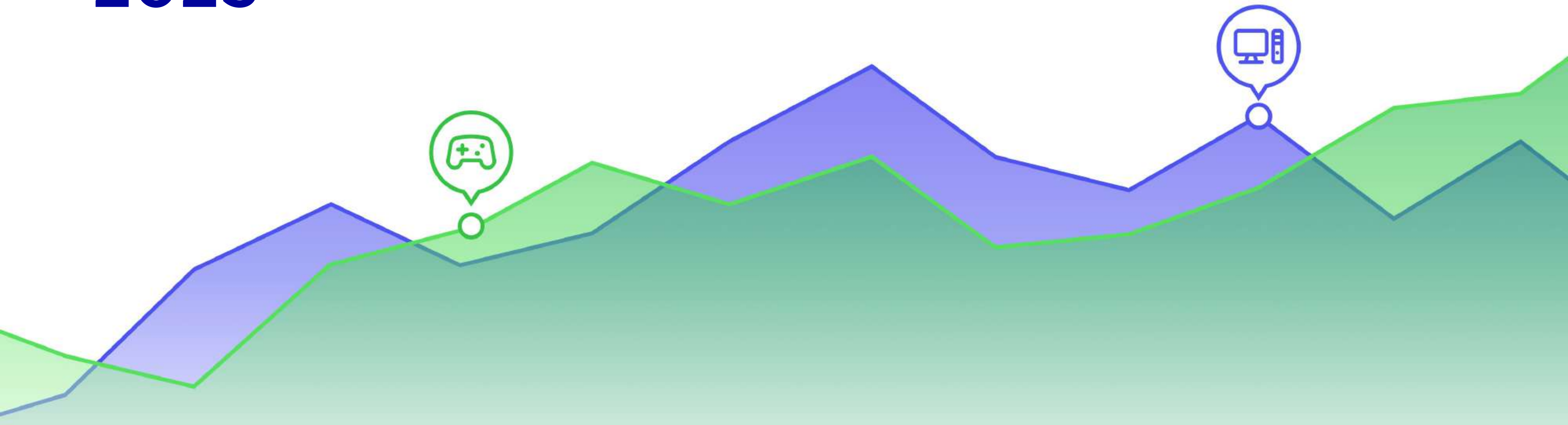
The PC & Console Gaming Report

2025



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Contents

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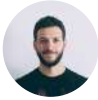

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The state of PC and console gaming in 2025

Welcome to the third edition of Newzoo's annual PC and console report.

In a rapidly evolving market filled with speculation and opinion, it's essential to cut through the noise with clear, data-driven insights. At Newzoo, we leverage **rigorous analysis and industry-leading data science** to deliver the most comprehensive and accurate snapshot of the PC and console gaming landscape, empowering you to navigate challenges and capture emerging opportunities.

In this report, we first **examine the market's performance in 2024**. We then examine how upcoming game releases, changing consumer behaviors, and monetization strategies will **shape the market toward 2027**. Building on last year's groundbreaking **Playtime Analysis**, we present an updated, in-depth look at **how player engagement has evolved across PC, PlayStation, and Xbox since the pandemic**.

We're particularly excited to introduce our new section, "**How Many Games Do We Really Play?**", which investigates the exact number of games players actively engage with and their willingness to invest at different price points across platforms.

Additionally, our Special Focus Topics offer deeper insights into key market dynamics:

- ✓ **Recursive Nostalgia**: Explore how major live-service games leverage their histories to drive ongoing player engagement through nostalgic experiences.
- ✓ **Steam Visibility:** Gain actionable insights into discoverability, identifying best practices for standing out in Steam's increasingly competitive marketplace.

By the end of this report, you'll be equipped with actionable insights into **monetization strategies**, player **engagement trends**, **platform-specific nuances**, and effective **discoverability tactics**.

This free resource draws from the Newzoo Platform, focusing on the Game Performance Monitor, with supporting data and insights from all our tools. We also delve into our Games Market Reports and Forecasts for valuable market context.

We hope you enjoy reading it as much as we loved writing it. Thanks for tuning in.

Emmanuel Rosier
Director of Market Intelligence

Key takeaways

1 PC & console market outlook

- ✓ PC popularity remains stable with muted revenue growth, while console revenue growth will be driven by GTA VI and Nintendo Switch 2
- ✓ All business models are viable, but not at the same scale on every platform
- ✓ Barring radical outliers, titles' growth to come from share shift

2 Playtime analysis

- ✓ Overall playtime hours are growing but concentrated in AAA and at times cannibalistic; the battle for audience hours is fierce and near zero sum
- ✓ PC skews heavily towards older, F2P titles while console is slate dependent
- ✓ Launching a successful F2P game requires a combination of strong IP, great gameplay, and favorable market conditions

3 How many games do we really play?

- ✓ Number of games played is down on Xbox and Steam from COVID peak
- ✓ Play habits are calcifying into fewer games, reducing addressable market for new launches
- ✓ F2P drives significant interest, but players are often very quick to churn
- ✓ Adventure and Role playing titles are on the rise for those who enjoy playing more titles

4 Recursive nostalgia

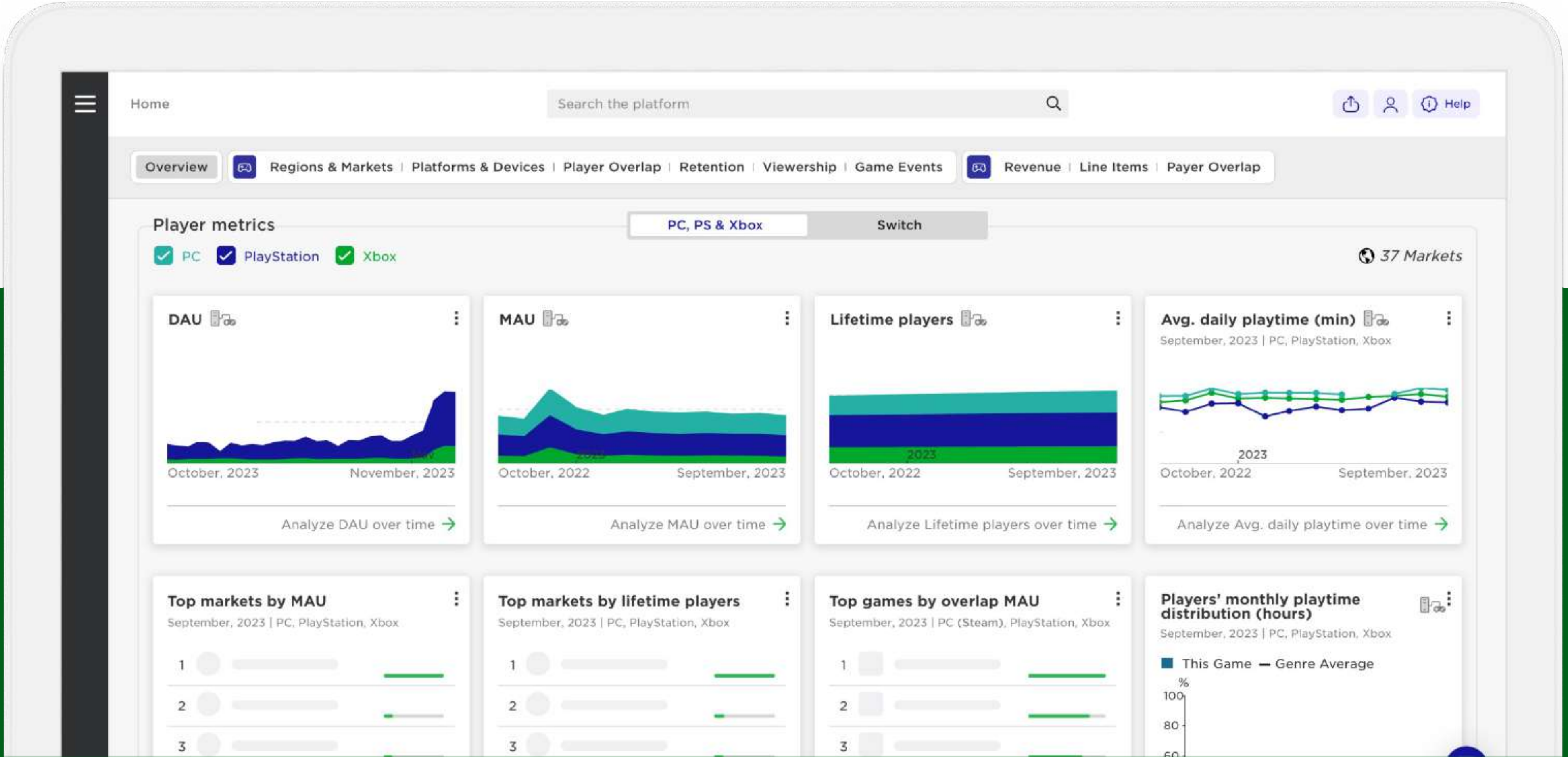
- ✓ Reintroducing "classic" content can reignite interest but often lacks long-term staying power
- ✓ Companies that successfully leverage nostalgia use it as part of a future-oriented strategy to sustain player interest rather than a one-off tactic

5 Steam visibility

- ✓ Discounting events are driving less visibility to store pages
- ✓ Off platform traffic grows in importance as discounting becomes less effective at drawing steam page views

Written by Newzoo's market analysts
Powered by data from our Platform

[Take a platform tour]



Your leading data platform and partner in PC & console gaming

Game Performance Monitor

Title-level engagement (MAU, DAU, playtime, churn, more) and digital revenue data for thousands of PC & console games.

Game Health Tracker

Title-level consumer insights, awareness and purchase funnel

Global Gamer Study

Yearly in-depth survey profiling 73.000 gamers worldwide

Business & Store Intelligence NEW

Complete toolkit for optimizing games' store presence, improving discoverability, and tracking marketing attribution.

Market Reports and Forecasts

Games market sizing & forecasts for 100+ countries and the key trends on a global and local level.

Consulting & Custom Research

Tailored solutions to critical business challenges.

- Game concept testing
- Target audience sizing & analysis
- Concept TAM and sales forecasting
- Genre deep dives and game teardowns
- Live service game strategy
- Campaign analysis

Trusted by the top game developers and publishers

newzoo

Microsoft	SONY	Google	T2 TAKE-TWO INTERACTIVE	NetEase Games	WARNER BROS.	ROBLOX
NEXON	BANDAI NAMCO	EMBRACER+ GROUP	CAPCOM	KRAFTON	team17	PLAION
ACTIVISION BLIZZARD	SUPERCELL	SNK	probably MONSTERS	WARGAMING.NET LET'S BATTLE	2K	miHoYo TECH OTAKUS SAVE THE WORLD
Smilegate	ANNAPURNA INTERACTIVE	Coffee Stain	KONAMI	NORDISK GAMES EGMONT	GAMELOFT	lilith GAMES
NVIDIA	zynga	AZRA GAMES	1047 GAMES	MIXI	MY.GAMES	BOSSA GAMES

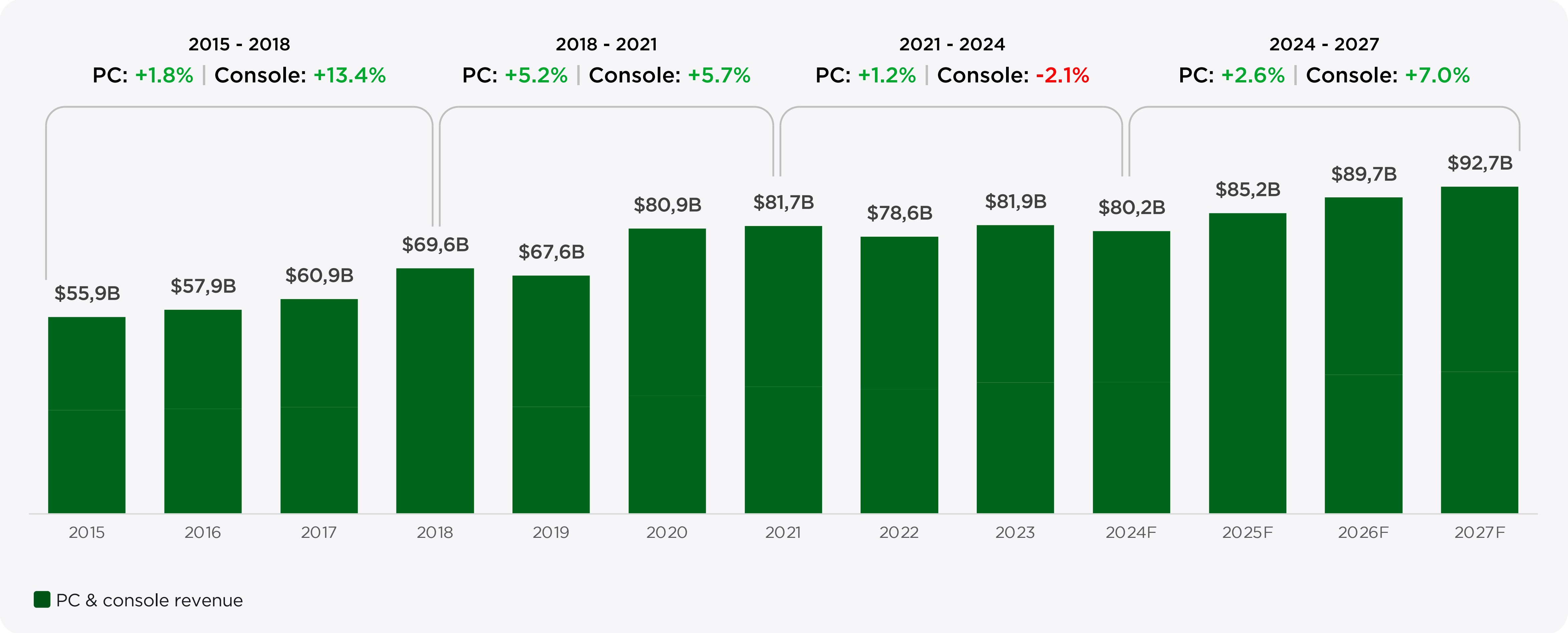
01

The PC and console market outlook

Overall market growth to 2027 driven predominantly by console

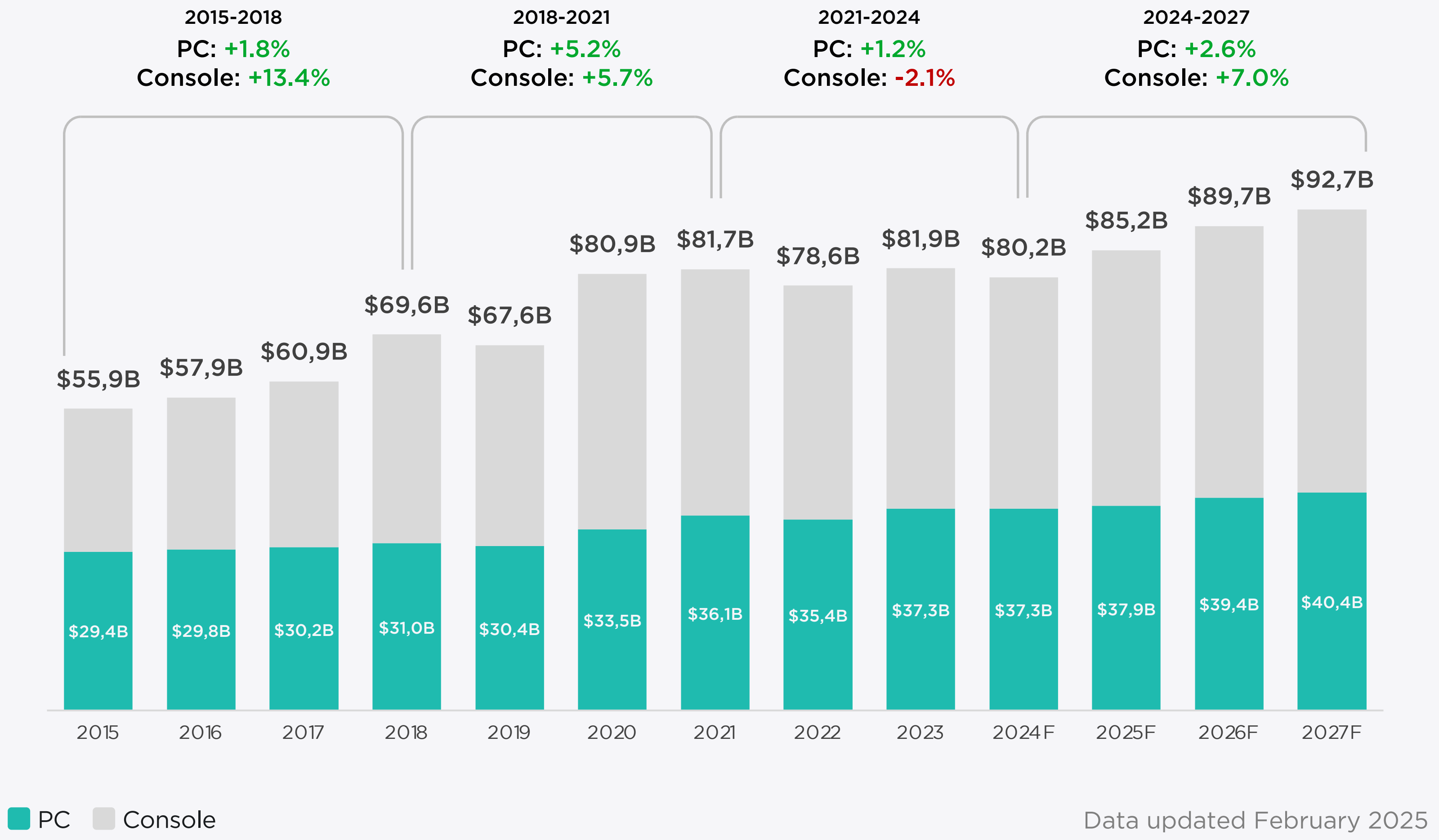
PC and console software revenues in billion USD

Global | 2015-2027F



Source: Newzoo Games Market Reports and Forecasts | Updated February 2025

PC's gradual growth carried by and concentrated in evergreen titles



1. Gradual, lower single-digit growth driven by in-game revenues from mature and mostly free-to-play titles
2. Sporadic premium titles can boost revenues, but PCs stronger free-to-play skew dampens this effect
3. Limited player growth requires monetizing existing but cost-conscious players
4. Gen Z's and Alpha's enthusiasm is growing, but spending is still lagging

Our revenues encompass consumer spending on games: physical and digital full-game copies, in-game spending, and subscription services like Xbox Game Pass. Mobile revenues exclude advertising. Our estimates exclude taxes, secondhand trade or secondary markets, advertising revenues earned in and around games, console and peripheral hardware, B2B services, and the online gambling and betting industry.

Source: Newzoo Games Market Reports and Forecasts | Updated February 2025

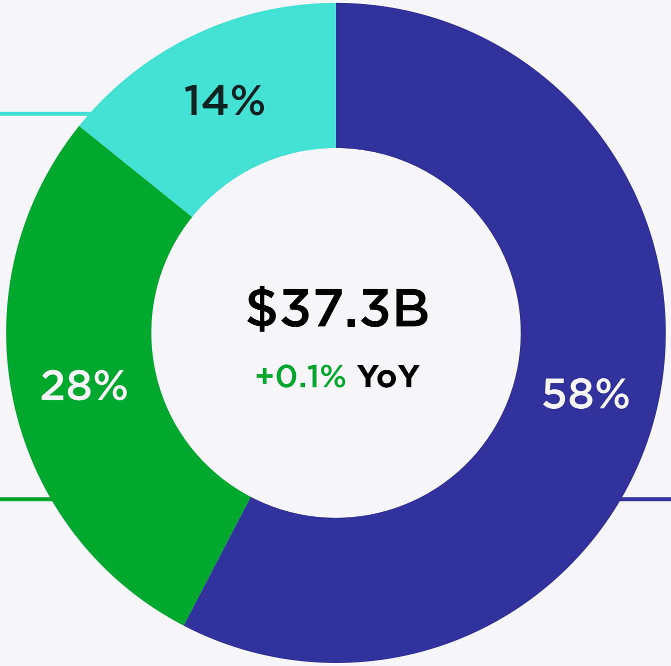
2024 PC: MTX and DLC were up in a stagnant market

Share of yearly PC revenues by business model

Global | 2024

DLC
$5.3B
+0.8% YoY

Premium
$10.7B
-2.6% YoY



MTX
$24.4B
+1.4% YoY

MTX ↑ 1.4%

Call of Duty: BO 6

ROBLOX

Fortnite

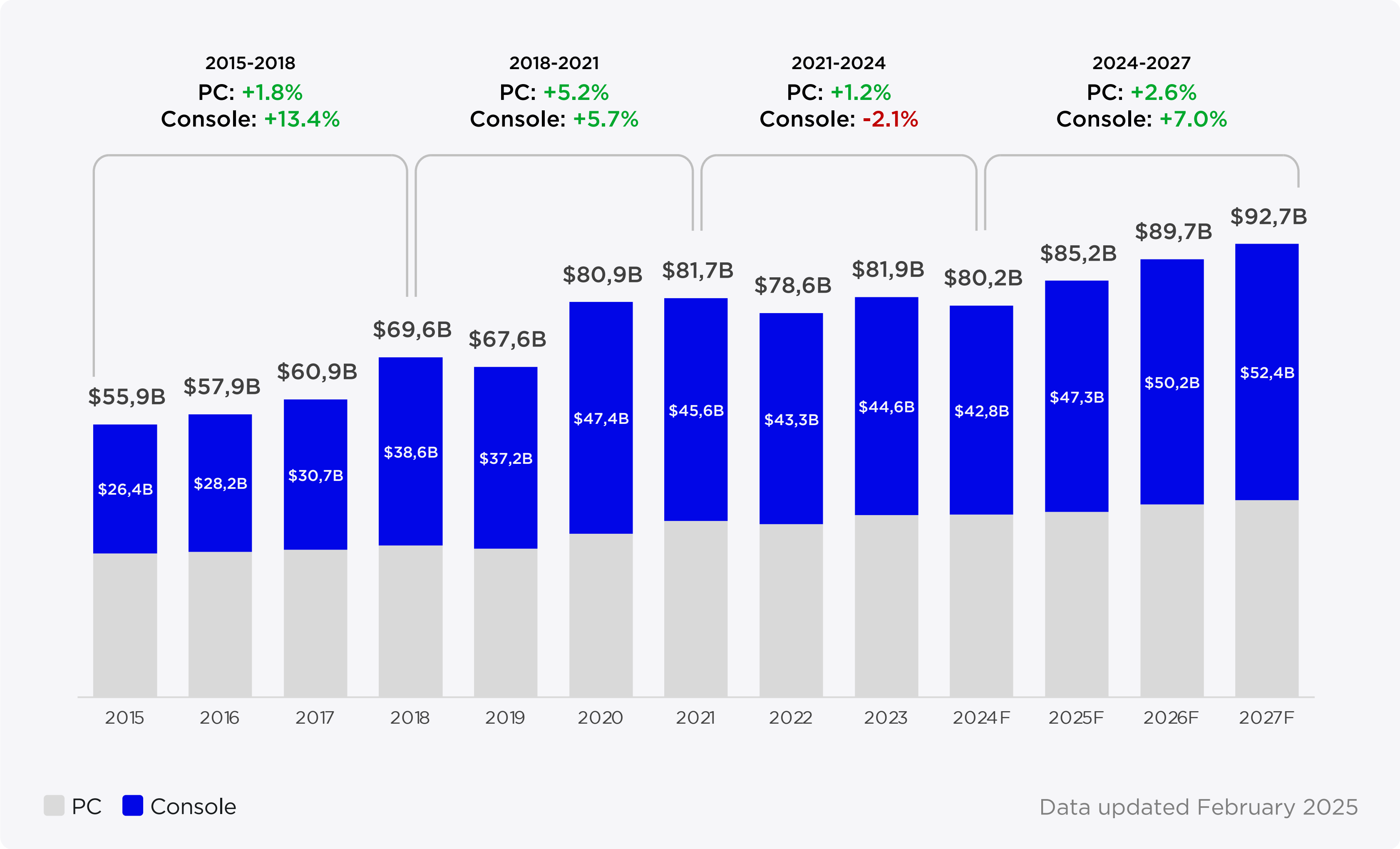
DLC ↑ 0.8%

DIABLO IV

Elden Ring

World of Warcraft

Console growth is expected to return in 2025 driven by key P2P titles



1. Post-pandemic declines except for 2023's strong slate
2. Full-game sales, carried by GTA VI, are expected to rebound from 2025
3. The Nintendo Switch 2 hardware will launch with key first-party software
4. Software sales to profit from console lifecycle peak in the outer years while Gen 10 anticipation will grow from 2027
5. Free-to-play live-service maturity limiting growth, but solid in-game spending in premium titles expected

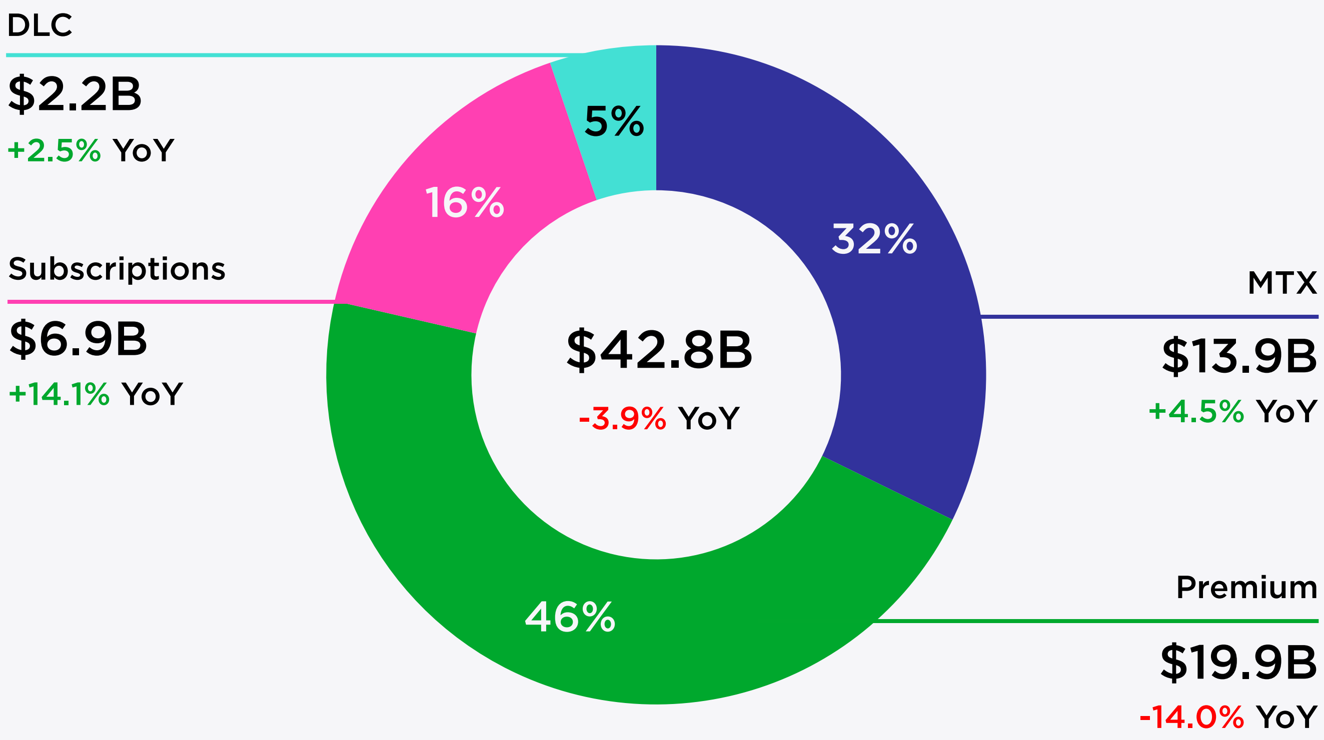
Our revenues encompass consumer spending on games: physical and digital full-game copies, in-game spending, and subscription services like Xbox Game Pass. Mobile revenues exclude advertising. Our estimates exclude taxes, secondhand trade or secondary markets, advertising revenues earned in and around games, console and peripheral hardware, B2B services, and the online gambling and betting industry.

Source: Newzoo Games Market Reports and Forecasts | Updated February 2025

2024 Console: Premium couldn't match 2023's strong release slate

Share of yearly console revenues by business model

Global | 2024



MTX ↑ 4.5%

Fortnite | Call of Duty: BO 6 | NBA 2K25

DLC ↑ 2.5%

Elden Ring | Diablo IV | Destiny 2

The absence of major technical, content, or distribution innovation precludes higher player growth

PC & console players growth over the years

2021 – 2027F

Source: Newzoo Games Market Reports and Forecasts | Updated February 2025

Key takeaways

1 PC & console market outlook

- ✓ PC popularity remains stable with muted revenue growth, while console revenue growth will be driven by GTA VI and Nintendo Switch 2
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2 Playtime analysis

3 How many games do we really play?

4 Recursive nostalgia

5 Steam visibility

Unlock detailed market forecasts and trends in the Newzoo platform

100
Games markets forecasted

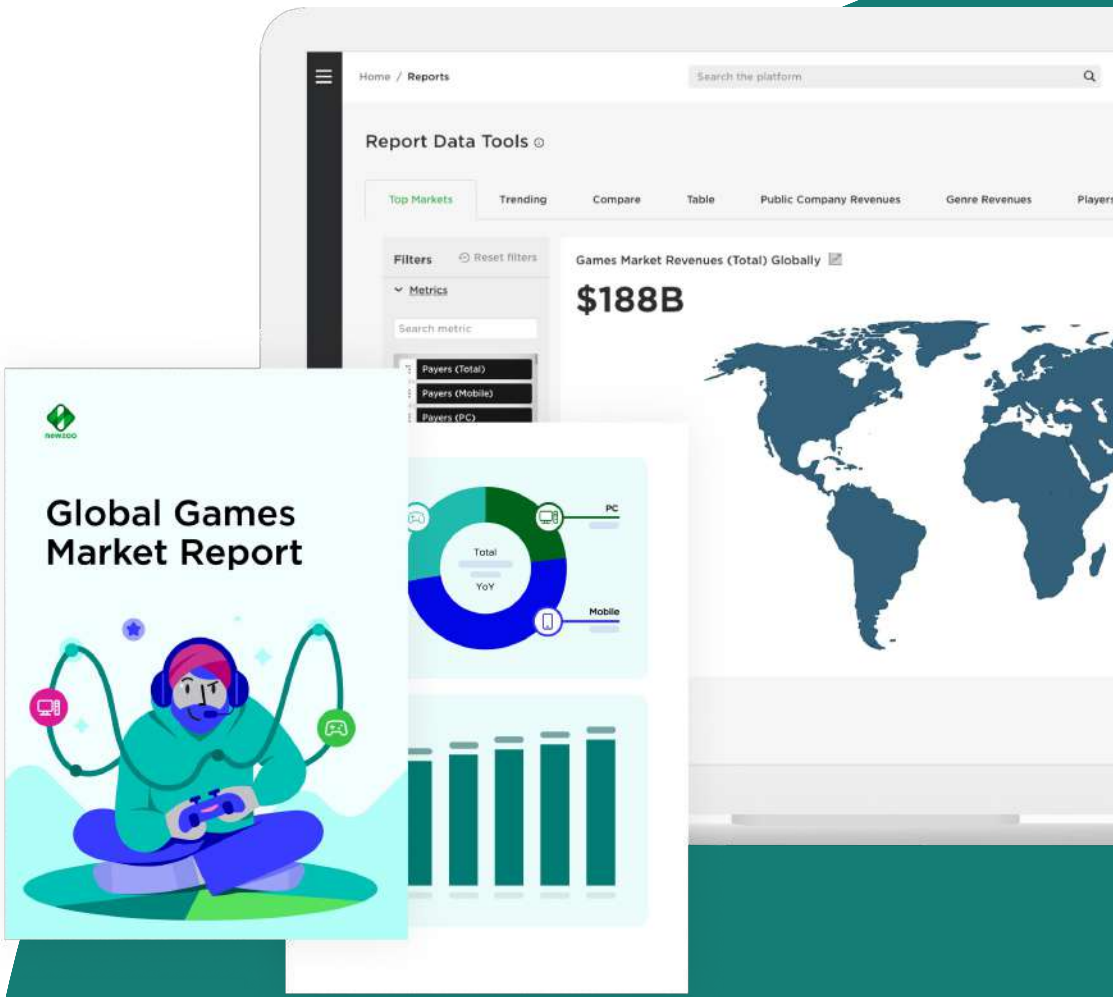
7
Major game ecosystems analyzed

35
In-depth games market deep dives

- See **forecasts for 100 games markets** from 2015 to 2027: revenues, players and payers, split across PC, console, and mobile.
- Access the full **Global Games Market Report**, our flagship annual report (with quarterly updates) that analyzes the latest trends, developments, and forecasts.
- Download **complete data sets** from every report
- Track **100 public game companies' revenues** from 2017 to now.
- Understand the **key global trends** and how they impact the industry.
- Access **7 game ecosystems' key statistics**: Epic, Steam, iOS, Android, PlayStation, Xbox, and Nintendo.

Find out more

Take a tour



02 Playtime analysis

Playtime Analysis

In last year's PC & Console Report, we provided a comprehensive overview of the overall PC and console market.

While this offered valuable market-wide context, this year's report aims to take a more granular approach by highlighting **platform-specific differences** across PC, PlayStation, and Xbox. In addition, together with our largest clients, we have reviewed and restated our data to ensure that it is providing the most complete and accurate picture possible.

Our 2024 playtime analysis offers **a detailed examination of the post-COVID gaming landscape**, shedding light on the current state of business model maturity and revealing the **zero-sum dynamics** of today's intensely competitive market.

This section addresses key questions shaping the industry:

- ✓ What were the primary drivers of growth and decline in 2024?
- ✓ How significantly did viral hits like HELLDIVERS 2, Palworld, and Black Myth: Wukong impact playtime in Western markets?
- ✓ What was the effect of ROBLOX's PlayStation release on player engagement?
- ✓ To what extent did Call of Duty and sports titles contribute to new release playtime and revenue in 2024?
- ✓ Are top titles continuing to consolidate their share of playtime?
- ✓ How has the genre landscape evolved over the past year?

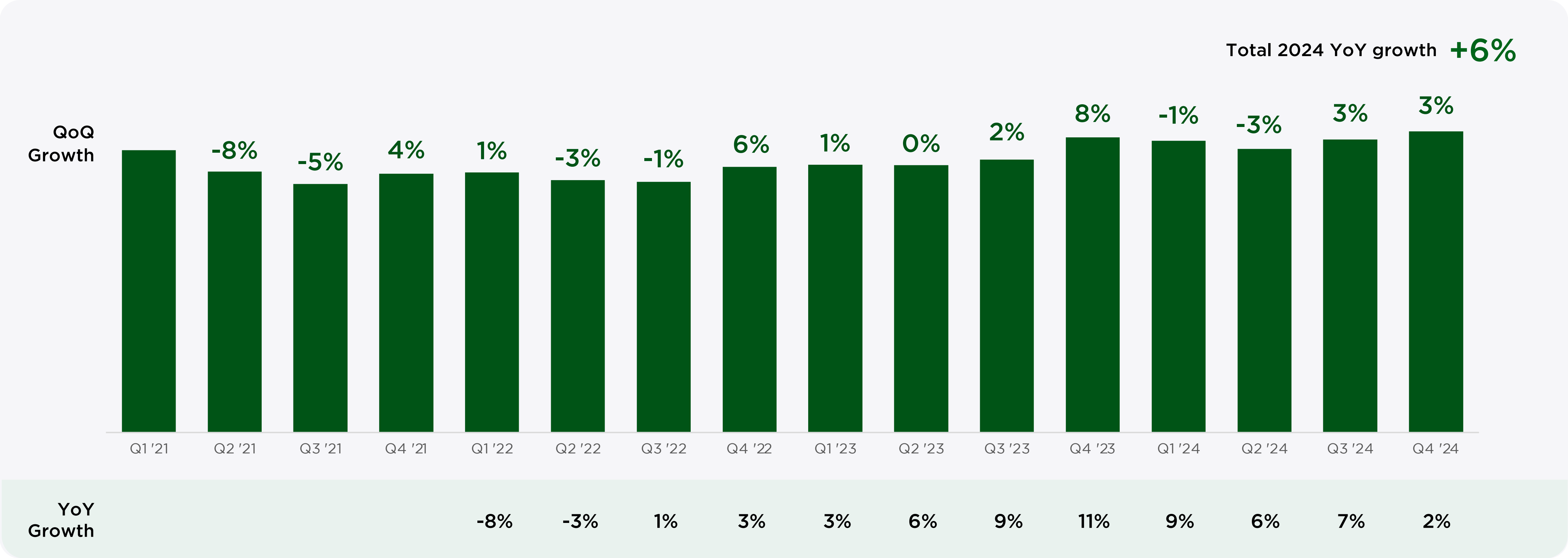
In answering the above and more, you'll walk away with a thorough understanding of today's playtime metagame.

Brett Hunt
Market Analyst

Total 2024 playtime grew 6% YoY; Q4 2024 set the record for highest quarterly playtime

Playtime by quarter – All platforms

January 2021 – December 2024

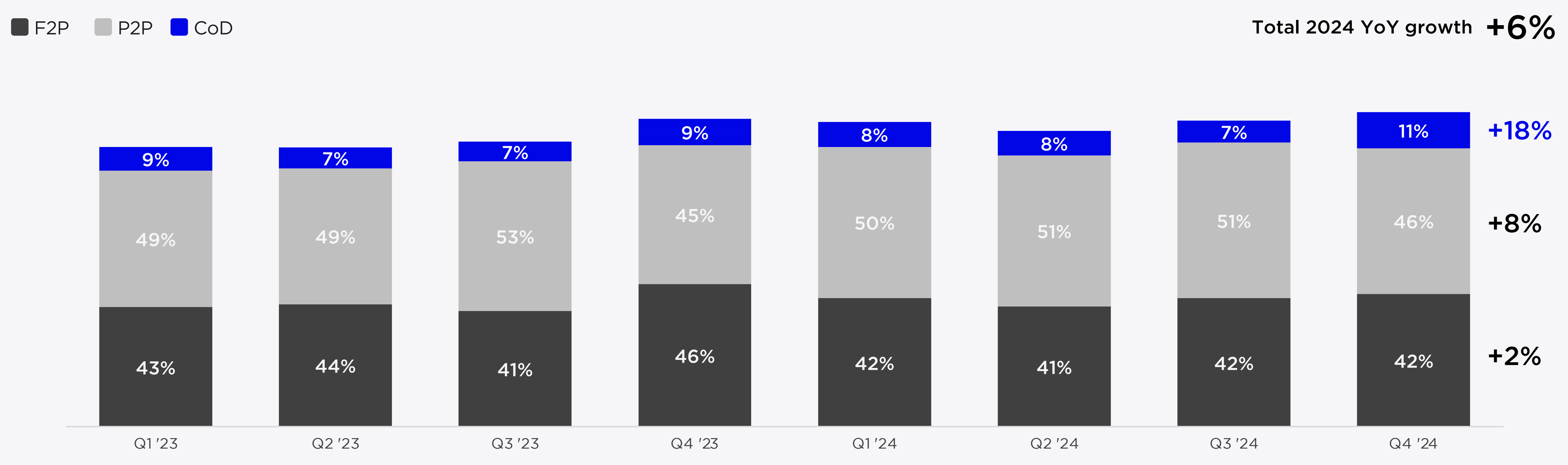


Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

Playtime growth was driven heavily by Pay-to-Play and Call of Duty

Playtime by quarter – All platforms

January 2023 – December 2024



Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

P2P playtime growth in 2024 driven by fun with friends, action & adventure, and longstanding franchises

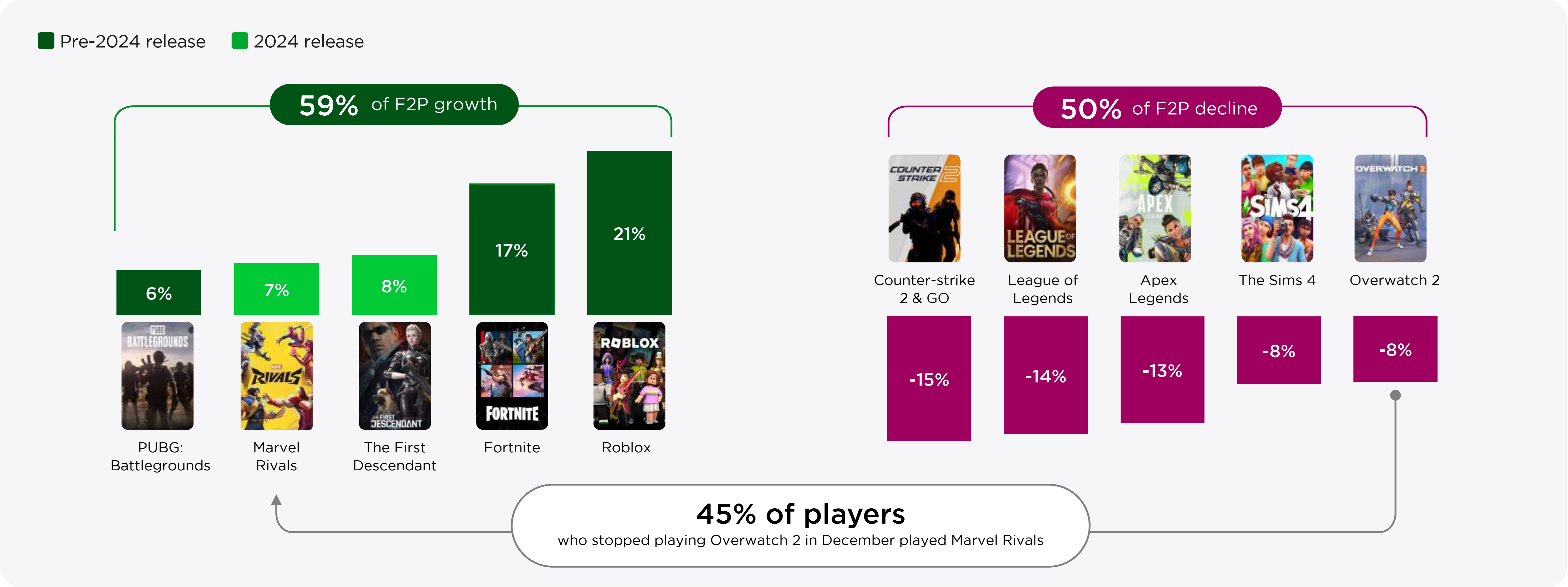
Top 15 titles by net hours increase 2023-2024

Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

F2P playtime growth accelerated as Marvel Rivals, Fortnite, and Roblox gained share from established incumbents

Marvel Rivals' launch accounted for 7% of all F2P growth in 2024

% of F2P playtime contribution

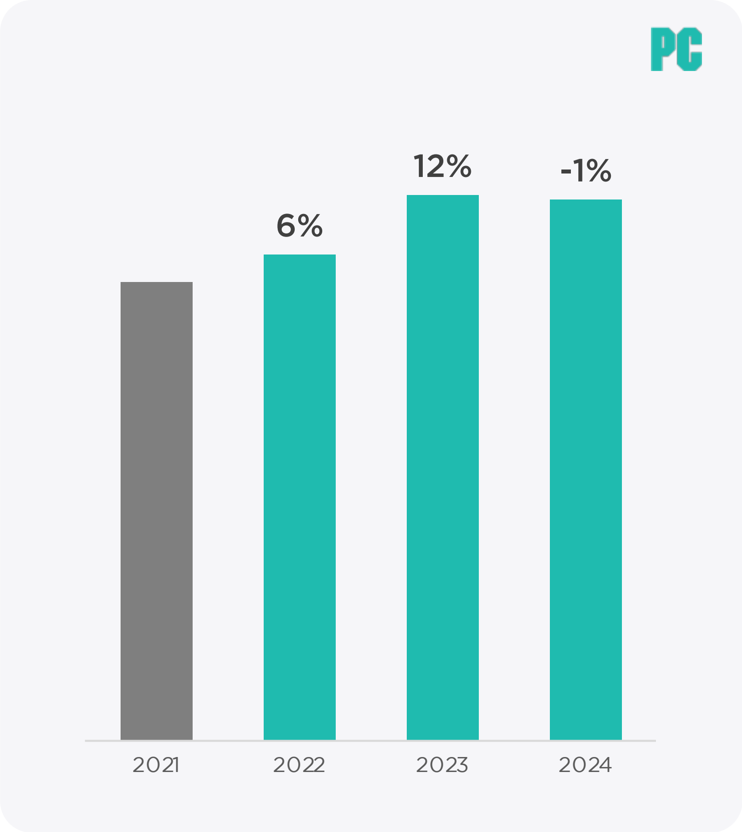


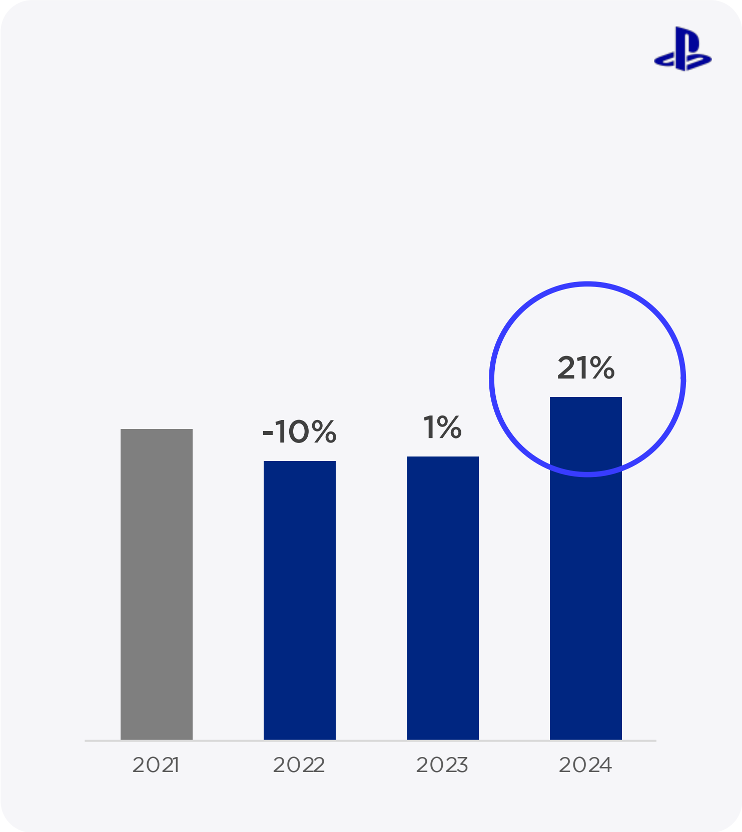
Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

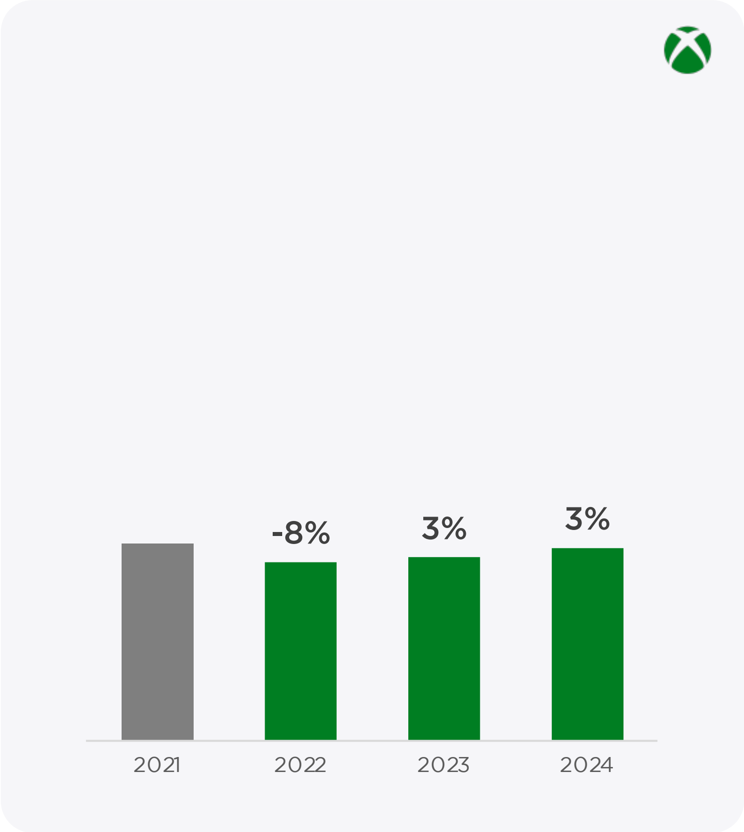
While PC & Xbox showed playtime stability, PlayStation showed remarkable growth

Playtime index (including yearly growth)

January 2021 – December 2024







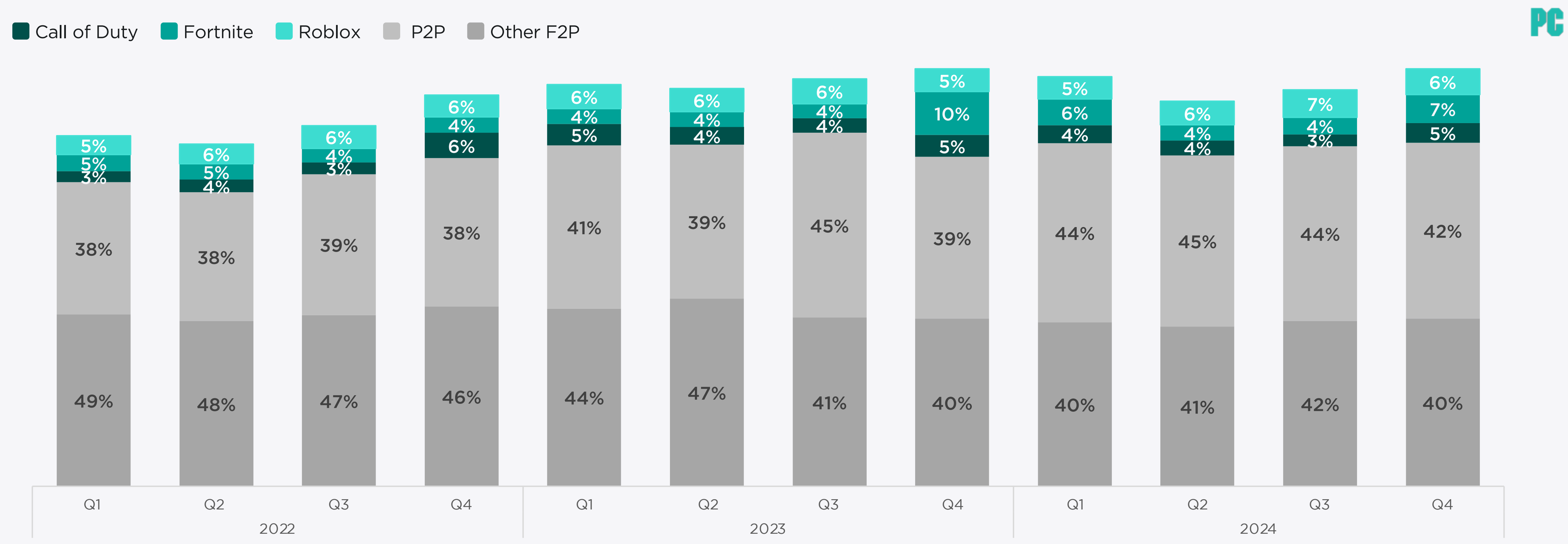
Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

Note: PC, PlayStation and Xbox indexed against PC 2021

PC playtime has stabilized after seeing 12% growth in 2023

Playtime by quarter, by monetization type and games

January 2022 – December 2024



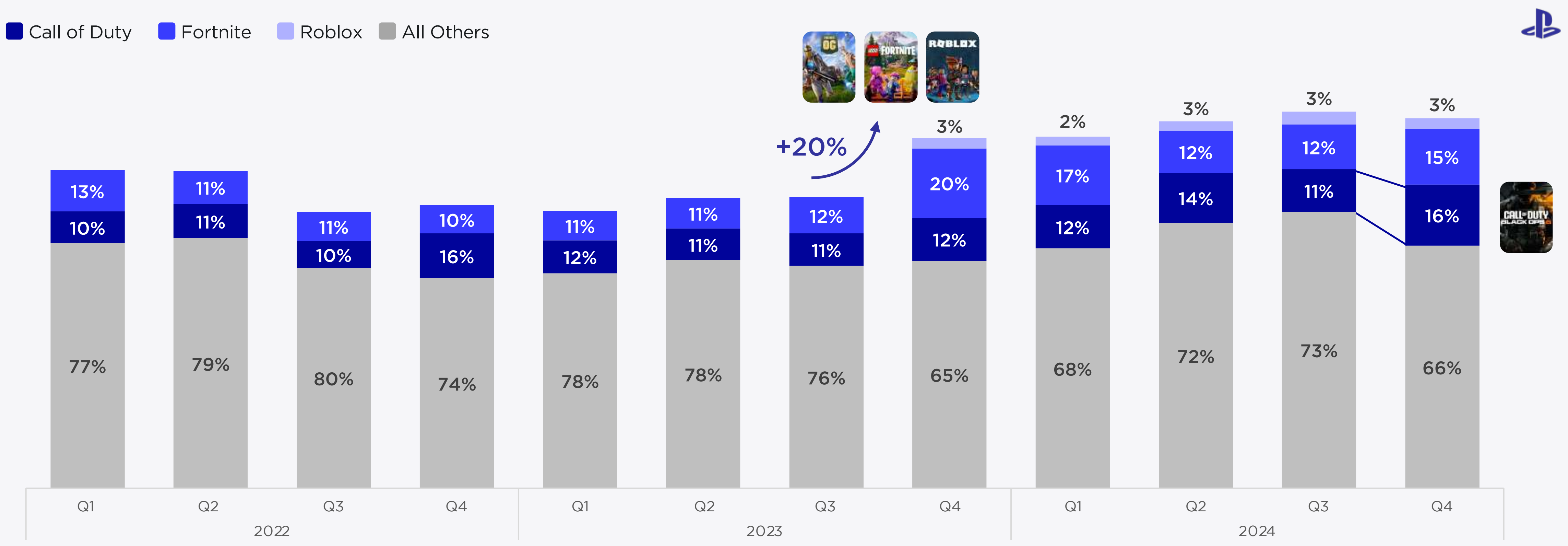
Source: Newzoo Game Performance Monitor - 37 Markets (excluding China, India) – PC

PlayStation playtime is up 21% vs. 2023

OG and LEGO Fortnite put the game back on the map from the end of 2023 (+53% since 2022)
Call of Duty had a steady share through the year and is up 43% since 2022 thanks to Black Ops 6

Playtime by quarter, by monetization type and games

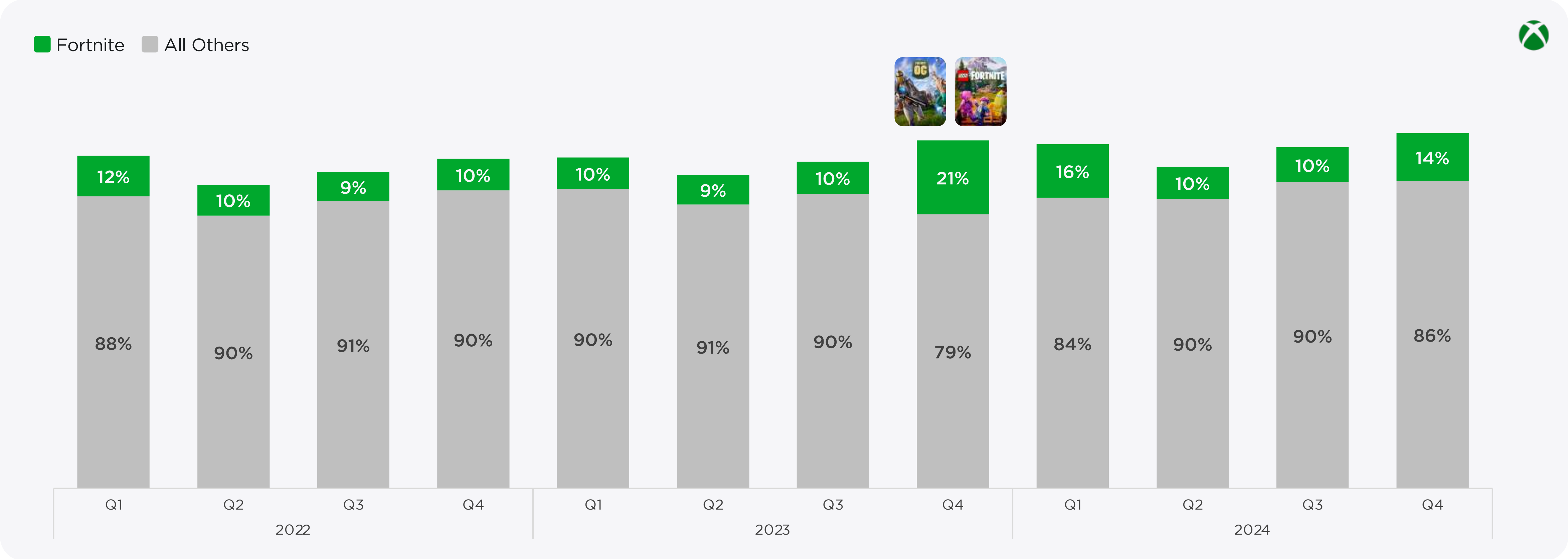
January 2022 – December 2024



Xbox playtime is stable, with the Q4 2023 boost from Fortnite not sustaining itself in the same manner as PlayStation

Playtime by quarter, by monetization type and games

January 2022 – December 2024

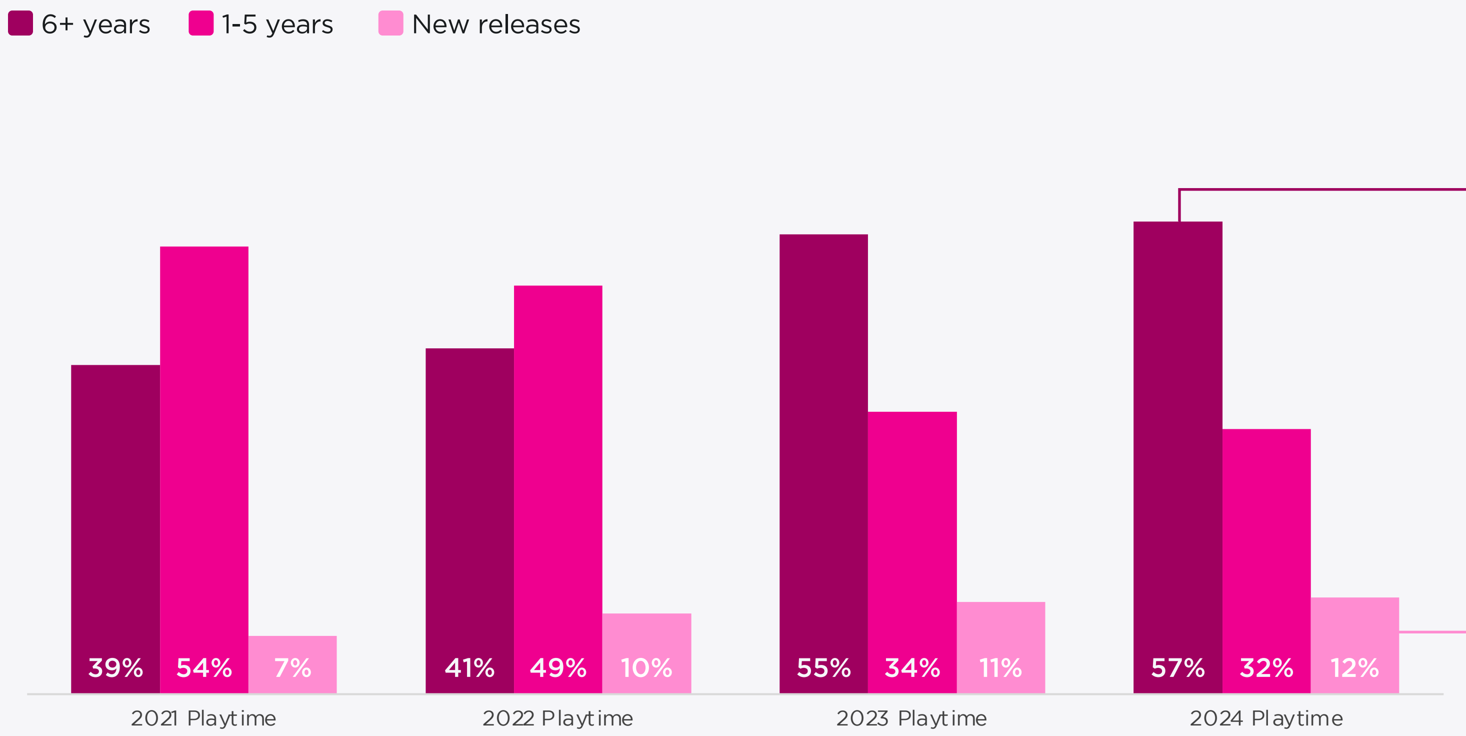


Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – Xbox

New releases represent 12% of total playtime in 2024, slightly up vs. 2023

% of yearly total hours by age of title

January 2021 – December 2024



6+ years

Fortnite remains the most played game with **9.3%** of total playtime in 2024 (vs. 9.1% in 2023)

9.3%

Fortnite

4.7%

Minecraft

3.7%

ROBLOX

New Releases

2.7%

Call of Duty: Black Ops 6

1.1%

EA Sports FC 25

0.9%

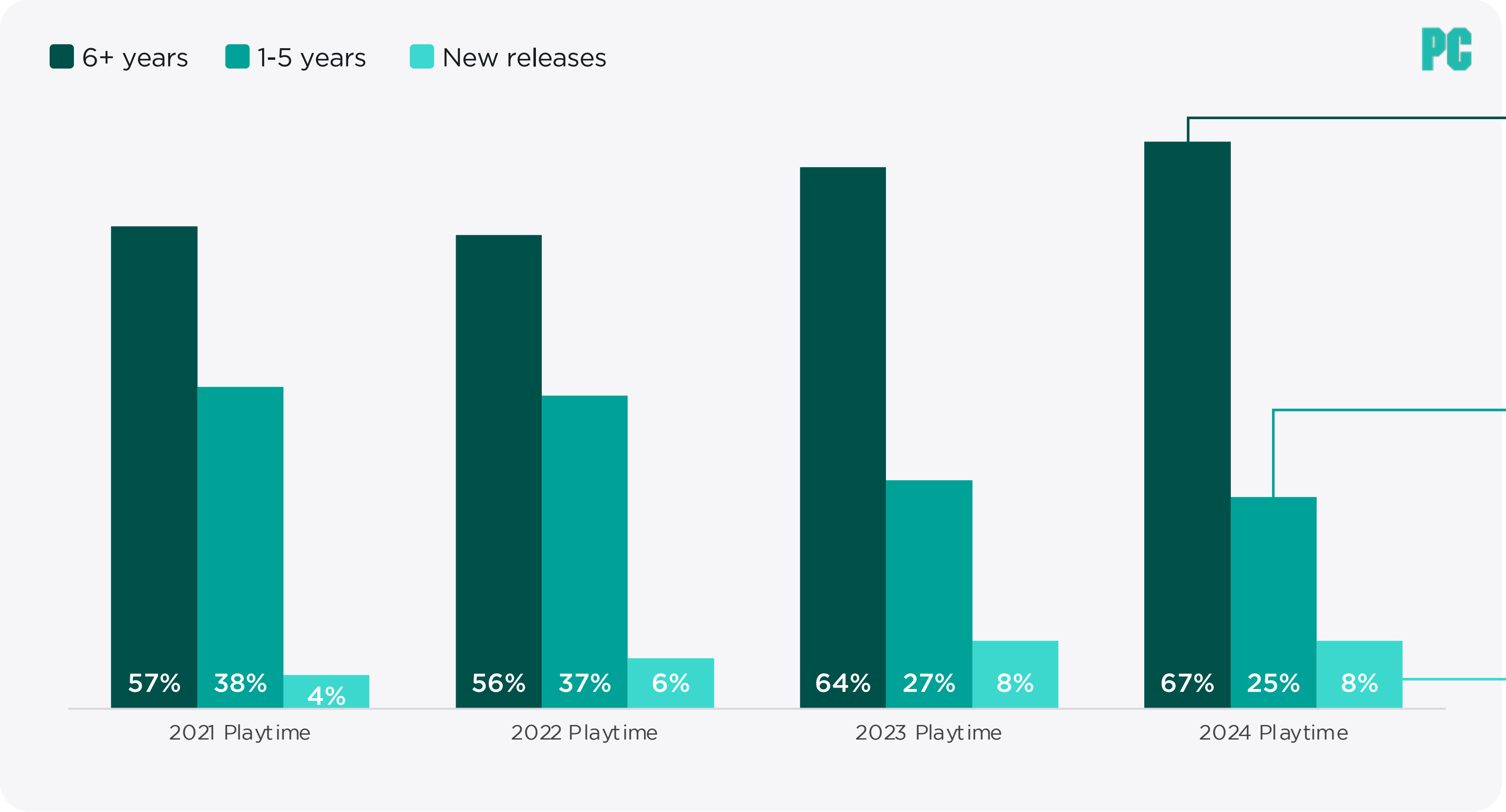
HELLDIVERS 2

Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

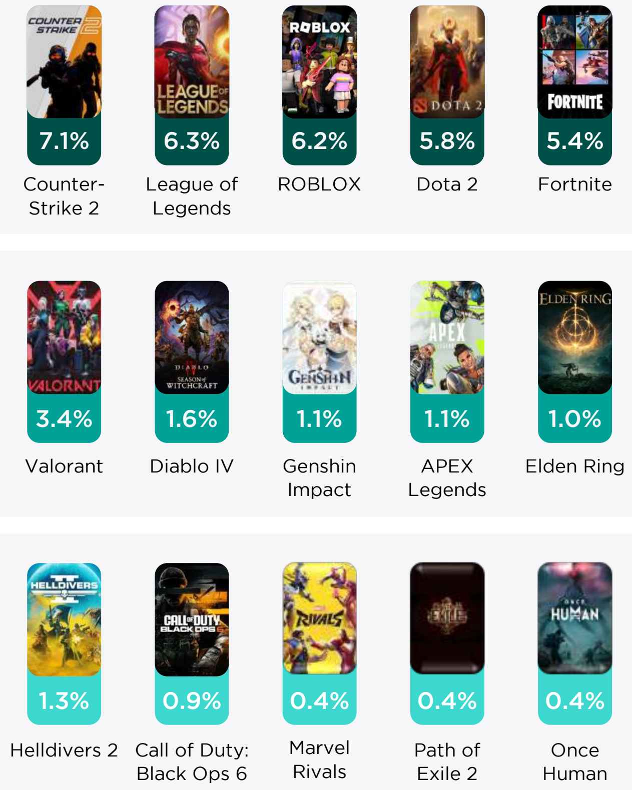
On PC, new titles continue to struggle to capture playtime share from older and aging titles

% of yearly total hours by age of title

January 2021 – December 2024



Two-thirds of 2024 PC playtime went to titles released 6 or more years ago – and these 5 titles accounted for **30.4%** of the total hours

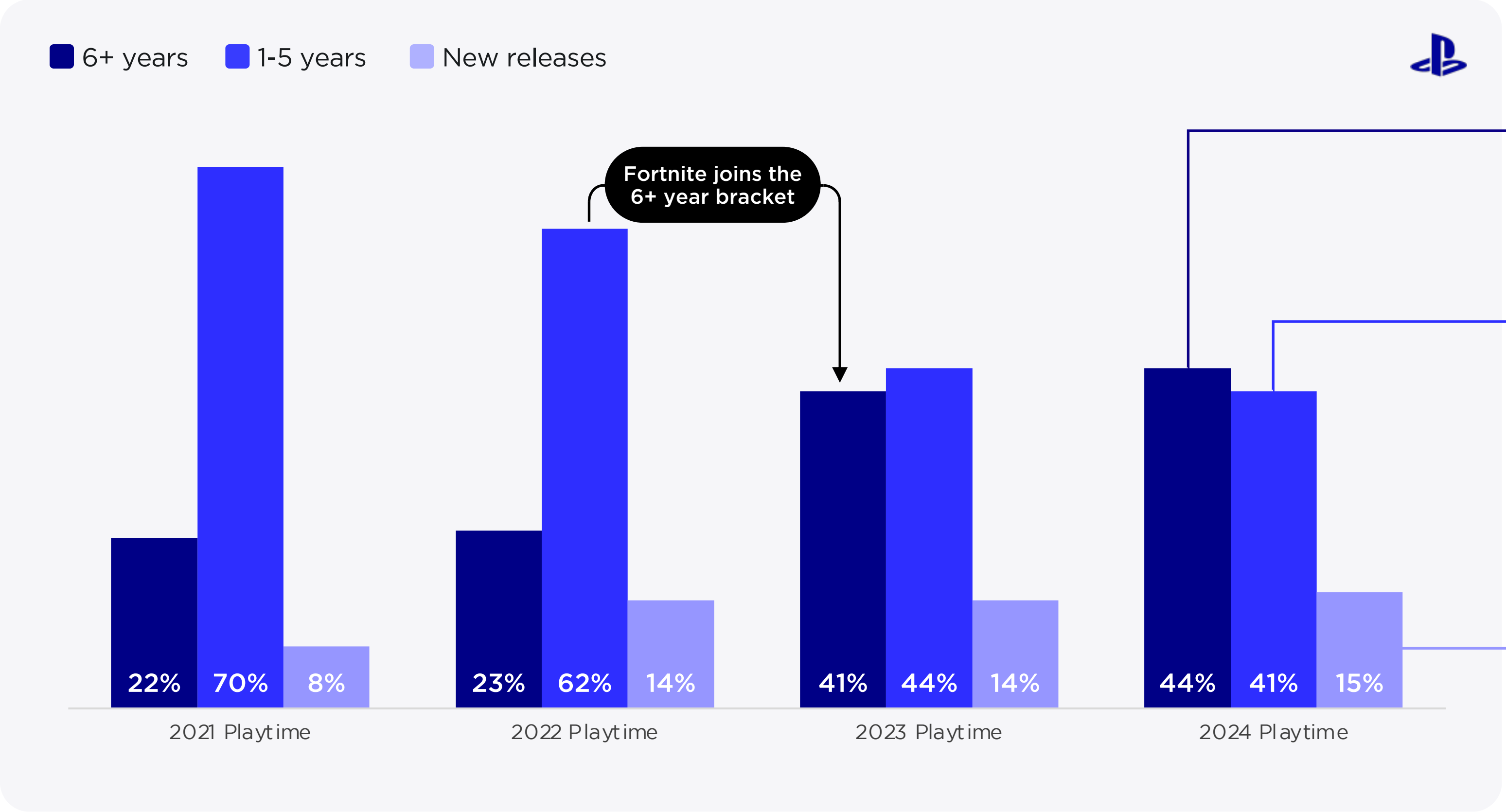


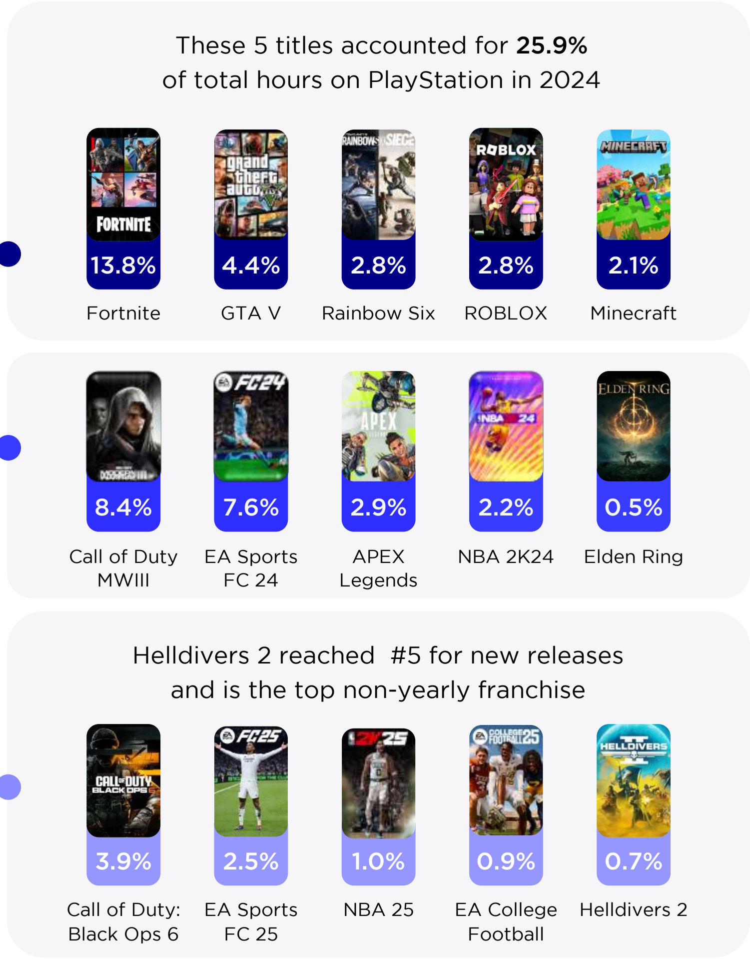
Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

PlayStation features higher play rates for more recent titles

% of yearly total hours by age of title

January 2021 – December 2024



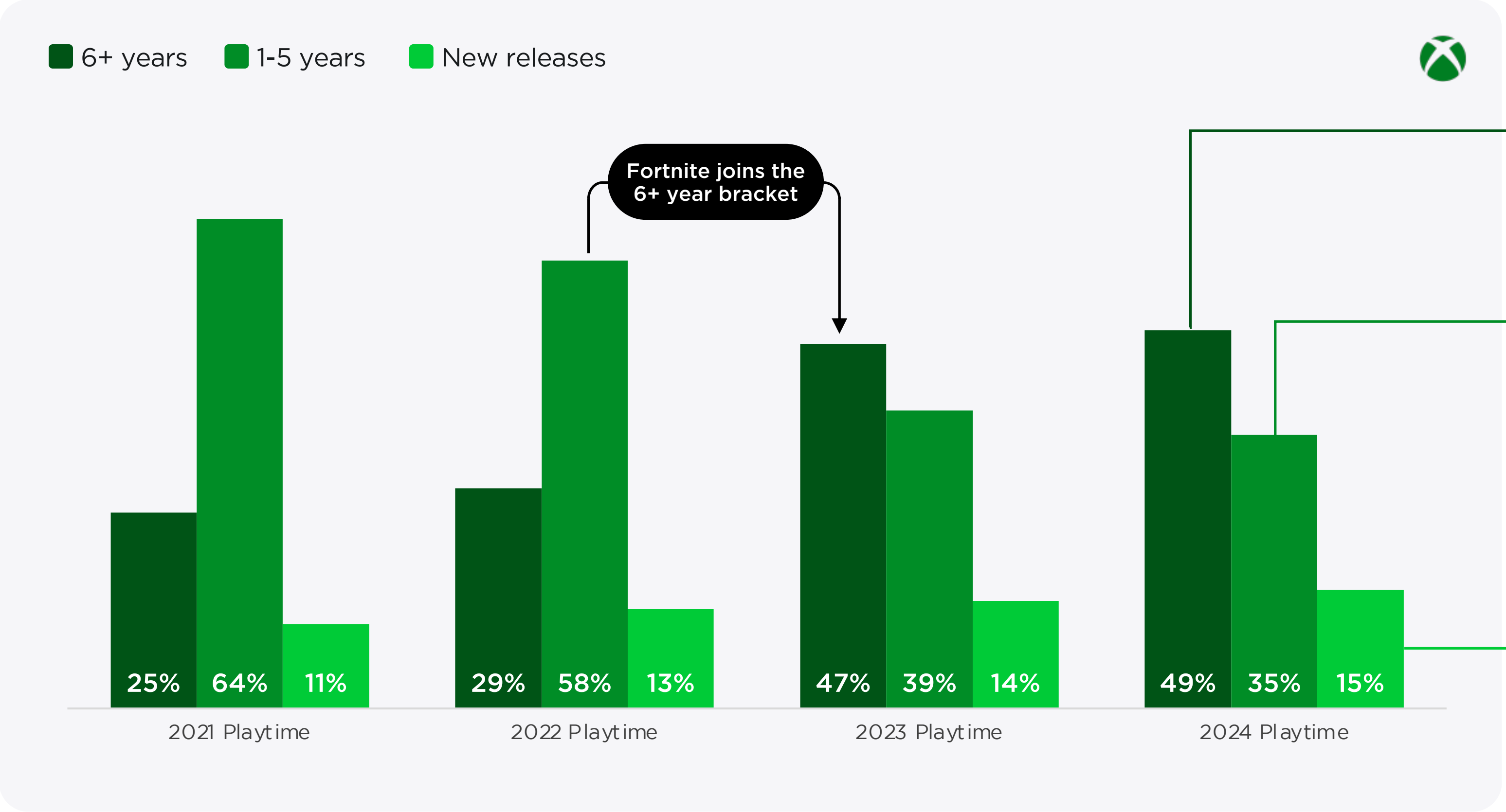


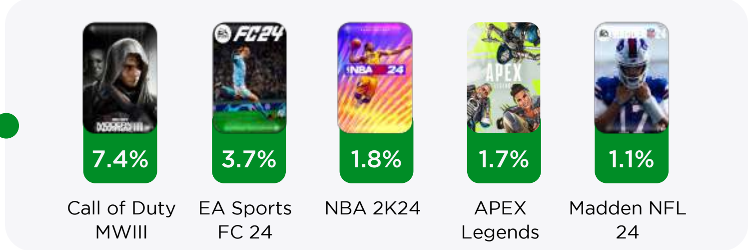
Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

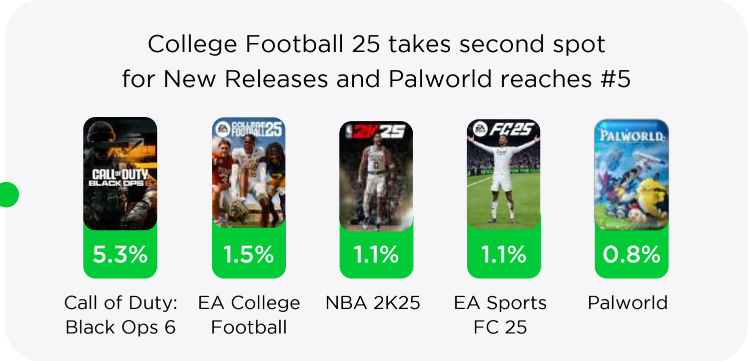
Xbox shows a similar pattern to PlayStation

% of yearly total hours by age of title

January 2021 – December 2024

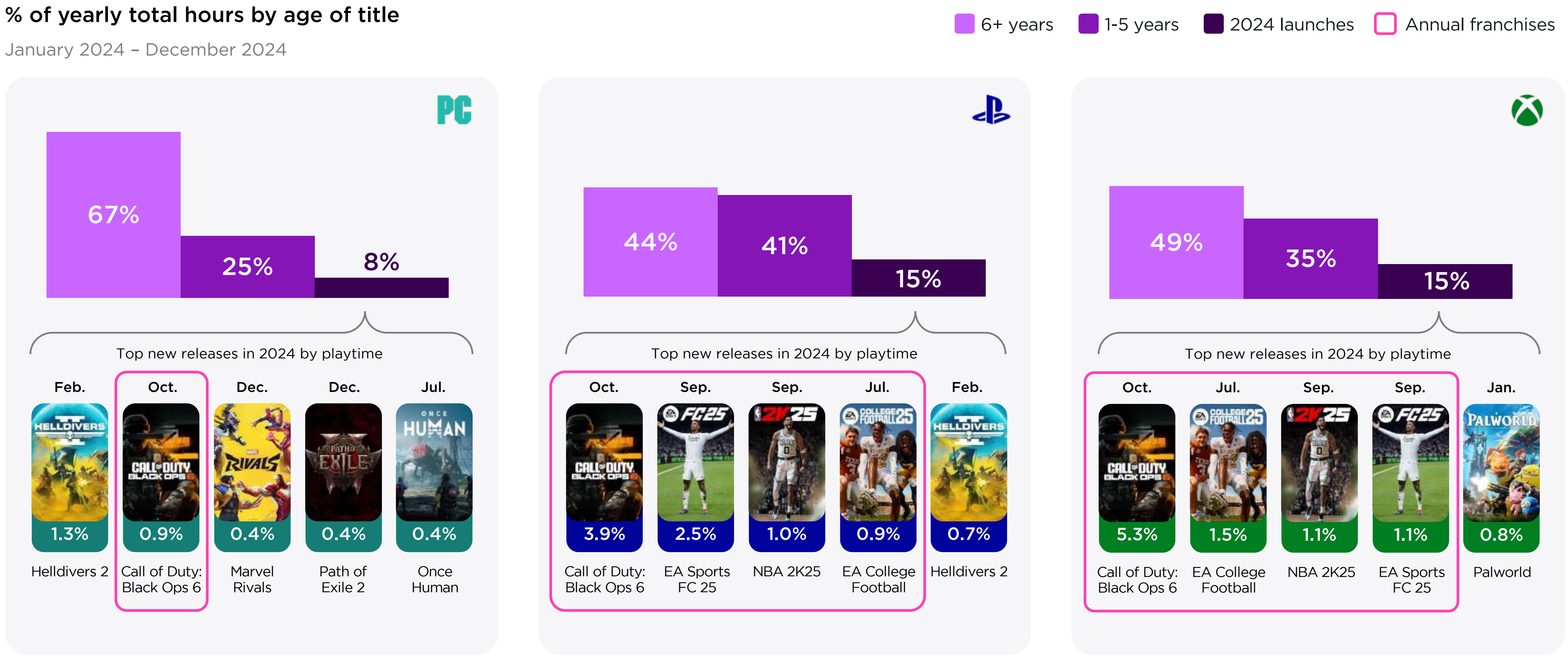






Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

In 2024, new game hours on console are dominated by annual franchises



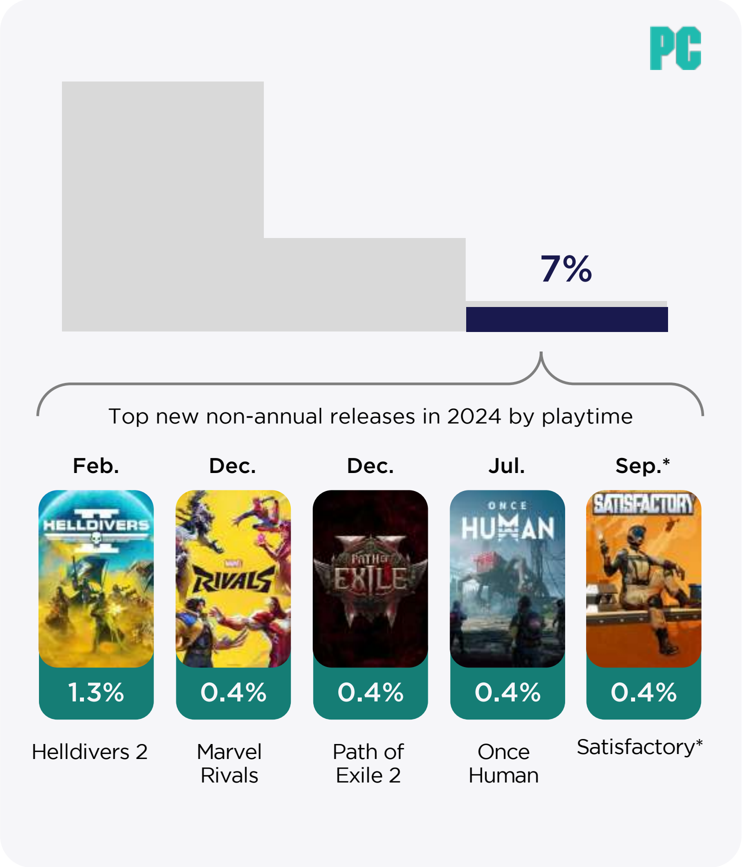
Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

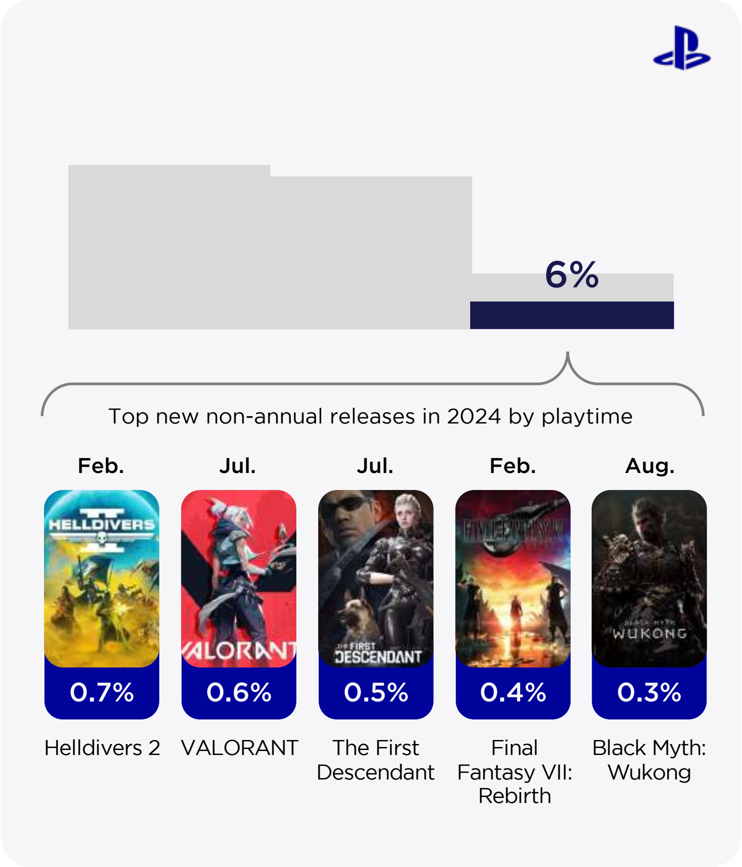
PC has a higher share of hours towards non-annual releases from 2024.

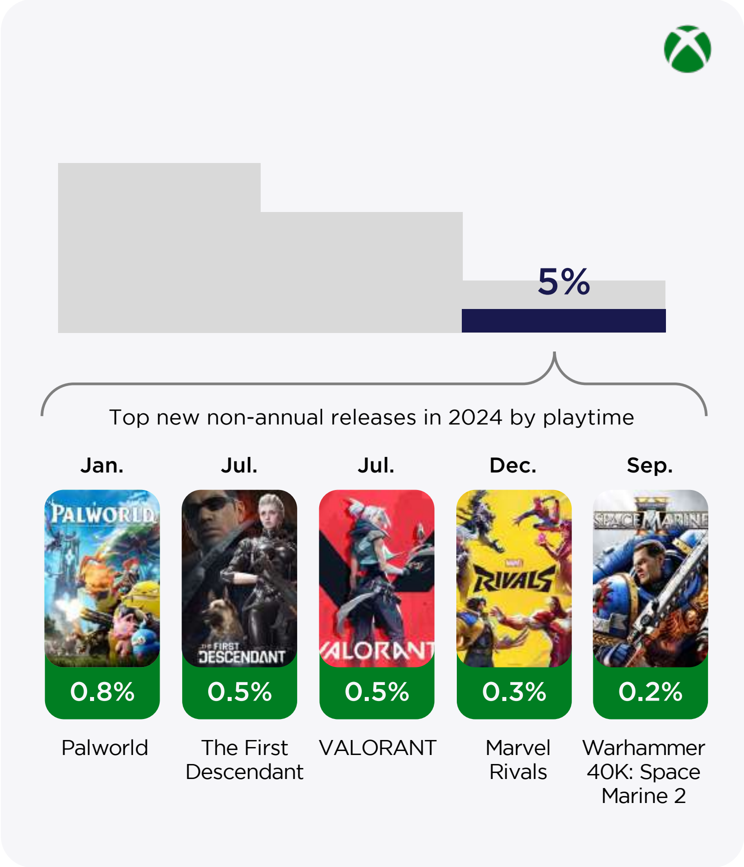
% of yearly total hours by age of title

January 2024 – December 2024

Playtime share of non-annual releases from 2024







*Satisfactory was launched from Early Access | Source: Newzoo Game Performance Monitor – 37 Markets – PC, PlayStation, Xbox

Revenues: In the US & Western Europe, the revenue share of non-annual franchise console games is heavily slate dependent

% of yearly total revenues going to new releases

January 2023 – December 2024

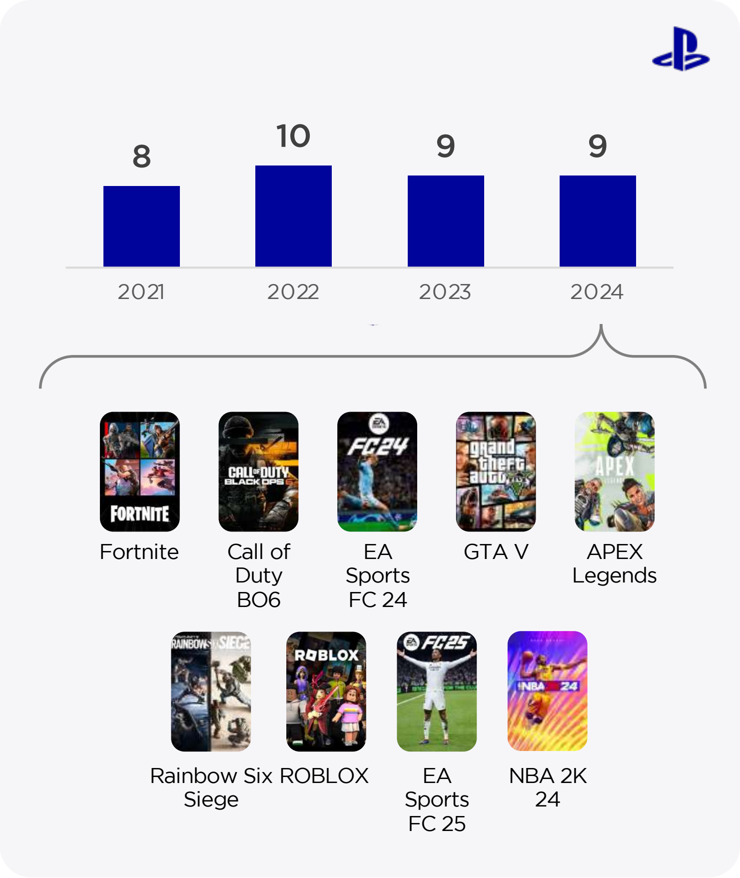
Newly-released non-annual franchises
Newly-released annual franchises
Past releases

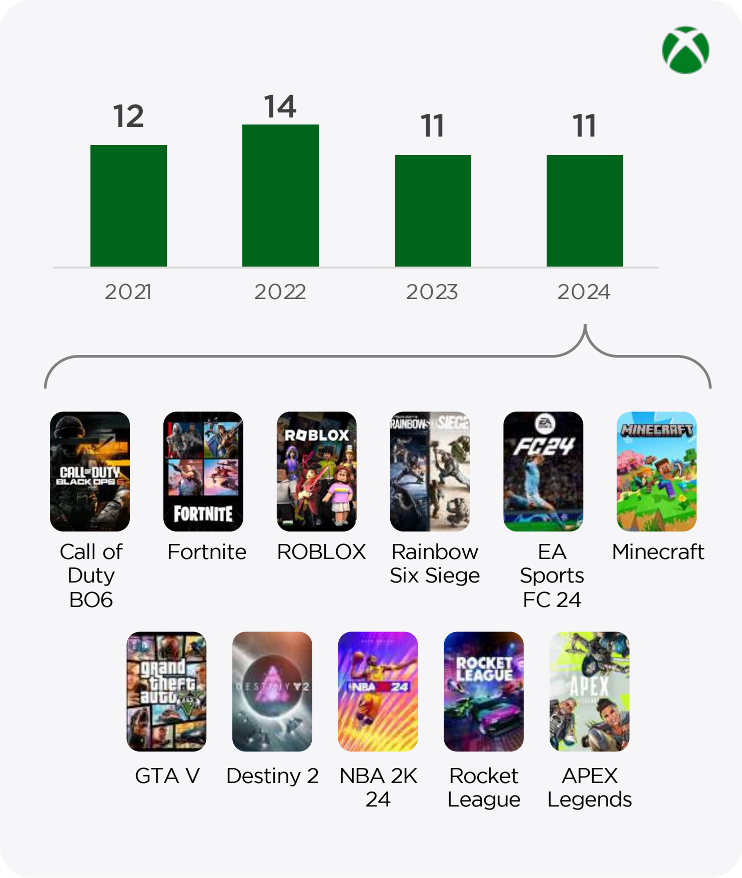
Source: Newzoo Game Performance Monitor – 6 Markets (DE, FR, IT, ES, UK, USA) – PC, PlayStation, Xbox

Around 10 games consistently make up 50% of all playtime across all platforms

Number of games comprising 50% of playtime, per platform

January 2021 – December 2024





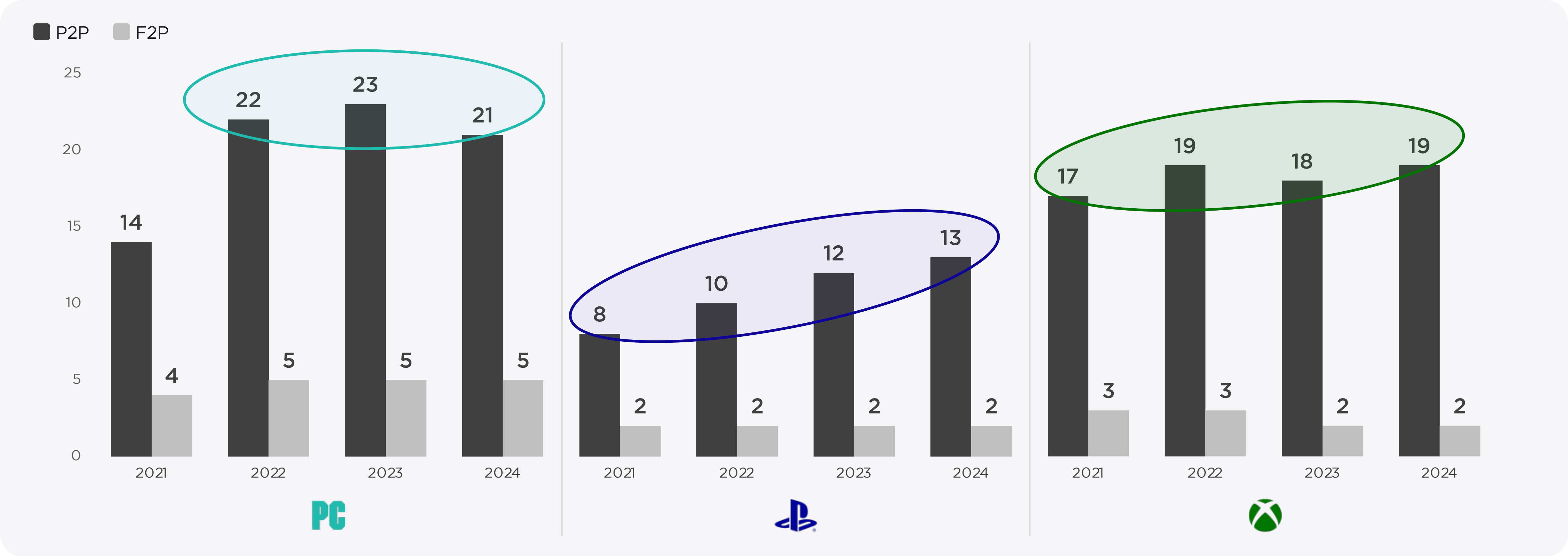
Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

The number of games accounting for 50% of P2P playtime is on the rise on PlayStation, stable on Xbox and PC

50% of F2P playtime has remained consolidated at 5 on PC and 2 on consoles

Number of games comprising 50% of playtime, per platform and business model

January 2021 – December 2024

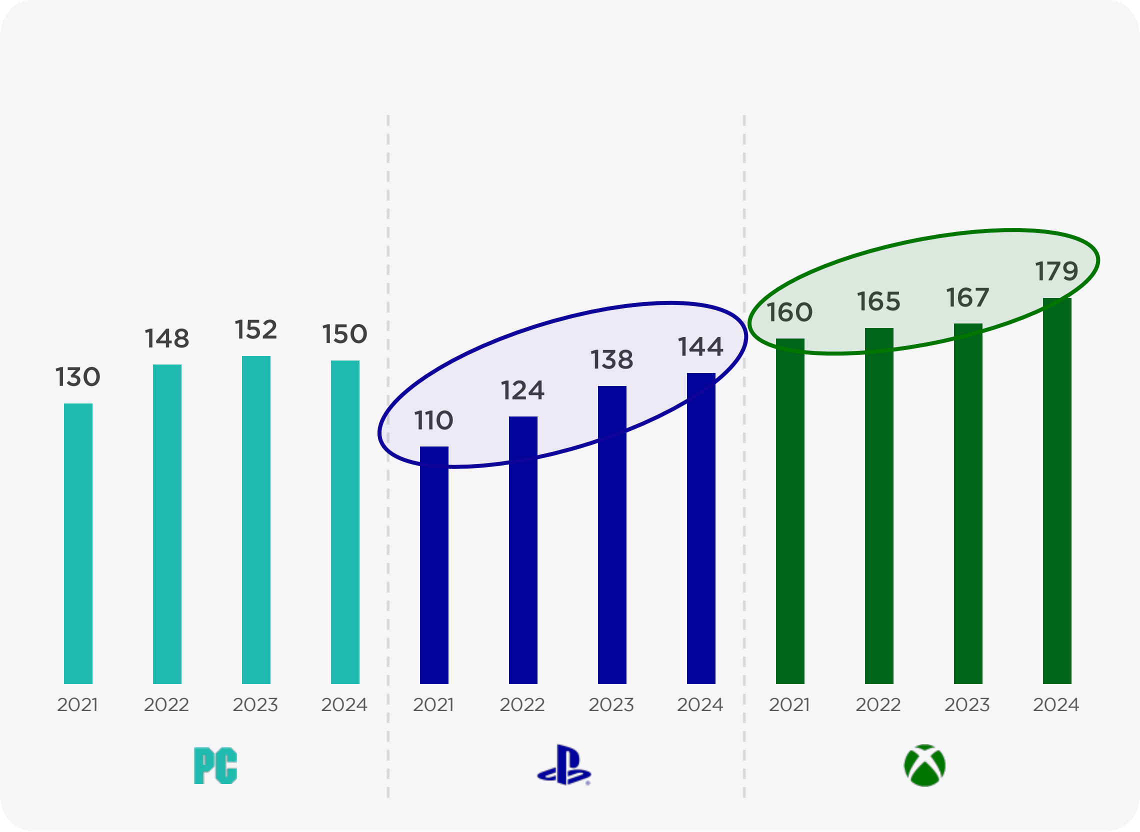


Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

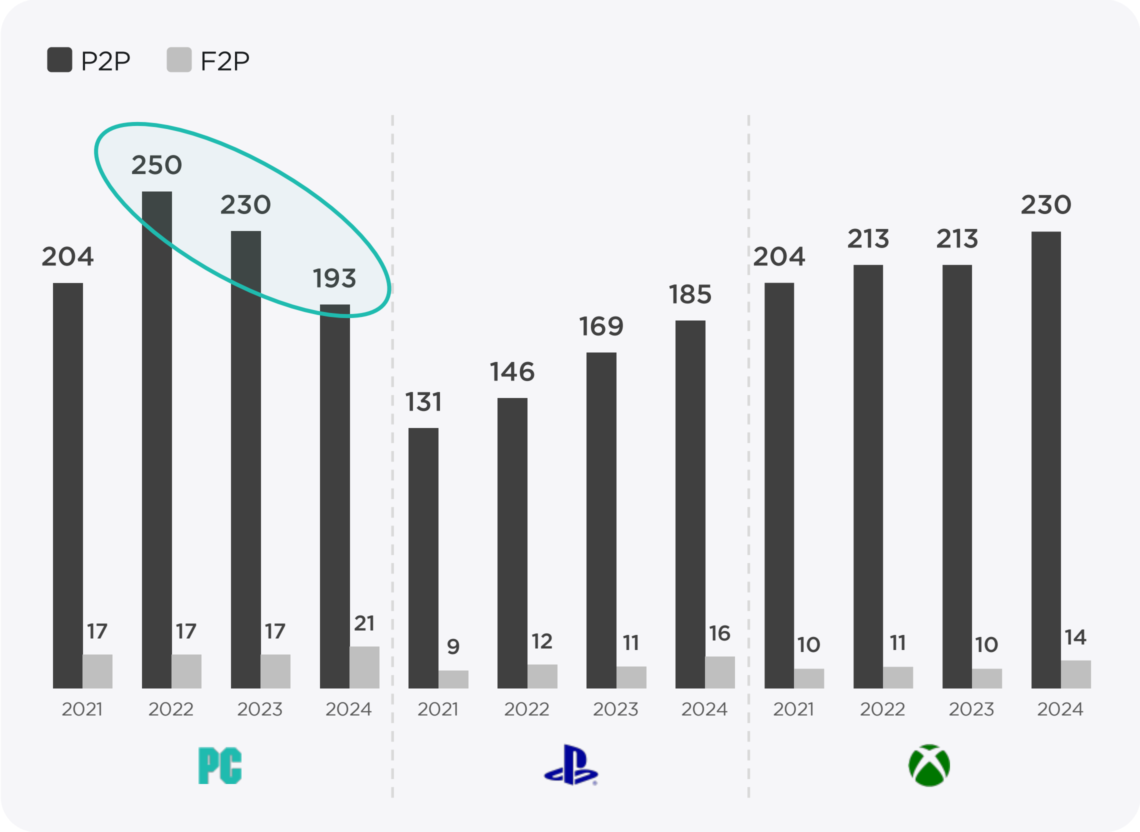
At 90% of playtime, play diversity has increased on consoles

When splitting by business model, PC pay-to-play is the only segment that has consolidated in 2024

Number of titles comprising 90% of playtime, per platform | 2021 - 2024



Number of titles comprising 90% of playtime, per platform and per business model | 2021 - 2024

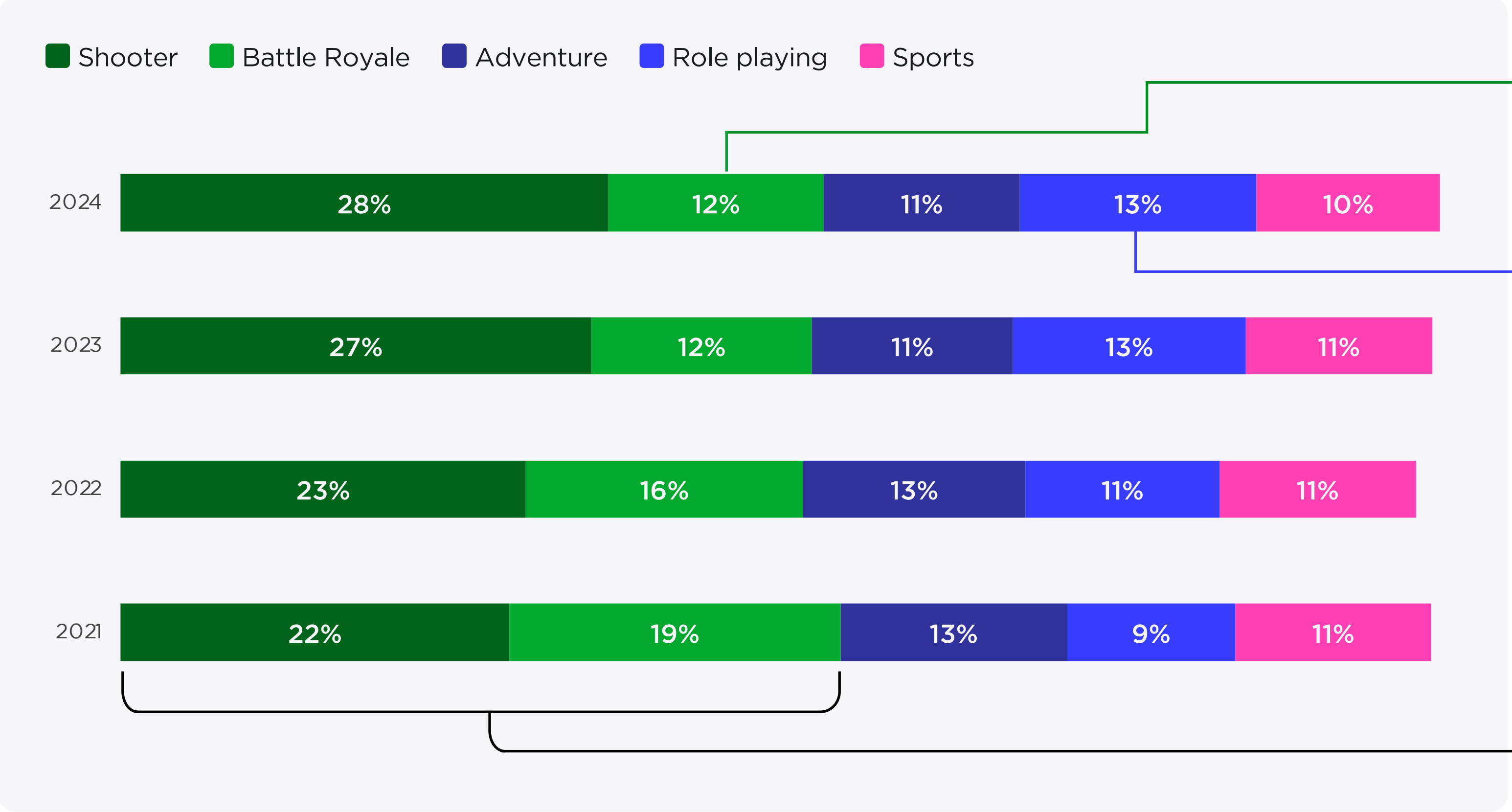


Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

Shooters and Role playing continue to see growth as Battle Royale loses momentum and consolidates towards Fortnite

Playtime by year by genre – Top 5 genres - all platforms (Share of total)

January 2021 – December 2024



77% Fortnite's share in the Battle Royale genre in 2024 (vs. 43% in 2021)

18% of time spent in RPGs in 2024 was in major releases from 2023

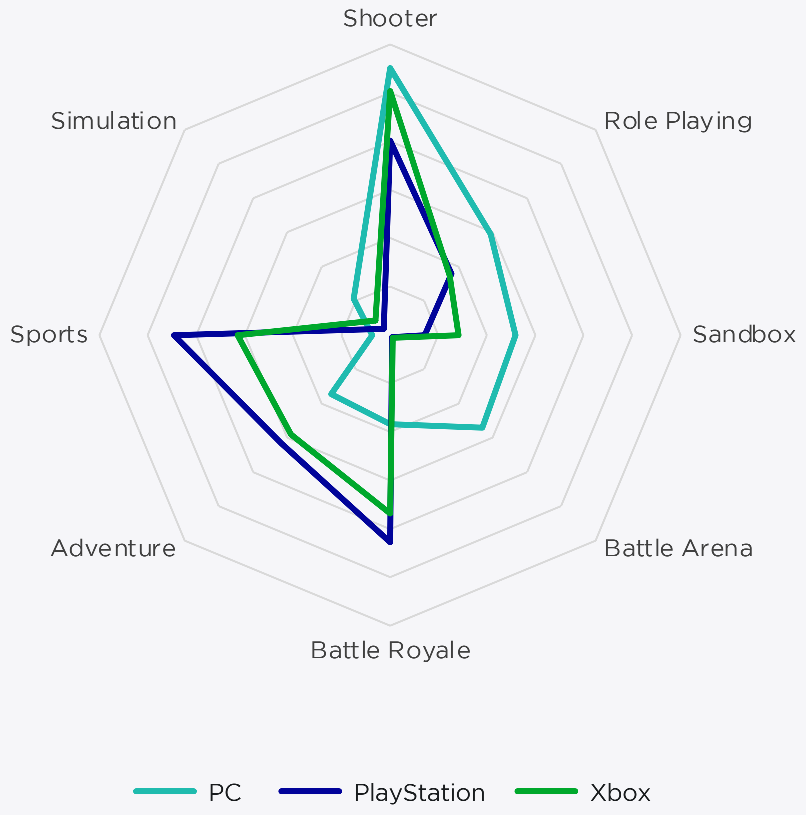
Baldur's Gate 3 | Diablo IV | Honkai: Star Rail | Hogwarts Legacy | Starfield

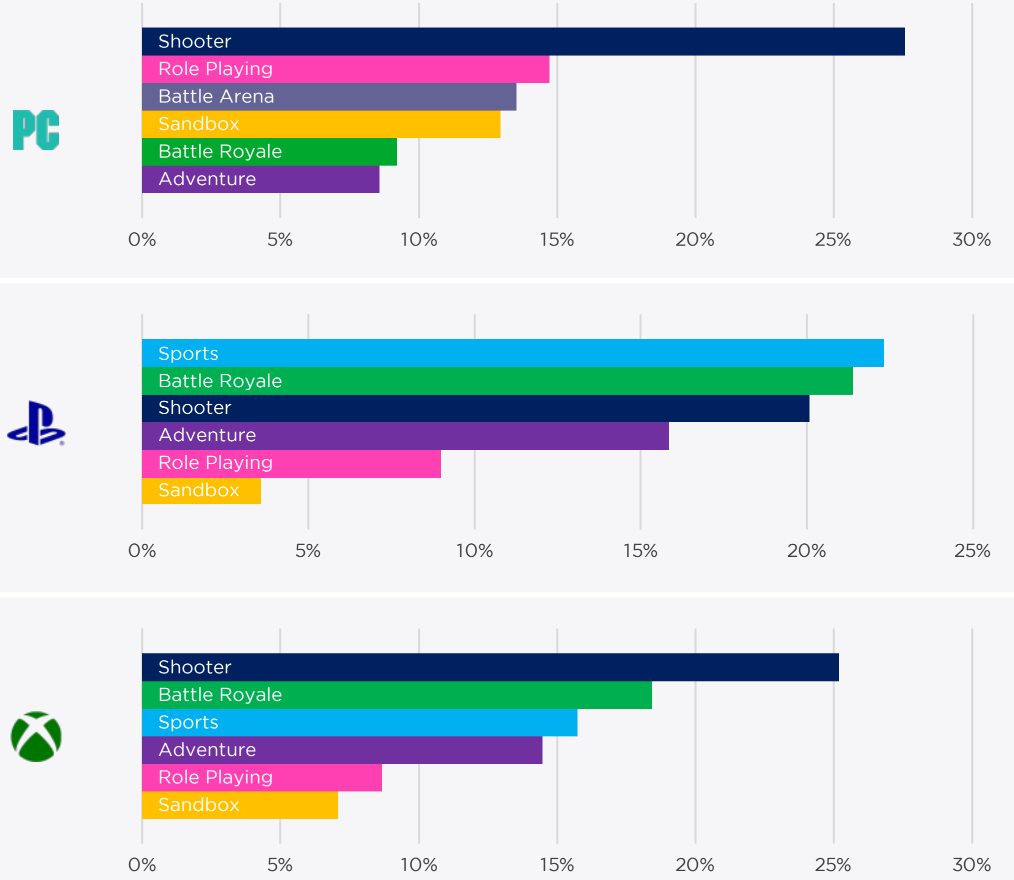
40% As a group, Shooter and Battle Royale have remained constant at ~40% of playtime

Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

In 2024 Sports, Shooters, and Battle Royale are the most popular genres on consoles, while Shooters are king on PC

Genre playtime shares by platform





Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

Key takeaways

1 PC & console market outlook

- ✓ PC popularity remains stable with muted revenue growth, while console revenue growth will be driven by GTA VI and Nintendo Switch 2
- ✓ All business models are viable, but not at the same scale on every platform
- ✓ Barring radical outliers, titles' growth to come from share shift

2 Playtime analysis

- ✓ Overall playtime hours are growing but concentrated in AAA and at times cannibalistic; the battle for audience hours is fierce and near zero sum
- ✓ PC skews heavily towards older, F2P titles while console is slate dependent
- ✓ Launching a successful F2P game requires a combination of strong IP, great gameplay, and favorable market conditions

3 How many games do we really play?

4 Recursive nostalgia

5 Steam visibility

Track game engagement and revenue in the Newzoo platform

10,000+
Games tracked across platforms

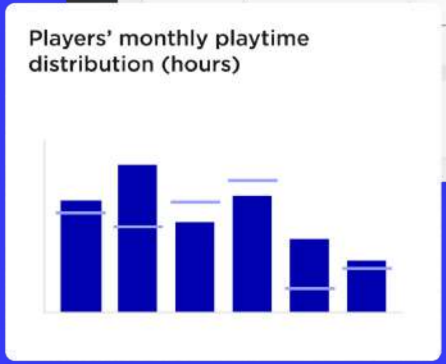
37
Global markets covered, 9 regions

100+
Metrics including MAU, DAU, and digital revenue

- Coverage of the **top platforms**
- **Engagement data** (MAU, DAU, lifetime players, play time) for thousands of PC and console games in 37 markets
- **Premium and recurring digital revenues (revenue per SKU, ARPU, ARPPU, LTV)** for 1000+ games in 6 markets
- Player and spender **overlap**, **acquisition**, **retention**, and **churn** between titles
- Tracking data on **millions of players' behavior** per platform
- Easy-to-use **dashboard & API access**

Find out more

Take a tour



03

How many games do we really play?

How many games do we really play?

Now that we have discussed how players are spending their time, we wanted to address another industry elephant:

Are players engaging with fewer titles?

Consider that a given player has a relatively fixed number of games they play every year. If that number is declining across an entire population, that leaves **a growing number of games competing for a smaller number of titles played**.

Regardless of the size or business model of your titles, players engaging with fewer titles means:

- ✓ Increased difficulty for new premium games to hit expected sales targets
- ✓ Inability for new live-service titles (particularly F2P) to hit a critical mass of players to ensure long-term viability
- ✓ Existing live-service titles will have more difficulty attracting new players
- ✓ An erosion of “secondary” live service titles due to players focusing on their “primary” live-service title

Michael Wagner
Senior Market Analyst

Methodology selected is to promote transparency and understanding of our analysis methods

Source

Raw telemetry data taken from over 1 million players within Newzoo's panel of users.

≥ 2 hrs. played

Players must have played at least two hours of any title each year for it to count towards titles played. This is within Steam's return policy.

≥ 10 players

A title must have accumulated at least 10 players in our panel in a given year in order to register in our analysis.

Full year coverage

Players in our sample were present in our sample the entire year shown

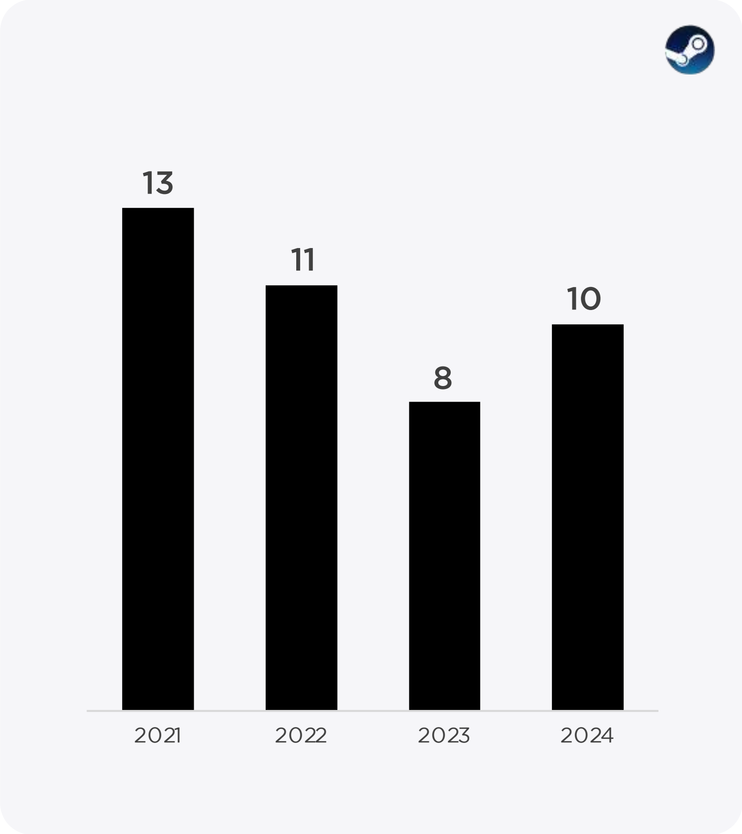
Disclaimer: Data is based on Newzoo's internal player panel, which may bias toward more engaged and core audiences. While we believe the results in this analysis are representative of the gaming industry and its trends, the figures presented here are likely viewed through the most optimistic lens.

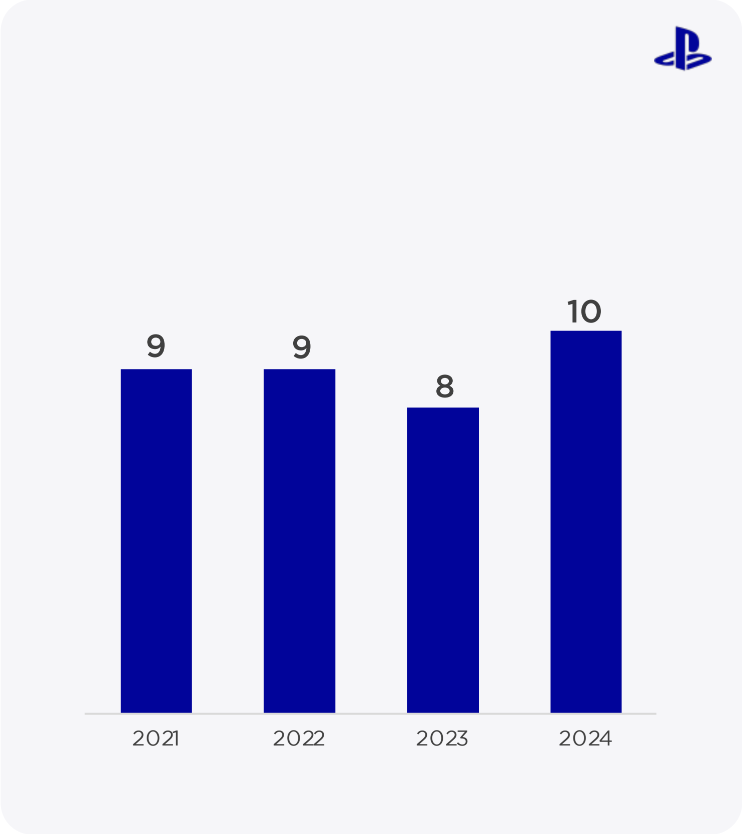
Players are becoming more selective and playing fewer games

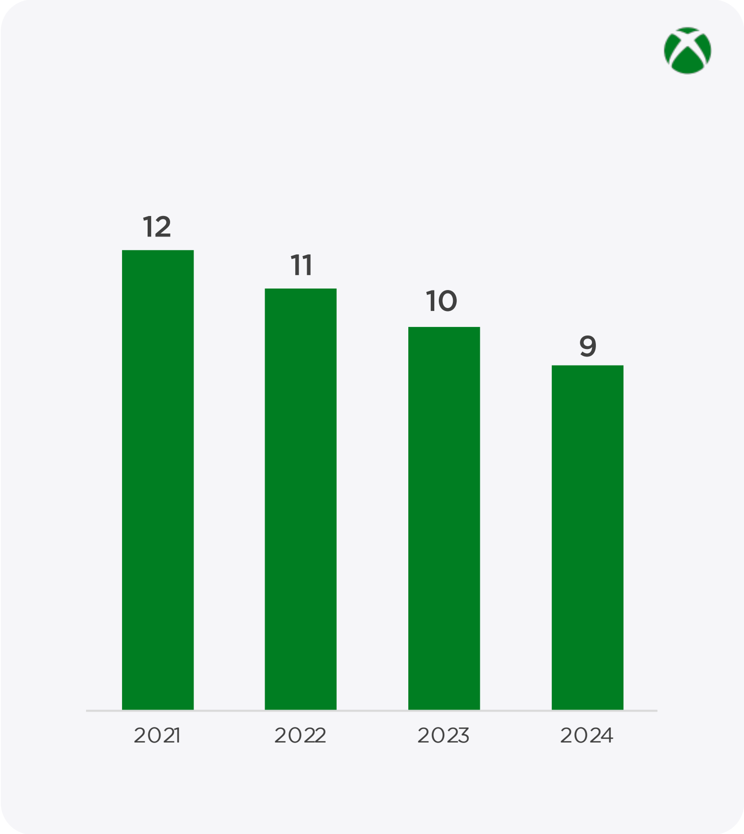
Based on a confluence of factors, 2024 is likely a standout year for Steam and should not necessarily be viewed as a recovery

Annual number of titles played per person (weighted average)

January 2021 – December 2024





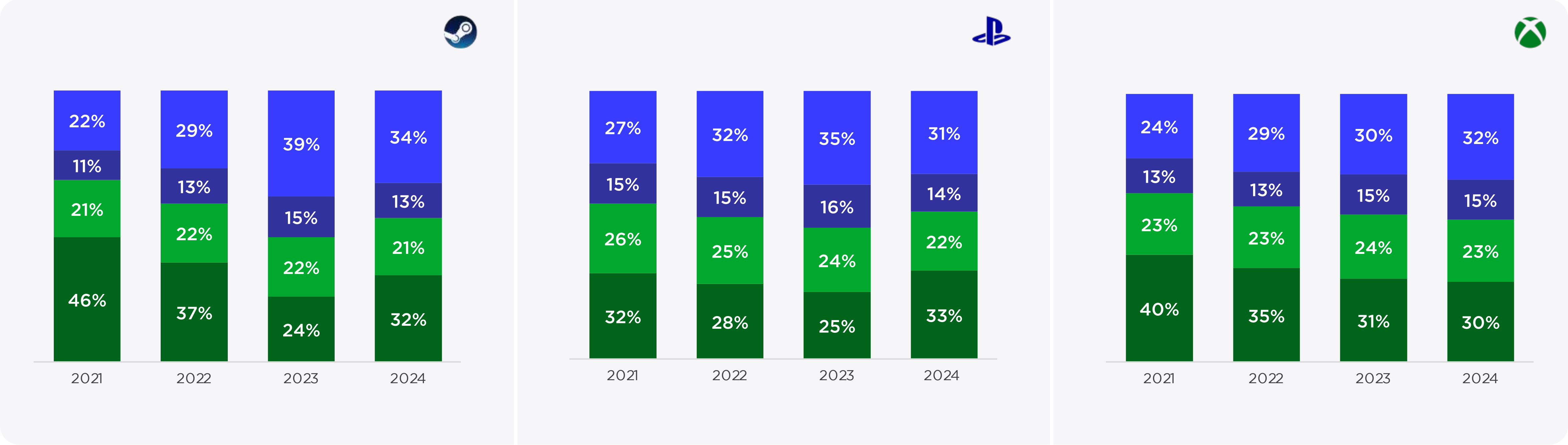


Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Players are becoming increasingly unreachable as annual engagement with 1-3 titles has risen since 2021

Share of annual number of titles played by players, by platform

January 2021 – December 2024



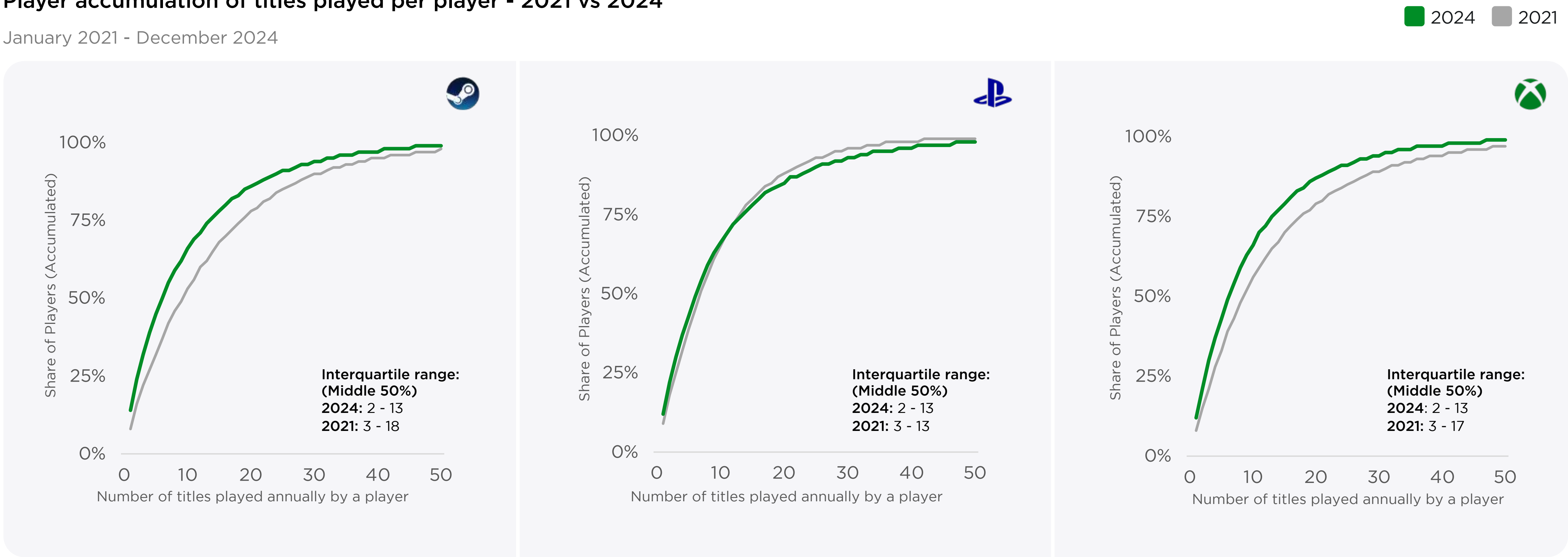
- ✓ Increase in fewer titles played coming at the expense of those who are most likely to experiment with new games
- ✓ We find that when AAA has a strong title slate, we see notably lower titles played as seen in 2023
- ✓ Despite Game Pass, we see that 1-3 title players slowly increasing as 11+ title players are declining
- ✓ Steam's 1-3 title share may be overstated as console players may switch to Steam to play titles unavailable on their console.
  Nearly 50% of 1-3 title players on Steam play Counter-Strike (37%) or DotA (10%)

Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

PlayStation remains consistent across all titles played while Steam and Xbox see most notable declines between 6-13 titles played

Player accumulation of titles played per player - 2021 vs 2024

January 2021 - December 2024



- ✓ 30 titles represents roughly 90% of all players, 50 titles represents ≥ 95% of all players on each platform
- ✓ 3-17 titles played range is the area of greatest decline on Steam and Xbox

Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Sony is the lone bright spot as every market has been negatively impacted on Steam and Xbox

Percent change of average titles played by market – 2021 vs 2024

January 2021 – December 2021, January 2024 – December 2024

Rank	Top Steam markets (by revenue)	Vs 2021
1.	United States	-27%
2.	South Korea	-27%
3.	Japan	-32%
4.	Germany	-16%
5.	United Kingdom	-26%
6.	Mexico	-22%
7.	France	-16%
8.	Russia	-34%
9.	Brazil	-34%
10.	Canada	-36%

Rank	Top console markets (by revenue)	Vs 2021
1.	United States	10%
2.	Japan	-2%
3.	United Kingdom	18%
4.	Germany	5%
5.	France	20%
6.	Canada	3%
7.	Italy	4%
8.	Spain	3%
9.	Mexico	17%
10.	South Korea	52%

Rank	Top console markets (by revenue)	Vs 2021
1.	United States	-15%
2.	Japan	-36%
3.	United Kingdom	-19%
4.	Germany	-19%
5.	France	-29%
6.	Canada	-22%
7.	Italy	-18%
8.	Spain	-21%
9.	Mexico	-25%
10.	South Korea	-37%

- ✓ Steam and Xbox universally down across all markets while the largest markets on PlayStation see growth
- ✓ Western European markets seem to be more resistant to declining titles played on Steam and Xbox

Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Shifting focus from the players to what titles are being played

For this analysis, we track **player engagement with each title individually**.

If a player engages with multiple titles, **each title is counted separately**.

For example, if a player engages with both Fortnite and Call of Duty, each game accounts for 50% of the titles played by that user.

If we extend this reasoning to 3 players who collectively played 6 titles, and Fortnite was played by each individual, we count Fortnite 3 times in a total of 6 titles played – 50%.

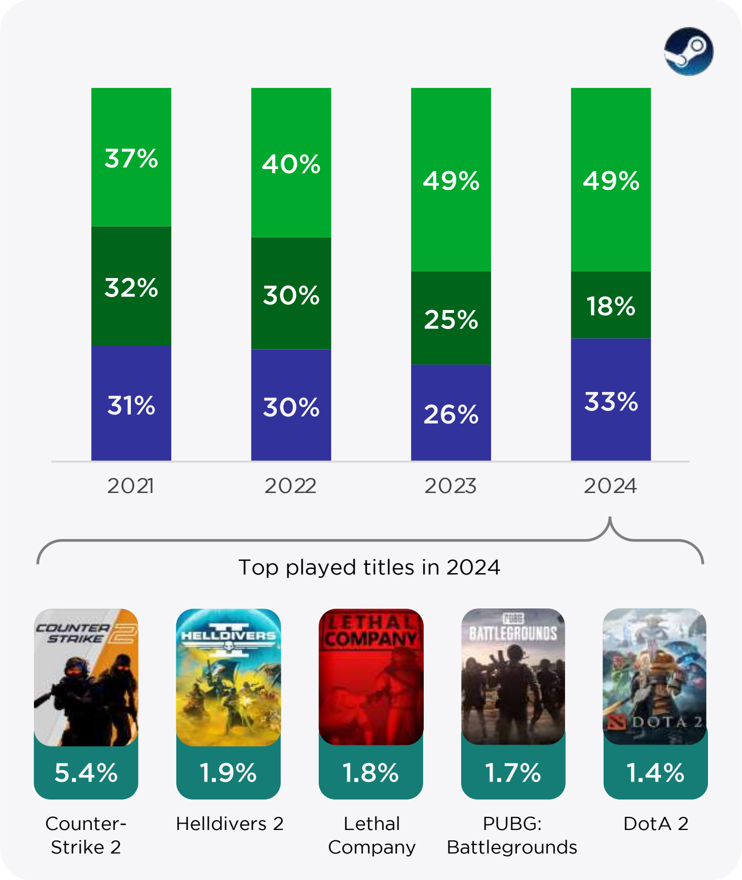
Or, in the case of Elden Ring, which was played by a single person out of 6 titles, we get a 16.6% share. This approach allows us to accurately assess the popularity and trends of game titles and player behavior.

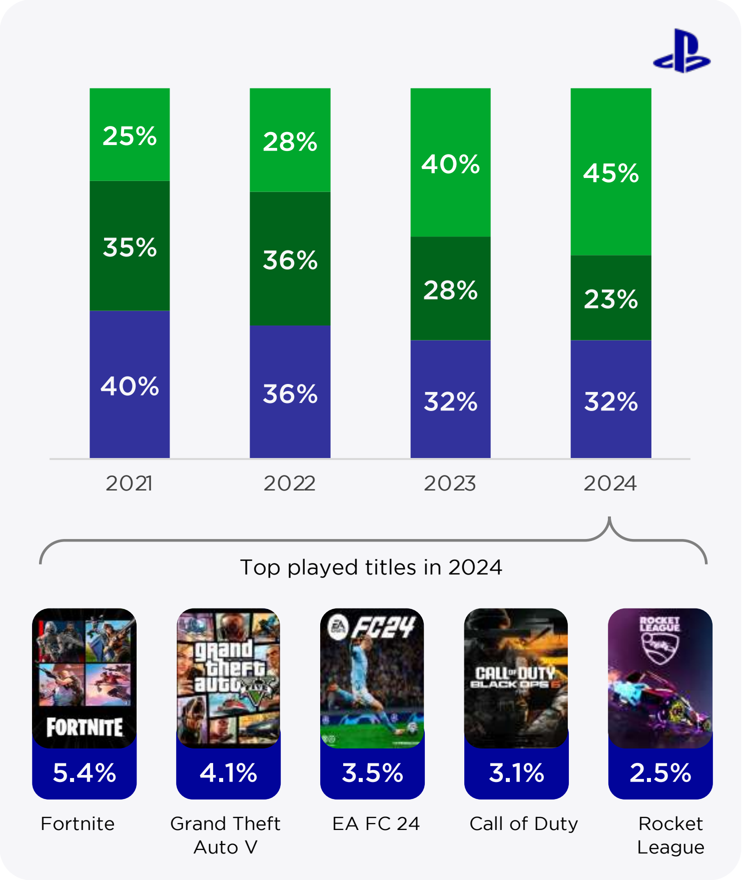
New console titles played are down since 2021, driven by 6+ year old titles, 2024 Steam growth in new games driven by AA and Indie

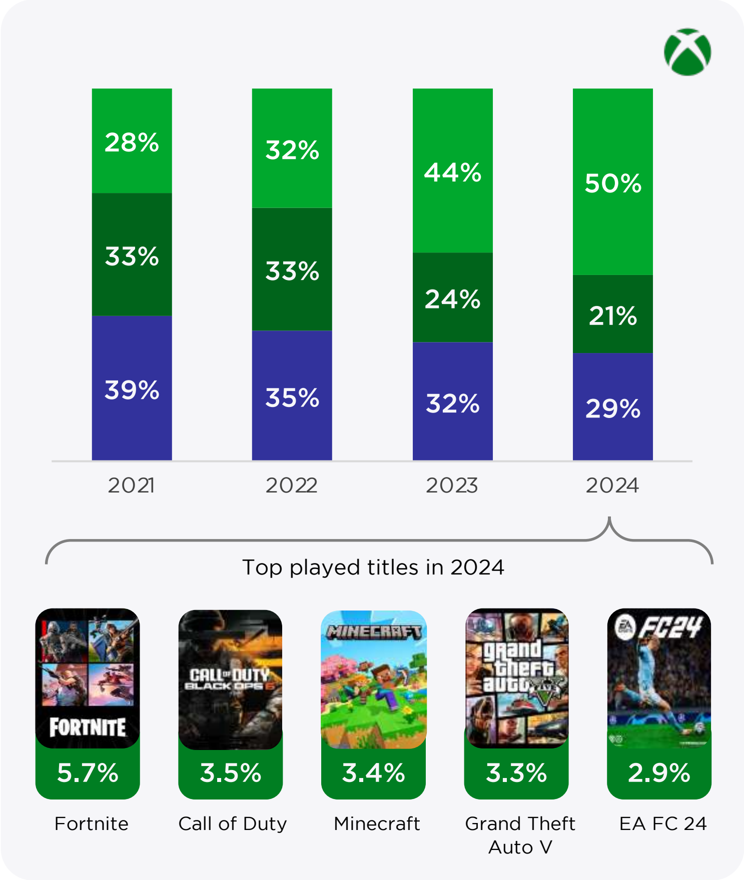
Share of all titles played by release date in 2024

January 2024 – December 2024

≤ 2 years | 3-5 years | 6+ years





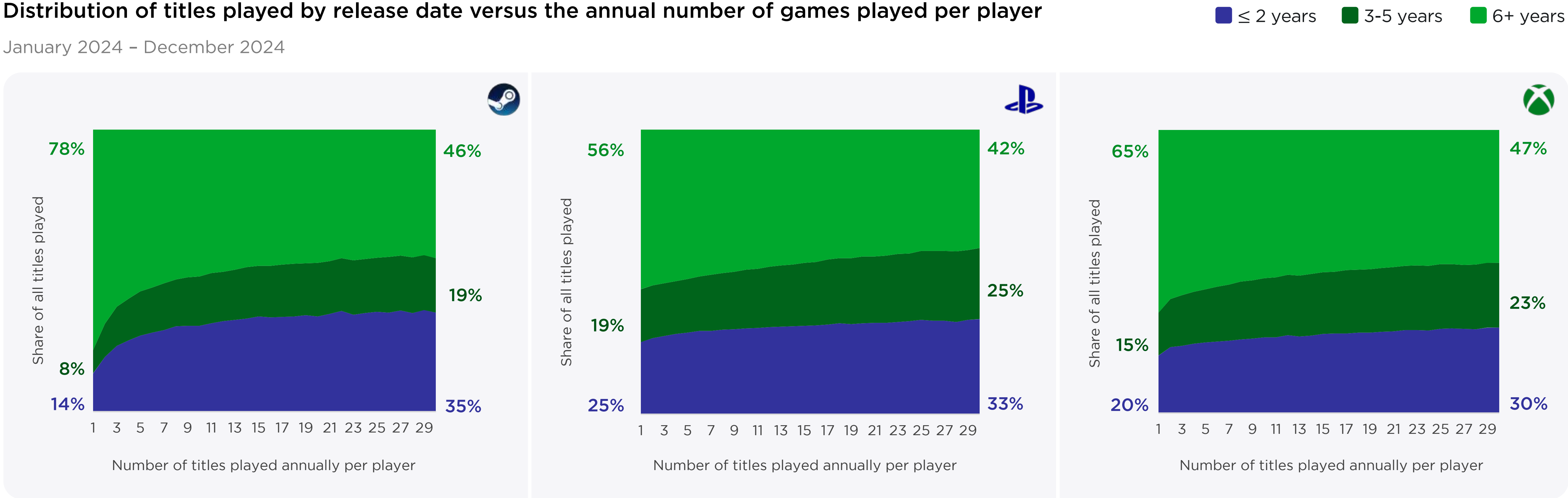


Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Steam users are more likely than console users to play new titles as they engage with a larger quantity of titles

Distribution of titles played by release date versus the annual number of games played per player

January 2024 – December 2024



Each platform has a distinct new title curve as players play more titles per year

- ✓ Steam: High concentration of 1-3 title players, focused on Counter-Strike 2 and DotA.
- ✓ PlayStation users play more new titles at the low end, driven primarily by annual release titles like Call of Duty and EA Sports FC, but are less likely to play new games as they play more titles
- ✓ Despite Game Pass, Xbox players are not significantly more likely to engage with more new titles

Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Newer titles make up a higher proportion of top games on Steam even though none were of annual franchises

Top titles played in 2024 (as share of all titles played)

January 2024 – December 2024

Steam

	Title	Release	Share
1.	Counter-Strike 2	2012	5.4%
2.	Helldivers 2	2024	1.9%
3.	Lethal Company	2023	1.8%
4.	PUBG Battlegrounds	2017	1.7%
5.	DotA 2	2013	1.4%
6.	Palworld	2024	1.4%
7.	Elden Ring	2022	1.4%
8.	Marvel Rivals	2024	1.3%
9.	Grand Theft Auto V	2013	1.3%
10.	Rainbow Six: Siege	2015	1.3%

PlayStation

	Title	Release	Share
1.	Fortnite	2017	5.6%
2.	Grand Theft Auto V	2013	4.1%
3.	EA Sports FC 24	2023	3.5%
4.	Call of Duty*	2024	3.1%
5.	Rocket League	2015	2.5%
6.	Minecraft	2012	2.4%
7.	Roblox	2015	1.8%
8.	Fall Guys	2020	1.6%
9.	Red Dead Redemption 2	2018	1.4%
10.	EA Sports FIFA 23	2022	1.3%

Xbox

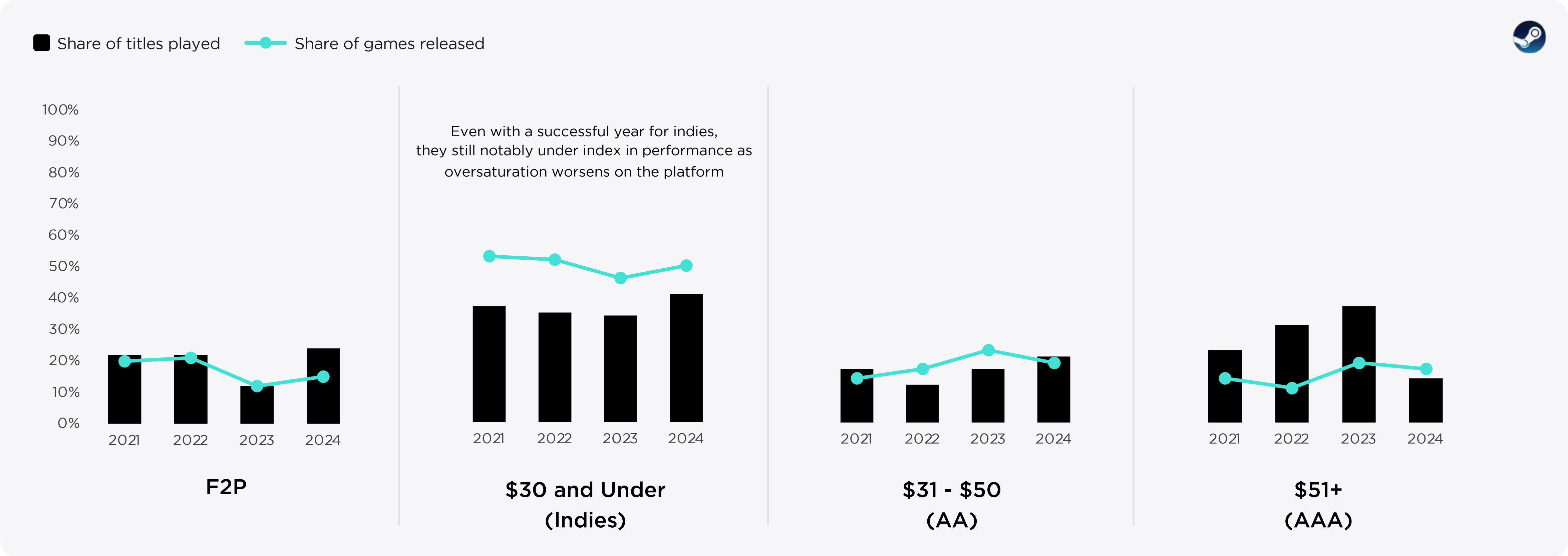
	Title	Release	Share
1.	Fortnite	2017	5.7%
2.	Call of Duty*	2024	3.5%
3.	Minecraft	2012	3.4%
4.	Grand Theft Auto V	2013	3.3%
5.	EA Sports FC 24	2023	2.9%
6.	Roblox	2015	2.4%
7.	Forza Horizon 5	2021	2.0%
8.	Rocket League	2015	1.8%
9.	EA Sports FIFA 23	2022	1.6%
10.	EA Sports FC 25	2024	1.2%

Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Despite 2024 decline, new AAA on the rise on Steam while mid-tier titles index well

Share of titles played versus share of games released each year by MSRP

January 2021 – December 2024 | Steam



Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam

PlayStation is primarily an AAA console as indie and AA games make up less than 12 percent of titles played combined

Share of titles played versus share of games released each year by MSRP

January 2021 – December 2024 | PlayStation

Source: Newzoo player panel data – 37 Markets (excluding China, India) – PlayStation

Game Pass offers some benefits for indies and AA on Xbox, but the benefits are minor as players overwhelmingly prefer AAA games

Share of titles played versus share of games released each year by MSRP

January 2021 – December 2024 | Xbox

Top 2024 console games skew heavily F2P and AAA while Steam features less expensive indie and AA titles

Top 2024 releases played (as % of all games played)

January 2024 – December 2024

Steam

	Title	Share of all titles played	MSRP
1.	Helldivers 2	1.9%	$40
2.	Palworld	1.4%	$30
3.	Marvel Rivals	1.3%	F2P
4.	Call of Duty	1.1%	$70
5.	Content Warning	0.8%	$8
6.	Chained Together	0.8%	$5
7.	Once Human	0.7%	F2P
8.	Satisfactory	0.6%	$40
9.	Sons of the Forest	0.6%	$30
10.	Path of Exile 2	0.5%	$30

PlayStation

	Title	Share of all titles played	MSRP
1.	Call of Duty	3.1%	$70
2.	EA FC 25	1.6%	$70
3.	XDefiant	0.9%	F2P
4.	Helldivers 2	0.8%	$40
5.	The First Descendant	0.7%	F2P
6.	Multiversus	0.7%	F2P
7.	WWE2K24	0.6%	$60
8.	Black Myth Wukong	0.6%	$60
9.	Final Fantasy VII: Rebirth	0.6%	$70
10.	Stellar Blade	0.6%	$70

Xbox

	Title	Share of all titles played	MSRP
1.	Call of Duty	3.5%	$70
2.	EA FC 25	1.2%	$70
3.	Palworld	0.8%	$30
4.	XDefiant	0.4%	F2P
5.	Marvel Rivals	0.4%	F2P
6.	Indiana Jones/ Great Circle	0.3%	$70
7.	The First Descendant	0.3%	F2P
8.	Multiversus	0.2%	F2P
9.	S.T.A.L.K.E.R. 2	0.2%	$60
10.	Senua's Saga	0.2%	$50

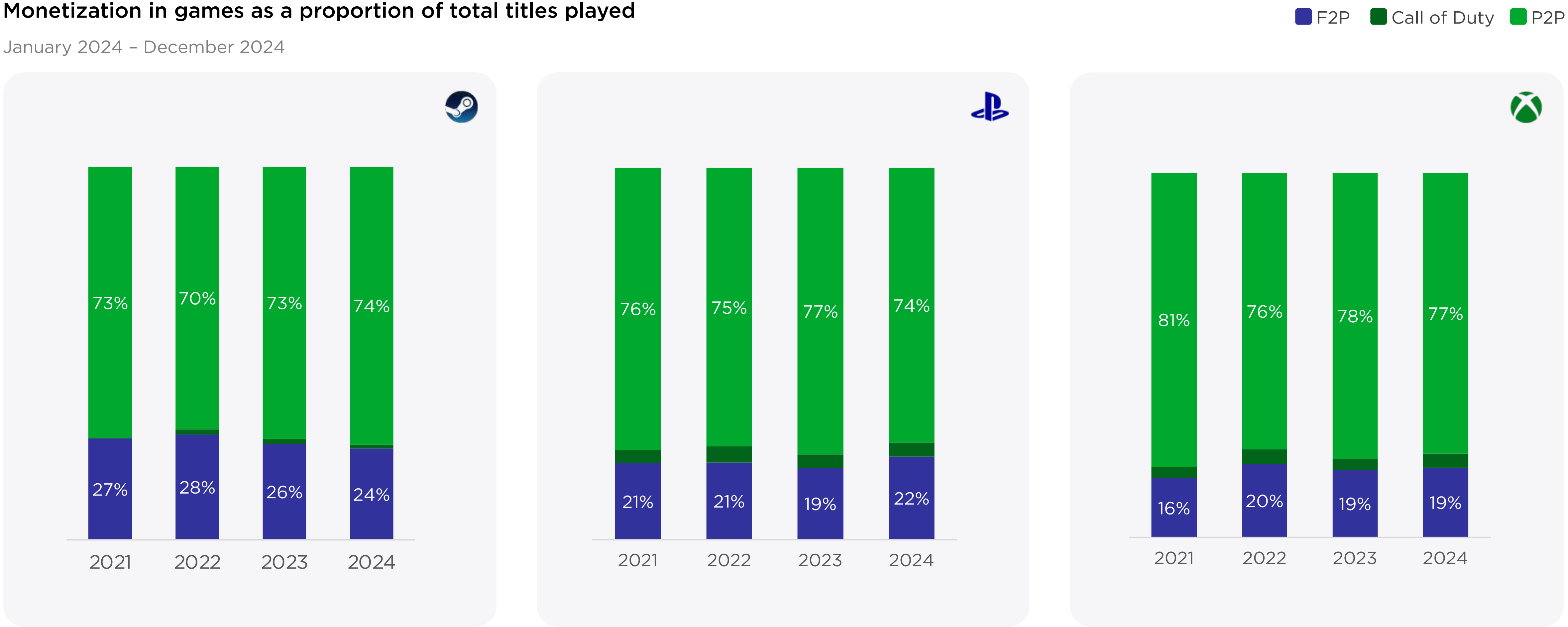
- ✓ 6 of top 10 titles on console are at AAA MSRP
- ✓ All F2P titles in top 10 are shut(ing) down or more than 90% below their peak MAU – except Marvel Rivals

Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Generally, no change in titles played based on F2P/P2P business models

Monetization in games as a proportion of total titles played

January 2024 – December 2024

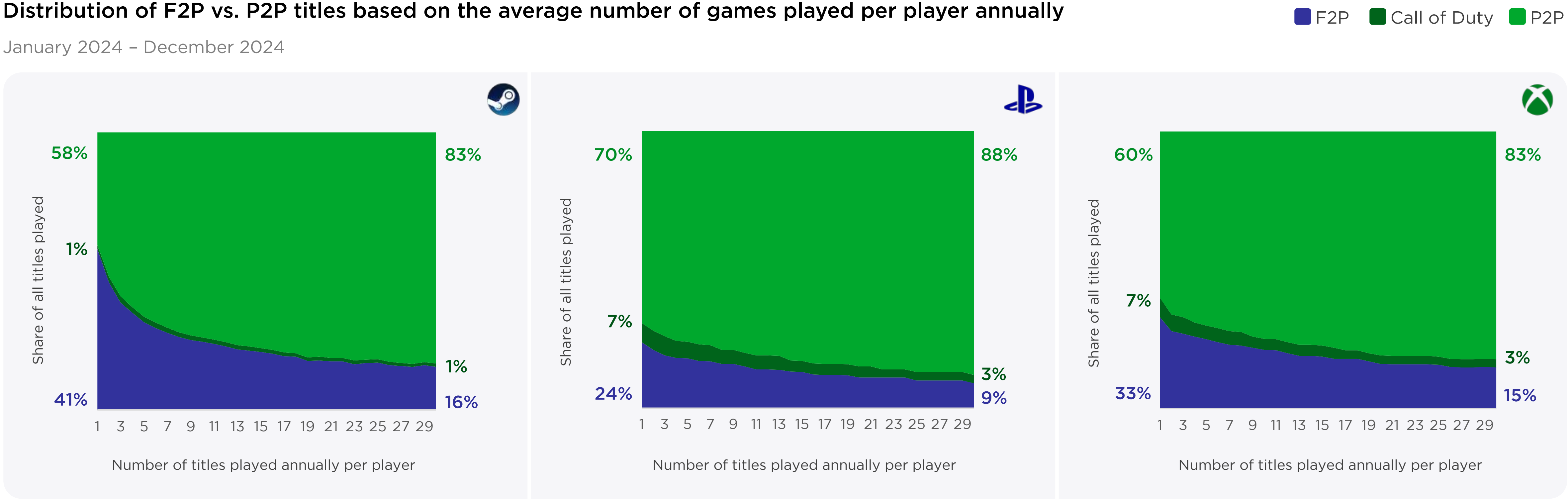


Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

As players engage with more titles, they are proportionately more likely to play P2P titles, though Steam users play more comparative to console

Distribution of F2P vs. P2P titles based on the average number of games played per player annually

January 2024 – December 2024



*30 titles played in a year represents approximately 90% of all titles played in a year on each platform

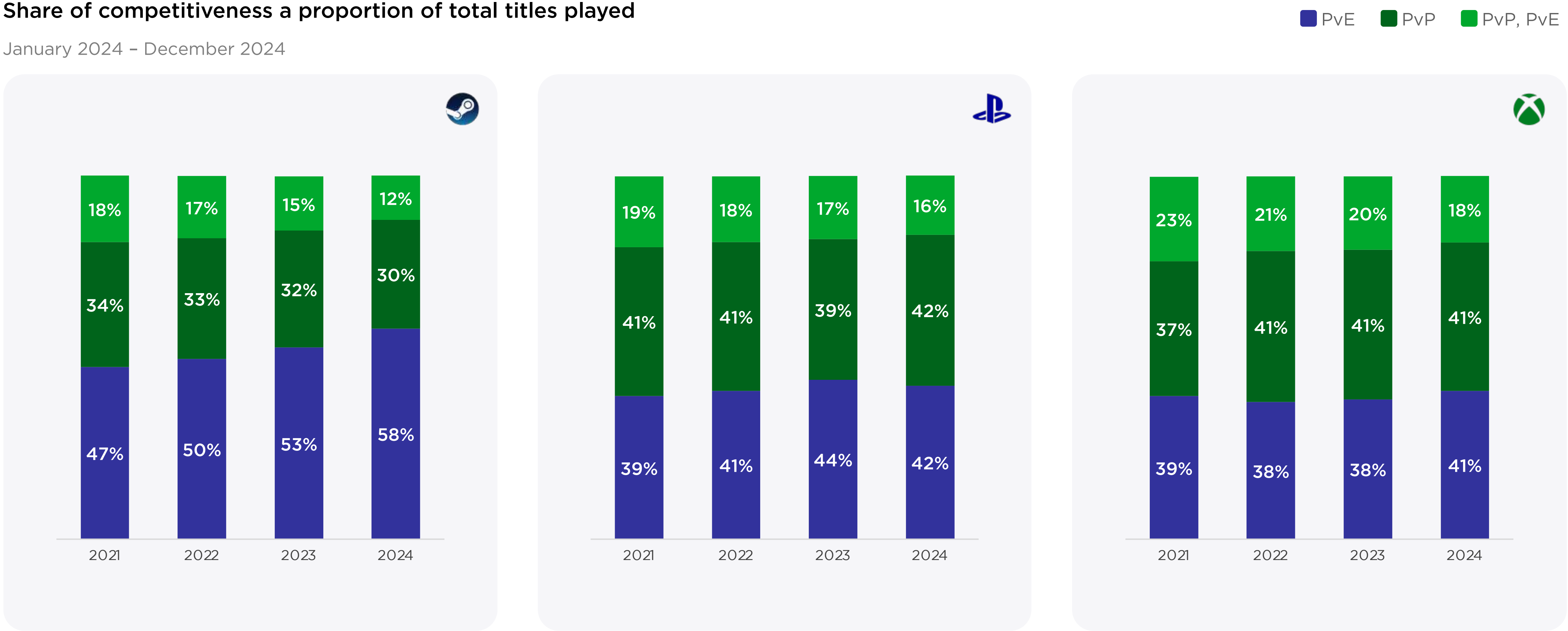
- ✓ Top 5 on both consoles remained fixed on both consoles on both the high and low end of titles played. Roblox, Rocket League, Apex Legends, and Fortnite were fixtures on both consoles.
- ✓ Unlike on PC, non-Battle Royale/Shooter titles make up half of the top 10 leading us to believe that these genre titles as F2P may not be relevant to PC crowd on Steam.

Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Steam is increasingly more PvE-friendly as social-focused titles are becoming more popular on the platform

Share of competitiveness a proportion of total titles played

January 2024 – December 2024

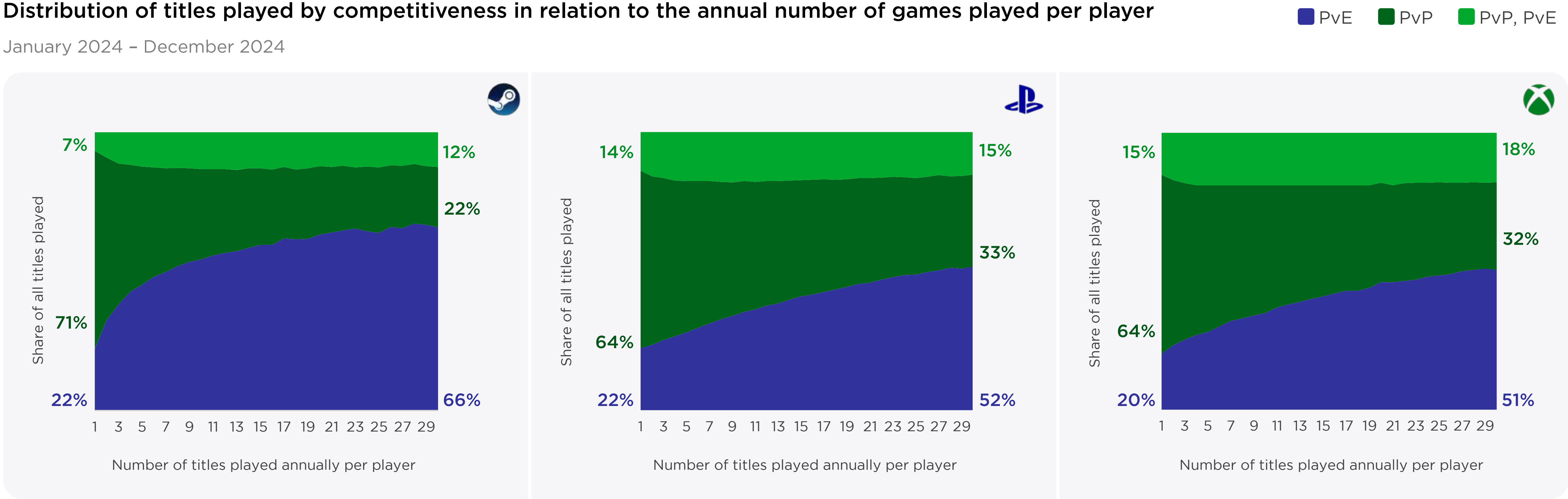


Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Players prefer PvE titles as they play more games, with Steam players more likely to play PvE after engaging with more than one title

Distribution of titles played by competitiveness in relation to the annual number of games played per player

January 2024 – December 2024



*30 titles played in a year represents ~90% of all titles played in a year on each platform

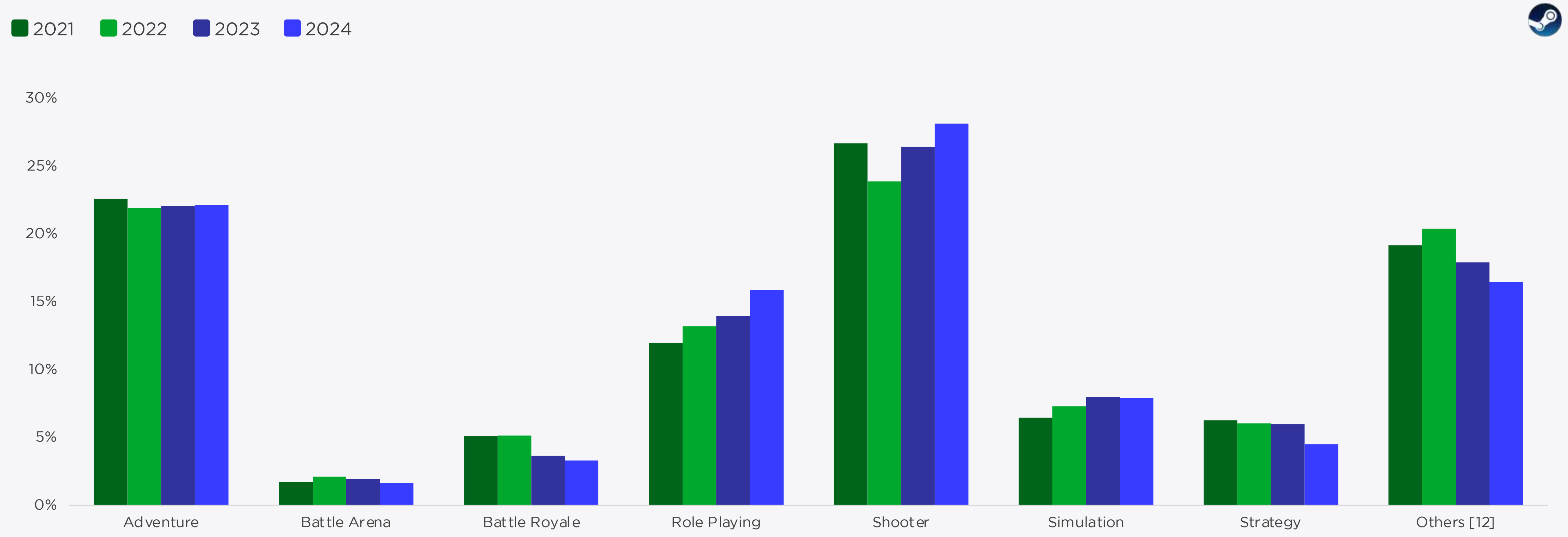
- ✓ Both consoles follow a near identical mix of games showing how similar console players are in general regarding game tastes
- ✓ Steam players see a notable hockey stick effect due to the strength of competitive titles like Counter-Strike 2, DotA 2, and Rainbow Six: Siege, but drastically changes to a 3:1 ratio in favor of PvE titles by 30 titles in.

Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

On Steam, Role Paying games show consistent growth as a genre since 2021 as players move away from smaller genres on the platform

Share of games played split by genre

January 2024 – December 2024 | Steam

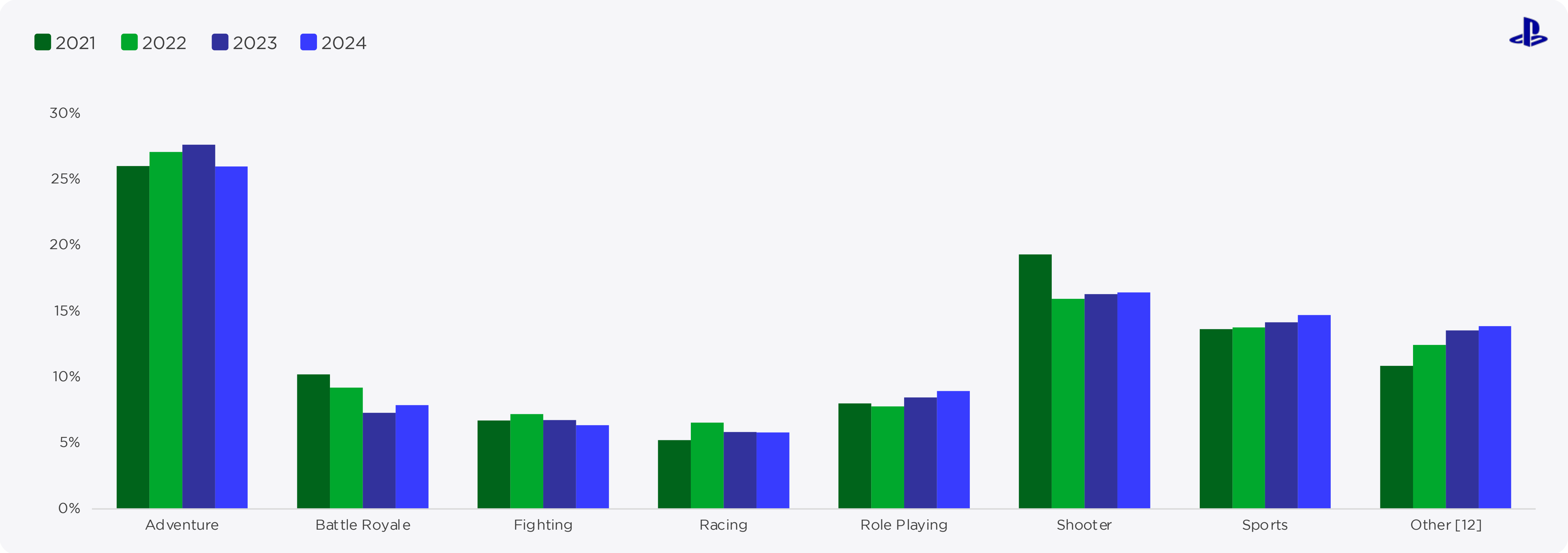


Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Popularity of Battle Royale down to to 8% of all titles played on PS as Role Playing and Sports rise, Shooters recovering from 2021 dip

Share of games played split by genre

January 2021 – December 2024 | PlayStation

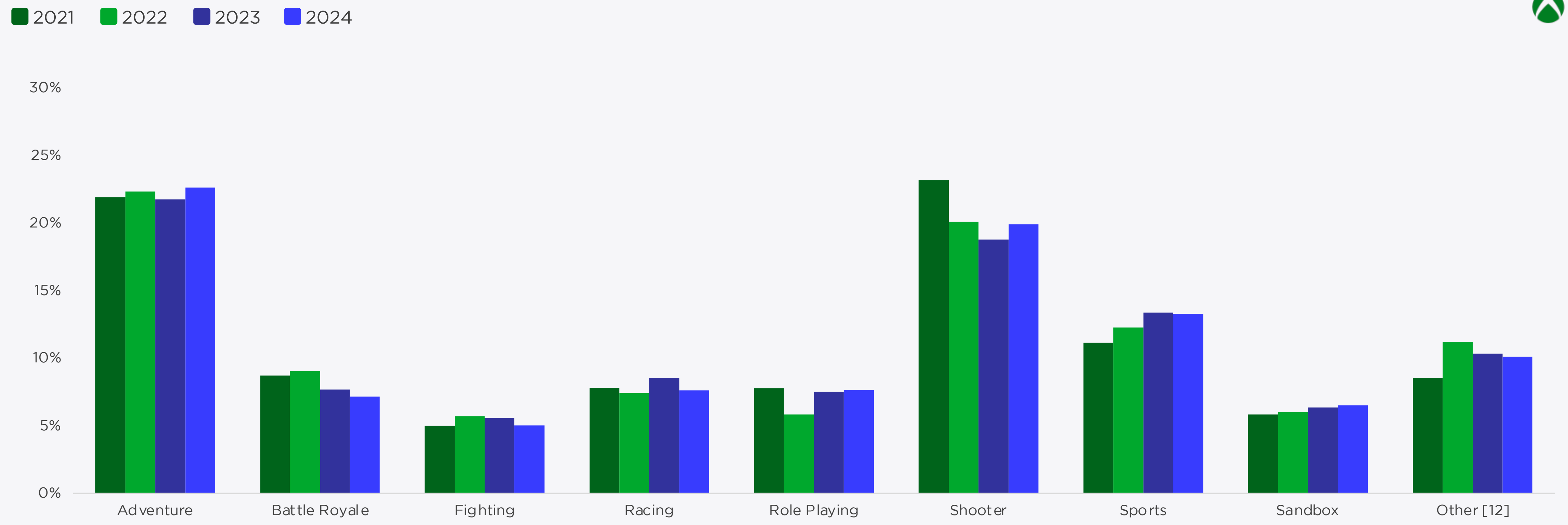


Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Similar to PS, Battle Royale losing ground while sports rise; Adventure now largest genre, displacing shooter as top genre

Share of games played split by genre

January 2024 – December 2024 | Xbox

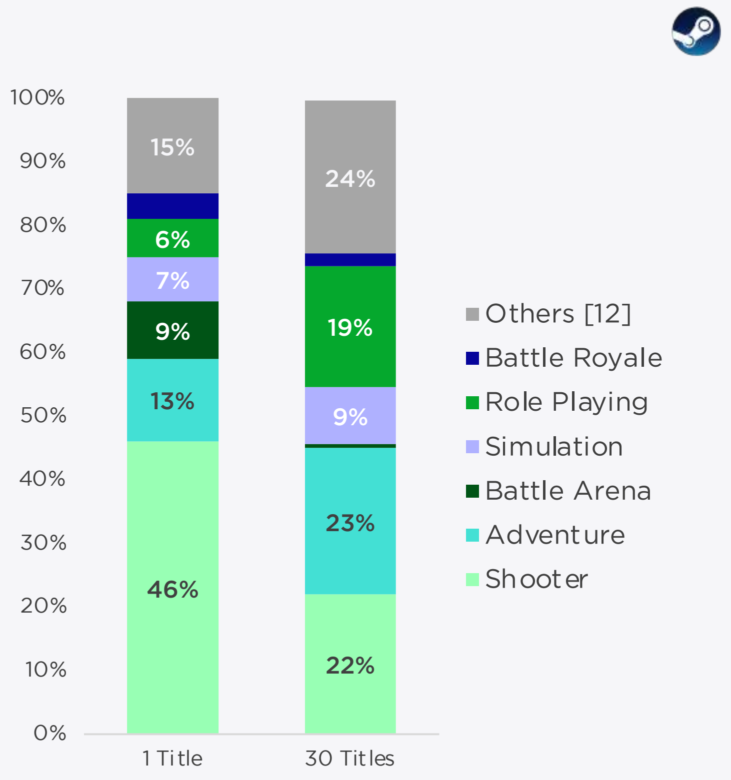


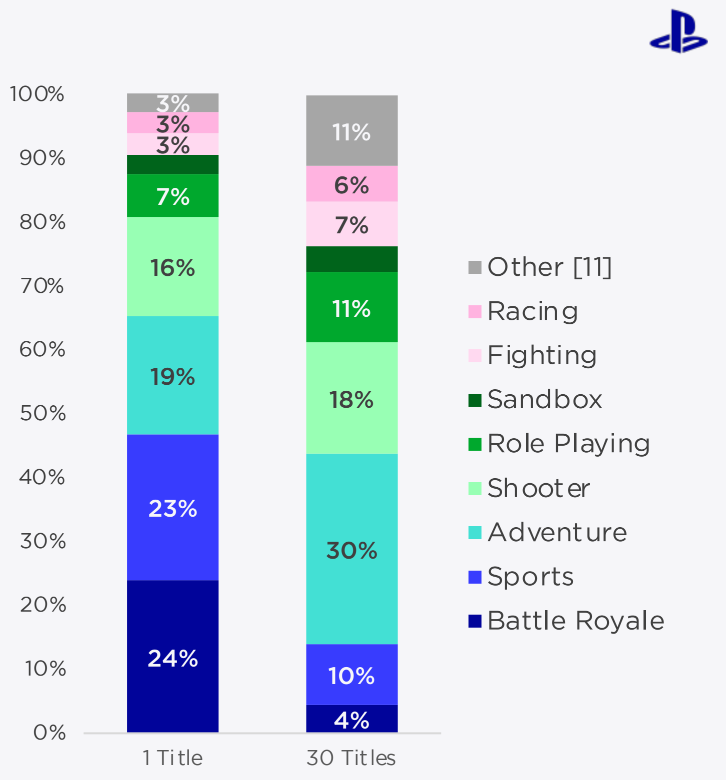
Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

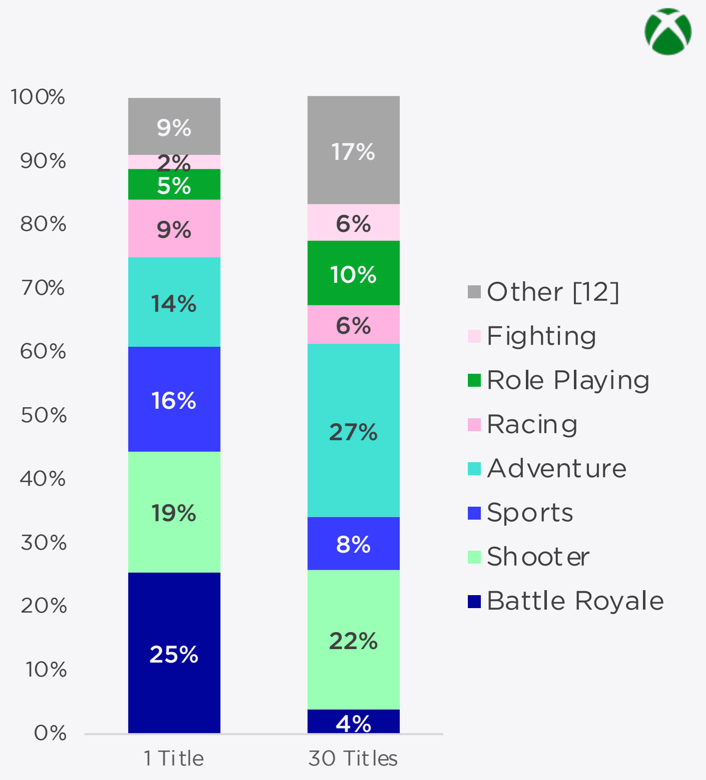
As players engage with more titles, they play fewer Shooters and Battle Royale titles in favor of Adventure and Role Play

Share of genre titles by players who played 1 Title vs 30 titles

January 2024 – December 2024







Source: Newzoo player panel data – 37 Markets (excluding China, India) – Steam, PlayStation, Xbox

Key takeaways

1 PC & console market outlook

- ✓ PC popularity remains stable with muted revenue growth, while console revenue growth will be driven by GTA VI and Nintendo Switch 2
- ✓ All business models are viable, but not at the same scale on every platform
- ✓ Barring radical outliers, titles' growth to come from share shift

2 Playtime analysis

- ✓ Overall playtime hours are growing but concentrated in AAA and at times cannibalistic; the battle for audience hours is fierce and near zero sum
- ✓ PC skews heavily towards older, F2P titles while console is slate dependent
- ✓ Launching a successful F2P game requires a combination of strong IP, great gameplay, and favorable market conditions

3 How many games do we really play?

- ✓ Number of games played is down on Xbox and Steam from COVID peak
- ✓ Play habits are calcifying into fewer games, reducing addressable market for new launches
- ✓ F2P drives significant interest, but players are often very quick to churn
- ✓ Adventure and Role playing titles are on the rise for those who enjoy playing more titles

4 Recursive nostalgia

5 Steam visibility

Explore player behavior insights in the Newzoo platform

73,000+
Consumers surveyed yearly

36
Global coverage with 36 markets

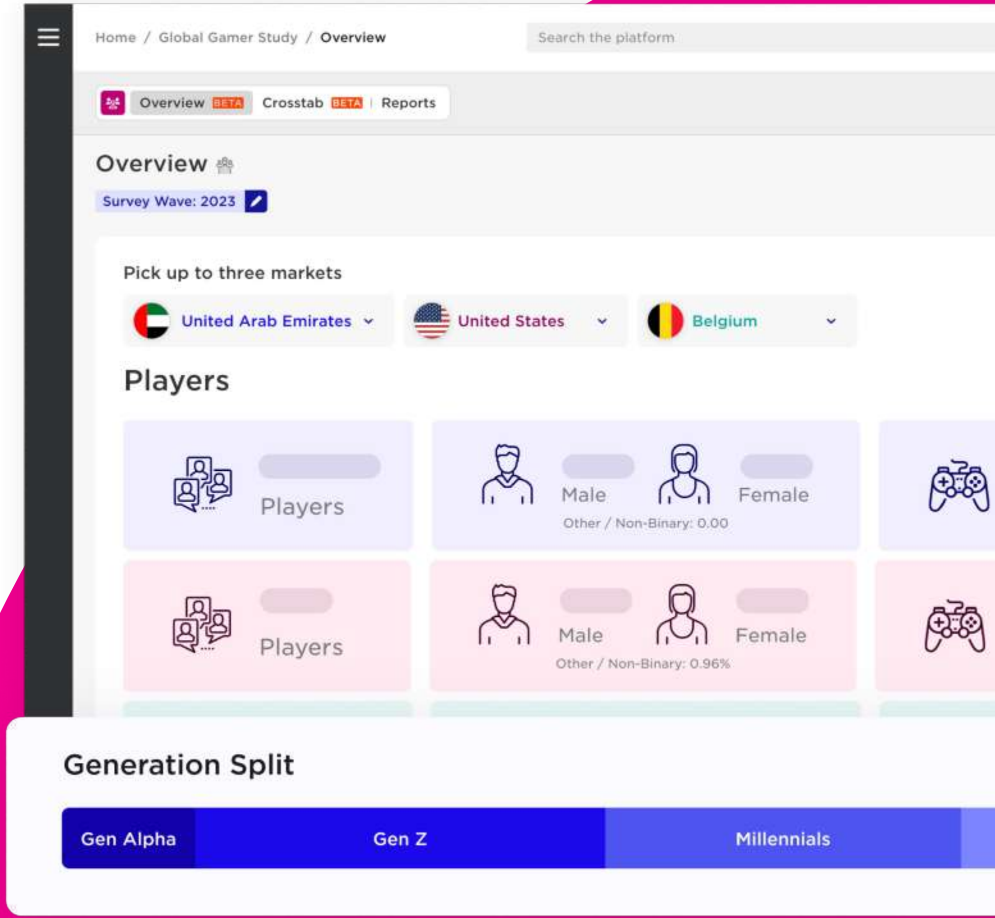
200+
Variables tracked

3+
Years of data and reports

- Full **demographic and psychographic** profiles of gamers across 36 markets
- **Gaming, spending, and viewing** behavior and attitudes, per platform
- **Game franchises** played, attitudes and purchase funnel
- **Motivations to play games** and **gamer personas**
- **Media** (incl. transmedia and IP deepdives), **lifestyle**, and **consumer brands** consumption
- Gaming **hardware and peripherals**
- **UGC**, **modding**, and **cloud gaming** insights

[Find out more]

[Take a tour]



04

Special topic: Recursive nostalgia

As a driver for growth in live-service games

Emmanuel Rosier
Director of Market Intelligence

What is “Recursive Nostalgia”?

As live service games reach 5+ or even 10+ years on the market, they finally have a deep enough history to become nostalgic about.

Recursive nostalgia refers to bringing back older content or mechanics within the same game to re-engage lapsed players (and possibly attract new ones).

EXAMPLE
A publisher temporarily or permanently reintroduces a past version of the game (older maps, older meta, old expansions, “classic” mechanics).

GOAL
Recapture the “feeling” of the original release or earlier expansions.

RECURSIVE NOSTALGIA IS NOT
Crossover events with nostalgic IPs (e.g., ‘80s movie tie-ins) are excluded if it’s not referencing the game’s own older content.

Fortnite – Nostalgia events content and timing

Event name: Season OG

Availability: Nov 3 to Dec 2, 2023

Description

- **Original map and loot pool:** The event faithfully recreated the Chapter 1 map and loot.
- **Accelerated season progression:** Players experienced Chapter 1's 10 seasons within one month.
- **The big bang live event:** This event marked the transition from the Chapter 4 finale to Chapter 5, introducing significant in-game changes and lore developments.

Event name: Chapter 2 REMIX

Availability: Nov 2 to Nov 30, 2024

Description:

- **Cultural fusion:** Combined Chapter 2 nostalgia with modern trends through music and creative gameplay updates.
- **Altered locations:** Transformed familiar Chapter 2 landmarks with musical themes, loot changes, and mechanics tied to the artists.
- **Musical collaborations:** Featured themed zones and events from Snoop Dogg, Eminem, Ice Spice, and Juice WRLD,

Event name: Fortnite OG

Availability: Dec 6, 2023

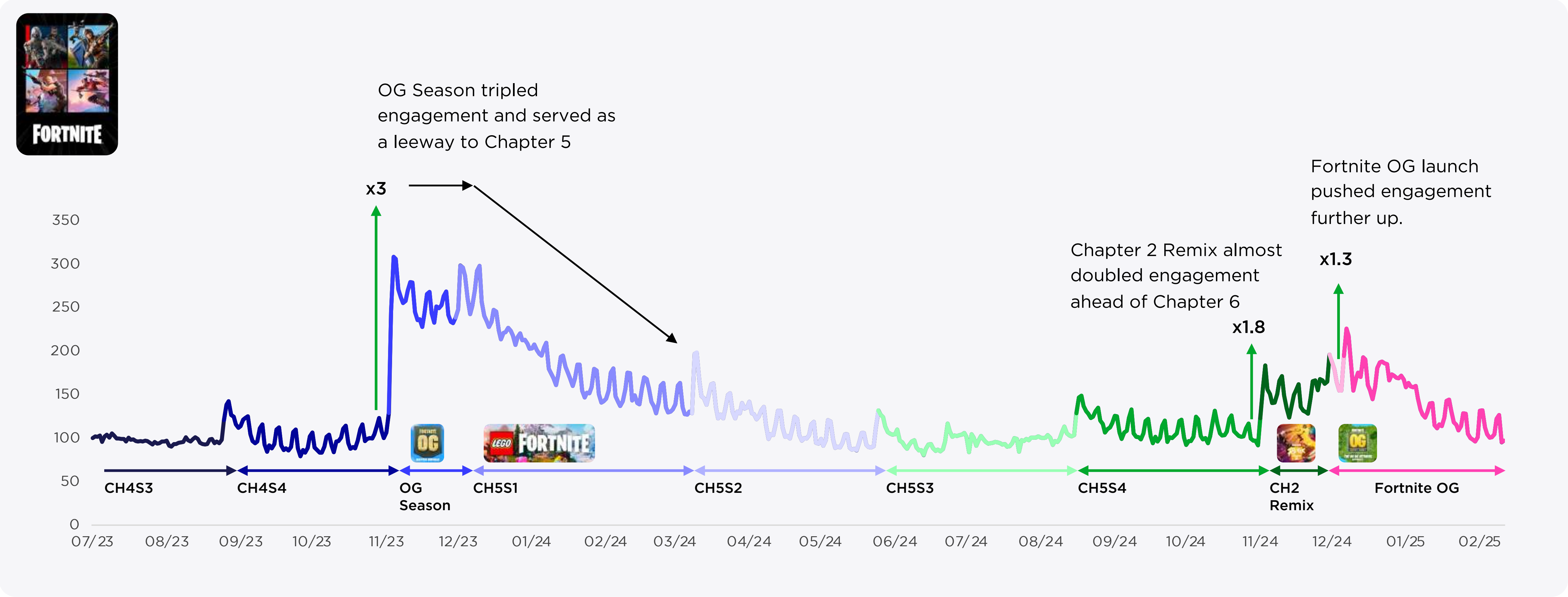
Description:

- **Permanent availability**
- **Expanded season progression:** Cycles through all 10 Chapter 1 seasons, each lasting 8 weeks.
- **No-build mode added**
- **Modern quality-of-life features:** Includes sprinting, sliding, mantling, door bashing, and healing while moving, along with updated building mechanics.

Fortnite – Nostalgia events: Massive short- and long-term engagement boost

DAU index

July 2023 - February 2025



Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

DONE

Apex Legends – Launch Royale: Similar impact to recent season launches

Launch Royale

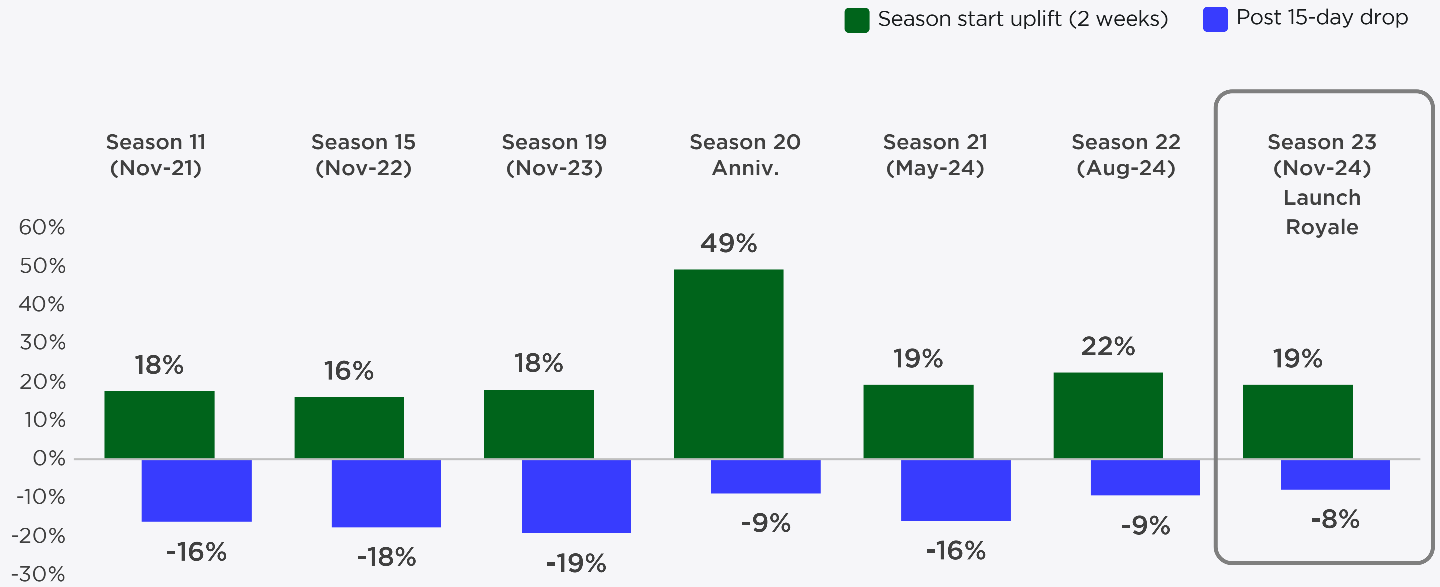
Availability
November 5, 2024 (Season 23), with a reintroduction from January 7 – January 20, 2025.

Description

Gameplay is restored to its state at the game's launch, with some exceptions. This includes:

- The first iteration of King's Canyon.
- Legend abilities and weapon statistics as they were upon release.
- Only the default Legends, as well as Octane and Wattson, are playable.

DAU 14-day uplift and post 15-day drop



- The **Launch Royale event for Season 23** led to a 19% increase in engagement, aligning with patterns noted in past years and seasons (excluding Anniversary Events).
- Subsequently, engagement experienced an 8% decline, which reflects a performance marginally improved compared to the post-event engagement drop seen in the 2024 season.
- Based on these metrics, **there is no indication that the Launch Royale event had a greater effect on engagement than a typical new season launch**.

Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

Overwatch 2 – Overwatch Classic: Similar impact as non-nostalgic events

Overwatch: Classic

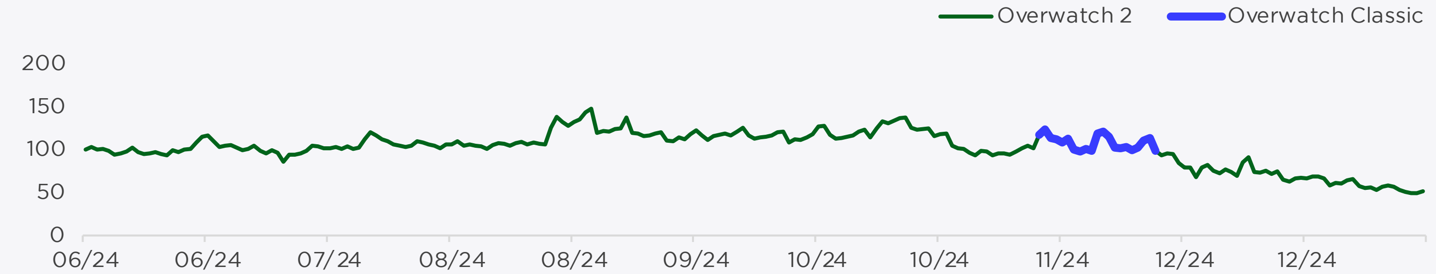
Availability

November 12 – December 2, 2024.

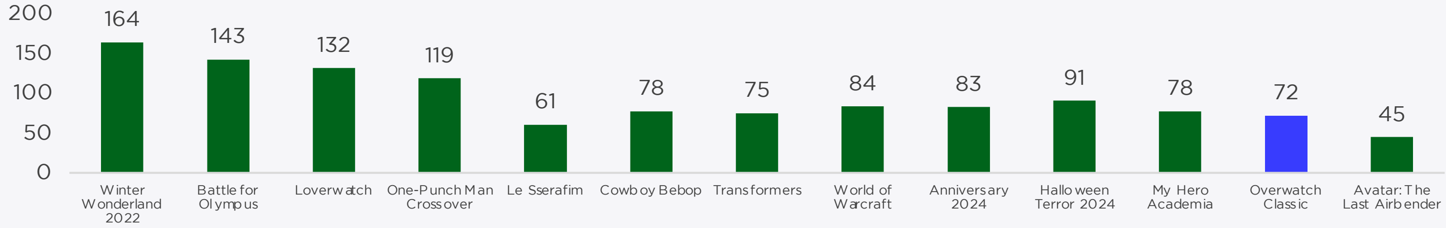
Description

- Experience Overwatch 1 as it was at its 2016 launch, integrated into Overwatch 2.
- Classic 6v6 format without role restrictions.
- Original 21 heroes with their launch-day abilities (e.g., Mercy's Resurrect ultimate and Hanzo's Scatter Arrow).
- Gameplay on the 12 original maps, updated with Overwatch 2 visuals.
- No hero limits initially, allowing duplicate heroes on teams (limited to one per hero after November 19).

DAU index | June 2024 – Dec 2024



Average DAU index per event



- The Overwatch: Classic Event temporarily increased engagement by 12%.
- This was followed by a 26% decline in engagement, which coincided with the launch of Marvel Rivals just four days after the event concluded.
- In terms of average DAU, the event's performance was comparable to other recent events in 2024, showing no significant deviation.
- **Based on these metrics, there is no evidence to suggest that the Launch Royale event had a more substantial impact on engagement compared to other events.**

Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

Destiny 2 – The return of iconic raids: Discretionary increase, but no impact on long-term engagement

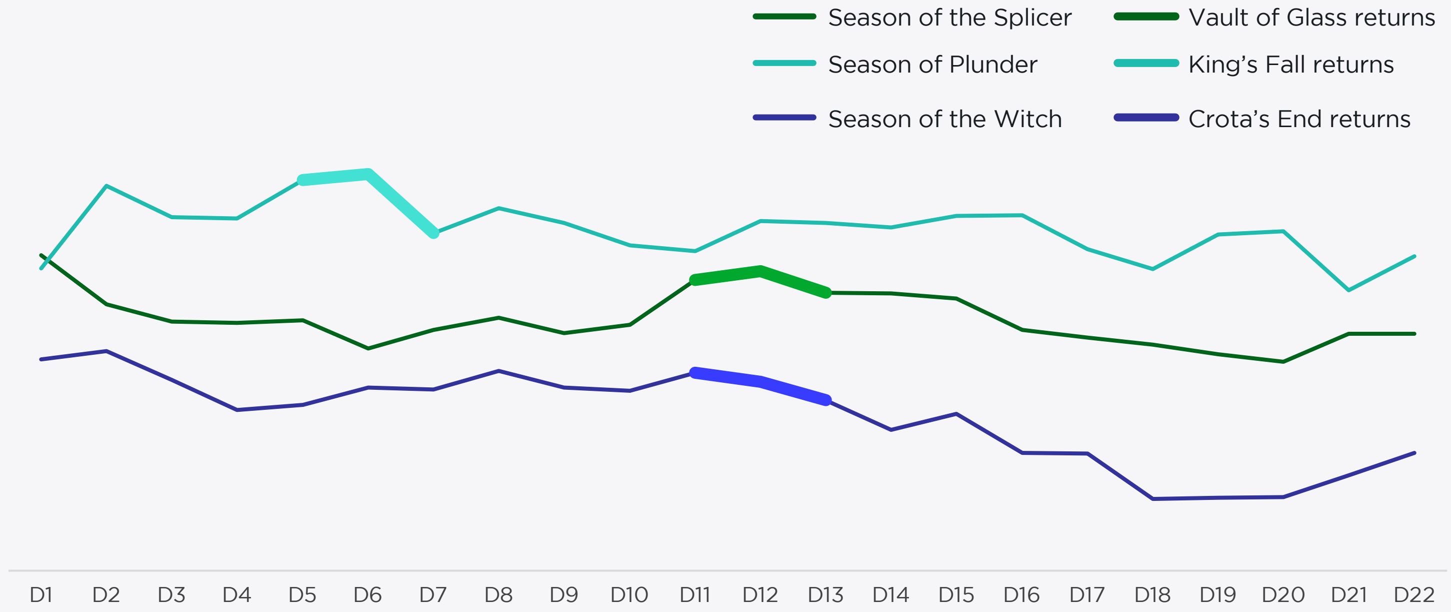
Destiny 2

3 fan favorite raids from Destiny 1 unvaulted.

No limited-time engagement: permanently available after unvaulting.

- **Vault of Glass:** May 22, 2021.
- **King's Fall:** August 26, 2022.
- **Crota's End:** September 1, 2023.

DAU index from Season Launch | D1 – D22



- Short-term boosts in engagement (+5 to +11%) but no significant or lasting increase in daily active users.
- King's Fall had the highest impact (+11% boost), but the engagement quickly went back to a descending trajectory.
- The unvaulting strategy doesn't appear to generate long-term player retention or sustained engagement. It's primarily effective for re-engaging lapsed players briefly.

Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

“Recursive Nostalgia”: Only works if part of a future-oriented strategy

Nostalgia as a double-edged sword

- Reintroducing "classic" content can reignite interest but often lacks long-term staying power.
- Players may prefer polished, modern mechanics over older, less refined versions.
- Risk of being perceived as uncreative or exploitative.

The Pitfalls of short-term tactics

- Many games treat nostalgia events as one-offs without a long-term strategy.
- Fails to sustain player interest or deliver lasting value.

Fortnite’s success story

- Reintroduced Chapter 1 map (“Fortnite OG”) as a nostalgia event.
- Reactivated lapsed players and boosted engagement.
- Used nostalgia as a launchpad for new content (Chapter 5, LEGO Fortnite, Rocket Racing).

Leverage nostalgia as part of a **future-oriented strategy** to sustain player interest.

The other path: The “Reset” approach

Instead of organizing nostalgia events, publishers can explore the idea of "resetting" their games.

Lower barrier to entry

When a title has evolved through multiple expansions, seasons, or patches, newcomers can feel overwhelmed by advanced features and dense progression systems. A reset simplifies the on-ramp, making the game more approachable.

Re-experiencing the story

In games with rich lore or intricate plotlines (e.g., MMORPGs), a reset invites players to engage with the narrative from the ground up. It can also provide a chance for devs to refine or retcon certain story beats if needed.

Refresh of core mechanics

Reboots allow developers to re-balance systems, remove redundant features, or integrate new tech. This helps ensure that the “classic” content holds up to modern gameplay expectations.

Level playing field

Over time, veteran players accumulate items, currency, and knowledge that give them a massive advantage. Reset servers or “classic” versions wipe the slate clean, letting everyone — old and new — start on equal terms.

World of Warcraft Classic (2019): Offers a complimentary experience to sustain player engagement

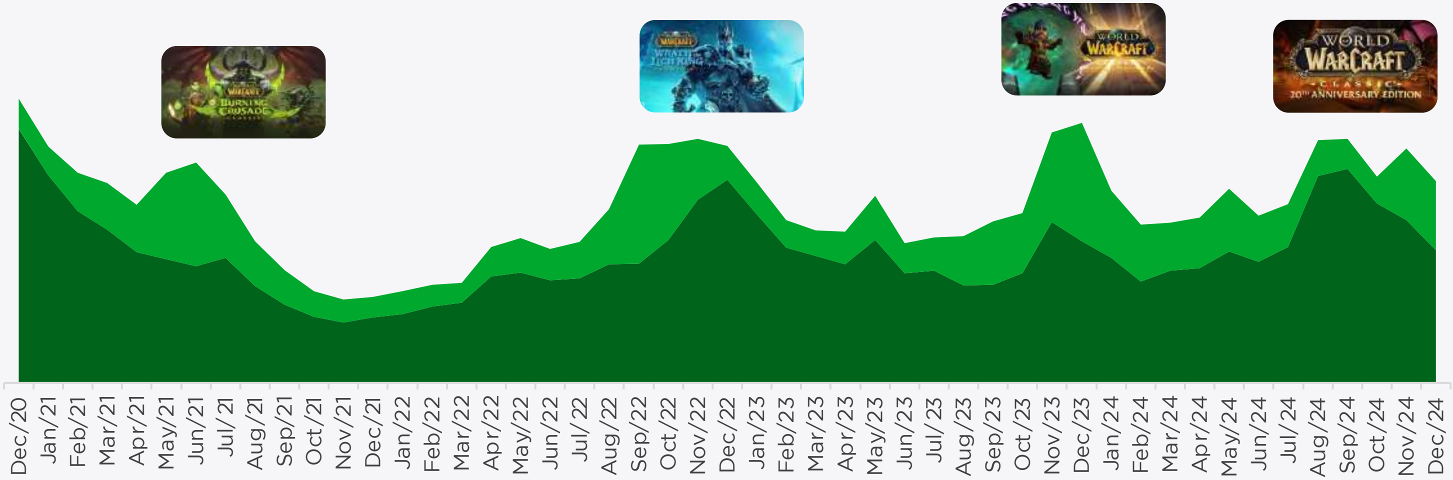
World of Warcraft Classic

Availability
Launched in 2019

Description

- Recreating the 2006-era “vanilla” version of the game.
- Drew in both nostalgic veterans and curious newcomers seeking an authentic and level-playing-field experience.
- Its success led to the re-releases of The Burning Crusade and Wrath of the Lich King expansions, as well as additional content like the Season of Discovery.

Monthly Active Users | Dec 2020 – Dec 2024



World of Warcraft Classic established itself as a significant part of the WoW player base, with Classic players accounting for 10% to 50% of WoW’s total monthly active users (MAU) since 2020.

Classic reached its highest share of WoW’s MAU on four notable occasions:

- **June 2021:** The Burning Crusade Classic
- **September 2022:** Wrath of the Lich King Classic
- **December 2023:** Season of Discovery
- **November 2024:** WoW Classic's 20th Anniversary celebrations

Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

Overwatch 2: The reboot helped slow engagement decline but didn't eliminate vulnerability to competitors

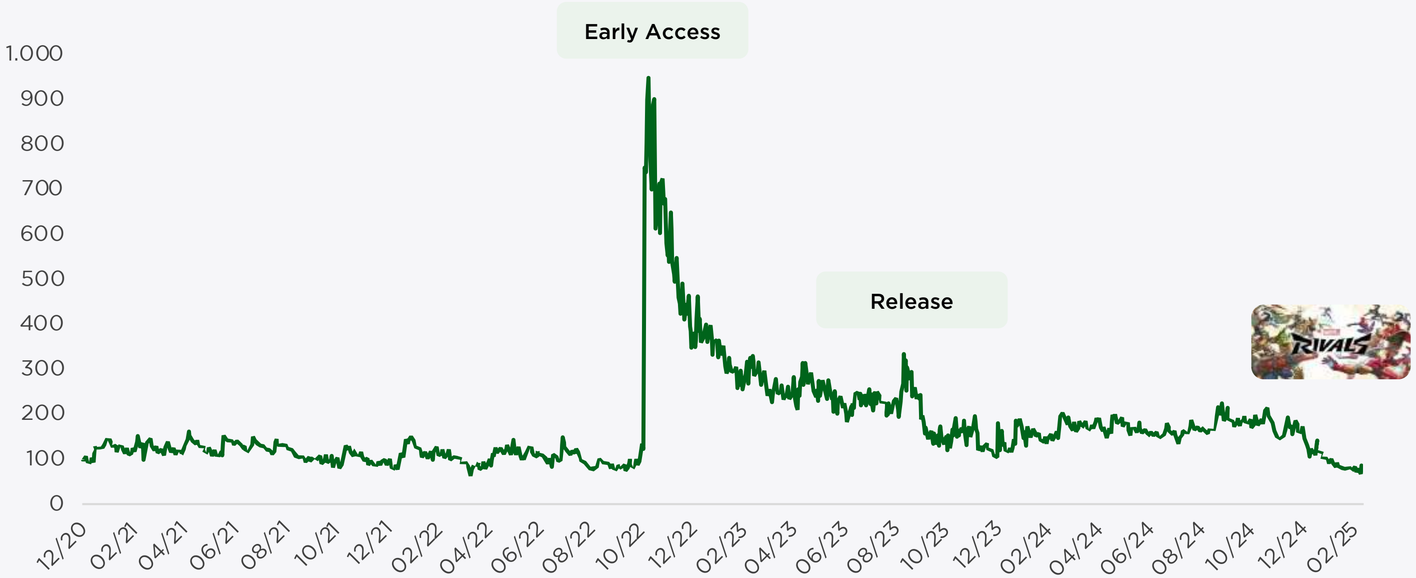
Overwatch 2

Early Access from Oct 4, 2022.
Official Release on August 10, 2023.

Changes vs. Overwatch 1

- Team Composition: from 6v6 to 5v5 gameplay.
- Heroes: New characters and significant reworks to existing heroes.
- Modes and Maps: Push mode and new dynamic maps.
- Graphics: Upgraded visuals and a modernized HUD.
- Monetization: Free-to-play with a seasonal Battle Pass and a cosmetics store.
- Cross-Features: cross-play and cross-progression.
- Updates: seasonal content model.

DAU index from season launch | Dec 2020 - Feb 2025



- **Early Access:** Tenfold surge in engagement, largely driven by the free-to-play model of Overwatch 2, as opposed to the premium pricing of Overwatch 1.
- **Sustained DAU Post-Launch:** After the initial spike, Overwatch 2 maintained approximately double (x2) the pre-launch DAU of Overwatch 1 for nearly a year.
- **Recent Decline:** Following the release of Marvel Rivals, Overwatch 2's DAU has returned to pre-launch levels seen with Overwatch 1.

Source: Newzoo Game Performance Monitor – 37 Markets (excluding China, India) – PC, PlayStation, Xbox

Key takeaways

1 PC & console market outlook

- ✓ PC popularity remains stable with muted revenue growth, while console revenue growth will be driven by GTA VI and Nintendo Switch 2
- ✓ All business models are viable, but not at the same scale on every platform
- ✓ Barring radical outliers, titles' growth to come from share shift

2 Playtime analysis

- ✓ Overall playtime hours are growing but concentrated in AAA and at times cannibalistic; the battle for audience hours is fierce and near zero sum
- ✓ PC skews heavily towards older, F2P titles while console is slate dependent
- ✓ Launching a successful F2P game requires a combination of strong IP, great gameplay, and favorable market conditions

3 How many games do we really play?

- ✓ Number of games played is down on Xbox and Steam from COVID peak
- ✓ Play habits are calcifying into fewer games, reducing addressable market for new launches
- ✓ F2P drives significant interest, but players are often very quick to churn
- ✓ Adventure and Role playing titles are on the rise for those who enjoy playing more titles

4 Recursive nostalgia

- ✓ Reintroducing "classic" content can reignite interest but often lacks long-term staying power
- ✓ Companies that successfully leverage nostalgia use it as part of a future-oriented strategy to sustain player interest rather than a one-off tactic

5 Steam visibility

05

Special topic: Steam visibility

Steam visibility

The way players discover games on Steam has shifted significantly in recent years.

As the platform evolves and competition intensifies, the **factors driving visibility have become more complex**. Based on extensive data analysis from 4,600 titles using our new Business & Store Intelligence tool, we've identified key trends that should inform the marketing and visibility strategies of AA and indie developers, as well as small and mid-sized publishers.

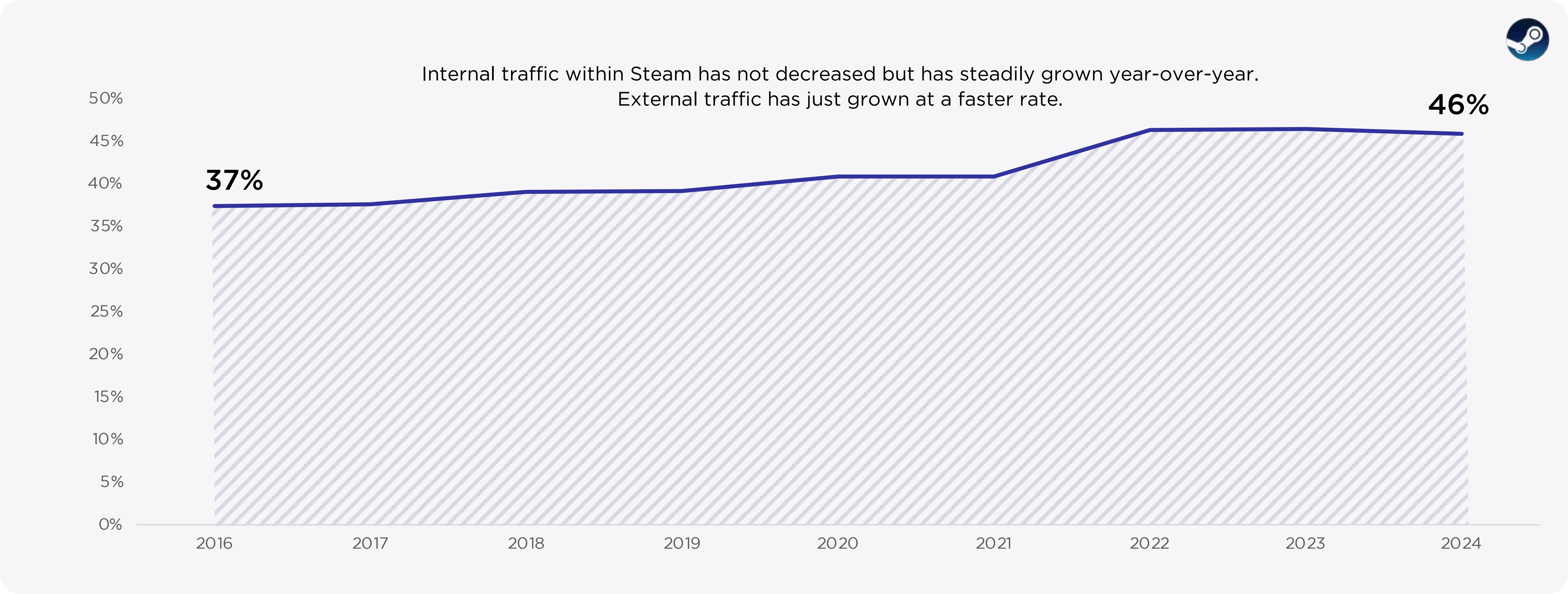
In the following section, we give you a glimpse into how users find their way to Steam game pages – and how different marketing channels and discounting activities yield significantly different results.

- ✓ **External channels** such as paid user acquisition campaigns, organic search, and streaming/video have become a more important traffic source for Steam game pages.
- ✓ **Top games are less reliant** on external traffic.
- ✓ Traffic sources differ widely in their ability to **effectively drive impressions and visits**.
- ✓ Both **global sales events** (such as the Summer Sale) and **individual game sale events** (such as Midweek discounts) in the Steam platform **have become less effective to boost impressions and visits** to game pages over time.

Tyler Long
Director of Product

Steam games' traffic is increasingly derived from external sources

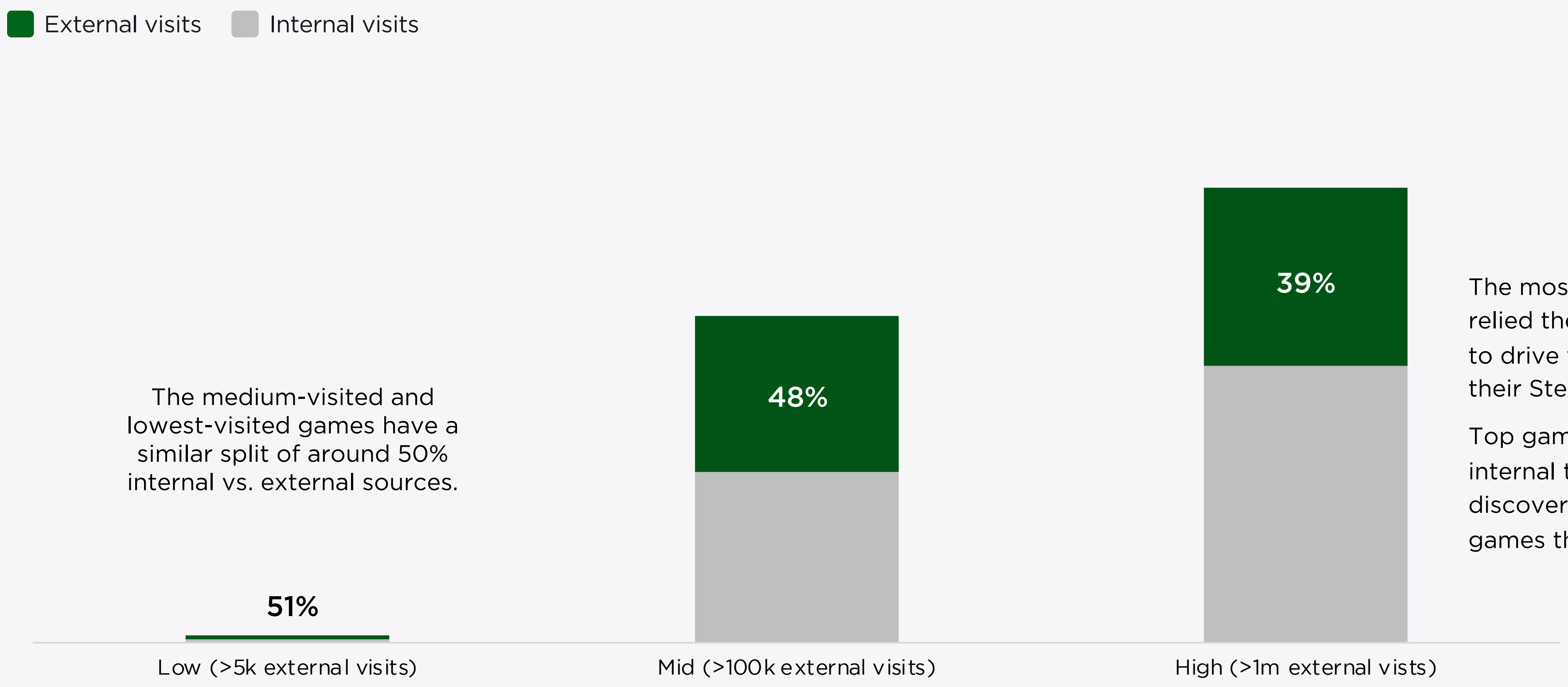
Share of Steam game page traffic derived from external sources



Source: Newzoo Business & Store Intelligence – Global – PC | December 2024
Based on 4613 titles from Newzoo's Business Store & Intelligence 2016 - 2024

More popular Steam titles rely less on external sources to drive traffic

Sum of internal vs. external traffic for high, mid, and low-visited Steam game pages in 2024



The medium-visited and lowest-visited games have a similar split of around 50% internal vs. external sources.

The most-visited games on Steam in 2024 relied the least on external traffic sources to drive visibility and engagement with their Steam store page.

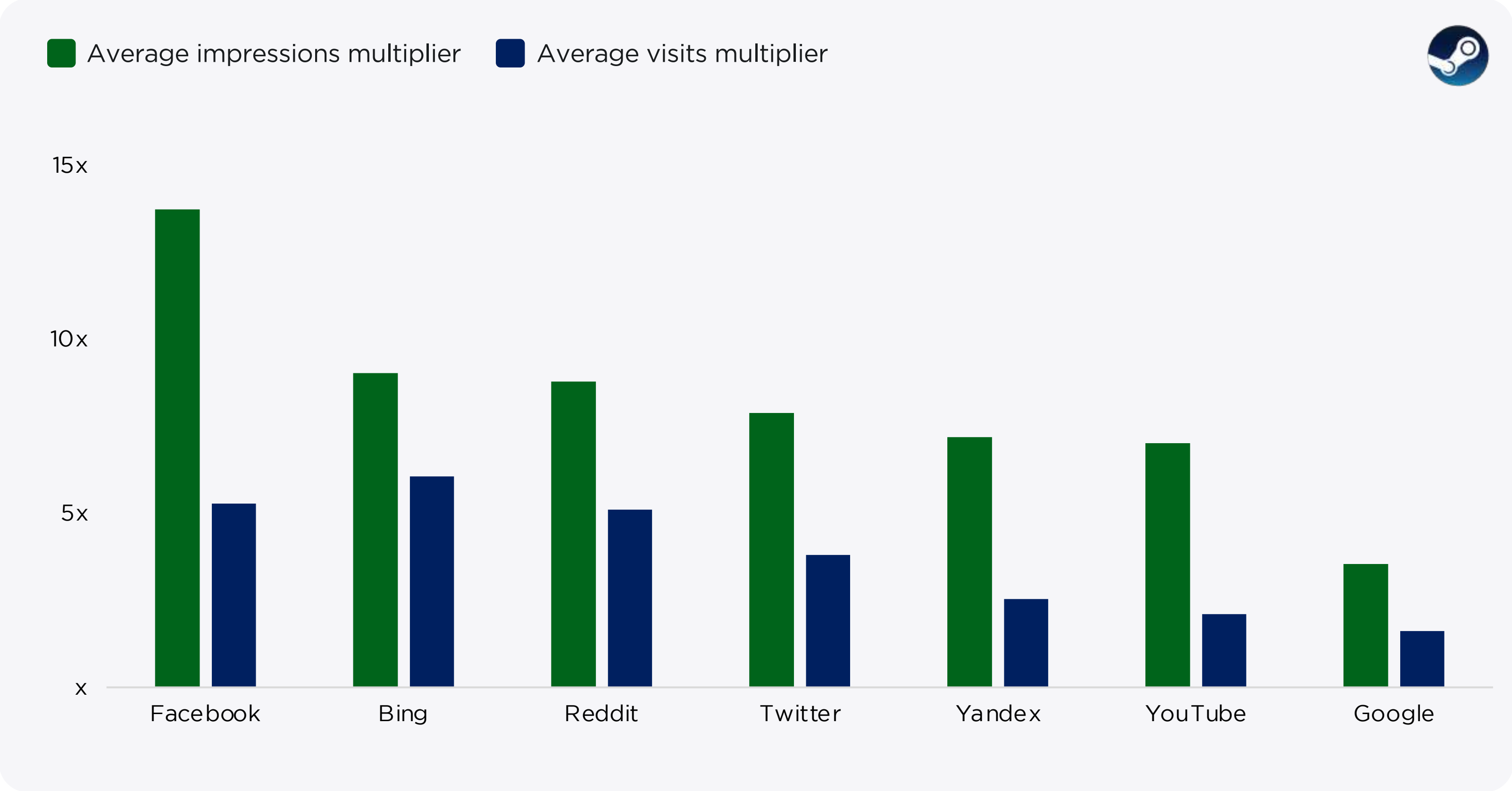
Top games likely benefit from increased internal traffic as a result of Steam's discovery algorithm, which promotes games that are deemed high-performing.

Source: Newzoo Business & Store Intelligence – Global – PC | 2024
Based on 4613 titles from Newzoo's Business Store & Intelligence 2024

Different external channels show significantly different effectiveness in increasing impressions and visits

Average impressions versus visit boost per advertising channel

2019 - 2024



14x

Impression boost to game pages during Facebook events

External events are tracked when spikes in traffic from external sources such as Google occur.

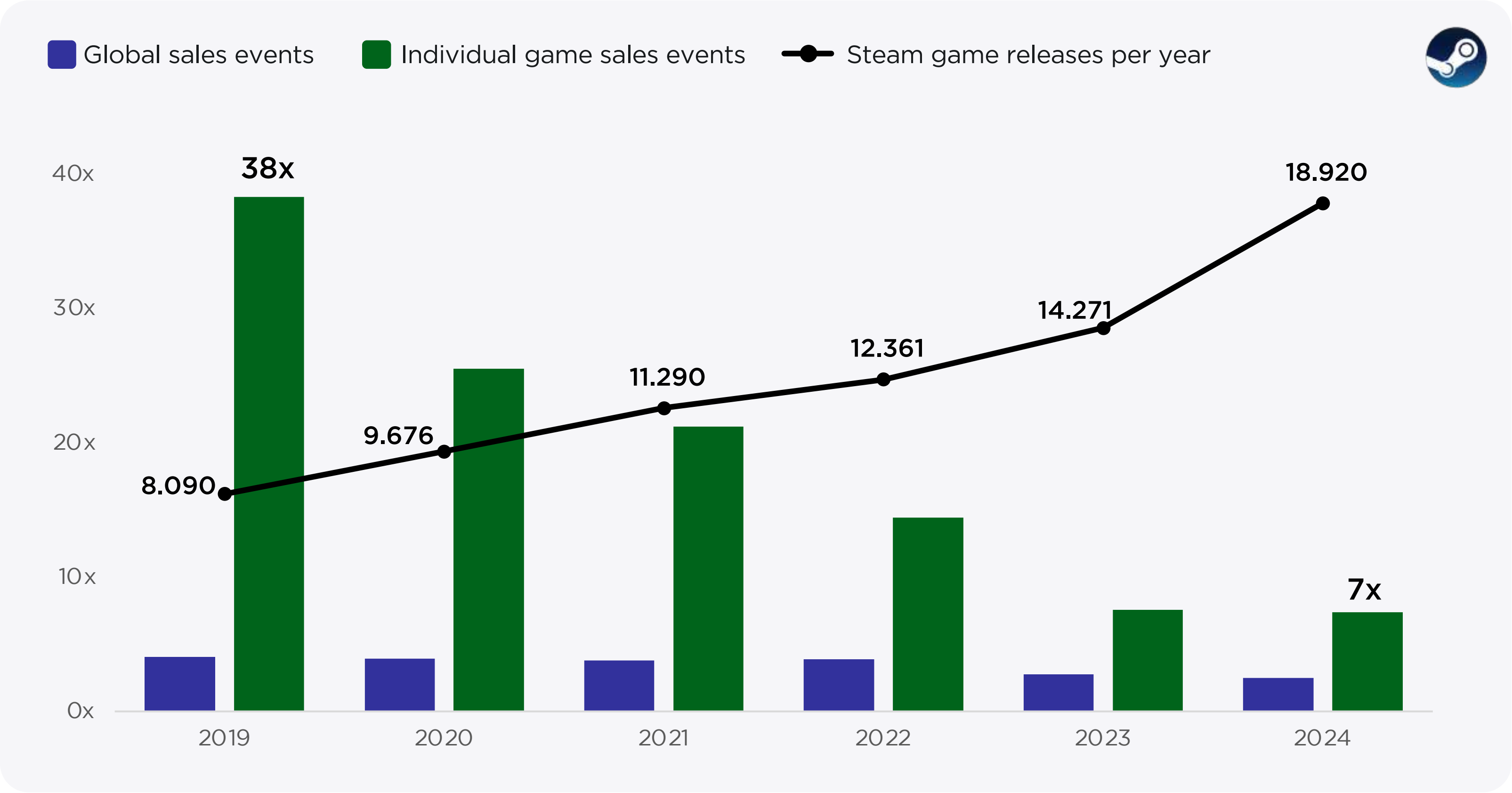
These events include anything from advertising directly to the game page to organic traffic via a search engine.

Source: Newzoo Business & Store Intelligence – Global – PC
Based on 2000+ titles from Newzoo's Business Store & Intelligence 2019 - 2024

Individual game sales events are now 4 times less effective at driving game traffic than in 2019

Steam sales' average impressions and visits multiplier

2019 - 2024



Individual game sales events (e.g. Weekend Deals) have a much larger impact on impressions than Global sales events (e.g. Summer Sale), but their effectiveness is significantly declining.

This decline inversely correlates with the increase in games released on Steam per year.

Global sales events 2024

Average:
2.5x Impressions

Individual game sales events 2024

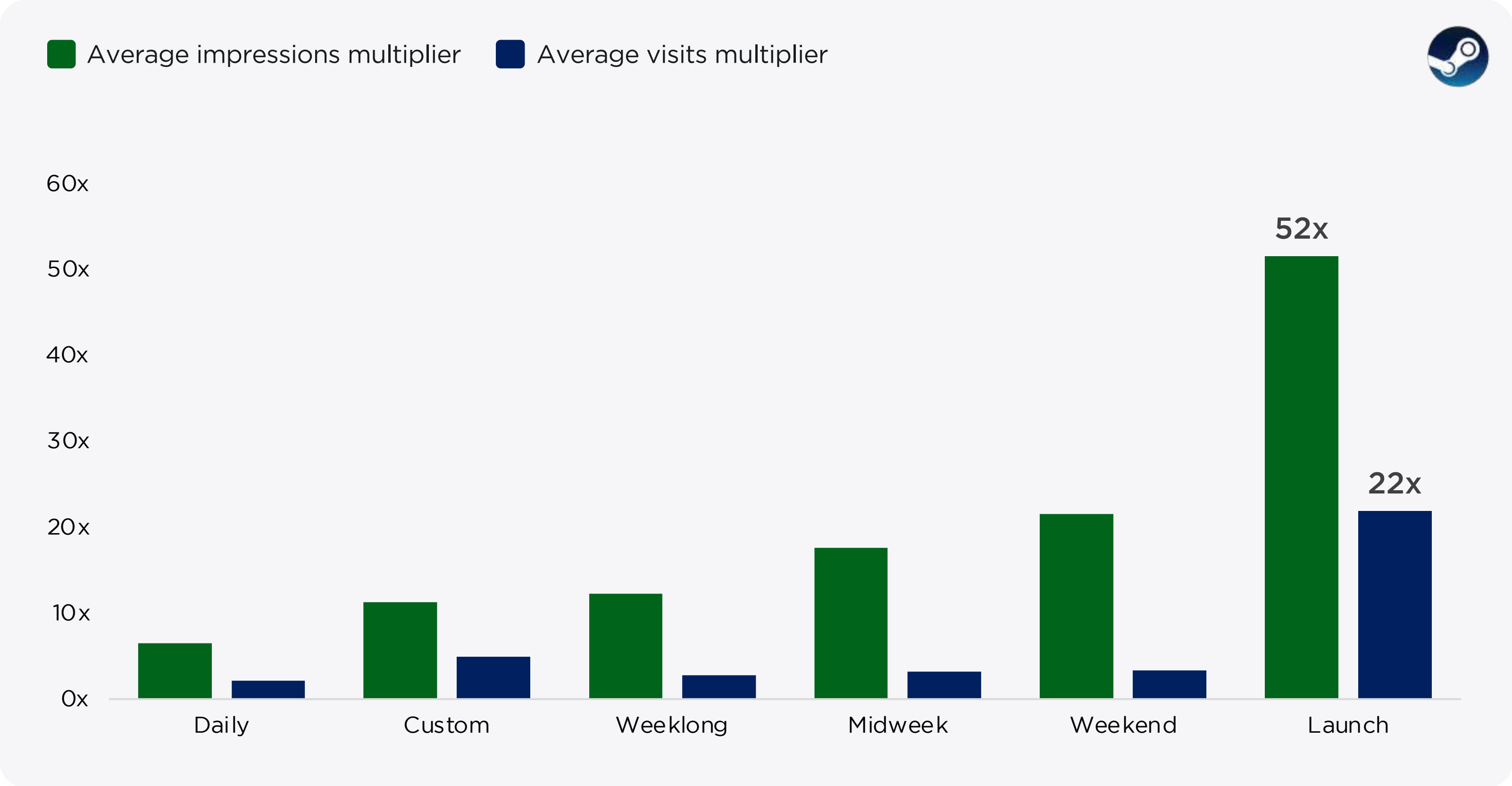
Average:
7.4x Impressions

Source: Newzoo Business & Store Intelligence – Global – PC | December 2024

Individual game sales events: Launch discounts correlate with the biggest boost in impressions and visits to game pages

Multiplier of impressions and visits to store page by type of individual game sales events

2021 - 2024



52x

Average impression boost and 22x visits boost to store pages from launch discounts

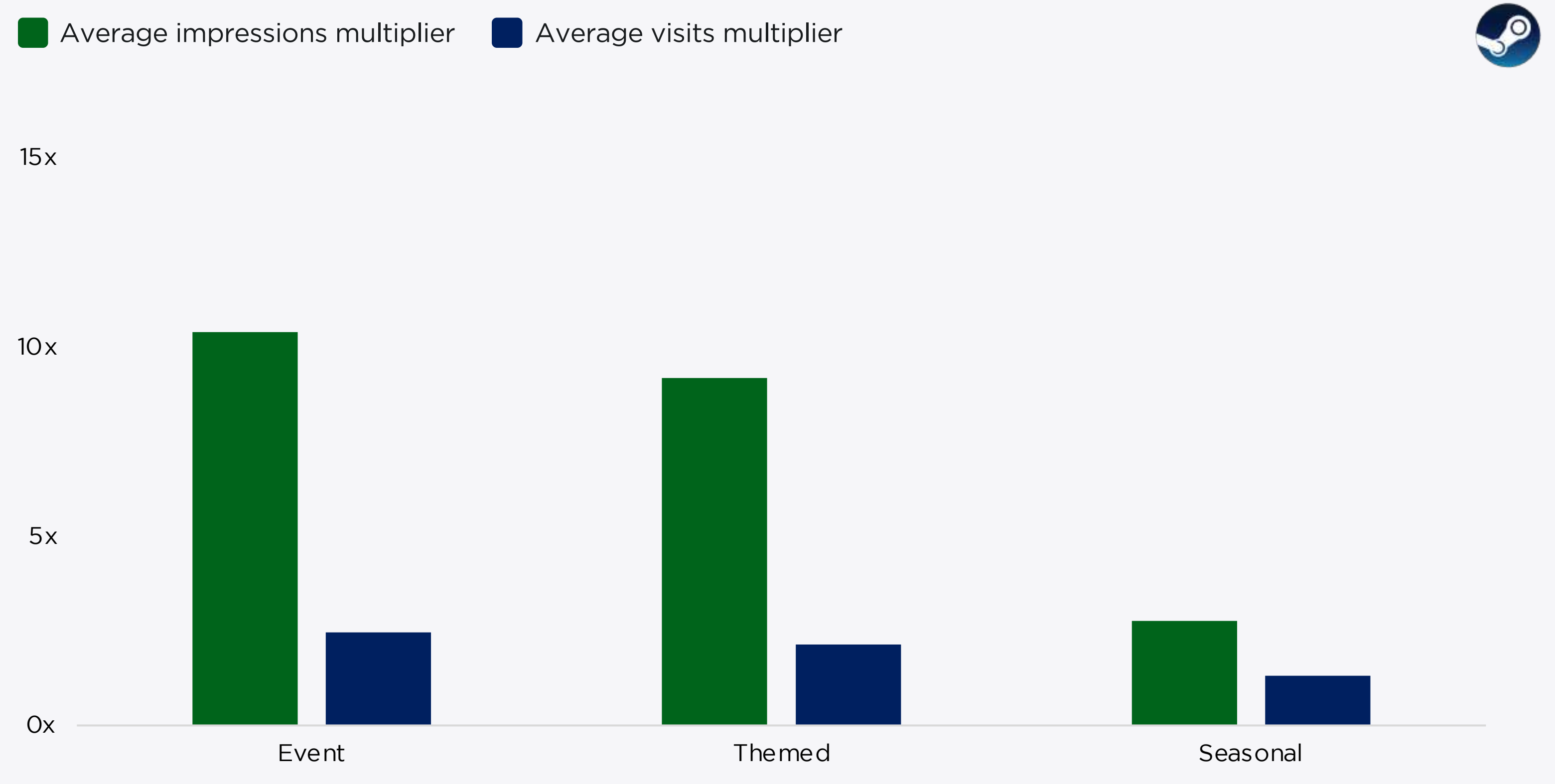
Launches tend to have an oversized boost to visibility thanks to Steam's discovery algorithm, whether there was a discount event or not.

Source: Newzoo Business & Store Intelligence – Global – PC
Based on 2000+ titles from Newzoo's Business Store & Intelligence 2021 - 2024

Global sales events: Themed events and general events like Steam Next Fest drive more uplift than Seasonal events on average

Multiplier of impressions and visits to store page by global sales event type

2021 - 2024



2.7x

Average impressions boost from participating in Seasonal events

Seasonal events tend to be the broadest, including more titles and driving down the average impact, while other events are more targeted, with less competition.

Themed events such as Fighting Games Fest and other events such as the Next Fest drive similar boosts to games with around 10x multiplier in impressions and 2x for visits.

Source: Newzoo Business & Store Intelligence – Global – PC
Based on 2000+ titles from Newzoo's Business Store & Intelligence 2021 - 2024

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5 Steam visibility

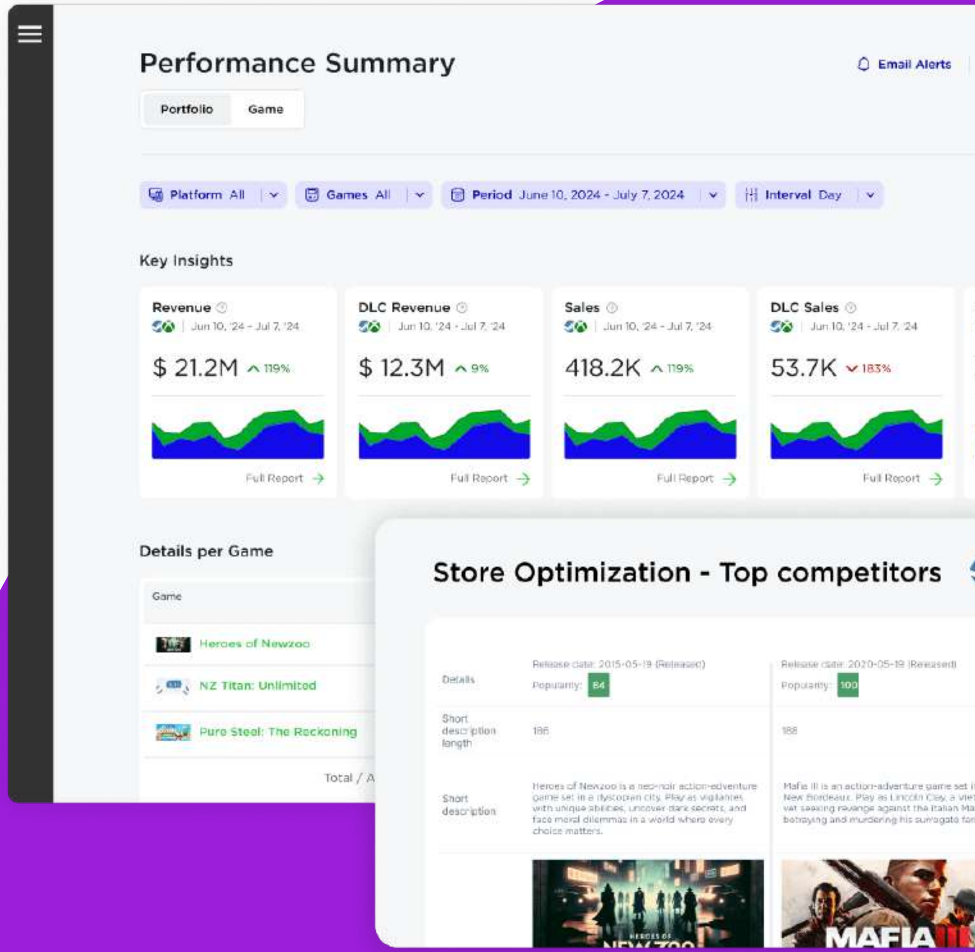
- ✓ Discounting events are driving less visibility to store pages
- ✓ Off platform traffic grows in importance as discounting becomes less effective at drawing steam page views

Join the Newzoo Grow Program and access our new Business & Store Intelligence toolkit

Gain unique, platform-specific insights into your players' marketing and sales journeys on Steam and Xbox.

- Track the **impact of every store page change** and **every sales campaign** on sales, wishlists, activations.
- **Solve marketing attribution -** identify the marketing efforts that effectively attract new players.
- **Track your competitors**' store page changes and performance.
- **Experiment with new tags** to improve discoverability and find key **insights in player reviews**
- Analyze all your games' key business and engagement **metrics in a single dashboard –** revenue, unit sales, DLC, conversion rates.

Find out more



06

What's next?

Final Words

Product differentiation, creativity, and originality are still the most important elements to producing virally successful titles

Player growth has plateaued, turning live-service market into a zero-sum battle for attention.

- ✓ Outside of emerging markets, future player growth will be minimal.
- ✓ Most players are deeply entrenched in their preferred live-service titles with limited willingness to switch.
- ✓ Getting players to move to another title often requires converting entire friend groups.
- ✓ Direct competitors to incumbents, especially in PvP, must have a clearly superior game loop and launch with near-flawless technical execution
- ✓ Players will churn back to their more refined incumbents when they perceive a lack of quality and polish.
- ✓ Games with novel and engaging game designs are given more leeway due to lack of alternative options.

Players are overwhelmed by ever-increasing amount of content yet spending more time on fewer titles.

- ✓ New releases not only compete with each other, but with years of bloated player backlogs.
- ✓ This is in addition to the pull of social media, video streaming, etc.
- ✓ Product differentiation and creative risk-taking are more vital than ever, especially for those without legacy IP.
- ✓ Hits like *Palworld*, *Metaphor: ReFantazio*, and *It Takes Two*, show that originality and novelty supersede graphical fidelity.
- ✓ For new IPs, success may come from narrowing scope and experimenting sustainably with ideas and improving with a sequel.
- ✓ *Kingdom Come: Deliverance 2* provides a roadmap for not giving up on a promising idea but improving and polishing.

Marketing is more important than ever as discoverability is at an all-time low.

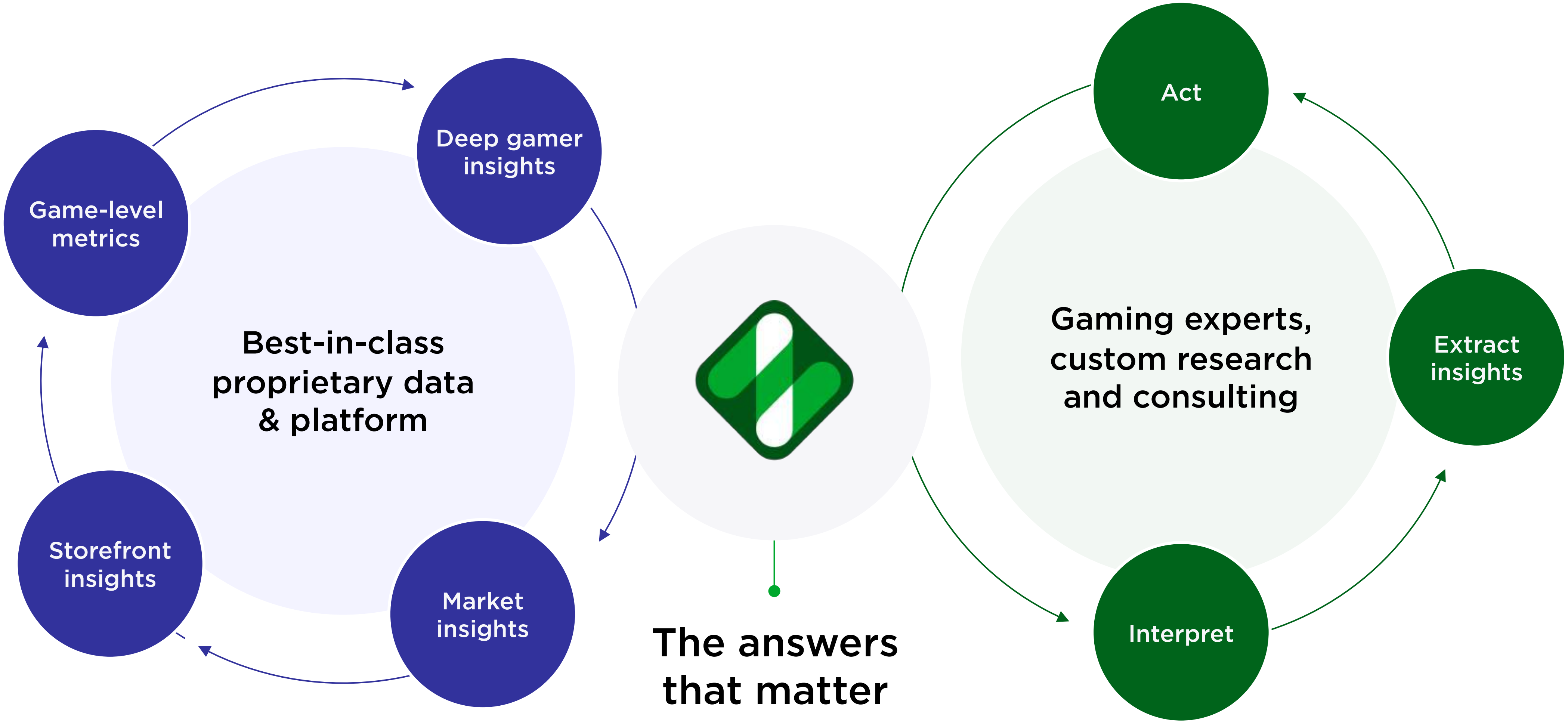
- ✓ Digital stores have democratized publishing and opened doors, but it's also flooded stores with shovelware and now AI-generated content making high-quality games harder to find..
- ✓ Traditional marketing channels are losing influence and fragmented creator audiences make meaningful exposure more difficult and expensive.
- ✓ This has left a trust gap, leaving players hesitant to try unfamiliar games out of fear of wasting time or money.
- ✓ Players now rely on massive showcases, word-of-mouth, and content creators for discovery but scaling reach remains a challenge.
- ✓ Platforms can help to improve discoverability by enforcing quality standards or offering curated browsing modes to spotlight vetted titles.

Publishers have a role to play, but branding, quality, and reach of influence will be critical.

- ✓ In an oversaturated market, publishers are uniquely positioned to cut through the noise to elevate high-quality games.
- ✓ A strong brand—built around a curated portfolio with clear genre, tone, or design focus—builds trust, recognition, and attracts like-minded developers.
- ✓ Traditional PR connections are losing impact as media influence fades; they're no longer enough to drive meaningful reach.
- ✓ Influencer-led publishers, like Dunkey's Bigmode, benefit from large, built-in audiences and community engagement giving them a head start when announcing new titles.
- ✓ To stay ahead, smaller traditional publishers should take note and adopt a community-first mindset and treat engagement as a core part of their brand strategy.

Thank you for reading!

We're here to help you make the decisions that count



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From idea to industry leader.
Helping you achieve success every step of the way.

01 — Greenlight — 02 — 03 — Launch — 04

01 Long-term strategy

"Newzoo's insights have been integral to business strategy and Warzone's brand growth, allowing us to gain a new understanding of its position against competitors.

ACTIVISION BLIZZARD **Lewis Baldwin**
BI & Market Trends Analyst

02 Concept & game development

"We can now take better-informed decisions and lower the risk inherently associated with game development and innovation.

bE HAVIOUR **Mathias Ahrens**
Product Manager

03 Pre-launch & Go-to-Market

"We've been able to change how we target and budget to do more campaigns and activities in the most viable regions more effectively in line with our KPIs. Uncovering these markets helped us see where we needed to focus our attention.

CRYTEK **Apoova Gandhi**
Lead Brand & Marketing Manager

04 Live ops & monetization

"While we had plenty of data around launch, from sales numbers to social reach and views, Newzoo helped us cut through the noise to understand what worked, and what didn't, about our campaign.

PLAION **Robin Gale**
Consumer Insights and Brand Metrics Manager

[Explore our case studies]

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