

TECHNOLOGY INTELLIGENCE SERVICE

Games

Comprehensive, continuously updated intelligence on games content, distribution, and hardware

As the gaming sector experiences deep and disruptive changes in its business models, distribution, industry and platforms, business leaders in the space need a trusted source of market intelligence to aid them in making timely and informed decisions.

BENEFITS

- Strategic understanding of the breadth and depth of the global games market
- Timely decision-making around market entry and understanding of emerging games-related commercial opportunities
- Accurate assessment of the competitive landscape
- Improved tactical and strategic planning

Market Insights

Breaking games sector news and analysis with both industry and market level analysis.

Reports

Topical overview and in-depth strategic reports on gaming market dynamics, emerging trends, country, company and industry-level analysis.

Market Trackers

Historic data and forecasts, delivered in Excel and in IHS TRAX®, an online analysis tool.

Analyst Access

Bespoke access to our global team of advertising analysts with in-depth local expertise for prompt responses to urgent questions, behind-the-scenes information, and context on our data.

The Games Intelligence Service

IHS Markit Games Intelligence Service offers extensive data and analysis of the evolving world of games media and hardware. Developed and maintained by an experienced team of globally positioned analysts, this service provides accurate, continuously updated market data, forecasts and reports that give our clients deep perspective on the global games sector, its growth drivers, and its key players. The service provides extensive coverage of well-established games markets - games consoles and handhelds - as well as burgeoning digital games segments - multiplayer online games, subscription services, social network games, download and on-demand games.

Whether you are looking to grow market share or optimize your business strategies, IHS Intelligence Services offer you comprehensive global coverage, including accurate, timely data and analysis, insightful market opinions, and direct access to IHS analysts. Let our expertise guide your critical business decisions in the games sector, and across a broad span of related media and technology sectors.

Research Coverage

IHS Markit Technology Intelligence Service clients are supported by a continuous flow of research across geographies, topics and market segments. These are presented in formats designed to make our insights, analysis, and advice succinct and easily accessible.

Segment Coverage Areas - Global

Console hardware and software	Multiplayer online games
Handheld hardware and software	Social network games
Asian games market performance: China, Korea, Japan	Download to own games
New games device analysis: Android consoles, Connected TVs, Set top boxes	Streaming and on-demand games Connected TV games
Online console connectivity, subscription services and digital transactions	Games publishers performance data and strategy analysis
Software and hardware price tracking	YouTube games channel analysis
Esports viewership and advertising opportunity analysis	

Topical Coverage Areas - Global

Hardware and software pricing analysis	Esports viewership
Games hardware penetration and adoption	YouTube games channel analysis
Digital transition metrics by country	Company performance and strategy analysis
Business model adoption forecasts	Games content and genre performance
Total games opportunity analysis	Product positioning analysis

Related IHS Markit Technology Services

IHS Markit Technology offers a wide range of Intelligence Services for related markets, including:

Mobile Technology

Games US

Consumer Electronics

Mobile Media

Broadband Media

Connected Devices

Broadband Media US

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About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.