

MONTHLY GAME INDUSTRY REPORT

September 2022

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Index

Games & Apps

- 1.Top 10 grossing mobile games in Q2 2022
- 2.Highest grossing mobile games of July 2022
- 3.Most downloaded mobile games of July 2022
- 4.Mobile game market review July 2022
- 5.Android apps generated more revenue than iOS apps did in Q2 2022

Cloud Streaming

- 1.Cloud Streaming will be the dominant gaming platform by 2025
- 2.Cloud gaming market to grow by \$5.7 billion from 2021 to 2026

Financial Reports

ROBLOX

Tencent 腾讯

ROVIO

KRAFTON

T2
TAKE-TWO
INTERACTIVE



netmarble

nexters

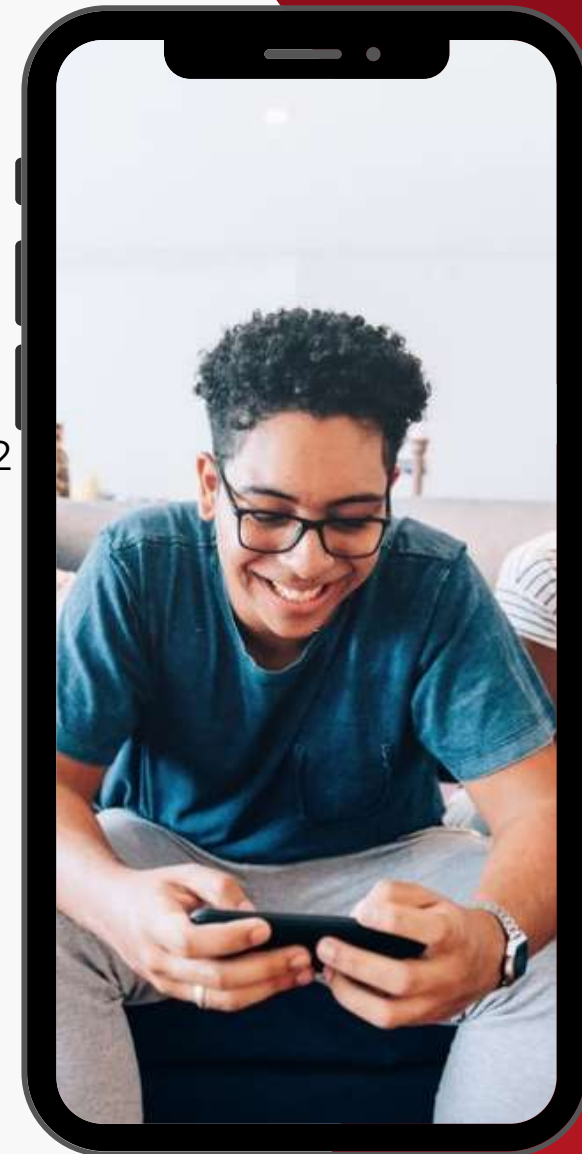


Playtika



Nintendo

NVIDIA

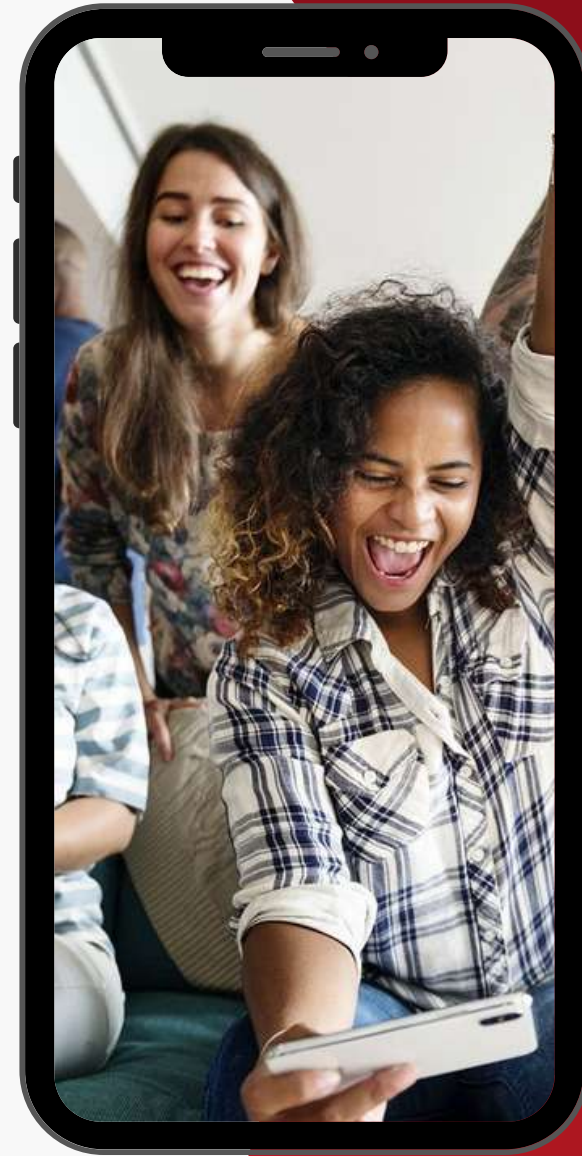


Country Focus

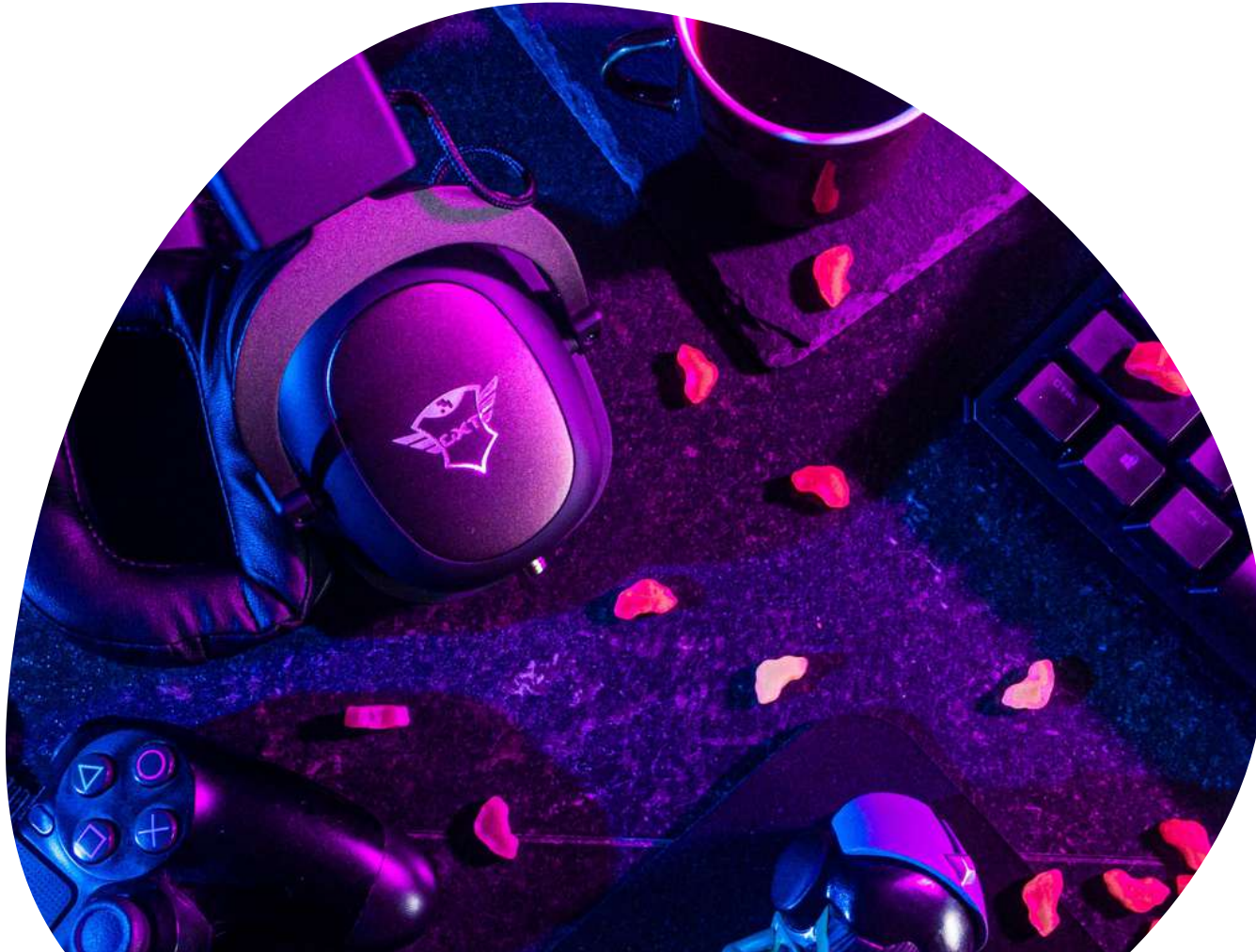
1. Turkey will continue to be the fastest-growing game market
2. North America leads the blockchain game investment in H1 2022
3. The cloud gaming market will grow \$5.73 billion by 2026, with the majority of growth coming from North America

Deals - H1 2022

1. Almost 71% of the deal value in H1 2022 came from five big deals



GAMES & APPS



Top 10 grossing mobile games in Q2 2022

During the three-month period, Lilith Games' Rise of Kingdoms reached \$2 billion in lifetime revenue and earned over \$179,5 million, becoming the most revenue-generating mobile game in Q2 2022.

Two major publishers, Playrix and Playtika had the most entries in the Top 10 charts Apptica shared with each having 16.2%, while Supercell and King followed them with 10.8% each, and Lilith with 8.1%.

King was the highest earning mobile game publisher in Q2 2022 with \$264 million across iOS and Android, followed by Lilith Games with \$254,6 million and Playrix with \$182,8 million.

Top-10 Grossing Games on Android Platform



Candy Crush Saga
by King

>\$122m



Coin Master
by Moon Active

>\$99,2m



Roblox
by Roblox Corporation

>\$68,1m

Top-10 Grossing Games on iOS Platform



Rise of Kingdoms
by Lilith Games

>\$179,5m



Candy Crush Saga
by King

>\$85,2m



Clash of Clans
by Supercell

>\$57,7m































[You can view the full report here.](#)

Highest grossing mobile games of July 2022

China-based video games and tech giant Tencent continued to dominate the mobile game market in July 2022. Tencent's Honor of Kings topped the overall revenue chart with \$225.88 in player spending, and PUBG Mobile earned approximately \$164.3 million and ranked second.

Both games heavily rely on the Chinese mobile game market, as nearly 95% of Honor of Kings' revenue and about 69% of PUBG Mobile's earnings came from China; the latter is dubbed "Game for Peace" in the country.

Top Mobile Games by Worldwide Revenue for July 2022

OVERALL REVENUE	APP STORE REVENUE	GOOGLE PLAY REVENUE
1  Honor of Kings TENCENT —	1  Honor of Kings TENCENT —	1  Coin Master MOON ACTIVE —
2  PUBG Mobile TENCENT ▲	2  PUBG Mobile TENCENT —	2  Candy Crush Saga KING ▲
3  Genshin Impact MIHOYO ▼	3  Genshin Impact MIHOYO —	3  Lineage M NECRAFT —
4  Candy Crush Saga KING ▲	4  Candy Crush Saga KING ▲	4  Uma Musume Pretty Derby CYBERAGENT ▲
5  Roblox ROBLOX ▲	5  Roblox ROBLOX ▲	5  Fate/Grand Order SONY ▲
6  Uma Musume Pretty Derby CYBERAGENT ▲	6  Three Kingdoms Tactics ALIBABA —	6  Pokémon GO NIANTIC ▼
7  Coin Master MOON ACTIVE —	7  Fantasy Westward Journey NETEASE ▼	7  Roblox ROBLOX —
8  Fate/Grand Order SONY ▲	8  Diablo Immortal BLIZZARD ★	8  Garena Free Fire GARENA ▼
9  Pokémon GO NIANTIC ▼	9  Uma Musume Pretty Derby CYBERAGENT ▲	9  Genshin Impact MIHOYO ▼
10  DBZ Dokkan Battle BANDAI NAMCO ▲	10  DBZ Dokkan Battle BANDAI NAMCO ▲	10  DBZ Dokkan Battle BANDAI NAMCO ▲

[You can view the full report here.](#)

Highest grossing mobile games of July 2022



For Honor of Kings, Taiwan and Thailand brought in the second and third most revenue, respectively at 2% and 1.6%, but Honor of Kings is expanding globally and the game is already in the closed beta stage worldwide, meaning other countries will start ranking soon and potentially take over Taiwan and Thailand, however, taking over China is nearly impossible at this point in time.

miHoYo's Genshin Impact ranks third in the overall revenue chart, followed by King's Candy Crush Saga at fourth and Roblox at fifth spots.

In July 2022, players spent about \$6.7 billion on mobile games across the App Store and Google Play, however, Google Play isn't available in China.

The US takes the number one spot in regards to player spending, generating over \$1.9 million (28.4%) in the 30-day period, followed by Japan at 20% and China at 17.8%, but, Google services not being available in the far eastern country makes this bit a bit unreliable, of course.

Activision Blizzard and NetEase's Diablo Immortal made its way back to the App Store's Top 10, earning way over \$100 million in total revenue and crossing 30 million downloads, meanwhile, Bandai Namco's Dragon Ball Z: Dokkan Battle generated about \$70 million from global player spending.

[You can view the full report here.](#)

Most downloaded mobile games of July 2022

Kitka Games' Fall Guys clone Stumble Guys continues to grow, in fact, the game took the number one spot in overall downloads, taking over Subway Surfers from Sybo and Garena Free Fire from Garena.

Stumble Guys was downloaded over 30.5 million times in July 2022, the increase in the number of downloads is about ten times compared to the previous year, showing once again Kitka Games played its cards right. Indonesia is the country with the most downloads (19.4%) followed by the US with 10.4%.

Top Mobile Games by Worldwide Revenue for July 2022

OVERALL DOWNLOADS	APP STORE DOWNLOADS	GOOGLE PLAY DOWNLOADS
1 Stumble Guys KITKA GAMES	1 Stumble Guys KITKA GAMES	1 Garena Free Fire GARENA
2 Subway Surfers SYBO GAMES	2 Subway Surfers SYBO GAMES	2 Stumble Guys KITKA GAMES
3 Garena Free Fire GARENA	3 Roblox ROBLOX	3 Subway Surfers SYBO GAMES
4 Roblox ROBLOX	4 Diablo Immortal BLIZZARD	4 Ludo King GAMETION
5 Ludo King GAMETION	5 PUBG Mobile TENCENT	5 Hair Tattoo AZUR GAMES
6 Candy Crush Saga KING	6 Arena Breakout TENCENT	6 Race Master 3D SAY GAMES
7 Bridge Race SUPERSONIC	7 Honor of Kings TENCENT	7 Roblox ROBLOX
8 Race Master 3D SAY GAMES	8 Fishdom PLAYRIX	8 Candy Crush Saga KING
9 PUBG Mobile TENCENT	9 League of Legends Esports Manager TENCENT	9 Bridge Race SUPERSONIC
10 Hair Tattoo AZUR GAMES	10 Fill The Fridge POLIC GAMES	10 Traffic and Driving Simulator MOBIRIX

[You can view the full report here.](#)

Most downloaded mobile games of July 2022



Sybo's Subway Surfers lost the top position, but the number of downloads saw an increase of 40.6%, up to 26.2 million installs year-over-year. India (15%) and Brazil (10.3%) are the top two countries boosting Subway Surfers' numbers.

Garena Free Fire, Roblox, and Ludo King are ranked third, fourth and fifth, respectively in terms of total downloads worldwide.

The data provider said the global mobile games market saw over 4.8 billion downloads during the 31-day period and the number of downloads increased by 1.5% percent year-over-year.

According to the report, India accumulated the most downloads in July 2022 with 784 million installs (16.2%), followed by the United States (%8.6) and Brazil (%8.5). China is missing from the list due to Google Play, among other Google services, not being available in the country.

An interesting bit Sensor Tower caught was only two hyper-casual games being on the list at this time: Bridge Race from Supersonic and Hair Tattoo from Azur Games. The data suggests this is the first time the hyper-casual genre generated less than a billion downloads (973.2 million) since November 2020.

[You can view the full report here.](#)

Mobile game market review July 2022 – Music-themed content trended

Games like Genshin Impact, PUBG Mobile, and Umamusume Pretty Derby (ウマ娘プリティーダービー) had music-themed events, and these generated considerable revenue. Per the report, the biggest update was the K-pop girl band, BLACKPINK, making their debut in PUBG: Mobile.

July was a month of many collaborations and anniversary events, according to the data provider. Game of Sultans Royal Pets celebrated its fourth anniversary and Cookie Run: Kingdom collaborated with Disney for a mammoth 50-day period. State of Survival teaming up with the UFC and so on.

The report includes detailed content and live event analysis of US, China, and Japan mobile markets and highlights the eye-catching details for each country.

[You can view the full report here.](#)

Android apps generated more revenue than iOS apps did in Q2 2022



According to the report, Android apps generated more revenue than apps on Apple's App Store. The revenue distribution was 54% Android and 46% percent iOS, however, free-to-play mobile game developers—especially hyper-casual game makers—should keep in mind that Google's new ad policy isn't pushed out yet, and the ad revenue distribution may change drastically in Q3 2022 unless these mobile game makers adjust their monetization strategies accordingly.

iOS used to be the dominating platform in terms of mobile ad revenue, however, not too long ago, Apple restrained the tracking capabilities of advertisers and allowed its users to opt out of data sharing with them. This caused lower eCPM rates, and led mobile game advertisers to shift budgets to Android; prior to the changes, Apple had approximately the 60% of the revenue distribution, meaning Android gained over 25% market share against its rival in the last two years.

[You can view the full report here.](#)

Applovin has the lead on both Android and iOS

It gets a little bit interesting here as ironSource and Unity Ads rank third and fourth respectively. Unity and ironSource combined can dethrone AppLovin, provided the merger goes smooth.

The report also includes ad revenue by country across iOS and Android, showing the USA, Japan, and the UK ranking first, second and third respectively for both markets.

iOS - Top ad monetization channels by ad revenue



Android - Top ad monetization channels by ad revenue



[You can view the full report here.](#)

CLOUD STREAMING



Cloud Streaming will be the dominant gaming platform by 2025

PERFORCE

Perforce interviewed over 300 industry professionals and arrived at a conclusion that streaming and cloud gaming will be the dominant way of playing video games in the near future.

The report suggests video game consumers will adapt to cloud gaming and according to nearly 40% of the surveyed developers, cloud gaming will become the dominant form of gaming by 2025. Game developers believe with less reliance on hardware, more accessibility, and ever-improving internet connection cloud gaming will reach more and more users.

Nearly half of the game developers are not that keen on NFTs, at least not at this moment. Nearly 50% of the developers said NFTs either will have minimal impact on video games or no impact at all.

[You can view the full report here.](#)

Cloud gaming market to grow by \$5.7 billion from 2021 to 2026



According to a report by Technavio, the cloud gaming market size is expected to increase by \$5.73 billion from 2021 to 2026, with a compound annual growth rate of 31.13%. The report also says that the most significant factor supporting the gaming market is the low cost and ease of access.

Stating that esports is one of the most fundamental categories contributing to this growth, the report mentions that the global cloud gaming market is expected to offer esports services in the future.

When users cannot provide fast and reliable internet connections, it is not possible to broadcast these games healthily. The report mentions that the inability of people living in rural areas to access fast internet technologies such as 5G and fiber will slow the growth of the cloud gaming market. In addition, it is estimated that companies will spend significant capital on investments in these areas.

[You can view the full report here.](#)

FINANCIAL REPORTS



Roblox reports Q2 losses of \$176m despite an increase in revenue

The USA-based developer joined the ranks of video game companies that reported disappointing numbers in this period. Roblox's revenue increased to \$591,2 million in the second quarter, but the gaming entity also saw a net loss of \$176,4 million or \$0.30 a share. The company's bookings were also down by 4% year-on-year, to \$639.9 million.

It's not all bad news for the gaming giant though, as the average daily active users (DAUs) were up 21% year-over-year, to 52.2 million and players' engagement time also increased by 16% year-over-year, to 11.3 billion hours.

Roblox CEO David Baszucki believes the company is making major progress despite the increasing net debt. Roblox has been expanding globally and making long time investments in several areas.

- Net Revenue: \$591.2 (30% up)
- Net Bookings: \$639.9 million (4% down)
- Net loss: \$176,4 million
- Net loss per share: \$0.30

[You can view the full report here.](#)

Angry Birds owner Rovio posts good financial results in a market facing headwinds in Q2



The Finnish video game developer's revenue in the three-month period that ended June 30 rose 14% to €78.4 million and the group adjusted EBITDA increased to €15 million. The company also posted positive results in operating profit: €11.3 million. The adjusted operating profit margin increased to 14.3% according to the report. The company's bookings also saw an increase by 8.8% to €72.4 million.

The Angry Birds franchise also saw growth across multiple titles, and the latest installment in the franchise, Angry Birds Journey, generated €7.3 million in gross bookings. The game was launched back on January 20, 2022. Rovio's operating cash flow was reported as €15.3 million and earnings per share were €0.13.

Izmir-based hyper-casual game studio Ruby Games, which was acquired by Rovio back in August 2021, grew 23% year over year. However, hyper-casual maker's results were a bit down compared to its Q1 earnings. Rovio says the decline is due to "the global decline in advertising investment and Apple's ATT."

[You can view the full report here.](#)

Krafton reports a massive increase in net profit and player numbers in Q2 2022

KRAFTON

The South Korean video game maker posted \$326.5 million in revenue for Q2 2022, down 7.77% year-over-year, however, the company's net profit was \$149.4 million, increased by 37.2% year-over-year. Krafton also highlighted its operating profit as \$125 million, down by 6.8% compared to the same period last year.

The main revenue driver for the video game giant is PUBG Mobile, which ranks second in player earnings among mobile games worldwide. Krafton keeps the mobile version of PUBG alive with regular content updates, live events, and reward programs. They also work hard on localizing the in-game content across specific markets to increase revenue and profits. PUBG Mobile's main revenue streams are China, USA, and Turkey, per Sensor Tower's data.

The original PUBG that's available on PC and consoles is also doing quite well. The game switched to a new model and become free-to-play, and saw an increase of over 20% in average revenue per user across all PC and consoles. According to Krafton's financial report for Q2 2022, PUBG: Battlegrounds is acquiring more than 80,000 new players per day.

[You can view the full report here.](#)

Tencent posts revenue decline in Q2 2022

Tencent 腾讯

Tencent's revenue fell 3% year-over-year (and 1% quarter-over-quarter), down to 134 billion Chinese yuan (\$19.78 billion) and gross profit was down to 58 billion Chinese yuan (\$8.5 billion) seeing an 8% decline year-over-year.

The Chinese tech giant's non-IFRS operating profit also fell by 14% compared to the last year and hit 37 billion Chinese yuan (\$5.45 billion). The company's non-IFRS net profit attributable to equity holders was 28 billion Chinese yuan (\$4.1 billion), down 17% year-over-year.

Tencent's gaming division reported a 1% decrease in revenue year-over-year, both at home and across the world. Tencent is still strong at home, however, being frozen by NPPA makes things problematic for the gaming giant.

In China, Tencent brought in 38.1 billion yuan (\$4.5 billion), meanwhile, the gaming entity reported 10.7 billion yuan (\$1.58 billion) worldwide.

[You can view the full report here.](#)

Take-Two and Zynga share combined Q1 earnings



The gaming entity posted positive year-over-year numbers across almost all key metrics, however, Zynga wasn't a part of Take-Two back then, hence a direct comparison with the previous period makes almost no sense.

Take-Two also updated its outlook for the fiscal year 2023 Net Bookings of \$5.8 billion to \$5.9 billion, after including Zynga's numbers in the report.

During the three-month period ended June 30, 2022, Take-Two saw growth in recurrent consumer spending across titles like NBA 2K22, Tiny Tina's Wonderlands, and Top Eleven. The company said these games performed above expectations.

According to the official report —combined with Zynga— Take-Two's recurrent consumer spending (RCs) was up by 48%, but without Zynga, it's down by 10%, however, digitally-delivered net bookings growth is up by 41% with Zynga, and up by 2% even without Zynga's inclusion. Not great, of course, but still a minor growth.

- GAAP Net Revenue: \$ 1,102 billion (36% up)
- Operating Expenses: \$704 million
- Net Bookings: \$1 billion (41% up)
- GAAP net loss: \$104 million
- GAAP net loss per share: \$0.76

[You can view the full report here.](#)

Nexters' Q1 2022 financial results show record high quarterly revenues and profits



Nexters' first quarter revenue grew substantially compared to last year. The company announced a 45% growth rate and broke its own record by reaching \$126 million in revenue. In addition, the company announced a net profit of \$ 23 million this year, instead of the \$ 12 million loss from last year, and earned \$ 18 million from its operating activities.

The company's quarterly net bookings grew 13% year-over-year. One of the most critical drivers of this growth was the nexters' 375,000 monthly paying users. These users grew by 18% compared to last year and pleased the company. Nexters also invested \$100 million to acquire mid-core games developers Cubic Games, RJ Games, and Royal Ark. One of the main drivers of this investment was the company's vision to expand into the mid-core genre.

The platforms that enable the company to obtain this data show that the mobile platform accounts for 64% of the revenues. On the PC platform, while the situation is 36%, it turns out there is a 1% change on both platforms compared to last year. In addition, the largest share of the company's revenues is in America with 31%, followed by Asia with 28%, Europe with 21%, FSU and other regions with 10%.

[You can view the full report here.](#)

Netmarble announces net loss in their Q2 2022 report



Netmarble, a major South Korean game developer and publisher, has announced a 120.5 billion KRW (\$92.5 million) net loss in their Q2 2022 report. The company had declared a net profit of 48.2 billion KRW (\$36.2 million) in the same quarter last year.

Compared with the same quarter from last year, the net revenue of the company increased by 14.4%, as Netmarble earned 660.6 billion KRW (\$535.95 million).

The company's operating loss has been declared as 34.7 billion KRW (\$25.8 million). This is a significant change compared to last year's operating profit of 16.2 billion KRW (\$12 million).

The report states two leading causes for this loss. Even though the launch of new titles assisted revenue growth, they also caused a considerable increase in marketing expenses and caused the EBITDA to plummet to 3.3%.

Year-over-year EBITDA has seen a 48.6% decrease with 21.5 billion KRW (\$17.46 million) in earnings. The second reason of this decrease has been identified as the exchange rate, causing "higher borrowing-related losses," among other handicaps.

[You can view the full report here.](#)

Starbreeze Studios continues to report net loss in Q2 2022



PAYDAY accounted for SEK 30.0 million (\$2.8 million) of net sales. That shows the Payday franchise generated the majority of sales.

Depreciation, amortization, and impairment totaled SEK 14.8 million. Profit/loss before tax stated as SEK -10.8 million. Basic and diluted earnings per share totaled SEK -0.02.

In the second quarter of 2022, PC sales decreased by %9 and amounted to SEK 24.7 million (27.3). On the other hand, console sales increased by approximately 19% to SEK 5.5 million (4.6).

- Net sales: SEK 31.8 million (\$2.9 million), 0.8% decrease year-over-year
- EBITDA: SEK 18.1 million (\$1.6 million) up from SEK -51.8 million (\$4.8 million) in Q2 2021
- Net loss: SEK -11.2 million (\$1 million), down from SEK -76.4 million (-\$7.1 million) in Q2 2021

[You can view the full report here.](#)

NetEase posts increased gaming revenues in Q2 2022



NetEase's report shows unaudited financial results for the quarter that ended June 30, so it should be viewed with caution. Per the report, only Youdao, NetEase's very own search engine reported a decrease (26.1%) in revenue year-over-year, down to \$142.8 million. NetEase's games, cloud music, innovative businesses, and other departments did considerably well.

According to the financial statement, the Chinese goliath saw an increase of 15.7% increase in gross profit, reaching \$1.9 billion year-over-year. Net income from continuing operations attributable to NetEase's shareholders was reported as \$807.7 million; income from continuing operations per share was \$0.25.

- NetEase reported \$3.5 billion in net revenue, meaning the company saw an increase of 12.8% year-over-year.
- The gaming division of the Chinese giant saw an increase of 15% year-over-year, up to 2.7\$ billion in net revenue.
- Cloud Music revenues saw a 29.5% increase in net revenue and went up to \$327.2 million.
- Innovative businesses and other net revenues, meanwhile, increased by 6.1% and reached \$279.4 million in revenue.

[You can view the full report here.](#)

Playtika's Q2 2022 financial report shows major growth in casual games



The company isn't worried about the current situation, however, as they've seen decent progress in other divisions. Per the earnings report, Playtika's average daily player conversion increased to 3.2%, and its casual games portfolio brought in 53.3% of that total revenue for this period. The gaming entity's direct-to-consumer channel also grew by 14.2% year-over-year and now represents 23.3% of its total revenue.

The video game and entertainment company saw an increase in overall revenue in Q2 2022, but only slightly. Q2 revenue was recorded as \$659.6 million, compared to \$659.2 million during the same period last year.

Playtika's net income during this three-month period is \$36.4 million; the company saw \$90 million back in Q2 2021.

The adjusted EBITDA (non-GAAP financial measure) was \$238.9 million versus \$264.4 million in the prior year.

[You can view the full report here.](#)

Nvidia misses Q2 expectations for revenue and earnings per share



The decline in expected revenue is massive; the chipmaker was expected to earn \$8.1 billion in revenue but reported \$6.7 billion for this quarter. Earnings per share were expected to be around \$1.26, however, Nvidia reported \$0.51, less than half of what was estimated.

While Nvidia's year-over-year revenue saw a 3% increase its net income was down by 72%, and other performance indicators aren't looking bright either, at least for the three-month period ended June 30. The company's non-GAAP summary paints a more positive picture, of course.

- Revenue: \$6.70 billion (Up 3% YoY)
- Gross margin: %43,5 (Down 21.3 pts YoY)
- Operating expenses: \$2,4 billion (Up %36 YoY)
- Operating income: \$499 million (Down %80 YoY)
- Net income: \$656 million (Down %72 YoY)
- Diluted earnings per share: \$0.26 (Down %72 YoY)

[You can view the full report here.](#)

Nintendo Q1 sales fall as sales of Switch top 111.08 million worldwide



According to Nintendo's financial results for the quarter ended June 2022, the gaming giant saw a drop in hardware sales and software sales. The Japan-based company also reported a decline in operating profit by 15.1% to 101.6 billion yen (approximately \$760 million), but the net profit was up by 28.3%, with a total value of 118.9 billion yen (nearly \$890 million).

The gaming giant reported 307.5 billion (about \$2.3 billion) in net sales. The company's forecast for the year is reported as 1.6 trillion yen (about \$12 billion).

According to Nintendo's financial report for Q1, Switch hardware sold an estimated 3.43 million units in the three months ending June 30, 2022, making its total sales 111.08 million worldwide.

The earnings report shows a 22.9% year-over-year decline in the number of units sold, but Nintendo assured listeners that the primary reason for the decline is "supply shortages in semiconductors and other components," however, the company also said other factors were also at play.

[You can view the full report here.](#)

Unity announced Q2 2022 financial results, no word on the Applovin merger



Unity Software announced second quarter 2022 financial results, which show 9% growth year-over-year and revenue of \$297 million for the three-month period that ended June 30. Unity CEO John Riccitiello said the results are consistent with the company's last update, but well below the standard Unity set for itself in regards to growth and value.

Unity didn't have the best month but delivered revenue at the high end of its guidance range. Unity Create was the heavy lifter of the quarter, generating revenue of \$121 million, up by 66% from a year ago.

- Revenue: \$297 million (9% up)
- Operating Expenses: \$397.8 million
- Net loss: \$204.1 million
- Net loss per share: \$0.69

However, the company's non-GAAP loss from operations was reported as \$44.1 million, or 15% of revenue. Having said that, most of the operating expenses are for the research and development division, which is responsible for coming up with new and innovative products and services for Unity.

[You can view the full report here.](#)

COUNTRY FOCUS

Türkiye



Turkey will continue to be the fastest-growing game market

Turkey is expected to be the fastest-growing video games market, with a compound growth rate of 24.1% between 2021 and 2026. Turkey is followed by Pakistan (21.9%) and India (18.3%), respectively.

Turkey will be the fastest-growing country in terms of consumer income, with a rate of 14.2% from 2021 to 2026. This rate covers not only the game industry but the entire entertainment industry; the most significant share comes from games. When we look at the data of Japan to understand how strong the growth in this area is, we can see that the compound growth rate is 1.4%. The top ten on the list are as follows:

1. Turkey
2. Argentina
3. India
4. Nigeria
5. Colombia
6. Saudi Arabia
7. Mexican
8. Pakistan
9. Indonesia
10. Chile

Turkey is currently the country that receives the most investments in Europe in terms of gaming. With such a significant investment rate, it is a matter of curiosity how the country will move forward in the coming years. There is no reason why the report's predictions should not come true if the investments are used correctly.

[You can view the full report here.](#)

Video game advertising will increase its superiority

The table also shows that integrated video game advertising revenues experienced a growth in 2021, which is thought to be a pandemic-induced explosion. From 2017 to 2026, integrated video game ads generated much more significant revenue than TV ads. Looking at the projections, integrated in-game ads will generate \$104.6 billion in revenue in 2026, while TV ads will generate \$25.7 billion in revenue.

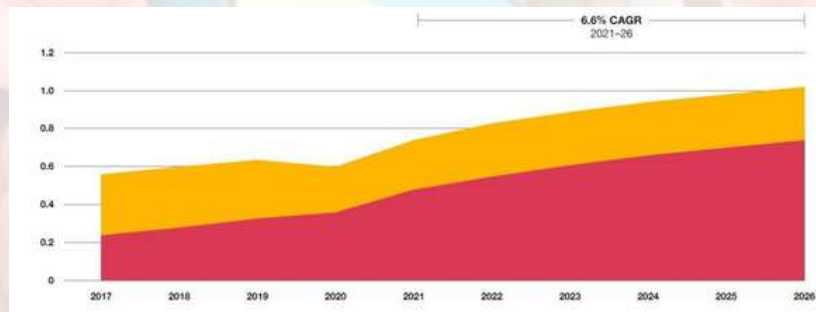
When we look at digital and non-digital advertisements, digital advertising stands out as expected. Digital advertising, which took up in 2018, seems to have accelerated its pace as it was not affected by the pandemic closures in 2020. On the contrary, it started to rise even more. While digital advertising has a market share of 0.48 and non-digital advertising has a market share of 0.27 billion dollars in 2021, these numbers will reach 0.74 and 0.29 billion dollars by 2026.

A US\$1tn advertising market

Global digital and non-digital E&M advertising revenue (US\$tn)

- Digital
- Non-digital

Marketers will keep spending more to meet customers where they are in digital spaces.

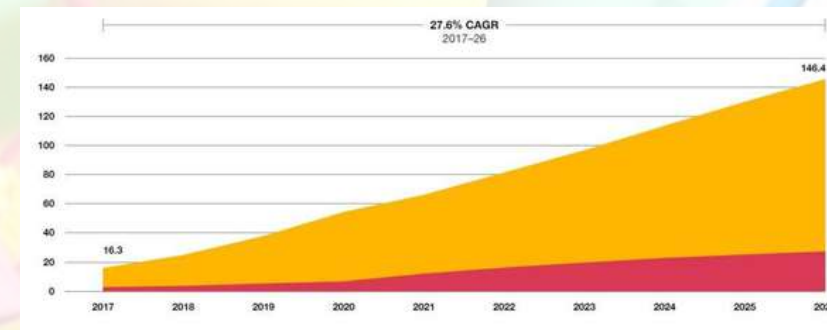


New platforms

In-app games and connected TV advertising revenue

- Connected TV advertising (20 countries only)
- n-app video game advertising

Advertising on connected television and in video games is turning into a significant market.



[You can view the full report here.](#)

COUNTRY FOCUS

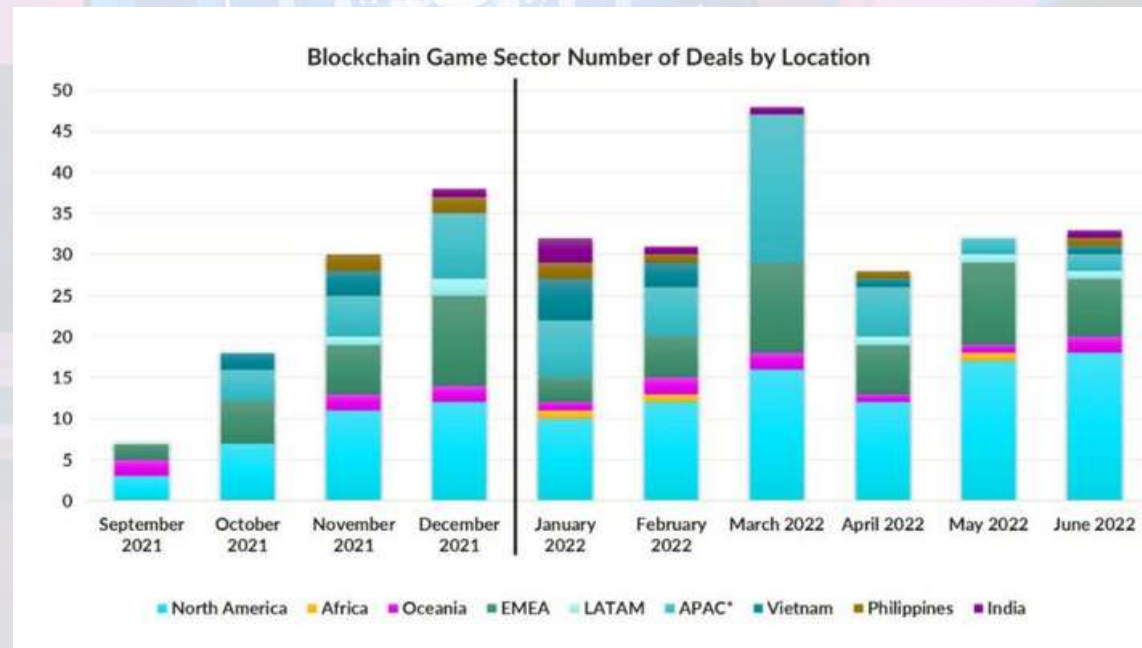
North America



North America leads the blockchain game investment in H1 2022

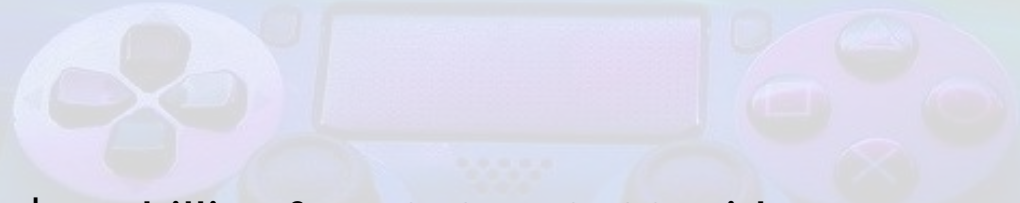
North America has had the majority of investments, thanks to many large tech firms and startups. Having collected \$296 million in investments with 18 deals in June alone, the region is ahead of its closest competitor, the European region, by \$217 million and 11 deals.

North America, which has come to the fore since October last year, seems to maintain its leadership healthily. However, we see that regions such as the Philippines and Vietnam stand out through companies such as Yield Guild Gaming and Sky Mavis.



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The cloud gaming market will grow \$5.73 billion by 2026, with the majority of growth coming from North America



Cloud gaming market size is expected to increase by \$5.73 billion from 2021 to 2026, with a compound annual growth rate of 31.13%. The report also says that the most significant factor supporting the gaming market is the low cost and ease of access.

It is thought that consoles with motion and facial recognition technology will substantially increase the cloud gaming market with AR / VR support. Computers, smart televisions, and mobile devices come right after game consoles. With the development of cloud gaming in the mobile device space, Logitech and Tencent announced that they are working on a portable cloud gaming device.

The country that will contribute the most to growth is expected to be North America, with 46%. North America was also a leader in blockchain game investments in the first half of 2022.

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DEALS - H1 2022



Almost 71% of the deal value in H1 2022 came from five big deals



There were 455 deals worth \$43.3 billion (\$113.5 billion with incomplete deals) in the first half of 2022. 72% of these deals were realized in the game industry.

More than \$3.6 billion has flowed into the game industry through more than 170 deals by the top 15 VCs. BITKRAFT Ventures topped the list with 33 deals and \$369 million, followed by Andreessen Horowitz with 11 deals and \$608 million, and Makers Fund with \$494 million through 14 deals. Considering the number of deals, BITKRAFT is the leader, but Andreessen Horowitz made the most valuable deals in the top 15 VC rankings.

[You can view the full report here.](#)

Almost 71% of the deal value in H1 2022 came from five big deals



The blockchain segment has seen good growth, and that growth continues. The number of deals concluded in the year's second quarter saw an increase of 4 times (20 versus 80) compared to the previous year. The top 3 deals were made by Improbable Worlds (Series B+, \$150 million), Sky Mavis (Series B+, \$150 million), and GEMS (Seed and Series A combined, \$150 million).

There are more deals worth of \$70 billion

The report does not contain all agreements. There are many deals announced but still unfinished, but the biggest of them is Microsoft's acquisition of Activision Blizzard for \$68.7 billion. While Microsoft hopes to close the deal before the end of this year, there are still countries and companies that have not ratified the deal. Two days ago Saudi Arabia's regulatory body approved the Acquisition first time.

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MONTHLY MOBILE GAME INDUSTRY REPORT

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