



A DEEP DIVE IN THE GAMING INDUSTRY

INTRODUCTION

To play is fundamentally human. If you can experience something through play, it creates camaraderie. It's fundamental to who we are. If you are not gaming already, there's a chance you might be soon. The video game sector is booming and recent data indicates that the gaming sector is currently generating more revenue than the combined film and music industries.

The expansion is expected to make the global gaming industry worth \$321 billion by 2026, according to PwC's Global Entertainment and Media Outlook 2022-26.

According to a recent study by Microsoft, "The gaming industry is unique and special because it's the only entertainment medium in the world where you can connect with someone you have never met; you don't necessarily speak their same language, you're not in the same time zone, you don't have the same abilities and (yet) you can achieve something with them. You can actually do something together.

The future of gaming is completely interlocked with the cloud. Gaming represents an extremely complex workload. Most people don't think of it that way. They think, "Oh, it's a game." But a technical failure has real consequences. If a video doesn't load quickly, you restart the video. In gaming, you could lose all your progress, which can be hours of effort. Gaming pushes the edge of computing capabilities. Gaming is interactive. It's multivariant. It takes years and years and years to build a really engaging game."

Here is something fascinating about the gaming industry. Almost every year, there is a game that comes out of nowhere from a team that was relatively unknown. And it becomes one of the biggest games in the world.

What's your game?



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Gaming is booming and is expected to keep growing. The game industry is swimming in cash. The gaming industry is fundamentally a two-sided business with thousands of actors on one side, the developers and creators of the games, and millions of actors on the other side, the players, who are completely interlinked. About time for fence sitters to take notice and participate in the industry.

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Sharad Agarwal
Founder - Cyber Gear

Mobile Games

The growing popularity of mobile gaming is one of the primary factors contributing to the success of the gaming industry. With \$86.1 billion in revenue, mobile games made up more than half of the worldwide gaming market in 2020. For example, casinos that are aggressively developing in the mobile gambling space include Vavada Casino. Even if the casino doesn't have a mobile app, players can still enjoy games that are optimized for mobile devices. People can now access and play games more easily because of the popularity of smartphones and tablets, and high-speed internet is becoming more widely available, enabling developers to create more complex and captivating mobile games.

Within the entertainment business, mobile gaming has solidified its position as a dominant force. Technological developments, rising smartphone adoption rates, and easy access to app stores have combined in recent years to produce the worldwide gaming boom. A remarkable \$92 billion was made by the mobile gaming industry in 2020, making up almost half of the total gaming business, according to Newzoo's Global Games Business Report.

When compared to other entertainment industries, the financial power of the mobile gaming market is even more astounding. Global box office receipts for the film business brought in about \$32 billion in 2020, while the music sector brought in about \$21 billion. Even when combined, these two entertainment pillars were far from the source of revenue for the mobile game business. This outstanding financial result highlights how society is moving toward digital entertainment and how mobile gaming is leading that movement.

E-Sports

The esports market was estimated to be worth \$1.1 billion in 2020, and growth is anticipated over the next several years. People may now watch esports events more easily thanks to the growth of streaming services like Twitch and YouTube, and they can now participate in esports more easily thanks to the expansion of leagues and tournaments.

With sponsorships, advertising, and even traditional sports club owners investing heavily in the industry, esports has grown to be a profitable venture. Large prize pools are one of the things that draw the best players and make professional gamers famous. Beyond only the players, the economic impact generates jobs in content creation, streaming, and event planning.

Esports have influenced a shift in the way society views gaming. Esports competitions are drawing enormous live and virtual audiences, shattering the old notions of gamers as reclusive individuals. With the popularity of esports as a spectator sport, gaming has been more widely accepted, dispelling stereotypes and highlighting the talent and commitment of professional players.

PC Games

The PC game creation sector is largely responsible for the dynamism of the gaming industry, which is a dynamic and ever-changing scene.

The PC game production industry plays a pivotal role in shaping trends, innovation, and the entire gaming experience, even as user preferences and technology progress.

The creation of PC games drives technological advancements in the gaming industry. It serves as a fertile field for innovation, pushing the limits of software and hardware improvements. PC gaming is a realm where the constant pursuit of delivering high-fidelity graphics, immersive gameplay mechanics, and adaptable experiences thrives and sets industry standards.

The ability of PC game creation to provide originality and variety in gaming experiences is one of its distinguishing features. From expansive open-world exploration to intensely competitive multiplayer epics, developers use cutting-edge tools and technology to produce a wide range of game genres. This diversity advances the industry with novel concepts and cutting-edge gameplay mechanisms in addition to satisfying a wide range of player tastes.

AI

AI is currently upending the sector that gave rise to it. Generative AI, which processes text, image, audio, and video inputs to produce new outputs of the same, has the potential to impact every aspect of entertainment. However, according to venture capital (VC) company Andreessen Horowitz, the gaming industry will undergo the biggest transformation. Because of their interactive nature, games must have a tonne of intricately created content. For example, the recently released cowboy adventure "Red Dead Redemption 2" features a landscape spanning 30 square miles and 60 hours of music. Budgets and timeframes could be significantly reduced by hiring AI assistants to process it.

According to King's technology leader, Steve Collins, artificial intelligence (AI) is an "explosion of opportunity," which is why the popular mobile game "Candy Crush Saga" exists. King employs artificial intelligence (AI) to determine how challenging a level is. King purchased Peltarion last year. According to Mr. Collins, "It's like having a million players at your disposal."

Web3

From the early days of pixelated visuals to the rich virtual worlds of today, gaming has frequently been at the forefront of technical innovation. But with the introduction of Web3, we are seeing a fundamental paradigm change that promises to completely reimagine the gaming experience.

The fundamental idea behind Web3 gaming is decentralization, which gives users the ability to fully own their in-game property and take part in thriving virtual economies. In addition to improving the gaming experience, this move toward player ownership gives developers new opportunities for creative expression and financial gain.

The maturation process of Web3 gaming is evidence of the industry's adaptability and inventiveness. One thing is certain as we negotiate the opportunities and difficulties that lie ahead: Web3 gaming is here to stay, and the possibilities are virtually limitless.

Furthermore, Web3 gaming platforms such as GameSwift are spearheading the adoption of creative ways to improve the Web3 gaming experience. Web3 projects use state-of-the-art technologies like automated AI market makers to offer developers and players alike smooth and effective liquidity solutions.

