

FUTURE

# GAMING BROADCAST EVENTS

SOLVING DISCOVERABILITY

PC GAMER PRESENTS

**PC** GAMING  
SHOW

gameinradar PRESENTS

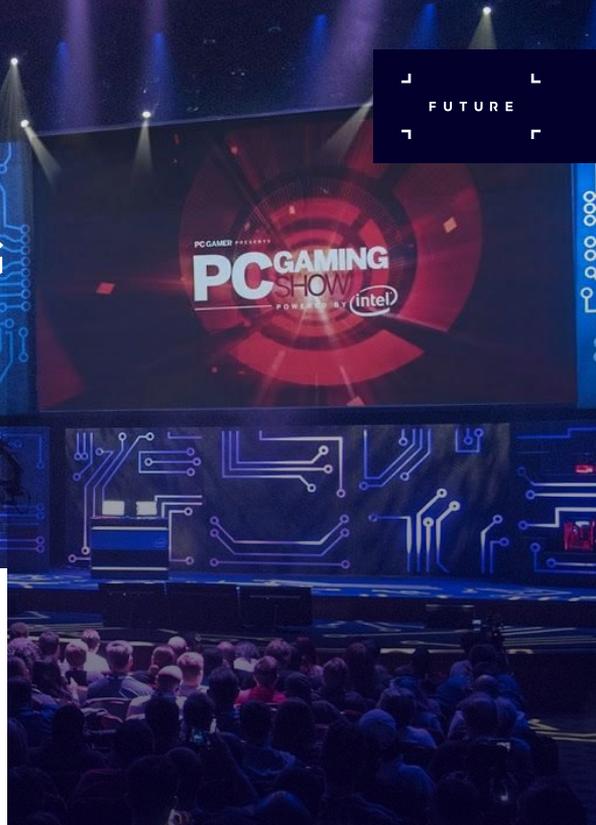
**FUTURE  
GAMES  
SHOW**

# WHAT ARE GAMING BROADCAST EVENTS AND WHY DEDICATE A REPORT TO THEM?

Gaming broadcast events are digital showcases featuring world premieres and exclusive announcements from some of the biggest console, PC and mobile game developers, publishers, and brands across the globe. These events have rapidly become a key factor in driving discoverability of new games.

In this report we'll look at the history of gaming shows and how they have grown. We will be sharing insight in to the unique value these events hold not only for gamers but also for developers, publishers, and major brands.

At Future, we have created a steady drumbeat of industry-leading gaming shows that are broadcast at key moments throughout the year. Our digital broadcasts offer a premium, high-energy environment for brands to connect with over 250 million gamers each year.



**Want to see more?**  
Click the buttons below for show previews:

PC GAMER PRESENTS  
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## GAMING EVENTS: THE HISTORY

The way audiences prefer to receive and consume news about gaming announcements and exclusives has transformed in the span of five years.

At Future, and our flagship gaming brands PC Gamer and GamesRadar+, we've embraced this change by making broadcast events a year-round focus for our audiences since 2015. But first, let's review the history of how we got to where we are today.

E3 (founded in 1995), Gamescom (2009), the Tokyo Game Show (1996), and similar events historically

represented stretches of days where gamers could learn a whole lot of useful information about new games.

They were multi-day, all-you-can-eat buffets of information. With the gaming press and creators as a filter, game developers arranged interviews, hands-on time, private demos, and generally showed new stuff to the expansive group of global media, who in turn would go and report, praise, and criticize their games, statements, and trailers to as many people as possible.

## E3: GONE BUT NOT FORGOTTEN

The COVID-19 pandemic made the operation of large-scale gaming industry expos challenging, and in 2021, E3 ended its two-decade run. Digital broadcasts such as Summer Game Fest and Future's PC Gaming Show and Future Games Show have picked up the mantle.

The spectacle of E3 is something that much of the Future audience misses to this day; it's an energy we aim to continue with our digital broadcasts. We don't just assume this, we know it thanks to feedback from viewers of our PC Gaming Shows and Future Games Shows broadcast this year.

“ The show is amazing. I love what you guys are doing, it really helps fill the gap left behind by E3 ”

***“Glad that this exists since E3 does not”***

*“The PC Gaming Show has by far become one of the best events to watch. **It fills a massive E3 gap for me** in terms of just getting hyped for new stuff”*

***“I miss the E3 festivities.*** [Future Games Show] has exceeded my expectations. I enjoyed the tone and amount of content”





## THE RISE OF DIRECT TO CONSUMER DIGITAL SHOWCASES

The pandemic only accelerated a trend that was already emerging: game makers using direct-to-consumer, pre-recorded presentations on Twitch, YouTube and everywhere else as a launching pad for their biggest announcements.

Livestream showcases represent a tremendous pivot from the way developers communicated with gamers in the 30 years that preceded them. These broadcasts centralize information about games.

Instead of millions of gamers experiencing a mosaic of information from hundreds of sources, most of us watch the same, unfiltered presentation at the same time.

These broadcasts have clear value to the biggest entities in gaming: **broadcasts give major publishers and platform holders a 30-to-120-minute moment where nearly all eyes are on them.**





# BEYOND THE BIG PLAYERS: THE CHALLENGE SMALLER DEVELOPERS FACE

Direct-to-consumer showcases are a major factor in why E3 closed its doors. Speaking on the demise of E3, ESA (Entertainment Software Association, the voice of the gaming industry in the U.S.) CEO Stanley Pierre-Louis said: ***"Companies now have access to consumers and to business relations through a variety of means, including their own individual showcases."***

However, the trajectory of this trend is notably out of step with other major gaming trends; namely there are vastly more new games released than ever before.

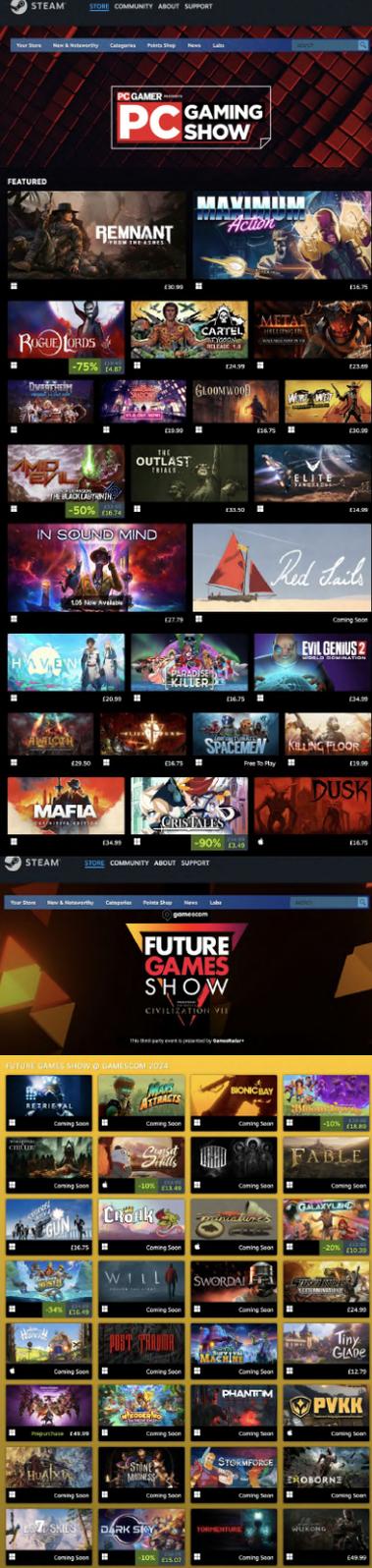
Not every developer or publisher has the resources, nor the existing relationship with an audience, to create their own showcase.

In 2014, the year before Future began the PC Gaming Show, there were only 1,359 new games released on Steam. Last year, in 2023, this has risen to 14,420.

GAMES RELEASED ON STEAM, ANNUALLY



Source: SteamDB, accessed 19 September 2024, <<https://steamdb.info/stats/releases/>>, total Steam releases



# DISCOVERABILITY: GIVING GAMES MORE TIME IN THE SUN

With an average of 39 games released every day on Steam and the rise of the games-as-a-service model - games which try to monopolize players' interest - the competition for player's attention is fierce.

There are, unfortunately, fantastic but overlooked games that are buried under the avalanche of new titles. Games which never make it to the front page of Steam under 'Top Sellers', or never reach explosive status and appear on the 'Most Watched' page on Twitch.

Highlighting overlooked games has been a long running focus of our Future Games teams. Since 2018, PC Gamer has been running the weekly feature "Five new Steam games you probably missed this week" and PC Gamer also continues to be the [most-subscribed](#) English language curator on Steam.

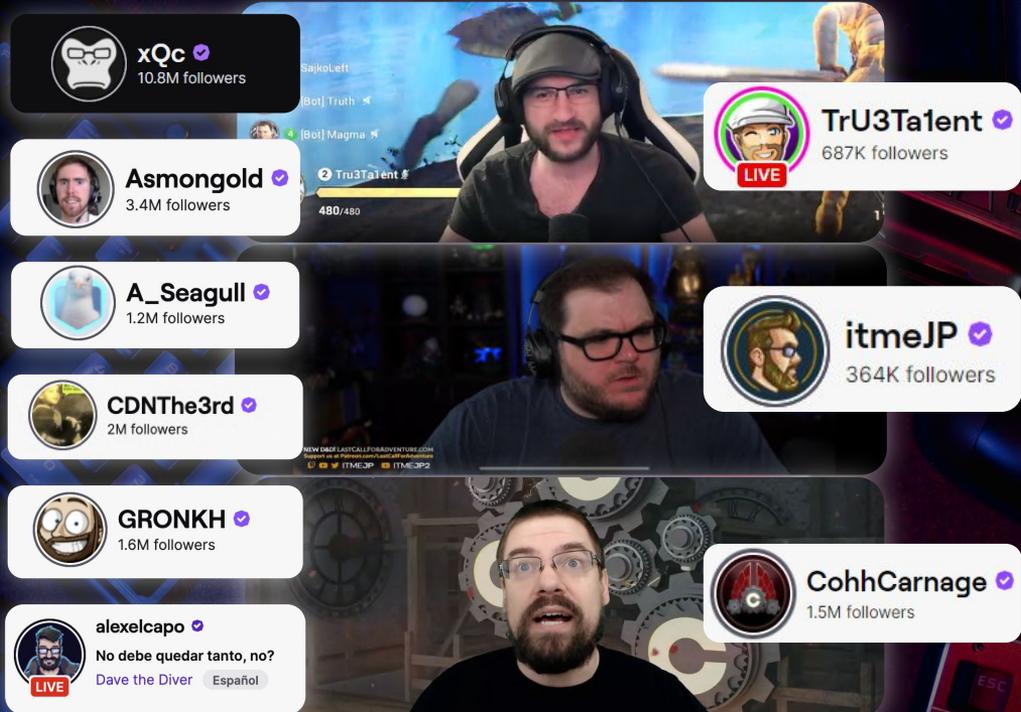
**One of the core purposes of the PC Gaming Show and Future Games Show is to highlight incredible games of which there are far too many for Xbox, PlayStation, or any other major platform to give sufficient sunlight to in their broadcasts.**



# TAPPING INTO OUR NETWORK OF CO-STREAMERS

Future reaches audiences outside of just our own broadcasts and platforms. Our shows are spectacles that co-streamers and influencers share with their own unique communities. The most recent show, the Future Games Show in association with Gamescom, was co-streamed live by popular creators such as [Zackrawrr](#), [xOc](#), [Elaijaz](#), [CohhCarnage](#), and [Forsen](#).

These co-streams help to amplify the reach of our broadcasts; the latest Future Games Show had a record breaking viewership of 77 million. Further, they allow viewers to experience the expertly produced shows through the familiar lens of their favorite streamers' channels, sharing their enthusiasm and excitement.



*\*examples of co streamers from previous shows*

# LEVELING THE PLAYING FIELD FOR SMALL DEVELOPERS

The other major trend at work here is the parity brought about more than a decade ago by digital distribution's supplanting of physical game sales. That sea change leveled the playing field for small developers, creating an ecosystem where a one-person project like 2016's Stardew Valley or Terraria can outsell and out-captivate many of the biggest franchises in gaming in a given year. In this way, broadcast showcases like the Future Games Show leans into the natural direction of travel for gaming.



**90%**

of Future's gaming audience buy games digitally



**2 in 5**

of Future's gaming audience now play games via subscription services

# DISCOVERING INDIE GEMS

## WHEN WE ASK OUR AUDIENCE WHY THEY WATCH OUR SHOWS

**95%**

To discover  
new games

**69%**

To see new  
Indie games

**76%**

To watch world  
premieres

**55%**

To see new  
AAA games

**Source:** "Gaming Broadcast Events: The Time is Now", Evan Lahti, PC Gamer Strategic Director, Future plc, 2024, "Future Games Show", The Lens, Future plc, Global, June 2024

“ Love the large amount of support for indies!”

“ The show was very enjoyable. It was amazing to see all of the different developers and the different genres of games.”

“ I love to see more indies. You guys are great at finding niche cool games”

“ I love that Future Games Show has given a platform for Indie developers [to] showcase their games.”

“ Thanks for keeping game shows alive and taking the risk of putting on an event of this scale, I appreciate seeing lots of lower profile and indie games in a bigger format like this.”

**Source:** "PCGS Summer 2024 Audience Survey", The Lens, Future plc, Global, June 2024 (N=3,355) / "Future Games Show", The Lens, Future, Global, June 2024 (N=312) / "Future Games Show", The Lens, Future, Global, August 2024 (N=552)



# SPOTLIGHTING THE UNDERDOG: HOW THE PC GAMING SHOW BRINGS UNIQUE GAMES CENTER STAGE

As the centralization of gaming information from major companies has only since deepened, the PC Gaming Show has turned out to be more than just a seat at the table for us, the media.

**They've provided a necessary stage for huge categories of games that would otherwise not be shown**, or be shown only a little, in a world where there were only three or four long-form presentations per year.

Take Tactical Breach Wizards, the “Wizard People Through Windows” indie title created by Tom Francis which appeared in the June 2024 PC Gaming Show. Speaking to GameDiscoverCo Tom shared the following:

*“Tactical Breach Wizards launched with 284,002 wishlists... before June this year, we had around 108,000 wishlists accumulated over that time.*

*“But the combination of a popular Next Fest demo and **a trailer in the PC Gaming Show in June 2024 basically doubled our wishlists to 216,000 in a few weeks.**”*



Tactical Breach Wizards - Official Release Date Trailer | PC Gaming Show 2024

Source: GameDiscoverCo, accessed 18 September 2024, <<https://newsletter.gamediscover.co/p/tactical-breach-wizards-how-this>>

# FUTURE GAMES SHOW

## STEAM FOLLOWER GROWTH

FUTURE

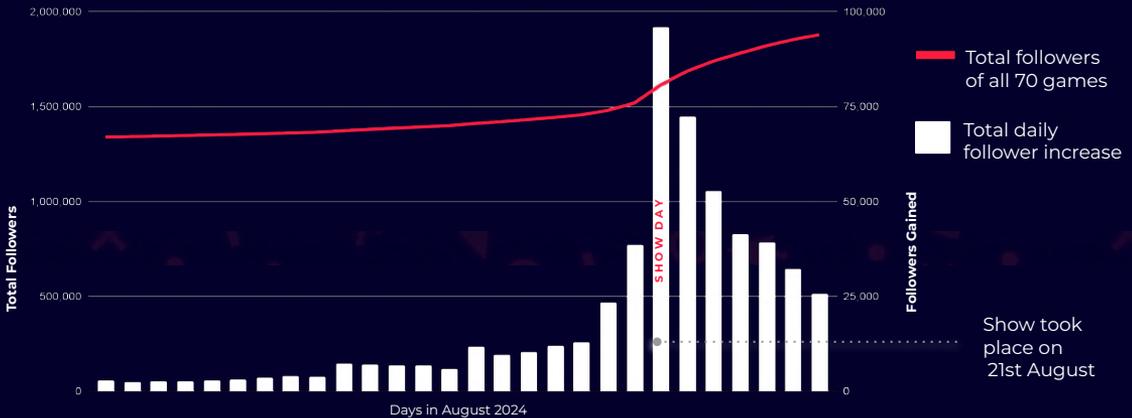
On the day of the August Future Games Show, the games appearing in the show gained a combined **95,902** followers on Steam

**90%**

of viewers wishlist a game featured in the show

**82%**

of show viewers buy a game featured in the show



## TOTAL WEEKLY STEAM FOLLOWERS GAINED



**Two weeks before show**  
4 August - 10 August



= 10,000 Steam followers

**One week before show**  
11 August - 17 August



Across the week of the show the games that were featured gained a combined **363,991** followers on Steam.

**Week of show**  
18 August - 24 August



Source: Gamalytic, accessed 27 August 2024, <<https://gamalytic.com>>, total combined Steam followers of the 70 games appearing in the show. "PCGS Summer 2024 Audience Survey", The Lens, Future, Global, June 2024 (N=3,355) / "Future Games Show", The Lens, Future, Global, June 2024 (N=312) / "Future Games Show", The Lens, Future, Global, August 2024 (N=552)



# EMBRACING DIVERSITY: THE DECENTRALIZED FUTURE

Instead of centralization, the work of developers and the passion of our audience merits a proportional constellation of gaming presentations to express the sprawling diversity of gaming.

Seeing this post-expo era beginning to form well before the pandemic, this is one of the reasons we established the PC Gaming Show in 2015. We had believed for years that the vibrancy of PC gaming demanded a stage dedicated just to the platform we loved, to draw attention to what made it special and its status as an innovation hatchery (battle royale, MOBAs, and some of the other biggest genres in gaming were born from mods created by individuals tinkering on PC).

We then followed this success with the Future Games Show in 2020 with a mission to celebrate the most exciting, unusual and innovative upcoming games across all formats.



With gaming more popular than ever before, ease of distribution driving record volumes of games releases, and digital purchasing and video consumption continuing to grow, the future of video broadcast events that help to make sense of the sector through curation and recommendation seems assured.

## EVENTS ROADMAP FOR 2025

We align our games broadcasts with key industry events, capitalizing on consumer interest and industry buzz.

### NOVEMBER '24

Celebrating and awarding the best games of the year with millions of votes cast.



### MARCH '25

Following GDC and PAX, the Spring Showcase dominates a traditionally quieter period.



### JUNE '25

For a decade, the PC Gaming Show has been the key event dedicated to computer gaming.



### SEPTEMBER '25

Explore the vast world of mobile gaming with the latest incarnation of our gaming shows.



### DECEMBER '24

A countdown to the top most wanted and most wished games for the year ahead.



### JUNE '25

Previously part of E3, our biggest premium show, is held at the start of June alongside other live shows.



### AUGUST '25

Associated with Gamescom, our show anchors the major updates gamers expect at the live event and amplifies to an online audience.

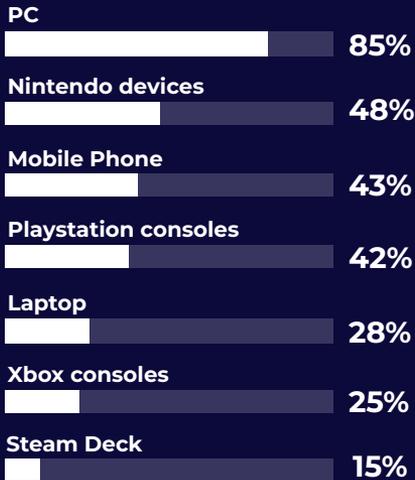


# OUR PASSIONATE AUDIENCE

「 FUTURE 「

Gaming is more popular than ever before, but watching gaming showcases on streaming platforms is something that particularly appeals to the the most core, passionate gamers.

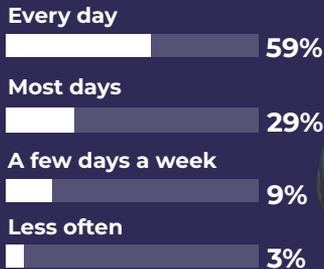
## DEVICES USED FOR GAMING:



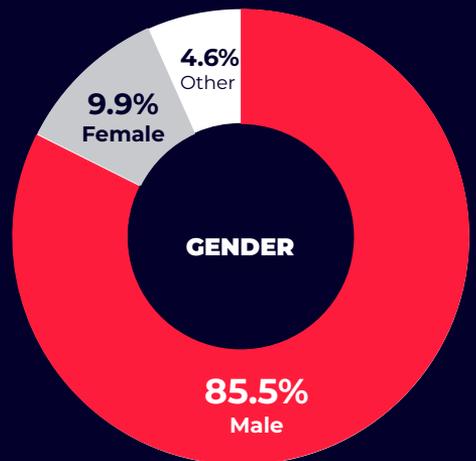
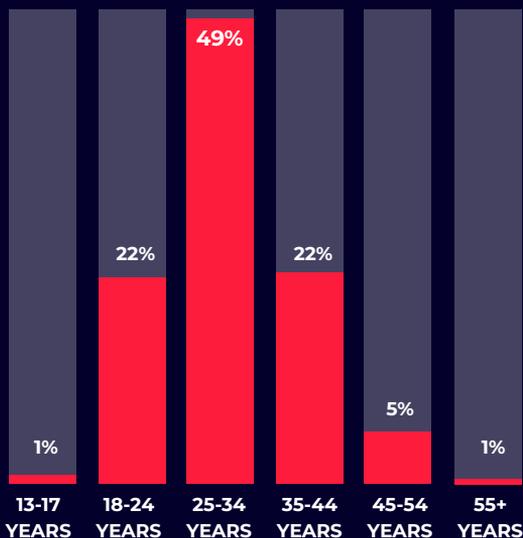
# 90%

Talk with friends about games featured in our shows

## HOW OFTEN THEY PLAY:



## AGE GROUPS:



# RECOMMENDATIONS WHEN APPEARING IN GAMES SHOW

## YOUR TRAILER

**Show off representative gameplay and give the audience a feeling of what they'll experience in game**

*"Less cinematic trailers that don't give an idea of what the game is like."*

- Future Games Show viewer

**Find your fun and flaunt it**

*"I wish game trailers told me why their game is special/ different/ unique... games may have a really unique mechanic and I'd never know. Some games just look like another bullet-hell twin-stick shooter or another Souls-like or another cozy-farm-sim."*

*Some games just look like another bullet-hell twin-stick shooter or another Souls-like or another cozy-farm-sim."*

- PC Gaming Show viewer

**Clearly show the launch date/period. Our audience get even more excited about soon-to-be released games**

*"More immediate purchases are more interesting."*

- Future Games Show viewer

## CHECKLIST

**Before the show:**

Make sure your store pages are ready to rock - we'll set up a Steam page showcasing all the games that appeared on the show.

Make sure your pages are localised - our shows are streamed in over 10 languages.

Tease your appearance on the show on your socials - build excitement.

**After the show**

Share clips of the show on your own platforms such as Youtube & Tiktok to continue the engagement.

As traffic is being driven to your Steam page in the days following, consider running live streams on the page to capture attention.



# WANT TO DISCOVER MORE?

[Click here to get in touch](#)



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**Sources:**

This report has combined the expert editorial perspective of Evan Lahti with data gathered from a number of Future research projects. During our gaming broadcasts we distribute surveys to our viewers who regularly provide thousands of responses and rich feedback. Additional thanks to resources such as Gamalytic, SteamDB, and Stream Hatchet.



# FUTURE IS THE GLOBAL LEADER IN SPECIALIST MEDIA

Future reaches a global audience of 300 million gamers, with two of the leading global gaming websites, one of the largest print portfolios in the gaming space, and a world-class series of premium broadcast gaming events.

In addition to games, Future is home to specialist media brands that ignite the passions of audiences across technology, entertainment, music, fashion, home interest, sports, and more.

Through our trusted, expert content we reach 1 in 3 adults online. Find out more about us and our portfolio of 200+ leading brands at [futureplc.com](https://futureplc.com)

