



FOR IMMEDIATE RELEASE

Edison Trends Announces New Consumer Insights Product for Gaming Industry, Offering Actionable Market Intelligence for Console, PC, & Mobile Game Platforms

Granular item-level and near real-time consumer insights based on actual purchase patterns guide leading gaming companies and investors to navigate evolving consumer demand amid COVID-19 pandemic.

September 30, 2020 -- San Jose, CA -- Edison Trends (<http://trends.edison.tech>), the nation's trusted source for e-commerce research, today announced the availability of its new [Gaming Insights](#) products offering near real-time intelligence about Console, PC and Mobile gaming platform purchase patterns. These products provide actionable insights from an actual consumer purchase panel.

Critical e-commerce performance metrics which were previously hidden due to market blind spots are now available, allowing gaming companies to make more informed and dynamic business decisions that respond to rapidly evolving consumer behavior. Edison Trends provides insights based on more than \$1 billion in US e-receipt transactions per month, across more than 12,000 vendors, based on anonymized and aggregated consumer purchases from millions of online shoppers.

Gaming Insights from Edison Trends offers analysis of normalized sales and critical growth metrics across Console, PC, and Mobile gaming, including franchise title release sales, granular insights about gaming subscriptions, in-game spend/microtransaction purchases, special editions, and more. Monitor sales trending by publisher vs. publisher, platform vs. platform, title vs. title, and genre vs. genre. Analyze gaming sales, units, and share. Discover how discounts, promotions, pricing, and release date factor into growth opportunities. Edison Trends offers gaming insights without ever identifying any of the research participants. Read the [most recent 2020 Edison Trends Gaming research](#) for example insight capabilities.

"The need for gaming companies and investors to better understand shifting trends in consumer demand is critical in the wake of the COVID-19 pandemic and its effects on the gaming market," said Mikael Berner, CEO of Edison. "Edison Trends research educates our customers in near real-time about consumer purchase patterns so they can adjust strategic decisions to maximize returns and ultimately, serve people in more relevant ways-- whether specific to criteria like in-game spend options, gaming genres, title release frequencies, sale prices or other offerings."

Global consumer spend on games are forecasted to [grow to \\$196.0 billion](#) by 2022, with mobile gaming accounting for almost half of that market. In 2019, the U.S. became the world's largest gaming market by revenues, predominantly driven by console game revenues.

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KEY BENEFITS OF EDISON TRENDS

- **Proprietary and Representative of US Purchase Patterns** - Edison Software owns the source of the Edison Trends research panel, Edison Mail, directly. Edison is CCPA and GDPR compliant and allows consumers to opt-out of sharing data and to delete data at will. The Edison Trends research panel is representative of the entire U.S. population and is measured against the U.S. Census to ensure a high level of confidence in the accuracy of our insights. International insights are available for some countries.
- **Actionable Market Research** - Fast and immediate intelligence about online gaming trends, new entrants, and purchase patterns as they shift are delivered to customers in near real-time. Access consumer insights as recent as yesterday instead of last quarter for a competitive advantage. Understand, make decisions, and pivot to get ahead and stay ahead in your business.
- **Digestible** - You do not need to be a data scientist to understand and act on data presented in Edison Trends visualizations - anyone can use it!
- **Convenient** - Easily read, export and share reports from an intuitive dashboard available on mobile and desktop. Access whenever and wherever you need it, no software necessary as it is web-based.
- **Guide Informed Decisions** - Successful companies today serve their customers the best by making decisions that are data-driven. The feedback loop on any product, marketing, and growth strategy employed by a customer is almost immediate with Edison Trends.
- **Uncover Huge Opportunities** - Illuminate blind spots you've been missing to capitalize on opportunities to drive growth, for example a new entrant in your industry.
- **Customizable Analytics** - Customize your industry performance views to serve every stakeholder in your business. The research is self-serving so that you can build your own digital scorecard to assess shifting e-commerce patterns. Access customized data visualizations based on current e-commerce trends.

Contact us to learn more about Edison Trends at bizdev@edison.tech. Read examples of Edison Trends insight reports at <https://trends.edison.tech/research.html>

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About Edison Trends

Powered by the most advanced AI-based mail platform in the world, Edison Trends⁺ provides the most comprehensive and up-to-the moment e-commerce research. Trends delivers quality market intelligence -- accurate, detailed, and timely information updated weekly for more than

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12,000 private and public companies and brands across industries, including retail, travel, technology, and more. Trends is a compliant, flexible, and zero-risk research product based on a data panel owned directly by Edison Software.

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