All video games are, in part, dependent on what might be called “user-generated content.” This is because all videogames require that the player interact with the medium in order for the game’s content to be enjoyable. In this way, video games are always, inherently, collaboratively produced with player-consumers. This presentation will examine situations in which videogame players produce something in addition to their play. It considers, and evaluates, the ways in which players operate as authors. In particular, the presentation will provide some early results on empirical research concerning the nature of player authorship in various game genres: e.g. maps, avatars, objects, and other forms of creative expression that players contribute to games. The ultimate report on this research will include both statistical analysis of the data obtained, as well as survey results and a theoretical model of user-generated content in the video game space.