

Gaming-inspired Entertainment - US - 2022

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This report looks at the following areas:

- What's impacting gaming-inspired entertainment and how the gaming industry is evolving
- Who is watching gaming-inspired entertainment and who is typically with them
- Where to expect gamer's fan status to impact their viewership of gaming-inspired entertainment
- How gamers prefer to view gaming-inspired entertainment and post-engagement activities
- Why gamers do and do not engage more with gaming-inspired entertainment
- Gamers' attitudes toward gaming-inspired entertainment as a sub-industry

62% of US adults have seen gaming-inspired entertainment in the last year, among gamers that figure is closer to 75%, which is more than 150 million American gamers according to the Entertainment Software Association. Gaming-inspired TV shows are the preferred format among gamers; where longer run times may be more conducive to relaying complicated stories. Non-gamers prefer feature film presentations, which can take advantage of larger budgets and great spectacles of imaginative storytelling. Both offer ample opportunities for other brands to cross-promote with highly popular media.

Economically, the gaming industry pandemic lockdown-inspired gains seem to have run their course amid inflation and financial slowing. The industry appears to be level setting back to pre-2020 boom expectations, though there has been substantial growth when compared to 2019 expectations. Closing 2022 with a year-over-year decline is expected to be a minor speed bump before growth resumes in 2023.

Production studios that work on gaming-inspired content may be tempted to alter existing video game stories or characters, often cited as an attempt to appeal to a wider audience, but it's mostly gamers viewing these adaptations



"Gaming is already an entertainment industry juggernaut, and gaming-inspired entertainment serves to further reinforce that appeal for fans. Film production studios need to be mindful of fans' expectations, but those fans will happily ignore negative critics to go see their favorite characters on the big screen."

– Brian Benway, Gaming and Entertainment Analyst

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and they don't care for the changes to their favorite franchises. Producers, directors, writers working at these production studios may need to decide if they want to settle for putting their own unique spin on an existing story, or if a more faithful adaptation will put them behind the next breakout franchise popularity explosion.



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