



UNITE/2026

SEOUL



Unity Roadmap

Safe Harbor Statement

The following is intended for informational purposes only, and may not be incorporated into any contract. No purchasing decisions should be made based on the following materials. Unity is not committing to deliver any functionality, features or code. The development, timing and release of all products, functionality and features are at the sole discretion of Unity, and are subject to change.

Performance figures are based on internal tests under specific conditions and may vary with hardware, software, and content.

“Up to” values reflect maximum observed results; typical improvements may be lower. Metrics apply only to the component stated and may not represent overall performance. Some features require specific hardware or software support.



**Jason
Mann**

Vice President,
Technical Product
Management



**Chris
Harden**

Director,
Production Verification



**James
Stone**

Senior Director,
Technical Product
Management



**Rambod
Kermanizadeh**

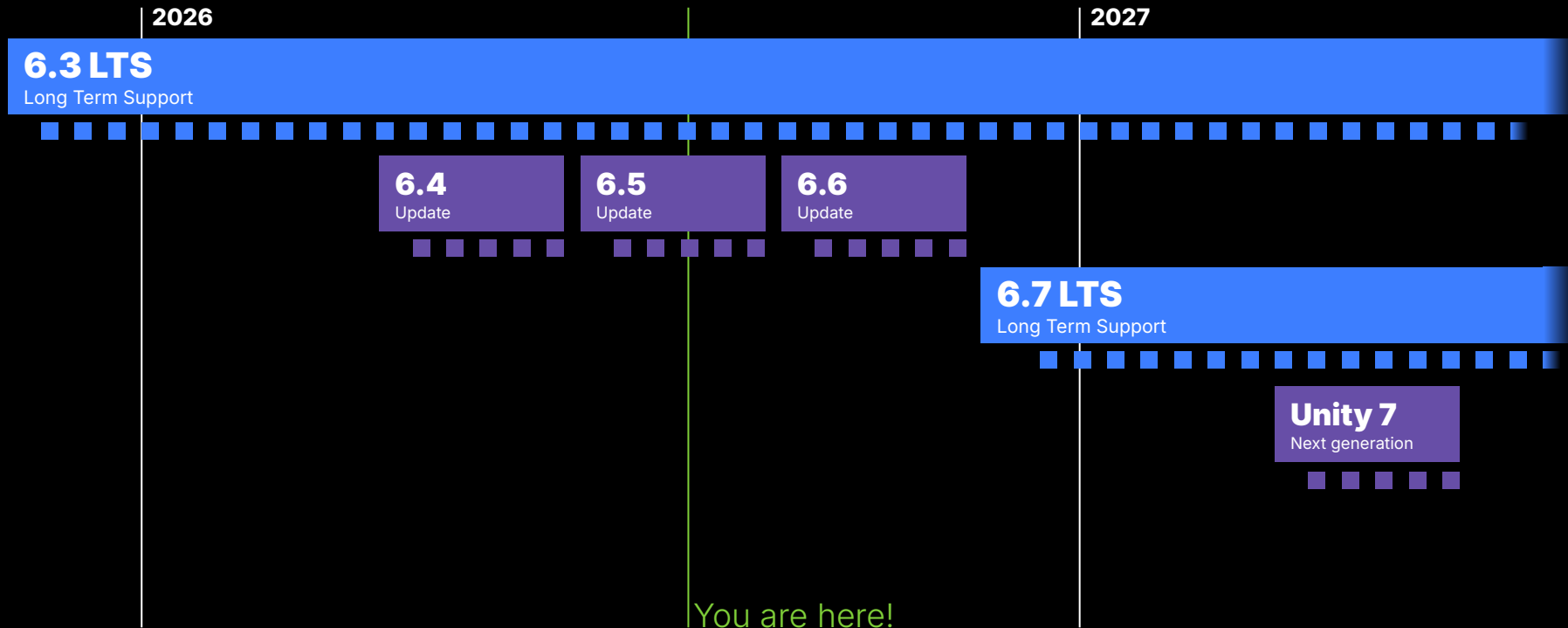
Senior Director,
Software Engineering



unity.com/roadmap



Unity - Quarterly releases



Unity 7





Unity 7 is the next generation of the Unity Engine

Key features

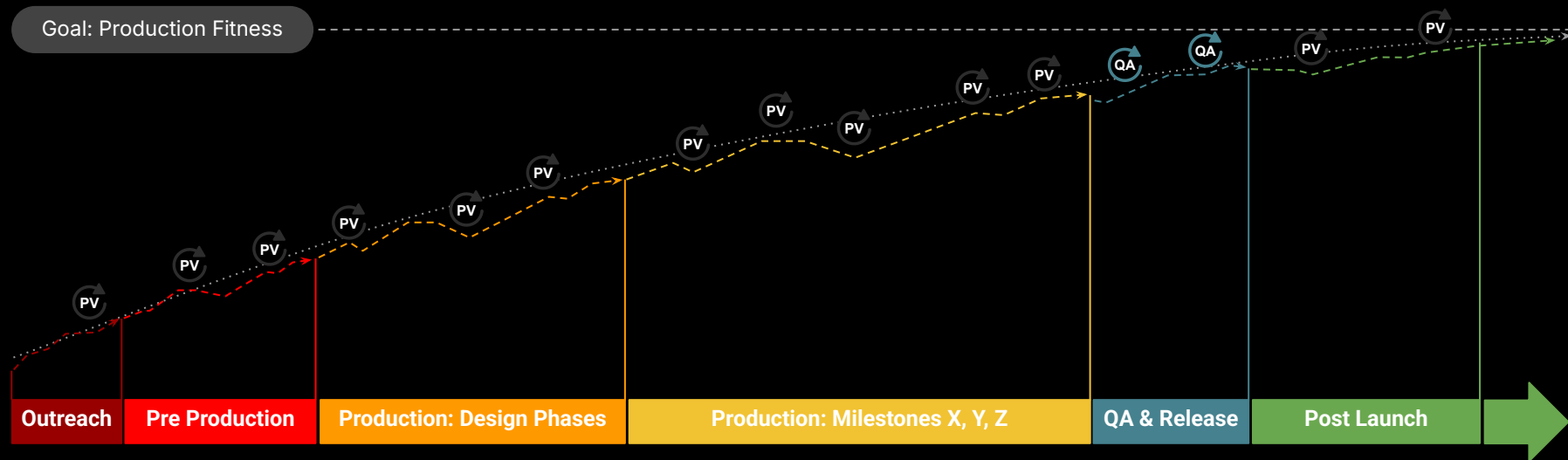
- Modern CoreCLR foundation
- Single renderer
- Open production pipeline
- Live code iteration
- Vector Ads & IAP
- Streamlined path from Unity 6



Developer Confidence



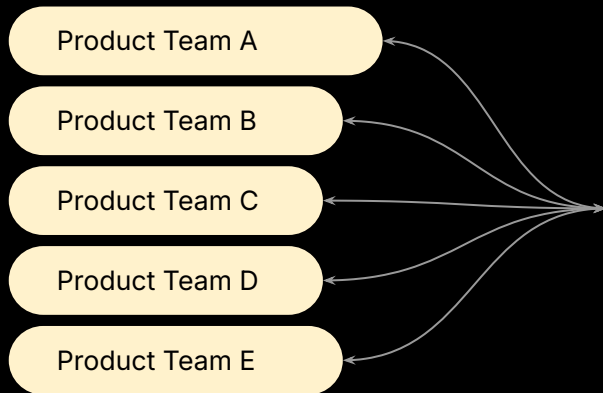
Production Verification (PV)





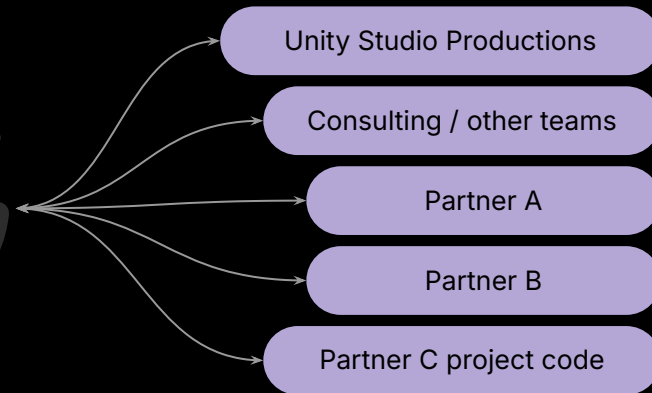
Production Verification (PV)

DEMAND



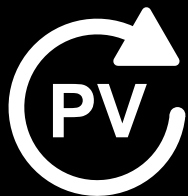
**Production
Verification
Program**

SUPPLY





Production Verification (PV)



Production Verification

Unity Studio Productions
& Consulting



Partner Council

External partners
by invitation only



Code Sharing

External partners
by invitation only



Solution Productization

Editor improvements via
USP/Consulting projects



Recent releases from Solution Productization



Addressables Auto Group Generator

Inspired by learnings from: Pokémon Go, Funday, Second Dinner, Ghost Ship Publishing, and more.



Support for HTTP2 curl-based platforms

Inspired by learnings from: Scopely



Mesh Insights within Project Auditor

More are on the way!



Focus on Quality pays off

71%

Internally reported
issues

-41%

Regressions in
active backlog





Develop

FAST



Beyond the Engine

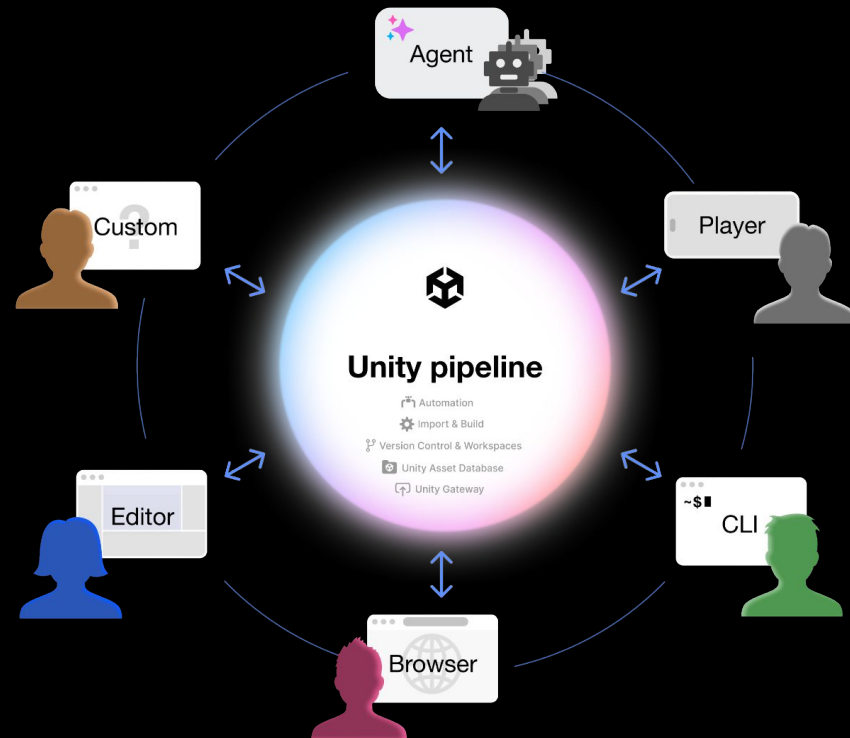


Unity production pipeline



What we are building

- Single API for access, review, automation, integrations
- Web dashboard and deep links no Editor needed
- Pluggable source control and compute (Unity 6.0+ compatible)
- CLI as a first-class automation entry point





Unity pipeline - Closed Beta

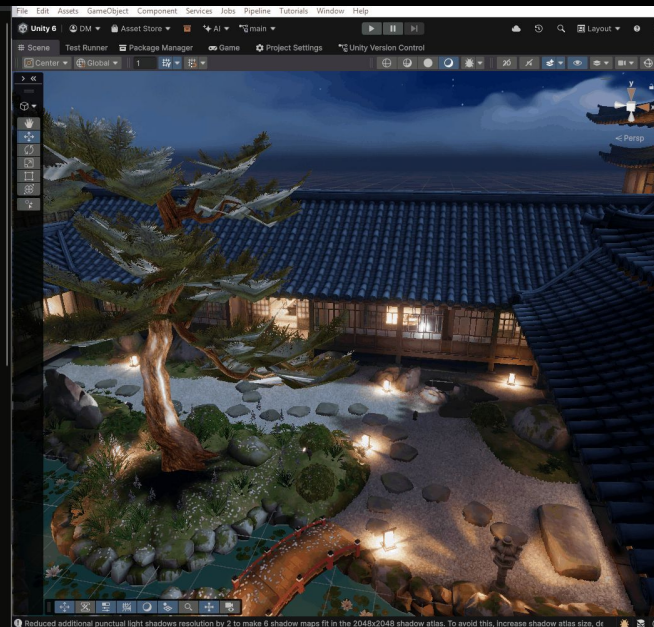
Unity CLI

- **Fast:** Run arbitrary code while avoiding recompiles and domain reloads
- **Use your own Agent:** Claude, Codex, etc.
- **Extendable:** Write your own custom commands
- **Runtime access:** Target both Editor or Runtime

```
-h, --help                display help for command

Commands:
analytics                 Manage analytics and telemetry consent
auth|a                   Sign in, check login state, or sign out
bug                       Report a bug directly to the Unity bug reporter
build [options] [project] Build a Unity project from the command line.
                           Spawns the editor in batch mode and forwards
                           conventional CI flags.
cache                     Manage the download cache
changelog                 Show release notes for the installed CLI
cloud                     Manage Unity Cloud organizations and projects
completion <shell>       Print a shell completion script
config                   View or change persistent CLI configuration
doctor [options]         Print diagnostic info about your Unity CLI
                           environment
editor                   Manage a Unity editor installation
editors|e [options]      Manage Unity editors
env                       Print Unity Hub environment paths and version
hub                       Manage the Unity Hub application
install|i [options] [version] Install a Unity editor
install-modules|m [options] Install or list modules for an installed editor
                           (fully interactive when no arguments provided)
install-path|p [options] Set or get the editor install path
language|lang [options] Show or change the CLI display language
license [options]        List the Unity licenses active on this machine
logs                      Read and tail the Hub log file
mcp [options]            MCP server and client configuration for Unity
                           Editor
modules                  List and manage Unity editor modules
pipeline|pipe            Unity Editor Pipeline automation commands
projects|p              Manage Unity projects in the Hub registry
command|cmd [options] [command] [args...] Execute commands on connected Unity Editor
                           instances, or list available commands
templates|t             Browse, inspect, create, edit, and delete Unity
                           project templates
test [options] [project] Run a project's EditMode/PlayMode tests in the
                           editor and write a results report
open [options] [project] Open a Unity project with the correct Editor
                           version
run [options] [project]  Run a Unity project in batch mode and forward
                           args to the editor
releases [options]       List available Unity releases
self-uninstall [options] Uninstall the unity CLI (removes the binary and
                           environment files)
status [options]         Show live state of every connected Unity Editor
                           (port, project, version, PID, state)
uninstall|u [options] [version] Uninstall an installed Unity editor
upgrade [options]        Upgrade the unity CLI to the latest version
help [command]           display help for command

PS C:\Users\Dave_>
```



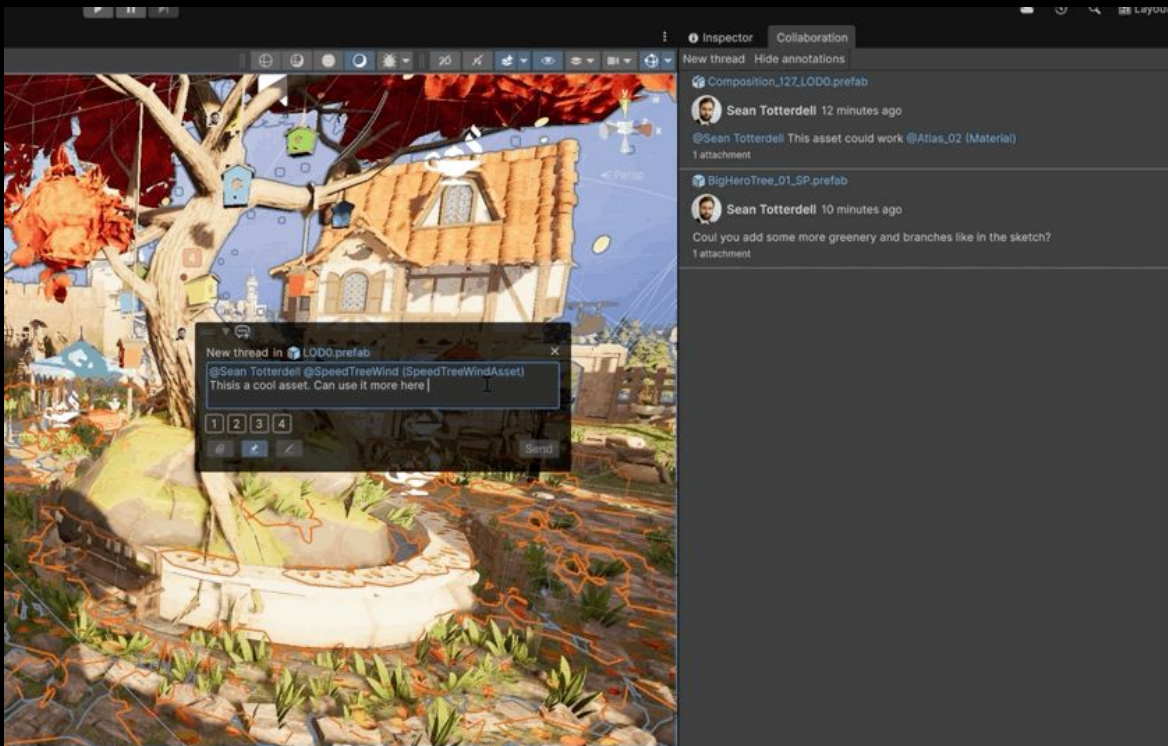
Source: Unity Technologies, "URP 3D Sample," <https://unity.com/demos/urp-3d-sample>.



Unity pipeline - Closed Beta

Unity Editor collaboration

- Share deep links to assets in your project.
- Comment on prefabs in your scenes.
- Web dashboard for easy access to project assets

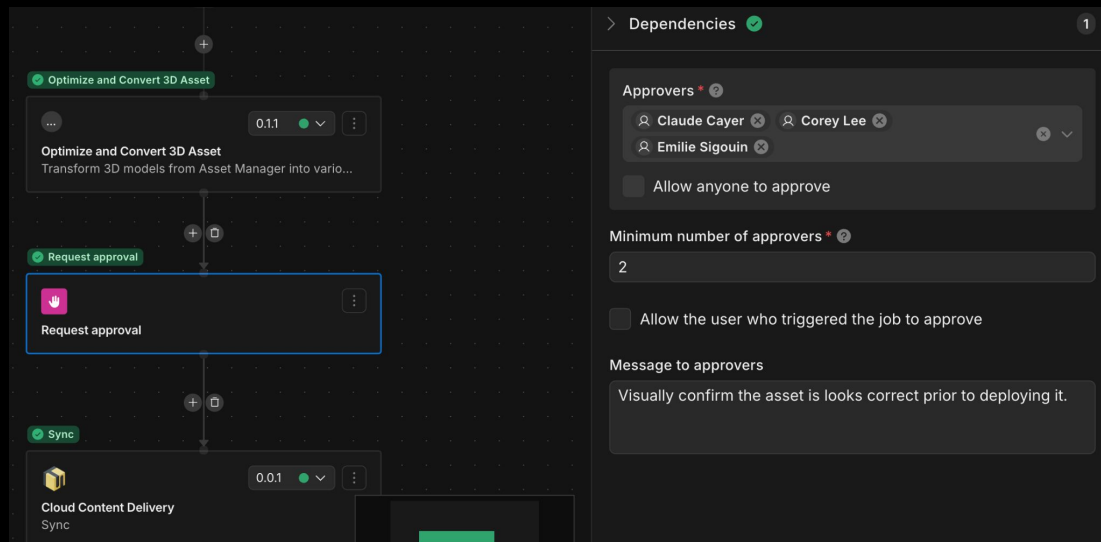




Unity pipeline - Closed Beta

Automation

- Automate workflows with an easy node-based editor
- Flow controls to delay, request approval, and request an input during pipeline execution.
- Event-based or CRON jobs
- Create your own custom pipelines and apps





Unity pipeline - Release Timeline

Phase 1 Closed Beta Available now

```
  QQ  QQ
QQQQQ  QQQQQ
QQQQQQ  QQQQQQ
QQQQQQQ  QQQ####
QQQ  QQQQQQQ### ###
QQQ  QQ##  ###
QQ  QQ##  ##
QQQQQ.QQ#%.#####
QQQQQ#####
QQ##
```

Phase 1

- Unity project assets in web dashboard
- Deep links, comments (experimental)
- (Beta) REST API (read only)
- (Beta) Unity CLI

Phase 2 - Q3 2026

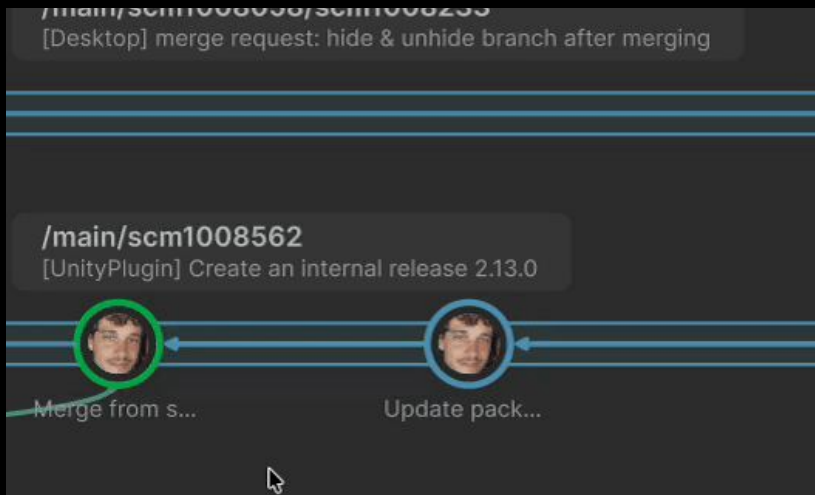
- Custom web scene preview
- REST API (read/write)

Phase 3 - Q4 2026

- Deep Linking package (release)
- Unity CLI (release)
- Pipeline package (release)

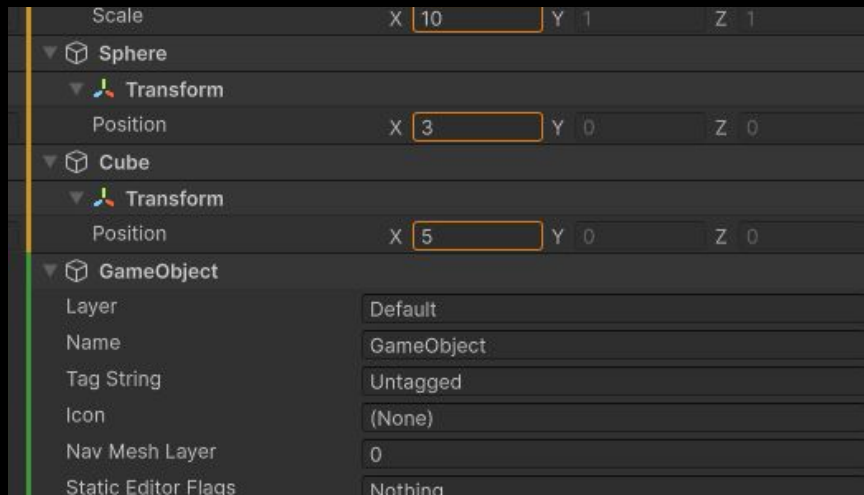


Unity Version Control



Branch Explorer

- Navigate and understand your project history at a glance.
- Branch names, author avatars, and commit comments are visible on every node.



Built-in Diff Viewer

- Compare changes visually directly in the Editor.
- Supports text, images, and serialized assets.



Build Automation

☒ Time-based rule ⓘ

days ☐ Retain logs ⓘ

☒ Build count rule ⓘ

builds ☐ Retain logs ⓘ

Artifact Retention Policies

- Manage storage costs with retention rules
- Delete build artifacts with date range
- Build count limits

Status ▾

Display ▾

Platform ▾

Build Target Group ▾

Status & #	Build target	Platform
☆ 🔧 #111	Player	OpenGL
☆ ✅ #110	Player	OpenGL
☆ ✅ #109	Player	OpenGL

Reduced Time to Start Builds

- Reduced time to start a build when using Windows build machines

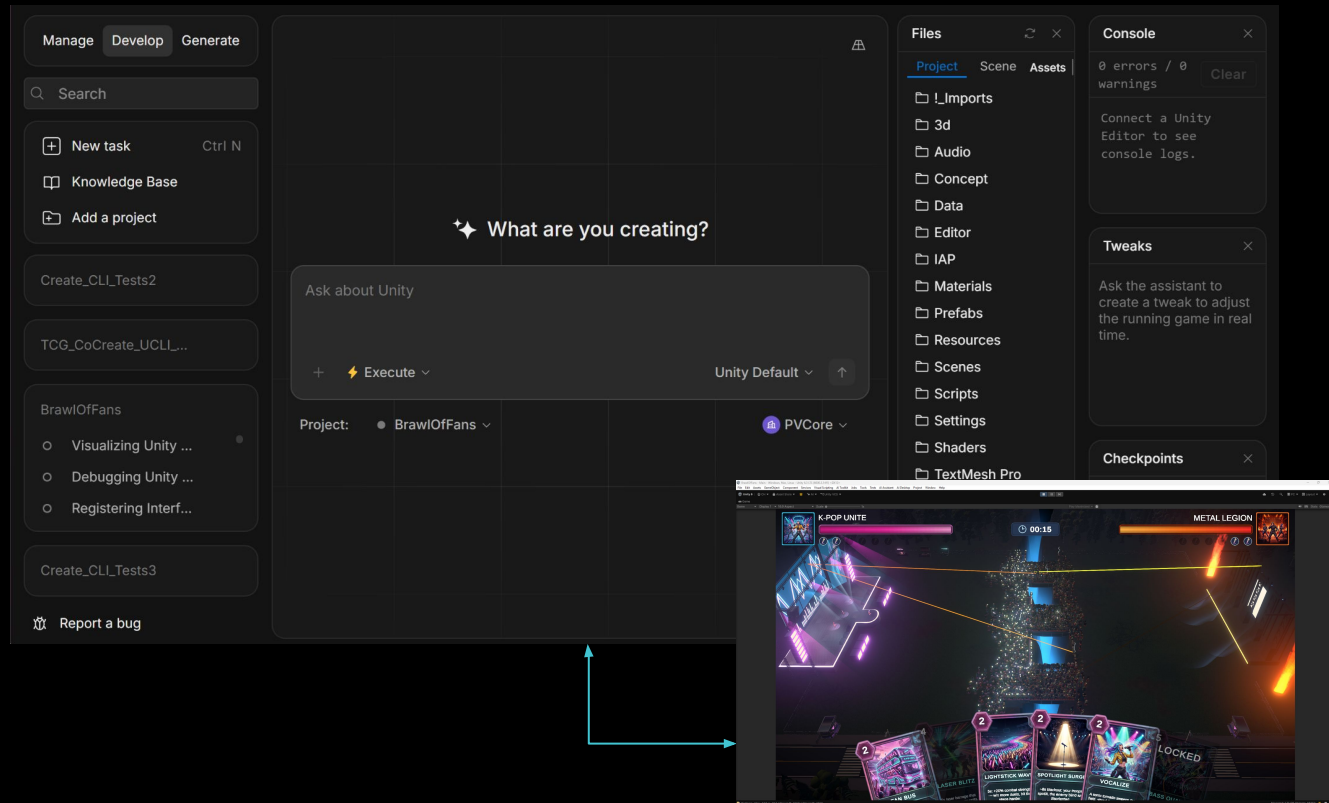


Agentic Workflows



Agentic Authoring

- Agent-native Development
- Outside the Editor
- Avoid Delays from Domain Reloads





Agentic Authoring

→ Access Frontier
Models while saving
money on token
usage

The screenshot displays the Unity Project Development Plans interface. The main panel shows a task list for 'Phase 0 — Backend & Package Foundation'. The tasks are:

- Package Installation**
 - Install Unity IAP 5 & core services (`com.unity.purchasing` latest 5.x, `com.unity.services.core`, `com.unity.services.authentication`, `com.unity.services.cloudsave`).
- Create Catalog Product**
 - Define `bass_quake` (Non-Consumable, **\$0.99**) using `ugs iap new-file` and deploy it securely to the cloud.
- Stripe sandbox link**
 - Initialize Stripe CLI, authenticate with sandbox, establish UGS ↔ Stripe link, and configure local webhook listening for test card inputs (4242...).
- Secure Fulfillment Webhook**
 - Build in Unity

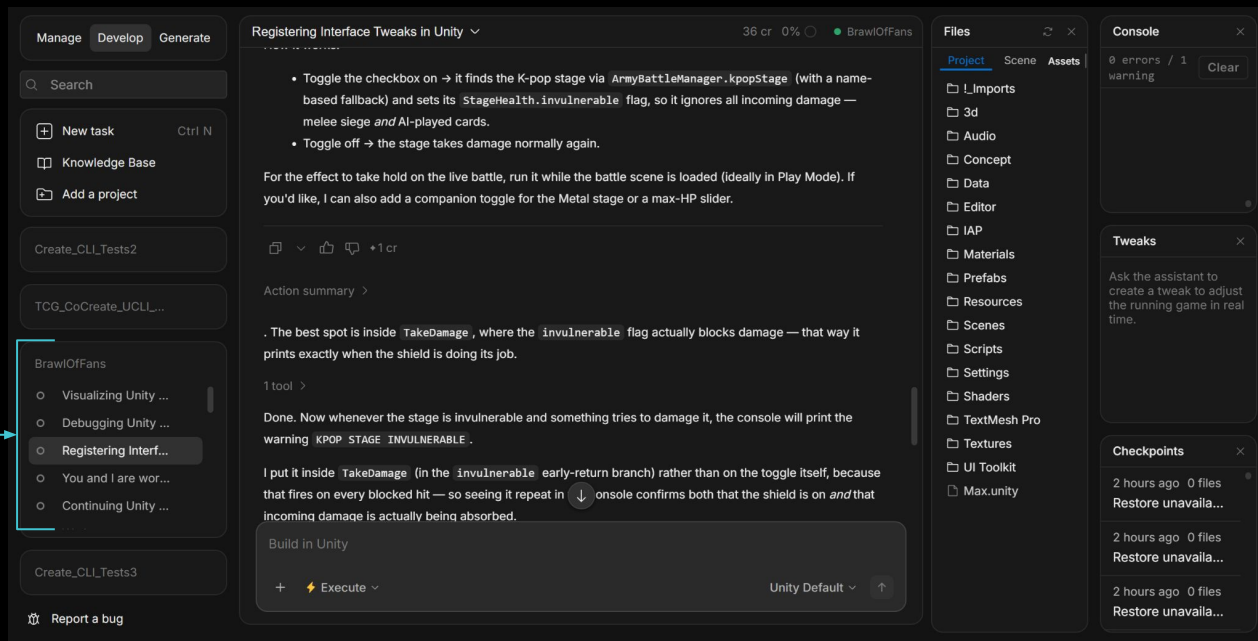
A dropdown menu is open for the 'Secure Fulfillment Webhook' task, showing options: Unity Default (selected), Unity Lite, and Unity Ultra. The interface includes a sidebar with project management options, a main task list, and panels for Files, Console, Tweaks, and Checkpoints.



Agentic Authoring

→ Work with Multiple
Parallel Agents

→ Expand Agentic
tooling with
Terminal & CLI



Unity pipeline

Unity Gaming
Services



Agentic Authoring

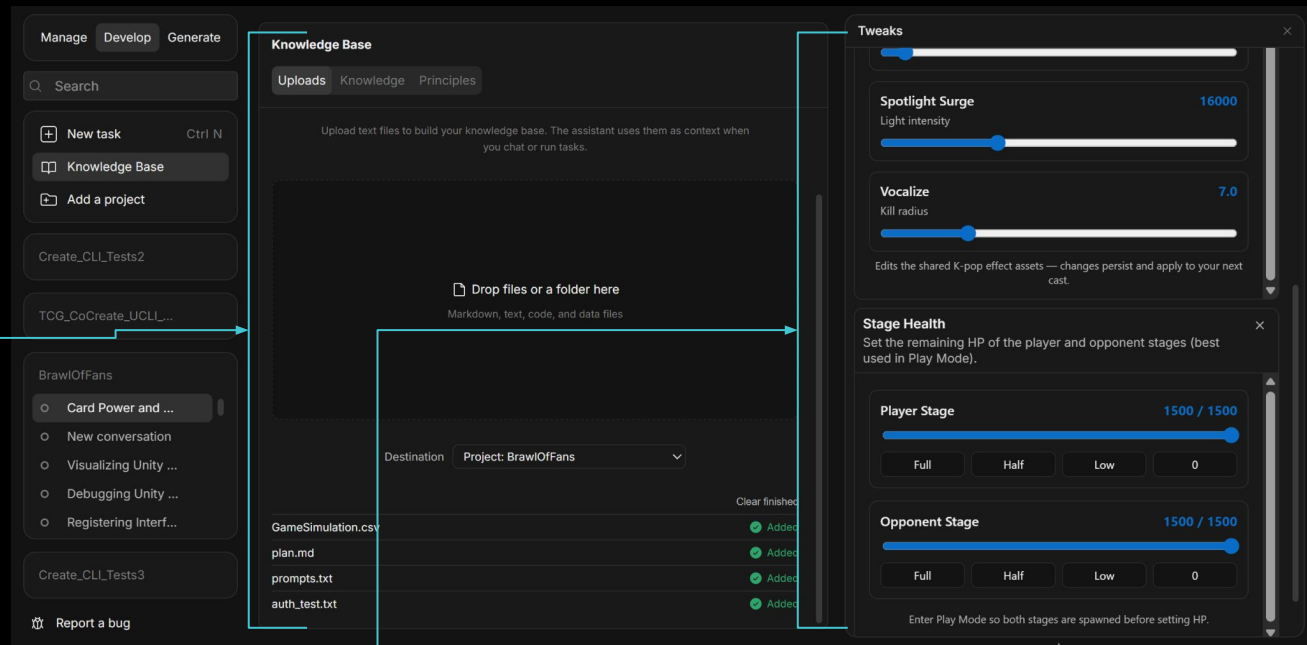
→ Knowledge Base enables

Teamwide Sharing:

- Files
- Knowledge
- Guiding Principles

... with Agents

→ Live Game Tweaks





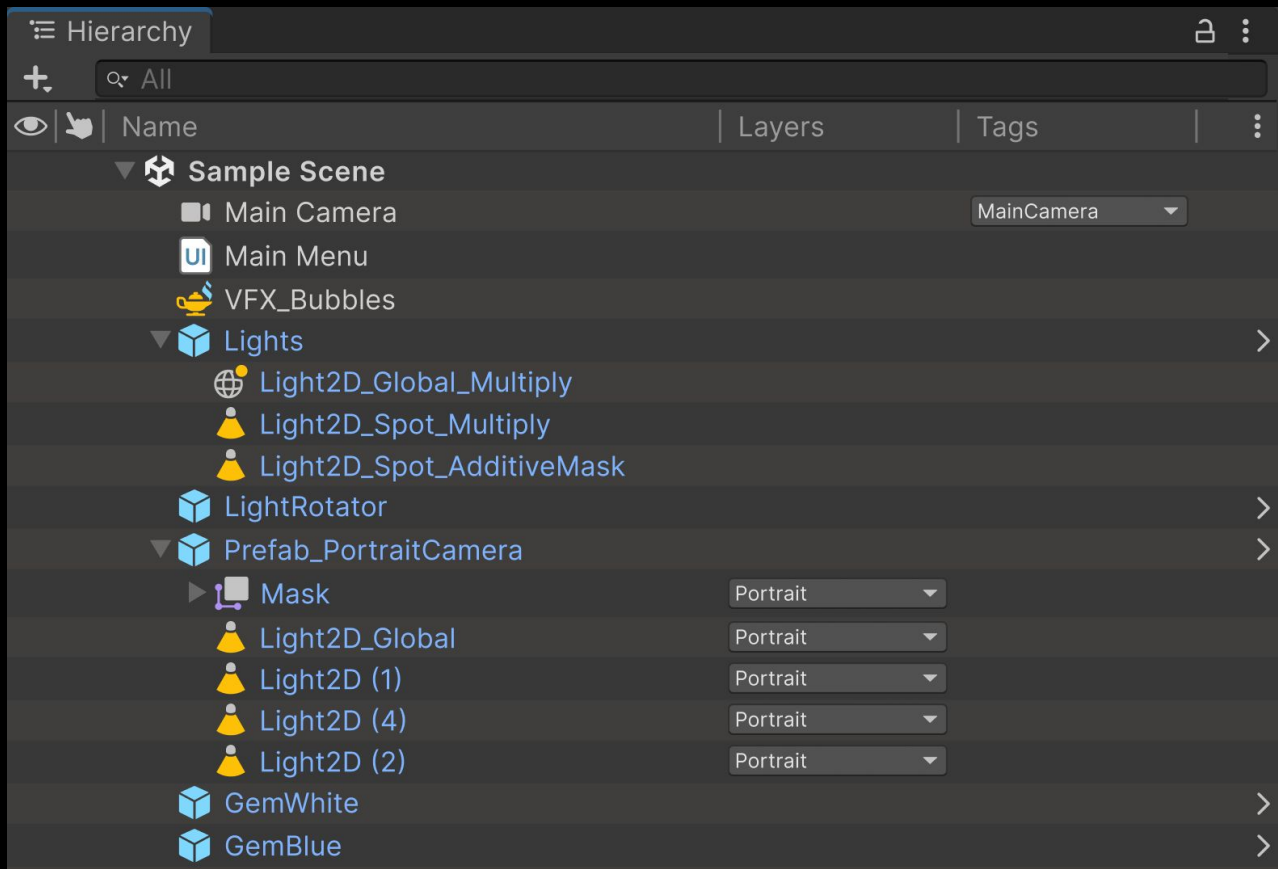
Unity Engine



Unity Editor

Faster, More Flexible Hierarchy

- Efficiently handles millions of objects
- Visual indicators for GameObject
- Customizable columns

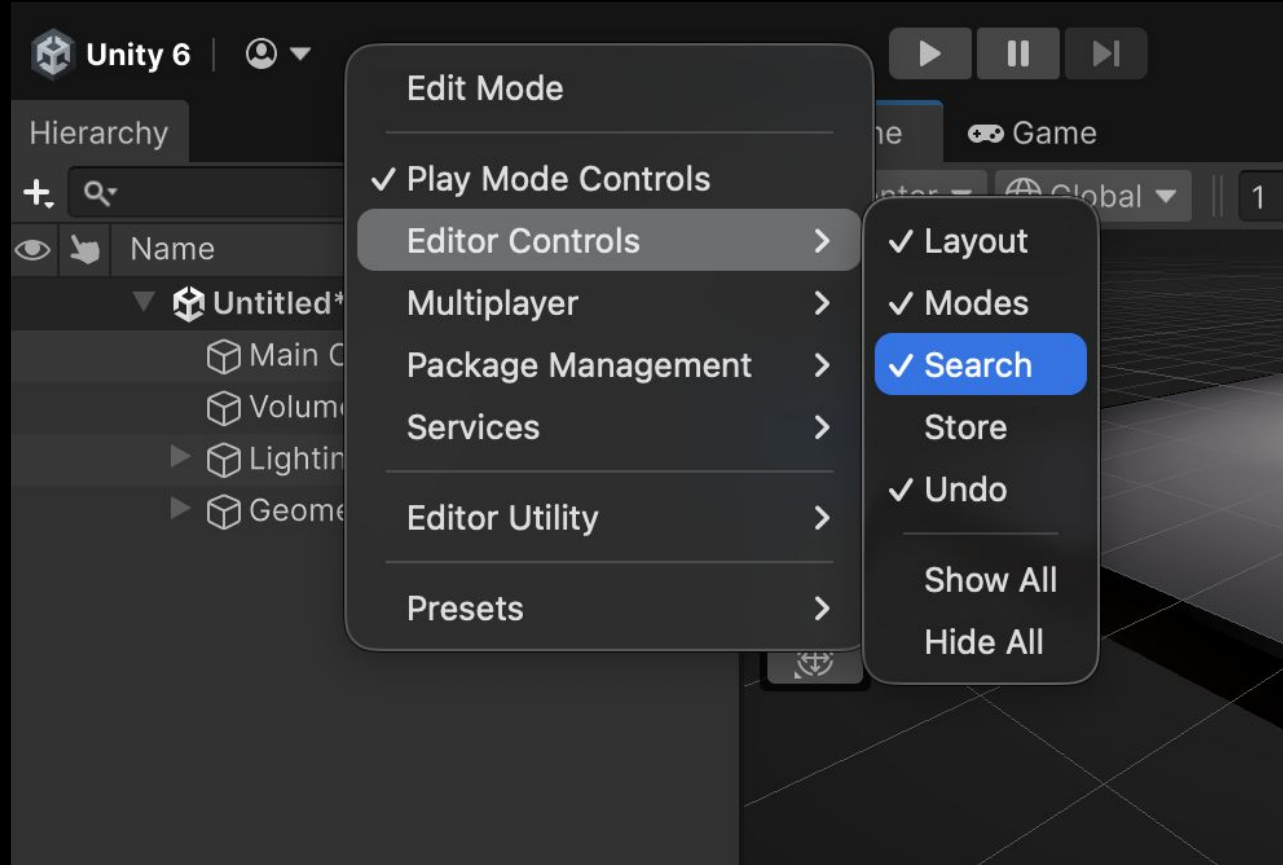




Unity Editor

Extensibility APIs

- Customize toolbar with any VisualElement
- Surface menu items as toolbar actions
- Editor Tools API across all Editor windows





2D



2D towards 6.7 LTS

Rendering Layer Mask Support

- More control over which 2D Lights affect specific layers
- Minimal perf overhead



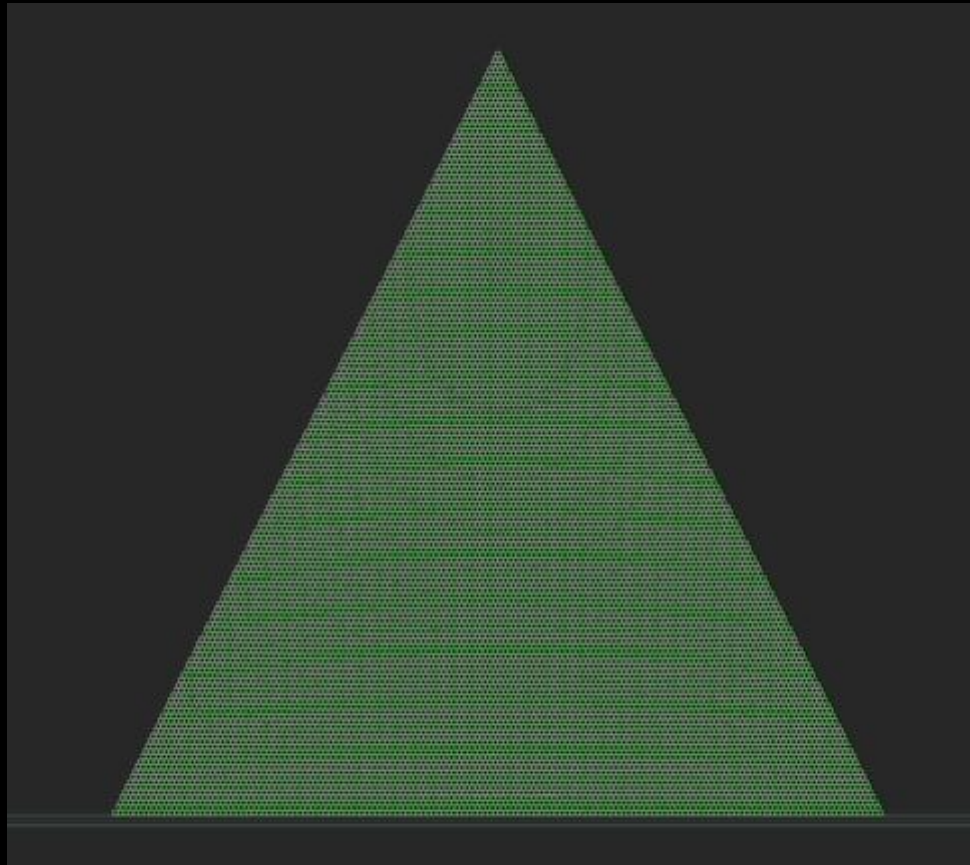
"Bunny Blitz" (2D and 3D Sample Project), Unity Technologies, Unity Asset Store



2D towards 6.7 LTS

Physics Core 2D Components

- High-Level Components
- Maintain a familiar workflow with new Physics Core 2D module

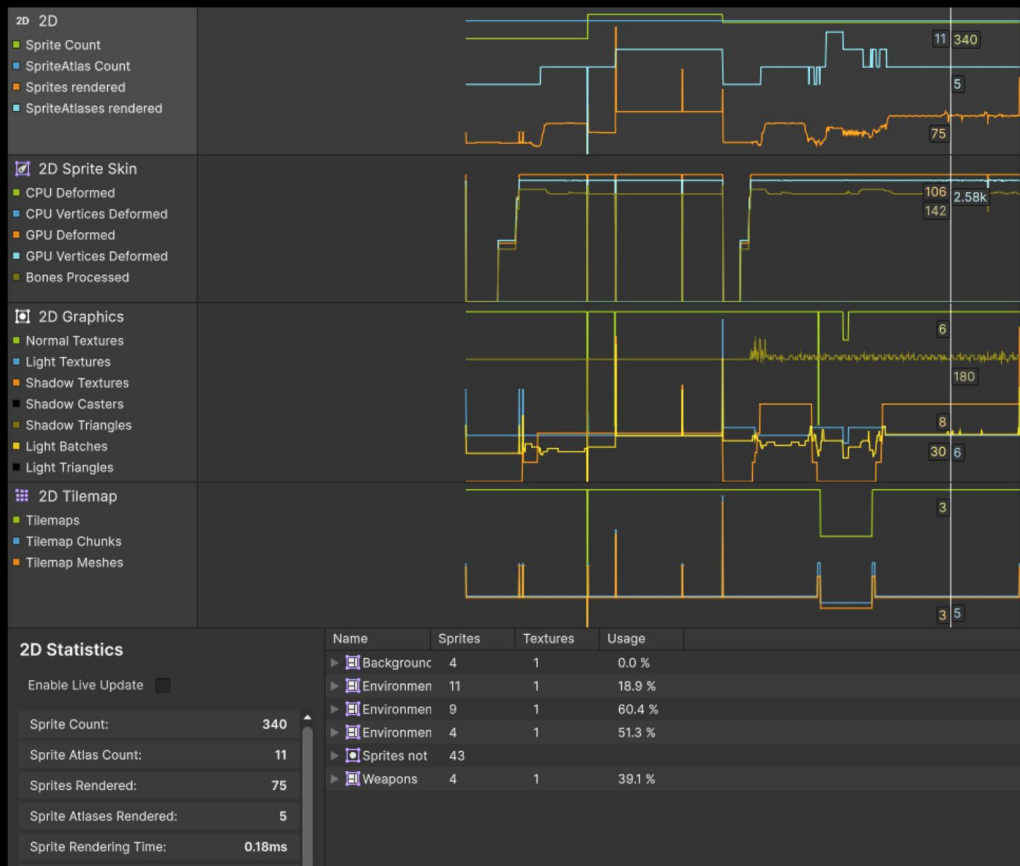




2D towards 6.7 LTS

Expanded 2D Profiler Suite

- 2D Sprite Skin
- 2D Tilemap
- 2D Graphics
- Physics Core 2D





2D in Unity 7

Enabling Agents in 2D

- High-level control surface for agents
- Agentic 2D content creation





2D in Unity 7

2D Animation Workflows

- Control Rigs for keyframing 2D characters
- Secondary Motion powered by Physics

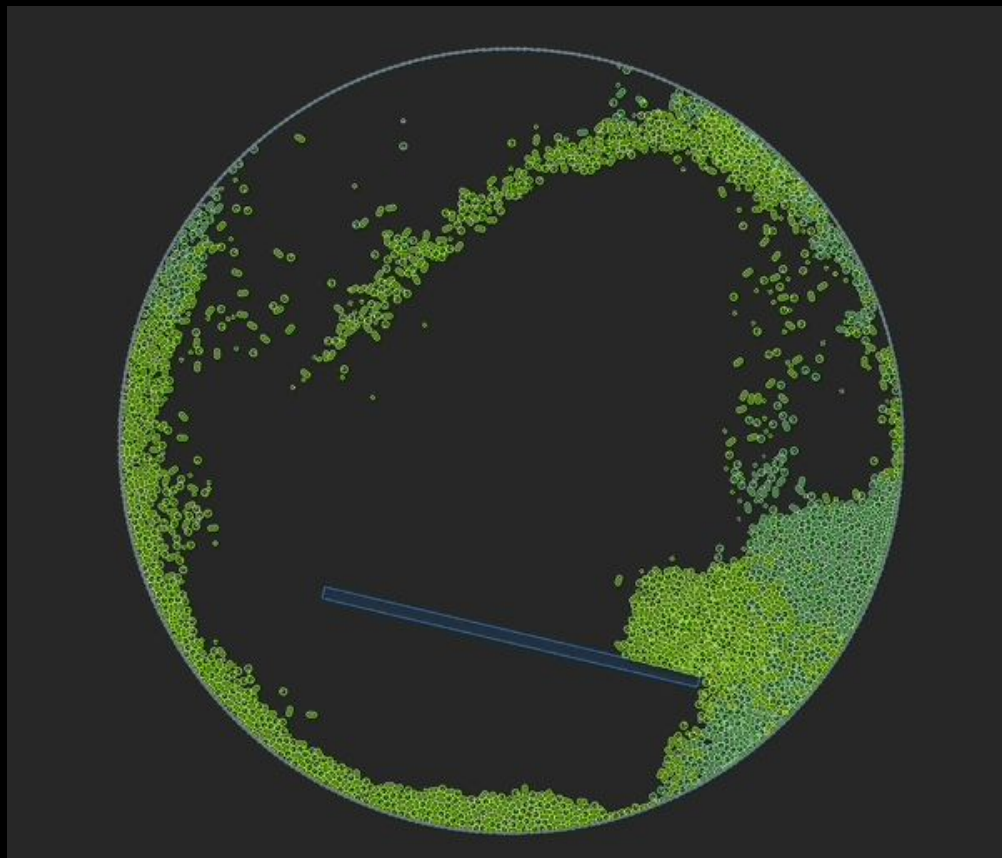




2D in Unity 7

2D Physics Integration

→ Physics Core 2D deeply integrated into the 2D feature set.





UI



uGUI

Performance and flexibility

- New Safe Area component
- SRP compatible TMP shaders
- Zero allocation text updates
- Enhanced layout options





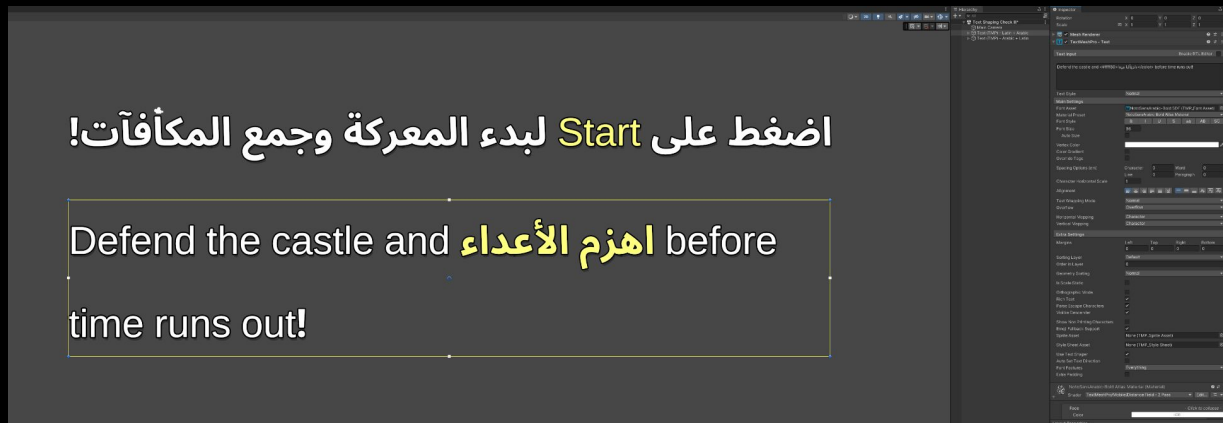
uGUI

Core upgrades and scalability

- New text shaping (RTL!)
- Enhanced layout capabilities
- Richer visuals and animation systems

اضغط على **Start** لبدء المعركة وجمع المكافآت!

Defend the castle and **اهزم الأعداء** before
time runs out!





Unity UI (uGUI) Roadmap

Improve performance & scalability.
Modernize features.
Support existing workflows.



What's New

- New Safe Area component
- SRP TMP shaders
- Zero allocation text updates

6.6

What's New

- Text Shaper (adds RTL)
- Faster performance
- Richer visuals and layout systems

6.7 LTS

What's Coming

- New rendering capabilities
- More layout options
- ATG backend for TMP

Unity 7



UI Toolkit

In-Scene Authoring & Animation

- Author and animate UI directly in the Scene view
- Keyframe animation fully integrated into the Animation window
- One consistent workflow across VisualElements and GameObjects





UI Toolkit

One-Click Visual Effects

- Drop shadow added to existing filters
- New backdrop filters enable background blur and other popular effects
- Advanced visual effects achievable with one easy setup

Quit Game?

Unsaved changes will be lost.

Cancel

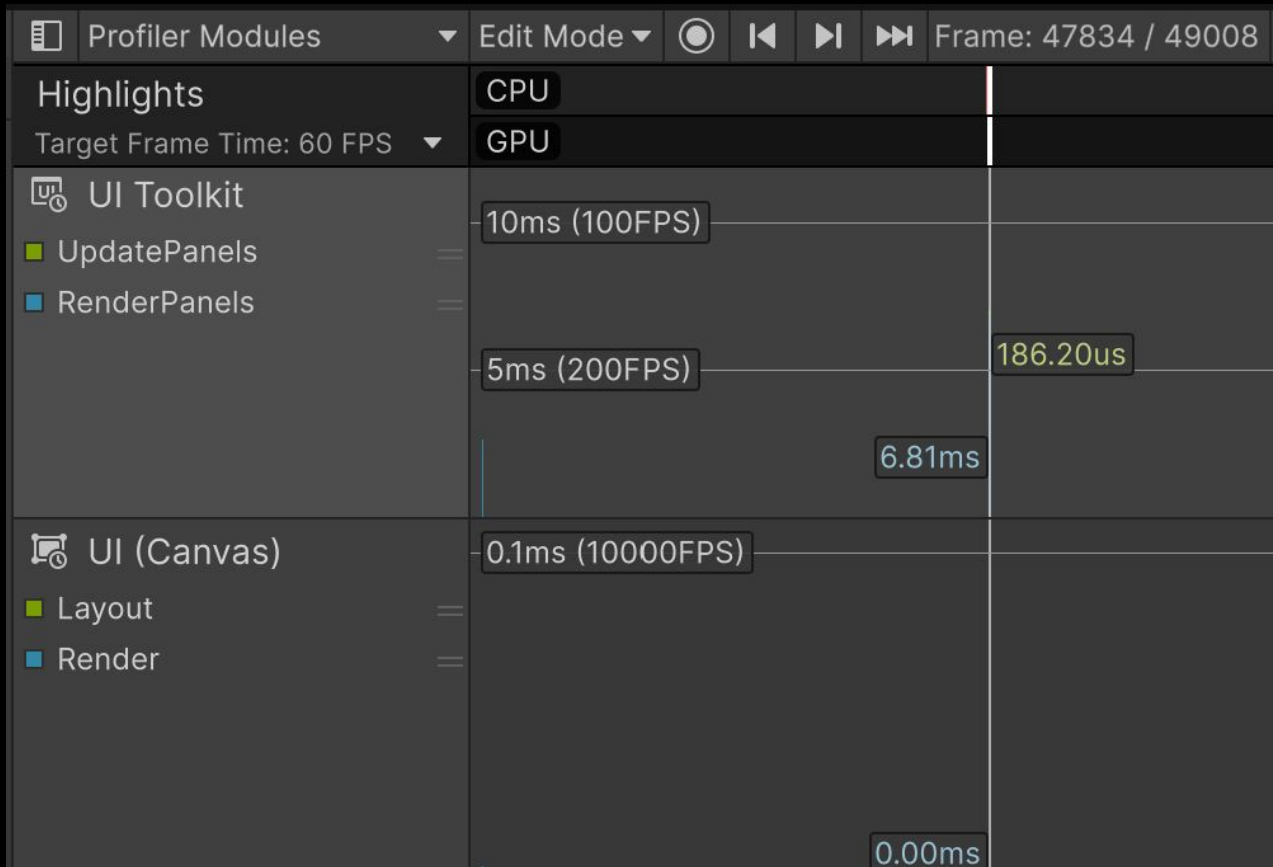
Quit



UI Toolkit

Performance and profiling tools

- Improve runtime efficiency through system optimizations
- Analyze UI performance within the Profiler window





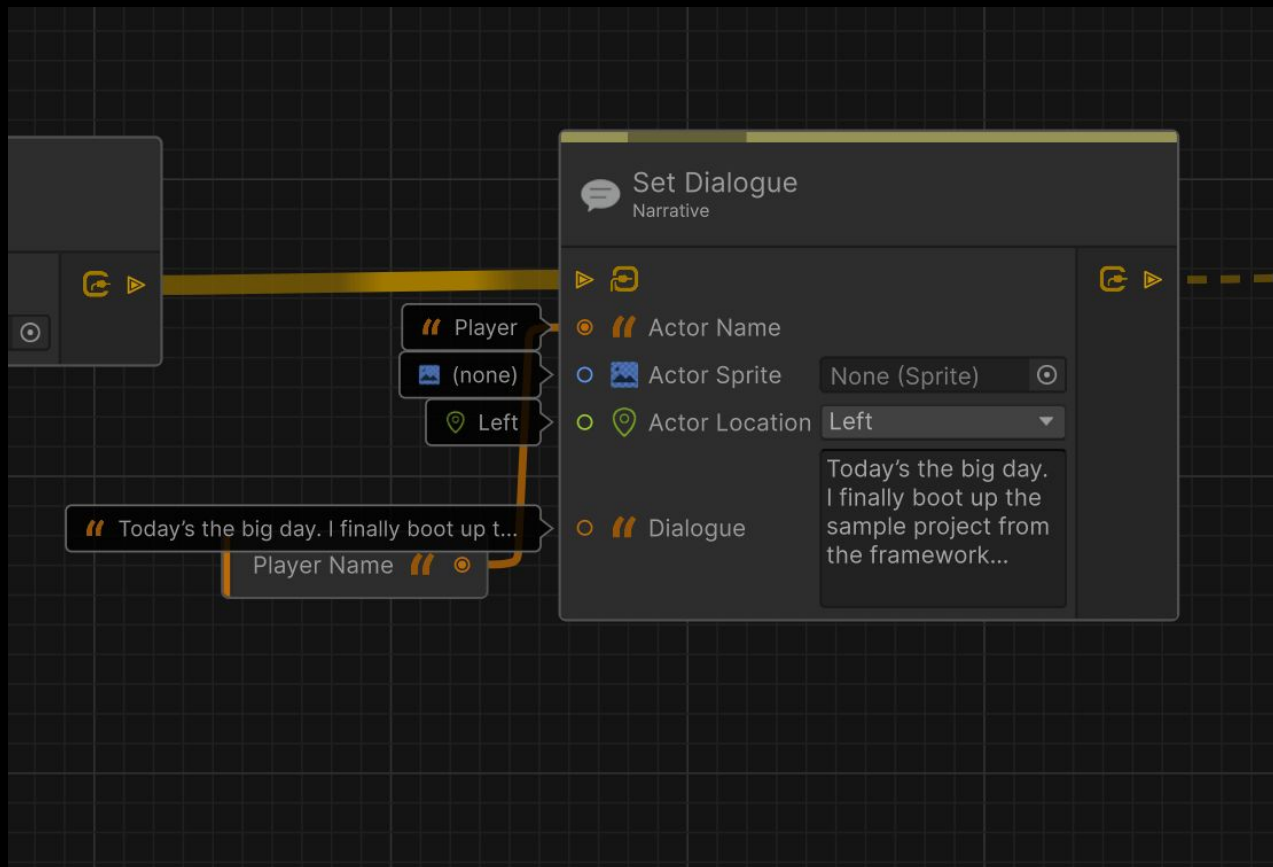
Graph tools



Graph Toolkit

Graph Debugging Tools

- Animated wires and node progress to visualize execution flow in real time
- Port previews surface runtime values directly on the graph
- Inline error, warning, and info markers, with actionable fixes

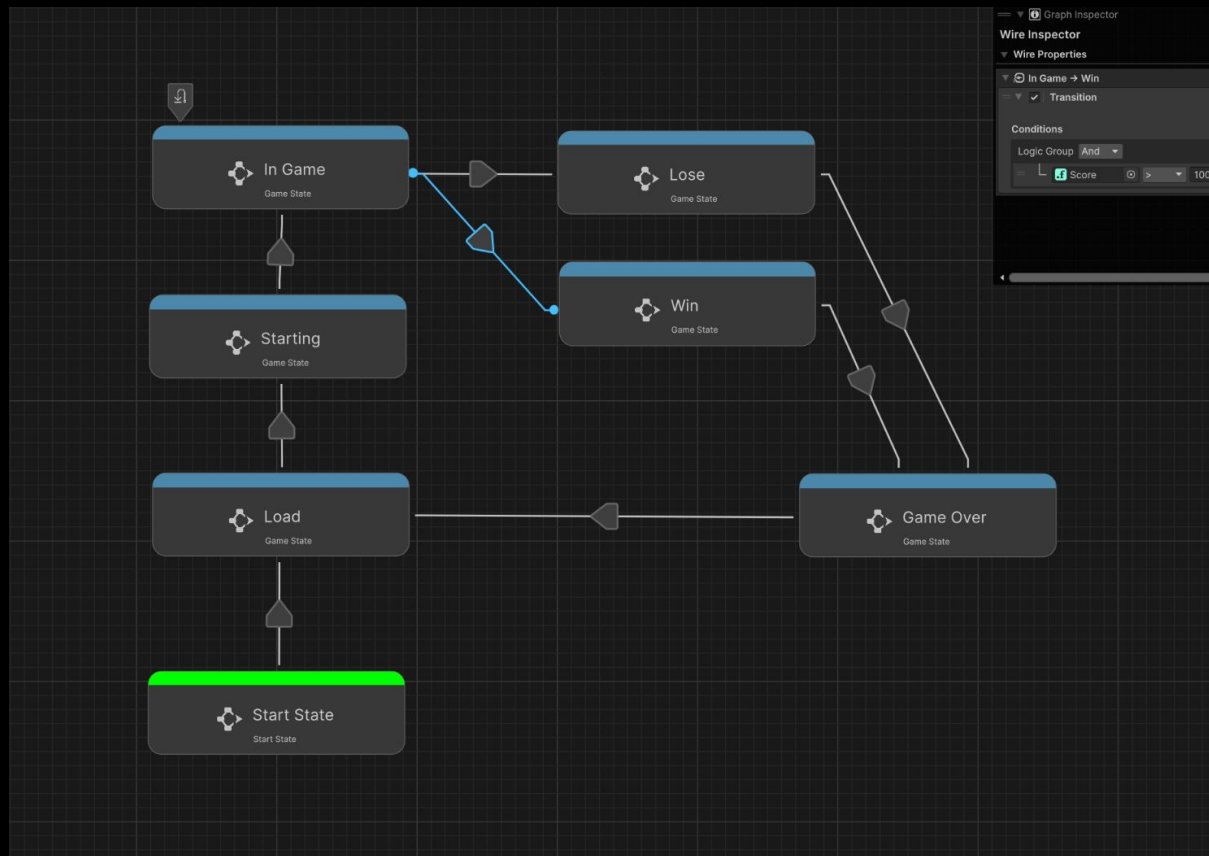




Graph Toolkit

State Machine API

- Create State Machine graphs with custom states and transitions
- Define conditions to control state flow
- Build states from existing Graphs or other State Machines





Ecosystem



Unity Core Standards - Package Trust System

.unitypackage in Core Standards

- Bringing trust signals to existing .unitypackage workflows

Package Security Settings

- Align package security with your team's policies risk tolerance

UPM-powered Samples

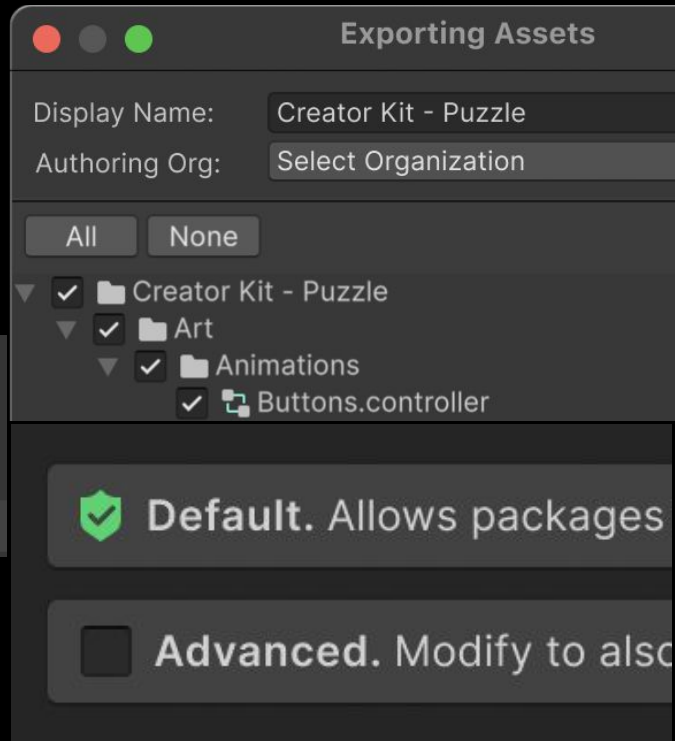
- Richer package onboarding without package bloat

▼ Project

 All Packages

 Updates

 All Samples





Cloud Behaviors

Bridge gameplay code with cloud services

- Iterate in seconds
- Synchronized and secure game state
- Ready-to-use, serverless, cost-effective solution
- Local to online, quickly and easily



Target
Scope



RPCs



Synchronized
Variables



Message
Broadcasting



Cloud Behaviors

One Product, Diverse Use Cases

- **Player:** Manage progression, inventory, rewards, rules, session state and much more.
- **Multiplayer:** Supports event-driven games and secure real-time games when combined with netcode.
- **Custom:** guilds/clans, shared events/goals/quests.



Target
Scope



RPCs



Synchronized
Variables



Message
Broadcasting



Unity Netcode

Usability
GameObject
Workflows

Unity Netcode Package

GameObject Workflows
Netcode for Entities (ECS)

Performance
ECS & DOTS Power

Fully Integrated Capabilities



NGO Compatibility



Client Prediction



Massive Scale



Delta Compression



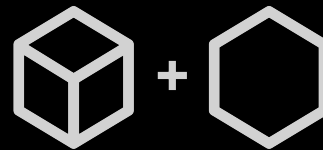


Foundation & CoreCLR



Engine Performance

Significant improvements for Entities workflows and serialization



Updates

- Hierarchy Support for Entities
- Multi-Threaded Allocator
- Modern Logging
- Dictionary Serialization

6.6

Updates

- Serialization Modernization
- Jobs Profiler

6.7 LTS

Full Entities Integration

- Entities systems / data on GameObjects
- Entities drive GameObjects
- Entity Data serialized in GameObject, Scenes, Prefabs

Unity 7



Path to CoreCLR

Foundational changes to
future-proof the Engine

Updates

- Fast Enter Play Mode
by default

6.6

Updates

- Experimental Releases
- CoreCLR Desktop Player
- IL2CPP Players

6.7 LTS

.NET

.NET Modernization

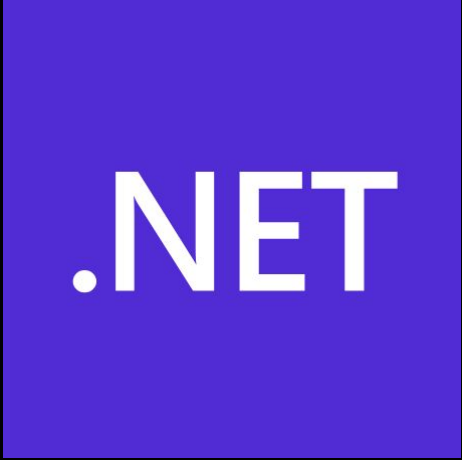
- CoreCLR Editor
- CoreCLR Desktop
Player release
- IL2CPP on .NET 10

Unity 7

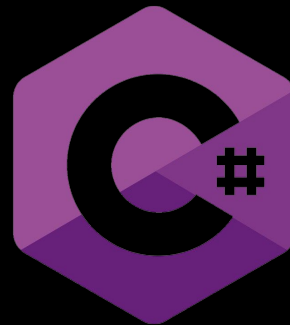


CoreCLR Editor

- Less time waiting for incremental changes
- No Mono
- .NET 10 / C# 14
- MSBuild/csproj compilation
- CoreCLR Desktop Player
- IL2CPP Player on .NET 10



.NET

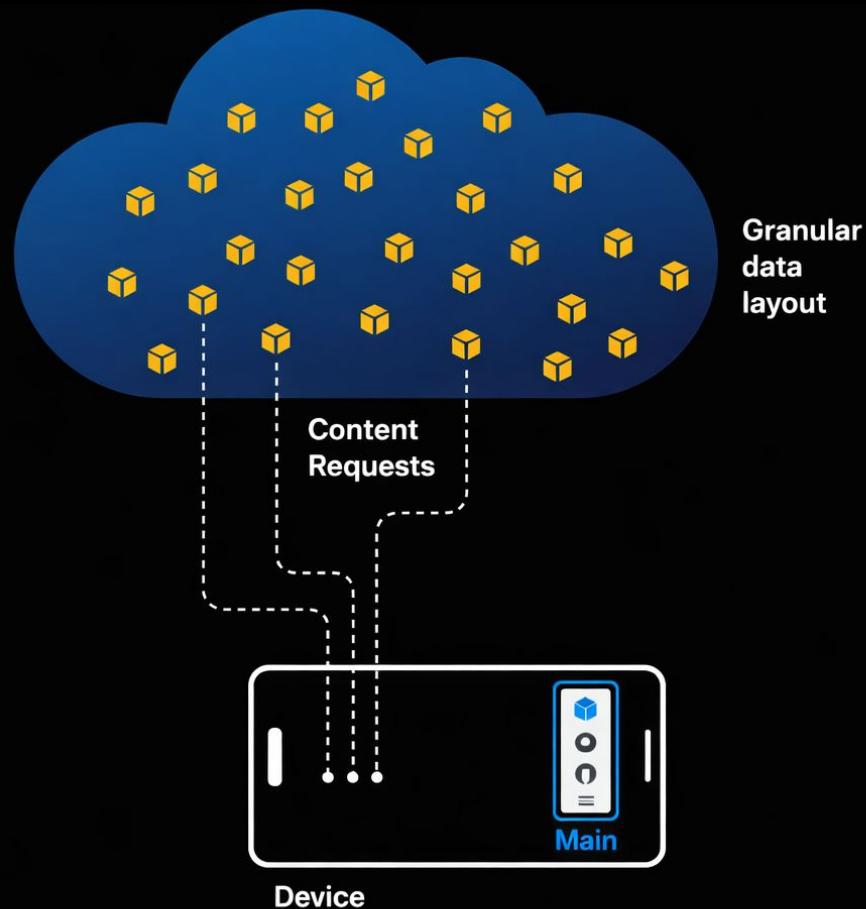




Content Directories

The modern backbone for Unity content

- Smaller, faster, incremental builds
- Lower memory usage
- Async, multithreaded loading
- Powered by high-granularity content processing
- Opt-in for existing Addressables users, no code changes





Content Directories Roadmap

Only what is changed is rebuilt.
Only what is used is loaded.
Only what is needed is downloaded.



What's New

- Local Content Directory
- Unified Build Analysis UI
- Easy opt-in with Addressables

6.6

What's Updated

- Cold build time improvements
- Asset dependency analysis
- Reliable build failure errors

6.7 LTS

What's Coming

- Remote Content Directories
- Download only what's needed
- Smaller content updates

Unity 7



Graphics



GRAPHICS

Vision for Graphics at Unity



GRAPHICS

**Build Fast
Build Beautiful
Deploy Everywhere**



GRAPHICS

Render Pipeline strategy

SUPERCHARGED

Built-in Render Pipeline (BiRP)

Deprecation started in
Unity 6.5

Universal Render Pipeline (URP)

is our focus and
recommended for all new
projects

High-Definition Render Pipeline (HDRP)

Feature rich & supported

Nintendo Switch™ 2
support since Unity 6.5



SUPERCHARGED URP

ROADMAP

UNITE/

Content credit: Sakura Rabbit - Unity Mecha Repair Hangar





Surface Cache Global Illumination

- Iterate fast with dynamic indirect diffuse GI, no baking or UV authoring
- Indirect lighting for dynamic environments
- Supports dynamic geometry + meshes
- Scales to mobile, focused on widest platform reach



Content credit: Sakura Rabbit - Unity Mecha Repair Hangar



SCGI OFF



SCGI ON



Content credit: Sakura Rabbit - Unity Mecha Repair Hangar





Screen Space Reflections (SSR)





Ground Truth Ambient Occlusion (GTAO)





Physical Light Units, Auto-Exposure

- Set light intensity in real-world photometric units
- Dynamically adjust scene exposure to on-screen brightness





Physically-based Sky, Atmospherics, Volumetric Fog

- Sky contributions are physically simulated
- Fog color responds dynamically to environment lighting
- Physically based light scattering through fog





Upscaling for all

More comprehensive Upscaling offering for URP



NVIDIA® DLSS Super Resolution



PlayStation® Spectral Super Resolution (PSSR)





GRAPHICS

Shader compilation improvements

6.6 - 6.7 LTS

Pre-cache shaders for
**smoother and hitchless
rendering**

Accelerate shader build
times with a new **Fast Build
Mode**

Transition to the **DXC shader
compiler**, starting with DX12
followed by other platforms



Shader and PSO Pre-Caching

- Improve shader and PSO coverage with Graphics State Collection
- Codeless tracing and warmup using Editor's Graphics settings

6.6

- Pre-cache shaders with Advanced Shader Delivery for DX12

6.7 LTS

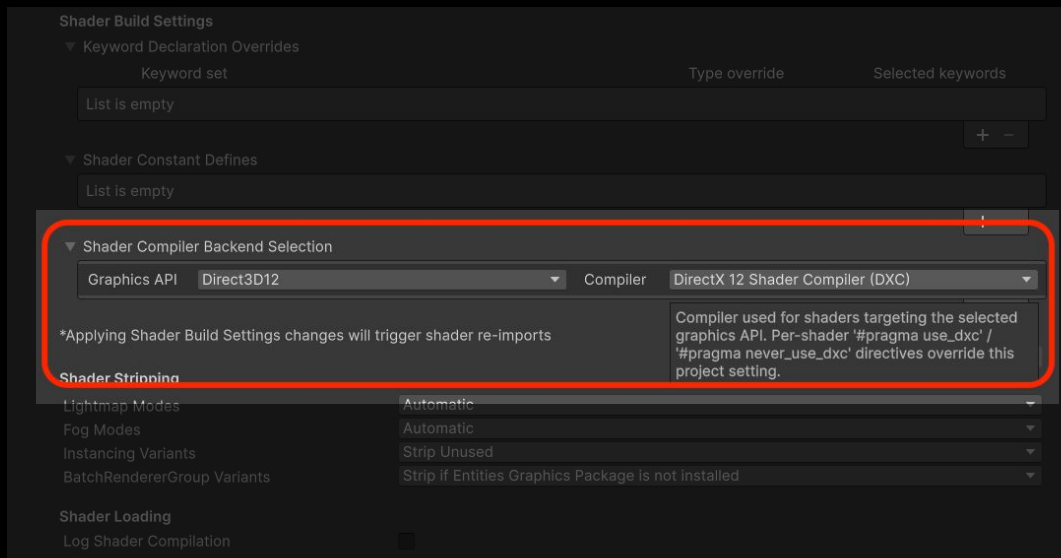




Shader Build Settings

Modernized DX12 shader compiler

- Configure target shader compiler
- Project-wide DXC shader compilation
- Optimize shaders with Shader Model 6
- Support for modern GPU profiling tools





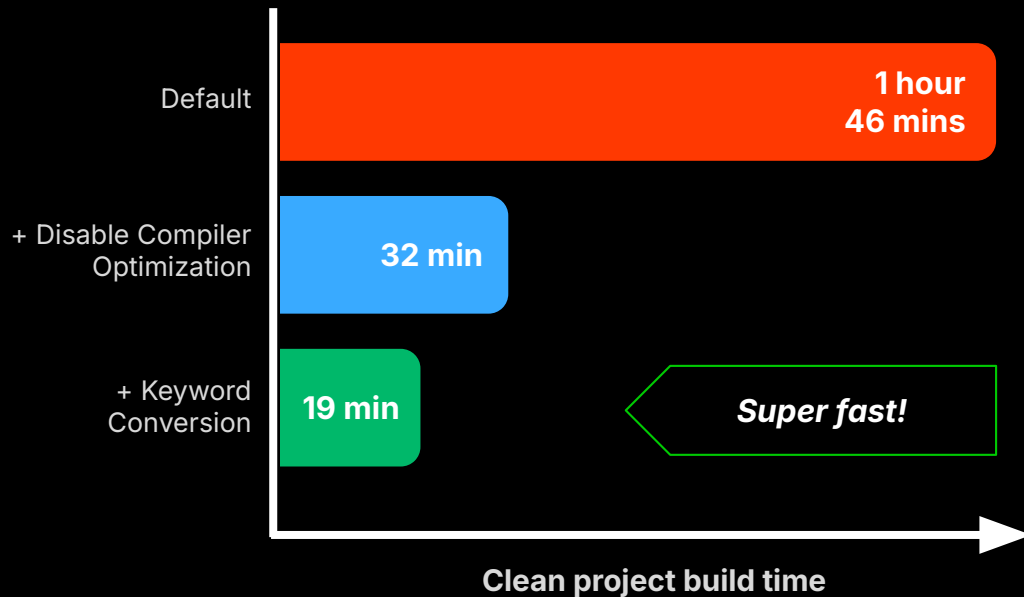
Faster Shader Build Times

- Codelessly strip shader variants
- Set shader defines and optimize

6.6

- Iterate faster with a new **Fast Build Profile**

6.7 LTS





GRAPHICS

ML Graphics

6.7 LTS

Neural Rendering Framework

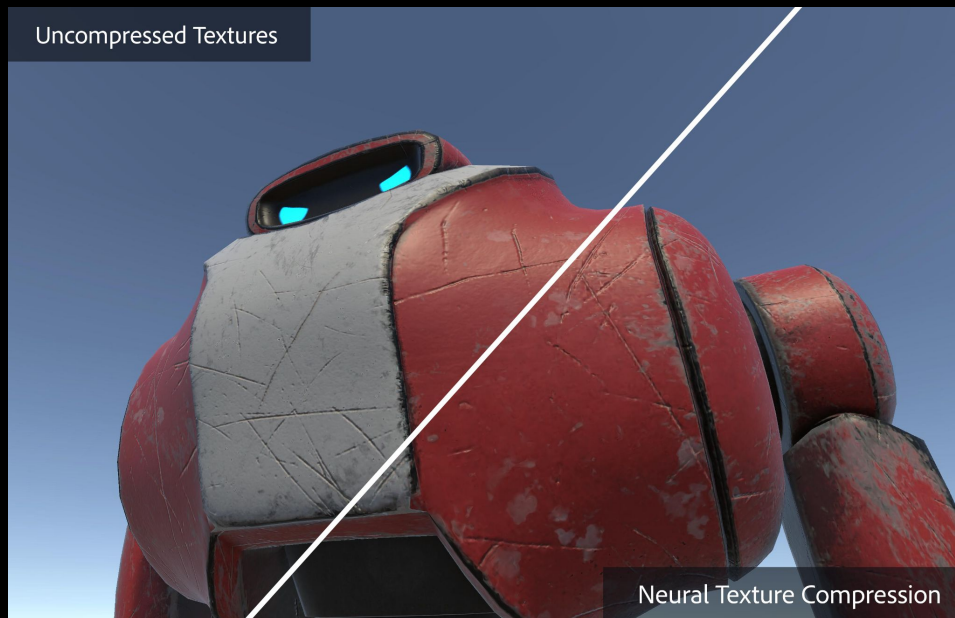
Neural Texture Compression





Neural Texture Compression

- Compress PBR texture stacks into a latent feature matrix
- Small network decompresses latent features at runtime
- Save significant graphics memory - around 40% in our tests so far



Content credit: Sakura Rabbit - Unity Mecha Repair Hangar



Neural Rendering Framework

- Train upcoming ML-based graphics features with real data from Unity's renderers
- Neural network inference in URP
- Hands-on demos coming soon!



Content credit: Amazon Lumberyard Bistro Scene (CC-BY 4.0)





Deploy

EVERYWHERE



DEPLOY

Mobile

6.7 LTS

A future-facing Apple foundation layer

Swift Project Type
Production Ready
Extended public API
Unity as a Library
support

Easier to understand Android runtime

App startup metrics
Adaptive Performance
support for CPU/GPU
headroom APIs

Expanded Controller Support

Basic Rumble haptics
Support for controllers
with digital triggers
(Android)



DEPLOY

Windows/Xbox

Future

Smaller build sizes, and
faster read speeds with
Zstd support in
DirectStorage

(Windows, Xbox
consoles)



DEPLOY

Web

6.6

WASM 64 increases
available memory from
4GB to 16GB

6.6

WebGPU reaches
production readiness,
bringing next-generation
graphics to the web

6.7 LTS

Progressive Asset Loading
enables faster initial load
times on the web





Progressive Asset Loading

New in Unity 6.6 (beta): Splits the single monolithic asset file into per-scene pieces, so only what the first scene needs loads up front. The rest streams in behind it.

To get the most out of it:

- **Split your build across multiple scenes**
 - The runtime already has natural seams to load the first scene and stream the rest behind it.
 - If your whole game is in one giant scene, there's nothing to split and little for progressive asset loading to defer.

Standard Loading



Progressive Asset Loading





40%

faster startup in a Dragon
Crashers benchmark with
Progressive Asset Loading
(9.22s → 5.63s)



DEPLOY

XR Platforms

6.6

Improved migration
from Controllers to XR
Hands

Graphics performance
improvements including
Shader Optimizations

6.7 LTS

Platform Toolkit for
Quest 3 and Quest 3S

Improved Spatial Audio
support



XREAL AURA



Powered by
Android XR



Grow

YOUR GAME



**Grow your game
and convert more
players**



Go direct

The Direct to Consumer shift
is already here

\$17B

D2C mobile game
revenue today

15%

of the mobile
IAP market

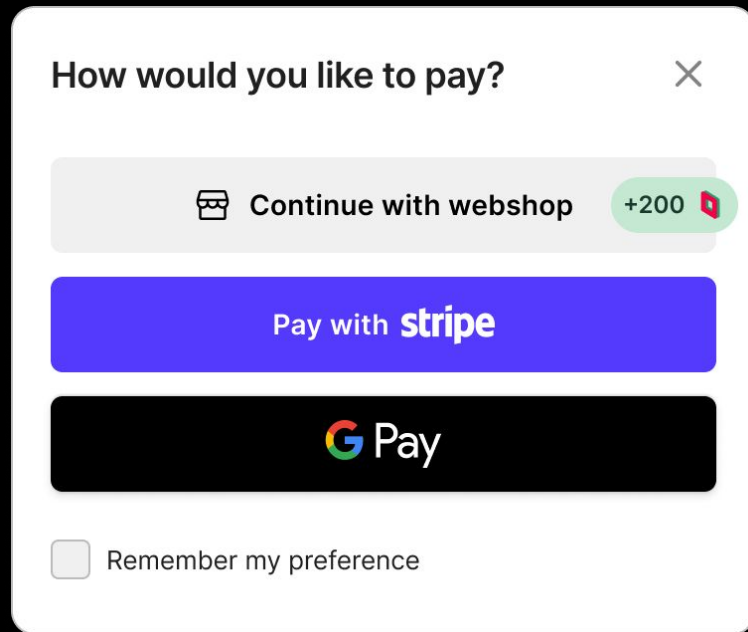


Own the purchase moment

In-game web payments

- Players purchase without leaving the game
- Triggered at the moment of intent
- Built-in app store compliance tools

● IAP 5.4

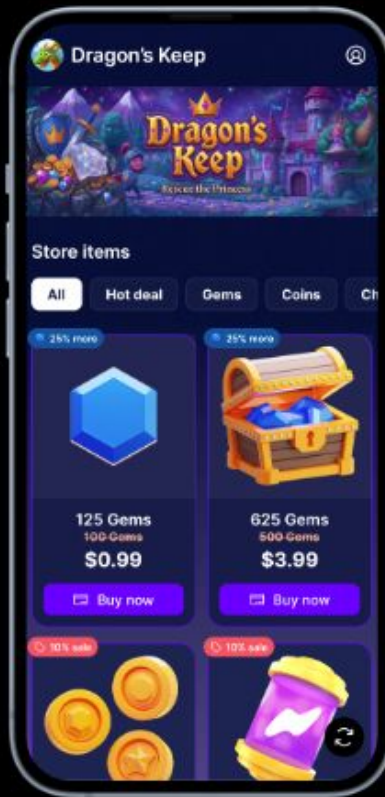




Own the purchase moment

Webshop

- Your channel for promotions, re-engagement, and higher-value purchases
- Stand up a no-code webshop in hours
- Custom-branded & AI-customizable



● IAP 5.4

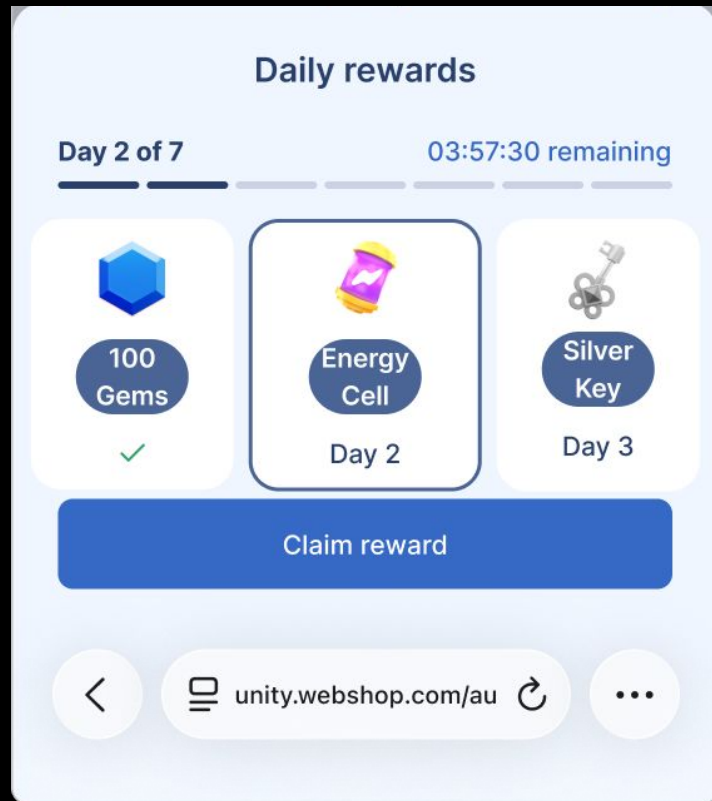


Turn your webshop into a destination, for the right player

Bring players back

- Daily rewards and quests
- Deeper theming, your shop feels like your game
- Custom OAuth, sign in with your game account

● Coming soon



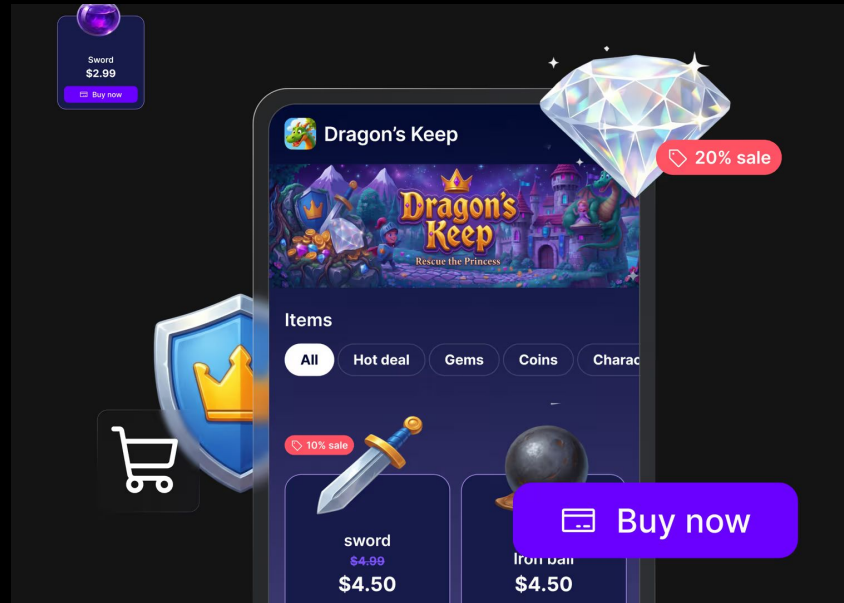


Turn your webshop into a destination, for the right player

Sell smarter, not broader

- Target by spend history and monetization signals
- Right offer, right player, right moment
- No one-size-fits-all

● Coming soon





Go direct to your players

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Own the purchase moment

Sell directly via in-game payments

Launch a free no-code webshop

Live in hours from the Unity Dashboard

App Store Compliance tooling

Built-in tooling for US app store requirements

One catalog, zero overhead

Manage D2C products over-the-air

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More ways to reach players

Stash and more providers, non-Unity engine support

Smarter selling

Stateful audience routing, catalog personalisation, segmentable offers

A seamless, engaging player experience

Custom OAuth, webshop quests, loyalty and LiveOps

Complete catalog control

Sync across Apple, Google, and your D2C channels

● Upgrade to IAP 5.4 to unlock D2C

● AI migration skill available



Understand your Players

One end-to-end view of your players



Understand your players

- First-party view of player spend
- Native stores, in-game payments, webshop
- Not a partial picture

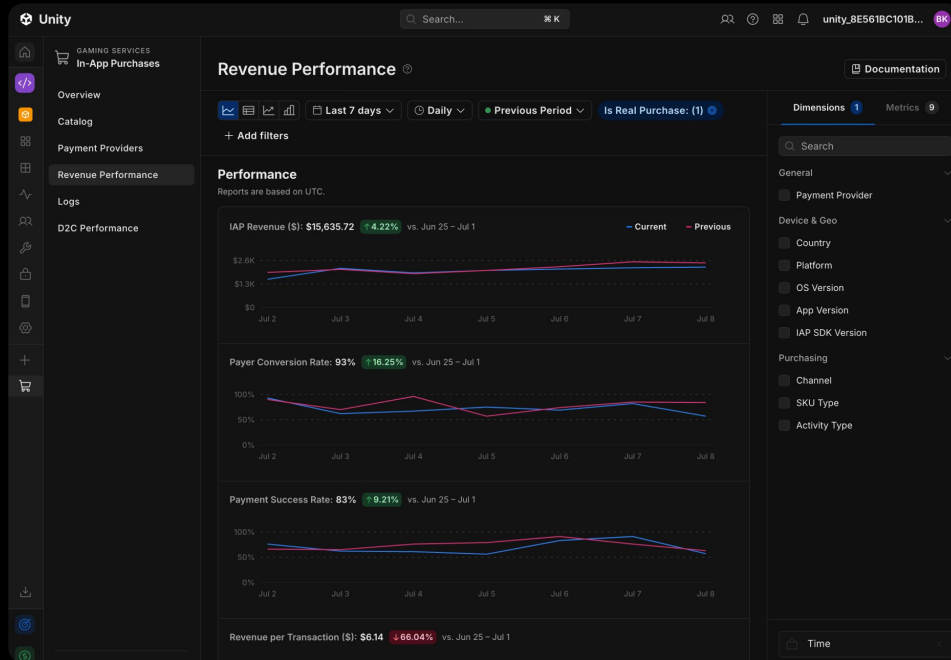
● Unity 6.0

● Diagnostics



See your full revenue picture

- Native and D2C revenue, side by side
- Payer metrics and revenue trends
- Filter by platform, provider, and country
- Checkout funnel, end to end



● Unity 6.0

● IAP 5.4

● Diagnostics



One dashboard was just the start

- Filter and analyze by player segment across your unified data
- Export your data to the destination you choose
- From dashboard to workflow: build reusable audiences, power acquisition and LiveOps
- It's your data, always. You're in control of what's shared and how it's used

See it

One dashboard



Segment it

By player segment



Export it

Your data, your destination



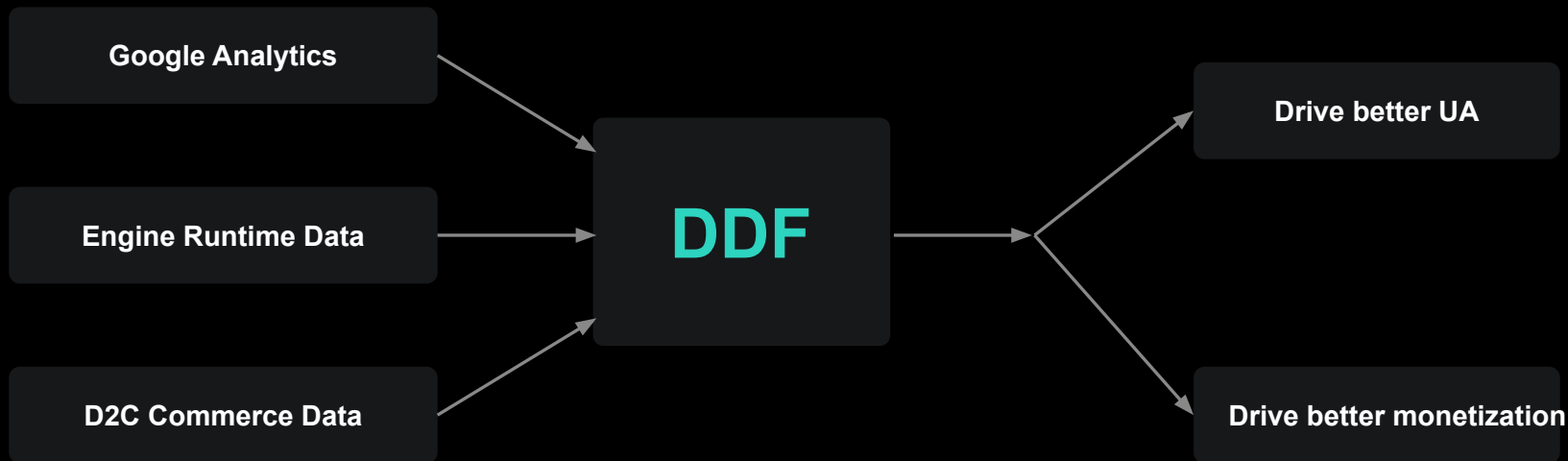
Act on it

Audiences, UA, LiveOps



Your data, working together

The Developer Data Framework (DDF)





Understand your players

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See your full revenue picture

D2C and native shown side-by-side

Put Engine Data to Use

Diagnostics visualized without engineering work

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Data Export

Your data, everywhere you need

Connections Platform

Activate your data with external partners

Benchmarks

Make decisions based on market data



Act in Live Operations

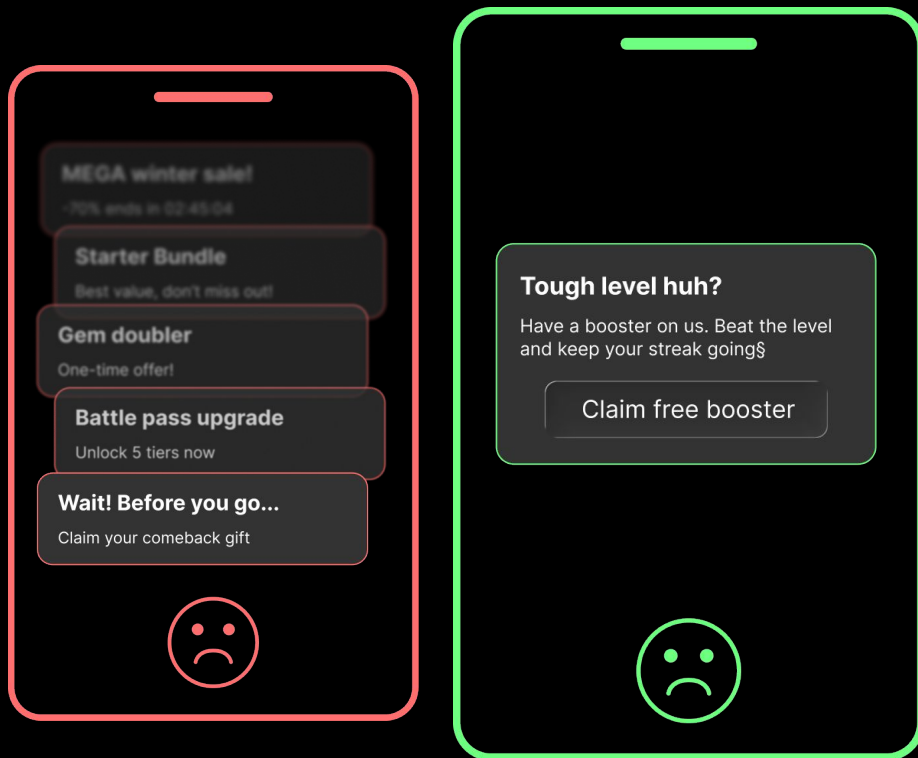
None of this data or understanding is good if you can't act on it



**The only thing worse
than a bad offer is an
irritating one.**

**A player doesn't need five
offers in a row. They need
one — the right one.**

A bad offer costs a conversion. An
irritating one costs the player.

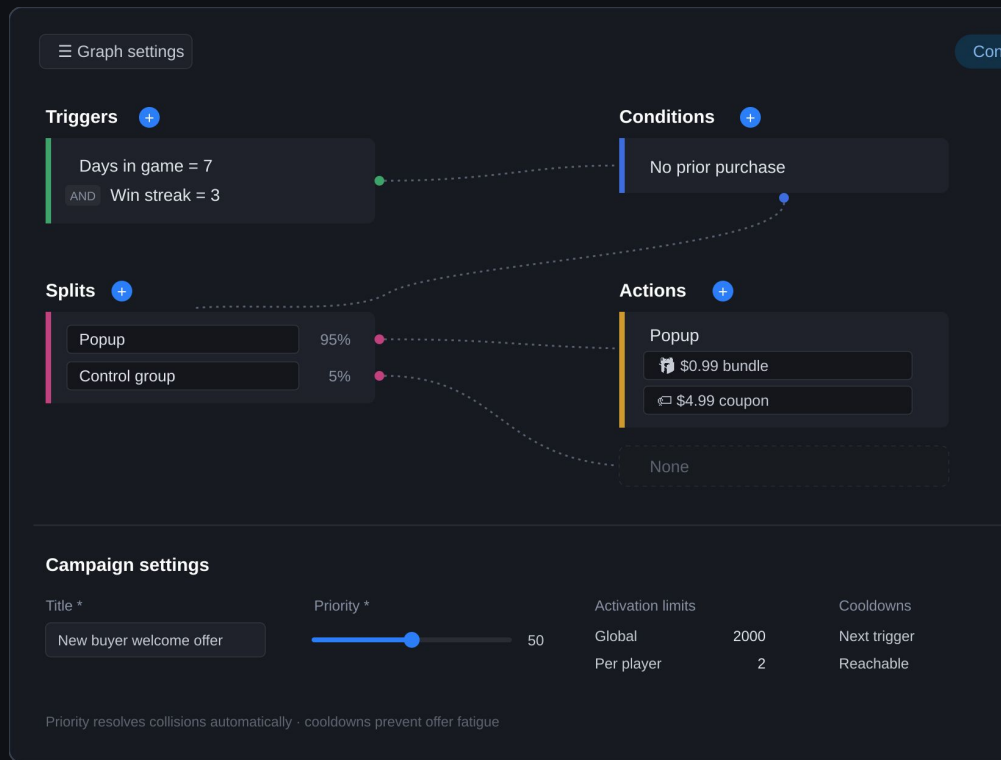




What if your LiveOps had air traffic control?

Orchestration

All your campaigns run by one system that decides which offer each player sees, and at which exact moment — so no offer storm ever crushes the game experience.





What if your LiveOps had air traffic control?

Results

Know which exact offer changed player behavior — even when multiple activities were running at the same time.

Results

Performance per campaign · variant vs control

Conceal

NAME	ADDED REVENUE	RETENTION	ARPPU
ChurnPrevention — Missions cp_missions READY	+\$186,420 +12.4%	+4.1pp D7 retained	+\$1.04
ChurnPrevention — IAP promo cp_iap IN-PROGRESS	+\$94,210 +6.1%	+0.8pp D7 retained	-\$0.31 discount drag
ChurnPrevention — Ads cp_ads READY	+\$58,640 +3.4%	+0.4pp D7 retained	—



What if your LiveOps had air traffic control?

Agents

Agents take the routine of configuration off your plate so you focus on plans and results. A single contributor becomes a team — the same level of attention across multiple projects.

LiveOps agent — Q3 plan

Conceal

I've prepared the Q3 LiveOps plan.

**Q3_LiveOps_plan.pdf**

12 campaigns · 6 weeks · holdouts included

What's the forecast?

Forecasted at **104% of target revenue:**

MAU	2.4M	+6.2%
ARPU	\$0.86	+\$0.14
Conversion rate	4.7%	+0.9pp

Approve. Report to me weekly.

✓ Scheduled — first campaign launches Monday.

Message LiveOps agent...

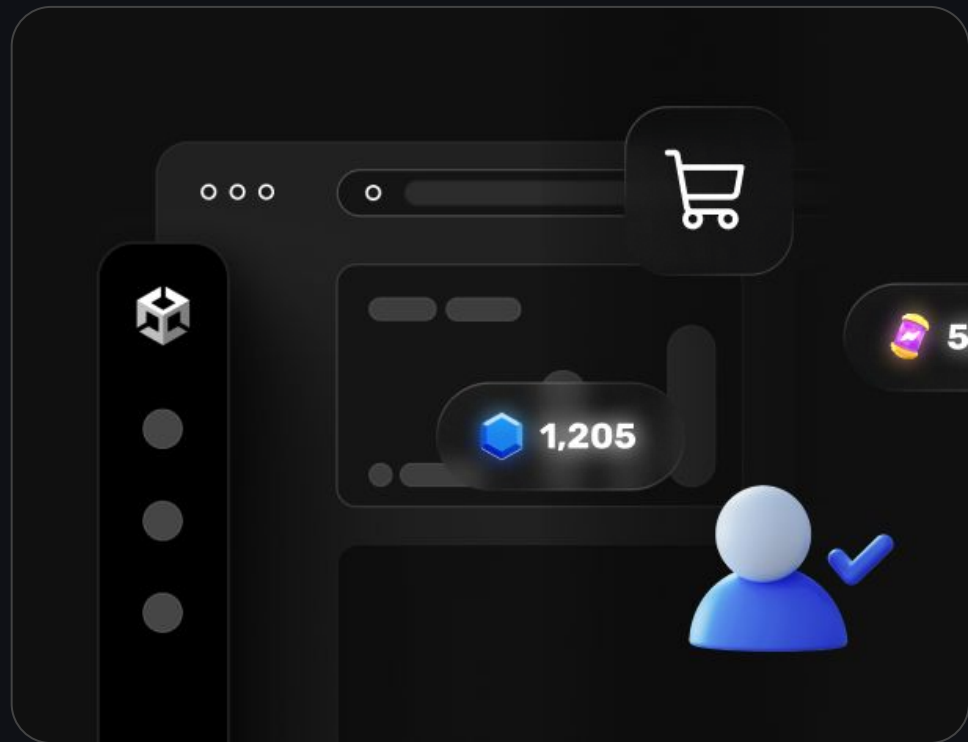




Data connected metagame systems

Serverless metagame

No services to host. Native
authoring in the Unity Editor.
Using Cloud Behaviours.
Leaderboards, progression,
economy, inventory, guilds ...

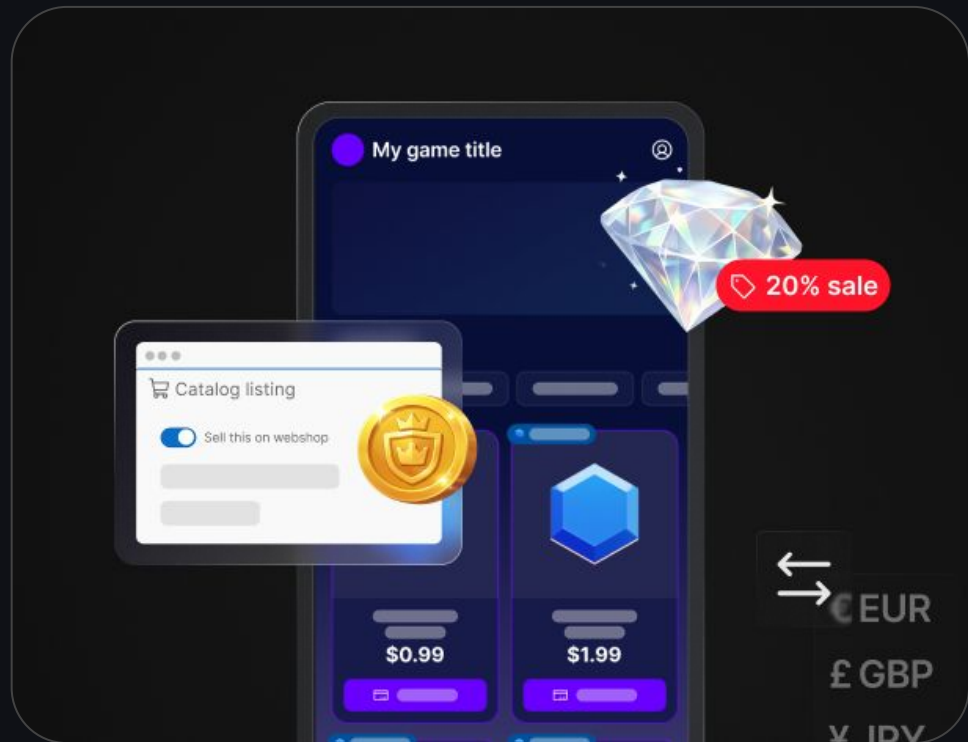




Data connected metagame systems

Data connected by default

Personalize your players experience and LiveOps campaigns using metagame data.

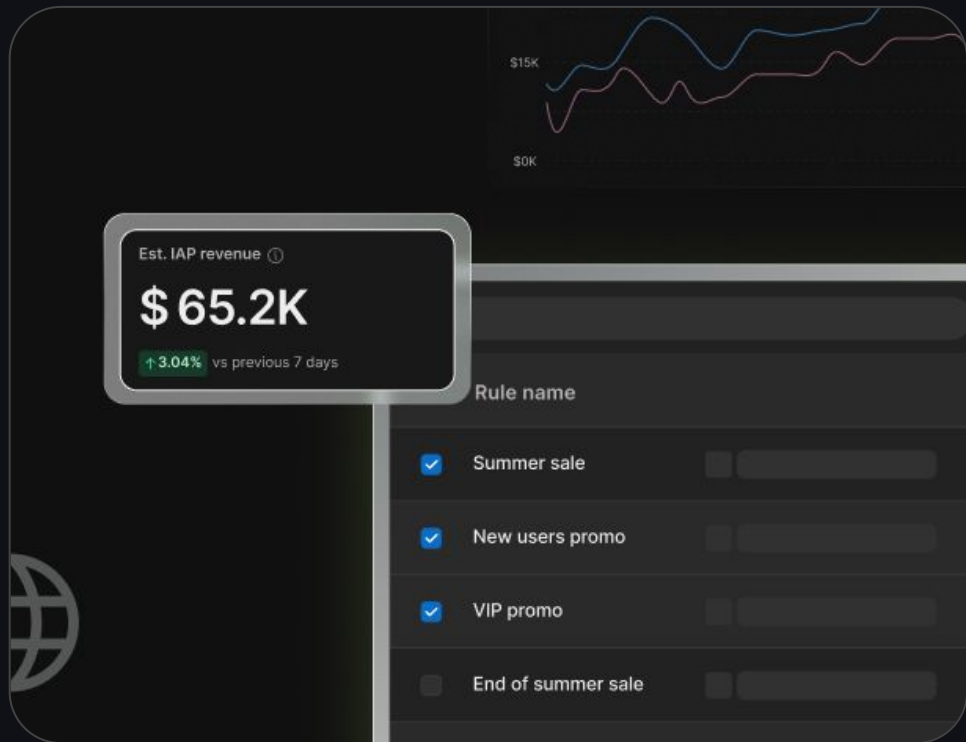




Data connected metagame systems

Operate it live

Metagame state lives in the cloud — so LiveOps can act on it directly. Seasonal events, tournaments, and rewards: scheduled, segmented, no client update.





Act in Live Operations

Audiences · Segmentation & Targeting

Build the right audience once, use it everywhere.

Triggers

React to what a player just did, at the moment they did it.

Game Overrides · A/B testing

Run every change as a measured experiment

Remote Config · Cloud Code · Live Releases

Change the live game per segment — config values, server-side logic, and content, shipped with QA and rollback.

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Act in Live Operations

Orchestration

One system decides which offer each player sees and when — minimizing cannibalization and protecting the player experience from offer storms.

Agentic Operations

Agentic operations remove the need for deep developer involvement in configuration — and let one person monitor multiple projects, scaling expertise instead of headcount.

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Unity helps you
grow and convert
your players



Unity 7





Thank you

