

AI ADOPTION IN VIDEO GAMES

AI is widely used in game development.

How it's being used tells a more interesting story.

VAIA spoke directly with senior game industry leaders to understand how AI is being used today, where teams see value, and what is shaping decisions about its use.

THE RESEARCH AT A GLANCE

101

CONFIDENTIAL INTERVIEWS

Conversations with senior studio leaders and decision makers.

97%

HAVE USED AI

In some form.

94%

CURRENT PRODUCTION USE

Using AI in at least one of nine measured stages of the game development pipeline.

3/10

MEDIAN INTEGRATION DEPTH

Self-rated depth of AI integration across the production pipeline.

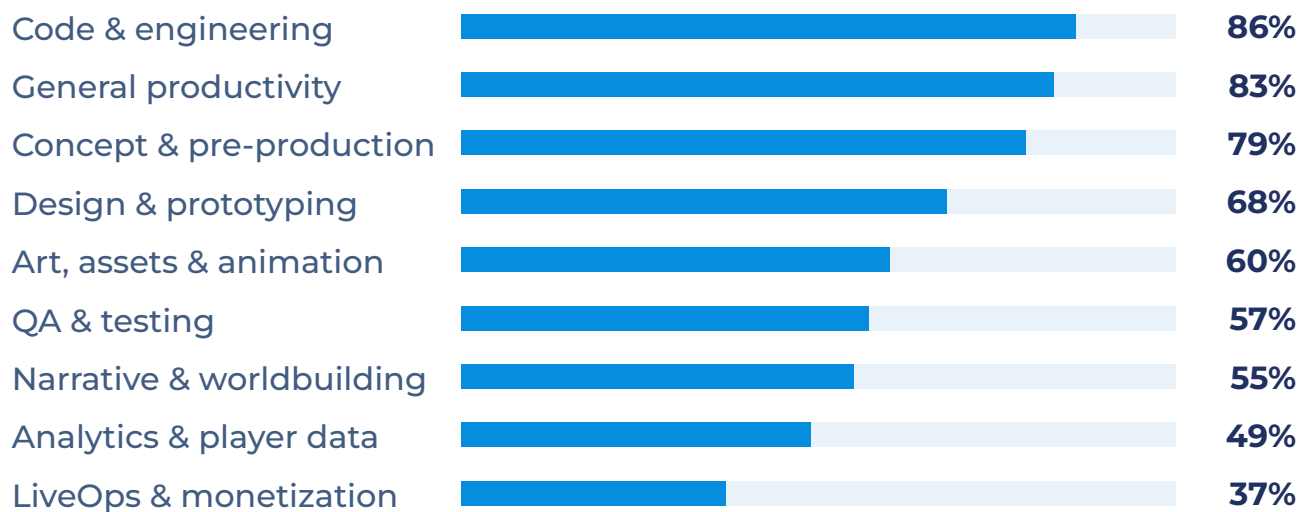
Source: 101 confidential interviews with senior studio leaders and decision makers, conducted Q2–Q3 2026.

A CLOSER LOOK AT AI USE

Where AI is being used, how deeply it is embedded, and regional differences.

01 WHERE TEAMS ARE USING AI TODAY

Share of 101 interviews reporting use at each stage

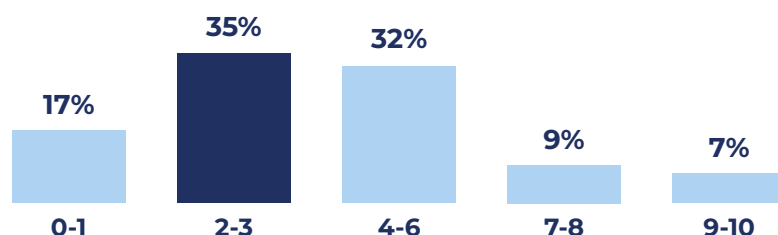


Stage rates use all 101 interviews; known answers vary by stage (86 to 99).

02 PIPELINE INTEGRATION IS STILL EARLY

Participants rated how deeply AI is embedded across their pipeline from 0 to 10.

Distribution of self-ratings (0-10), grouped by score



Based on 100 of 101 interviews.

MEDIAN

3/10

52% rated integration 3 or lower.

03 EUROPE REPORTS DEEPER AI ADOPTION

Average self-rated pipeline integration depth among interviewed leaders.

NORTH AMERICA

3.5/10



EUROPE (INCL. UK)

4.2/10



Regional bases: North America 49; Europe (including UK) 46. Remaining 6 not shown.

BEHIND THE RESEARCH

Direct conversations with decision makers. A consistent research framework.

VAIA is a structured interview study, not an online survey. From Q2–Q3 2026, Vivrato held 101 confidential conversations with senior leaders in PC and console game development, primarily at studios headquartered in North America and Europe.

Each conversation followed the same 44-question guide and covered the same nine production stages. Answers are anonymized and reported only in aggregate. No individual or company is identified.

AI IS NOT ONE THING

Every interview distinguished six types of AI, so a studio's view of generative AI isn't treated as its view of AI overall.

Generative AI

LLMs, image and audio generation

Classical machine learning

Prediction, classification, clustering

Rules-based automation

Scripted logic, decision trees

RAG

Retrieval-augmented systems

Fine-tuned / custom-trained

Models adapted on studio data

Agentic systems

Autonomous AI workflows

The numbers tell part of the story.

The conversations reveal what's behind them.

Explore what game industry leaders are learning about AI, from tools and applications to what's working and the challenges they face. VAIA brings those insights into focus for your business.

PUT THE RESEARCH TO WORK

GO DEEPER →

STUDIO REPORT

Compare your studio with similar-sized peers through a focused report and cohort benchmark, plus up to one hour with the VAIA team to discuss the findings.

ENTERPRISE REPORT

Explore your AI priorities with the VAIA team, informed by the full research. Includes up to four confidential team interviews, tailored analysis, evidence-based recommendations, and an executive readout.