

LOUPVENTURES

Unity Developer Survey

November 2020



Survey Methodology & Demographics

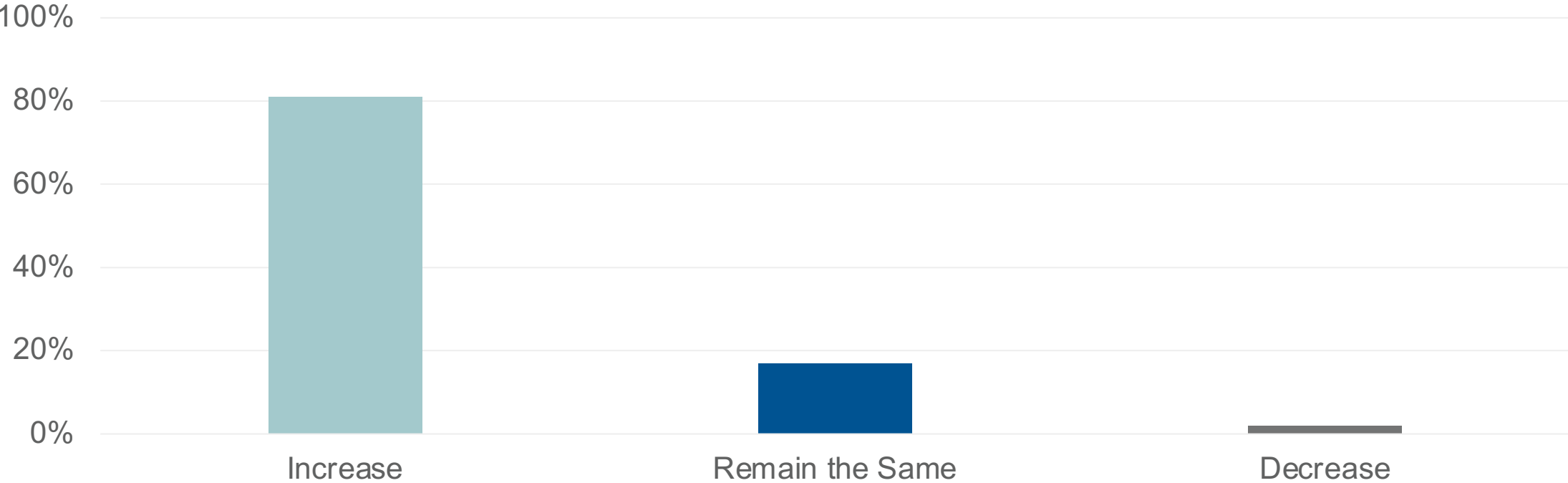
- We surveyed 54 Unity developers in the U.S.
- 94% of respondents are on a paid tier (19% of respondents used Unity Plus, 37% Unity Pro, and 39% Unity Enterprise)
- 41% of our respondents use Unity primarily for gaming, 24% for Architecture, Engineering, or Construction, 20% for Automotive, Transportation, and Manufacturing, and 15% in other categories.

Top Takeaways

- Unity users plan on increasing their spend with the company.
 - 81% of respondents expect their spending with Unity to increase over the next 12 months. In addition, 95% of Unity Pro and Enterprise users expect to add subscription seats in the next 12 months.
- Unity's Operate Solutions products have a high attach rate; the average respondent uses 4.1 additional products.
- Unity is the platform of choice for developers using both Unreal Engine and Unity, with 85% of respondents preferring Unity. While this isn't representative of market share, it highlights Unity's value to developers.

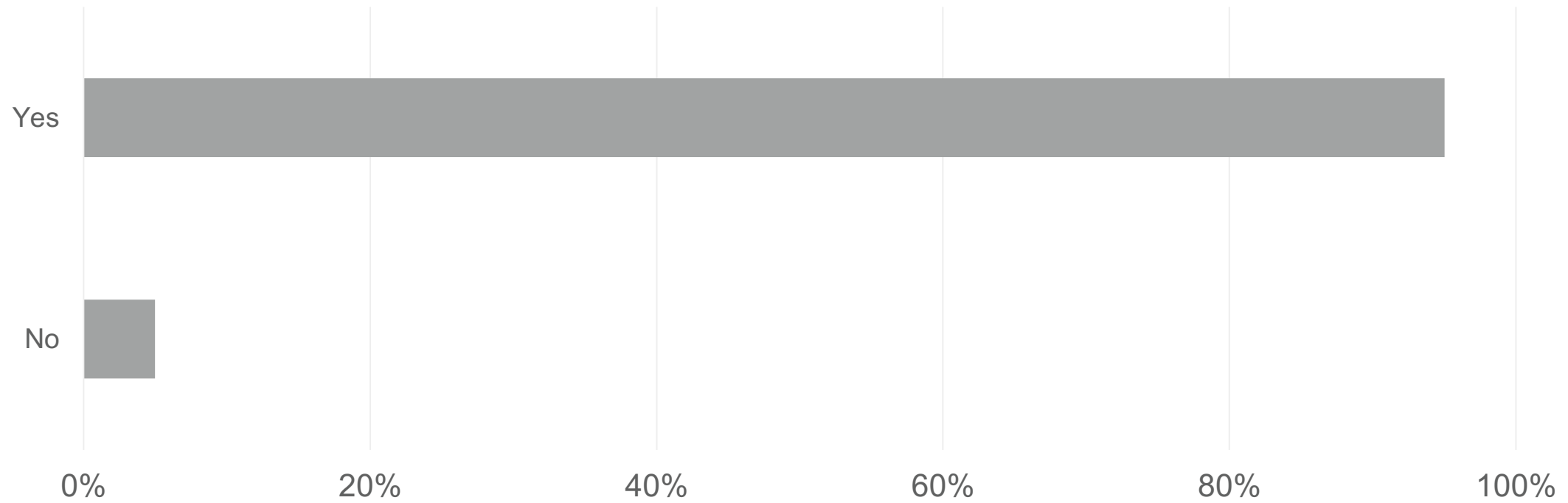
81% of respondents expect spending to increase over the next 12 months

How do you expect your spending with Unity to change in the next six months?



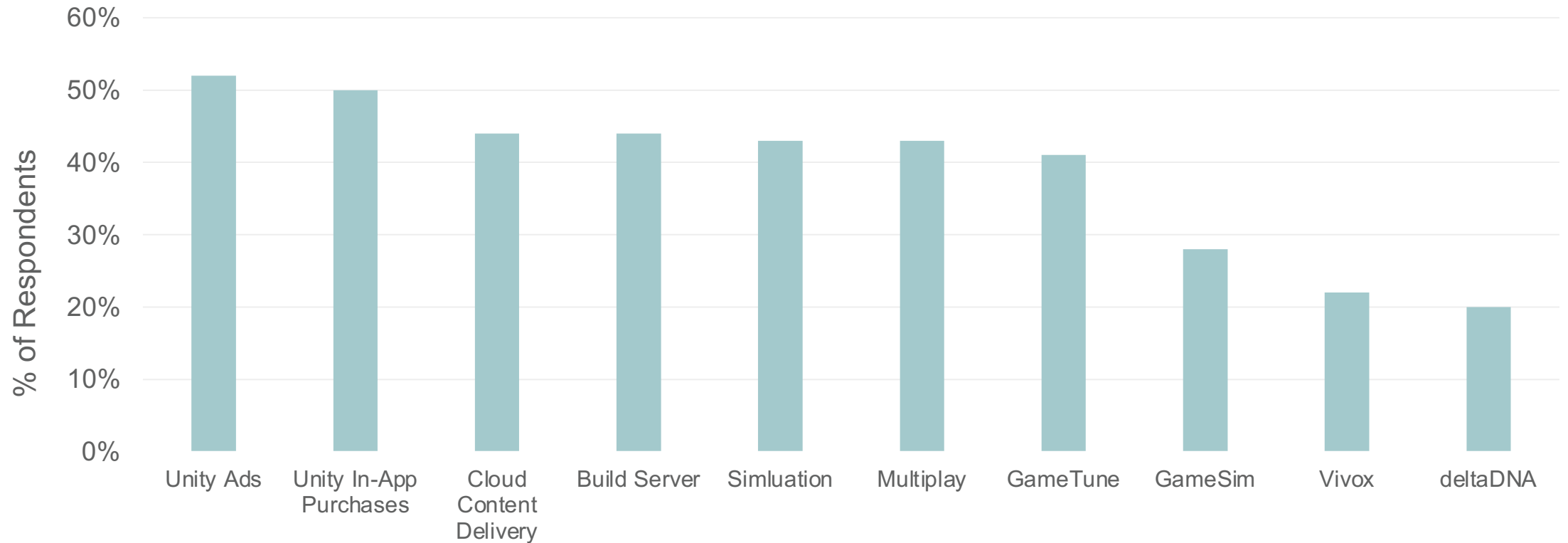
95% of Unity Pro and Enterprise users expect to add seats in the next 12 months

Does your organization plan on adding any seats to your Unity subscription in the next 12 months?



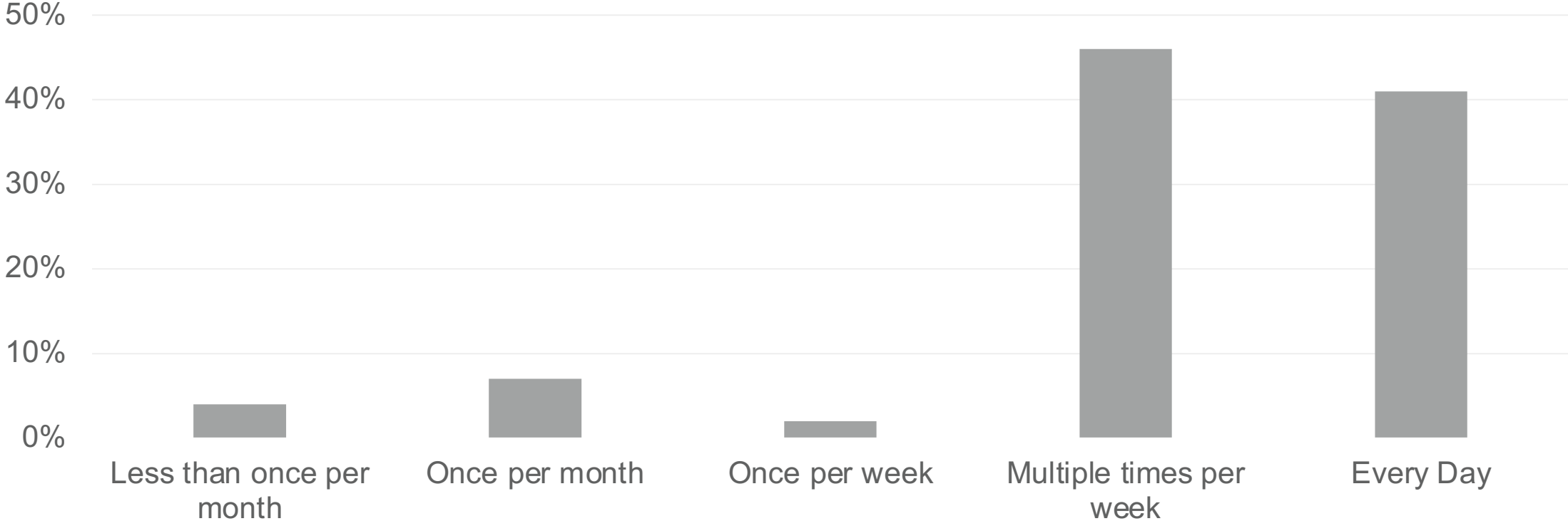
Unity users use an average of 4.1 Unity products

Which of the following Unity products do you use?



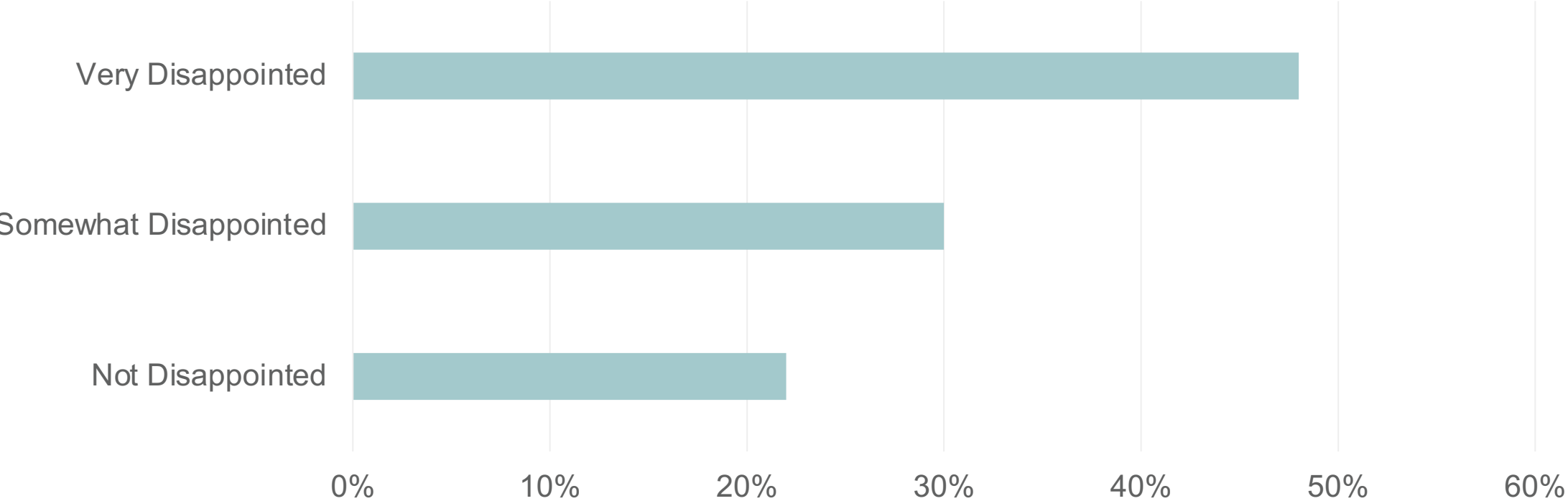
87% of respondents use Unity multiple times per week

How often do you use Unity?



48% would be “very disappointed” if they could no longer use Unity

How would you feel if you could no longer use Unity?

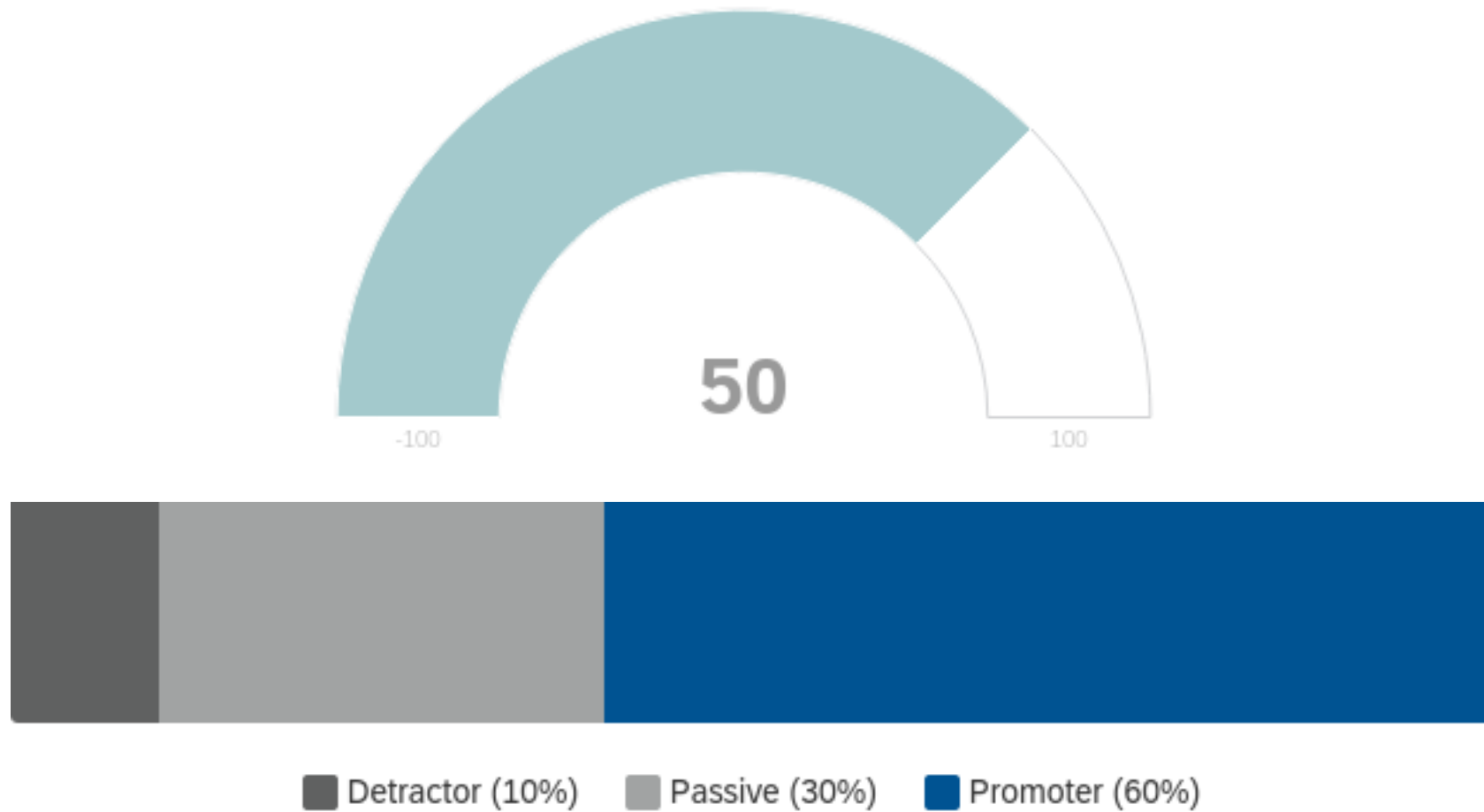


31% of respondents placed Time Savings as their #1 advantage of using Unity

Rank the following advantages of Unity, with the lowest being most important:

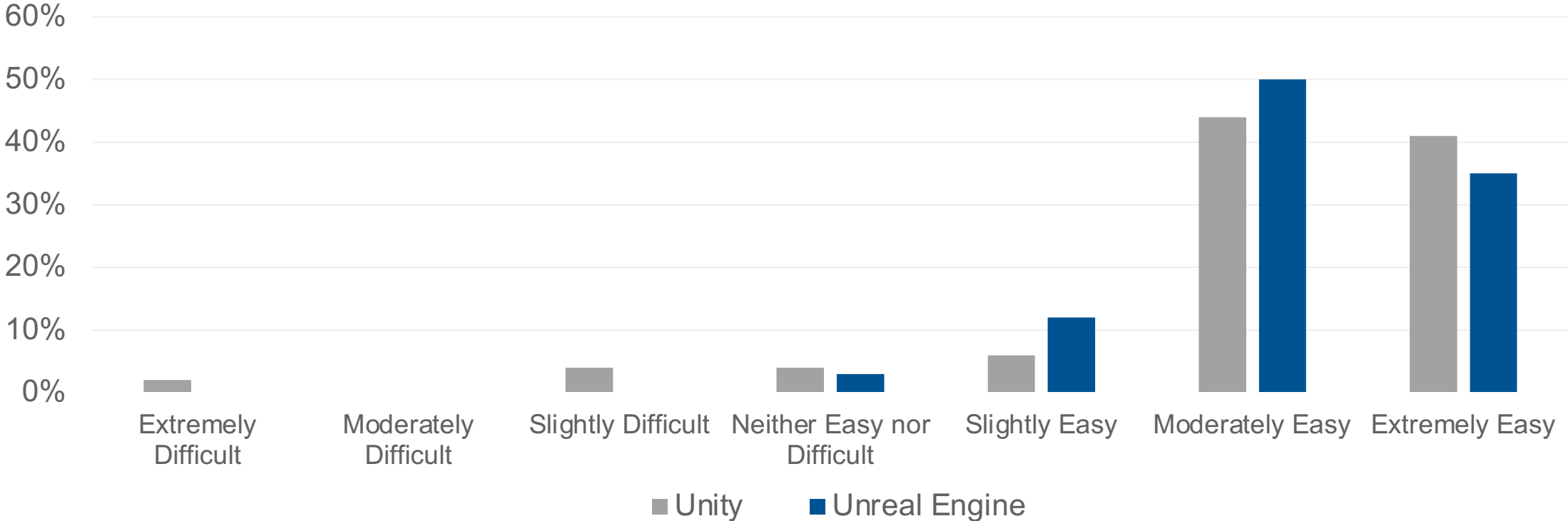
Benefit	Average Rank
Time Savings	2.44
Creative Freedom	3.05
Ease of Use	3.48
Cost Savings	3.72
Collaboration	4.07
Integration with Other Products/Services	4.22

Unity earned a Net Promoter Score of 50



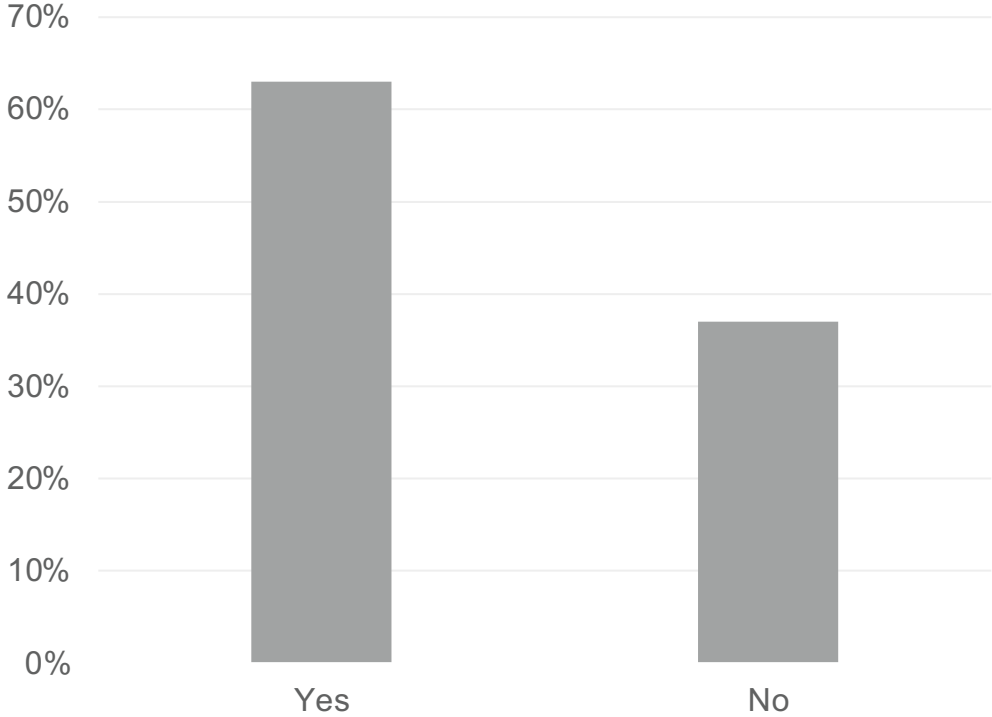
85% of respondents found it easy to get started with Unity, comparable to Unreal Engine

How often do you use Unity?

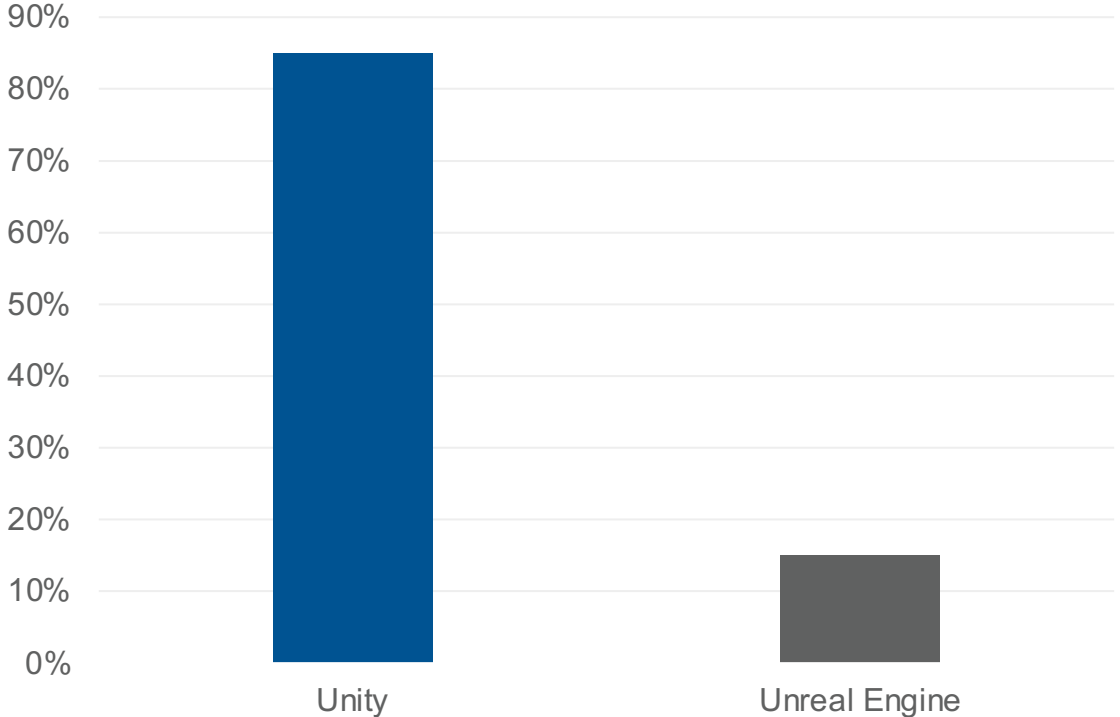


63% use both Unity and Unreal Engine; among them Unity is preferred

Do you use Unreal Engine?

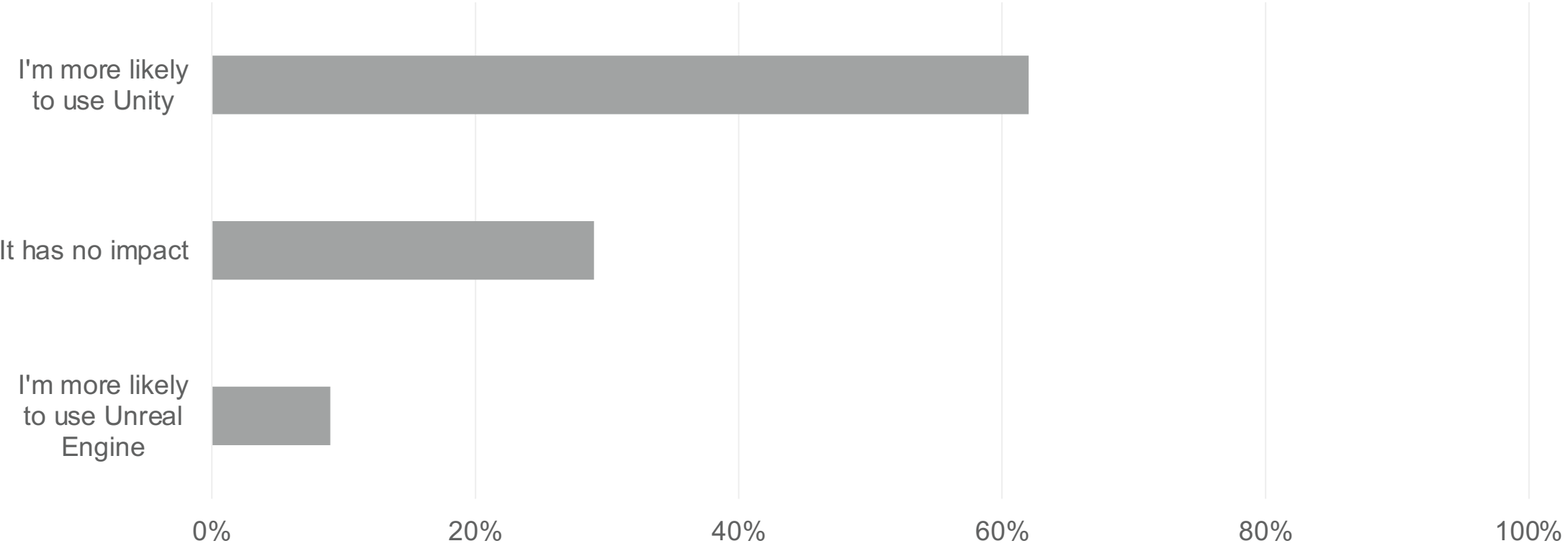


What is your primary engine?



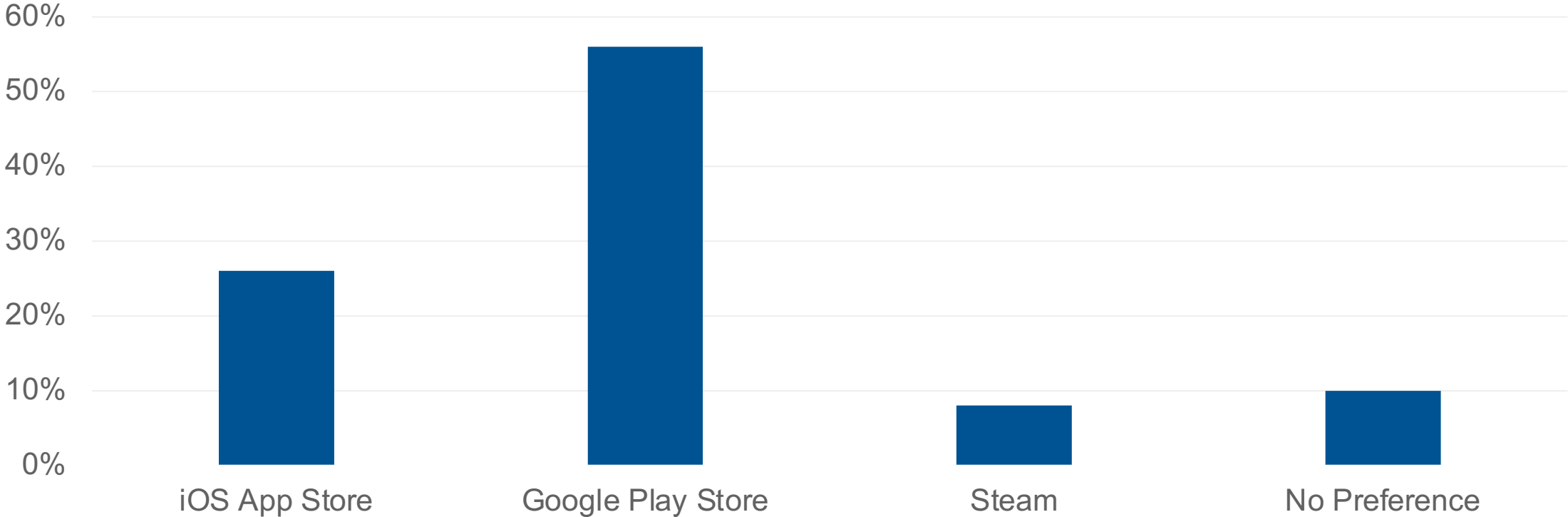
62% are more likely to use Unity following the dispute between Apple and Epic

How does the dispute between Apple and Epic Games impact which engine you will choose going forward?



56% of game developers prefer to launch their game in the Google Play Store

What is your preferred App Store to release a game?



79% plan to use the Unity Distribution Portal to launch their games

Do you plan to use the Unity Distribution Portal?

