



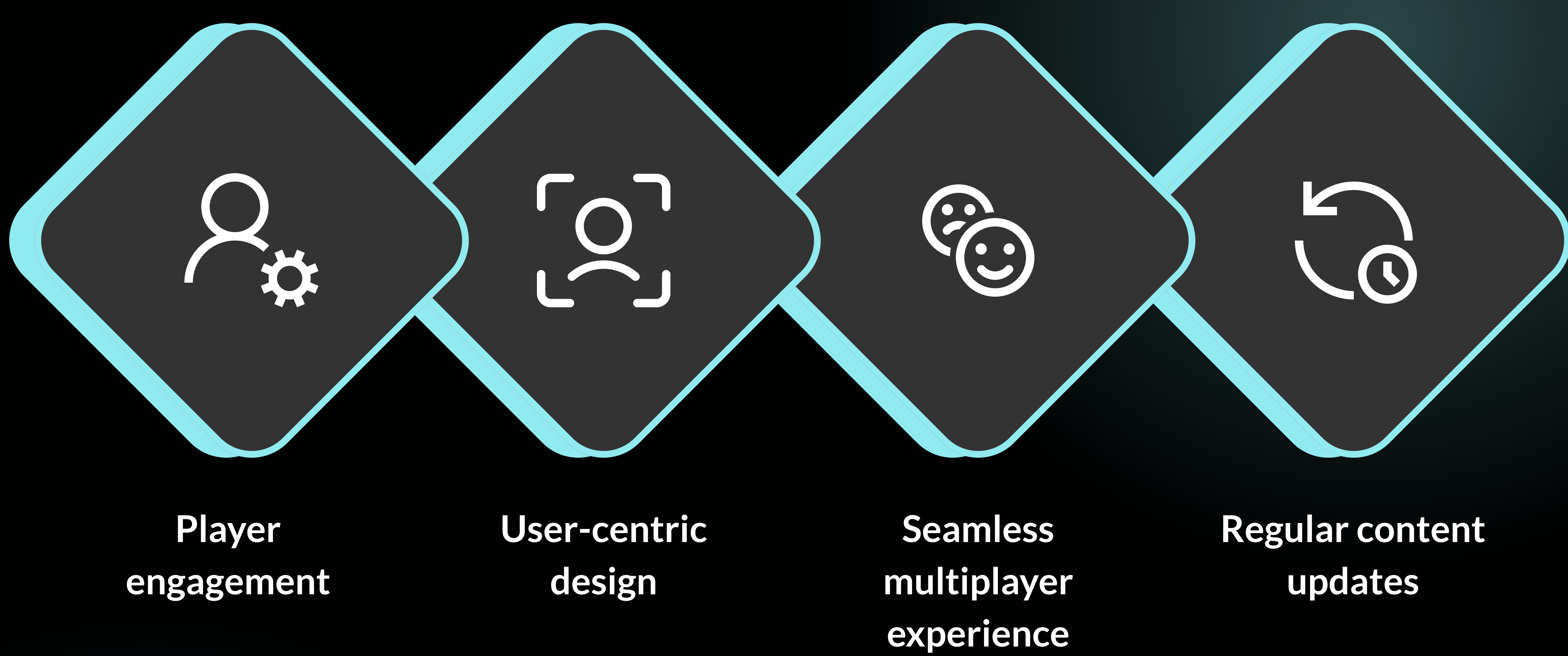
The Power of AI and Analytics in Crafting Next-Generation Games

- The total gaming revenue is anticipated to increase from **\$227 billion in 2023** to **\$312 billion in 2027** at a **CAGR of 7.9%**.¹
- The mobile gaming market is anticipated to increase from **\$114.96 billion in 2023** to **\$247.07 billion by 2030** at a **CAGR of 13.6%**.²

Key Gaming Trends



Gaming Success Factors



Playing to Win: AI in the Gaming Industry

- The size of the global Generative AI (GenAI) in the gaming market was **\$922 million in 2022** and is predicted to grow at a **CAGR of 23.3%**, bringing in an additional **\$7,105 million by 2032**.³

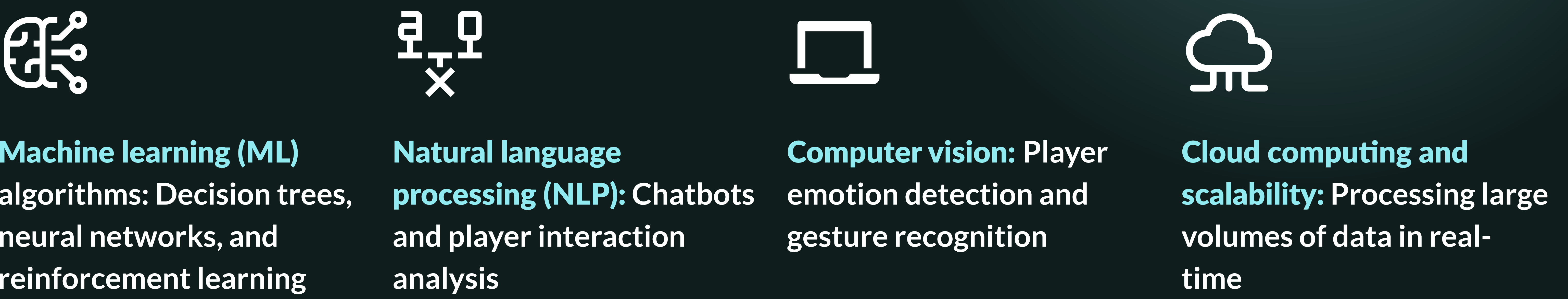
Ghostwriter, an in-house AI tool developed by Ubisoft in 2023, is said to create initial drafts of barks for video game writers.⁴

Reasons for Predictive Analytics and AI Investments

- To enhance player experience and engagement
- Create personalized content and recommendations
- Optimize in-game mechanics and balance
- Reduce churn and maximize player retention

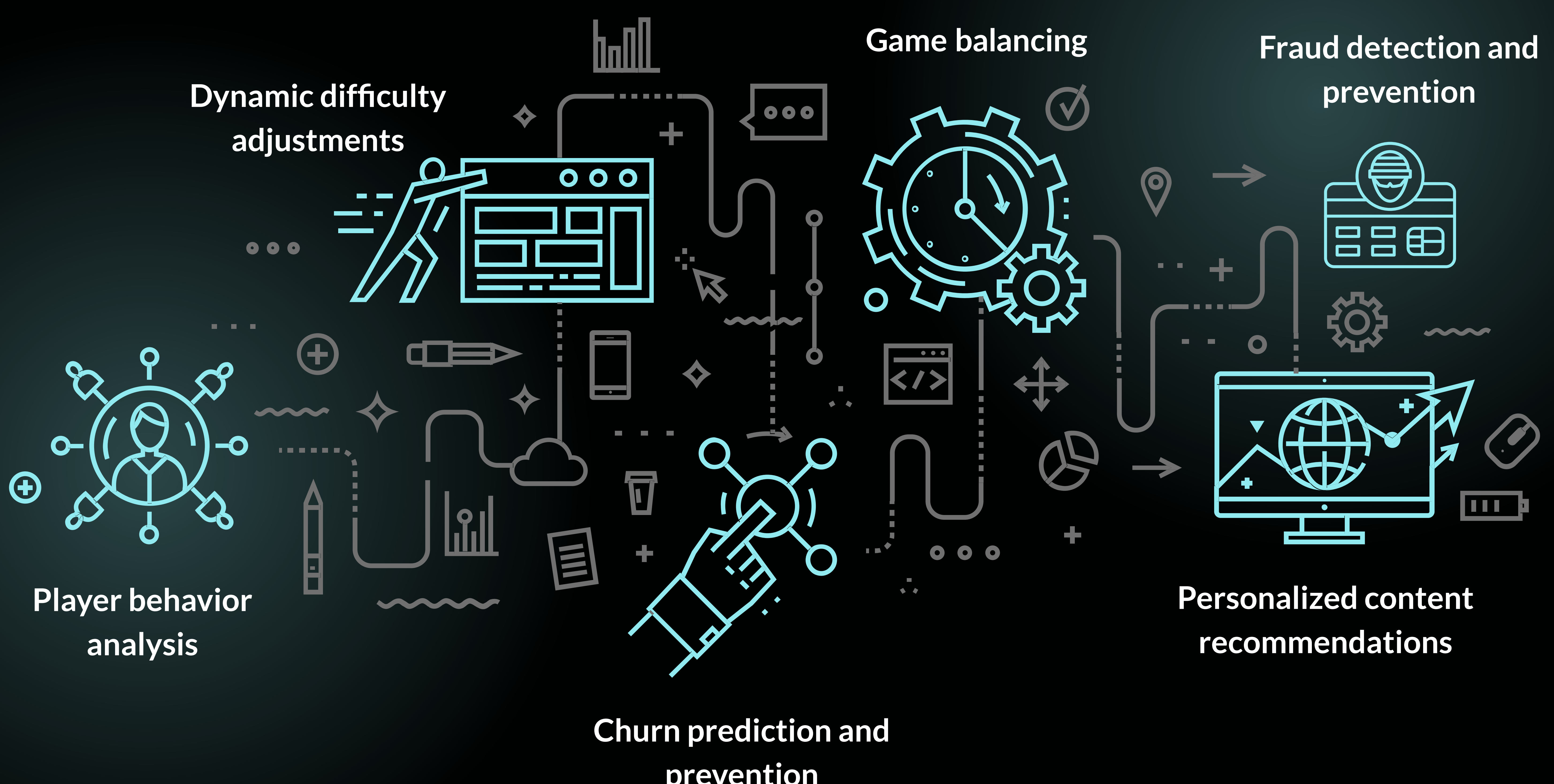
In 2023, Roblox (a Metaverse platform) introduced two generative AI tools, Code Assist and Material Generator, that can support user-generated content (UGC).⁵

The Building Blocks of Predictive Analytics and AI



NCSOFT released VARCO, which stands for Via AI, Realize your Creativity and Originality on August 16, 2023. It is a collection of large language models (LLMs) that can be utilized to produce various AI tools and services. With the help of its LLMs, NCSOFT introduced VARCO Studio, a platform for GenAI that increases efficiency in various aspects of game development, such as game design and art.⁶

Applications of Predictive Analytics and AI



Partner with LatentView Analytics to Level Up Your AI and Analytics Game

Unlock success with our data analytics and AI capabilities. Let's power your decisions with data-driven insights for enhanced player experiences and strategic growth. Partner with us now!