

Games Tech Intelligence Service

Transform your gaming strategy with comprehensive market data and developer insights.

Key Questions Answered

- How big is the games technology market, and where are the key growth areas?
- Who are the key players and disruptors in each segment of the market?
- What are developers' key technology needs determining their purchasing decisions?
- How do you identify which studios are the ideal customer for your product?
- How should tech vendors navigate key partners like cloud platforms and game engines?
- What is the real impact of AI on games, and where will it be felt first?

What We Offer

- Exclusive insights from **500+** games tech vendors and thousands of global studios
- Direct access to game developer budgets, priorities and technology preferences
- Real-time M&A intelligence and financial data across the entire games market
- Strategic analysis of emerging technologies and AI adoption in gaming
- On-demand expert consultation through dedicated Ask an Analyst service



The market opportunity for games technology is worth over **\$70 billion**. Companies can't afford to be in the dark navigating this complex ecosystem—understanding the real growth drivers and buyer needs is critical.



Liam Deane

Principal Analyst

Games Tech

SPEAK WITH OUR EXPERTS

Delivering comprehensive gaming intelligence and insights

Key Deliverables



Market Data

Annual and quarterly updates covering revenue, company tracking and financial activity.



Primary Research

The world's most in-depth game developer survey project with fresh data and analysis **6** times per year.



High-Quality Reports

In-depth analysis of games tech segments, vendor strategies and emerging trends.



Analyst Access

Tailored advice and prompt responses to unique client questions via "Ask an Analyst" service.

Scope of Research

Coverage

- Global coverage across all regions with detailed focus on Asian markets and region-specific trends
- **15+** games tech segments spanning mobile, console, and PC platforms including game engines, backend services, and cybersecurity solutions through 2029
- Revenue analysis, market sizing, segmentation, and technology adoption metrics

Key vendors covered

- **500+** technology vendors across product categories
- **1000's** of global game studios
- Key data points include: Company size and scale, product types and platforms, regional presence, released titles, technology preferences, budget allocation, strategic positioning

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