

Aream & | Gaming CEO
Co. | Survey

CONDUCTED IN DECEMBER 2024

MARKET OUTLOOK:

How optimistic are you about the evolution of consumer spending on gaming in 2025?

MORE OPTIMISTIC

49%

ABOUT THE SAME

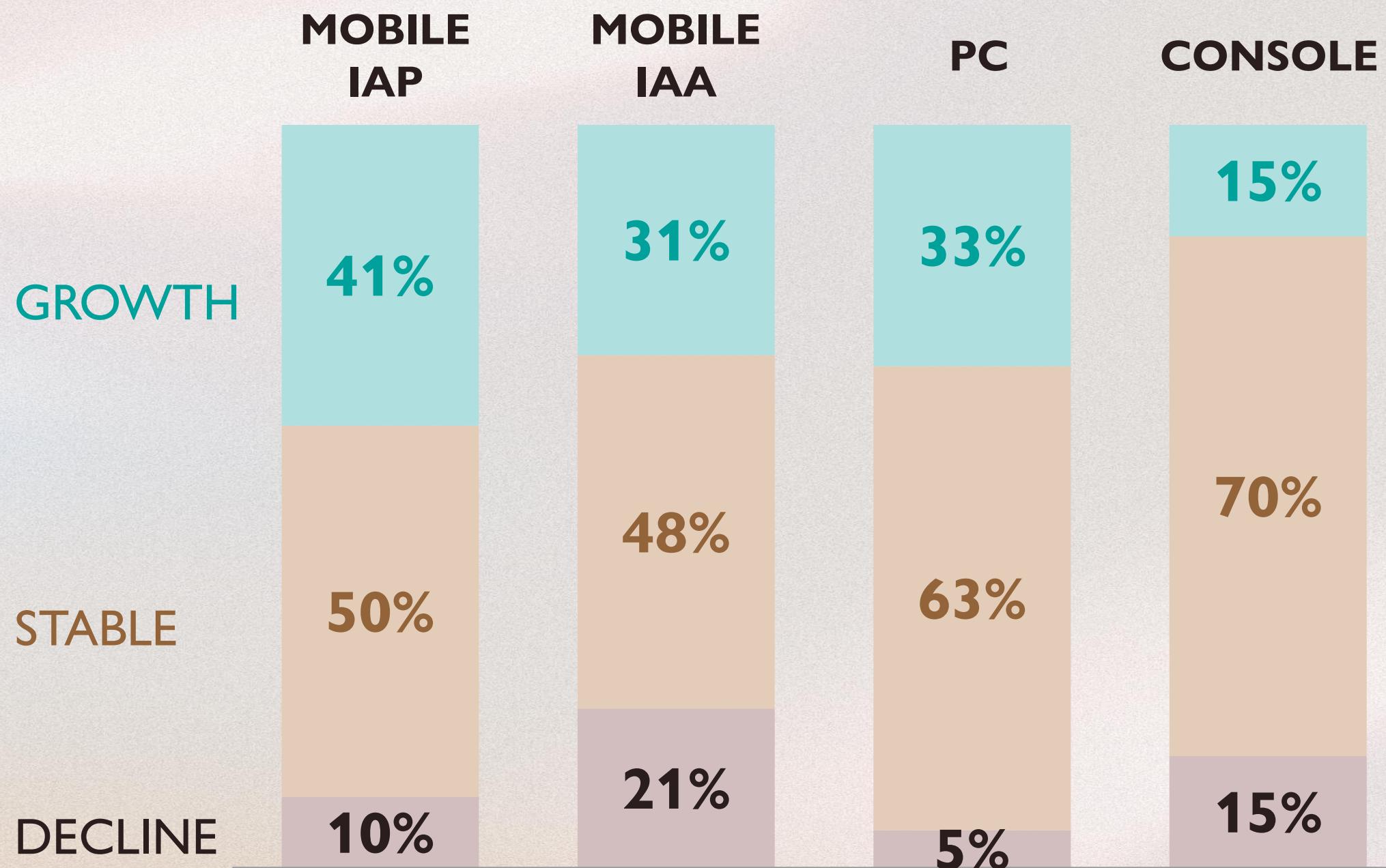
49%

LESS OPTIMISTIC

2%

MARKET OUTLOOK:

What is your outlook on the overall 2025 market growth across the following gaming segments?



MARKET OUTLOOK:

What is the biggest concern you have for the gaming industry heading into 2025?

CONTENT SATURATION /
OVER SUPPLY

33%

CHALLENGING UA /
MARKETING ENVIRONMENT

31%

MACRO CONDITIONS /
CONSUMER DEMAND

17%

RISING DEVELOPMENT COSTS

12%

REGULATORY CHANGES

5%

LACK OF INNOVATION

2%

COMPANY OUTLOOK:

Are you planning to start development of more games in 2025 vs. 2024?

MORE NEW GAMES

54%

ABOUT THE SAME

35%

FEWER /
NO NEW GAMES

12%

COMPANY OUTLOOK:

How do you anticipate your average budget per game to change in 2025 vs. 2024?

HIGHER AVERAGE BUDGET

37%

ABOUT THE SAME

49%

LOWER AVERAGE BUDGET

14%

COMPANY OUTLOOK:

How do you expect your company's marketing spend to evolve in 2025 vs. 2024?

HIGHER MARKETING

48%

ABOUT THE SAME

41%

LOWER MARKETING

12%

HR OUTLOOK:

In which area(s) are you most likely to add talent in 2025?

GAME DEVELOPMENT

71%

ENGINEERING

42%

LIVE OPS /
COMMUNITY

32%

MARKETING /UA

24%

OTHER

10%

AI OUTLOOK:

What is the current stage of AI adoption in your company?

ADVANCED
INTEGRATION ACROSS
MULTIPLE FUNCTIONS

21%

LIMITED IMPLEMENTATION
WITHIN SELECT USE
CASE(S)

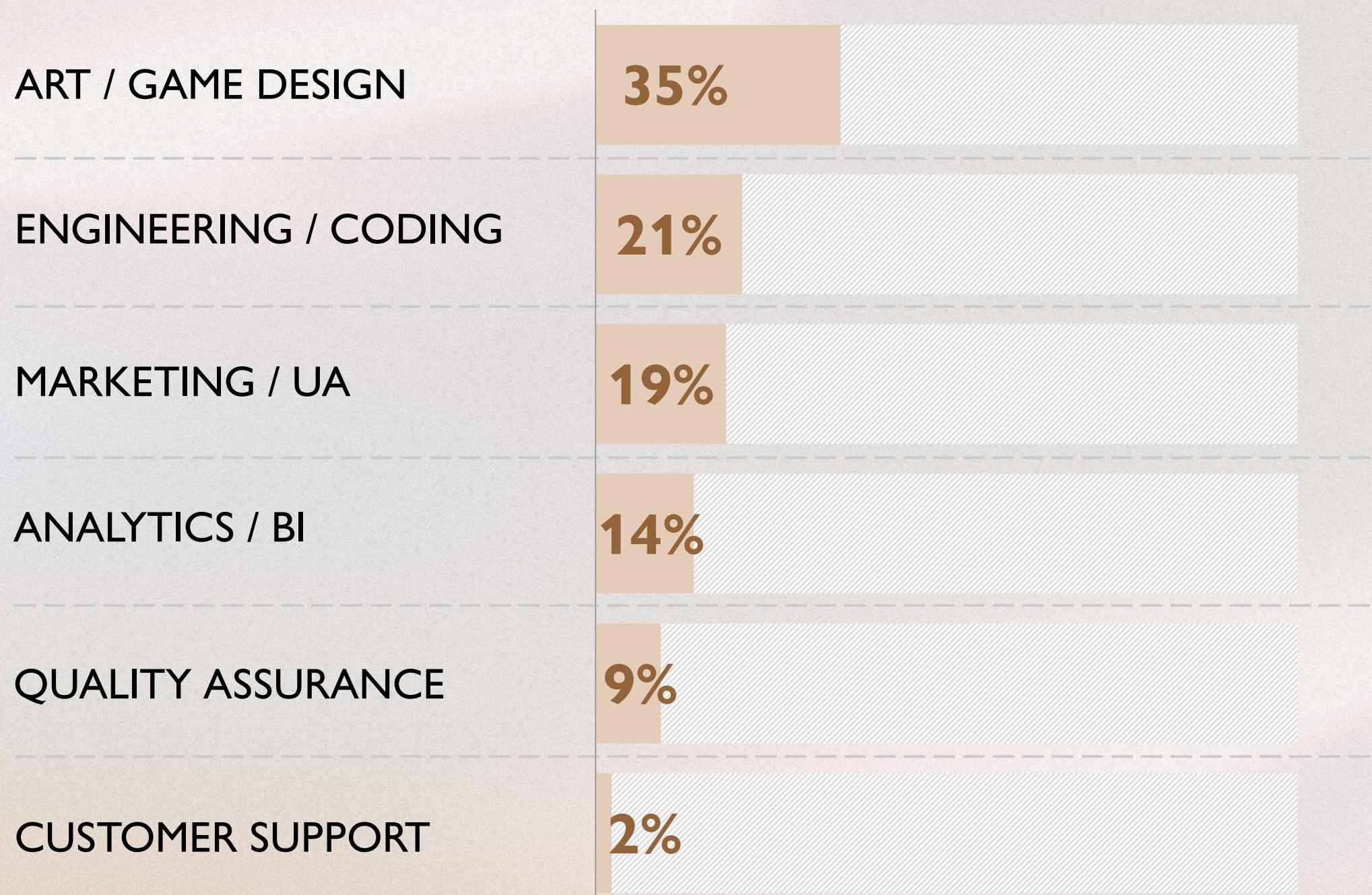
63%

EARLY DAYS /
PILOT PHASE

16%

AI OUTLOOK:

Where will AI create the most value to your business in 2025?



M&A OUTLOOK:

How do you anticipate your M&A pipeline to evolve in 2025 vs. 2024?

MORE M&A OPPORTUNITIES

71%

ABOUT THE SAME

29%

FEWER M&A OPPORTUNITIES

0%

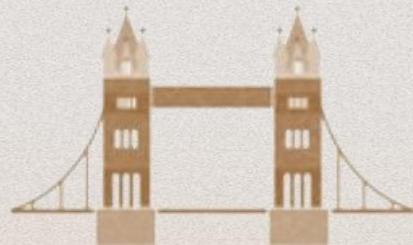
Aream & Co.

THE LARGEST GAMING-FOCUSED
INVESTMENT BANKING TEAM GLOBALLY

10+ YEARS SUPPORTING THE GAMING ECOSYSTEM

100+ TRANSACTIONS, \$37BN VALUE

20 GAMING BANKERS



LONDON



SAN
FRANCISCO



BERLIN

Aream & Co. – 2024 in review

17 GAMING TRANSACTIONS

\$5.8bn TRANSACTION VALUE

Easybrain

Sale to



\$1.2bn

MG

Acquisition of



\$620bn



Sale to



\$2bn

J A G E X

Sale to



R
REMEDY

Convertible loan issuance

Tencent 腾讯

SABER

Sale to

Beacon Interactive

\$247m

facepunch

Minority Investment from

Tencent 腾讯

VIRTUOS

Acquisition of



SHIVER

Sale to



GAMOVATION

Sale to



SPYKE

Minority Investment from

MOONACTIVE

FUTURLAB

Sale to



Sale to



Mobile gaming studio

Sale to

Strategic buyer

Strategic buyer

Acquisition of

AAA Game Development Services Provider

Hybrid Casual studio

Sale to

Strategic buyer