

## CASE STUDY

Technology

In-depth analysis of emerging gaming trends and market landscape for a tech stalwart



### About the client

Our client is a leading multinational technology company forayed into social networking platforms and facilitates community-based gaming.



**Total assets**  
**\$179 Bn**



**Employees**  
**87,000**



**Headquarters**  
**Menlo Park,  
California, US**



**Revenue**  
**\$117.9 Bn**

### Objective and scope

Bolstering their position as thought leaders in the gaming industry, the client sought to publish an in-depth insights report on the emerging trends and evolving market landscape of gaming in 2022. Offering a global industry outlook, the report was targeted at sales and marketing managers within the gaming space.

Realizing that it needed a partner with sound research expertise, the tech conglomerate partnered with Netscribes for a detailed report of the latest developments in:

- Mobile gaming
- Console and PC gaming
- Real money gaming
- AR/VR gaming

### Netscribes solution

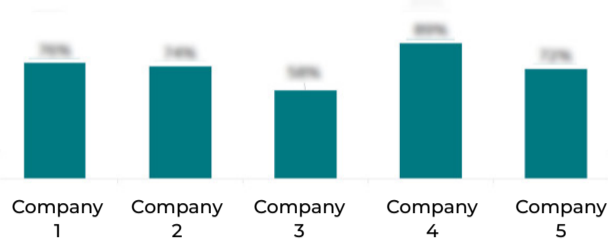
Netscribes' team of research experts conducted a thorough assessment of the information available on secondary domains. This was to gather intelligence for specific data on aspects including:

- Global gaming market by the numbers
- Gaming industry outlook
- Game publisher/developer monetization
- Trends in blockchain gaming/NFT
- Diversity and inclusion in the gaming industry

## Diversity and inclusion

Nearly two times as many games released in 2022 have more playable male characters than playable female characters

### Expectations for developers to include people of diverse backgrounds in the game, 2021



- Addressing the diversity gap in game content and advertising can only be achieved by acknowledging the underlying lack of diversity within the industry. Having more diverse voices participate in the design and creation of games will ultimately improve representation and, in turn, the advertising and marketing that promotes games to a diverse player base.
- After all, 78% of people working in the gaming industry perceive inequity toward others based on gender, age, ethnicity, ability or sexual orientation

### Top 5 games watched among women players



### Global profile of Gaming influencer followers by age, 2021



### Gender specific numbers

- The percentage of women working in gaming companies increased from 18% in 2019 to 22% in 2021. However, the industry continues to be male-dominated, which is expected to change in the future
- In 2021, the proportion of men in senior positions remained relatively constant. The proportion of women in senior and leadership positions has risen from 15% and 10% in previous years to 20% in 2021. However, there has been no comparable increase in the number of women holding director and CEO positions

## Blockchain gaming/NFT trends

The emerging NFT/Crypto space is currently showing diverse classes of midcore to casual reflecting early experimentation to find the most monetizable audience

### Blockchain overview

- Blockchain has transformed the gaming industry by giving rise to Non-fungible tokens, a Play-to-Earn model, and Tokenization
- Top games using blockchain technology are Splinterlands, Decentraland, Age of Rust, Nine Chronicles, and REVV Racing
- The future of gaming is blockchain where cryptocurrencies will become more like the real-world and in-game items will have a real-world value

NFTs became more prominent

and generated **\$1.1B** in sales accounting for **15%** of total NFT trading volume

Splinterlands became one of the most popular games

attracting **145,000** unique active wallet users

### Limitations of Blockchain gaming



### Games using Blockchains



### Impact and benefits of Blockchain Gaming



## Key information sources

To generate actionable insights and uncover new market opportunities, we analyzed secondary information by extensively studying and reviewing related industries and their dominant trends. Key sources included:

- Press releases and annual reports
- Industry articles and reports, cases studies, research reports, blogs, and articles
- Gaming survey reports



## ■ ■ Benefits

Leveraging the findings shared by Netscribes, our client was able to get a comprehensive understanding into factors influencing the present and future of the global gaming market. The assessment included identifying the target market, key drivers, the latest developments, initiatives, and trends among other facets in the gaming realm. These together, helped our client build an in-depth insights report for its potential customers.

Drive industry conversations as a thought leader and become a trusted source of information and insight with Netscribes' [research and information](#) solutions.

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