A JOURNEY THROUGH 2022'S KEY MOMENTS

Tom Clancy's Rainbow Six Extraction
Windjammers 2
Pokémon Arceus

JANUARY
Pokémon Press & Social Performance

January was great for the Pokémon world with the highly-anticipated release of Pokémon Legends: Arceus. This spin-off title created a spark, as it not only outperformed other spin-off games, but it also dethroned mainline Pokémon titles in terms of press and social media coverage during its launch week. A legendary feat that solidifies the game's position as a must-play for any Pokémon fan.

Top Press Performers

Product Title	Articles
1. Pokémon Legends: Arceus	2,600
2. Pokémon Scarlet & Violet	2,200
3. Pokémon Sword & Shield	2,100
4. New Pokémon Snap	1,000
5. Pokémon Diamond & Pearl	1,000

ROUNDED GLOBAL ARTICLE COUNT FOR WEEK OF LAUNCH*

Social Chatter

1st 2nd 3rd

Pokémon Legends: Arceus — Pokémon Sword And Shield — Pokémon Scarlet And Violet

RANKED BY GLOBAL SOCIAL CHATTER DURING WEEK OF LAUNCH ACROSS TWITTER, FACEBOOK & INSTAGRAM*

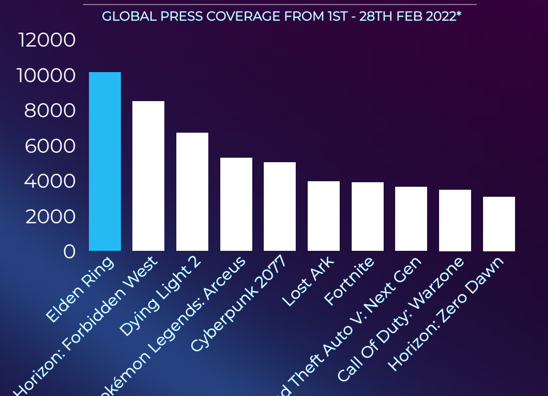
Dying Light 2
Nintendo Direct
Horizon Forbidden West
Elden Ring

FEBRUARY
Elden Ring Dominates Press & Socials

After multiple delays, the eagerly awaited Elden Ring was finally released and it didn't disappoint. Review scores were impressive, press coverage was high and the excited chatter across all social channels was palpable.

Elden Ring Press Ranking

GLOBAL PRESS COVERAGE FROM 1ST - 28TH FEB 2022*



Social Performance

GLOBAL SOCIAL DATA FROM 1ST - 28TH FEB 2022*

1st Tweet Count
2nd Video Count
2nd Instagram Posts
1st Facebook Posts

Gran Turismo 7
Tunic
Kirby and the Forgotten Land

MARCH
Gran Turismo 7 Vs Racing Games

Having waited almost 5 years since the last title in the series, Gran Turismo 7 raced onto screens on March 4th. Press performance was high compared to other racing sims released in the last couple of years, only being out performed by Forza Horizon 5.

Average Review Scores

Product Title	Review
Forza Horizon 5	93%
Gran Turismo 7	88%
Forza Motorsport 7	85%
F1 22	80%
MotoGP 22	78%

REVIEW FOR RACING SIM GAMES RELEASING 2017-2023*

Press Activity

Product Title	Articles
Forza Horizon 5	6,200
Gran Turismo 7	4,400
F1 22	1,600
Forza Motorsport 7	1,300
MotoGP 22	400

GLOBAL PRESS FOR 1 WEEK PRE TO 1 WEEK POST LAUNCH*

Average Article Count For 2022 Releases

4,800 Action Adventure
3,100 Shooter
1,800 RPG
1,400 Sport
1,200 Racing
1,100 Fighter

ROUNDED AVERAGE PRESS BY TOP 10 PERFORMERS PER GENRE 1 WEEK PRE TO 1 WEEK POST LAUNCH 2022*

LEGO Star Wars: Skywalker Saga
Nintendo Switch Sports

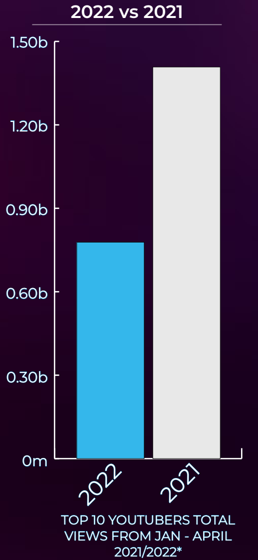
APRIL
Influencer Breakdown

Although the top 10 gaming influencers total views are down by 24% from Janurary to April 2021 they are still a force to be reckoned with when it comes to promoting gaming titles, with the top 5 gaming influencers pulling in an incredible 539m views in just the first 4 months of 2022!

Top Gaming Influencers

TOP GAMING INFLUENCERS BY TOTAL YOUTUBE VIEW COUNT FROM JAN - APRIL 2021/2022*

Top 10 Youtubers 2022 vs 2021



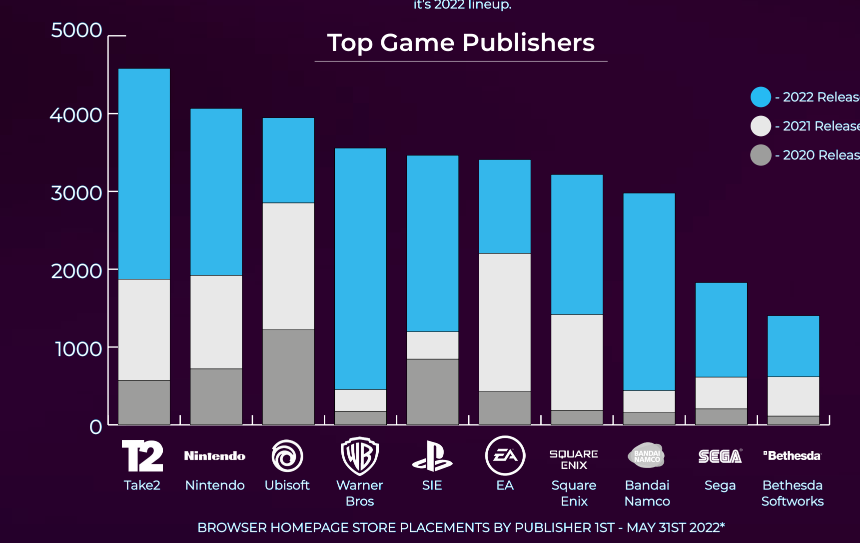
TOP 10 YOUTUBERS TOTAL VIEWS FROM JAN - APRIL 2021/2022*

Trek to Yomi
EA Withdrew FIFA Licence
Sniper Elite 5

MAY
Publisher Discoverability

When looking at online store presence for May, Take-Two took up the most Homepage placements over a varied mix of titles released across 2020, 2021 and 2022. Ubisoft was clearly reliant on back catalog titles, with 2022 releases taking up the smallest percentage of it's placements, perhaps unsurprisingly with a lack of notable releases in 2022. Conversly, Warner Bros. saw a majority of it's homepage placements taken up by it's 2022 lineup.

Top Game Publishers



BROWSER HOMEPAGE STORE PLACEMENTS BY PUBLISHER 1ST - MAY 31ST 2022*

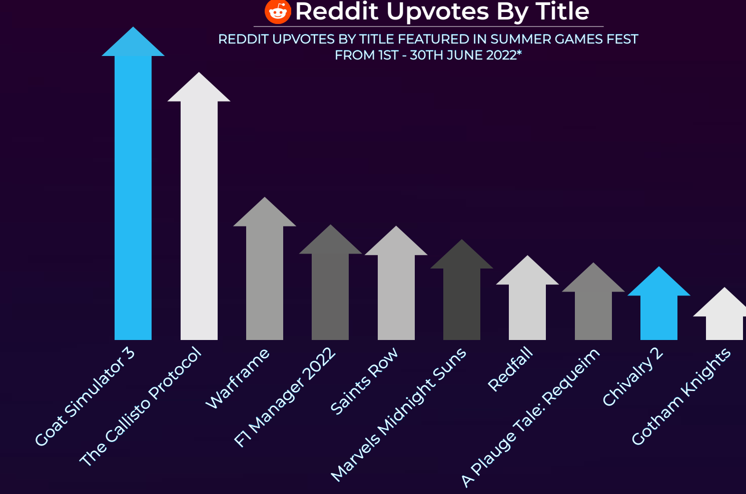
Summer Game Fest
Mario Strikers: Battle League
Fire Emblem Warriors: Three Hopes

JUNE
Summer Games Fest

June has always been a busy month in the industry's calender thanks to E3 and 2022 was no exception. However, for the 2nd time since it's inception in 1995 E3 was completely cancelled, leaving the Summer Games Fest to fill the void. It did that easily, with plenty of game announcements, updates and trailer drops to drive consumer discussion and instigate reactions.

Reddit Upvotes By Title

REDDIT UPVOTES BY TITLE FEATURED IN SUMMER GAMES FEST FROM 1ST - 30TH JUNE 2022*



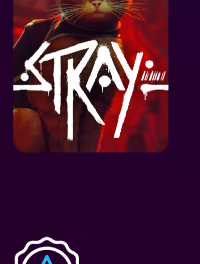
Stray
Xenoblade Chronicles 3
F1 22

JULY
Stray Released

The surprise hit Stray made its debut in July, effortlessly topping the Press and Tweet Count charts by a large margin, along with picking up a huge 173,000 retweets. Impressively it out performed arguably bigger July releases, such as Multiversus and Xenoblade Chronicles 3.

July Top Releases

Product Title	Tier	Press Articles	Tweet Count
Stray	Mid Tier	4,800	4,100
Multiversus	A	2,500	2,400
Xenoblade Chronicles 3	A	2,200	2,100
As Dusk Falls	Mid Tier	1,200	700
Live A Live (2022)	A	1,100	900



GLOBAL ROUNDED PRESS AND SOCIAL DATA FROM 1ST - 31ST JULY 2022*

Top 5 Headlining Article Subjects

Guides — Guides includes walkthroughs and other information.
Retailers — Includes places to buy, Stream rankings etc.
Launch — Information about Strays launch both pre and post release.
Creations — Fan Creations made up the 4th highest share of article subject.
Review — Average review score 84%

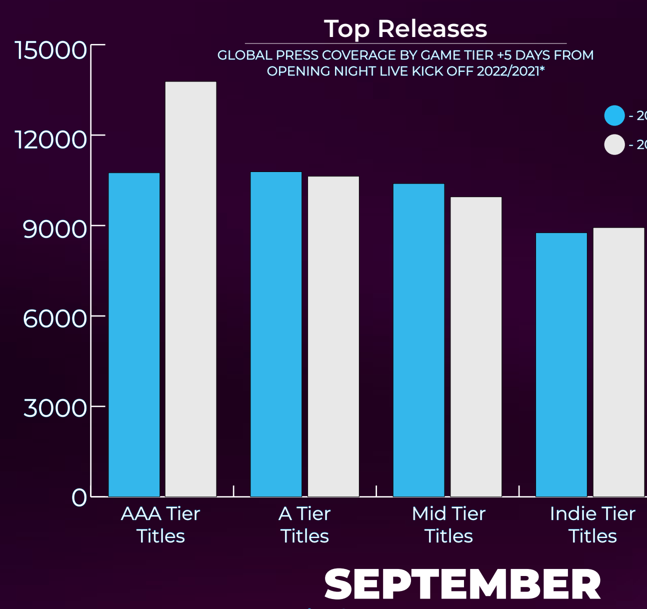
Two Point Campus
Saints Row
Destroy All Humans! 2: Reprobed

AUGUST
Gamescom Summary

As always, Gamescom dominates August, with 2022 seeing the return to an in-person event from the digital only iteration in 2021. It's interesting to see a much bigger PR presence for AAA titles for the online show, compared to A tier products taking the most column inches in 2022. Although, coverage is more evenly spread across all tiers for last year compared to the year before, suggesting Gamescom is becoming increasingly important in driving coverage and awareness for all products, not just those big blockbusters!

Top Releases

GLOBAL PRESS COVERAGE BY GAME TIER +5 DAYS FROM OPENING NIGHT LIVE KICK OFF 2022/2021*



Game Tier By Tweet Count

Tier	2022	2021
AAA Tier	6,600	9,400
A Tier	7,600	6,400
Mid Tier	7,600	6,200
Indie Tier	6,700	5,200

GLOBAL ROUNDED TWEET COUNT +5 DAYS FROM OPENING NIGHT LIVE 2022/2021*

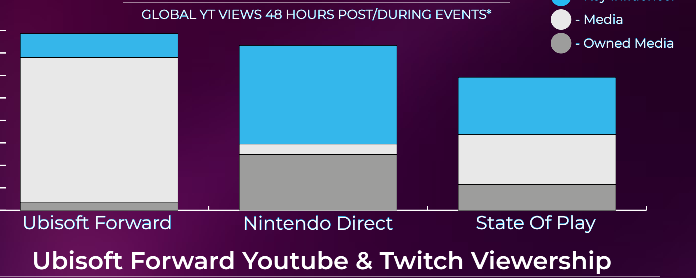
Splatoon 3
State of Play
Tokyo Game Show

SEPTEMBER
Ubisoft Forward vs Other Streams

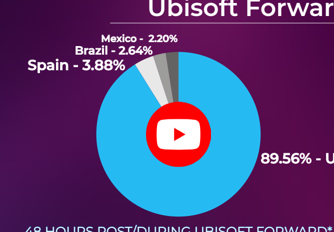
There were a slew of official livestreams throughout September and yet another industry event. The Tokyo Games Show is not the key calendar date it once was, but it still garners plenty of press and consumer attention. In and around TGS, Nintendo, Playstation and Xbox all aired livestreams, with the Ubisoft Forward kicking things off on the 10th.

Live Stream YouTube Views

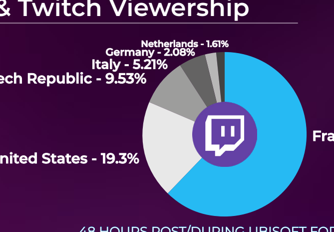
GLOBAL YT VIEWS 48 HOURS POST/DURING EVENTS*



Ubisoft Forward Youtube & Twitch Viewership



48 HOURS POST/DURING UBISOFT FORWARD*



48 HOURS POST/DURING UBISOFT FORWARD*

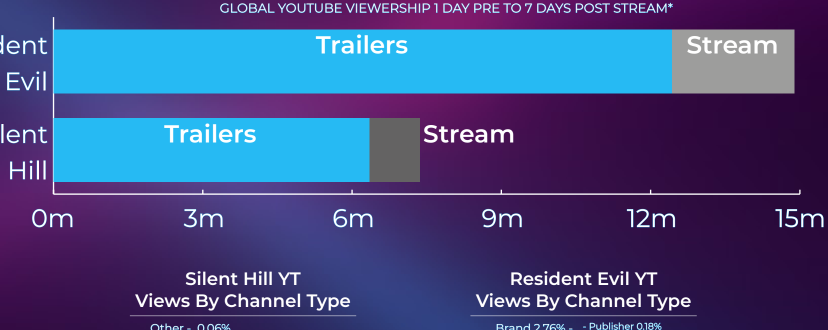
Overwatch 2
A Plague Tale: Requiem
Gotham Knights
Call of Duty: Modern Warfare II

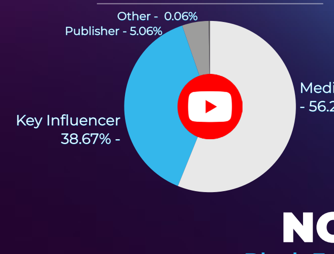
OCTOBER
Resident Evil vs Silent Hill

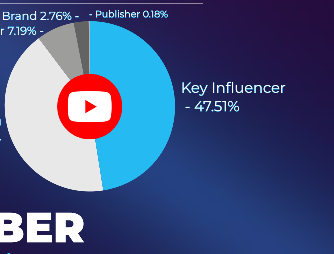
Old horror rivals, Silent Hill and Resident Evil went head to head in October, each with their own dedicated livestream. Konami surprised all with several product announcements for their much loved series. New Silent Hill titles have been a long time coming, so the exciting revelations caused mild media frenzy and fervour among consumers.

Resident Evil vs Silent Hill - YouTube Views

GLOBAL YOUTUBE VIEWERSHIP 1 DAY PRE TO 7 DAYS POST STREAM*







Sonic Frontiers
God of War Ragnarök
Pokémon Scarlet/Violet

NOVEMBER
Black Friday Store Placements

There were some big releases in November and the potential to grab a few great deals during the black Friday sales event, which is gaining momentum year on year as a key beat in many Publisher's annual plans.

UK Browser Store Placements

Product Title	Placements
FIFA 23	180
Horizon: Forbidden West	100
Cities: Skylines	95
Gran Turismo 7	90
F1 22	85
Ghost of Tsushima Directors Cut	80
Lego Star Wars: The Skywalker Saga	70
Gotham Knights	65
Cities in Motion	60
Crusader Kings II	60

US Browser Store Placements

Product Title	Placements
FIFA 23	110
Madden NFL 23	105
MLB The Show 22	80
NBA 2K23	75
Sonic Frontiers	55
Gran Turismo 7	55
Spider-Man: Miles Morales	50
Black Desert Online	50
Lego Star Wars: The Skywalker Saga	45
NHL 23	45

ROUNDED BLACK FRIDAY SECTION PLACEMENTS FOR PHYSICAL CURRENT GEN & PC PRODUCTS IN BROWSER STORES 24TH NOV - 28TH NOV 2022*

$44 Average Physical UK Price
$45.30 Average Digital UK Price
$37.80 Average Physical US Price
$37.50 Average Digital US Price

Marvel's Midnight Suns
The Callisto Protocol

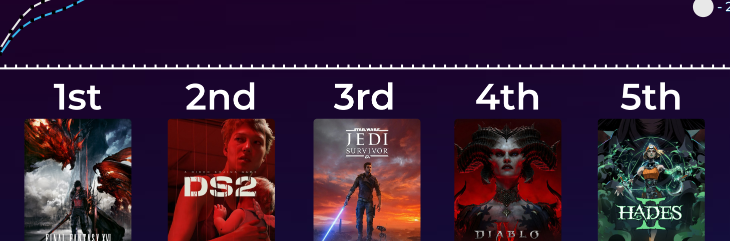
DECEMBER
Game Awards Biggest Title

The annual Game Awards took place in early December, with a last couple of releases sneaking in before the end of the year. The GAs were less popular with press compared to the 2021 event, with PR coverage having dropped quite a bit in those first 72 hours. Will be interesting to see if the 2023 show continues the trend!

Press Articles - Game Awards 2021/2022

GLOBAL PRESS COVERAGE FROM 1 HOUR BEFORE TO 72 HOURS AFTER START OF SHOW*

1st 2nd 3rd 4th 5th



Final Fantasy XVI — Death Stranding 2 — Star Wars Jedi: Survivor — Diablo 4 — Hades 2

GAME AWARDS TOP PERFORMERS BASED ON HIGHEST NUMBER OF FRONT PAGE ARTICLES 8TH - 11TH DEC 2022*