

# Games Intelligence Service

## Part of the Media & Entertainment Service Area Package

Comprehensive, continuously updated intelligence on games content, distribution, and hardware.

“ 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 Intelligence Service

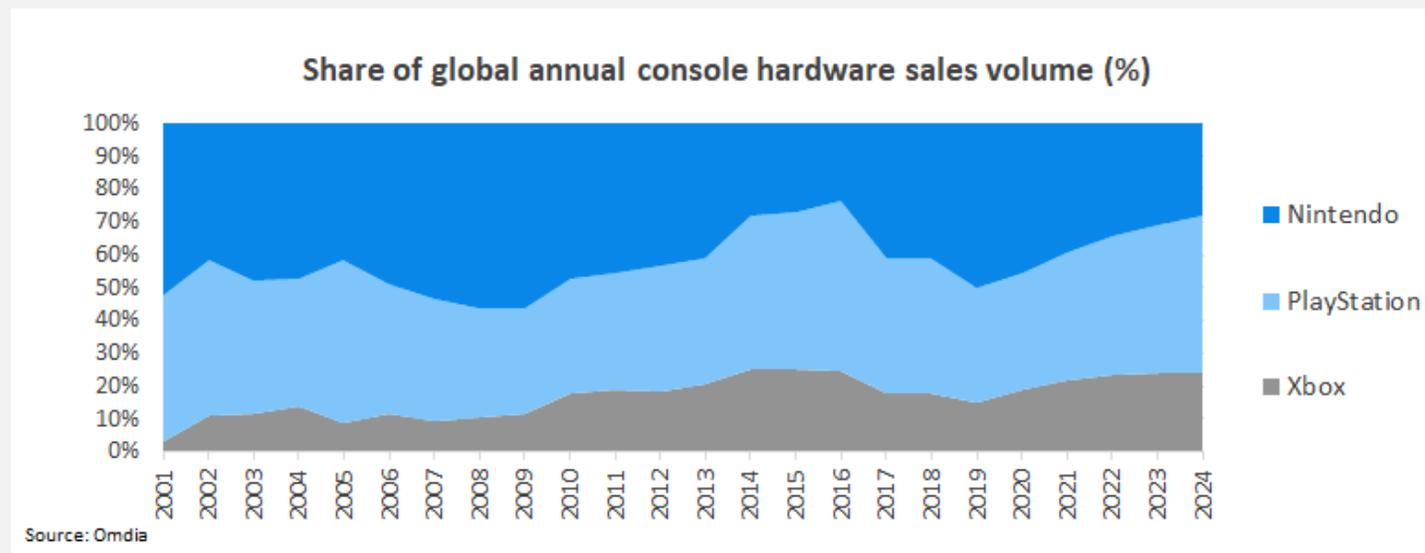
Part of the Media & Entertainment Service Area Package

## HOW OMDIA HELPS YOU

- Strategic understanding of the breadth and depth of the global games market
- Timely decision-making around market entry and understanding of emerging games-related commercial opportunities
- Accurate assessment of the competitive landscape
- Improved tactical and strategic planning

## KEY QUESTIONS ADDRESSED

- How many PlayStation 5 consoles will be on the market over the next five years?
- How much money is spent on subscriptions to platform services such as Xbox Live Gold?
- Which business models will drive cloud gaming?
- What are the market dynamics in China?
- What are the fastest-growing aspects of global esports?



# Games Intelligence Service: Meet the Analysts



**Dom Tait**  
Practice Leader,  
Games, Music and Audio



**Steve Bailey**  
Principal Analyst,  
Video Games



**George Jijiashvili**  
Senior Analyst,  
Video Games



**Guillermo Escofet**  
Principal Analyst,  
Video Games



**Chenyu Cui**  
Research Analyst,  
Video Games



**Matthew Bailey**  
Senior Analyst,  
Channels, Programming & Advertising

# Games Intelligence 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



## ANALYST INSIGHTS

—Ongoing—

Regular analysis 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



## PRESENTATIONS

—Quarterly—

Access to PDF presentations of key topics such as VR, next-generation consoles, and impact of past recessions on the games market.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# Games Intelligence Service: Market Data

## Data Segmentation

### Segment Coverage Areas – Global

- Console hardware and software
- Handheld hardware and software
- Asian games market performance: China, Korea, Japan
- New games device analysis: Android consoles, Connected TVs, Set top boxes
- Online console connectivity, subscription services and digital transactions
- Software and hardware price tracking
- Esports industry, viewership and advertising opportunity analysis
- Multiplayer online games
- Social network games
- Download to own games
- Streaming and on-demand games Connected TV games
- Games publisher performance data and strategy analysis
- YouTube games channel analysis

### Topical Coverage Areas – Global

- Hardware and software pricing analysis
- Games hardware penetration and adoption
- Digital transition metrics by country
- Business model adoption forecasts
- Total games opportunity analysis
- Esports viewership
- YouTube games channel analysis
- Company performance and strategy analysis
- Games content and genre performance
- Product positioning analysis

# Games Intelligence Service: Market Data

## Databases

*\*Database names subject to change.*

- Games Connected Consoles
- Games Console Content and Services
- Games Content and Service Spend by Distribution Type
- Games Hardware
- Streaming Games
- PC Games Content and Services
- Games Publisher Performance Database
- Games-Related Mergers, Acquisitions and Investments

# Games Intelligence Service: Report, Surveys and Analysis

## Games Console Market & Hardware Report Series

Continuous sizing, analysis and trends for the games console hardware market

**Frequency:** Quarterly (PDF)

### Measures

- Spend on games console market
- Software units
- Connected consoles
- Platform subscriptions
- Tie-ratios and ASPs
- 

### Regions

- Worldwide
- USA
- PAL
- Japan

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

- World games console spending overview, by platform, year and manufacturer
- Xbox One, PS4, Switch, Xbox One X, PS4 Pro, Switch Lite, Nintendo 3DS
- Performance of PlayStation, Xbox and Nintendo as platform holders
- Spend by paid DLC, vs full-game downloads, vs packaged games
- PlayStation Plus, Xbox Live Gold and Nintendo Switch Online subscriptions

## China PC Online Games Market Report Series

Forecasts, analysis and commentary for PC online games market in China, including revenue by company

**Frequency:** Quarterly (PDF only)

### Measures

- Spend on games
- Market share
- Operator revenue

### Regions

- China
- Sister report series also available for South Korea

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

- Impacts of regulation on PC online games market
- Revenue by operator, year on year, plus quarter on quarter
- Tencent, NetEase, Kingsoft, ChangYou, 37wan and more
- Top titles, by spend
- Multiplayer online vs massively-multiplayer online games
- Client games vs browser games
- Impacts from the mobile market
- Overseas licensing vs domestic opportunity

# 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
- Console platform subscriptions
- Cloud gaming
- VR hardware
- PC multiplayer online gaming and other services.

## Games Spotlight Service

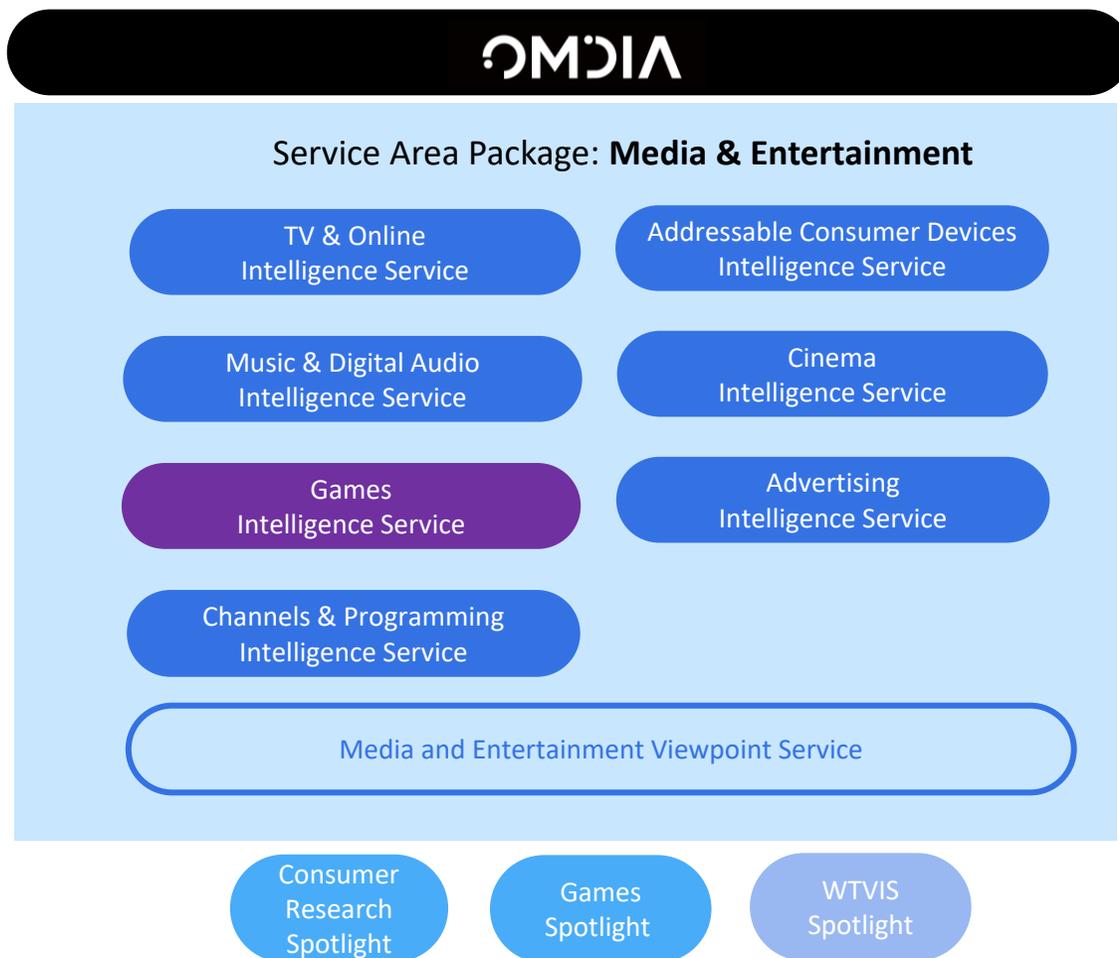
Comprehensive coverage of the games market, adding intricate title-based data and an addressable market scope that pushes far beyond game consoles

### 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 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.

### 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.

# Games Intelligence Service: Migration to a Combined Product

*How does it compare to Ovum Media & Entertainment Games Coverage?*

## Relevant to Subscribers of Legacy Products **Media & Entertainment (Ovum)**

The Games Intelligence and Games Spotlight Services provide a greatly enhanced view of the gaming ecosystem vs. legacy Ovum coverage. Legacy Ovum customers can upgrade to the standard Games Intelligence Service or the even more comprehensive Games Spotlight Service. See below for an explanation of benefits by service name.

### BENEFITS AND FEATURES OF INTELLIGENCE

- Full hardware metrics, breakdown of esports and subscription revenue, cloud gaming revenue
- Reports on games publisher performance, games-related M&A, China/Korea country reports

### OTHER CHANGES

- Legacy Ovum video games datasets have now been merged into united Omdia datasets. There have been some name changes and in some cases a reduction in country coverage.

### BENEFITS AND FEATURES OF SPOTLIGHT

- Games-capable device forecasts, smartphone and tablet games apps, VR games content
- Mobile games title performance, console games digital pricing, cloud partnership tracker

# 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



**Kâren Dyer**  
Customer Success  
Manager



## CONNECT WITH US

 @OmdiaHQ | [omnia.com](https://www.omnia.com)

### Customer Success

E: [customersuccess@omnia.com](mailto:customersuccess@omnia.com)

---

### SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

### 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.