

TECHNOLOGY INTELLIGENCE SERVICE

Games - Premium

Critical data, analysis and information needed to understand, direct and build global businesses across the games sector value-chain

Games Intelligence Service – Premium offers comprehensive coverage of the games sector. It provides ongoing access to a continuous flow of research across geographies, topics and application areas:

BENEFITS

Games Intelligence Premium Service enables games, media, technology and financial companies a deeper understanding of:

- 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 each and every segment of the market.
- Industry competitive dynamics including: company and title performance, content pricing analysis, funding and acquisition analysis.

Industry Databases and Analysis

Quarterly company performance data, investment database and games pricing data.

Title Databases

Key games title and service performance tracker across specific games platforms.

Market Forecasts

Historic and forecast data for all games content segments and device categories, delivered in Excel and in IHS TRAX®, an online analysis tool.

Reports

Quarterly and annual reports addressing games hardware, games content markets and company performance.

Market Insights

Regular analyst commentary on industry and market news.

Analyst Access

Providing knowledge sharing and forecast outlook discussions. Prompt responses to urgent and, often, unique questions.

Games Intelligence Premium Service provides:

By subject data and analysis covering platform, addressable market, content and services. These continuously refined five-year forecasts based on the latest market information cover key metrics such as sales volume, sales value, installed base, online transactions, online subscriptions, ARPU and ASPs. Data is provided by territory. Details of the subjects and segments covered by this dimension of the data are given below.

By country data and analysis which offers continually refined five-year forecasts across all data for a specific territory. This allows for easy comparison of channel spending and metrics within a specific territory. Details of the territories covered by this dimension of the data are given below.

Company and industry data and analysis which details quarterly company performance, title data and investment trends.

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.

Subject and Segment Coverage

TV console gaming	PC social network gaming	Esports
Handheld console gaming	PC casual games	Games-related mergers, acquisitions and funding
Online console gaming	PC download to own games	Games title performance
Smartphone gaming	Virtual reality gaming	Games title pricing
Tablet gaming	Streaming/cloud gaming	Broadband adoption
PC multiplayer online gaming	Games publisher performance	
	Games social video: Twitch and YouTube	

Core Territory Coverage (Note: some metrics cover additional territories – get in touch for more details)

Asia Pacific	France	North America	Spain
Austria	Germany	Norway	Sweden
Belgium	Greece	PAL	Switzerland
Brazil	Ireland	Poland	Turkey
Canada	Italy	Portugal	UK
Central and Eastern Europe	Japan	Russia	USA
China	Mexico	Saudi Arabia	Western Europe
Denmark	Middle East and Africa	South Africa	World
Europe	Netherlands	South and Central America	
Finland	New Zealand	South Korea	

Company and Industry Coverage

Activision Blizzard	Glu	Mixi	Sega
Apple	Google	NCSOFT	Shanda
Capcom	GREE	Neowiz	Sony
ChangYou	Guangyu	NetDragon	Square Enix
CJ E&M	GungHo	NetEase	Take Two
Colop	HTC	Netmarble	Tencent
Com2US	Kingsoft King	Nexon	Tian City
DaumKakao	Konami	NHN Entertainment	Twitch
DeNA	Kongzhong	Nintendo	Ubisoft
Electronic Arts	Kunlun	Nvidia	Valve
Facebook Gamevil	Line	Oculus	WeMade
Gameloft	M Game	Perfect World	YY.com
Giant	Microsoft	Qihoo 360	Zynga
		Samsung	

Related Research

Advertising

Mobile Technology

Broadband Media

Connected Devices

Smartphone - Premium

Mobile Media

Broadband Infrastructure

Consumer Electronics

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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.