

Gaming IP becomes new media battleground

SVoD platforms driving growth of games adaptations

London, 26th September 2022: The number of adaptations of video game-based intellectual property (IP) by the TV and movie industries has been growing consistently over the last two decades, and today 20 to 25 movies and TV series are released per year based on games. The proportion of TV series in particular is increasing over time, according to a new study by Ampere Analysis.

Historically, most franchise building across video and games sectors has focused on entertainment IP being adapted into spin-off games. In fact, over a 40-year period more than 2,000 games were released based on existing entertainment IP – movies, live-action or animated TV series and anime content. In the early 2000s, there were typically just a small handful of major adaptations based on video games, such as movies based on *Lara Croft: Tomb Raider*, *Resident Evil* and the *Pokémon* franchises. However, since the early 2010s, the volume of game adaptations into TV shows and movies has been rising, peaking in 2016. Examples include the *Sonic the Hedgehog* movies and the *Arcane* animated TV series based on *League of Legends*.



Release year of TV Shows and Movies based on games



Source: Ampere Analytics + Commissioning

An increasing proportion of these releases are attributable to Subscription Video on Demand (SVoD) platforms, like Netflix and Amazon, who have been responsible for a number of original releases in the past five years.

Explosion of valuable, original IP in the game world

This boom in game adaptations has occurred during a period in which spend on film and TV content is at an all-time high, but a lot of revenue (especially box office) is concentrated around a small number of franchises. These are mostly owned by the major studios, leaving SVoD platforms searching for new sources of inspiration. At the same time, there has been an explosion of valuable original IP in the game world, through games like *Roblox*, *League of Legends*, *Fortnite* and *Minecraft*.



Largest games by popularity, 2021

Title	Status
Roblox	Original IP
Genshin Impact	Original IP
League of Legends	Original IP
Among Us	Original IP
Fortnite	Original IP
Minecraft	Original IP
Grand Theft Auto V	Existing Franchise
Resident Evil Village	Existing Franchise
Garena Free Fire	Original IP
Apex Legends	Original IP

Source: Ampere Games - Subscription

Gaming IP has become a new media battleground

In this way, gaming IP has become a battleground in the TV and movie industries, with many of the largest platforms entering the fray. Several high-profile game adaptations have performed very well recently. These include *Arcane*, based on the game *League of Legends*, which remained in the Netflix top 10 for six consecutive weeks, and *Uncharted* (Sony), which grossed over \$400 million box office globally.

Ampere Analysis Research Manager Lottie Towler explains: “From a cinematic viewpoint, studios recognise the value of utilising gaming IP and brand recognition with pre-existing fan bases. SVoD platforms meanwhile also see it as an opportunity to create

new original-based TV franchises, that differentiate them from competitors in an increasingly competitive market.”

Quality is also rising

As the audience expands for these adaptations and more money is invested, quality has been rising, which in turn helps to increase the potential audience. Since 2017, titles have been both higher-rated overall and critics’ ratings are reaching parity with audience ratings, implying a marked increase in overall quality without sacrificing audience enjoyment.

Ampere Analysis Research Manager, Lottie Towler concludes: “We expect further growth in cross-format IP, particularly generated from games, and there is a consistent upward trend in game adaptations. Of the 118 commissioned titles tracked since Q4 2018, just over half (63) are yet to be released, meaning the number of game adaptations available to consumers is only going to increase.”

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company’s experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com