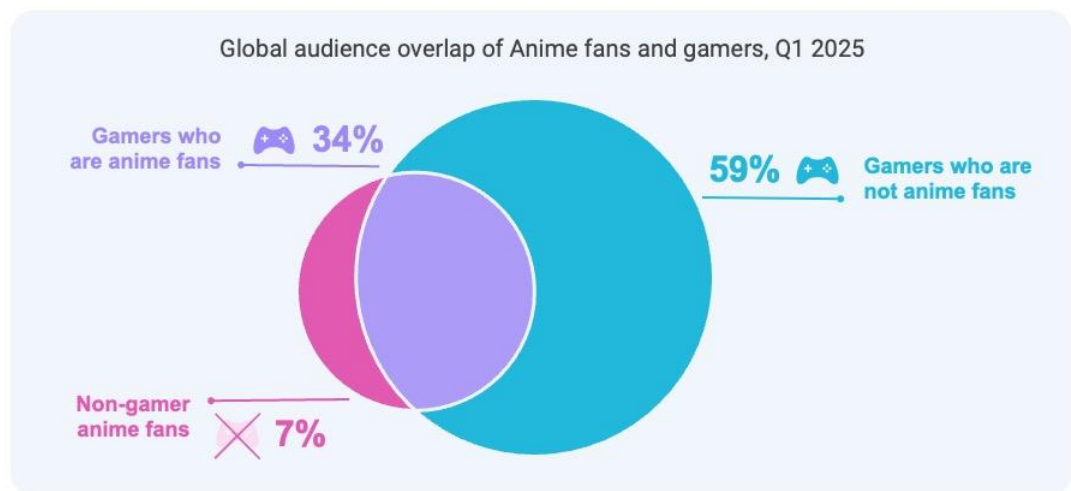


Levelling up Anime: Games power global fandom

Announced game-to-anime commissions grew by 137% YoY in 2024, rising to the third-largest source of IP

London, 20th October 2025: A new report from Ampere Analysis has found that announced game-to-anime commissions jumped 137% year-on-year last year, overtaking comics to become the third-largest source of adaptations. With anime's strong and growing appeal among gamers, video content producers are maximising game universes to reach established anime viewers and convert gaming audiences into new fans. As a result, game-based animation titles, such as *Devil May Cry*, have performed strongly, debuting in the global top 10 on Netflix within the first two weeks of release.



Source: Ampere Media- Consumer, n = 56,000
Note: Anime fans + gamers = 100%

Key findings from the report, 'Games and Animation: How transmedia strategies leverage IP'

- **Anime fandom at scale.** 35% of internet users aged 18 to 64 are anime fans; 83% of those are active gamers—a large audience hungry for animated content based on gaming IPs.
- **Familiarity boosts performance.** Ampere's analysis of search activity reveals that game-based Netflix Original titles were about 40 times as popular as other Netflix

Original animation titles in Q2 2025. Notably, *Arcane: League of Legends*, based on Riot Games' hugely popular online game, and the *Devil May Cry* TV series based on Capcom's well-known franchise, drove high popularity.

- **The third-largest source for adaptations.** Announced game IP into anime commissions overtook comics in 2024, placing them behind only manga and books. Commissioning is driven by the popularity of gaming among internet users today, with 93% of 18-64-year-old respondents to Ampere's media consumer survey* playing games more often than monthly.
- **Driving game engagement:** For game publishers, licensing IP for adaptation can have a significant impact on gaming activity. After the April 2025 launch of the *Devil May Cry* animated series, according to Ampere's game title tracking, monthly active users of the game *Devil May Cry 5* jumped by 313%.
- **The European opportunity:** The expanding anime fanbase presents an increasing opportunity for game-to-animation adaptations, particularly in Europe. Fast-growing countries include Germany and Finland. Here, the anime fanbase among internet users grew from 23% in Q3 2020 to 26% in Q3 2025, and from 25% in Q3 2020 to 34% in Q3 2025, respectively.
- **What's coming next:** With the expansion of anime fans globally, the pool of gamers who are anime fans for game IP holders to exploit will expand. Franchises with strong narratives, such as *Final Fantasy* or *Fire Emblem*, are ideal candidates for animation adaptations.

Katie Holt, Senior Analyst at Ampere Analysis, says: "Long-term audience expansion among anime fans and gamers will drive the growth of commissions in the coming years. While Japanese content has long been the first choice for adaptation, as anime fandom becomes more globalised, we will see a rise in animated adaptations from other sources - including from Western IP."

Ends

Notes to Editors

The analysis in this press release is taken from the report '[Games and Animation: How transmedia strategies leverage IP](#)'

*From Ampere's twice-yearly Media Consumer survey. 56,000 internet users aged 18-64 across 30 global markets participate per wave.

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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 games publishers, the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

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