Answered by Ted Price, CEO, Insomniac Games

When you first started working in the games industry did you ever think it would be as big as it is now? And when you first started playing videogames did you ever imagine they could be this cool?

When I started in the industry in 1994, the shift from cartridge-based games to CD-ROMs had just occurred. Games were beginning to make the transition from being "toys" to becoming mainstream fare. And the PlayStation really accelerated that shift. But back then I don't think it was apparent to anyone how huge the industry was going to become. Everyone simply knew that the growth was increasing year after year. Personally, I was just happy that people were buying our games!

As far as games being "cool", since I grew up playing games I never thought they weren't. Yeah, they were definitely niche entertainment but I don't remember any of my friends saying "Dude, you play videogames? That's so uncool!" In fact, my roommates and I played a LOT of SNES games in college (in the '90s). I guess it was a little geeky at the time but we were having so much fun that we didn't care.

What have been your favourite PlayStation projects to work on?

Every one was a little different. Disruptor, our first game, was the craziest. We had no idea what we were doing and I think we really surprised ourselves when we actually finished it and saw it on the shelves. The first Spyro the Dragon was pretty stressful but since the story was so much more lighthearted, even the most tense moments during development were bearable. For me, Spyro was a lot fun because the characters were so goofy. In particular, the stupid things we had the gnorcs do kept everyone entertained.

With the advent of PS3, have there been any concepts that you've been dreaming about for years that, with the new technology, can now be brought to fruition?

We're keeping those concepts under wraps for now!

Equally, are there any other classic titles that you would like to see remade, with the benefit of modern day developing?

Well it seems that most of the big PlayStation franchises have made it to PS2 and will probably make it to PS3. But there are a couple that have been absent for a while. So, what about Colony Wars? It was an awesome space shooter that disappeared after PS2 debuted. I imagine that it would look absolutely beautiful on the PS3. And speaking of flying shooters, Warhawk is

another title that we already know is going to make the jump from PlayStation to PS3. I think it's going to rock.

Where do you see the future of gaming, what areas do you think will change in the future?

I think you'll see more and more customization within games where players can modify most aspects of their characters and the game environments. I also think you'll see more games supporting huge online communities and allowing players to do cool things when they hook up online. Plus you may see what appears to be emergent behaviour from A.I. characters (but it won't really be emergent – we'll still be fooling people with simple tricks). And finally I think you'll see incredibly believable-looking characters and environments – much more so than on PS2 and PlayStation.

Do you feel we've had the 'golden age' of gaming, or are we seeing it now?

That's hard to say. From a developer's perspective, things are getting much harder. Budgets are skyrocketing while retail prices remain steady. That means it's tougher to stay in business and take development risks. And that may translate into fewer truly original titles. Something has to change within the industry – perhaps it will be the advent of digital distribution, perhaps it will be the opening of new markets like China and India. But if things don't change there won't be many independent developers around to create those quirky, groundbreaking titles that push the industry in new directions.

On the other hand, consumers have more choices than ever. Broadband penetration is up so online gaming is accessible to a greater audience. Games now rival (and in my opinion surpass) all other forms of entertainment in terms of bang for the buck. So being a gamer has never been better.

What's the best PlayStation launch party you have ever been to?

Well since I don't think there's been a PS3 launch party and since I don't remember the PlayStation launch party (I might have had too much to drink – or maybe I wasn't invited) it would have to be the PS2 launch party!

If you could transport yourself into a game which one would it be?

If you're talking PlayStation games, I'd say Spyro 3. Yeah, I know we made that one but I'd like to be Bentley and smash things with a large club.

What's your funniest PlayStation moment at E3?

It wasn't necessarily funny but seeing a random drunk guy get pulled up onto stage with the Foo Fighters during a Sony party was pretty cool. I think he may have been a developer. Anyway Dave Grohl handed the guy his guitar and said "Go for it dude. "And the guy started to just wail on the guitar. Dave had to wrestle the guitar away from him because he wouldn't stop playing. But the guy was good and I came away thinking "Man, I need to practice more in

case that happens to me someday." Of course, it probably won't. But I can dream…

Describe, in ten words or less, what sums up PlayStation for you?
Blowing stuff up without getting sued or thrown in jail.