Games Tech Intelligence Service

An Intelligence Service Within the Media & Entertainment Service Area

A unique research service dedicated to providing the data, analysis, and insights needed to understand the technology and services powering the games market. This is the only research and data service which goes beyond consumer spending to illuminate the entire games industry value chain, from development to distribution, operations, monetization, and security.

“The technology and services ecosystem underpinning the games industry is incredibly complex. Having the information to understand the full value chain is critical for any company to have comprehensive understanding of the games market.”

Liam Deane
Principal Analyst
Games Tech
HOW OMDIA HELPS YOU

- Provides a comprehensive insight into the games tech market, with an unique depth of strategic information right through the video games value chain.
- Helps you move beyond consumer-level data to understand the B2B dynamics in the games industry and where revenue ultimately flows to and is captured.
- Maps the games tech market landscape in unprecedented depth to provide a comprehensive view of the vendors in the market, their products and positioning, and their investment activity.
- Gives a unique understanding of the addressable market in games tech, with the only sizing, segmentation, and forecast of the games tech market.

KEY QUESTIONS ADDRESSED

- How big is the games tech market, and how much will it grow?
- What does the vendor landscape look like? Who are the key players in each segment?
- How does games intersect with adtech and what is the size of the market opportunity?
- How will the growth of technology platforms like game engines and cloud platforms impact the games market?
- Which emerging technologies have the potential to disrupt the games market?
Games Tech Intelligence Service: Meet the Analysts

Liam Deane
Principal Analyst, Games Tech

Dom Tait
Research Director, Games, Music, Consumer Platforms & AI

Matthew Bailey
Principal Analyst, Media & Entertainment

Steve Bailey
Senior Principal Analyst, Games

George Jijiashvili
Principal Analyst, Games

Chenyu Cui
Senior Analyst, Games
Games Tech Intelligence Service: Deliverables

MARKET DATA
—Quarterly to Annually—
Total games tech market revenue, games tech companies by product area, games advertising spend, games advertising tech vendor revenue.

REPORTS
—Quarterly—
In-depth analyses accompanying all databases as well as deep-dives on hot topic areas.

ANALYST INSIGHTS
—Ongoing—
Analyst of market shifts, technology and regional developments, vendors, events, and more as industry events develop.

ANALYST ACCESS
—Ongoing—
For prompt responses to urgent and unique questions.
**Subject and Segment Coverage**
- AI impact on games
- Cloud platforms
- Games backend services
- Game engines & development platforms
- Games tech company tracking
- Games tech market sizing and forecasting
- Games tech-related mergers, acquisitions and funding
- Games market value chain
- In-game advertising
- Market landscape mapping
- Regulatory impact on gaming
- Security technology

**Core Territory Coverage**
- Asia Pacific
- Austria
- Belgium
- Brazil
- Canada
- Central & Eastern Europe
- China
- Denmark
- Europe
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Japan
- Mexico
- Middle East & Africa
- Netherlands
- New Zealand
- North America
- Norway
- Poland
- Portugal
- Russia
- Saudi Arabia
- South Africa
- South & Central America
- South Korea
- Spain
- Sweden
- Switzerland
- Turkey
- UK
- USA
- Western Europe
- World

**Company Coverage**
- Accelbyte
- Adobe
- Agora
- Amazon
- AMD
- Amdocs
- Anzu
- Apple
- Arcturus
- Arm
- Autodesk
- Azerion
- Beamable
- Buildbox
- Chukong Technologies
- Coda Payments
- Construct
- Crytek
- Digital.ai
- Discord
- Echo3D
- Epic Games
- Exit Games
- GameAnalytics
- Genvid
- Gloud
- Google
- Granella Games
- Improbable
- Intel
- Indeto
- Kakao
- Lacework
- Lifted
- LIV
- Marvelous Japan
- Meta
- Microsoft
- Migu
- Mudstack
- Naver
- NetEase
- NextPlay Technologies
- NHN Corp
- Nintendo
- Nvidia
- Perforce
- Perfect World
- Pragma
- Scalarr
- Simulmedia
- SmartBear
- Sony
- Stencyl
- Tappx
- Tencent
- Unity
- Upsight
- Valve
- Wemade
- Xsolla
- Yoyo Games
- …and 150+ more
# Games Tech Intelligence Service: Databases and Reports

## Databases

*Database names subject to change.*

<table>
<thead>
<tr>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games Tech Market Landscape Database</td>
</tr>
<tr>
<td>Games Tech Mergers, Acquisition &amp; Investments Tracker</td>
</tr>
<tr>
<td>Metaverse Games Benchmark</td>
</tr>
<tr>
<td>GDC Developer Survey Database <em>(forthcoming)</em></td>
</tr>
<tr>
<td>Games Tech Market Forecast <em>(forthcoming)</em></td>
</tr>
<tr>
<td>Video Games Advertising Forecast <em>(forthcoming)</em></td>
</tr>
</tbody>
</table>

## Reports & analysis

<table>
<thead>
<tr>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games Tech Market Landscape Report</td>
</tr>
<tr>
<td>Metaverse Games Benchmark Report</td>
</tr>
<tr>
<td>GDC Developer Survey Report <em>(forthcoming)</em></td>
</tr>
<tr>
<td>Games Technology Platform Benchmark <em>(forthcoming)</em></td>
</tr>
<tr>
<td>Games Tech Market Forecast Report <em>(forthcoming)</em></td>
</tr>
<tr>
<td>Video Games Advertising Report <em>(forthcoming)</em></td>
</tr>
<tr>
<td>Regular analyst insights, including:</td>
</tr>
<tr>
<td>- Why games tech matters</td>
</tr>
<tr>
<td>- Unity’s IronSource merger shows the monetization is king</td>
</tr>
<tr>
<td>- As Admix pivots to Web3, is there still a future for in-game advertising?</td>
</tr>
<tr>
<td>- Develop:Brighton 2022: Developer-publisher relations in the spotlight</td>
</tr>
<tr>
<td>- Why is games development so expensive?</td>
</tr>
</tbody>
</table>
Games Tech Intelligence Service: Sample Reports in Detail

Games Tech Market Landscape Report Series

Detailed breakdown of the games tech market landscape, assessing how games tech vendors are distributed across market segments, platforms, and geographies.

Details
- Frequency: Half-yearly
- Measures:
  - Games tech companies
  - Product categories
  - Platforms & devices
  - Territory & region
  - Company size
- Regions
  - Worldwide
  - Asia & Oceania
  - Eastern Europe
  - Latin American & the Caribbean
  - Middle East & Africa
  - North America
  - Western Europe

Coverage
- Reports in this series have featured the following over the past year:
  - 237 games tech companies mapped against 75 product categories
  - Competition in each market segment
  - Games tech across different devices and platforms
  - Geographical distribution of games tech companies
  - Product and vendor analysis by product area, including:
    - Development
    - Distribution
    - Operations
    - Monetization
    - Security

Video Games Advertising Report Series (forthcoming)

In-depth analysis of advertising spending in the games market and the key trends for tech vendors and publishers.

Details
- Frequency: Annual
- Measures:
  - Games advertising spending
  - Technology vendor revenue
  - Display advertising
  - Video advertising
  - Reward advertising
  - In-play advertising
- Regions
  - Worldwide
  - Asia & Oceania
  - Eastern Europe
  - Latin American & the Caribbean
  - Middle East & Africa
  - North America
  - Western Europe

Coverage
- Reports in this series will feature the following:
  - The rise of ad-based monetization in the games market
  - How advertising spending divides between tech vendors and games publishers
  - The intersection of games with the broader adtech ecosystem
  - The rise of new ad formats: rewarded advertising and in-play advertising
  - Monetizing non-mobile games through advertising
About Omdia’s Media & Entertainment Research

Omdia’s Media & Entertainment portfolio provides forecasts, consumer survey data, competitive analysis and qualitative insights about the world’s largest, fastest-growing and dynamic markets. The team’s coverage provides a joined-up view of unrivalled depth and breadth across the sector’s most important geographies, technologies and companies.

Clients receive access to a team of over 35 analysts, each with specialized expertise and organized to address critical intersections in the rapidly converging media and entertainment market. The team is supported by an array of Omdia colleagues specializing in adjacent domains, such as mobile, broadband, devices, cloud, digital consumer services and media delivery.
Related Content: Media Delivery Service Area Coverage

About Omdia’s Media Delivery Research

Omdia’s Media Delivery research provides timely and actionable insight for businesses looking to understand this increasingly complex market. The market is segmented into STBs, Home Networking and Video Technology, and each is examined in detail using qualitative and quantitative research and analysis.

Omdia’s Media Delivery research is created and maintained by experts in the media delivery field, but analysis also builds upon data and expertise from the larger Omdia team, including within media & entertainment, cybersecurity, enterprise IT, IoT, components & devices, service provider technologies, and smart home.
Related Content: Digital Consumer Services Service Area Coverage

About Omdia’s Digital Consumer Services Research

Omdia provides expert analysis and data across Digital Consumer Services with unique coverage of service providers’, over the top players’, and major tech platforms’ activity in this space. We can help identify which markets and offerings are driving growth in Digital Consumer Services, understand the strategies of key competitors and customers, and assess the impact of this rapidly evolving market across different businesses.

Our global team of analysts provides expertise on service provider and tech company strategy across Digital Consumer services including: broadband and bundling, messaging and communications, consumer platform strategies, digital operator services, app ecosystems, payments and commerce, smart home, and consumer AI.

Custom Solutions

Omdia’s consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. Contact us if you have a project that you would like to discuss with a member of the team.
Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

**Draw on our expertise**

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

- **Tom Coate**
  Customer Success Manager

- **Kāren Dyer**
  Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.