



BLOCKCHAIN  
GAME  
ALLIANCE

# 2024 STATE OF THE INDUSTRY REPORT MEDIA ROUNDUP

EMFARSIS



# OVERVIEW

This document provides a review of the media outreach campaign for the BGA 2024 State of the Industry Report.

Media impressions spanned multiple stages, starting with the announcement of the commencement of the BGA survey (that eventually informed the final report), which was conducted from 27 August to 30 September 2024.

Emfarsis prepared and distributed a press release announcing the report's launch on 17 December 2024, which resulted in widespread coverage of its findings.

Coverage has continued into January 2025, with leading crypto and gaming publications citing the BGA report regarding emerging trends in blockchain gaming for 2025.

This deck highlights the key media pickups at each stage of the campaign.

A pixelated, grey robot character with blue accents is positioned in the upper right corner of the slide. It has a blocky, retro aesthetic and is looking towards the left.

216

TOTAL ARTICLES  
PUBLISHED

1.12B

TOTAL AUDIENCE  
REACH

A pixelated, red treasure chest is located in the lower center of the slide. It is open, revealing a blue interior with a small, dark, pixelated object inside. The chest has a blocky, retro design.





# 2024 STATE OF THE INDUSTRY REPORT

With four years of data to analyze, the 2024 report revealed several insights into the developments shaping the blockchain gaming industry.

One notable discovery was that 52.5% of all survey respondents came from a background in traditional gaming rather than blockchain or crypto. This was indicative of an important shift, as the industry had often received criticism for its perceived focus on financialization over creating fun-first games.

The press release announcing the report's launch highlighted this finding to position the BGA as a leading authority with a network that is deeply representative of the broader industry.

In addition to this press release, Emfarsis also prepared a document to introduce the BGA board members and honorary board members to the media as a way to encourage follow-up interviews.



# MEDIA COVERAGE

## SURVEY LAUNCH



Major publications such as Cointelegraph and GAM3S.GG, as well as the Philippines #1 crypto news publication, BitPinas, covered the launch of the BGA survey in August, helping to amplify the BGA's call for industry professionals to respond to the survey.



COINTELEGRAPH



**5M**  
MAU

SEP 2024

[Are there 'too many' blockchains for gaming?](#)  
[Sui's randomness feature: Web3 Gamer](#)

GAM3S.GG



**400K** MAU

SEP 2024

[Addressing Diversity Challenges in Blockchain Gaming](#)



BITPINAS



**256K** MAU

SEP 2024

[Call For Respondents: Blockchain Game Alliance](#)  
[State of Industry Survey 2024 | Weekly News Recap](#)



# MEDIA COVERAGE: CoinDesk

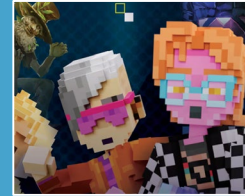
## REPORT LAUNCH

On 17 December, CoinDesk published a news article covering the 2024 report findings. This was the first time that CoinDesk covered the BGA report, since it began in 2021.

Written by journalist Callan Quinn, the article focused on the shift toward more professionals with gaming backgrounds joining the industry, as highlighted in the press release.

Two days later, Emfarsis' Leah Callon-Butler also published an opinion piece drawing on insights and tensions uncovered by the 2024 report.

As the world's #1 crypto news publication, this coverage on CoinDesk marks a very important milestone in terms of the increasing influence of the BGA State of the Industry Survey and Report.

**CoinDesk****7.6M**  
MAU**DECEMBER 2024**

[Web3 Gaming Sees Shift as  
Traditional Games  
Professionals Outnumber  
Crypto Specialists](#)

**DECEMBER 2024**

[The Ownership Paradox: Why  
Blockchain Games Have Betrayed  
Digital Property Rights](#)

# TOP MEDIA PICKUPS

## REPORT LAUNCH

High-profile outlets with readerships in the millions, such as Cointelegraph and Decrypt, featured key narratives revealed by the report. Other authority sites like BitPinas continued coverage into January, focusing on industry predictions for the year ahead – a theme that consistently garners attention during this month.



COINTELEGRAPH



5M

MAU



DECEMBER 2024

Women more bullish about blockchain games than men: Web3 Gamer



Decrypt



1.3M



DECEMBER 2024

Play-to-Earn Declines as Blockchain Gaming Shifts to Ecosystem Integrations



BITPINAS



256K

MAU



JANUARY 2025

2025 Predictions: Interoperability, Esports, and AI to Redefine Web3 Gaming, BGA Report Shows



# OTHER MEDIA COVERAGE

## REPORT LAUNCH



 **611.4M** MAU

DECEMBER 2024

Blockchain Game Alliance Report shows organic Web3 gaming growth



 **104.8M** MAU

DECEMBER 2024

Most Web3 Gaming Professionals Come From Gaming Not Crypto, Says Blockchain Game Alliance Report



 **74.2M** MAU

DECEMBER 2024

BGA report: Traditional game professionals account for more than 52% of Web3 game companies



 **16.7M** MAU

DECEMBER 2024

A change in Web3 games - pros of traditional games surpass cryptocurrency experts | CoinDesk JAPAN



 **16.2M** MAU

DECEMBER 2024

Most Web3 Gaming Professionals Come From Gaming Not Crypto, Says Blockchain Game Alliance Report

# OTHER MEDIA COVERAGE

## REPORT LAUNCH



INQUIRER.NET  **10M** MAU

DECEMBER 2024  
Blockchain Game Alliance Report shows  
organic Web3 gaming growth



CCN  **397.7K** MAU


DECEMBER 2024  
Gamers Adopt Play-to-Earn in Web3, but Questions  
About Enjoyment Persist



 COINTELEGRAPH  **5M** MAU


DEC 2024  
Challenges for GameFi in 2025



 BITPINAS  **256K** MAU


DECEMBER 2024  
Web3 Gaming Poised for Blockbuster  
Breakthroughs in 2025 — Blockchain Game  
Alliance



GamesBeat  **1.5M** MAU

DECEMBER 2024  
Game devs are 52.5% of the blockchain gaming  
industry | Blockchain Game Alliance



 PlayToEarn  **56.2K** MAU

DECEMBER 2024  
BGA 2024 State of the Industry Report: Web3  
Gaming Moves Beyond P2E to Fun-First Experiences



GAMES.GG  **400K** MAU

DECEMBER 2024  
Over 50% of Professionals in Web3 Come  
From Web2 Gaming



BLOCKCHAIN  
GAMER.BIZ  **41.6K** MAU

DECEMBER 2024  
BGA releases its 2024 state of the  
industry report



# MEDIA COVERAGE

**AP** ASSOCIATED PRESS

**BENZINGA**

**BITPINAS**

**BLOCKCHAIN  
GAMER.BIZ**

**CCN**

**COINBACKYARD**

**CoinDesk**

**COINGEEK**

**COINTELEGRAPH**  
The Future of Money

**CN**  
**COINTURK  
NEWS**

**CRYPTO NEWS**  
AUSTRALIA

**cryptonews**

**CRYPTO  
NINJAS**

**Cryptopolitan**

**Decrypt**

**egamers.io**

**ESB**  
ESPORTS BUREAU

**GAMES.GG**

**GamesBeat**

**Gate Moments**

**ICOHOLDER**

**INQUIRER.NET**

**metacade**

**msn**

**PlayToEarn**

**SIGMA**

**yahoo!news**

# ALSO FEATURED IN





# Get in touch with us

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