
MARKET FACTS!

MARKET FACT #334

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87%

of GAME STUDIOS that develop games are already using generative A.I. tools to create in-game environments.

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COMMENT: Here's more: "Others are using it for game testing or looking for bugs, while Ubisoft is experimenting with using AI to create different basic dialogue options. And even more help is coming. A tool developed by the team at Roblox aims to allow developers to make 3D environments and scenes in an instant with nothing but text prompts. Typically, creating an environment may take a week for a small game or much longer for a studio project..." [SOURCE: MIT Technology Review Newsletter, September 9, 2024.](#)

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