The logo for MINDIA, featuring a stylized white 'M' with a dot on its left side, followed by the letters 'INDIA' in a bold, sans-serif font. The background is dark blue with a pattern of white dots forming a circular shape on the left and a larger, more complex pattern on the right.

MINDIA

Brought to you by Informa Tech

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.

PRODUCT OVERVIEW | Media & Entertainment
Games Tech Intelligence Service

The VICIA logo is rendered in a bold, black, sans-serif font. The letters are closely spaced, and the 'V' and 'I' are particularly prominent. The logo is positioned in the lower right quadrant of the slide, partially overlapping a decorative pattern of purple dots.

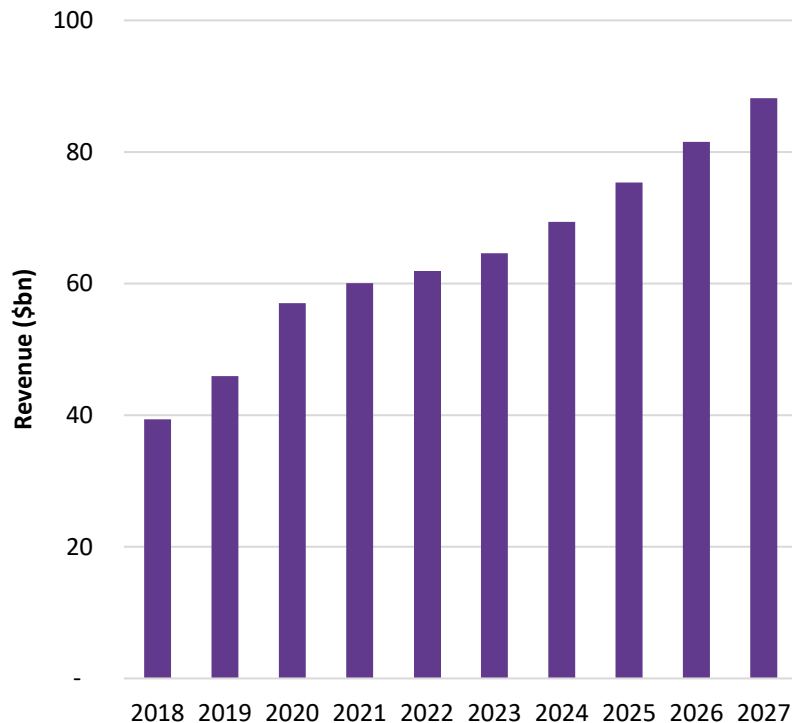
“The technology and services ecosystem underpinning the games industry is incredibly complex. Having the information to understand the full value chain is critical for any company to have comprehensive understanding of the games market.”

Liam Deane
Principal Analyst, Games Tech

Games Tech Intelligence Service

A service complementing the Media & Entertainment Service Area Package

Games tech revenue, 2018-27



Source: Omdia Games Tech Market Forecast 2023

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HOW OMDIA HELPS YOU

- Provides a comprehensive insight into the games tech market, with a unique depth of strategic information right through the video games value chain.
- Allows you move beyond consumer-level data to understand the B2B dynamics in the games industry. See where revenue ultimately flows to and is captured.
- Gives a unique understanding of the addressable market in games tech, with the only dataset which fully sizes, segments and forecasts the future growth of games tech spending.
- 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.

KEY QUESTIONS ADDRESSED

- How big is the games tech market, and how much will it grow?
- What are the key market segments, how big are they, and what are their growth prospects?
- 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 games development and the games market more generally?



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



Steven Bailey
Senior Principal Analyst
Games



George Jijiashvili
Principal Analyst
Games



Chenyu Cui
Senior Analyst
Games



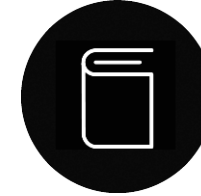
Games Tech Intelligence Service: Deliverables



MARKET DATA

—Quarterly to Annually—

Games tech revenue by segment, vendor tracking and ecosystem mapping, in-game advertising revenue, developer and tech buyer surveys.



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.

Games Tech Intelligence Service: Market Coverage

Research Coverage

Subject and Segment Coverage

- Games tech market sizing
- Ecosystem mapping
- Games tech vendors
- Games tech company financials
- Games tech-related mergers, acquisitions and funding
- In-game advertising & adtech
- Developer and & IT buyer surveys
- AI impact on games
- Metaverse
- Cloud platforms
- Game engines
- Digital distribution
- Security technology

Core Territory Coverage

Regional:

- Asia Pacific
- EMEA
- Latin America
- North America
- 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
- NextPlay Technologies
- NHN Corp
- Nintendo
- Nvidia
- Oracle
- Perforce
- Perfect World
- Pragma
- Simulmedia
- SmartBear
- Sony
- Stencyl
- Tappx
- Tencent
- Unity
- Upsight
- Valve
- Wemade
- Xsolla
- Yoyo Games
- ...and 200+ more

Games Tech Intelligence Service: Databases and Reports

Databases

**Database names subject to change.*

DETAILS

- Games Tech Market Forecast
- Games Tech Market Landscape Database
- Games Tech Mergers, Acquisition & Investments Tracker
- Games Tech Company Financials Tracker
- In-Game Advertising Market Database
- ICT Enterprise Insights: Gaming
- Metaverse Games Benchmark

Reports & analysis

DETAILS

- Games Tech Market Forecast Report
- Games Tech Market Landscape Report
- In-Game Advertising Market Report
- ICTEI: Gaming Report
- Metaverse Games Benchmark Report
- Trends to Watch: Games Tech
- Regular analyst insights, such as:
 - Why games tech matters
 - Unity's IronSource merger shows the monetization is king
 - As Admix pivots to Web3, is there still a future for in-game advertising?
 - Gamescom 2022: New challengers to the fore as traditional players scale back
 - Why is games development so expensive?

Games Tech Intelligence Service: Sample Reports in Detail

Games Tech Market Forecast & Report Series

Unprecedented sizing, segmentation, and forecast of the games tech market. Defines the size of the market opportunity for tech vendors in the games market.

DETAILS

Frequency: Annual

Measures

- 15 games tech segments, including:
 - Adtech
 - Cloud services
 - Digital distribution
 - Game engines
- All measures segmented by mobile, console, and PC
- Forecasts to 2027

Regions

- Worldwide
- Asia & Oceania
- EMEA
- Latin American & the Caribbean
- North America

COVERAGE

Reports in this series have featured the following over the past year:

- The first ever comprehensive measurement of the addressable market for games tech.
- Individual forecasts for 15 different games tech markets, giving an unparalleled level of detail.
- Fully cross-cutting data by region and platform enabling granular analysis.
- Comprehensive forecast report with detailed analysis of key games tech trends in light of forecast data.
- Insights into market opportunities for existing and prospective games tech vendors, and for tech buyers.

Games Tech Market Landscape Database & Report Series

Comprehensive games tech vendor database and analyzer. Identifies over 250 games tech vendors and maps their market presence.

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:

- 250+ games tech companies mapped against 75 product categories.
- Unprecedented detail mapping the tech vendor ecosystem.
- Comprehensive dataset for analyzing potential competitors, partners, and acquisition targets.
- Analysis of games tech across different devices, platforms, and geographies.
- Fully aligned with Games Tech Market Forecast methodology allowing a linked up market-level and company-level.

Games Tech Intelligence Service: Sample Reports in Detail

In-Game Advertising Database & Report Series

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

DETAILS

Frequency: Annual

Measures

- In-game advertising revenue
- Breakdowns by format:
 - Display advertising
 - Video advertising
 - Rewarded advertising
 - Playable
 - Intrinsic advertising
- Mobile/console/PC splits

Regions

- Worldwide
- Top 10 markets, including:
 - US
 - Mainland China
 - Japan
 - UK

COVERAGE

Reports in this series have featured the following over the past year:

- Comprehensive sizing of the in-game advertising market with forecasts to 2027.
- Analysis of how different in-game advertising strategies and formats are developing
- The intersection of games with the broader adtech ecosystem.
- The rise of new ad formats and their impact on the in-game advertising market.
- Penetration of in-game advertising in console and PC games.

ICT Enterprise Insights Gaming Survey & Report Series

Survey of tech buyers in the games industry. Reveals purchasing sentiment and priorities among key decision markers.

DETAILS

Frequency: Annual

Measures

- Spending plans
- Top three projects
- AI deployment
- Business challenges
- Preferred solution type
- Pricing model by solution
- Solution satisfaction level

Regions

- Worldwide
- Respondents across 48 markets

COVERAGE

Reports in this series have featured the following over the past year:

- Tech buyers' plans to increase or decrease spending by solution type.
- Top games tech solutions for deployment in the next 18 months.
- Top solutions for AI deployment.
- Key business challenges for games tech buyers.
- Preference for external vs. internal solutions by solution type.
- Satisfaction with games tech solutions.
- Presented in fully interactive dashboard together with supporting report.

Related Content: Media & Entertainment Service Area Coverage

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.



Service Area Package: Media & Entertainment

TV & Online Video
Intelligence Service

Addressable Consumer Devices
Intelligence Service

Music & Digital Audio
Intelligence Service

Cinema & Movies
Intelligence Service

Games
Intelligence Service

Advertising
Intelligence Service

Digital Content & Channels
Intelligence Service

Consumer Platforms & AI
Intelligence Service

Media and Entertainment Viewpoint Service

Consumer
Research Spotlight

Games
Spotlight

Games Tech
Intelligence Service

WTVIS
Spotlight

Sports Convenience
Package

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.



Service Area Package: **Media Delivery**

Set-Top Box Intelligence Service

Home Networks Intelligence Service

Video Technology Intelligence Service

Related Content: Digital Consumer Services Service Area Coverage



Service Area Package: **Digital Consumer Services**

5G & Broadband, Pricing and Strategy Intelligence Service

Digital Consumer Operator Strategy Intelligence Service

Advanced Messaging & Communications Intelligence Service

Smart Home Intelligence Service

Consumer Platforms and AI Intelligence Service

Digital Consumer Services Viewpoint Service

Digital Consumer Insights Spotlight Service

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:



Shelley Hunter
*Customer Success
Manager*



Kâren Dyer
*Customer Success
Manager*



Thank you

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