A Spotlight Service Complementing the Media & Entertainment Service Area Package

Critical data, analysis and information needed to understand, direct and build global businesses across the entire games industry. The 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
Research Director - Games, Music, Consumer Platforms & AI
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 every segment of the market.

• Ever-expanding titles intelligence, including pricing analysis, top mobile games by revenue, weekly digital charts, and trackers for major game subscription platforms.

• 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?

• Who offers more games to consumers – Netflix, Apple Arcade, or Xbox Game Pass?

• How many Steam Decks did Valve sell during its first two years on the market?
Games Spotlight Service: Meet the Analysts

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

Steven Bailey
Senior Principal Analyst
Games

George Jijiashvili
Principal Analyst
Games

James McWhirter
Senior Analyst
Games

Chenyu Cui
Senior Analyst
Games

Matthew Bailey
Principal Analyst
Games and 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, subscription services, 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

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 Peripherals Market
- Title Release Trackers for Subscription Platforms
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
- Xbox Game Pass, PlayStation Plus, Apple Arcade release trackers
- 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: 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**

## 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

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<th>Reports in this series have featured the following over the past year:</th>
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<td>Publisher growth stories: App Store</td>
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<td>Publisher growth stories: Google Play</td>
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<td>Top grossing games utilizing subscriptions</td>
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<td>Games with long-term retention</td>
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<td>Overlap between subscriptions and season pass</td>
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<td><em>Pokémon Go</em>’s performance is yet to be replicated</td>
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<td>The ongoing success of <em>Genshin Impact</em></td>
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<th>Reports in this series have featured the following types of coverage:</th>
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<td>AI and digital twins</td>
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<td>Blockchain, security, cloud computing</td>
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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
- Release trackers for platforms such as Xbox Game Pass and Apple Arcade
- Steam Deck market sizing and forecast

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.
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.

Service Area Package: Media Delivery

- Set-Top Box Intelligence Service
- Home Networks Intelligence Service
- Video Technology Intelligence 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

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• 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

96% of our customers rate our service as Excellent or Very Good
Thank you

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