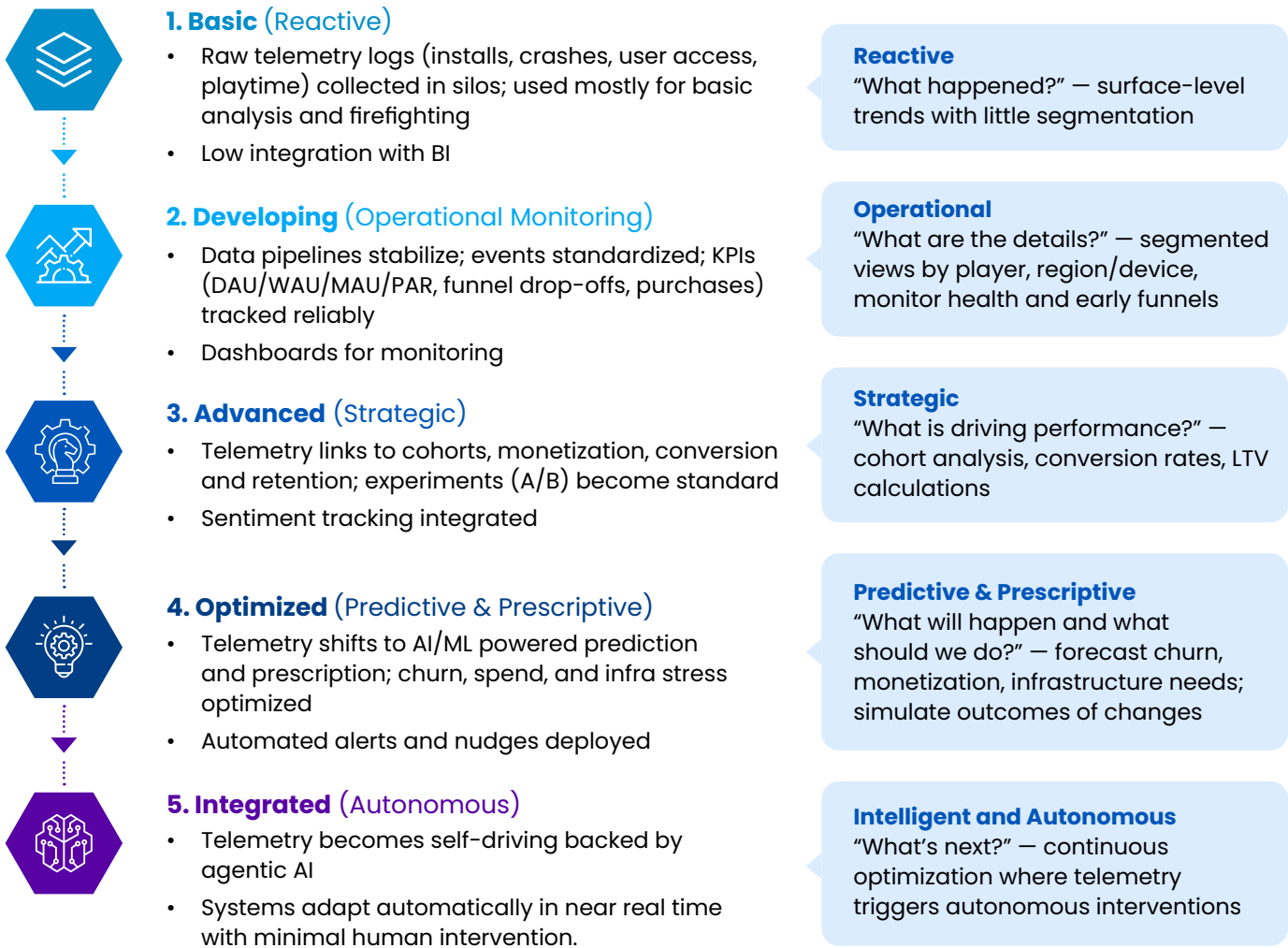




FROM DATA TO DECISIONS: THE FIVE STAGES OF MODERN GAMING TELEMETRY

The gaming industry collects more telemetry than ever, yet most studios still struggle to turn that data into meaningful player and business impact. Teams often rely on fragmented logs, basic KPIs, and reactive dashboards that explain what happened but reveal little about why it happened or what to do next. As live service expectations rise and player behavior becomes more complex, this gap creates slower decisions, missed insights, and unnecessary operational risk. The visuals below outline the full telemetry maturity journey, showing how studios can progress from siloed, foundational data to intelligent, AI-driven, autonomous systems that enable deeper insight, predictive capabilities, and self-optimizing LiveOps.

TELEMETRY MATURITY JOURNEY IN THE GAMING INDUSTRY





EVOLUTION OF VALUE-DRIVEN INSIGHTS IN GAMING TELEMETRY

Gold Standard: AI-Driven, Self-Optimizing Systems That Predict, Adapt, and Evolve

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|---|--|--|
| <p>01 Basic (Reactive)</p> | <ul style="list-style-type: none"> • Session start/stop: Tracks playtime and engagement • Crash reports: Captures errors to improve stability • Device info: Identifies hardware/OS for optimization. • Network datapoints: Measures latency, drops, and stability |  <p>Nice!</p> |
| <p>02 Developing (Operational Monitoring)</p> | <ul style="list-style-type: none"> • Player engagement prioritized: New and Active users, player behaviors, playtime habits monitored along with demographic data. • Community & Social Signals: Friend invites monitored for analyzing social engagement • Monetization and retention metrics integrated into the radar. • Infrastructure Telemetry: Connects server health and support ops directly to player experience. |  <p>Good!</p> |
| <p>03 Advanced (Strategic)</p> | <ul style="list-style-type: none"> • Engagement Quality: Not just counting players but seeing who pays and who recommends. • Deeper Retention: Looks at 2–4-week loyalty, not just first week. • Richer Community Signals: Tracks player mood and guild activity for stronger bonds. • Efficiency & ROI: Measures how well money is made (spend per player) and spent (marketing payback). |  <p>Great!</p> |
| <p>04 Optimized (Predictive & Prescriptive)</p> | <ul style="list-style-type: none"> • Smarter Engagement: Tracks whales, rewards, and how fast players reach the fun. • Predictive Retention: Uses churn models and reactivation rates to spot drop-offs early. • Stronger Community: Measures activity and fan growth as loyalty drivers. • Risk & Revenue Focus: Flags anomalies, ensures compliance, and monitors spend and marketing ROI. |  <p>Outstanding!</p> |
| <p>05 Integrated (Autonomous)</p> | <ul style="list-style-type: none"> • Dynamic events: AI-driven personalized offers, adaptive difficulty levels, timed content • Matchmaking: Balance skill, behavior, churn risk, latency • Risk scoring: AI predicts churn, toxicity, spend propensity • Procedural content: AI-generated levels, missions, narratives • Adaptive economy: Auto-balanced markets of supply/demand • AI LiveOps: Automated events and promotions/campaigns • Safety monitors: Detect cheating and AI mitigates advanced threats • Context-aware play: Adapt to device, region, session • Adaptive & Self-healing infra: Auto-scale and reroute servers |  <p>Gold Standard!</p> |