by the public.

In Indie productions, DLCs can be a matter of life and death for titles, and in some scenarios, even developers themselves. This risky situation is mandatory for the majority of Indie studios, in particular those that can't afford to develop or support more than one game at a time. Fortunately, a big component of the community realizes this, and in their way, they support the developers by purchasing all available content and by giving positive reviews and opinions all over the interested areas of the Internet. DD.



Yxxan is the latest weapon to be loosed from Nuclear War Now's arsenal. Black Death Metal ammo and Râpunk cold steel. Forged in Stockholm, Yxxan means Axe. Morbid Aggressor is the one and only member and she is ready for war!

What is the ultimate goal of Yxxan's music and message?

Yxxan is about channeling destructive bestial energy of which I have a lot

Metal! Black Metal! War Metal! What path lead you here?

I've been listening to heavy music for as long as I can remember myself because that's what my mum listened to. But when I started forming my own music taste as a teenager, it was almost exclusively various types of punk that interested me. Most people in local alternative environments were metal-heads, I found them generally pretty lame and didn't want to be associated, as a result, I haven't given metal a honest chance until I was an adult. Bathory was the band that got me seriously into extreme metal.

Stockholm and metal have gone well together in the past, how is it now?

Many good metal shows definitely take place in Stockholm. As for musicians, many prefer to play melodic black or some sort of comfortable death metal, which is not surprising I guess.

War metal has been growing internationally in the last years, creating some ideological divisions. Do you embrace or condemn any of these?

I don't think any of these divisions are related to war metal scene in itself, it has more to do with the fact that the more people develop interest in something, the less uniform the crowd gets, and the world is full of people holding shithead sexist and racist ideas. Having an interesting music taste doesn't make them more worthy in my eyes in such case.

The track "Till Anfall Att Förneka Korset" on the Invererat Korståg demo is inspired by the story of Bruno of Querfurt, could you tell us more about it?

Bruno of Querfurt was a missionary that tried to spread christianity in eastern Europe. During this mission, he was killed by pagans in the territory of Lithuania - the last country in Europe to get christianized. I heard about this story first at school and always thought it was really cool. When I just started writing music for Yxxan, this was one of the first ideas for lyrics. This story is also introduced in the intro of "Invererat Korståg" and I'm thinking of including more details from Baltic paganism in my lyrics later on.

Some say you sound too much like Revenge, yet tracks like "Eternal Adversary" and "Lead Me To War" show influences from Swedish old school death metal and crust punk..

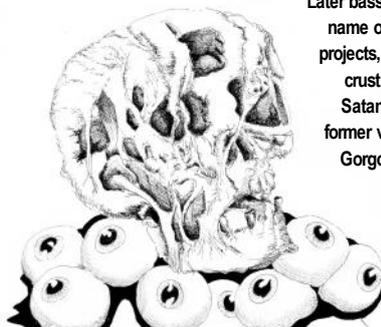
Revenge is among the bands that inspire me the most. But I'm in general very receptive to drawing inspirations from music that I listen a lot to at a certain moment and I'm a fan of both crust punk and death metal. Besides, I feel like d-beat works very well for black/death.

Since you play all the instruments, take us through the process of making a song.. It's usually a pretty chaotic process. I have many separate fragments and ideas for drums, guitars and vocals, also lyrics or some concepts for songs. More often than not I'm working on several new songs at the same time - one being main, the other being ideas that come up while working on the first song, that would not fit in there. Most often the starting point to actually get a song done is a certain tempo and some drumming motive or pattern. Then I can sit at my drum kit for hours with a metronome set on that tempo and experiment. Later I look through my recorded riff ideas and if I'm lucky I find something that would suit for that part. Sometimes I end up developing the guitar part even further, in that case, drums get adjusted to fit the guitar. In "Satanic Fortification Overbalance", bass is an afterthought with regard to guitars but right now I'm writing more independent bass-lines also. Vocals always comes last and often I need to edit my lyrics to suit the shape of the instrumental parts.

How is Yxxan going to work live?

I recruited stand-in members on guitar, vocals and bass for live shows and they learned how to play Yxxan songs. At first I rehearsed with the guitarist Death Symphonies Into Oblivion, he has a noisecore/experimental band Dyrka Döden, runs a record label under the same name, and plays in a yet unnamed grindcore band.

Later bassist Hyndlath joined, this is also a name of one of his black metal/ambient projects, he is also a bassist in Vågran, my crust punk band. Finally, the vocalist Satanael Skullcrusher joined - he is a former vocalist of black metal bands Cirith Gorgor and Walpurgisnacht, currently working on Asregen and Volc Vermaledide.



INKJET



# OBAY

hand job lip service leg work  
 elbow grease eye candy ear  
 worm brain food knuckle  
 sandwich this endless  
 production of metaphors is an  
 existential threat to newtonian  
 physics observes the kid  
 shaking me from the arms of  
 morpheus i mean eye and  
 candy two heretofore unrelated  
 signifiers with distinct  
 etymologies now wedded in a  
 third thoroughly unrelated  
 teleology as be brain and food  
 and elbow and grease how  
 can something be in two places  
 at once queries the kid  
 speaking of 2 places at once and  
 wedded morpheus is not  
 pleased being the jealous  
 type and having paid for all  
 night he reaches for his heater  
 notsofast sweetheart sneers the  
 kid doing his best bogey as he  
 empties a can of mace into  
 morph's face poor morpheus  
 bespoke cologne a degree in  
 history and a conscience  
 gleaned from reading tolstoy  
 morph thinks about his actions  
 while action without thought is  
 the sine qua non of markets and  
 the kovid kid makes him  
 likable to americans  
 speakingthereof the kid is  
 scared i am flattered don't  
 be flattered flares the kid while  
 putting on my clothes where's  
 your clothes i whine no time  
 for small talk of any size or do  
 you wanna dance like morpheus  
 over there even at this hour  
 i understand this to be more than  
 a rhetorical question kk fills  
 me in on our way to the bus  
 station what's the deal kid  
 we usually fly  
 superpremiumdeluxfirstclass  
 where ya been for the past 3  
 years at ketamine kamp  
 more rhetorical flourishes and  
 so early in the morning it's  
 night i blush hard glow in  
 the dark radioactive with  
 remorse the kid moves kloser  
 and kontinues konspiratorialy  
 remember the gasoline dreams  
 of spring 2021 when the oil  
 industry tanked and everybody  
 started hoarding crude in their  
 bathtubs all the fires and skin  
 diseases people looked like  
 those mutants from beneath the  
 planet of the apes mr cold-  
 dead-hands at his finest  
 memory thus stirred speaks  
 yes the sky was black and  
 the sidewalks slippery with skin  
 ooze and oil howabout the  
 riot olympics of 2022 asks the  
 kid the instagram experience  
 or was that real very

asserts the kid that explains  
 all those inflatable over-sized  
 novelty truncheons did you  
 get vaccinated there's a  
 vaccine available not  
 anymore rushed to market it  
 wasn't properly tested  
 massive catastrophic organ  
 failure africa asia and  
 south america never got the  
 vaccine healthy but poor  
 they sell their organs to thems  
 what are wealthy and sick  
 thus obay what's obay  
 you are pathetic sez the kid  
 taking a suck of yellow liquid  
 from what looks like a deflated  
 over-sized novelty truncheon  
 ebay gets deluged with organs  
 for sale so upstarts a new site  
 obay obay becomes so big it  
 surpasses wall street as both an  
 exchange and a signifier of  
 wealth very soon the have  
 nots become the haves and start  
 buying up parts of europe and  
 america you'll never guess  
 who owns disneyland but  
 nothing good ever lasts forever  
 it's like a reverse ponzi scheme  
 or communism the world's  
 gone downside up now  
 everybody is either rich as bezos  
 but and empty inside that is  
 bereft of needful innards or  
 impoverished and strung-out on  
 expensive black market  
 immunosuppressants that keep  
 old bodies from rejecting new  
 organs i had the colon market  
 cornered for 2 weeks made a  
 fortune then quite literally the  
 ass fell out of that paper  
 money is not tender enough  
 worthless as toilet paper  
 anyway that's where we are  
 our earth is hollowed-out as is  
 half the population the other half  
 are junkies my mind is a-whir  
 a-jumble my body stiff with fear  
 look at your cock my what i  
 ask exactly exasperates the  
 kid tossing me to the ground  
 uplooking my dress just as i  
 feared endless seeming  
 spring streams of nettube  
 faceflix and youbook have so  
 whelmed your consciousness  
 that a foundational biological  
 expression of your bodymind is  
 withered now metaphorically a  
 void huh your cock is  
 gone and you are in a cloacal  
 state but but but yeah  
 you still got that honey but  
 your cock as we know it is  
 gone soon you'll be  
 squeezing out eggs for obay  
 we're over the rainbow sighs  
 the kid



b speth  
 may 2020

Soy.  
 Soy la sombra  
 Del día  
 Al caer la tarde.  
 Soy en ninguna parte.  
 Para no llegar tarde,  
 Amanezco,  
 Soy el sol.  
 Soy.  
 Soy la luz.  
 Soy el insecto;  
 Soy la calma  
 Soy el tiempo.  
 Capturado en el ámbar.  
 Amarrado a sus espaldas,  
 Soy criatura en redención.  
 Soy también perdón.

Soy.  
 Y soy  
 sólo esta noche.  
 Para estallar en goce,  
 Animal,  
 Sabio,  
 Derroche.  
 Sin nido,  
 Sin sonido.  
 Sin sentido  
 Sin luz.  
 Soy lo más nuevo de mi.  
 Sin miedo a repetir,  
 Me reinventaré mañana.

Giovani Della Mancha

*Desiderare: Euqilibrio*  
 Nel colmo della terra all'imbrunire  
 come un osso scende il mio amore  
 e fa un petto nuovo e segreto  
 a cui chiamare ogni cosa vista,  
 in cui celare sempre uguale il cuore.  
 Con mani d'orizzonte  
 raccolgo l'alba  
 e tocco e veglio le suole ignare  
 di tutte quante ho desiderato:  
 sentimento prescelto, negli occhi  
 di un Odisseo che mai è sbarcato,  
 lo smarrimento nel mare dorato  
 della dolcezza dei miei desideri;  
 camminate nel peso e nella luce  
 dell'aria orientando nella tenebra  
 sottostante il mio volto,  
 ago della bilancia della terra.

Giovanna Demarchi

TOTAL RESPECT

