

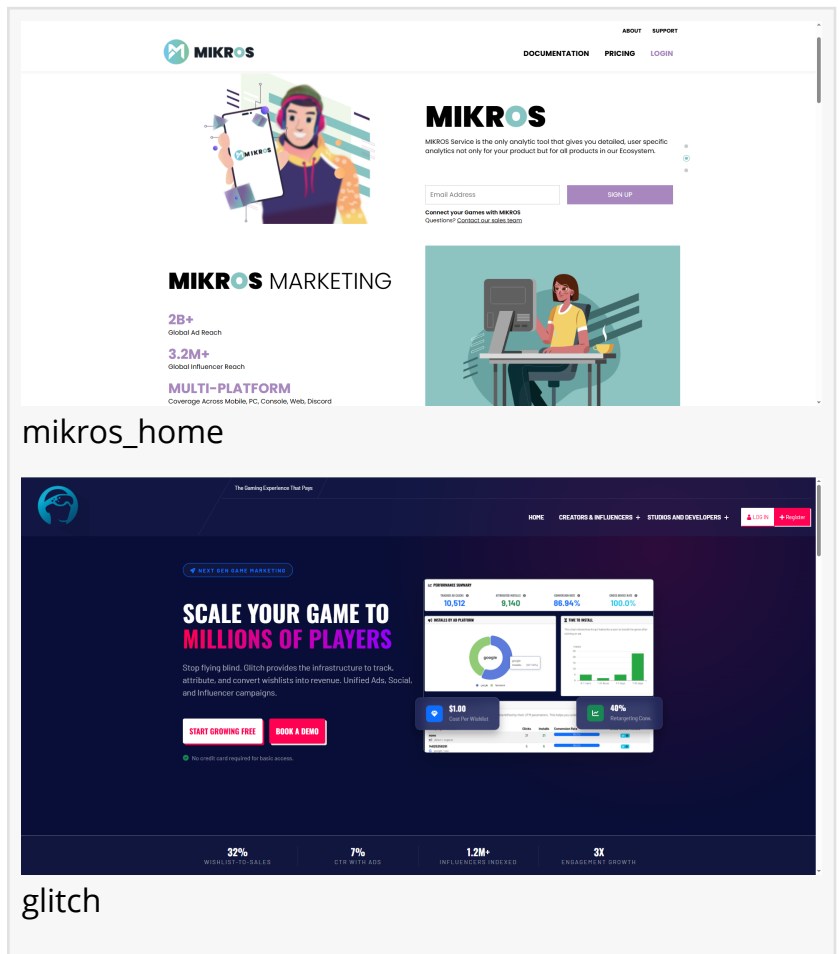
# Two Rising Forces in Gaming Join to Redefine How Indie Games Grow

*How Tatum Games and Glitch are aligning data, community, and momentum to change game discovery*

LOS ANGELES, CA, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- In an industry where discovery often determines survival, momentum matters. So does alignment. [Tatum Games](#) and [Glitch](#) are announcing a new partnership at a moment when both platforms are scaling rapidly and reshaping how indie game developers and players connect. This collaboration brings together two emerging leaders with a shared vision of what the future of game growth should look like: data informed, community powered, and built for game developers who have historically been underserved.

Since its public release in April 2023, MIKROS Analytics has become one of the fastest growing data analytics platforms in gaming, with more than 30,000+ game developers using the service worldwide. The platform was built to solve a fundamental problem facing indie and mid-sized game studios. Developers have access to data, but not to clarity. MIKROS Analytics turns fragmented metrics into actionable insights, helping game studios understand player behavior, retention patterns, revenue drivers, and how they compare within a broader competitive landscape. For many developers, it is the first time analytics feels usable rather than overwhelming.

But insights alone do not create growth. Games also need reach, relevance, and sustained visibility. That is where the partnership with Glitch becomes transformative. Glitch is building a gamer first social platform centered on authentic discovery, shared experiences, and real connections between players and creators. Rather than forcing discovery through ads or



algorithms alone, Glitch focuses on how gamers naturally explore, recommend, and engage with new games inside communities they trust.

By combining forces, Tatum Games and Glitch are addressing both sides of the same challenge. MIKROS provides game developers with a clear understanding of what works inside their games and who their most valuable players are. Glitch provides an environment where those games can be discovered, discussed, and supported by engaged players. Together, they form a bridge between insight and interaction, between data and community.

As part of this partnership, game developers leveraging MIKROS Marketing will now gain additional discovery pathways, thanks to Glitch, that extend beyond traditional channels. Glitch users will gain access to a growing pipeline of indie games backed by real performance data and active campaigns. The result is not just more exposure, but smarter exposure, aligned with the players most likely to care, engage, and stay.

This partnership reflects a broader shift happening across the game industry. Growth compounds faster when ecosystems connect. By aligning analytics, marketing infrastructure, and community driven discovery, Tatum Games and Glitch are positioning themselves at the center of a new model for indie game success.

Two up and coming powerhouses are combining forces not simply to grow faster, but to build something more durable. A system where great games are understood, seen, and supported. A system where developers have clarity and communities have a voice. And a system designed for the future of game development, not the past.

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