Game Sales Data

September 2026

ABOUT

SPARKERS

We are **experts** in data collection, management, analysis and delivery for the video game & entertainment industry.

Established in 2000, **Sparkers** (formerly recognized as B2Boost) have forged partnerships and offered data services to the video game industry for over **two decades**.

Backed by a demonstrable record of delivering **high-quality data**, Sparkers' products are trusted by leading players in the video game industry.

www.sparkers.com



sparkers™
your entertainment data companion

Our customers and data partners are leading firms in the video game industry

Publishers/Customers

Selecta Visión
WB Warner Bros.
Electronic Arts
T2 Take Two Interactive
ustwo
Activision Blizzard
Microsoft
io interactive
Square Enix
People Can Fly
Warhorse
Rising Star Games
gearbox software
ZeniMax Online Studios
Bandai Namco
Firemint
united label
inXile Entertainment
Tencent Games
Plaion
Sega
THQ Nordic
Marvelous
Sony Interactive Entertainment
nacon
Capcom
Saber Interactive
Just For Games
Level Infinite
Outright Games
Milestone
Arkane Studios
Amplitude Studios
Ubisoft
Crystal Dynamics
Don't Nod
Gaijin Games
Level Infinite
Steel City Interactive
Focus Home Interactive
eidos
Wizards of the Coast
Witte's Studio
Disney Interactive Studios
Ninja Theory
Mojang Studios
Gameforge
Kepler
dovetail games
Konami

Platforms

Consoles

PlayStation Network
XBOX LIVE
Nintendo eShop

PC

Steam
Uplay
Epic Games Store
Battle.net
Rockstar Games Launcher
Origin

Audiences

twitch
YouTube
KICK
dlive
trovo

Retailers

fnac
worten
GameStop
Cultura
amazon
GAME
cora
Micromania
startselect
Carrefour
mediaexpert
Game Mania
Intertoys
bart smit
DreamLand
E.Leclerc
bol.com
SMARTOYS
WOG
Auchan RETAIL
cool blue
The Warehouse Group
Primera
Euronet
BIGW
Casino
cdongroup
Alcampo
net on net
TOP TOY
El Corte Inglés
xtralife
JB HI-FI

1. Overview

WHAT GSD IS

GSD is the industry's own sales panel

Mandated by the video game industry, operated by Sparkers as a not-for-profit service. Members share their sales and get the panel back.

BASED ON

DECLARED

SALES DATA

Network reported sales are reported by the publishers themselves. No estimates, no modelling.
Network modelled sales for everything that is not reported, calibrated on real data points.

60+

PUBLISHERS

Representing 500+ developers in the Network panel, plus 200+ retailers and distributors in Retail.

Weekly

WORLDWIDE

Every week, by country, at title and SKU level.
Historical data from 2014 in EMEA & APAC, from 2020 in the Americas.

Industry

RESTRICTED

Data stays inside the industry. Members only, no commercial resale - which is why GSD is the cheapest service on the market.

Console and PC · PlayStation Network · Xbox · Nintendo eShop · PC storefronts · plus 19 retail markets

Game Sales Data

An industry-operated global video game sales tracking and reporting solution, providing factual, verified sales data sourced directly from publishers, developers, and retailers.

Real Worldwide Sales Data

Accurate and verified video game sales data for Network reported sales, sourced directly from publishers, developers, distributors and retailers for panel data (Retail panel and Network reported sales). Network modelled sales for everything that is not reported.

Industry Operated and Trusted

An industry-led initiative, operating strictly within the boundaries of the video game ecosystem. Data is never sold or used externally from supplying members.

Exclusive Access Only The Games Industry

Data is never re-sold or shared externally. All data remains within the hands of contributing members. GSD operated with no commercial resale agenda, ensuring neutrality and data integrity.

A Growing Panel of Publishers

GSD sources its data from over 100 publishers, distributors, developers and retailers. GSD is expanding to welcome Indies, A's and AAs into the initiative.

Not-for-profit initiative

The lowest price on the market, accessible for all publishers. The price is here to cover the costs only.

Game Sales Data

Video Game Sales Panels

GSD partners with publishers, developers, distributors & retailers across the world to report on comprehensive video game sales panels. Data can only be accessed by active industry members.



Network Full-Game Software

Digital console & PC full-game downloads made on PlayStation Network, Xbox Live, Nintendo eShop and PC.



Network In-Game Transactions

Digital In-game related purchased including expansion passes, add-ons, season passes and more.



Retail Video Games

Physical video game sales across Full-Game Software, Point Cards, Subscription Cards, Hardware and Gaming Peripherals.

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2. GSD panels and methodology

GSD Network Panel | Worldwide Coverage



Countries **temporarily excluded** due to legal reasons include China, Cuba, Iran, Kosovo, North Korea, South Sudan & Western Sahara.

GSD Network Panel | Methodology

Publishers and developers receive access to GSD's Worldwide Network Full-Game Software panel by contributing their own sales to the panel.

Data is available from:

- **2014** for **EMEA + APAC**
- **2020** for **North America**

Data is updated every **Week** for the prior reporting week.

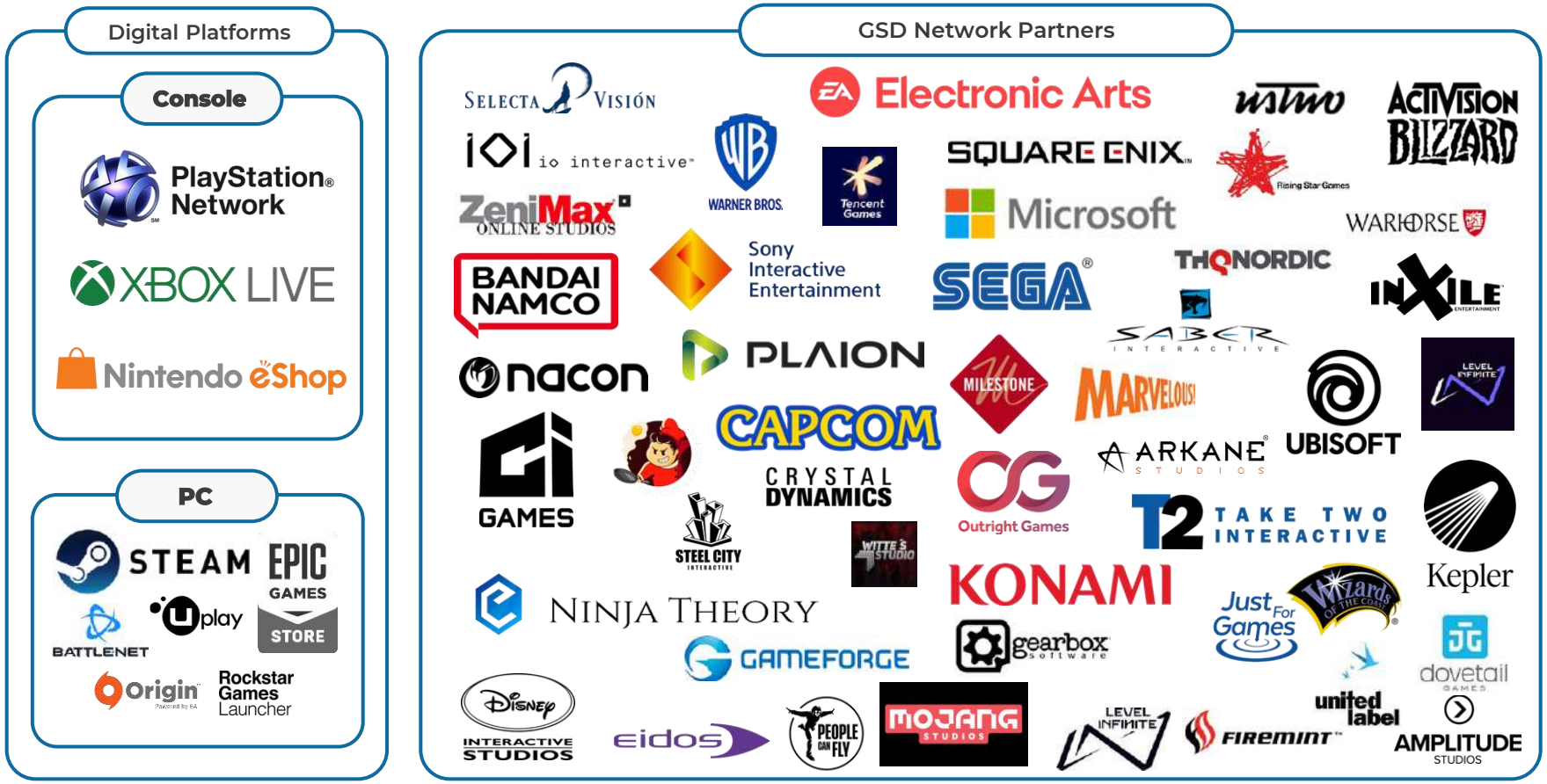
Digital platforms include:

- PlayStation Network
- Xbox Live
- Nintendo eShop
- PC stores (Steam only prior to 2020)

PC Storefronts include **Steam**, **Epic Games Store** and all major **proprietary storefronts** like UPlay, EA Play and more. All PC sales are rolled into a total PC market.



GSD Network Panel | Members & Partners



Nintendo eShop includes third party titles from the above Network (Digital) Partners.
Nintendo eShop does not include first-party titles sold by Nintendo.
PC sales are aggregated into a total market number. No store-splits are visible.

GSD DLC In-Game Transactions Panel

GSD In-Game Transactions work hand-in-hand with our Full-Game Network Panel

In-Game Transactions GSD Scope

- Paid in-game transactions including add-ons & in-game currency.
- Split by type including Audio, Avatars, Expansions, Season Pass, etc
- Data is available from 2020 onwards.
- Same value rules as full-game downloads: 3 Month Delay

Worldwide Data Scope



19 participating publishers



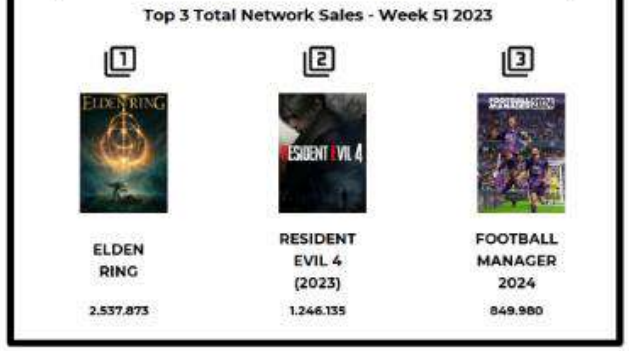
Dedicated app on the online portal



Sales by Associated Title (Weekly Comparison)

Associated Title	Full Game + Additional Content W 51	Full Game W 51 2023 Values	Additional Content W 51 2023
Totals	**18.425.073**	**16.231.517**	**2.193.556**
ELDEN RING	2.537.873	2.537.873	0
RESIDENT EVIL 4 (2023)	1.246.135	1.113.711	132.424
FOOTBALL MANAGER 2024	849.980	849.980	0
ROBOCOP: ROGUE CITY	592.663	588.212	4.451

Weekly excel reporting (month-3)



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GSD Retail Panel | Geographical scope

- Australia
- Austria
- Belgium
- Denmark
- Finland
- France
- France Overseas
- Germany
- Ireland
- Italy
- Japan (via Media Create)
- Netherlands
- New Zealand
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom



GSD Retail Panel | Methodology



- The sales data includes weekly information on **Hardware**, **Software**, and **Gaming Peripherals**.
- Extrapolation is applied to ensure the data accurately represents 100% of the local retail market. Data feeds are received directly from retailers and industry publishers, where applicable.
- Reporting metrics include weekly **Units**, **Value**, and **Average Selling Price (ASP).**

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GSD Retail Panel | Retail partners per territory

PHYSICAL GAME SALES REPORTING ON LOCAL MARKETS

ANZ	BENE	France	Germany & Austria	UK & I	Italy	Nordics	Portugal	Russia	Spain	Switzerland
Amazon	Allyourgames	Amazon	Amazon	Amazon	Amazon	Amazon	Amazon	Buka	Alcampo	Amazon
Big W	Amazon	Auchan	Cdiscount	Centresoft	CDiscount	Dansk	CDiscount	DNS	Amazon	Brack
JB Hifi	Bol.com	Boulanger	Coolblue	Argos	DBline	Kärkkäinen	Fnac	Enaza	Carrefour	Digitec
Noel Leeming	Carrefour	Carrefour	Expert	Asda	Gamelife	Spel And Sant	Worten	Ozon	CDiscount	Galaxus
The Gamesmen	Cdiscount	Cdiscount		Funstock	Gamestop	Verkkokauppa			El Corte Inglés	Fnac
The Warehouse	Coolblue	Cora		Game	GE Distribuzione				Fnac	1ADVD
	Cora	Cultura		HMV	Unieuro				Game	Fust
	Dreamland	Darty		ShopTo					PcComponentes	Migros
	Fnac	Electro Depot		Smyths Toys					Ralight	Thali
	Intertoys	Fnac		Chelsea Gamer					Worten	WOG
	Nedgame	Innelec		Game Collection					Xtralife	
	Primera	Leclerc		The Very Group						
	Smartoys	Micromania								

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GSD Retail Panel | Market coverage by category

PHYSICAL GAME SALES REPORTING ON LOCAL MARKETS

	COVERAGE		
	SOFTWARE	HARDWARE	PERIPHERALS
ANZ	HIGH	HIGHEST	HIGH
BENE	HIGH	HIGHEST	HIGH
FRANCE	HIGHEST	HIGHEST	HIGHEST
GERMANY_AUSTRIA	MODERATE		
UK&I	HIGHEST		
ITALY	HIGH	HIGHEST	MODERATE
NORDICS	MODERATE	MODERATE	POOR
PORTUGAL	HIGH	HIGH	HIGH
RUSSIA	HIGH	MODERATE	POOR
SPAIN	HIGHEST	HIGH	HIGH
SWITZERLAND	MODERATE	POOR	

Highest >90%
High 70%-90%
Moderate 60%-70%
Poor <60%

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GSD Retail Panel | EEM data feeds

PHYSICAL GAME SALES REPORTING ON LOCAL MARKETS (EEM data feeds sent by publishers/distributors to GSD)

SW Data provided by Publishers & Distributors	UK & I	FRANCE	NORDICS	BENE	GERMANY & AUSTRIA	SWITZERLAND	POLAND	ITALY	SPAIN	PORTUGAL	ANZ	RUSSIA
Sony	Not Applicable	Not Applicable	V	V			V	V			V	Not Applicable
Microsoft												
Nintendo											V	
EA			V	Distributor	V	V	Distributor	V		Distributor	V	
Activision			Distributor	Distributor	V	Distributor	Distributor		Distributor	Distributor	V	
Ubisoft			Distributor	Distributor	V	V	Distributor	Distributor	Distributor	Distributor	Australia only	
Take Two			V	V	V	In progress	Distributor		V	Distributor	V	
Bandai			V	V	V	V	Distributor	V	V	V	V	
Warner			Distributor	informal	Distributor	Distributor	Distributor	V		Distributor	Distributor	
Plaion			V	V	V	V	V	V	V		V	
Capcom				Distributor				Distributor	Distributor	Distributor		
Nacon				V						Distributor		
Bethesda											V	
Square Enix					Distributor	Distributor		Distributor	Distributor		Distributor	
Outright			Distributor	Distributor	Distributor	Distributor		Distributor			Distributor	
Deep Silver			Distributor	Distributor	Distributor	Distributor	Distributor	Distributor	Distributor		Distributor	
Microids							Distributor	Distributor			Distributor	
THQ							Distributor				Distributor	
CD Project			Distributor		Distributor	Distributor	Distributor				Distributor	
Sega			Distributor	Distributor	Distributor	Distributor		Distributor	Distributor	Distributor		
Milestone								Distributor			Distributor	

3. GSD + Atlas

Measuring the PC and console market completely

YOUR CURRENT SITUATION:

You are benchmarking your game against guesses

Every market service you can buy today publishes modelled estimates. None of them can tell you how far off they are.

1

No ground truth

Estimates are reverse-engineered from rankings, reviews, wishlists and player counts. Nothing checks them against actual sales data.

2

Weakest exactly where you live

Modelling error is smallest on the global top 20 and grows fast down the chart - the part of the market AA titles actually compete in.

3

No confidence level in the data you use

One data, no origin, no confidence level, no way to audit it. You cannot tell a solid number from a guess.

The question you actually need answered:
« How many units did that comparable title sell, in my markets? »

GSD VERSUS THE COMPETITION

Modelled market or measured market

Market estimation services

- Every data is modelled - no publisher declares anything
- Calibrated on public sources of info: chart ranks, reviews, player counts
- Broad catalogue coverage, but unknown and unstated errors
- One sales data per title. No origin, no confidence level
- Commercial vendors: your market is their product

GSD

- Real sales declared by the publishers
- Network panel: zero extrapolation, zero projection
- Weekly, worldwide, by country, at title and SKU level
- Industry-owned. Never resold, never used against you
- Not-for-profit: the lowest price on the market

The honest trade-off: GSD has always been narrower than the estimators - but true. Atlas is how we close the gap without giving up the truth.

GSD is being reinforced, not reduced

Three layers, one consistent view of the market.

UNCHANGED

Retail panel

- 200+ retailers and distributors
- 20 countries, extrapolated to 100% of each local market
- Physical sales measured exactly as before

UNCHANGED

Reported digital sales

- Actual sales reported by 100+ publishers and studios
- No estimates, no projections
- Still the backbone of GSD

NEW — ATLAS

Estimated digital sales

- Modelled sales for everything that is not reported
- Calibrated on the real sales of the panel
- Every figure labelled with its source and confidence level

The market view stays complete — whatever any single publisher decides to report.

Atlas: full coverage of the digital business

THE AMBITION

Every game, every store, every week.

Measured where it is reported, estimated where it is not — and always labelled as such.

Anchored in real sales

Models are calibrated against the actual sales of 100+ reporting publishers. Others estimate the market from the outside; Atlas estimates it from the inside.

Transparent by design

Every line carries its data source — panel, estimated, or both — and a confidence level. Nothing is silently mixed.

Checked with publishers

Estimation quality has been reviewed with several publishers against their own sales and is validated week after week against market benchmarks.

Built to extend

The same method transfers from one store to the next and deepens as coverage grows.

Where Atlas stands today

Four axes, moving in parallel.

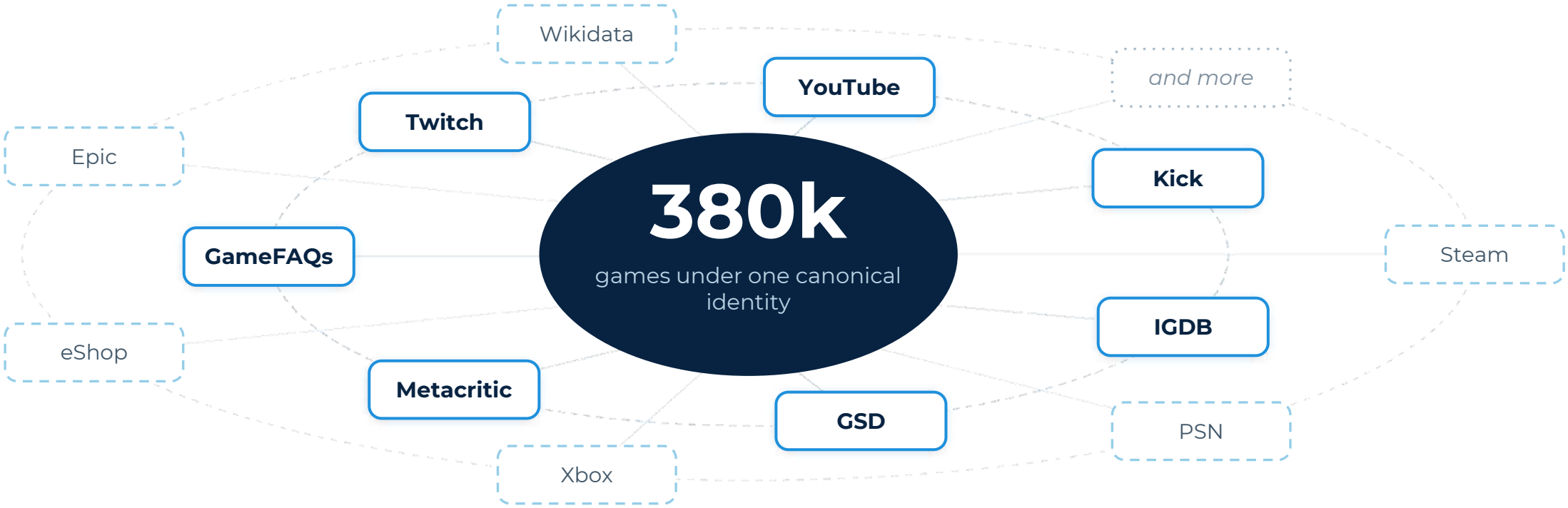
	LIVE	IN PROGRESS	NEXT
Store coverage	Nintendo eShop PC stores	PlayStation Network (Nov 26) Xbox (Dec 26)	Remaining digital stores
Access	Monthly xlsx reports, weekly granularity	Snowflake and API (Sept 26)	Integration in the GSD web portal
Depth	Top 150 eShop and top 100 PC per week, per region		Deeper catalog coverage Long tail through lifecycle modelling
History	From week 14, 2026	Backfill of estimated sales as of 01/01/2026 (Dec 26)	Full history back to 2022

Sequencing, not commitments — target dates are communicated separately.

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The Master Catalog: one identity per game

A by-product of Atlas — a catalogue of the whole video game universe.



Solid: integrated today. Dashed: being integrated — the list stays open by design.

Identity solved once — sales, scores, audience and pricing line up on the same game.

4. Service and deliverables

THE SERVICE

What actually lands on your desk

Four delivery routes, included in the membership — pick the ones your team will really use.

01 Weekly data reports

Top 100 titles and 1,000 SKUs by country and territory. Current week, prior week, YTD and LTD, with week-on-week and year-on-year trends. Straight to your inbox.

02 Online data platform

Retail, Network full-game and in-game data at SKU level: units, value, price. Country-vs-country analysis, filters, dashboards, bookmarks, Excel export.

03 Atlas market report

Reported and estimated sales combined into one monthly worldwide view, with country split — the whole chart, not just the panel.

04 Direct feeds

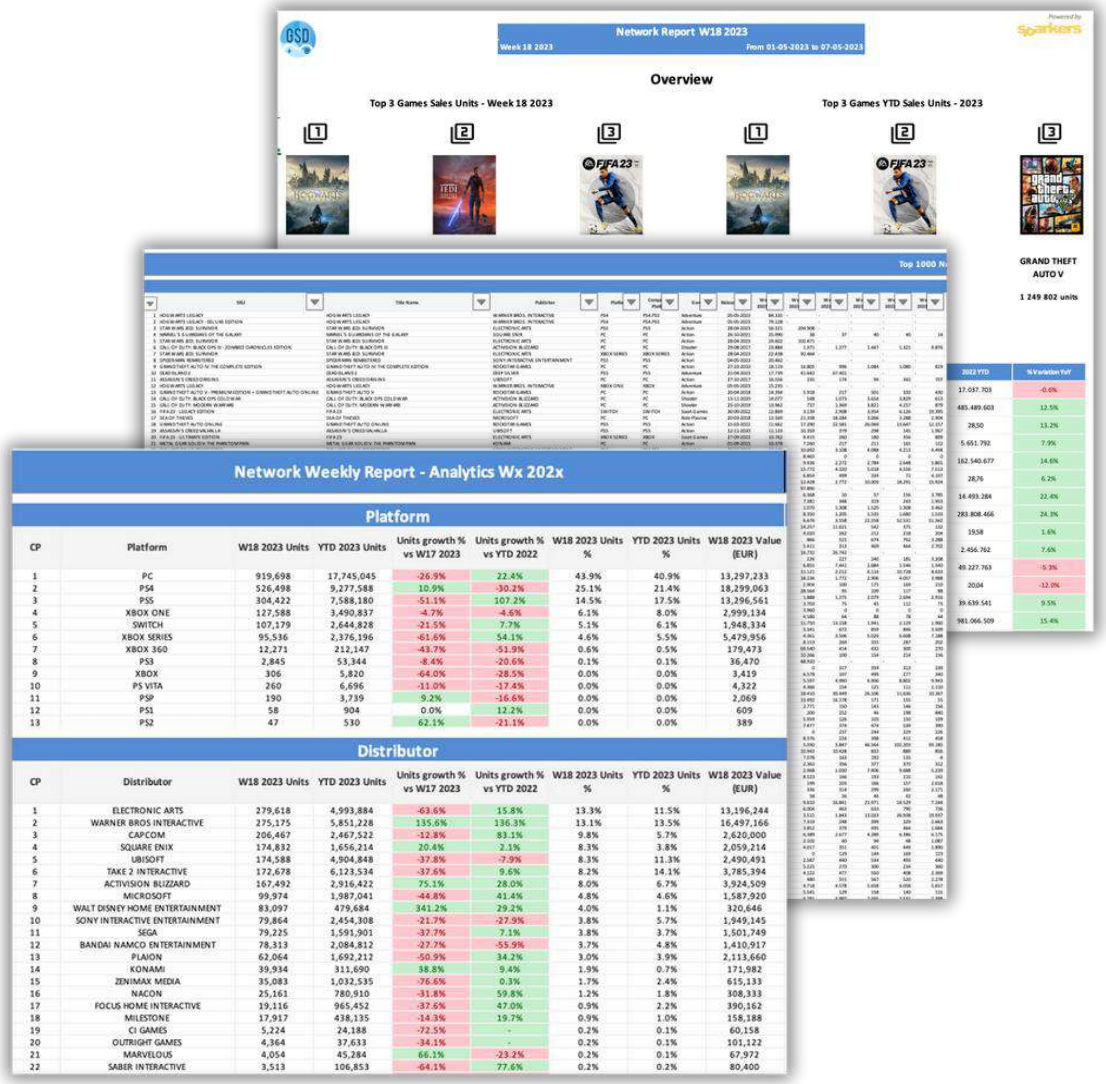
CSV over sFTP, Snowflake and API into your own stack, pushed the moment GSD publishes. No delay, no re-keying.

01. Weekly Data Reports

Comprehensive and easily understandable top market charts for the latest week of sales. Delivered through email.

Weekly Data Reports include:

- Top 100 titles & 1000 SKUs.
- Current week, prior week, YTD, LTD metrics.
- Reports by country and territory.
- SKU, title, platform, distributor, publisher metrics & breakdowns.
- Week-on-week, year-on-year comparison trends and metrics.





2. Online Data Platform

An online data portal portal providing full access to Retail (Physical), Network (Digital) Full-Game Downloads, and Network (Digital) In-Game purchase data.

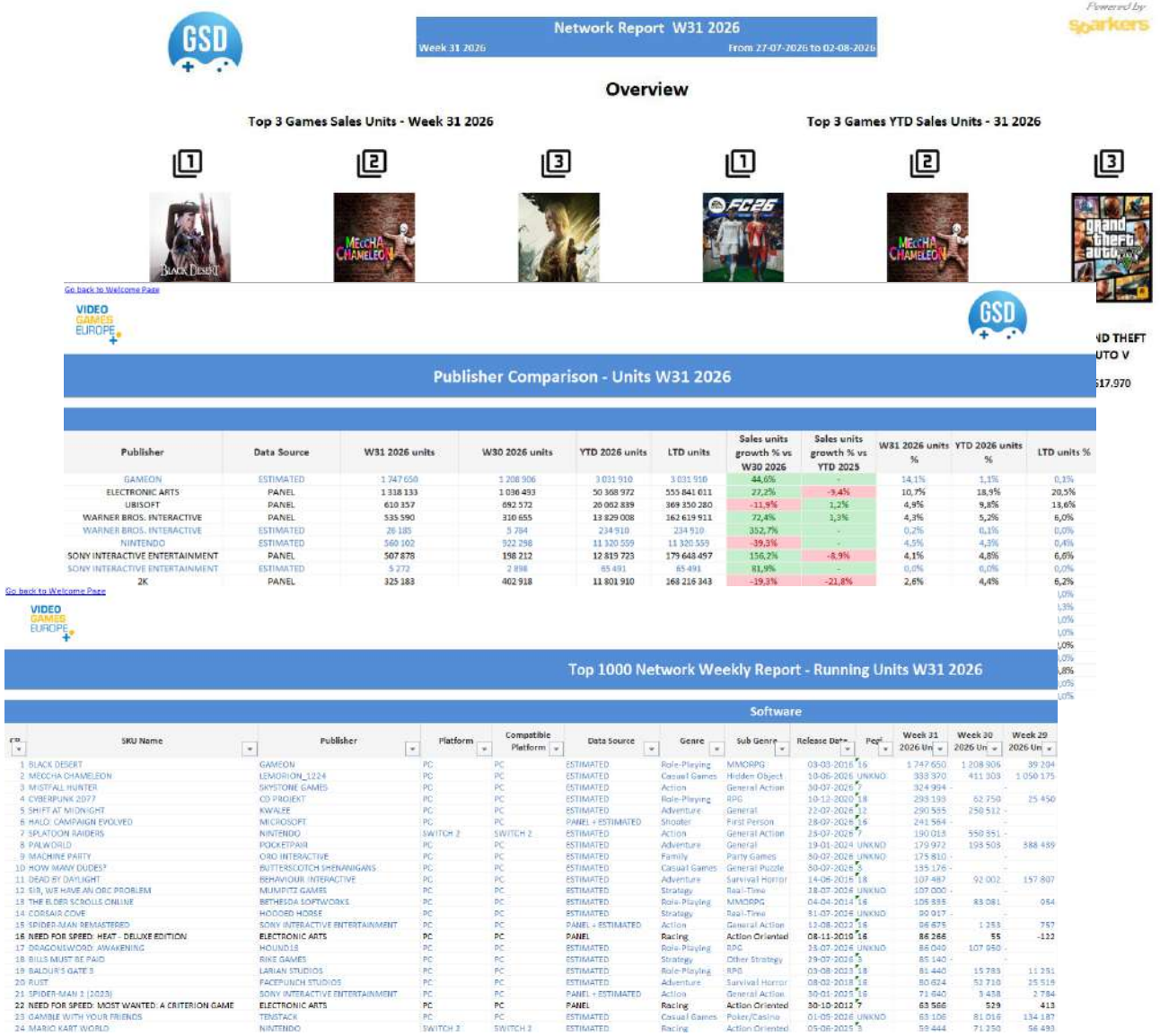
- All available historical data country/territory.
- Data available at SKU level with Units, Value and Pricing information.
- Country vs country analysis.
- Advanced filter selections.
- Exportable data into Excel.
- Interactive dashboards.
- Bookmarks for automated reporting.

03. Atlas Market Report

Reported and estimated sales combined into one monthly worldwide view, with country split — the whole chart, not just the panel.

Atlas Market Report include:

- Data source : panel / estimated / panel + estimated.
- Monthly delivery of weekly reports.
- Publisher comparison.
- Top 1000 SKUs.
- Current week, prior week, YTD.
- Reports by country.
- SKU, title, platform, distributor, publisher metrics & breakdowns.



Network Report W31 2026

Week 31 2026 — From 27-07-2026 to 02-08-2026

Overview

Top 3 Games Sales Units - Week 31 2026

Top 3 Games YTD Sales Units - 31 2026

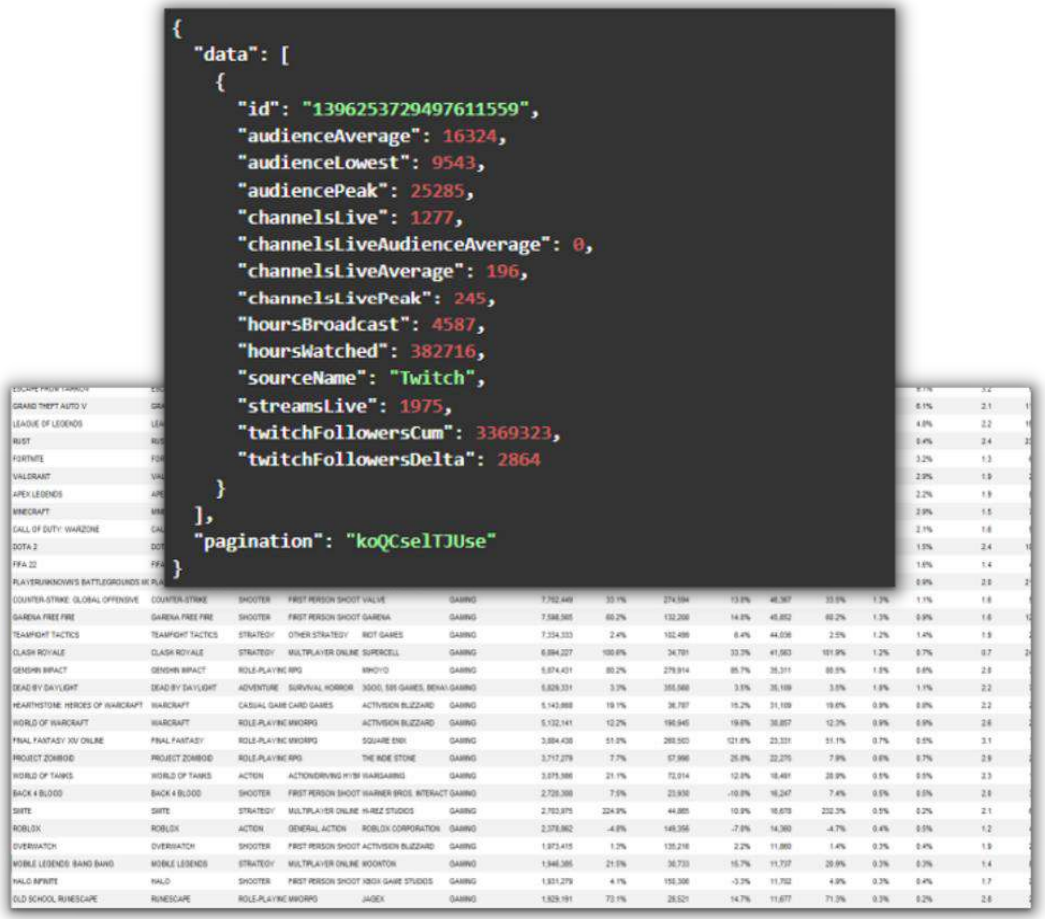
Publisher Comparison - Units W31 2026

Publisher	Data Source	W31 2026 units	W30 2026 units	YTD 2026 units	LTD units	Sales units growth % vs W30 2026	Sales units growth % vs YTD 2025	W31 2026 units %	YTD 2026 units %	LTD units %
GAMEON	ESTIMATED	1 747 650	1 208 906	3 031 910	3 031 910	44,6%	-	14,1%	1,1%	0,1%
ELECTRONIC ARTS	PANEL	1 318 133	1 036 493	50 368 972	555 841 011	27,2%	-9,4%	10,7%	18,9%	20,5%
UBISOFT	PANEL	610 357	692 572	20 062 839	369 350 280	-11,9%	1,2%	4,9%	9,8%	13,6%
WARNER BROS. INTERACTIVE	PANEL	535 590	310 655	13 829 008	162 619 911	72,4%	1,3%	4,3%	5,2%	6,0%
WARNER BROS. INTERACTIVE	ESTIMATED	26 185	5 784	234 910	234 910	352,7%	-	0,2%	0,1%	0,0%
NINTENDO	ESTIMATED	560 102	922 298	11 320 559	11 320 559	-39,3%	-	4,5%	4,3%	0,4%
SONY INTERACTIVE ENTERTAINMENT	PANEL	507 878	198 212	12 815 723	179 648 457	156,2%	-8,9%	4,1%	4,8%	6,6%
SONY INTERACTIVE ENTERTAINMENT	ESTIMATED	5 272	2 898	85 491	85 491	81,9%	-	0,0%	0,0%	0,0%
2K	PANEL	325 183	402 918	11 801 910	168 216 343	-19,3%	-21,8%	2,6%	4,4%	6,2%

Top 1000 Network Weekly Report - Running Units W31 2026

Software

	SKU Name	Publisher	Platform	Compatible Platform	Data Source	Genre	Sub Genre	Release Date	Pegi	Week 31 2026 Un	Week 30 2026 Un	Week 29 2026 Un
1	BLACK DESERT	GAMEON	PC	PC	ESTIMATED	Role-Playing	MMORPG	03-03-2016	16	1 747 650	1 208 906	39 294
2	MECCHA CHAMELEON	LEMORION_1224	PC	PC	ESTIMATED	Casual Games	Hidden Object	10-06-2026	UNKNO	338 370	411 303	1 050 175
3	MISTFALL HUNTER	SKYSTONE GAMES	PC	PC	ESTIMATED	Action	General Action	30-07-2026	7	324 994	-	-
4	CYBERPUNK 2077	CD PROJEKT	PC	PC	ESTIMATED	Role-Playing	RPG	10-12-2020	18	293 193	62 750	25 450
5	SHIFT AT MIDNIGHT	KWALEE	PC	PC	ESTIMATED	Adventure	General	22-07-2026	12	290 535	258 512	-
6	HALO: CAMPAIGN EVOLVED	MICROSOFT	PC	PC	PANEL + ESTIMATED	Shooter	First Person	28-07-2026	16	241 564	-	-
7	SPLATOON RAIDERS	NINTENDO	SWITCH 2	SWITCH 2	ESTIMATED	Action	General Action	23-07-2026	7	190 013	550 351	-
8	PALWORLD	POCKETPAIR	PC	PC	ESTIMATED	Adventure	General	19-01-2024	UNKNO	179 972	198 505	588 489
9	MACHINE PARTY	ORO INTERACTIVE	PC	PC	ESTIMATED	Family	Party Games	30-07-2026	UNKNO	175 810	-	-
10	HOW MANY DUDES?	BUTTERSCOTCH SHENANIGANS	PC	PC	ESTIMATED	Casual Games	General Puzzle	30-07-2026	3	135 176	-	-
11	DEAD BY DAYLIGHT	BEHAVIOUR INTERACTIVE	PC	PC	ESTIMATED	Adventure	Survival Horror	14-06-2016	18	107 487	92 002	157 807
12	SIR, WE HAVE AN ORC PROBLEM	MUMPITZ GAMES	PC	PC	ESTIMATED	Strategy	Real-Time	28-07-2026	UNKNO	107 000	-	-
13	THE ELDER SCROLLS ONLINE	BETHESDA SOFTWORKS	PC	PC	ESTIMATED	Role-Playing	MMORPG	04-04-2014	16	105 885	83 081	984
14	CORSAIR COVE	HOODED HORSE	PC	PC	ESTIMATED	Strategy	Real-Time	31-07-2026	UNKNO	90 917	-	-
15	SPIDER-MAN REMASTERED	SONY INTERACTIVE ENTERTAINMENT	PC	PC	PANEL + ESTIMATED	Action	General Action	12-08-2022	16	86 675	1 253	757
16	NEED FOR SPEED: HEAT - DELUXE EDITION	ELECTRONIC ARTS	PC	PC	PANEL	Racing	Action Oriented	08-11-2019	16	86 266	55	-122
17	DRAGONSWORD: AWAKENING	HOUND18	PC	PC	ESTIMATED	Role-Playing	RPG	28-07-2026	UNKNO	86 040	107 950	-
18	BILLS MUST BE PAID	RIKE GAMES	PC	PC	ESTIMATED	Strategy	Other Strategy	29-07-2026	3	85 140	-	-
19	BALDUR'S GATE 3	LARIAN STUDIOS	PC	PC	ESTIMATED	Role-Playing	RPG	03-08-2023	18	83 440	15 783	11 251
20	RUST	FACEPUNCH STUDIOS	PC	PC	ESTIMATED	Adventure	Survival Horror	08-02-2018	18	80 624	52 718	35 516
21	SPIDER-MAN 2 (2023)	SONY INTERACTIVE ENTERTAINMENT	PC	PC	PANEL + ESTIMATED	Action	General Action	30-01-2025	16	71 640	3 438	2 784
22	NEED FOR SPEED: MOST WANTED: A CRITERION GAME	ELECTRONIC ARTS	PC	PC	PANEL	Racing	Action Oriented	30-10-2012	7	63 566	529	413
23	GAMBLE WITH YOUR FRIENDS	TENSTACK	PC	PC	ESTIMATED	Casual Games	Poker/Casino	01-05-2026	UNKNO	63 106	81 016	134 187
24	MARIO KART WORLD	NINTENDO	SWITCH 2	SWITCH 2	ESTIMATED	Racing	Action Oriented	05-06-2025	3	59 444	71 250	56 493



4. Direct Data API Feeds

Data delivered directly into your companies' data systems.

Data feeds can be customized to include or exclude specific data, allowing you full flexibility.

- Data is pushed to your system when GSD weekly publication is launched. No delays.
- Efficient integration, our team of data experts work with you to streamline the data receiving process.
- Enhanced decision making, allowing you to integrate data alongside other internal data sources.

WHY IT PAYS FOR ITSELF

What our members do with GSD on Monday morning

Four decisions that get measurably better when the benchmark is real.

1

Forecast a launch

How many units will this ship? Benchmark against the real sales data of genuinely comparable titles, by platform and by country - not against a model.

2

Market insights and scope

Which genres, platforms, age ratings and price points are actually selling right now, and which segments are quietly shrinking.

3

Price and promote

Track launch pricing, discount depth and promo timing across the market week by week and see what the competition's discount actually bought them.

4

Prioritise markets and languages

Country-level splits show where your genre over-indexes — so localisation and marketing spend follow the demand instead of the map.

One avoided mis-sized print run, one better-timed discount, one localisation you didn't need - the membership has paid for itself.

5. Pricing

GSD Retail 2026 - Push Reports Only

Service		Retail Push Reports – price per territory and panel		
Data & Frequency		Retail Weekly (Monthly = 10% Discount) Hardware only available Monthly		
Category		Any 1 Category*	Any 2 Categories*	All categories*
Markets	Tier			
UK & Ireland	1	16,500 €	27,500 €	33,000 €
Germany (from early 2020)	1	16,500 €	27,500 €	33,000 €
France	1	16,500 €	27,500 €	33,000 €
Iberia (2 countries)	2	13,200 €	22,000 €	26,400 €
BeNe (2 countries)	2	13,200 €	22,000 €	26,400 €
Nordics (4 countries)	3	11,000 €	17,050 €	22,000 €
Italy	3	11,000 €	17,050 €	22,000 €
Russia (from early 2020)	3	11,000 €	17,050 €	22,000 €
Australia & New Zealand	3	-	-	16,500 €
Switzerland	4	8,250 €	13,750 €	16,500 €
Austria (from early 2020)	4	8,250 €	13,750 €	16,500 €
Poland	4	8,250 €	13,750 €	16,500 €

Example 1: Company wants SW only for UK, France and Italy = 16,5k + 16,5k + 11k
Example 2: Company wants SW and HW for UK & Italy = 27,5k + 17k
Example 3: Company wants Peripheral data for France = 16,5k

Games Sales Data | Sparkers | Private and Confidential

GSD Retail 2026 - Push Reports + Platform Access

Service		Single Category Platform Access price per territory and panel	
Data & Frequency		Retail Weekly	
Category		**Software (SW)**	**Peripherals (P)**
Markets	**Tier**		
UK & Ireland	1	19,800 €	19,800 €
Germany (from early 2020)	1	19,800 €	19,800 €
France	1	19,800 €	19,800 €
Iberia (2 countries)	2	15,840 €	15,840 €
BeNe (2 countries)	2	15,840 €	15,840 €
Nordics (4 countries)	3	13,200 €	13,200 €
Italy	3	13,200 €	13,200 €
Russia (from early 2020)	3	13,200 €	13,200 €
Australia & New Zealand	3	13,200 €	13,200 €
Switzerland	4	9,900 €	9,900 €
Austria (from early 2020)	4	9,900 €	9,900 €
Poland	4	9,900 €	9,900 €

SERVICE LEVELS

GSD Network panel

Service	Sub-Service	Service Level			
		Light	Medium	High	All In
Full Onboarding	Support	Yes	Yes	Yes	Yes
Data Provision	Std Market Updates	Yes	Yes	Yes	Yes
	Excel by email	Yes	Yes	Yes	Yes
	Online Data Platform Access	-	5 Seats	5 Seats	45 Seats
	CSV sFTP	-	-	Yes	Yes + custom at cost
	Snowflake	-	-	-	Yes + custom at cost
	API	-	-	-	Yes + custom at cost
Consulting Services		As per price list			

GSD Network panel

- The tiers are defined as your worldwide FGD revenues as reported in the GSD service (consumer spending, tax included). All participants must share worldwide data with GSD.
- Each participant has the choice to subscribe to their preferred geographical scope: Americas, EMEA + Asia or Worldwide. Americas and EMEA + Asia are each considered as a region ("Regional price"). A worldwide subscription ("Both regions combined") leads to a 5% discount.

Tier	Service	Range Sales (low)	Range Sales (High)	Regional Price	Both Regions Combined
Tier 1	Light	$ -	$ 2,500,000	€ 4,000	€ 7,000
Tier 2	Light	$ 2,500,001	$ 5,000,000	€ 6,000	€ 11,000
Tier 3	Medium	$ 5,000,001	$ 10,000,000	€ 17,500	€ 33,000
Tier 4	Medium	$ 10,000,001	$ 20,000,000	€ 22,500	€ 42,000
Tier 5	High	$ 20,000,001	$ 40,000,000	€ 45,000	€ 85,000
Tier 6	High	$ 40,000,001	$ 80,000,000	€ 65,000	€ 123,000
Tier 7	All-In	$ 80,000,001	$ 160,000,000	€ 120,000	€ 228,000
Tier 8	All-In	$ 160,000,001	$ 9,999,999,999	€ 145,200	€ 275,000

VIDEO GAMES EUROPE

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Questions, comments or feedback?

Contact Us !



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Thanks for your time