

Problem

Indie games don't have good enough advertising to keep up with the saturated game market.

Details

Who: Indie developers, often small teams or solo creators with limited financial and marketing resources.

What: Indie games are great titles that often challenge mainstream games but struggle to gain visibility due to insufficient advertising.

Where: The problem is seen across platforms like Steam

Why: The gaming market has become saturated, with thousands of new titles launched annually. Without adequate advertising, indie games fail to stand out, leading to poor sales and limited audience engagement.