

Games Intelligence Service

Level up your strategy in the fast-moving games market. This service delivers extensive analysis and forecasts across games content, hardware, and services globally.

Key Questions Answered

- What are the sales volumes and market opportunities for PlayStation, Xbox and Nintendo consoles, forecast five years into the future?
- How much revenue is driven by subscription services on gaming platforms?
- What are the bestselling VR headsets?
- What is the competitive landscape of the Asian games market, including China and Korea?
- What are the fastest-growing trends in global esports, and where are the biggest gaming investments happening?
- Which publishers lead in quarterly revenue generation?

What We Offer

- A strategic understanding of the breadth and depth of the global games' ecosystem, including content, hardware and distribution trends
- Market breakdowns of consumer spend by device group and business model
- Detailed insights into emerging business opportunities, including cloud gaming, e-sports and subscription services
- Accurate assessments of competitor strategies and market performance by region and platform



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

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SPEAK WITH OUR EXPERTS

Empowering smarter decisions with comprehensive gaming intelligence

Key Deliverables



Market Data

Quarterly updates on console hardware and software, half-yearly updates on cloud gaming and subscriptions, and VR hardware, annual updates on PC gaming, esports, and mobile.



Analyst Insights

On-going exclusive commentary on key game market developments and receive personalized responses to urgent questions.



High-Quality Reports

Regular analytical reports covering markets such as China, Japan and Southeast Asia, with deep dives into trends like gaming subscriptions and publisher performance.



Analyst Briefings

Quarterly on-demand briefings to help navigate key topics like platform strategies, market trends and competitive dynamics.

Scope of Work

Global Market Trends and Forecasts: Comprehensive data on gaming hardware, software and services, segmented by console, PC, cloud, and mobile platforms across global markets.

In-Depth Regional Insights: Analyze gaming dynamics in key markets, including Asia's powerhouse regions like China, Korea, and Japan, with detailed coverage of local strategies and revenues.

Emerging Business Models: Explore the adoption and impact of cloud gaming, subscription services, downloadable content, and cross-platform play on market dynamics.

Esports and Gaming Investments: Evaluate esports market growth, viewership trends, and advertising opportunities, alongside data on global gaming-related mergers and acquisitions.

Hardware and Content Evolution: Track hardware adoption, platform connectivity, and software trends, with insights into how innovations around cross-media IP are shaping the gaming landscape.

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