

Games Spotlight Service

A Spotlight Service Complementing Media & Entertainment Service Area Package

Critical data, analysis and information needed to understand, direct and build global businesses across the games sector value chain. Games Spotlight Service offers comprehensive coverage of the games sector. It provides ongoing access to a continuous flow of research across geographies, topics and application areas.

“ No other area of media and entertainment can combine the growth and scale of video games. With the space increasingly opening to non-native players, having the right information will prove the critical difference between success and failure.”

Dom Tait

Practice Leader, Games,
Music and Audio

Games Spotlight Service

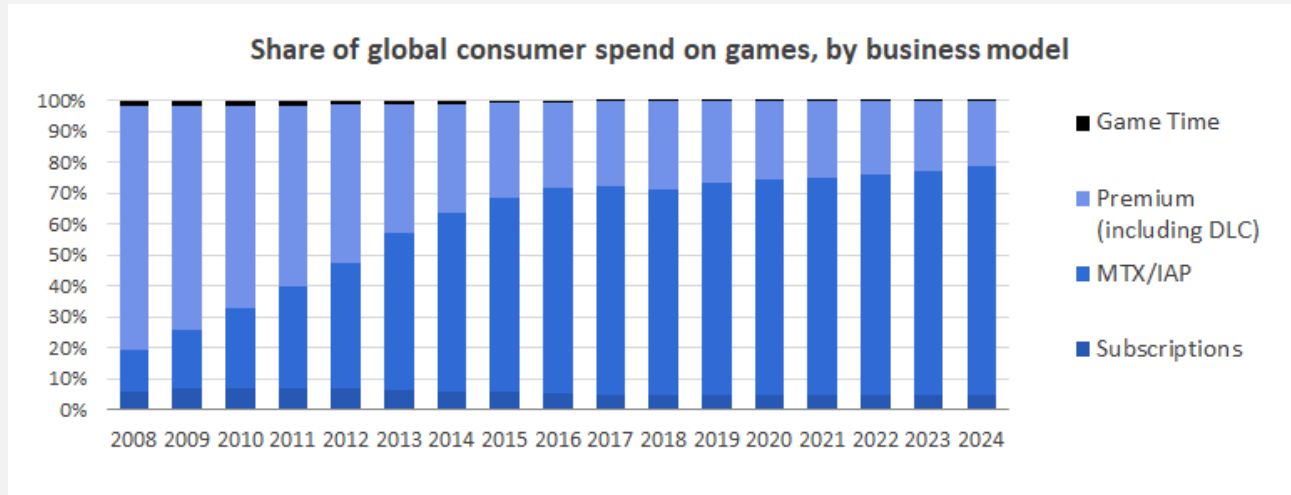
A service complementing the Media & Entertainment Service Area Package

HOW OMDIA HELPS YOU

- A strategic view of the complete global games opportunity and its ecosystems including emerging markets analysis.
- A tactical by territory view of games content and games hardware opportunities by each and every segment of the market.
- Industry competitive dynamics including company and title performance, content pricing analysis, funding and acquisition analysis.
- This service is an upgrade from our standard Games Intelligence Service

KEY QUESTIONS ADDRESSED

- How many games consoles remain active each year, and how many are connected to the internet?
- Which mobile games earn the most revenue each month, by country and platform?
- How are PlayStation, Xbox and Nintendo retailing games via first-party online stores? And what are their pricing patterns?
- What's the broader addressable market for games, beyond consoles – such as smartphones, tablets, streaming STBS, smart TVs, and so on?
- How much money is spent on VR content, by platform, each year?



Games Spotlight Service: Meet the Analysts



Dom Tait
Practice Leader,
Games, Music and Audio



Steve Bailey
Senior Principal Analyst,
Video Games



George Jijiashvili
Principal Analyst,
Video Games



Guillermo Escofet
Principal Analyst,
Video Games



Chenyu Cui
Senior Analyst,
Video Games



Matthew Bailey
Principal Analyst
Video games & Advertising

Games Spotlight Service: Deliverables



MARKET DATA

—Up to quarterly—

Console hardware and software, connected consoles, console platform subscriptions, cloud gaming, VR hardware, plus PC multiplayer online gaming and other services.

Also included are databases covering mobile titles by revenue, and digital game pricing by format and store.



ANALYST INSIGHTS

—Ongoing—

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



REPORTS

—Up to quarterly—

Covering the Korea and China games markets, plus console hardware, mobile gaming, and numerous ad hoc subjects.



PRESENTATIONS

—Ongoing—

Request presentations or briefings from our analyst team to help your company navigate key topics within the games market.



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Games Spotlight Service: Market Data

Data Coverage

Subject and Segment Coverage

- Console hardware
- Connected consoles
- Console content & services
- Mobile games market – consumer spend, plus in-game advertising
- Top 20 mobile games by spend, by country
- PC multiplayer online gaming
- PC download to own games
- Virtual reality gaming
- Streaming/cloud gaming
- Esports
- Games-related mergers, acquisitions and funding
- Games title pricing
- Metaverse Benchmarking

Core Territory Coverage (Note: some metrics cover additional territories – get in touch for more details)

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

Games Spotlight Service: Market Data

Databases

**Database names subject to change.*

- Games Content and Service Spend by Distribution Type
- Cloud Gaming and Subscription Revenue Forecast
- PC Games Content and Services
- Console Games Sales and Service Metrics
- Games Addressable Market Metrics
- Games Hardware Sales Metrics
- Games Pricing Database
- Mobile Games Title Performance
- Consumer VR Headset and Content Revenue Forecast
- Smartphone and Tablet Games Apps
- Games Publisher Performance Database
- Games-Related Mergers, Acquisitions and Investments
- Metaverse Games Benchmark

Games Spotlight Service: Reports

Mobile Games Report Series

This report uses Google Play Store and Apple App Store data on mobile app revenue, downloads, user activity, genres, and more to provide insight into the global mobile games market.

DETAILS

Frequency: Half-yearly (PDF only)

Measures

- App revenue
- Title revenue
- Company revenue
- Download volumes

Regions

- Worldwide
- US
- China
- Japan
- South Korea
- Taiwan
- Germany
- And more

COVERAGE

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

- Top publisher performance by revenue
- Top publishers, by download
- Publisher growth stories: App Store
- Publisher growth stories: Google Play
- Top grossing games utilizing subscriptions
- Games with long-term retention
- Overlap between subscriptions and season pass
- Casual games utilizing subscriptions
- Netflix and mobile gaming
- Growth in iOS in-app ad revenue
- *Pokemon Go's* massive success is yet to be replicated
- The ongoing success of *Genshin Impact*

Metaverse Games Benchmark Report

Provides a capability assessment of selected games that aspire to offer a metaverse. Rates their performance and capabilities across five core parameters: scale, monetization, entertainment, interaction, and technology.

DETAILS

Frequency: Annual (PDF only)

Categories

- Scale
- Monetization
- Entertainment
- Interaction
- Technology

Regions

- Worldwide
- China
- US

COVERAGE

Reports in this series have featured the following types of coverage:

- Audience size and interoperability
- Availability and scalability
- In-world economy and commerce
- Live events
- Financial performance
- VR/AR/XR application
- Future strategies
- Moderation of game worlds
- Integration with, or compatibility with, other social platforms
- Use for work, education, personal development, or productivity
- Linkage to physical world
- AI and digital twins
- Blockchain, security, cloud computing

Games: Intelligence Service vs. Spotlight Service

Games Intelligence Service

Make your move in the global games market with unrivalled data, analysis and insight, covering games content, hardware, and services.

Segmentations:

- Console hardware and software
- Connected consoles
- Cloud gaming
- VR hardware
- PC multiplayer online gaming and other services.

Games Spotlight Service

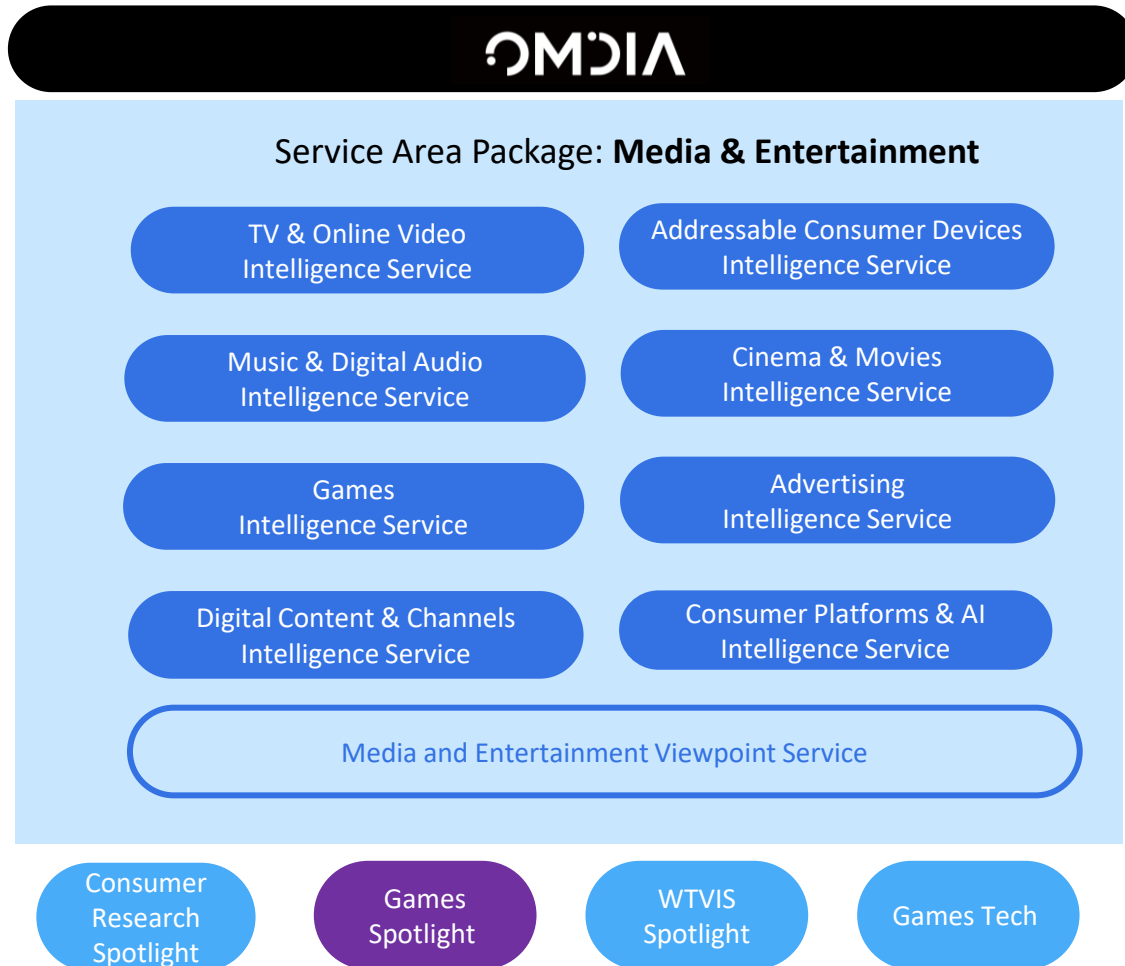
Comprehensive coverage of the games market, adding intricate title-based data and an addressable market scope that pushes far beyond game consoles

Additional Segmentations:

- Active installed bases for consoles
- Wider addressable market: Mobile, smart TVs, broadband households, Steam users, and more
- VR content market
- Mobile titles by revenue
- Console digital game pricing by format, store and region.

**All content in the Games Intelligence Service is also available in the Games Spotlight Service.
The Games Spotlight is our most comprehensive service on the Games market.**

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.

Related Content: Media Delivery Service Area Coverage



Service Area Package: **Media Delivery**

Set-Top Box Intelligence Service

Home Networks Intelligence Service

Video Technology Intelligence Service

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



Service Area Package: **Digital Consumer Services**

Broadband, Bundling & Pricing Intelligence Service

Smart Home Intelligence Service

Advanced Messaging & Communications Intelligence Service

Digital Consumer Platforms Intelligence Service

Digital Consumer Operator Strategy Intelligence Service

Consumer Platforms & AI Intelligence Service

Digital Consumer Services Viewpoint Service

Broadband Pricing 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.



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:



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ABOUT OMDIA

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.