

MetaMarket Helps Game Studios Build One Player Relationship Across Multiple Games

MetaMarket has completed its first cross-game integration across three titles and signed a second studio agreement in the U.S.

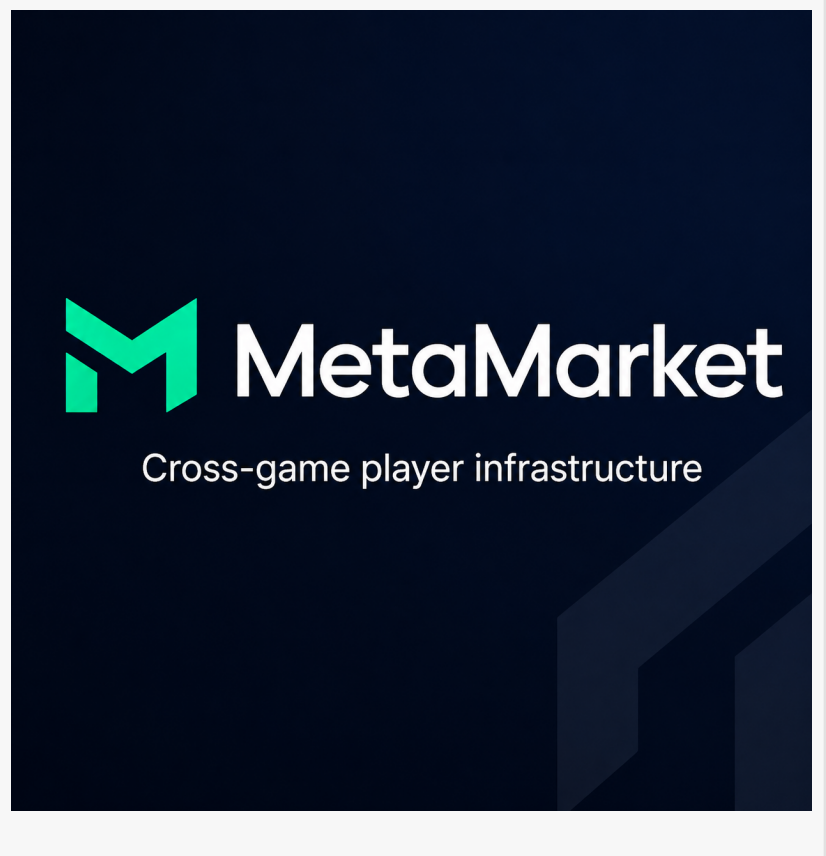
BARCELONA, SPAIN, August 24, 2026 /EINPresswire.com/ -- Players may move from one game to another, but their relationship with the studio usually starts from zero each time. MetaMarket has developed a [cross-game player platform](#) that lets studios carry player identity, loyalty and rewards across separate titles, while each game keeps control of its own progression, inventory and economy.

For studios with several games, creating that continuous relationship is technically difficult. Each title may have its own backend, player model and progression system. Connecting them means building another layer that understands how those different systems should work together.

MetaMarket provides that layer. Each game stays independent, but selected player activity can contribute to loyalty and rewards across the wider studio portfolio. An achievement in one title, for example, could contribute to a shared loyalty status or unlock a reward in another game without giving either title control over the other's economy.

MetaMarket's first studio project progressed from loyalty-model design to an accepted integration across three titles and is now in a six-month support period. A second U.S. studio has signed an agreement for pre-launch design and a one-title playtest pilot.

The difficult part is not simply passing data between games. Different titles represent players, progression and value in different ways. The system also has to determine what can be shared,



which game can trigger a change and how that change should be applied safely across the portfolio.

MetaMarket keeps each game's systems separate while translating selected player activity into a common format and applying shared rules centrally. This gives studios one continuing relationship with the player without requiring them to merge their games or rebuild every backend around a common system.

"Moving an event between two systems is the easy part," said Igor Lyubimtsev, CEO of MetaMarket. "The difficult part is deciding what can be shared, who is allowed to change it and making those rules work reliably across games built in different ways. We built MetaMarket so a studio can create one player relationship across its portfolio while each game still remains independent."

Each new integration also adds reusable event mappings, tests and onboarding steps. This should make future studios easier and faster to connect.

About MetaMarket

MetaMarket Tech, S.L. is a Barcelona-based game infrastructure company building shared player systems for multi-title studios. Its platform connects player identity, loyalty and rewards across separate games while each title keeps control of its own data and economy.

For more information, [visit MetaMarket](#) at metamarket.tech. [Technical documentation](#) is available at sdk.metamarket.tech.

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