BIG GAMES INDUSTRY EMPLOYMENT SURVEY 2023

Salaries, compensation trends and state of the games sector in Europe

V VALUES VALUE

⊕

INGAMEJOB

This report presents the results of a targeted survey conducted in the European video games industry. This initiative was a collaboration between Values Value and InGame Job, with the aim of uncovering key insights regarding trends in wages, job satisfaction, and career growth.

- **Values Value** — recruitment expert in hiring top game development talent.
- **InGame Job** — online platform for discovering career opportunities within the games industry.

Using an online anonymous survey, we collected responses from 1610 participants occupying various positions and working in different regions of the European games industry. Our respondents ranged from newcomers to veterans, holding junior positions to senior management roles, providing a comprehensive overview of the industry.

In the following sections, we delve into our findings, revealing intricate details about salary, work dynamics, and overall job satisfaction. We hope that these data will serve as a valuable source of information for both employees and employers in the industry.

You can view the reports of previous years **on the InGame Job platform**.

OUR PARTNERS

Content

Research Methodology

The research was conducted anonymously from March to June 2023. A total of 1610 respondents from **78 countries** worldwide participated in the study.

The data was cleansed of invalid and anomalous salary responses. After finalizing the survey, we made the decision to analyze only the European region in order to represent valid data.

For the sake of clarity, the following countries were grouped together as the region "Europe (EU+UK+Switzerland)": Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, and the United Kingdom. The size of the sample – 608 people.

The following countries were grouped together as the region "Europe (Non-EU)": Armenia, Belarus, Georgia, Moldova, Bosnia and Herzegovina, Montenegro, Serbia and Ukraine. The size of the sample – 576.

Please feel free to contact us (ks@valuesvalue.com) if you wish to learn more data for some specific countries or professional fields.

Important note:

Median salary – is the median value of salaries in euro. The median value divides the sample into two equal parts: one-half of respondents receive salaries less than the median, and the other half more than the median.
All salaries are gross, annual and in euro.

Junior-level specialists

- ■ Europe (EU+UK+CH)
- ■ Europe (Non-EU)

Art / Design
- 19817 (Europe EU+UK+CH)
- 12000 (Europe Non-EU)

Programming / Development
- 22250 (Europe EU+UK+CH)
- 12500 (Europe Non-EU)

Game Design
- 24758 (Europe EU+UK+CH)
- 7740 (Europe Non-EU)

X-axis: 0€ 5 000€ 10 000€ 15 000€ 20 000€ 25 000€
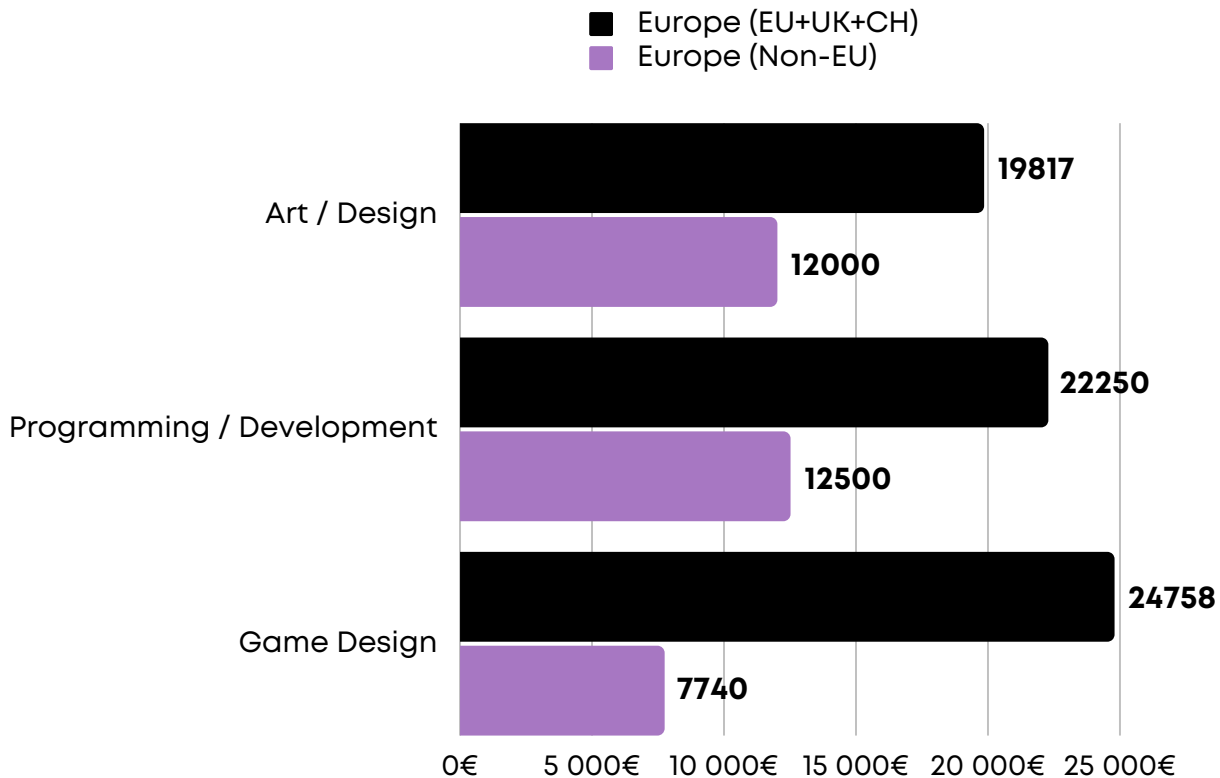
- *Unfortunately, we did not have a large enough sample size for many junior-specialists fields. We are only presenting the salaries of those specialists for whom there was a sufficient number to determine the median.*

Middle-level specialists

■ Europe (EU+UK+CH)
■ Europe (Non-EU)

Role	Europe (EU+UK+CH)	Europe (Non-EU)
QA / Testing	16080	16800
HR / Recruiting	24000	15000
Art / Design	26424	18000
Sound	28348	18000
Marketing / User Acquisition	28500	23500
Game Design	30000	21600
Project Management / Production	31219	28200
Programming / Development	35000	26100
Analytics	36900	29000

0€   10 000€   20 000€   30 000€   40 000€

- **Salary in the EU, the UK and Switzerland:**

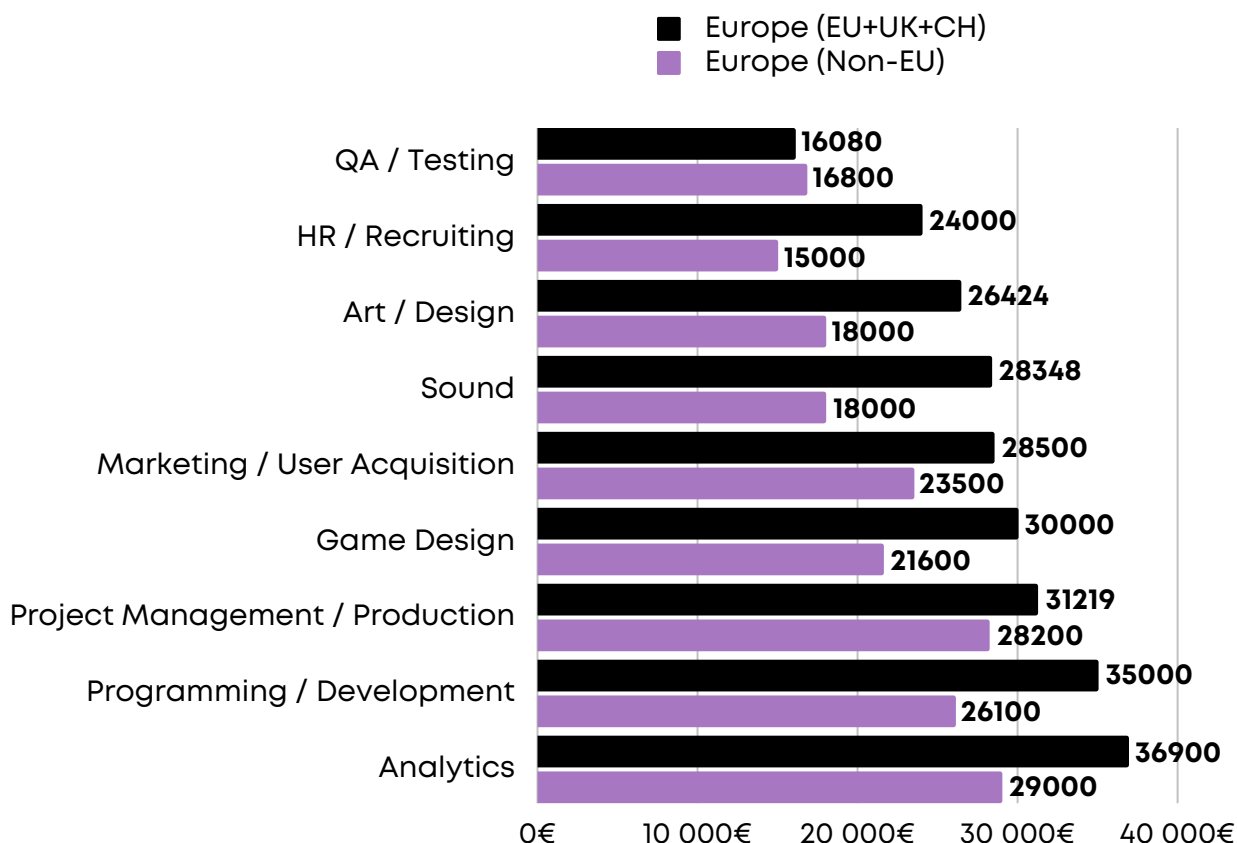For mid-level specialists in the fields of analytics, art, game design, development/programming, and project management, median salaries range from 16,080 euros to 36,900 euros per year. The highest median salary among these professional fields is observed in analytics (36,900 euros), while the lowest is in the QA/testing field (16,080 euros).

- **Salary in non-EU countries:**

For mid-level specialists in the fields of analytics, art, game design, development/programming, and project management, median salaries range from 16,800 euros to 29,000 euros per year.
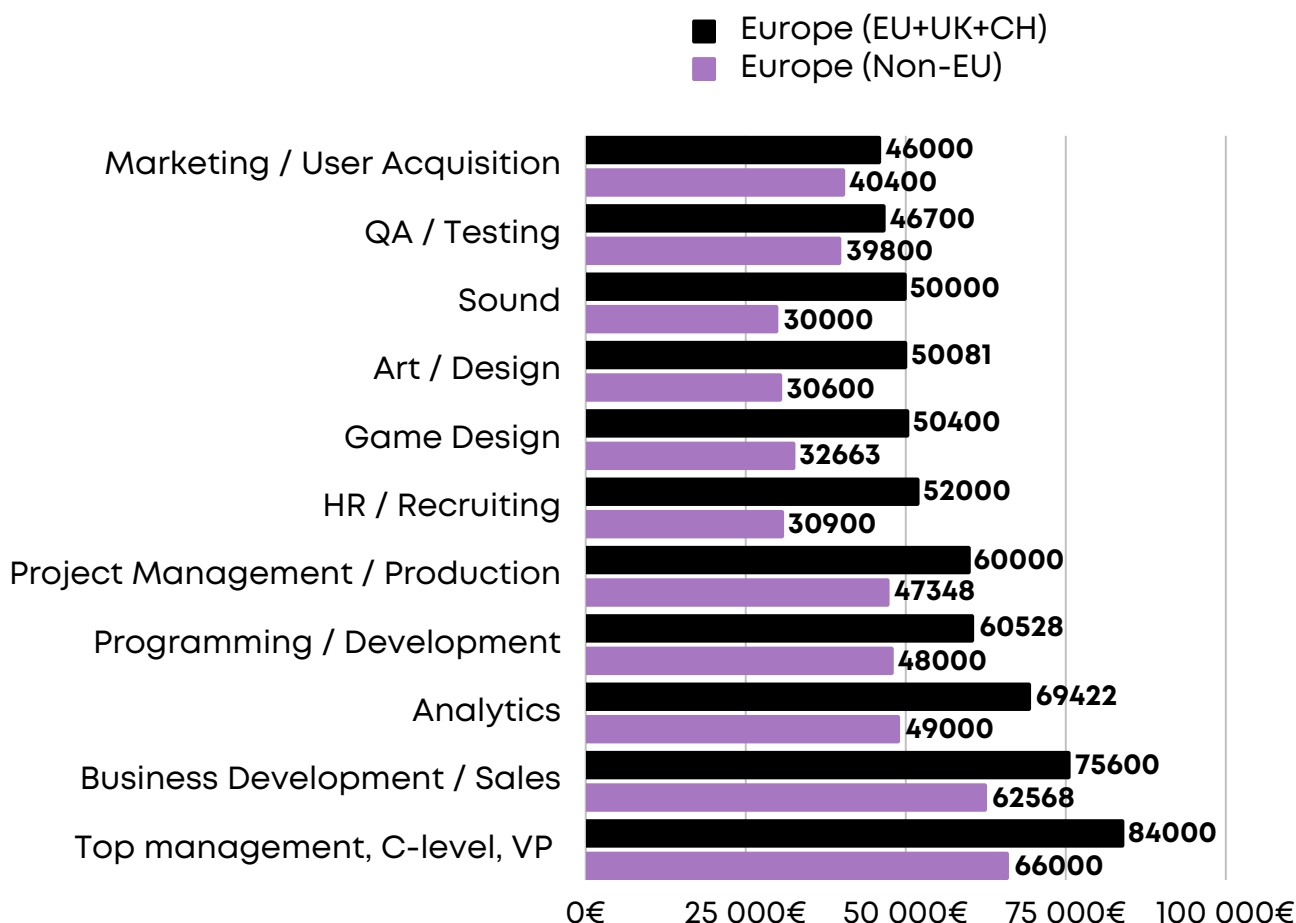
- **Differences between regions:**

Overall, mid-level specialists in the EU, the UK and Switzerland receive higher median salaries than their counterparts in non-EU countries. The differences between regions range from 5% to 30%.

Senior-level specialists

■ Europe (EU+UK+CH)
■ Europe (Non-EU)

Role	Europe (EU+UK+CH)	Europe (Non-EU)
Marketing / User Acquisition	46000	40400
QA / Testing	46700	39800
Sound	50000	30000
Art / Design	50081	30600
Game Design	50400	32663
HR / Recruiting	52000	30900
Project Management / Production	60000	47348
Programming / Development	60528	48000
Analytics	69422	49000
Business Development / Sales	75600	62568
Top management, C-level, VP	84000	66000

- **Salary in the EU, the UK and Switzerland:**

For senior-level specialists in the fields of analytics, art/design, development/programming, and project management, business development and sales, median salaries range from 46,000 euros to 75,600 euros per year. The highest median salary among these professional fields is observed in business development/sales and project management.
Top managers earn 84,000 euros annually.

- **Salary in non-EU countries:**

For senior-level specialists in the fields of analytics, art/design, development/programming, and project management, median salaries range from 30,000 euros to 62,568 euros per year.
Top managers earn 66,000 euros annually.

Satisfaction With Current Salary

We asked respondents to rate their income satisfaction on a five-point scale. In the graphs below, you will see the average satisfaction scores with salaries among respondents of different levels and professions in two regions – [the EU, the UK and Switzerland] and [Non-EU European Countries].

Junior-level specialists and their income satisfaction

Legend:
- ■ Europe (EU+UK+CH)
- ■ Europe (Non-EU)

Programming / Development
- 1.6 — 22250 (Europe EU+UK+CH)
- 2.3 — 12500 (Europe Non-EU)

Game Design
- 2.0 — 24758 (Europe EU+UK+CH)
- 2.4 — 7740 (Europe Non-EU)

Art / Design
- 2.9 — 19817 (Europe EU+UK+CH)
- 2.3 — 12000 (Europe Non-EU)

x-axis: 0€ 5 000€ 10 000€ 15 000€ 20 000€ 25 000€

Satisfaction With Current Salary

Middle-level specialists and their income satisfaction

Legend:
- ■ Europe (EU+UK+CH)
- ■ Europe (Non-EU)

Category	Europe (EU+UK+CH)	Salary	Europe (Non-EU)	Salary
Analytics	3.4	36900	3.3	29000
Art / Design	3.2	26424	3.1	18000
Game Design	2.9	30000	3.2	21600
HR / Recruiting	3.2	24000	3.1	15000
Marketing / User Acquisition	3.7	28500	3.4	23500
Programming / Development	3.2	35000	3.2	26100
Project Management / Production	3.1	31219	3.1	28200
QA / Testing	2.8	16080	2.7	16800
Sound	3.1	28348	3.0	18000

X-axis: 0€   10 000€   20 000€   30 000€   40 000€

Satisfaction With Current Salary

Senior-level specialists and their income satisfaction

Legend:
- ■ Europe (EU+UK+CH)
- ■ Europe (Non-EU)

Category	Europe (EU+UK+CH)	Salary	Europe (Non-EU)	Salary
Analytics	4.0	69422	4.2	49000
Art / Design	3.1	50081	3.6	30600
Business Development / Sales	3.5	75600	3.7	62568
Game Design	3.6	50400	3.6	32663
HR / Recruiting	2.8	52000	3.4	30900
Marketing / User Acquisition	3.5	46000	4.0	40400
Programming / Development	3.9	60528	3.8	48000
Project Management / Production	3.5	60000	3.8	47348
QA / Testing	3.5	46700	4.1	39800
Sound	3.1	50000	3.7	30000
Top management, C-level, VP	3.6	84000	3.7	66000

Axis: 0€ 25 000€ 50 000€ 75 000€ 100 000€

Satisfaction With Current Salary

Overall, specialists from non-EU countries earn less and feel a little bit more satisfied with their incomes. Why? Because of the cost of living? The answer may lie deeper.

Katya Sabirova
Head of Communications,
Values Value

Linked in

"Over the past year, we've been actively engaging with candidates hailing from various countries. I truly believe that we've gained a deep understanding of their concerns and primary expectations when it comes to prospective employers. Interestingly, it appears that salary isn't the prevailing driving force in today's landscape. What holds more significance is the sense of stability. This sentiment isn't confined to just Ukrainian specialists; it extends to professionals from diverse nations. We've all borne witness to widespread layoffs and the reverberations of economic crises.

In the contemporary context, employees find their motivation through captivating, enduring projects with extended developmental trajectories. Amid the array of perks and incentives companies put forth, benefits like medical insurance, profit-sharing disbursements, project-specific bonuses, interest-free loans, and tuition reimbursements hold substantial value."
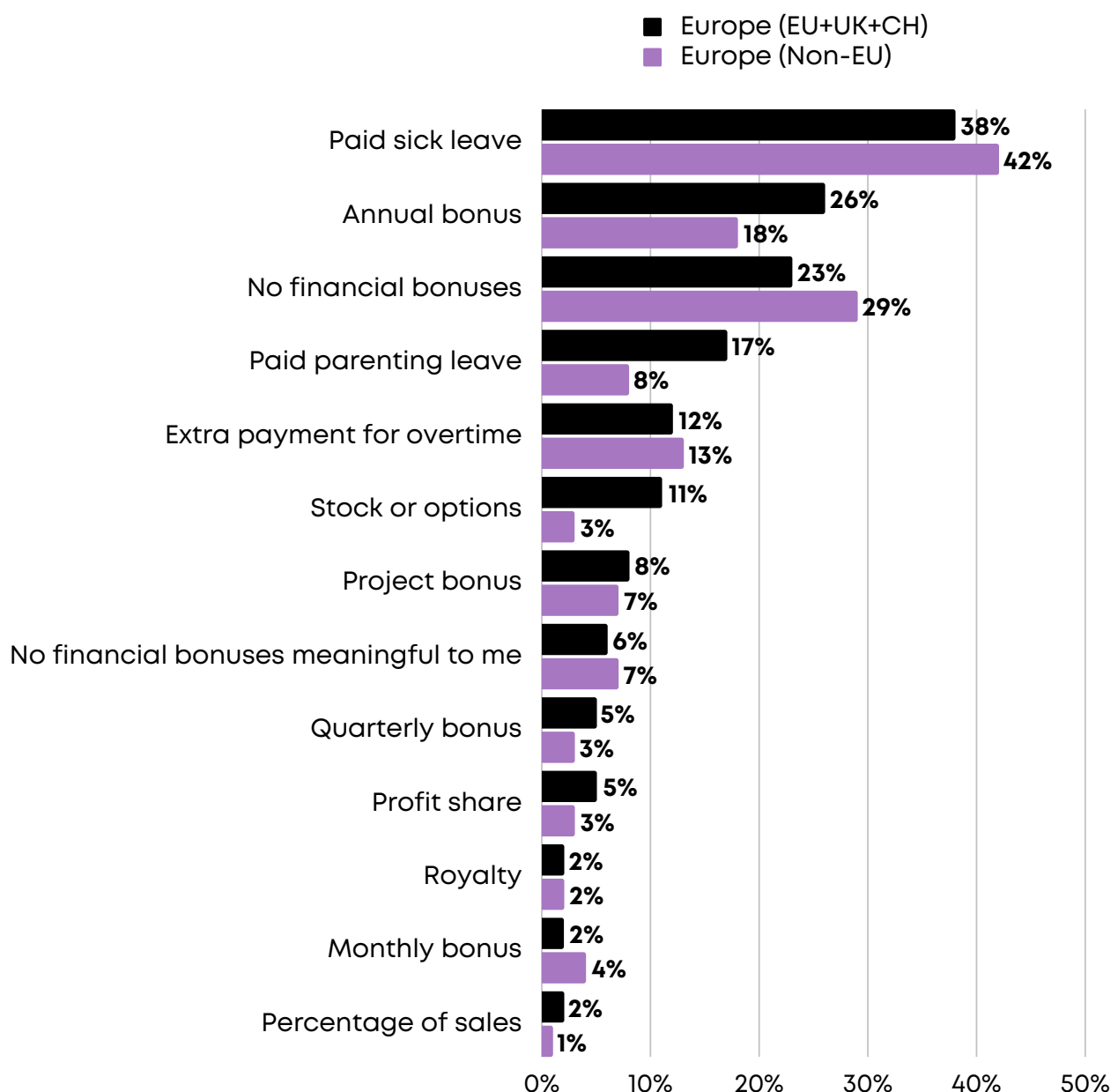
Compensations and Benefits

Financial Benefits
*Respondents could choose multiple benefits from the list

Among the participants surveyed in the EU, the UK, and Switzerland, a noteworthy 23% indicated the absence of any financial bonuses. Meanwhile, this figure was slightly higher, at 29%, for respondents situated in non-EU countries. 6% and 7%, respectively, note that the financial bonuses they have do not hold much significance for them.

■ Europe (EU+UK+CH)
■ Europe (Non-EU)

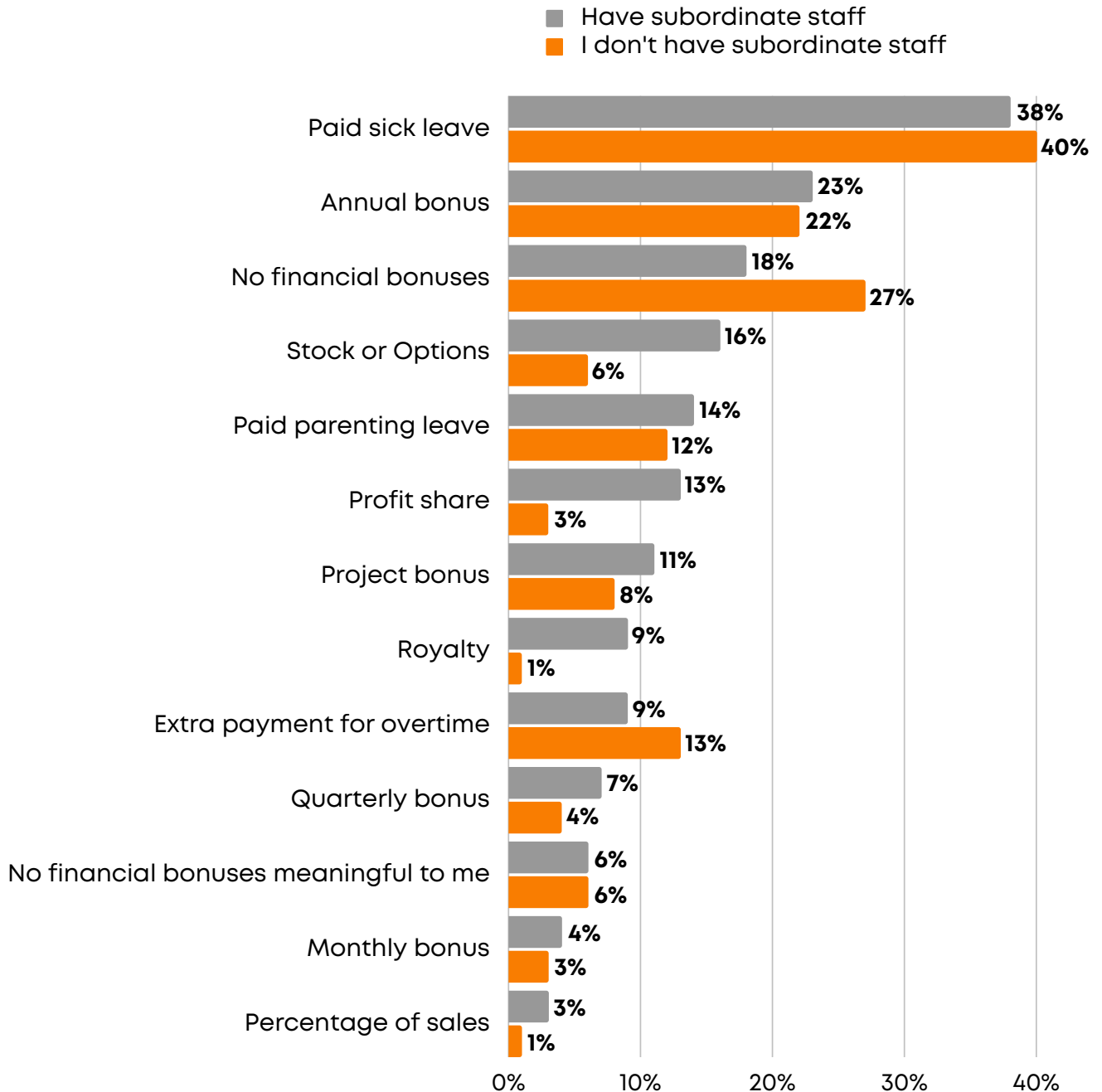| Benefit	Europe (EU+UK+CH)	Europe (Non-EU)
Paid sick leave	38%	42%
Annual bonus	26%	18%
No financial bonuses	23%	29%
Paid parenting leave	17%	8%
Extra payment for overtime	12%	13%
Stock or options	11%	3%
Project bonus	8%	7%
No financial bonuses meaningful to me	6%	7%
Quarterly bonus	5%	3%
Profit share	5%	3%
Royalty	2%	2%
Monthly bonus	2%	4%
Percentage of sales	2%	1%

* In many countries, paid sick leave or paid parental leave is provided to employees by default, as it is regulated by the labor code or other documents. It's possible that not all respondents have marked such options as benefits because they are guaranteed by law.

Compensations and Benefits

Financial Benefits For Top Managers And Line Employees

*Respondents could choose multiple benefits from the list

Legend:
- Have subordinate staff (gray)
- I don't have subordinate staff (orange)

Benefit	Have subordinate staff	I don't have subordinate staff
Paid sick leave	38%	40%
Annual bonus	23%	22%
No financial bonuses	18%	27%
Stock or Options	16%	6%
Paid parenting leave	14%	12%
Profit share	13%	3%
Project bonus	11%	8%
Royalty	9%	1%
Extra payment for overtime	9%	13%
Quarterly bonus	7%	4%
No financial bonuses meaningful to me	6%	6%
Monthly bonus	4%	3%
Percentage of sales	3%	1%

Compensations and Benefits

Compensations and Benefits

and Benefits

and Benefits

and Benefits

and Benefits

and Benefits

and Benefits

and Benefits

and Benefits

and Benefits

Compensations and Benefits

14

TOP 10 Non-financial Benefits For Top Managers And Line Employees

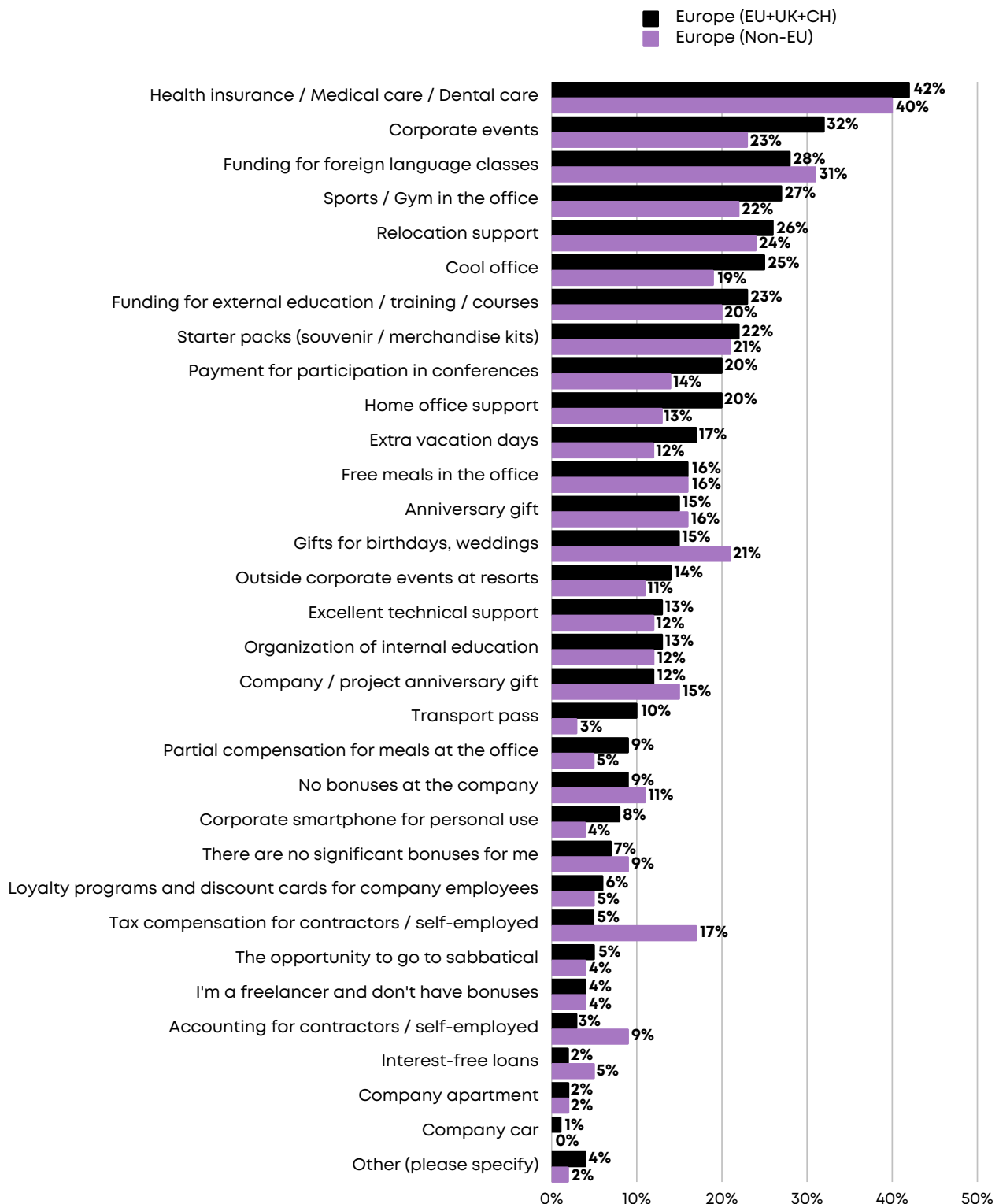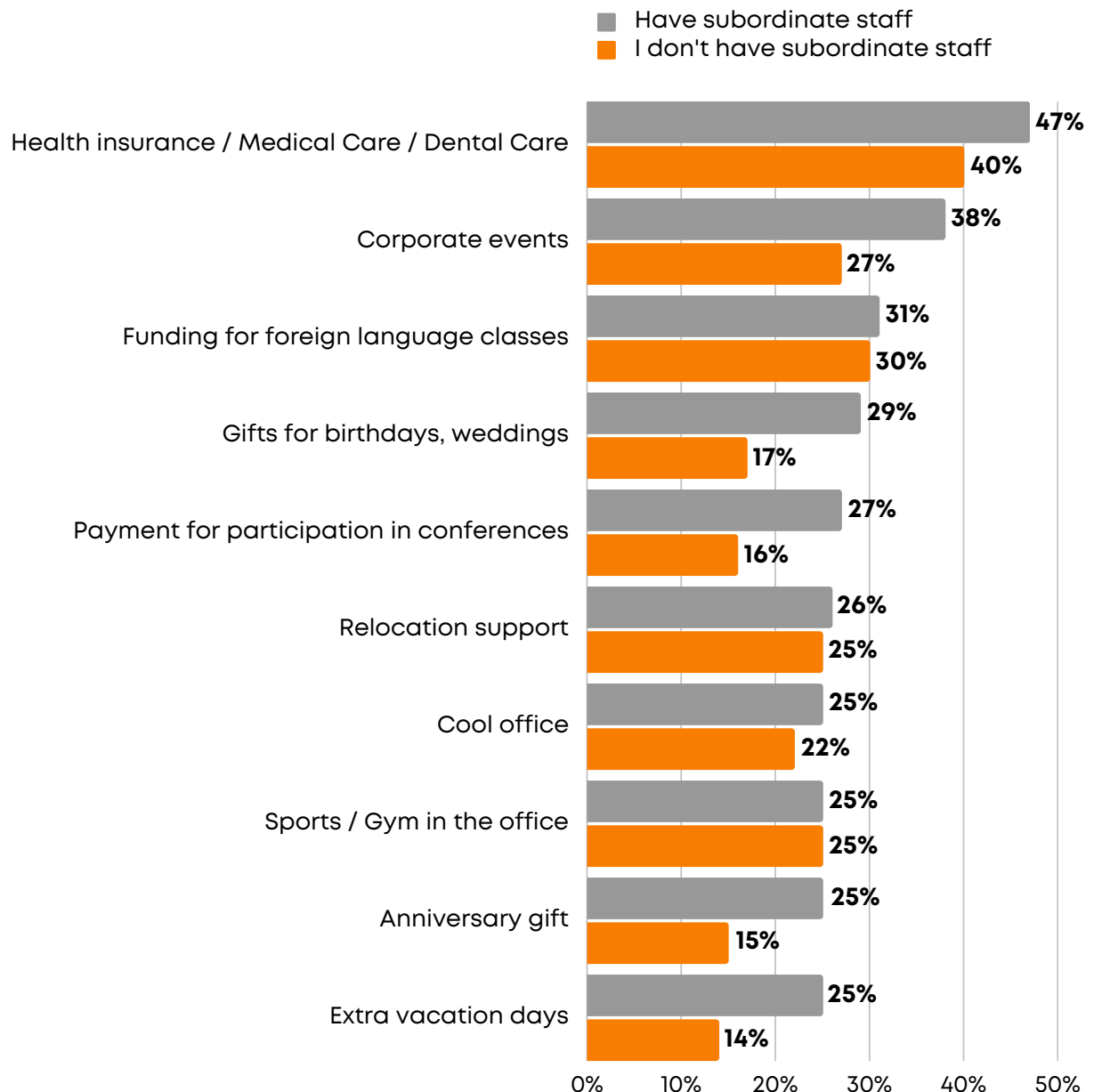*Respondents could choose multiple benefits from the list

Legend:
- ■ Have subordinate staff (gray)
- ■ I don't have subordinate staff (orange)

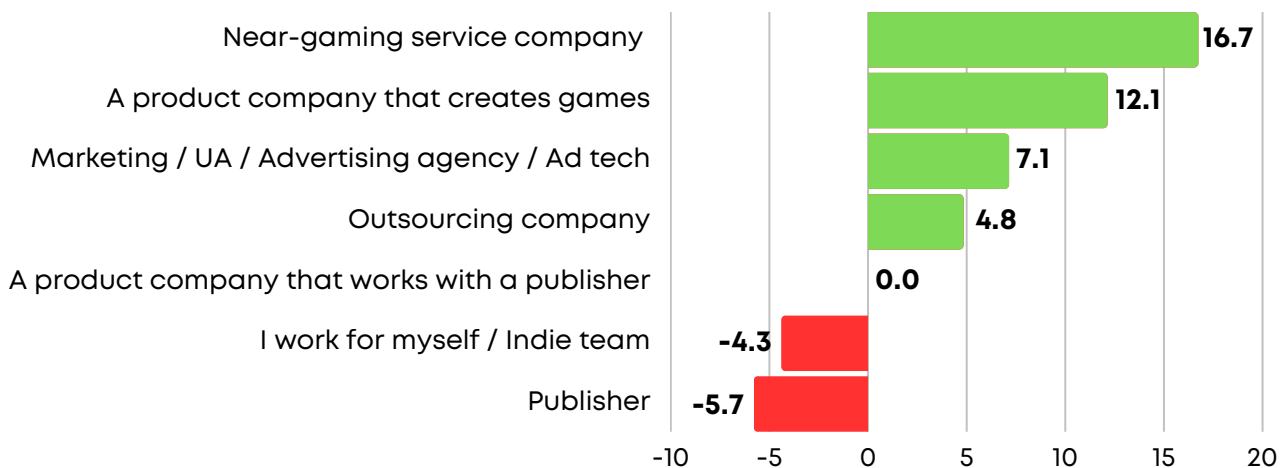| Benefit	Have subordinate staff	I don't have subordinate staff
Health insurance / Medical Care / Dental Care	47%	40%
Corporate events	38%	27%
Funding for foreign language classes	31%	30%
Gifts for birthdays, weddings	29%	17%
Payment for participation in conferences	27%	16%
Relocation support	26%	25%
Cool office	25%	22%
Sports / Gym in the office	25%	25%
Anniversary gift	25%	15%
Extra vacation days	25%	14%

eNPS:
What Makes Employees Loyal

i

Important note:

NPS stands for Net Promoter Score, a metric used in customer experience programmes. NPS measures the loyalty of customers to a company. NPS scores are measured with a single question survey and reported with a number from -100 to +100. A higher score is desirable.

eNPS - Employee Net Promoter Score

eNPS by company type

Company type	eNPS
Near-gaming service company	16.7
A product company that creates games	12.1
Marketing / UA / Advertising agency / Ad tech	7.1
Outsourcing company	4.8
A product company that works with a publisher	0.0
I work for myself / Indie team	-4.3
Publisher	-5.7

Employees working in near-gaming services (media, events, localization, etc.) and employees of product companies that handle the publishing of their own games are the most satisfied with their jobs. People are also more inclined to engage with work in a product company and hold their employer in higher regard.

Freelancers, self-employed professionals, and indie developers are the least satisfied.
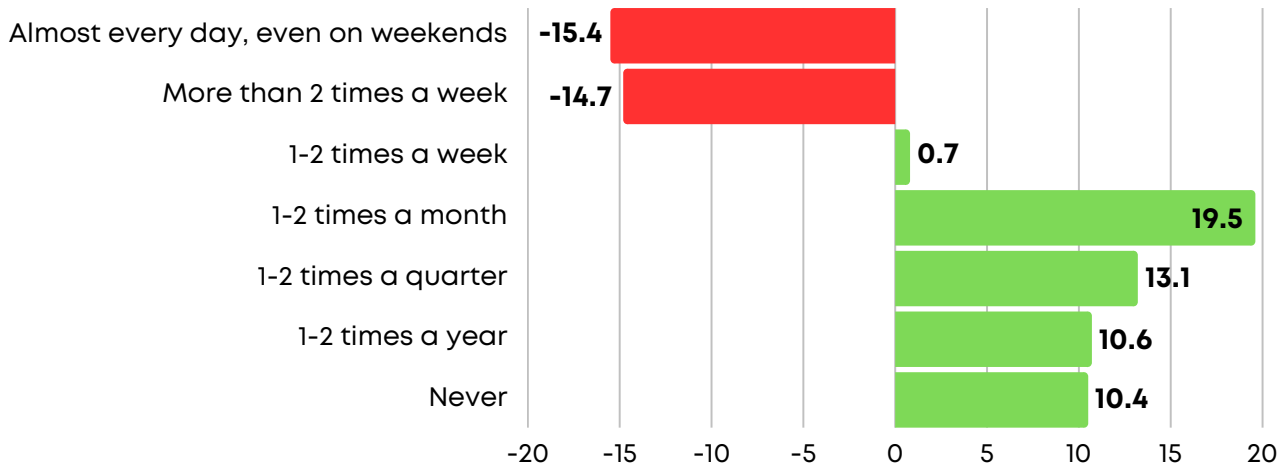
Valeriia Bakhvalova
Head of Sourcing, Values Value

Linked **in**

"At Values Value, we gather statistics about the reasons behind job changes for our candidates. And consistently, reasons such as the desire to work on more interesting projects, as well as the aspiration for growth and development, emerge as the clear winners by a significant margin. Thus, it seems entirely logical that employees in product companies exhibit high levels of satisfaction. The majority of our respondents hold mid-level and senior+ positions, which means that unlike juniors and trainees, they have more opportunities to choose projects that are genuinely interesting to them. Moreover, unlike indie companies, for instance, product companies are more likely to have well-established HR processes with transparent growth and development prospects.

Slightly more unexpected is the remarkably high satisfaction within the near-gaming services sector. I would explain this by the fact that employees in such companies are simultaneously involved with various enterprises and projects, which makes them more engaged in the industry as a whole and enhances their level of expertise."

eNPS:
What Makes Employees Loyal

eNPS by overtime frequency

Category	Value
Almost every day, even on weekends	-15.4
More than 2 times a week	-14.7
1-2 times a week	0.7
1-2 times a month	19.5
1-2 times a quarter	13.1
1-2 times a year	10.6
Never	10.4

Those who work overtime a couple of times a month or quarter are also very satisfied with their jobs, even more than those who never work extra hours. This is likely due to the fact that these individuals are deeply engaged in work that brings them enjoyment, and they see their contributions. Let's assume that this overtime arises from their own desire or is driven by common sense.

eNPS by company size

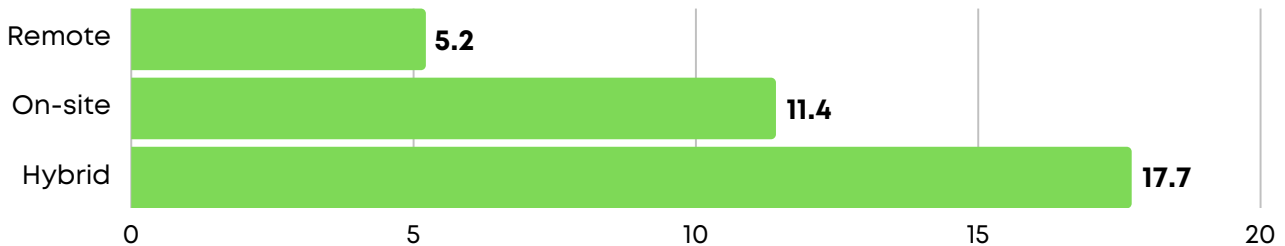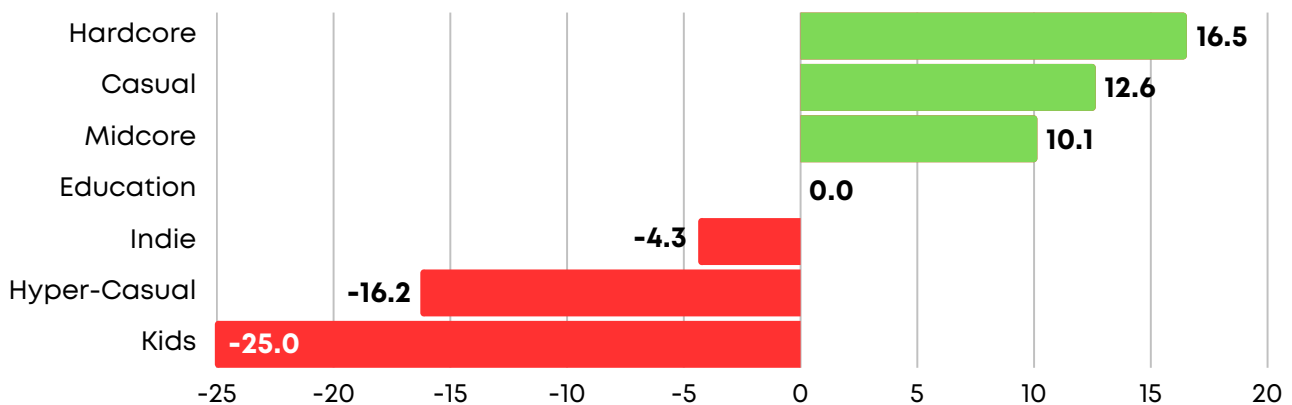| Category	Value
0 - 10	1.8
11 - 50	0.0
51 - 100	5.1
101 - 500	10.2
501 - 1000	25.0
1001 +	22.3
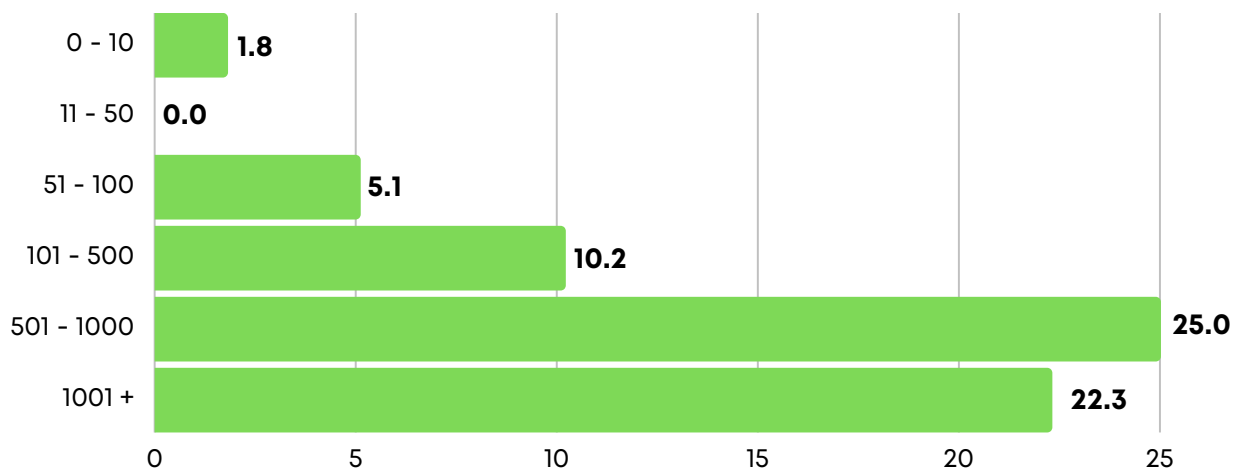
Employees of large companies with a staff of 501-1000 people are the most satisfied with their job.

This could be attributed to factors like increased resources, clearer career paths, more comprehensive employee benefits, and potentially better work-life balance.

eNPS by cooperation format

Format	eNPS
Remote	5.2
On-site	11.4
Hybrid	17.7

eNPS by project genre

Genre	eNPS
Hardcore	16.5
Casual	12.6
Midcore	10.1
Education	0.0
Indie	-4.3
Hyper-Casual	-16.2
Kids	-25.0

Employees of games companies working on Hardcore, Casual, and Midcore projects are the most satisfied, while projects developed for children showed the lowest eNPS. Indie developers and employees of Hyper-Casual projects were also among the least satisfied.

Valeriia Bakhvalova
Head of Sourcing, Values Value

"At Values Value, we regularly encounter candidates who are not actively job hunting, but are open to communication if it involves a hardcore project on PC and console platforms. I believe this can be easily explained by the fact that developers are most intrigued by working on a project they would personally enjoy playing. Additionally, such projects often have longer development periods, implying greater stability and reliability in employment."

eNPS:
What Makes Employees Loyal

eNPS by financial bonuses

Category	eNPS
Royalty	48
Profit share	40
Percentage of sales	36
Project bonus	27
Extra payment for overtime	23
Annual bonus	23
Stock or Options	22
Quarterly bonus	22
Paid parenting leave	19
Paid sick leave	15
Other	13
No financial bonuses meaningful to me	0.0
Monthly bonus	-3
No financial bonuses	-11
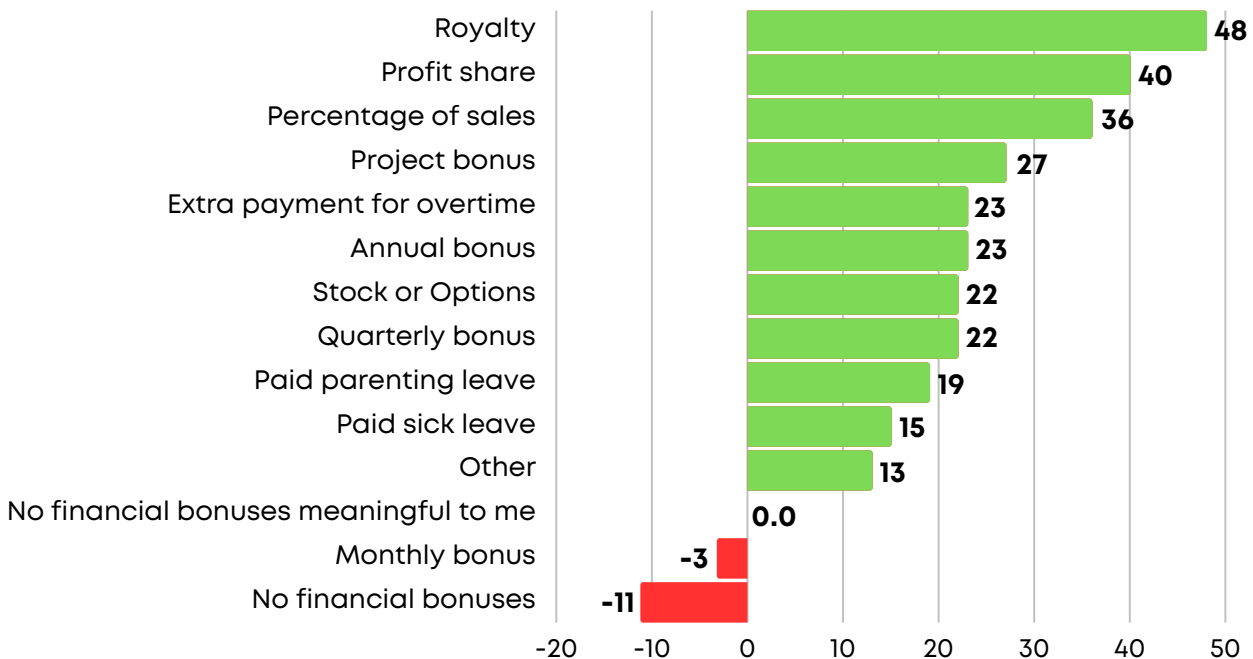
The financial bonuses that exerted the greatest influence on eNPS were Royalty, Profit share, and Percentage of sales. Conversely, Monthly bonuses resulted in a negative eNPS. It's clear that employees who are not granted financial bonuses by the company are the least content.

Tanja Loktionova
Founder, Values Value

Linked in
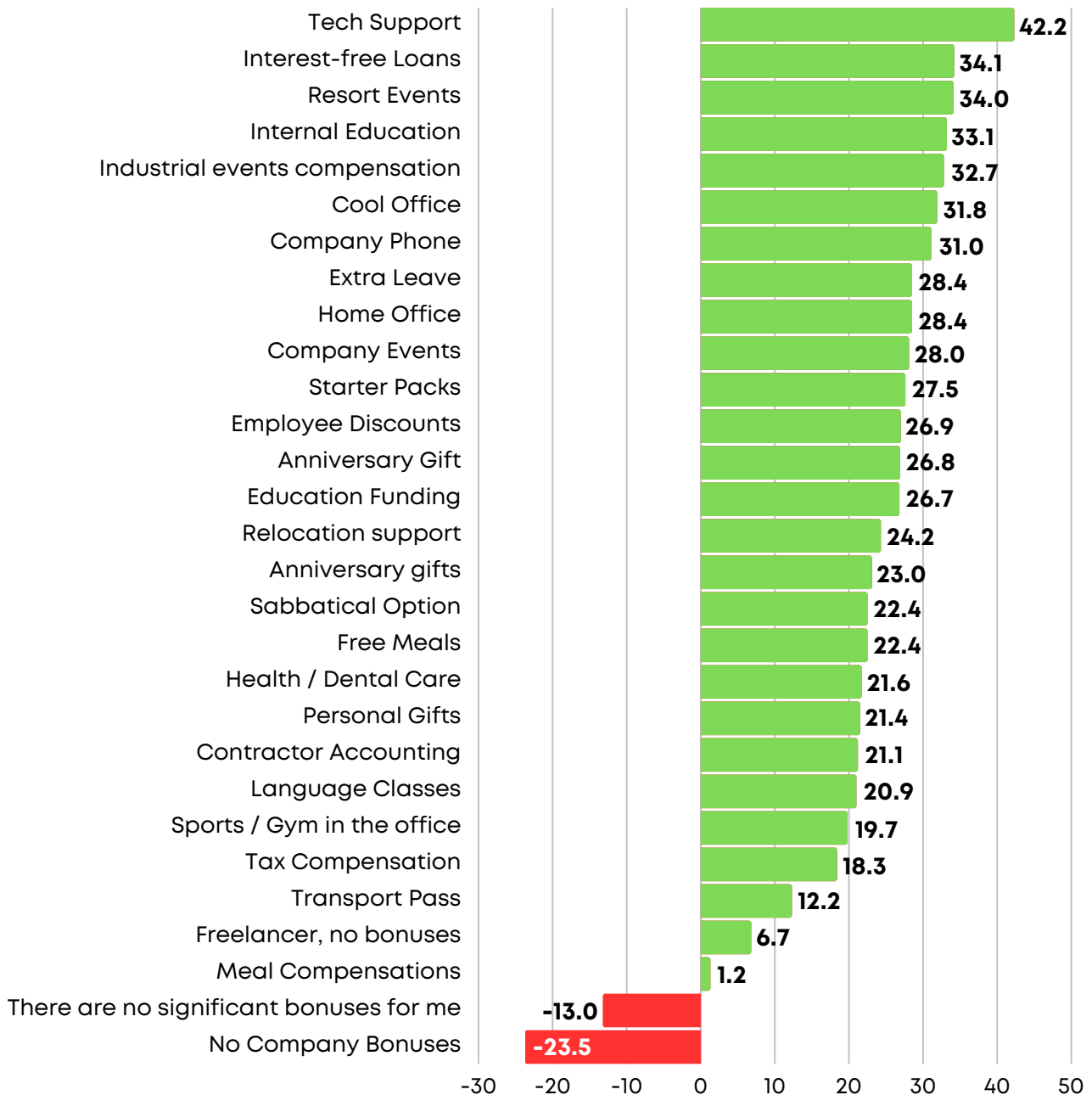
"The annual bonus has a profound influence on how engaged someone feels and how likely they are to recommend their company. Conversely, monthly bonuses don't have the same motivational impact as they potentially could. With time, employees become accustomed to them - they start seeing them as part of their regular pay, so if they suddenly don't receive them - it can lead to demotivation."

eNPS:
What Makes Employees Loyal

eNPS by non-financial bonuses

| Category	eNPS
Tech Support	42.2
Interest-free Loans	34.1
Resort Events	34.0
Internal Education	33.1
Industrial events compensation	32.7
Cool Office	31.8
Company Phone	31.0
Extra Leave	28.4
Home Office	28.4
Company Events	28.0
Starter Packs	27.5
Employee Discounts	26.9
Anniversary Gift	26.8
Education Funding	26.7
Relocation support	24.2
Anniversary gifts	23.0
Sabbatical Option	22.4
Free Meals	22.4
Health / Dental Care	21.6
Personal Gifts	21.4
Contractor Accounting	21.1
Language Classes	20.9
Sports / Gym in the office	19.7
Tax Compensation	18.3
Transport Pass	12.2
Freelancer, no bonuses	6.7
Meal Compensations	1.2
There are no significant bonuses for me	-13.0
No Company Bonuses	-23.5

There is a noticeable connection between holding employers in high regard and the availability of certain bonuses they offer, such as top-notch technical support, interest-free loans, corporate events, and internal education opportunities.

Why should you trust eNPS?

We examined how an individual's intention to leave the company influences their evaluation of eNPS and discovered a direct correlation. Hence, we suggest placing confidence in the aforementioned eNPS estimates :)

eNPS and willingness to quit the job on a five-point scale

Scale	Value
0	61.0
1	38.3
2	13.0
3	-9.7
4	-13.8
5	-35.0
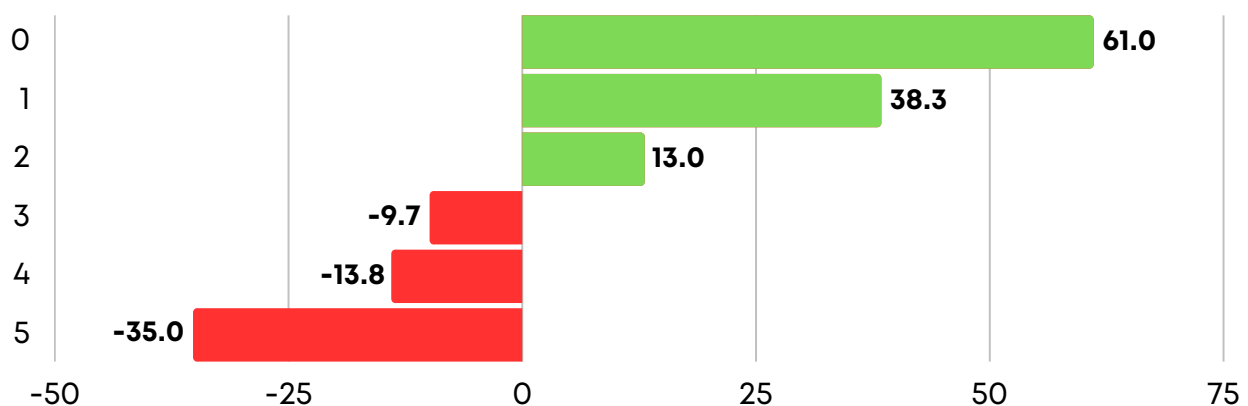
The eNPS chart clearly indicates a direct correlation between an employee's satisfaction level and their inclination to consider leaving their job. This observation underscores the necessity for companies to prioritize the establishment of a comfortable working environment.
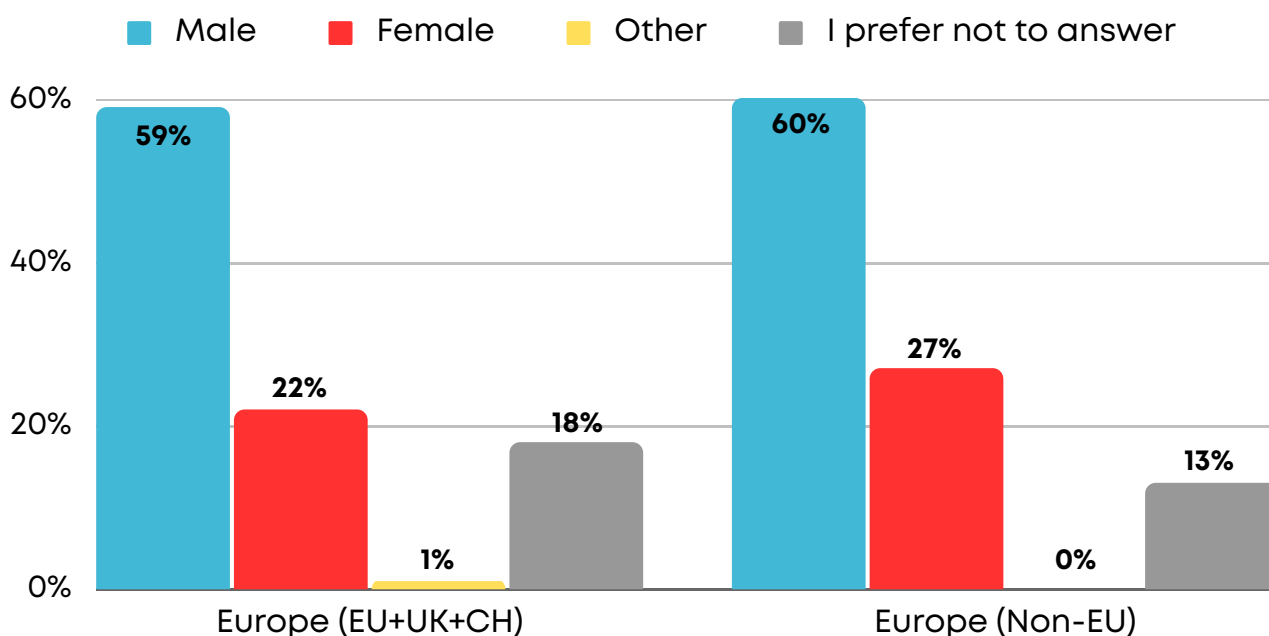
Based on everything mentioned above, the portrait of an ideal company takes shape as follows:

- An ideal company is a near-game service company or a product company that creates its own games in hardcore, midcore or casual genres with a workforce of more than 500 people.

- There is no practice of overtime in an ideal company, or it is justified by common sense and occurs no more than 1-2 times per month or quarter.

- An ideal company gives to its employees royalties, profit share, and percentage of sales.

- An ideal company takes care of its employees by providing excellent technical equipment and interest-free loans, organizing resort events and internal training for them, sending them to professional conferences covered by the employer, and offering additional vacation days.

Genders of Respondents and Salaries

Legend
- Male
- Female
- Other
- I prefer not to answer

Europe (EU+UK+CH)
- Male: 59%
- Female: 22%
- Other: 1%
- I prefer not to answer: 18%

Europe (Non-EU)
- Male: 60%
- Female: 27%
- Other: 0%
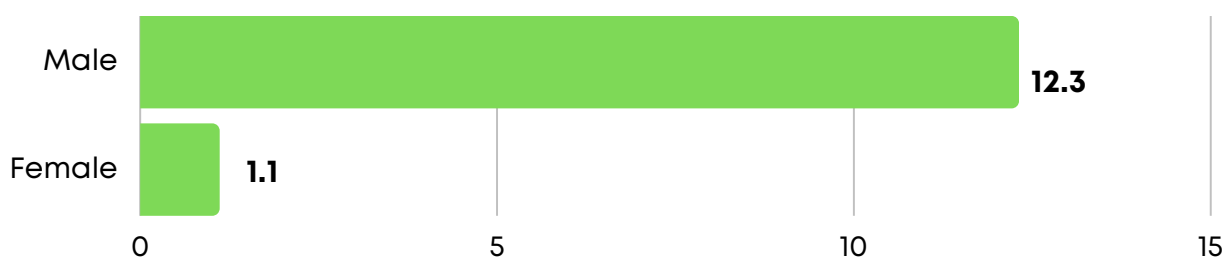- I prefer not to answer: 13%

Respondents in both regions, when segmented by gender, are presented in roughly equal proportions.

eNPS by gender

- Male: 12.3
- Female: 1.1

Males are more satisfied with their employer than females.

Genders of Respondents and Salaries

Median Salary by Gender and Education

Legend: ■ Male   ■ Female

Education	Male	Female
School	31500	25476
Bachelor's degree, Master's degree	35000	27600
PhD degree	36000	38760
Dropped out of university	37200	29400
I prefer not to answer	48000	44400

(X-axis: 0€, 10 000€, 20 000€, 30 000€, 40 000€, 50 000€)
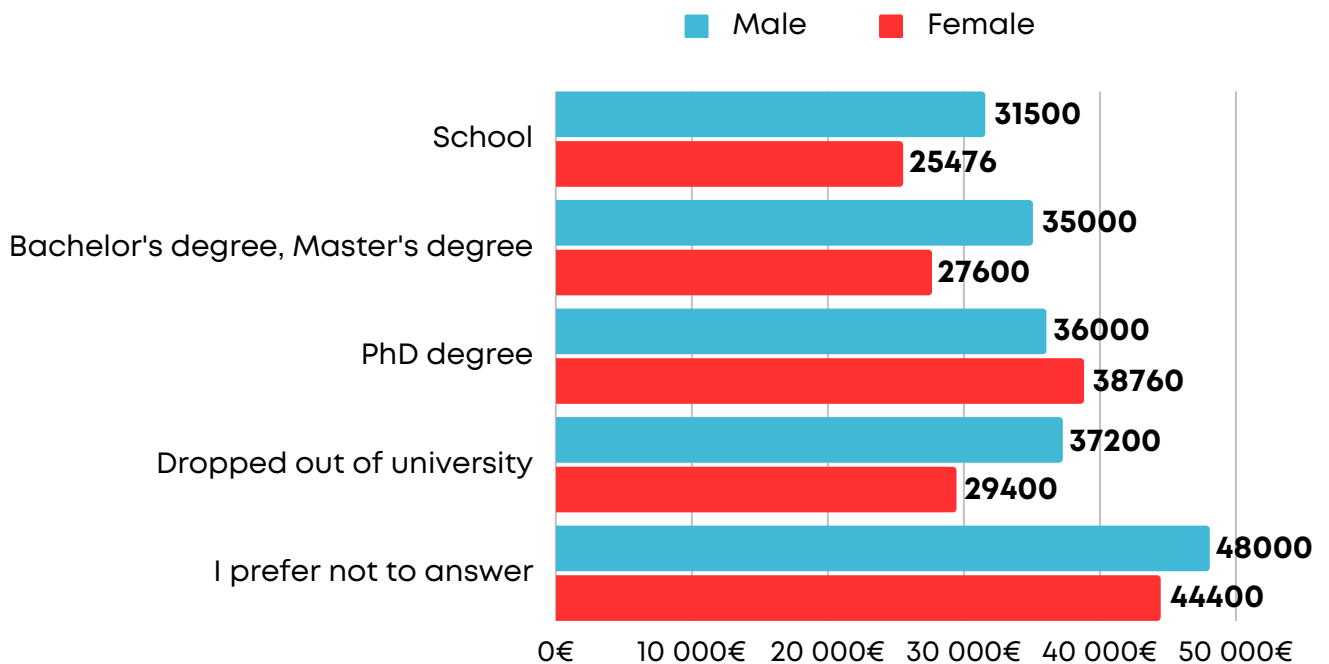
We can clearly see a direct correlation between education level and salaries: the higher the education level - the higher the salary for both male and female respondents. However, in genera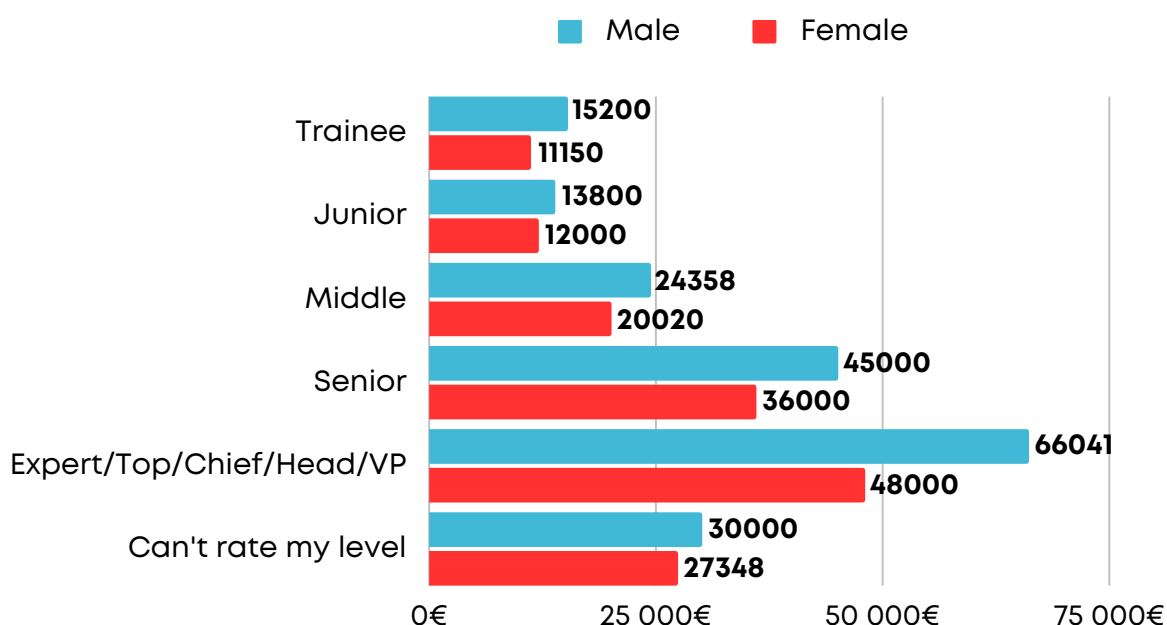l, male salaries are higher than female salaries, with the exception of those with a PhD degree, where females earn more.

Genders of Respondents and Salaries

Median Salary by Gender and Seniority

■ Male ■ Female

Level	Male	Female
Trainee	15200	11150
Junior	13800	12000
Middle	24358	20020
Senior	45000	36000
Expert/Top/Chief/Head/VP	66041	48000
Can't rate my level	30000	27348

0€   25 000€   50 000€   75 000€

Female salaries are lower across all levels of seniority, and the higher the level of expertise - the greater the salary gap between males and females.

Median Desired Salary by Gender and Levels

■ Male ■ Female

Level	Male	Female
Trainee	16500	15000
Junior	22000	20000
Middle	40000	30000
Senior	60000	49775
Expert/Top/Chief/Head/VP	80000	60000
Can't rate my level	40000	36000

0€   20 000€   40 000€   60 000€   80 000€
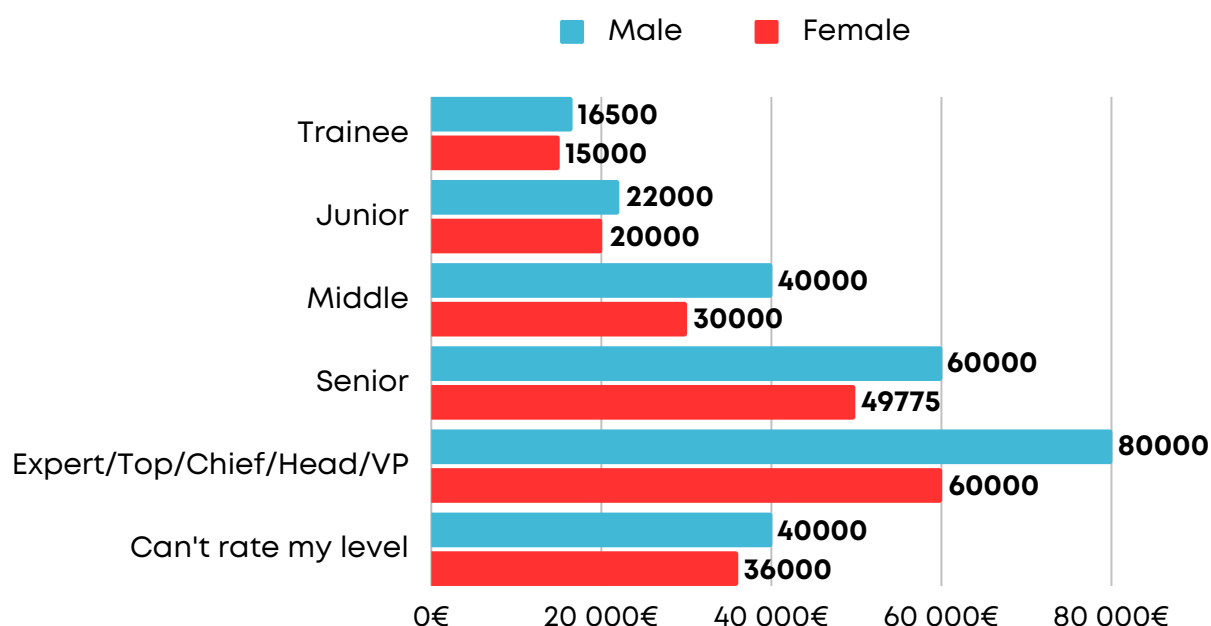
Genders of Respondents and Salaries

A somber trend is worth highlighting: female respondents tend to indicate lower desired salary levels compared to their male counterparts. This pattern reflects the same correlation observed with actual salary levels. As the expertise level increases - the disparity between desired salaries among respondents widens.

Sasha Kononenko
Recruitment Lead, Values Value

Linked in

"While the topic of diversity and equity is prominently featured in discussions, societal change doesn't happen overnight. Thus, stereotypes persist, such as portraying women as overly emotional for C-level positions or suggesting their lesser aptitude in programming and other baseless notions.

During my preparation for one of my reports, I was shocked to discover that women comprise less than 30% of all representatives in the games industry. This significant underrepresentation could lead to the undervaluing of women within the industry, as key positions continue to be dominated by men. Furthermore, it's undeniable that women are often less assertive when negotiating their salaries and benefits compared to men.

So, what can we do to address this issue? We should encourage women to pursue their careers without fear, highlight the stories of successful women in the games industry, and underscore the vital importance for companies to foster an environment of equal opportunities for professional work, growth, and development."

Genders of Respondents and Salaries

Median Salary by Gender and Company Type

■ Male **■ Female**

Company Type	Male	Female
Outsourcing Company	26000	16560
Near-Gaming Services	30000	25000
Publisher	41000	36000
Game Product (Self-Publishing)	39500	31290
Game Product (Publisher Partnership)	35686	34150
Independent / Indie Game Developer	30000	12413
Marketing / UA	28750	32500

0€   10 000€   20 000€   30 000€   40 000€   50 000€
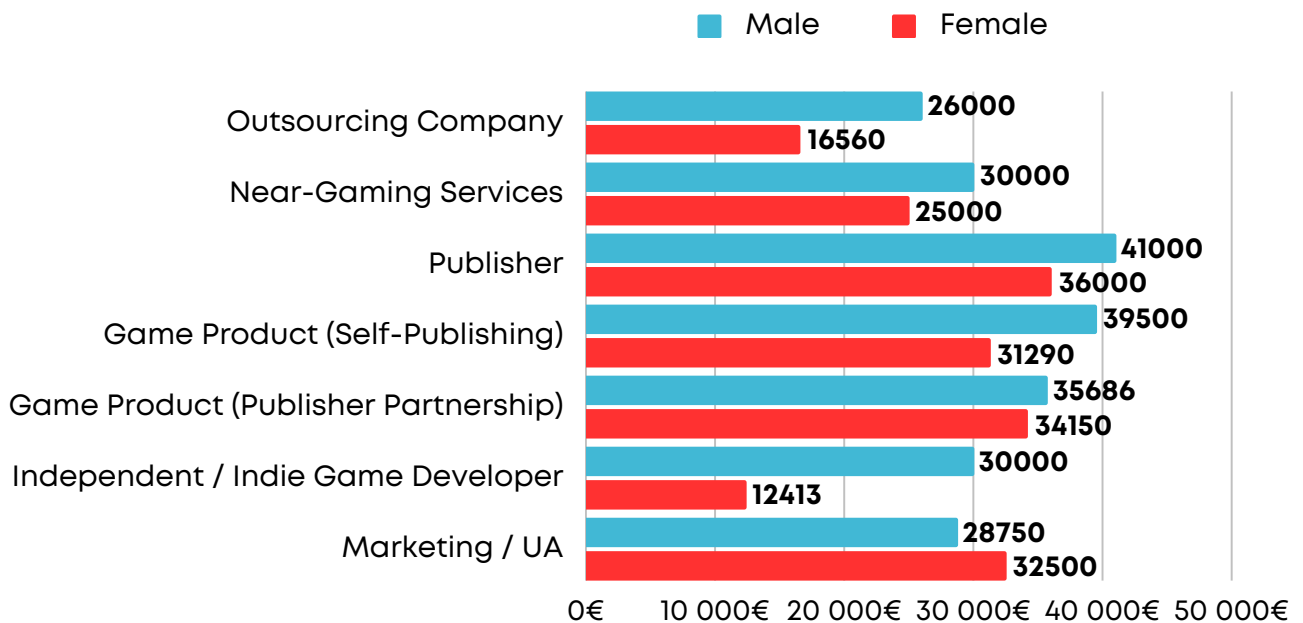
Analyzing the data by company type, we observe the same enduring trend: males surpass females in terms of salary across most domains, except for Marketing and Esports.

Work Arrangement Trends
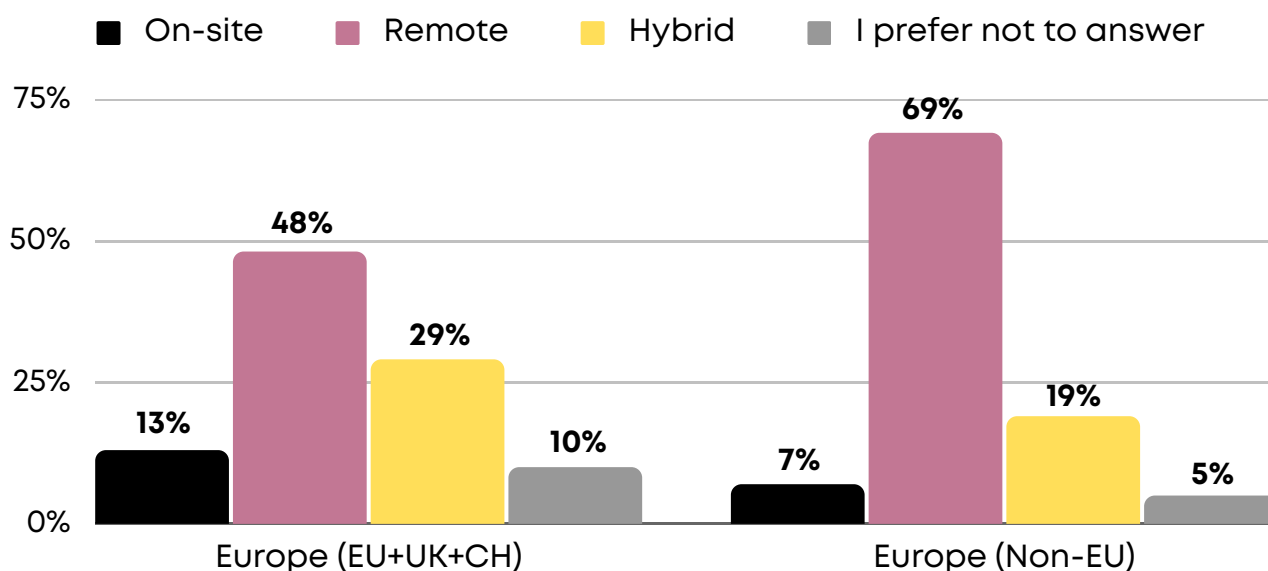
Legend: ■ On-site ■ Remote ■ Hybrid ■ I prefer not to answer

Europe (EU+UK+CH): On-site 13%, Remote 48%, Hybrid 29%, I prefer not to answer 10%

Europe (Non-EU): On-site 7%, Remote 69%, Hybrid 19%, I prefer not to answer 5%

In the non-EU countries, remote work is more popular, whereas in the EU+UK+Switzerland region, respondents work in offices almost twice as frequently, with a hybrid work format being employed by 30% of the respondents.

Cooperation Formats and Company Type

Legend: ■ Remote ■ Hybrid ■ On-site ■ I prefer not to answer

Company Type	Remote	Hybrid	On-site	I prefer not to answer
Independent / Indie Game Developer	81%	4%	15%	
Outsourcing Company	77%	18%	5%	
Near-Gaming Services	72%	24%		4%
Game Product (Self-Publishing)	71%	22%	7%	
Game Product (Publisher Partnership)	59%	28%	13%	
Publisher	54%	30%	16%	
Marketing / User Acquisition	53%	41%		6%
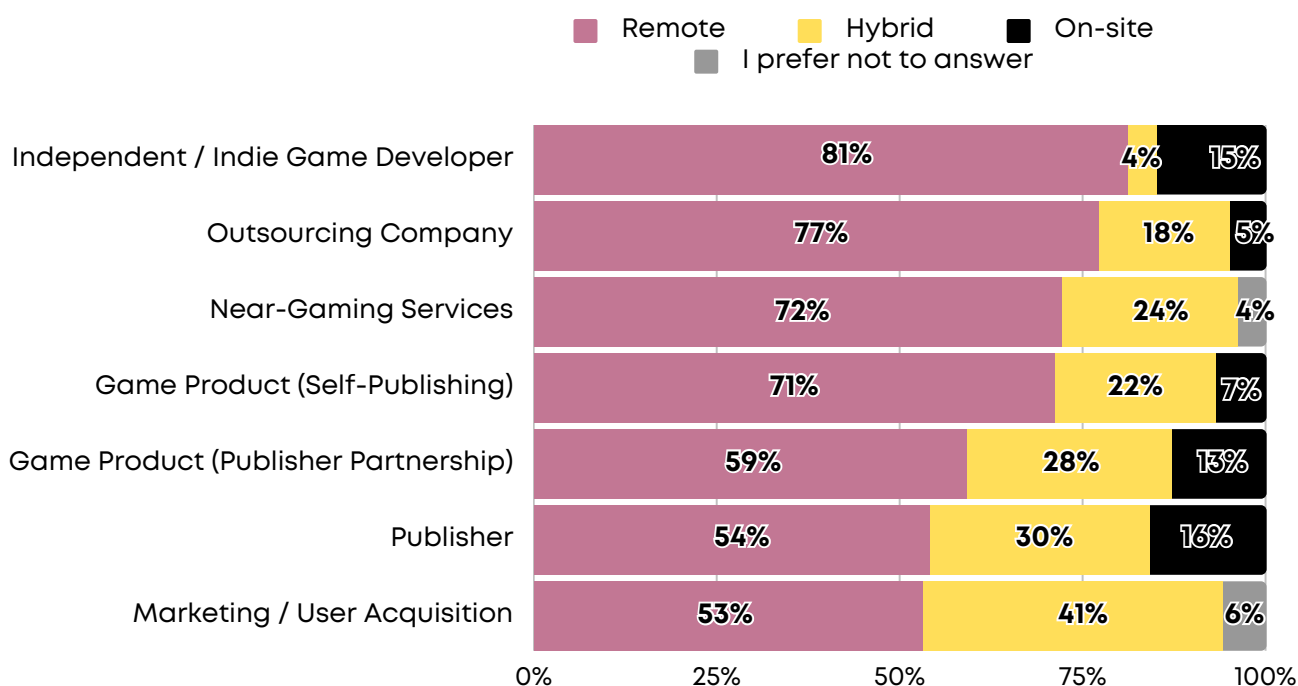
Work Arrangement Trends

How does the work arrangement affect the salary?

Legend: ■ On-site   ■ Remote   ■ Hybrid

Category	On-site	Remote	Hybrid
Top management, C-level, VP	64000	60000	87500
Programming / Development	48000	33180	44350
Project Management / Production	42000	43344	49000
Marketing / User Acquisition	33600	33800	48000
Game Design	33070	27000	33600
Art / Design	22070	23000	35000
QA / Testing	18000	17891	34600

Axis: 0€ — 25 000€ — 50 000€ — 75 000€ — 100 000€

Legend: ■ On-site   ■ Remote   ■ Hybrid

Category	On-site	Remote	Hybrid
Game Product (Publisher Partnership)	42000	33300	45600
Game Product (Self-Publishing)	40000	33000	42000
Publisher	33000	33000	53780
Outsourcing Company	23400	21600	29832
Other	18000	19200	30000

Axis: 0€ — 20 000€ — 40 000€ — 60 000€

AI Adoption

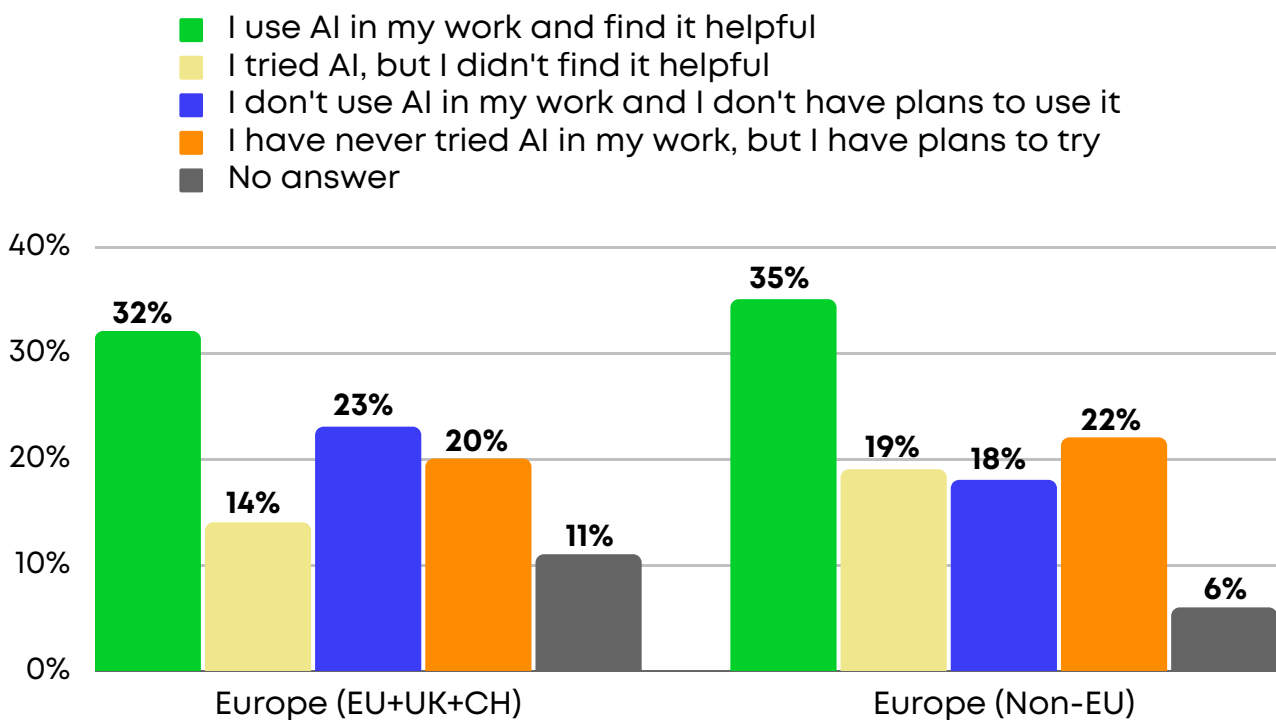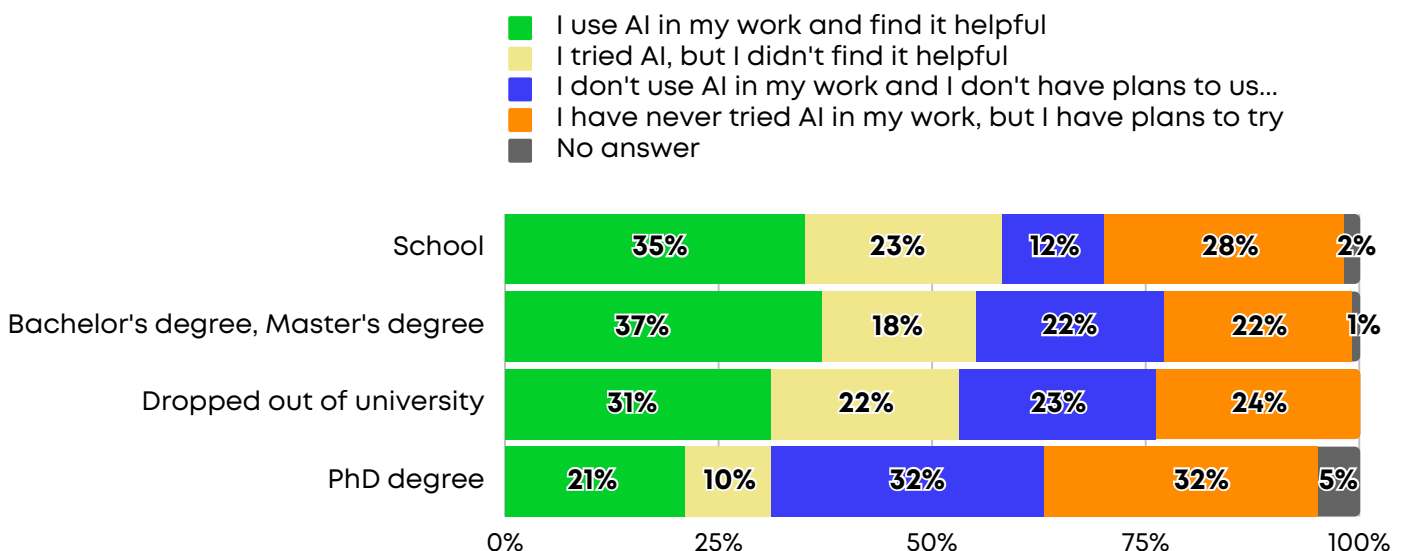## and Its Impact on Salaries in the Games Industry

Within this segment, we'll delve into the domain of AI within the games industry. Our focus will be on examining the prevalence of AI among respondents and its effects on salary dynamics.

AI Adoption Trends by Regions

- 🟩 I use AI in my work and find it helpful
- 🟨 I tried AI, but I didn't find it helpful
- 🟦 I don't use AI in my work and I don't have plans to use it
- 🟧 I have never tried AI in my work, but I have plans to try
- ⬛ No answer

Europe (EU+UK+CH): 32%, 14%, 23%, 20%, 11%

Europe (Non-EU): 35%, 19%, 18%, 22%, 6%

AI Adoption by Education Levels

- 🟩 I use AI in my work and find it helpful
- 🟨 I tried AI, but I didn't find it helpful
- 🟦 I don't use AI in my work and I don't have plans to us...
- 🟧 I have never tried AI in my work, but I have plans to try
- ⬛ No answer

Education Level	🟩	🟨	🟦	🟧	⬛
School	35%	23%	12%	28%	2%
Bachelor's degree, Master's degree	37%	18%	22%	22%	1%
Dropped out of university	31%	22%	23%	24%	
PhD degree	21%	10%	32%	32%	5%

AI Adoption

and Its Impact on Salaries in the Games Industry

AI Adoption by Company Types
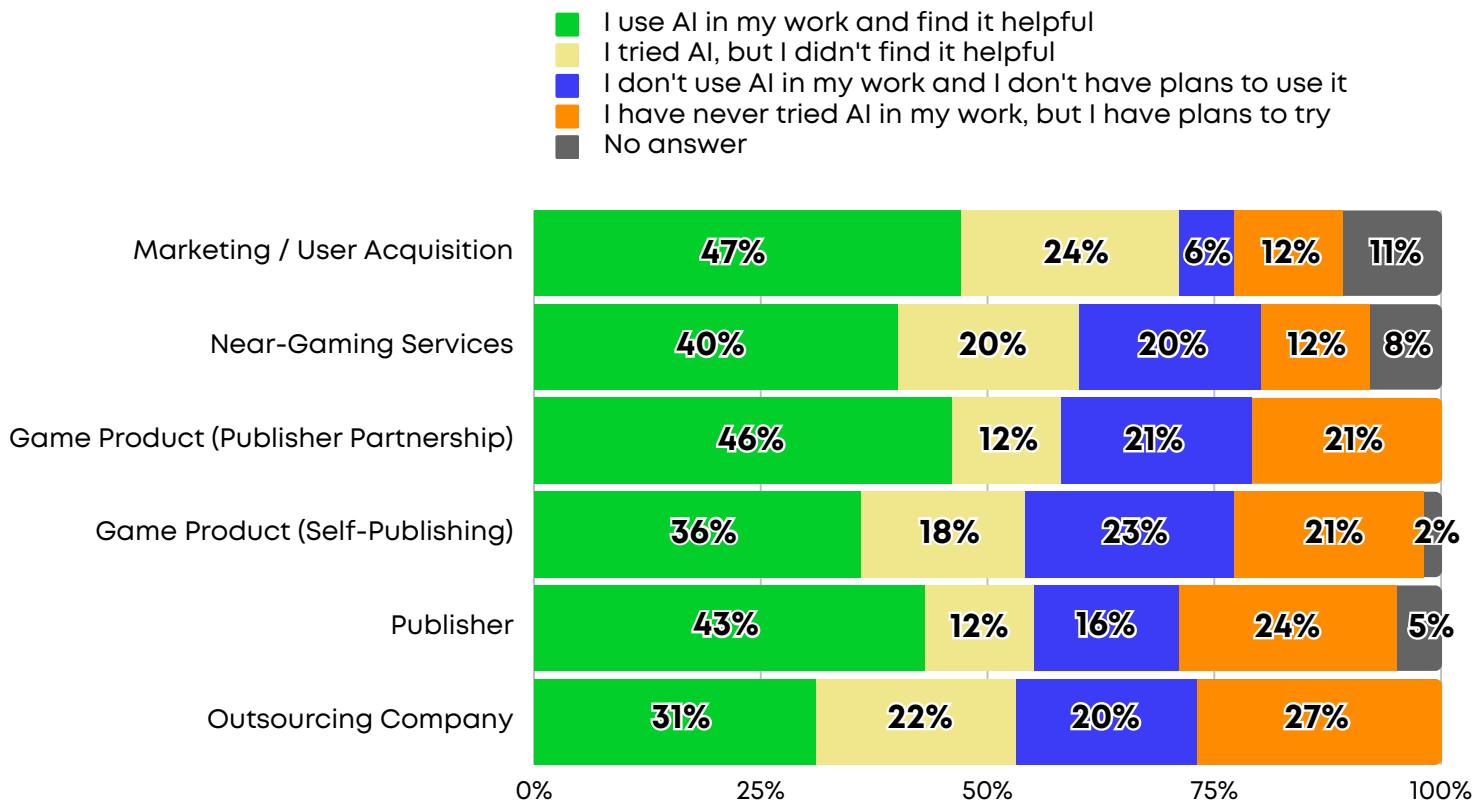
- 🟩 I use AI in my work and find it helpful
- 🟨 I tried AI, but I didn't find it helpful
- 🟦 I don't use AI in my work and I don't have plans to use it
- 🟧 I have never tried AI in my work, but I have plans to try
- ⬛ No answer

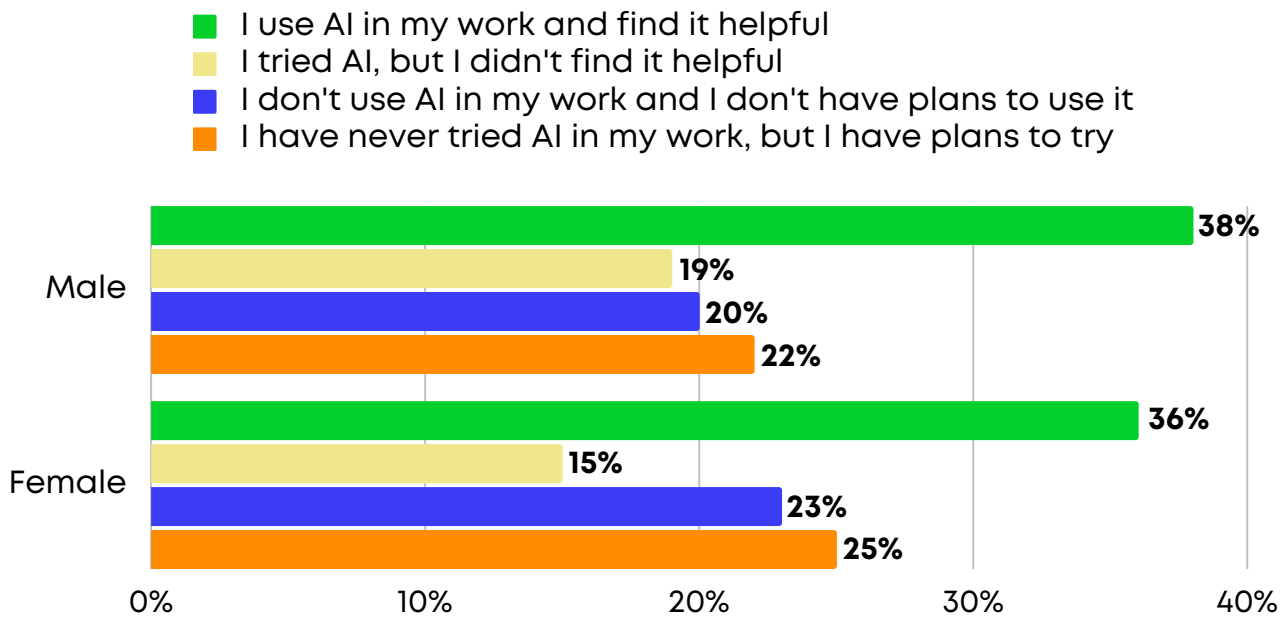| Company Type	Green	Yellow	Blue	Orange	Gray
Marketing / User Acquisition	47%	24%	6%	12%	11%
Near-Gaming Services	40%	20%	20%	12%	8%
Game Product (Publisher Partnership)	46%	12%	21%	21%	
Game Product (Self-Publishing)	36%	18%	23%	21%	2%
Publisher	43%	12%	16%	24%	5%
Outsourcing Company	31%	22%	20%	27%	

Respondents working in Marketing, Product companies, and Publishing are the most frequent users of AI. Conversely, the least popular adoption of AI is among respondents engaged in Outsourcing and Indie sectors.
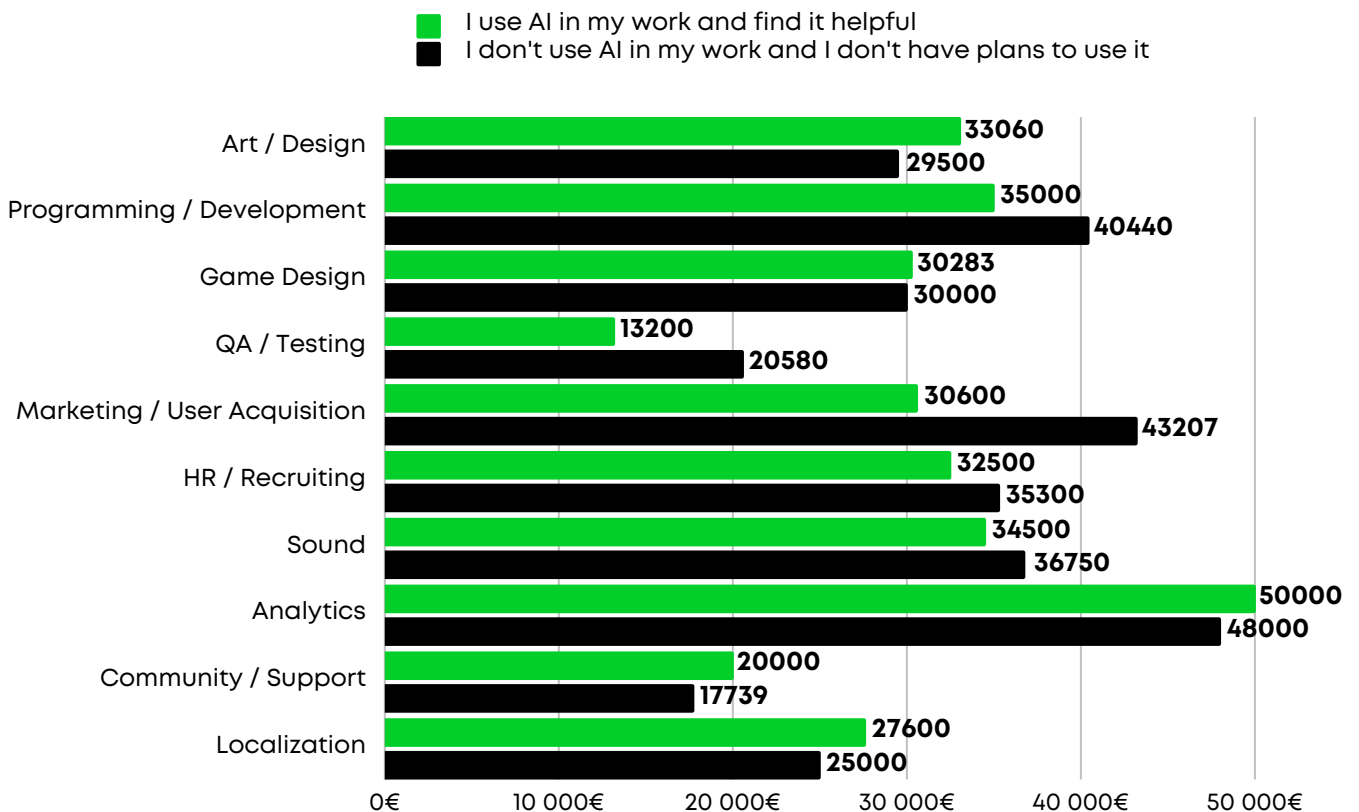
AI Adoption

and Its Impact on Salaries in the Games Industry

AI Adoption by Gender

Legend:
- 🟩 I use AI in my work and find it helpful
- 🟨 I tried AI, but I didn't find it helpful
- 🟦 I don't use AI in my work and I don't have plans to use it
- 🟧 I have never tried AI in my work, but I have plans to try

Male
- 38%
- 19%
- 20%
- 22%

Female
- 36%
- 15%
- 23%
- 25%

X-axis: 0% | 10% | 20% | 30% | 40%

AI Adoption by Profession

Legend:
- 🟩 I use AI in my work and find it helpful
- ⬛ I don't use AI in my work and I don't have plans to use it

Profession	I use AI in my work and find it helpful	I don't use AI in my work and I don't have plans to use it
Art / Design	33060	29500
Programming / Development	35000	40440
Game Design	30283	30000
QA / Testing	13200	20580
Marketing / User Acquisition	30600	43207
HR / Recruiting	32500	35300
Sound	34500	36750
Analytics	50000	48000
Community / Support	20000	17739
Localization	27600	25000

X-axis: 0€ | 10 000€ | 20 000€ | 30 000€ | 40 000€ | 50 000€

Key Takeaways

High-Paid Roles:
Talking about middle-level specialists – analysts come in first place with a median salary of 36,200 EUR annually for EU+UK+Switzerland, while other roles have only reached the 16,000+ EUR range. In non-EU countries, project management and analytics roles happen to have the highest salaries – nearly 29,000 EUR annually.

Seniors – for this level the high-paid roles don't change compared to middles. Besides the fact that top management, C-level, VP of course earn even more than anyone else.

Regional Disparities in Compensation Satisfaction:
As a matter of fact, respondents from non-EU European countries earn twice less, but they exhibit greater satisfaction with their salaries compared to their counterparts in Europe (EU+UK+Switzerland). Which comes from the fact that specialists nowadays search for a sense of stability rather than just a high salary.

eNPS or What Makes Employees Loyal (Bonuses & Environment):
In the contemporary context, employees find their motivation through captivating, enduring projects with extended developmental trajectories. Amid the array of perks and incentives companies put forth, benefits like medical insurance, profit-sharing disbursements, project-specific bonuses, interest-free loans, and tuition reimbursements hold substantial value.

Good company will simply take care of the needs of its employees by providing relevant bonuses - and it really makes an impact!

However, in order to highlight yourself, companies may provide excellent technical equipment, organize resort events and internal training, send employees to professional conferences covered by employer, and offer additional vacation days.

Also, it will be good to keep in mind the perfect picture – that employees tend to enjoy working in a near-game service company or a product company that creates its own games in hardcore, midcore or casual genres with a workforce of more than 500 people, has overtime no more than 1-2 times per month, gives to its employees royalties, profit share, and/or percentage of sales.

Key Takeaways

And, last but not least, monthly bonuses seem to be not the best practice as employees in a matter of time tend to get used to it.

Gender Wage Gap and Its Complex Implications:
Respondents in both regions, when segmented by gender, are presented in roughly equal proportions: 60% are men; and around 25% are women. (Other respondents preferred not to name their gender or chose the "Other Gender" option).

The persistent gender wage gap remains a challenge, driving female specialists into a cycle where their self-evaluated desired salaries tend to be lower than their male colleagues. Female salaries are lower across all levels of seniority, and the higher the level of expertise - the greater the salary gap between males and females.

Work Arrangement Trends:
In the non-EU countries, remote work is more popular, whereas in the EU+UK+Switzerland region, respondents work in offices almost twice as frequently, with a hybrid work format being employed by 30% of the respondents.

Adoption of AI Among Respondents:
When examined across regions, we notice a similar pattern of AI adoption among respondents.

Respondents working in Marketing, Product companies, and Publishing are the most frequent users of AI. Conversely, the least popular adoption of AI is among respondents engaged in Outsourcing and Indie sectors.

VALUES VALUE

Recruitment

Sourcing

Market Analytics

HR Consulting

OUR CLIENTS

UBISOFT | Cmy Build | 天象互动 SKYMOONS | LEGOU GAMES | Voodoo | Lost Control | FUNCOM | GAMELOFT | Garena | TILTINGPOINT RAISE YOUR GAME

FOLLOW VALUES VALUE

INGAMEJOB

110 000
Monthly Visitors

5 000
Monthly candidates' applications

3 150
CVs of monthly active candidates

1 300
Employers

CHECK OUT OUR SITE