

Your guide to



GAMESFORUM
LONDON

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WHY LONDON MATTERS FOR MOBILE GAMING

Over the past decade, London has become one of Europe's most influential mobile gaming hubs.

The city is home to internationally recognised publishers, independent studios, adtech companies, analytics platforms, and investment firms supporting every stage of a game's lifecycle. Its strength lies not only in creating games but in helping studios grow them through sophisticated marketing, monetisation, live operations, and international expansion.

Rather than specialising in a single genre, London's ecosystem supports everything from casual and puzzle games to strategy, simulation, and social experiences.

Companies attending Gamesforum:



ARISTOCRAT

Meta

MINICLIP

SNAPCHAT

trailmix

SciPlay

Google

L&T

PlungeGames

T2
TAKE-TWO INTERACTIVE

BURNY
GAMES

loopMe™

AppSamurai

two way media

Mobile
Finance
Collective

THE EVOLUTION OF MOBILE GAMING IN LONDON

Over the past decade, mobile gaming has undergone significant transformation, driven by advances in technology, changing player behaviour, and new business models. London has remained at the centre of this evolution, building an ecosystem that supports every stage of the mobile gaming lifecycle, from development and publishing to growth and monetisation.

2010–2015: The Smartphone Revolution

The rapid adoption of smartphones transformed gaming from a console-led industry into one accessible to billions of people. London quickly embraced this shift, with new studios and publishers building games specifically for mobile audiences.

This period was defined by rapid experimentation, simple game mechanics, and the rise of free-to-play business models. Success was measured by downloads and player acquisition as developers adapted to app store distribution.

2015–2020: The Growth and Publishing Era

As competition increased, mobile gaming became more sophisticated. User acquisition evolved into a specialist discipline, while monetisation expanded beyond in-app purchases to include advertising and hybrid revenue models.

London strengthened its reputation during this period through its expertise in publishing, performance marketing, creative optimisation, and live operations. Many studios used the city as a base to scale games across Europe and international markets.

AI and the Next Generation of Games (2020–present)

Artificial intelligence is beginning to reshape every stage of game development and operations.

From automated content creation and player support to personalised gameplay and advanced user acquisition optimisation, AI is changing how games are built, managed, and scaled. London's combination of gaming expertise, AI talent, and technology companies positions it well for this next phase of industry evolution.

While the technology continues to evolve, the fundamentals remain unchanged: successful games still depend on engaging experiences, effective monetisation, and strong community engagement.

OUR GAMESFORUM LONDON GALLERY



WHY GAMESFORUM IS HOSTED IN LONDON

Gamesforum brings together mobile game developers, publishers, growth leaders, and monetisation experts to explore the strategies shaping the future of the games industry.

London is a natural home for the event because it is one of Europe's leading mobile gaming hubs, bringing together world-class studios, publishers, adtech companies, and growth specialists.

The city's expertise in user acquisition, live operations, monetisation, and game publishing makes it an ideal setting for discussions on how mobile games are built, launched, and scaled.

Hosting the event in London gives attendees direct access to the people, companies, and ideas driving innovation across the mobile gaming ecosystem, while creating opportunities to share knowledge, build partnerships, and explore the trends shaping the industry's next chapter.

A glowing 3D number 155 is displayed on a dark, rectangular background. The numbers are illuminated from within, creating a bright orange-yellow glow that fades into the dark surroundings. The background of the entire page features a faint, stylized graphic of a Ferris wheel and a network of dots connected by lines.