

# 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

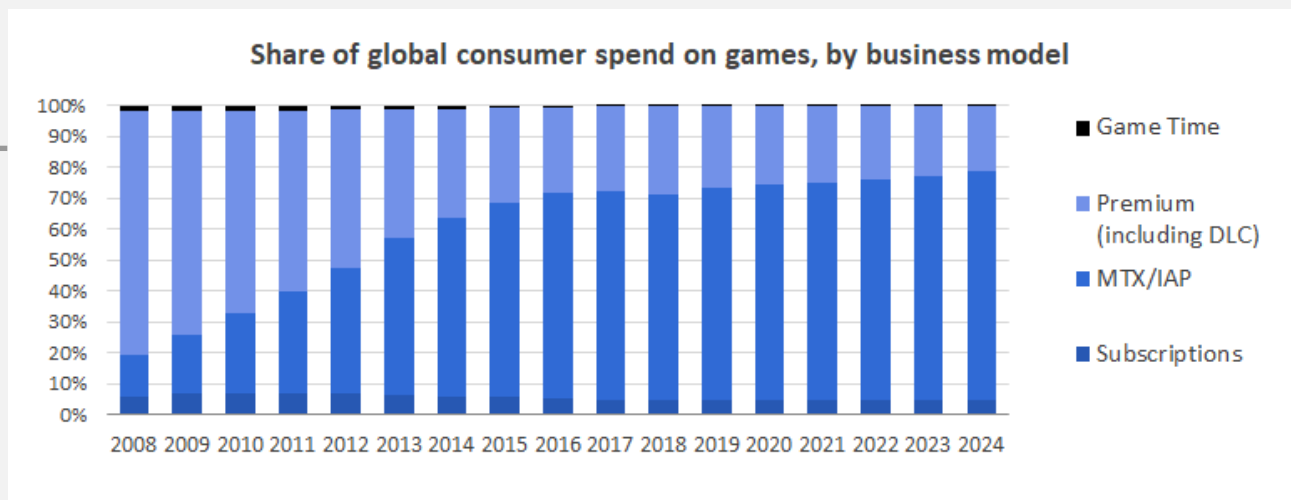
## HOW OMDIA HELPS YOU

- 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?

## Chart



# Games Spotlight 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

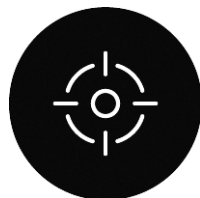


**Chenyu Cui**  
Research Analyst,  
Video Games



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

# Games Spotlight Service: Deliverables



## MARKET DATA

—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

—Quarterly—

Covering the Korea and China games markets, plus console hardware, mobile gaming, and pricing for games sold digitally on consoles.



## 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 Spotlight Service: Market Data

## Data Coverage

### Subject and Segment Coverage

- TV console gaming
- Handheld console gaming
- Online console gaming
- Smartphone gaming
- Tablet gaming
- PC multiplayer online gaming
- PC social network gaming
- PC casual games
- PC download to own games
- Virtual reality gaming
- Streaming/cloud gaming
- Games publisher performance Games social video: Twitch and YouTube
- Esports
- Games-related mergers, acquisitions and funding
- Games title performance
- Games title pricing
- Broadband adoption

### 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

### Company and Industry Coverage

- Activision Blizzard
- Apple
- Capcom
- ChangYou
- CJ E&M
- Colop
- Com2US
- DaumKakao
- DeNA
- Electronic Arts
- Facebook Gamevil
- Gameloft
- Giant
- Glu
- Google
- GREE
- Guangyu
- GungHo
- HTC
- Kingsoft King
- Konami
- Kongzhong
- Kunlun
- Line
- M Game
- Microsoft
- Mixi
- NCSOFT
- Neowiz
- NetDragon
- NetEase
- Netmarble
- Nexon
- NHN Entertainment
- Nintendo
- Nvidia
- Oculus
- Perfect World
- Qihoo 360
- Samsung
- Sega
- Shanda
- Sony
- Square Enix
- Take Two
- Tencent
- Tian City
- Twitch
- Ubisoft
- Valve
- WeMade
- YY.com
- Zynga

# Games Spotlight Service: Market Data

## Databases

*\*Database names subject to change.*

- Games Content and Service Spend by Distribution Type
- Streaming Games
- PC Games Content and Services
- Console Games Sales and Service Metrics
- Games Addressable Market Metrics
- Games Console Sales Database - Quarterly
- Games Hardware Sales Metrics
- Games Pricing Database
- Mobile Games Title Performance
- Virtual Reality Games
- Smartphone and Tablet Games Apps
- Games Publisher Performance Database
- Games-Related Mergers, Acquisitions and Investments

# Games Spotlight Service: Reports

## Mobile Games Report Series

Detailed title-level coverage of the biggest segment in video games, shining a spotlight on emerging opportunities

### DETAILS

**Frequency:** Quarterly (PDF only)

#### Measures

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

#### Regions

- Worldwide
- North America (US and Canada)
- Europe, the Middle East and Africa (EMEA)
- Asia Pacific (APAC), including Japan and Australia
- Latin America, including Mexico

### COVERAGE

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

- App Store vs Google Play
- Top titles, by revenues and download
- Country focus: Vietnam top titles by revenue and store share
- The battle-royale genre: Top performers and key trends
- *Fortnite*, *PUBG Mobile*, *Knives Out*
- Under-served markets
- Business drivers for NetEase
- How PC franchises are becoming mobile's growth engine
- Mobile tournaments closing the gap on mainstream esports
- The appetites of female mobile game audiences in China

## Digital Console Storefront Strategy & Pricing Report Series

In-depth coverage and price indexing for the biggest console platforms, as transition to digital retail deepens

### DETAILS

**Frequency:** Quarterly (PDF only)

#### Measures

- Sales volumes
- Sales frequencies
- Average discounts (%)
- Average discounts (\$, £, €)
- Price ranges

#### Regions

- USA
- UK
- Europe

### COVERAGE

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

- Digital discounting volumes, by day, month and quarter
- PS4, Xbox One, and Nintendo Switch
- How real-world promotional periods (Black Friday, Easter) impact online console stores
- Discounting activity, by publisher: EA, Ubisoft, Take Two, Warner, Sega
- Share of catalogue placed on sale
- Most heavily-reduced titles
- Bundling strategies for *Grand Theft Auto 5* and *Red Dead Redemption 2*

# 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

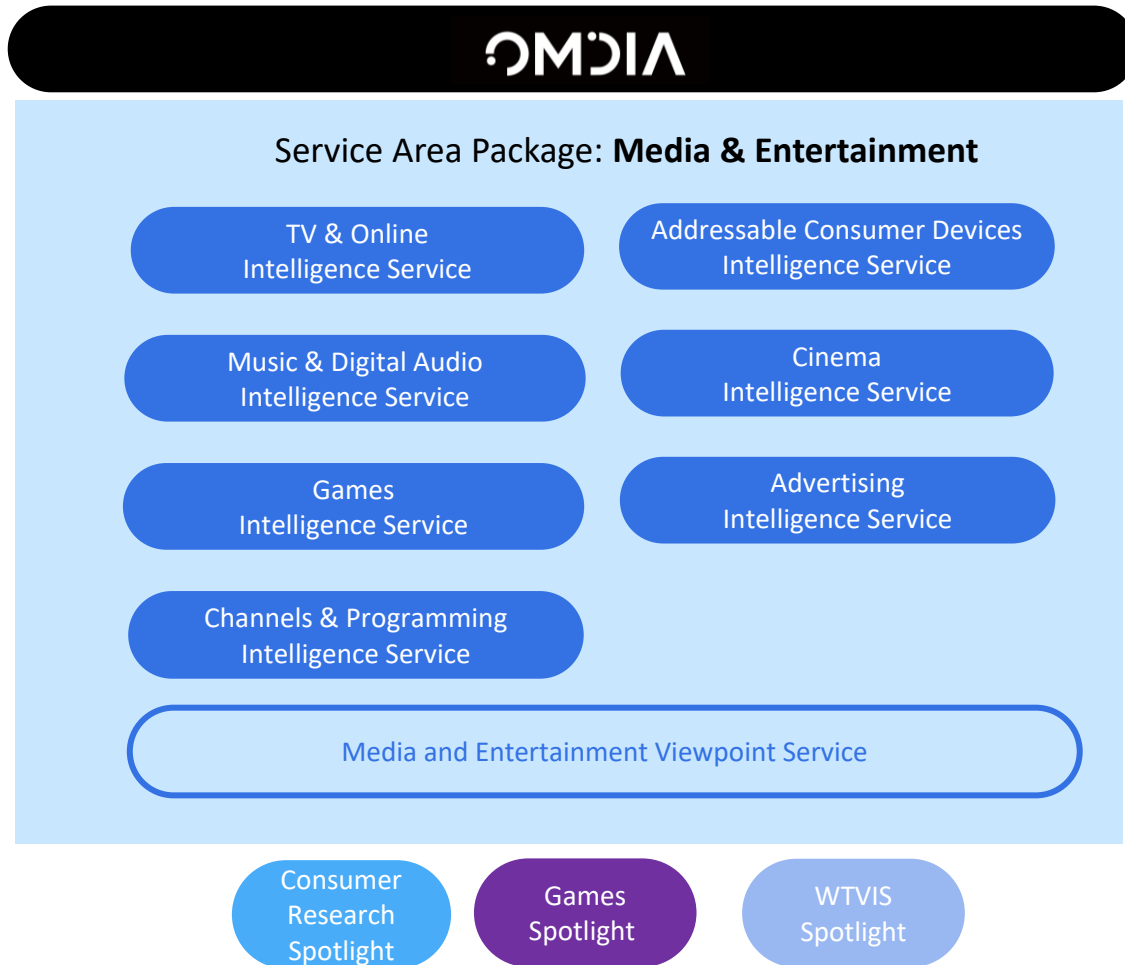
### Additional Segmentations:

- Mobile titles by revenue
- Digital game pricing by format and store.

**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 Spotlight Service: Migration to a Combined Product

*How does it compare to Ovum M&E 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:



Topic

**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



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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.