Commercial provider games sector research

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Why use games research companies?

Research experts

- Deep sector expertise
- Experts in research techniques and forecasting
- Industry networks

Independence

- Fully independent view of the market
- Trusted partner for sharing industry intelligence

Scalable research

- Syndicated offers made available to all parties
- Platforms and delivery methods that reach 1000s of users
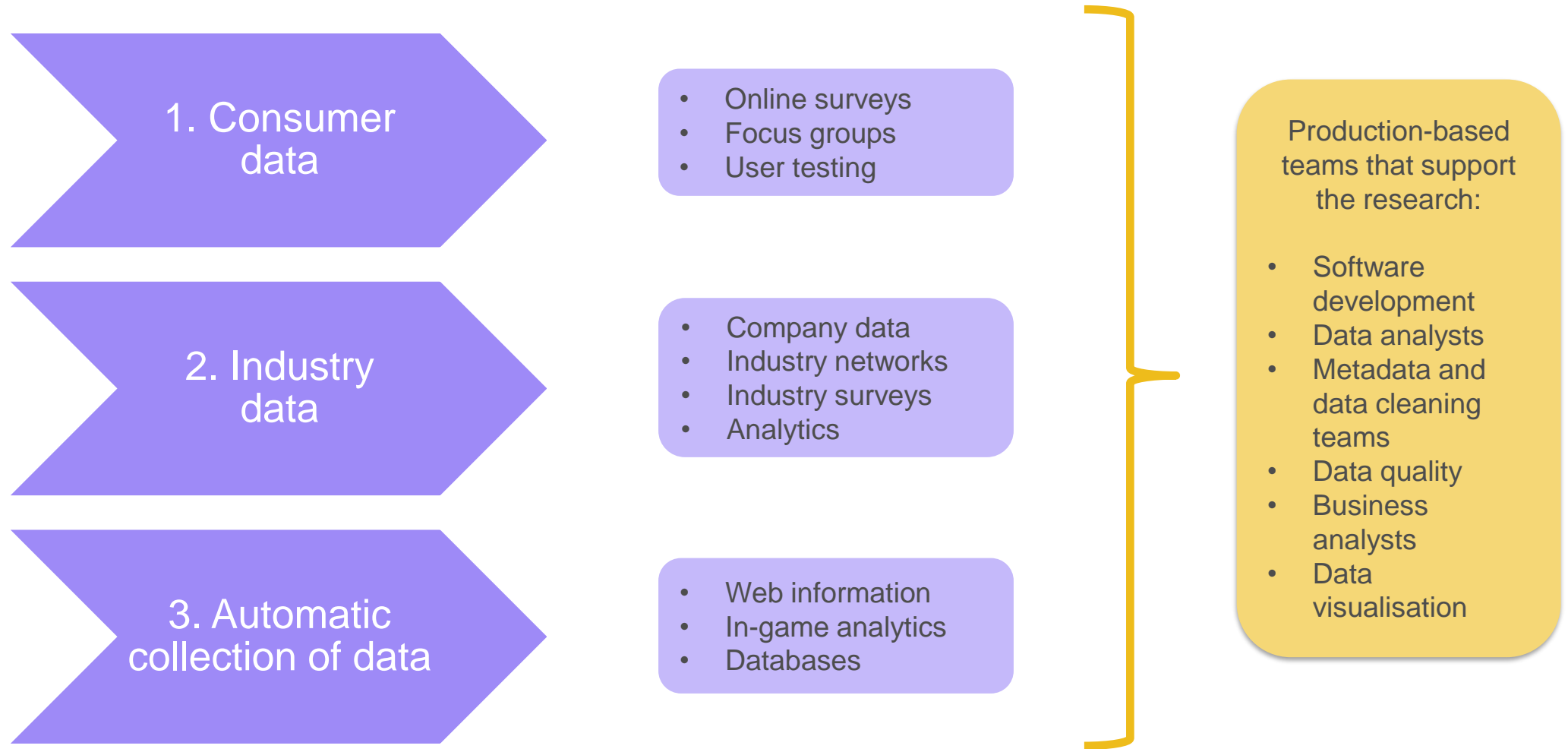
Custom projects

- Ability to deliver custom research projects specific to individual companies
- Building on data to create strategic research

Adjacent coverage

- Broader adjacent sector knowledge including telecoms, technology and entertainment
- Placing games in the wider context

Source: Ampere Analysis

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Three core approaches for data collection methodologies

1. Consumer data

- Online surveys
- Focus groups
- User testing

2. Industry data

- Company data
- Industry networks
- Industry surveys
- Analytics

3. Automatic collection of data

- Web information
- In-game analytics
- Databases

Production-based teams that support the research:

- Software development
- Data analysts
- Metadata and data cleaning teams
- Data quality
- Business analysts
- Data visualisation

Source: Ampere Analysis

Ampere's syndicated games research products: Also, three distinct methodologies

Ampere Games – Consumer

Consumer research

- 22 markets
- 46,000 respondents annually
- 13–64-year-olds
- Nationally representative (16–64-year-olds)
- Consumer profiling of gamer types, attitudes and habits

Ampere Games – Markets

Games market data & forecasts

- Strategic and planning data for the global games market
- Device, monetisation and country level data
- Console data spotlight
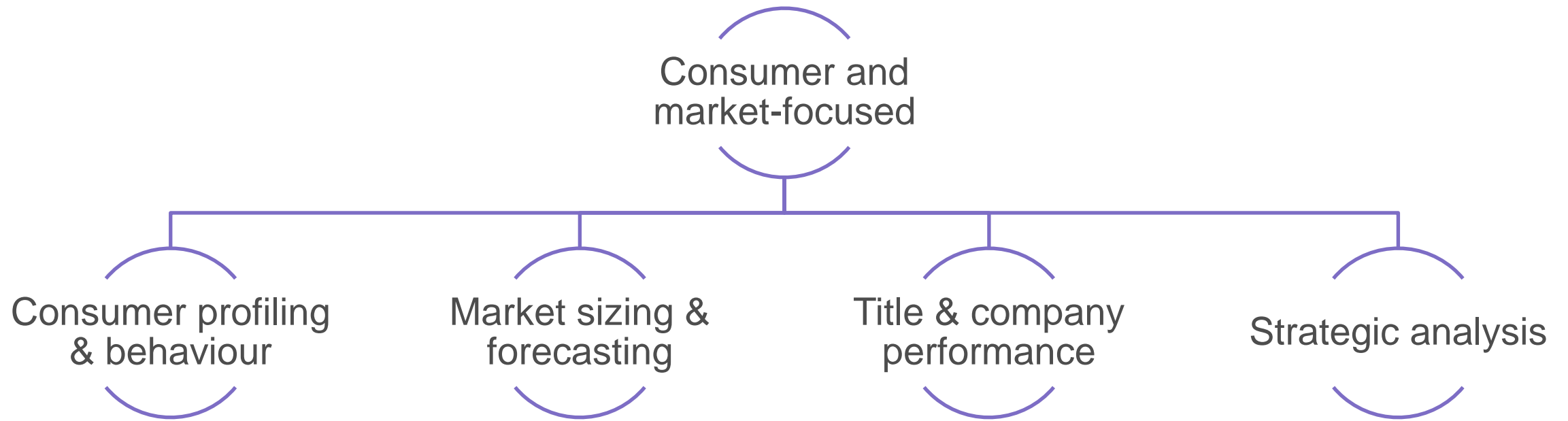- Subscription service spotlight
- M&A, funding and company earnings

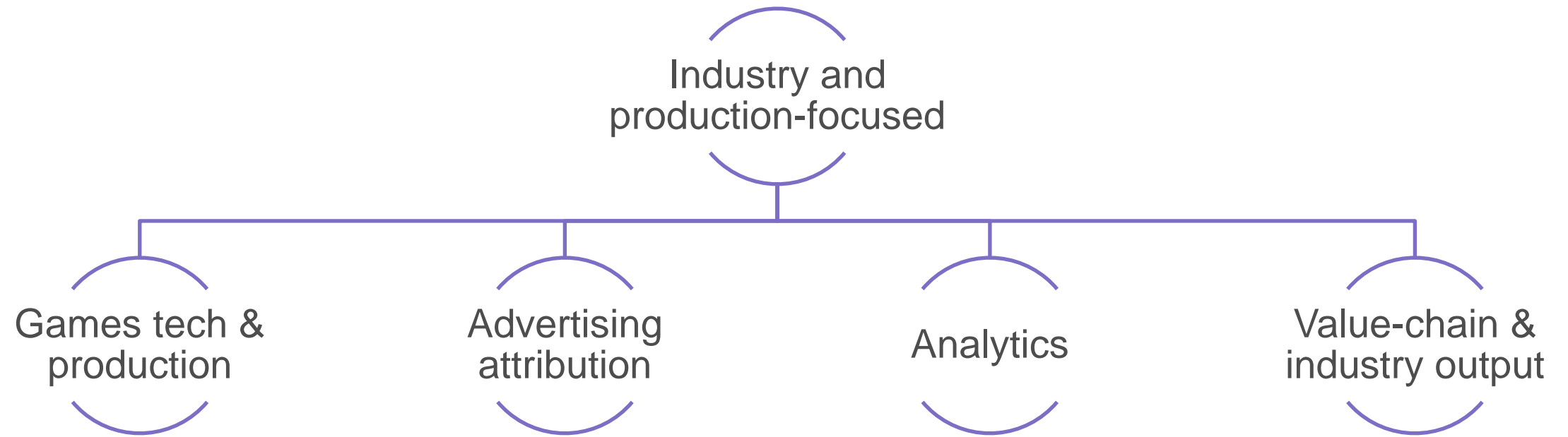## Ampere Games – Analytics

Title-level data

- Console & PC title activity data – PlayStation, Xbox & Steam
- Multi-game subscription catalogue title tracking
- Ampere's proprietary title Popularity ranking
- Comprehensive title metadata
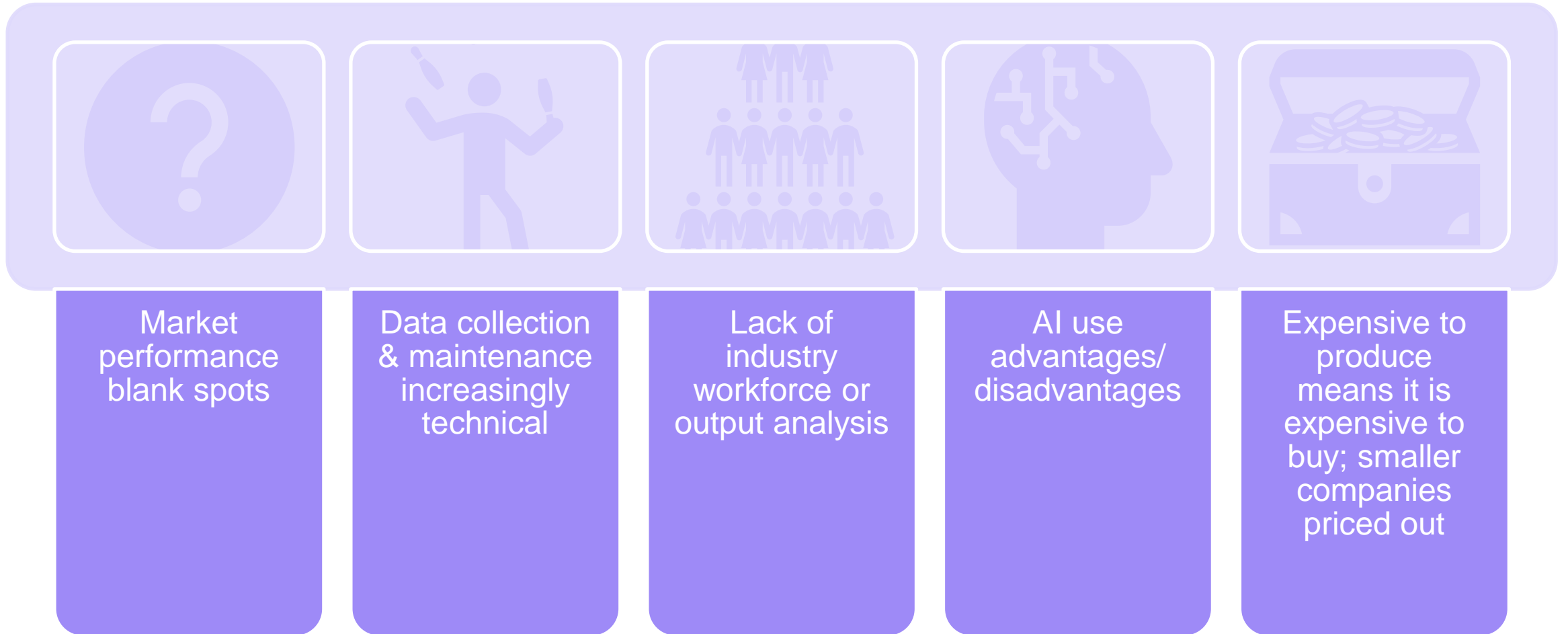
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A multitude of areas to track and cover

Consumer and market-focused

- Consumer profiling & behaviour
- Market sizing & forecasting
- Title & company performance
- Strategic analysis

Source: Ampere Analysis

A multitude of areas to track and cover

Industry and production-focused

Games tech & production

Advertising attribution

Analytics

Value-chain & industry output

Source: Ampere Analysis

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Challenges and gaps

| Market performance blank spots | Data collection & maintenance increasingly technical | Lack of industry workforce or output analysis | AI use advantages/ disadvantages | Expensive to produce means it is expensive to buy; smaller companies priced out |

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