

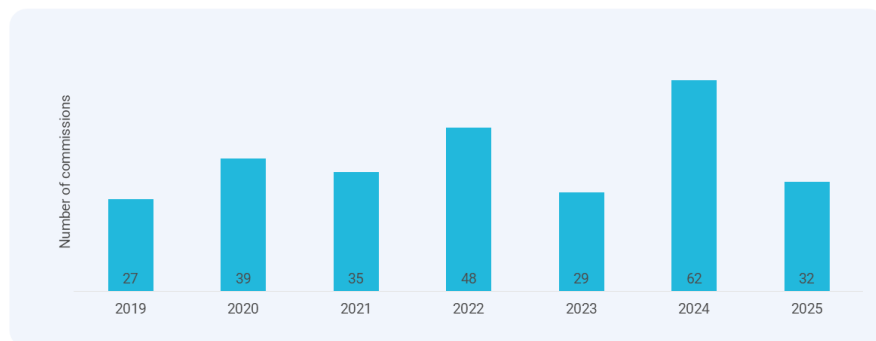
The Game IP Goldrush: Numerous standout titles are still up for grabs

Major studios aggressively pursue marquee game IP rights. Video game adaptations commissions have increased 30% annually since 2019.

London, 5th January 2026: New research from Ampere Analysis shows that major studios and streaming platforms are accelerating their push into video game adaptations, with commissions increasing by an average of 30% per year since 2019. While Hollywood’s most prominent players have already secured many of the most recognisable franchises, Ampere’s latest analysis finds that several high-potential game IPs with strong transmedia credentials remain unclaimed, presenting a fresh opportunity for studios seeking the next breakout hit.



Global video game adaptation commissions, 2019 - 2025



Source: Ampere Analytics – Commissioning

Key findings

- **Video game adaptation commissions have grown steadily since 2019**, with 272 titles greenlit between 2019 and 2025, peaking in 2024 with 62 new commissions amid intensified competition between streaming platforms and studios.
- **The market has shifted decisively towards live-action adaptations**, driven by the recent success of high-profile titles such as *The Last of Us* and *A Minecraft Movie*. In 2025, 69% of commissioned adaptations were live-action, more than double the share from the previous year.



- In the second half of 2025 alone, **18 new game adaptations were commissioned, with 78% of these live-action**, reflecting studios' increased confidence in large-scale, premium productions.
- Major studios, including **Warner Bros., Paramount, Netflix, Comcast, and Amazon, have already secured rights to 10 marquee game franchises**. These commissions reflect each studio's distribution strategy. Warner Bros. and Paramount Skydance are betting on theatrical releases. Amazon, Disney, Netflix, and Comcast prefer episodic content to deepen SVOD engagement.
- Ampere's comprehensive analysis of successful adaptations highlights three factors most strongly correlated with success: **a live-action format, a clearly defined narrative, and a larger-than-expected fandom**.
- Despite heavy competition, **several game IPs with strong popularity, recent releases, and distinctive worlds remain unclaimed according to Ampere's research**. That list includes four particularly high-profile titles: *Baldur's Gate III*, *Black Myth: Wu Kong*, *Hollow Knight: Silksong*, and *Sons of the Forest*.

Ronald Santa-Cruz, Research Manager and Games Subject Matter Expert at Ampere Analysis, says: "Studios have moved quickly to secure the biggest and most obvious game franchises, but our research shows there is still significant untapped potential in the market. The most successful adaptations tend to combine a clearly defined story with a format suited to live action and an addressable audience that extends beyond core fans. For studios willing to look beyond the usual suspects, there remains a strong pipeline of game IP that could translate into the next major transmedia success."

Ends

Notes to Editors and Methodology

*Ampere Analytics – Game Analytics tracks Xbox, PlayStation and Steam title activity and sales data for 47 markets.

** "Addressable Audience" is based on Ampere's Games Consumer survey data, which measures respondents' preferences for game genres and themes.

*** "Popularity" is Ampere Analysis' proprietary metric that measures online engagement with IPs. It is based on aggregated metrics, including interest volume and web traffic from major services such as Google and Wikipedia.

Ampere Analysis conducted a comprehensive study of video game adaptations to identify characteristics correlated with successful transmedia content. The study focused on adaptations released between January 2019 and August 2025, using Ampere's proprietary Commissioning and Games Analytics* data. 48 titles released between January 2019 and August 2025 were included in the analysis. The success of the titles was determined by the TV series renewal status or the film's box office revenue exceeding its budget.

The eight key characteristics are:

- A defined narrative
- Adaptation style (live action vs. animation)
- Addressable audience**
- Franchise first release year
- Franchise popularity***
- Title popularity
- Title recency
- ESRB age rating

For more information, contact Greenfields Communications or Ampere Analysis:

Corinna Staedel: corinna@greenfieldscommunications.com +1 912 506 5674

Lucy Green lgreen@greenfieldscommunications.com T: 07817 698366

Roya Sanei T: 020 3848 6400 roya.sanei@ampereanalysis.com

Dan Stevenson T: 020 3848 6400/07973 157317 dan.stevenson@ampereanalysis.com

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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