

Games Spotlight Service

Access critical insights into the global games industry, covering key geographies, platforms and trends with essential data and analysis to help organizations strategize, adapt and grow in the fast-paced world of gaming.

Key Questions Answered

- How many game consoles remain active and connected to the internet each year?
- Which mobile games generate the highest revenue by country and platform?
- How are major consoles like PlayStation, Xbox, and Nintendo pricing digital games?
- What's the addressable market for games beyond consoles—across smartphones, tablets, and smart TVs?
- How much revenue is generated annually from VR content on different platforms?

What We Offer

- Strategic and In-depth analysis of the global games ecosystem, with insights into emerging markets, platform adoption and content trends
- Territorial tactical view of content and hardware opportunities by segment across key regions
- Expanded intelligence on game pricing, top mobile games by revenue and performance of major subscription services
- Complements other areas of the Media & Entertainment Service Package, offering a comprehensive view of cross-industry opportunities



New hardware, platforms and titles are set to have a profound impact on the games landscape. Now more than ever, understanding the business models and strategies of the games industry will have a transformative effect on the fortunes of all stakeholders.



Dom Tait

*Research Director -
Games, Music, Consumer
Platforms & AI*

SPEAK WITH OUR EXPERTS

Delivering game-changing insights across the global gaming ecosystem

Key Deliverables



Market Data

Quarterly updates on consoles, mobile titles, subscription services, VR hardware and digital pricing across key formats and stores.



High-Quality Reports

Quarterly reports on key markets (e.g., Korea, China) and industry topics like mobile gaming trends, console hardware updates and ad hoc insights.



Presentations and Briefings

Access to custom presentations from our analysts to navigate essential topics within the games market.



Analyst Insights

Analysis of market shifts, technology advancements, vendor activities and regional developments as industry events unfold.

Scope of Research

Comprehensive Game Market Data: Covers active installed bases, game sales, platform subscriptions, mobile title performance, and virtual reality content revenue.

Platform and Device Coverage: Insights across consoles, mobile devices, PCs, streaming platforms, smart TVs, and consumer VR headsets.

In-Depth Title Data: Rankings and performance data for thousands of the biggest games across PC, mobile and console, enriched by daily pricing and detailed metadata.

Territory-Specific Insights: Deep coverage of over **40** territories, including North America, Europe, Asia Pacific, and key emerging markets.

All content in the [Games Intelligence Service](#) is also available in the Games Spotlight Service.

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