Gaming and eSports

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The *Gaming and eSports* service advises video game development studios, publishers, distributors, retailers, hardware system and peripheral manufacturers, and related service providers and advertisers on crucial video game industry events and trends from global and regional perspectives. Identifying and analyzing the most popular and lucrative platforms, services, game genres, franchises, and gamer types as well as key marketplace threats, weaknesses, and challenges are the touchstones of this IDC service.

Markets and Subjects Analyzed

- Home video game console bundle shipments, installed bases, disc/card game shipments, and monthly active user (MAU) bases
- Casual, enthusiast/midcore, and hardcore gamer-type differentiations by platform
- Paid game, DLC/add-on, subscription, and F2P revenue trends
- Console and PC gaming accessory sales trends
- Smartphone and tablet MAU bases and spending by OS/platform
- Leading digital PC game publisher and distribution platform business model trends

- Key gaming metric tracking in North America, Western Europe, Asia/Pacific, and the rest of the world
- Video game development tool and engine analysis
- Virtual reality (VR) and augmented reality (AR) gaming hardware and game/app software trends
- eSports fanbase sizing and leading esports league trends and revenue assessments
- Cloud-streamed gaming service provider and related hardware analysis
- Summaries of key industry events and conferences

Core Research

- Home Video Game Console Hardware and Software Forecast and Market Shares by OEM
- Digital PC/Mac Gaming Forecast
- Consumer Technology Predictions and IDC FutureScapes
- U.S. Gamer Demographics and Genre Preference Surveys
- Smartphone, Tablet, and Handheld Game Console Spending Forecast
- Mobile In-Game Advertising Revenue Forecast

- eSports and Gameplay Content Creator Market Perspective
- Actionable Takeaways from E3, GTC, GDC, and More
- Blockchain and Metaverse Gaming Market Perspective
- U.S. PC and Console Gaming Accessory Buyer Surveys
- Top Game Publisher Assessments by Platform
- Cloud-Streamed Gaming Forecast

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Gaming and eSports.

Key Questions Answered

1. Which gaming companies and business models will drive the most revenue through 2027?
2. How are F2P and subscription-based business models impacting the market?
3. Which platforms are growing fastest from an installed base, gamer, and total revenue perspective?
4. Are esports-oriented or "live service" games changing how games are made, marketed, and monetized?
5. Which PC and console OEMs are leading the market from the vantage point of monthly use for gaming, and why?

6. How are next-generation consoles affecting the market or opening new revenue channels?
7. What's the opportunity for VR and AR platforms, games, and related entertainment software through 2027?
8. Is Apple, Google, Microsoft, Sony, Nintendo, Tencent, Activision Blizzard, Electronic Arts, Valve, Meta, Ubisoft, or some other company best positioned for revenue growth in 2024?
9. Which game franchises or new IPs are most likely to top the sales/revenue charts this year?
10. What will be the impact of cloud-streamed gaming?

Companies Analyzed

IDC's *Gaming and eSports* service analyzes the product strategies, competitive positioning, financial position, and strategic direction of key players in the gaming space, including:

Activision Blizzard, Akamai, AMD, Apple, AppLovin, Amazon, AT&T, BANDAI NAMCO Ent., Bungie, Capcom, Codemasters, CORSAIR, Data.ai, Dell, Dolby Labs, Electronic Arts, Epic Games, Focus Home Int., Gameloft, GameStop, Garena, Glu Mobile, Google, Harmonix, HP Inc., HTC, IBM, Infinity Ward, Intel, Konami, KRAFTON, Lenovo, Logitech, Meta, Microsoft, Mixi, NCSOFT, NetEase, Nexon, Niantic, Nintendo, NVIDIA, Qualcomm, Razer, Riot Games, Roblox Corp., Samsung, Seagate, SEGA, Sony, SQUARE ENIX, SteelSeries, Take-Two Int., Tencent, Toshiba, Turtle Beach, Ubisoft, Unity, Valve, Verizon, Voodoo, Wargaming, and Warner Bros. Int. Ent.