

**AMPERE**  
GAMES

# Winning Attention & Defining Cultural Moments

Key forces shaping console/PC games in 2026

Ampere Games Team

The Game Business Live – June 8<sup>th</sup>, 2026

# Major cultural events and competing for attention: Key forces shaping console & PC games in 2026



## FIFA World Cup 2026

- 2026 World Cup poised to have major impact on consumer attention scarcity and advertising inventory
- EA is expected to benefit the most across soccer games even without the FIFA license
- FIFA's non-exclusive licensing strategy enables a diverse approach to reaching audiences and competing for engagement



## Grand Theft Auto VI

- *GTA VI* launch is a critical moment for the console market as hardware price increases knock confidence
- There are 3 key dimensions to *GTA VI*'s impact: console market momentum; launch impact on other full-game spending; and impact on other live service games
- *GTA V* audience behaviour suggests that shooter, sandbox and sports games are likely to be the worst-hit by *GTA VI*



## Live service & UGC

- *ARC Raiders* and *Battlefield 6* both had strong launches, but the latter faced a rapid decline
- Worldbuilding and sensory aspects of *ARC Raiders* were praised by players, whereas nostalgia was key for *Battlefield 6* – this shifted units, but did not support long-term engagement
- Live service gamers are prioritizing *Roblox* and its scale has implications for wider media – particularly kids' entertainment



## Franchise expansion

- There was an acceleration of games IP commissioning activity from 2019 to 2025, but 2026 is showing a slowdown
- However, there are 84 adaptations currently in production in 2026
- *Battlefield* film bidding war shows continued appetite for big-budget live action adaptations; Ampere games data shows distinct audiences across *Battlefield* & *Call of Duty*

# World Cup 2026: Battle for attention and activity upside

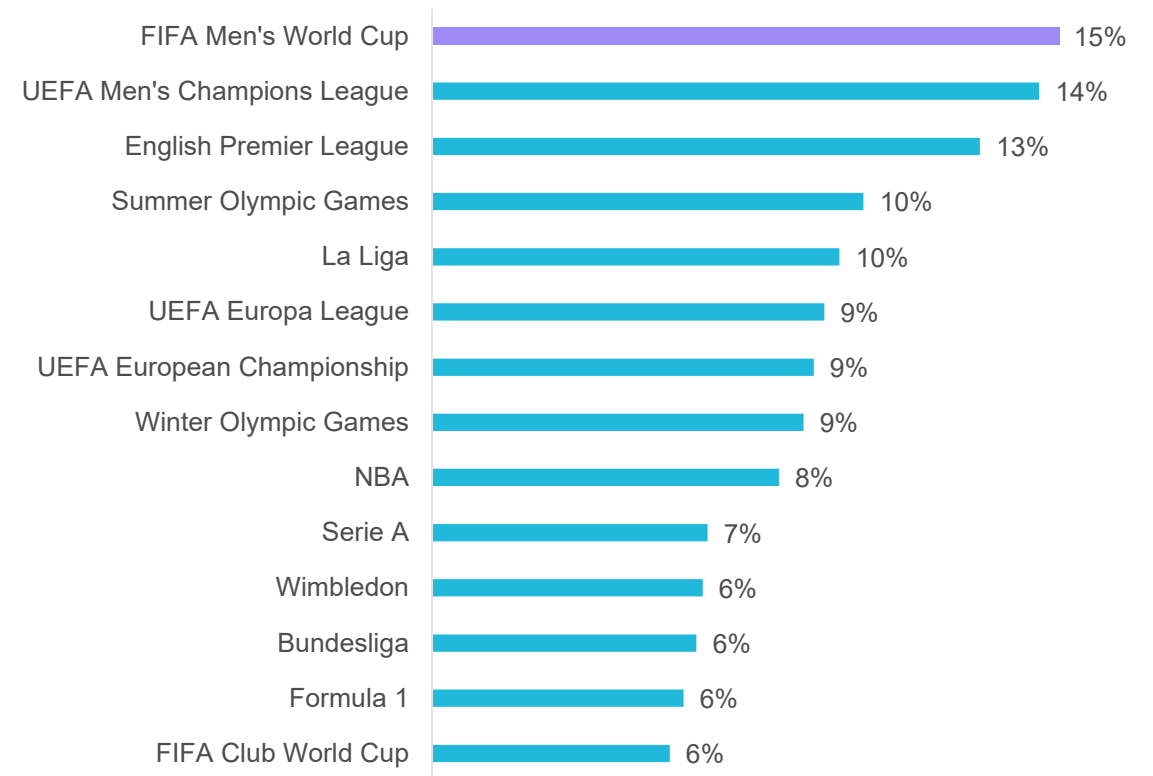
---

*Industry impact is now more diverse since FIFA's shift to a non-exclusive licensing strategy*

# This edition of the World Cup is poised to have its biggest impact on attention and advertising

- The FIFA World Cup finals tournament runs from 11<sup>th</sup> June to 19<sup>th</sup> of July and is poised to have a major impact on consumer attention and advertising activity due to FIFA's evolving partnership and rights strategies, and the fact that the US is the biggest advertising market globally
- Soccer/football fandom has been growing in the US – Ampere Sports Consumer data reveals it is the 3<sup>rd</sup> most popular favourite sport behind American Football and Basketball, and the World Cup is set to accelerate interest. 40% of regular sports fans in the US say they enjoy watching soccer/football on TV or online
- FIFA's preferred partner deals with YouTube and TikTok give creators access to the tournament to create unique content but also give broadcasters the opportunity to stream live match content and highlights
- The World Cup is set to pull attention away from non-football online video and gaming, while soccer/football games are set to benefit significantly. This upside impact will be more fragmented than in previous tournaments due to FIFA's games licensing strategy which is now non-exclusive and multi-platform having been largely focused on EA's *FIFA* football sim in the past
- Netflix's new mobile-focused soccer/football sim *FIFA World Cup - Launch Edition* is being used to counteract this attention drain and pull users into its platform during the tournament to help it compete with YouTube and others. Meanwhile FIFA is also pursuing a more diverse licensing strategy across hybrid genres and engaging Roblox users in partnership with Gamefam with *FIFA Super Soccer* generating peak MAUs of over 10m players

Proportion of internet users aged 18-64 that enjoy competitions, global, Q1 2026 (%)



Source: Ampere Media Consumer (n=56,000)

# FIFA understands how the games sector underpins and fuels the IRL World Cup experience

FIFA's new licensing strategy allows multiple audience touch points, engagement with younger gamers through diverse platforms and enables use of gaming by non-endemics such as Netflix to compete for attention during the tournament

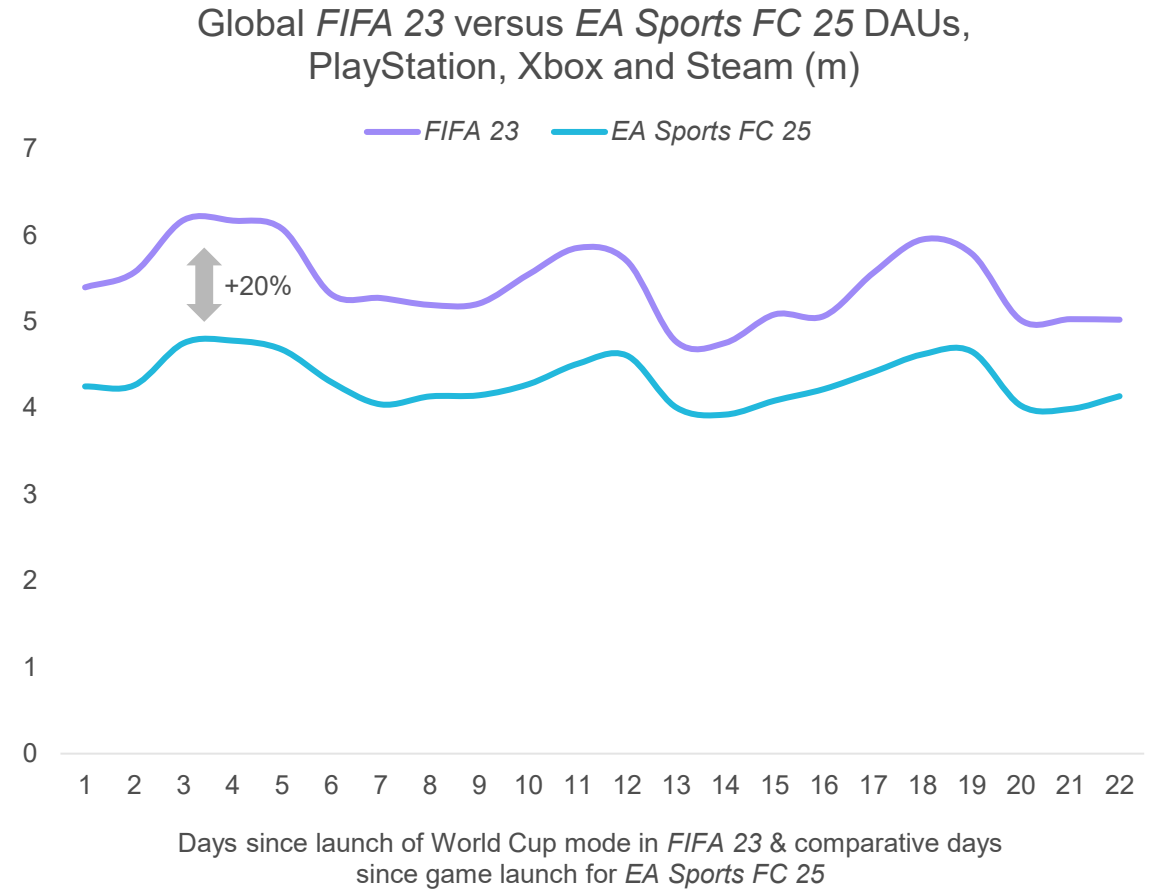
FIFA's expanding games strategy



Source: Ampere Games, logos respective companies

## Traditionally, EA has benefitted significantly from major football tournaments, and this will continue

- *EA Sports FC's* scale means it will continue to gain the biggest upside from the FIFA World Cup even without the FIFA license and the ability to add an official FIFA World Cup mode. The impact is likely to be diluted to an extent, due to the number of other FIFA-based soccer experiences entering the market
- During the last World Cup in 2022 in Qatar, EA stated that sales from *FIFA 23* grew 40% in the US alone because of the tournament. Ampere's data shows that global daily active users for the game were 20% higher when its official World Cup 2022 mode was added to the game compared to the more recent release *EA Sports FC 25* during comparative days
- To try and maintain its advantage, EA has recently added *The World's Game* tournament mode to *EA Sports FC 26*. This mirroring of the official FIFA World Cup mode will allow it to drive increased activity and in-game monetisation, although the timing of this World Cup versus Qatar's winter-season tournament will mean less upside from premium full game sales
- This World Cup is particularly meaningful because it takes place in the US, a major opportunity for games publishers to latch onto growing interest in soccer in general in the country



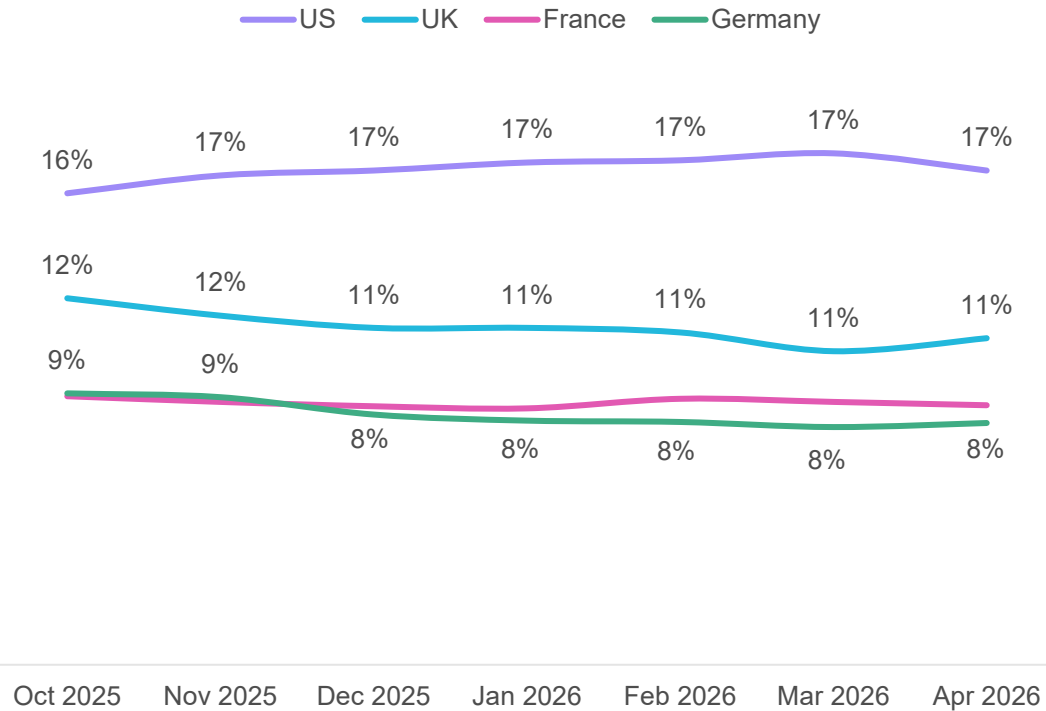
Source: Ampere Games Analytics

# Even without the license, a US World Cup represents a major growth opportunity for EA Sports FC

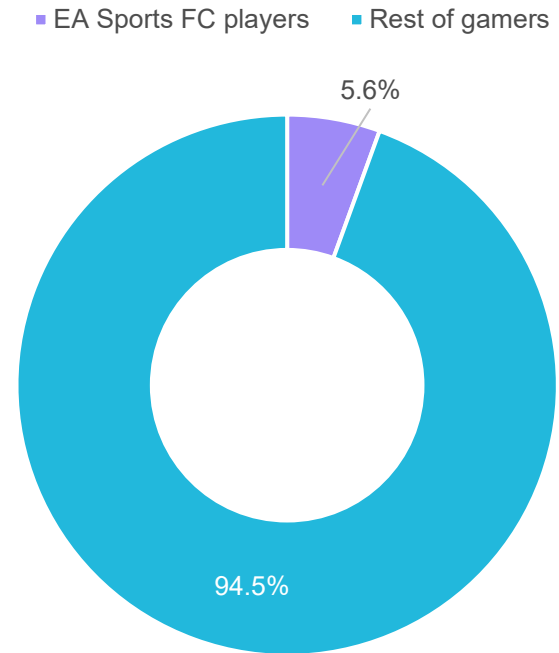
The US is EA Sports FC's largest market by MAUs...

... but less than 6% of the US player base\* is engaged

EA Sports FC 24/25/26 MAU share by market



US gamer MAUs across PS, Xbox, Steam, Apr '26



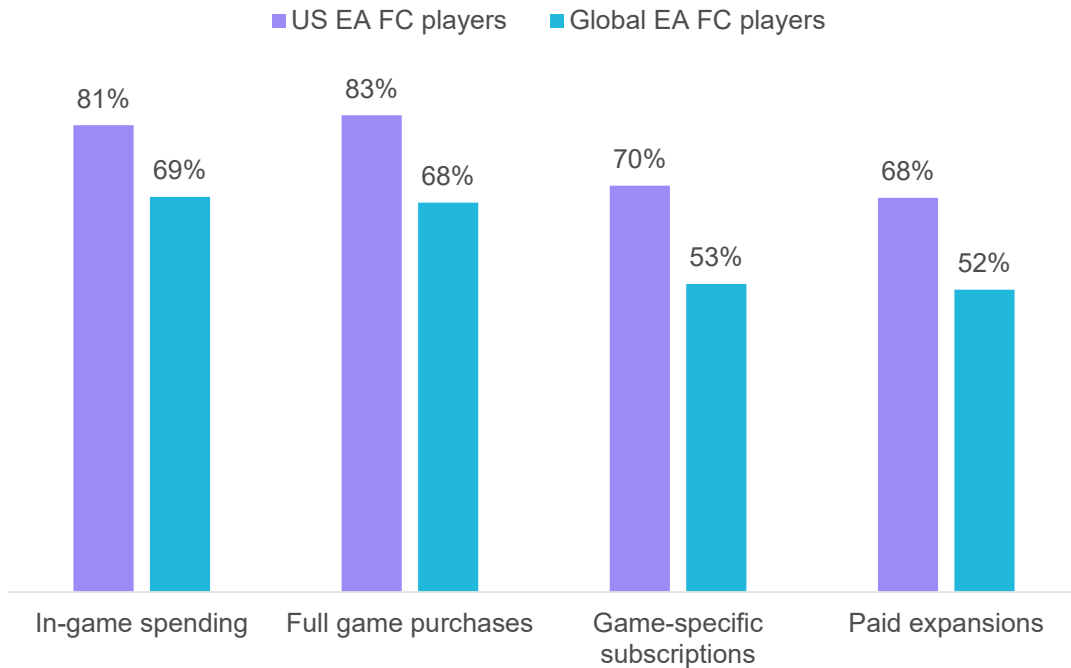
\*Note: Total players across PlayStation, Xbox and Steam  
Source: Ampere Games Analytics

# US EA Sports FC players are heavy spenders, and console-focused

US players more likely to spend on gaming than global fans

EA Sports FC is console-first, and US is the leading console market

Share of cohort who spent on category in last 6 months (%)



MAUs

Global players of EA Sports FC 24/25/26 across PlayStation & Xbox in April 2026



Active consoles

PlayStation and Xbox consoles being actively used in the US in 2026; 34% of the global total

Source: Ampere Games Consumer; Games Analytics; Games Markets

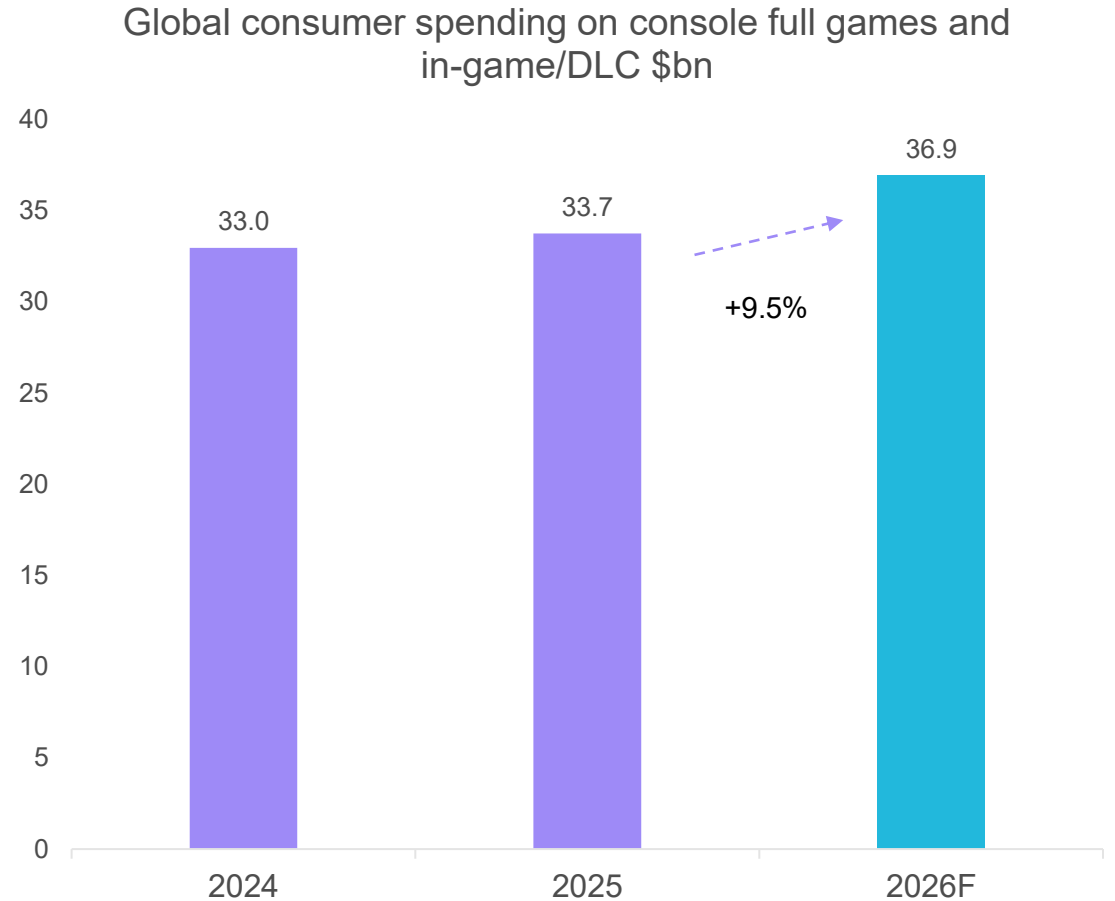
# *Grand Theft Auto VI: 2026's biggest entertainment event*

---

*What does GTA V audience behaviour tell us about GTA VI's potential impact?*

# The console industry hopes *GTA VI* ignites momentum, but is rightfully wary of its launch blast radius

- Spending on console games, in-game monetisation and DLC is forecast to expand by almost 10% in 2026, while sales of console hardware – even at higher prices - will be given a late cycle boost for PS5 and Xbox Series as *GTA VI* arrives
- The competitive industry impact from *GTA VI* has two major dimensions: The biggest premium release which will gather huge amount of attention and engagement that will likely last until at least the new year, and a live-service dimension, which will attract existing *GTA Online* users and pull in floating live-service gamers from other titles
- At present, the industry outside of Take-Two knows very little about what live-service experiences and associated content will be coming to *GTA VI* and when. The key question for the long-term future of the franchise, other publishers looking to compete, and Take-Two's ongoing commercial performance is how Rockstar Games intends to manage the transition of the existing *GTA Online* audience to the new experience and platforms
- With no *GTA VI* on last-gen consoles or on PC yet, it looks likely that there will be some fragmentation of the *GTA* audience. That fragmentation likely makes it easier for other publishers to compete especially across the live-service dimension of the *GTA VI* offering



Source: Ampere Games Markets

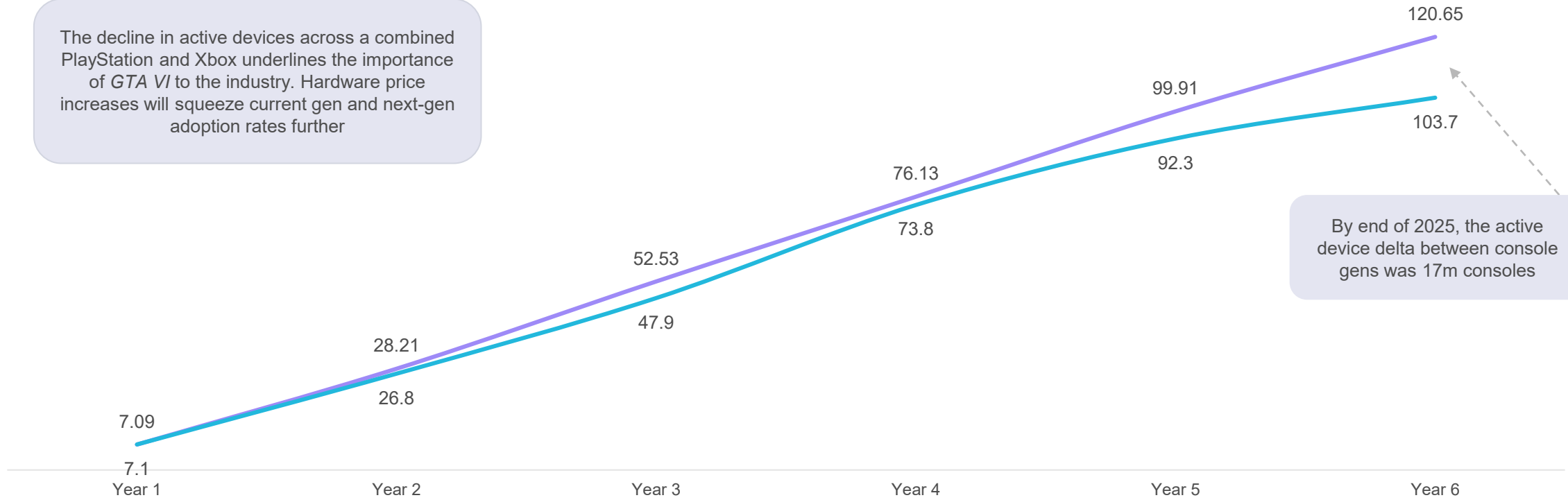
# The console activity gap compared to gen 8 consoles means *GTA VI*'s launch is much-needed

Global Gen 8 & Gen 9 console active installed base launch aligned (m)

— Gen 8 (PS4, Xbox One) — Gen 9 (PS5, Xbox Series)

The decline in active devices across a combined PlayStation and Xbox underlines the importance of *GTA VI* to the industry. Hardware price increases will squeeze current gen and next-gen adoption rates further

By end of 2025, the active device delta between console gens was 17m consoles

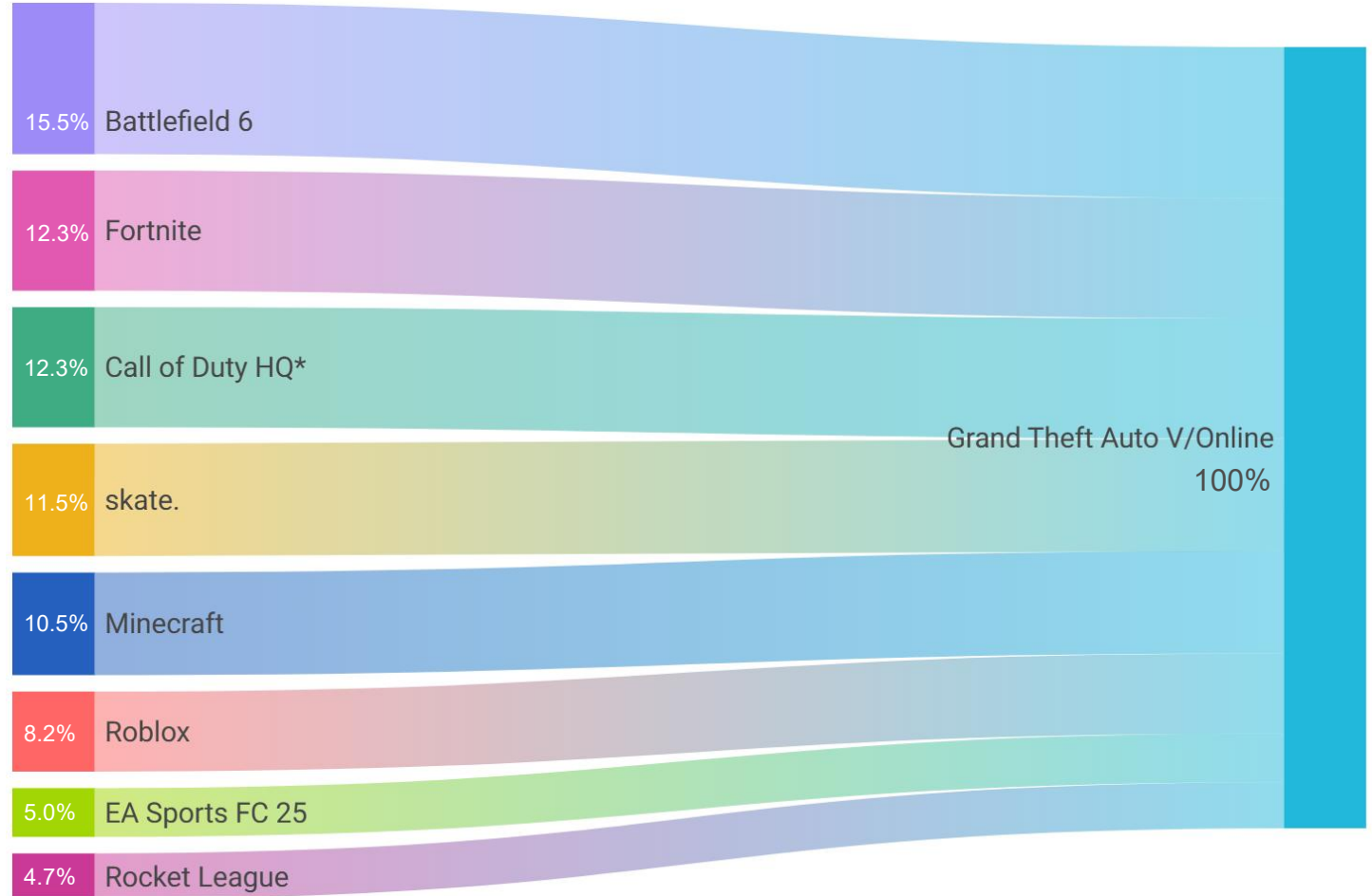


Source: Ampere Games Markets

## New releases including *Battlefield 6* were the biggest losers during *GTA V/Online*'s December '25 activity surge...

- In December 2026, monthly active users of *GTA V/Online* on console jumped by around 3.7m or 29% thanks to the *Safehouse in the Hills* update and the Festive Surprise 2026 holiday event
- As a result, numerous top titles saw players flee to *GTA V/Online*: of the 4.7m new players in December, 15.5% had come from (and stopped playing) *Battlefield 6*, 12.3% had come from *Fortnite*, and the same for *Call of Duty HQ\**
- The titles in the chart account for 80% of that new player influx, with the remaining 20% churning from a wide range of smaller titles
- This data suggests that newer releases were among the biggest losers when *GTA V/Online* took off – *Battlefield 6* had only launched two months prior, and *skate.* four months prior, meaning gamers had not had enough time to become deeply engaged, and we are likely to see a similar outcome around the launch of *GTA VI*

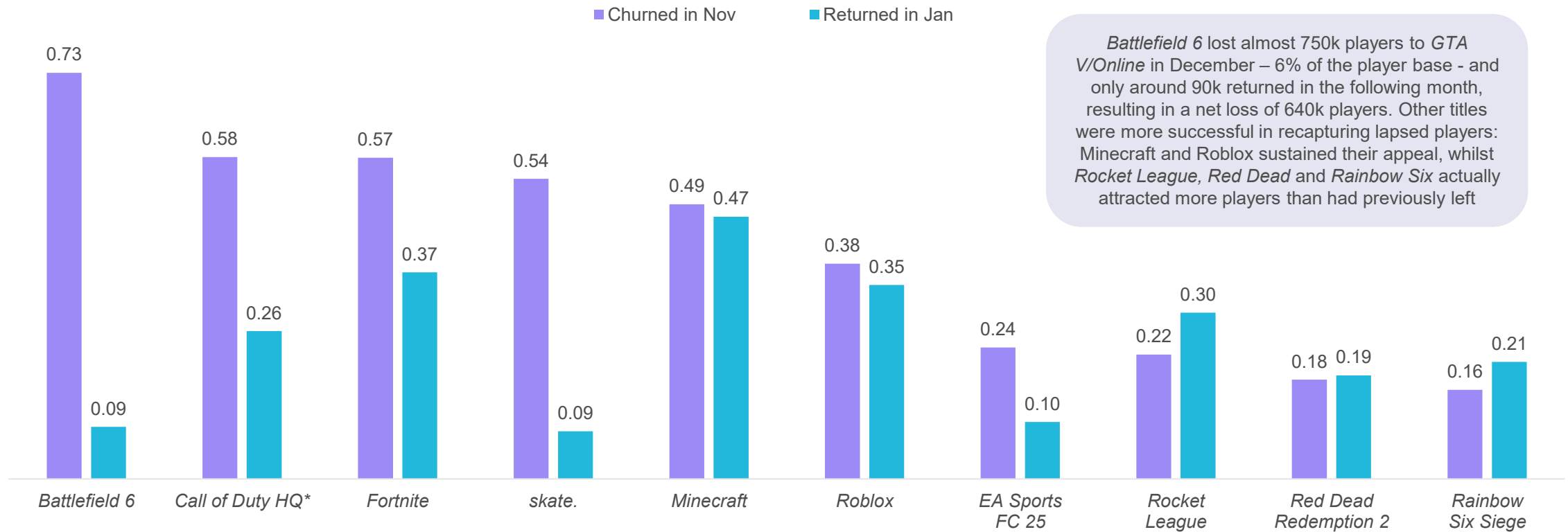
Share of new *GTA V/Online* players in Dec '25 who churned from title in Nov '25 (%)



Source: Ampere Games Analytics; PlayStation & Xbox

## ... But what does this look like in terms of actual player numbers? Over half a million left *Fortnite*

Number of console gamers who churned from title to play *GTA V/Online* in Dec '25, vs players who left *GTA V/Online* and returned to title in Jan '26 (m)

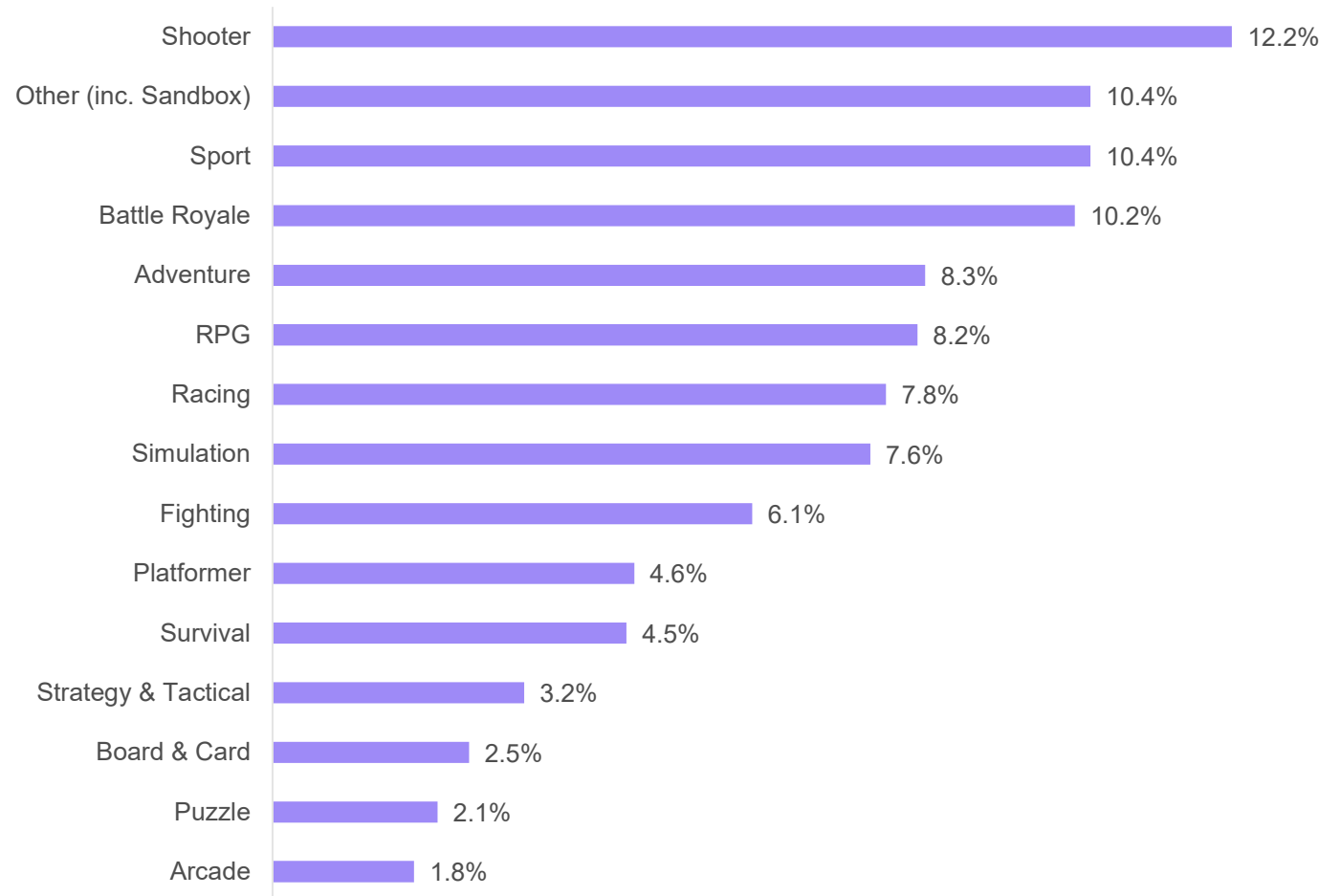


Source: Ampere Games Analytics; PS & Xbox

## Shooter, Sandbox and Sports games likely to be the worst-hit by the *GTA VI* launch

- Most players – over 700k -were enticed away from Shooter titles, with 622k coming from the Other genre – which is largely Sandbox games - and 619k from Sports
- The least-impacted genres were Survival, Strategy & Tactical, and Puzzle-adjacent categories, which each saw churn to *GTA V/Online* of 3% or less – perhaps unsurprisingly
- This reflects the fluidity of the live service audience: many of the titles within the most-affected genres are live service staples, whereby players are used to regularly floating in and out of multiple games
- However, as seen on the previous slide, the most at-risk titles are new releases which fall into these categories, as they have not yet been afforded the time to build a lasting connection with the players

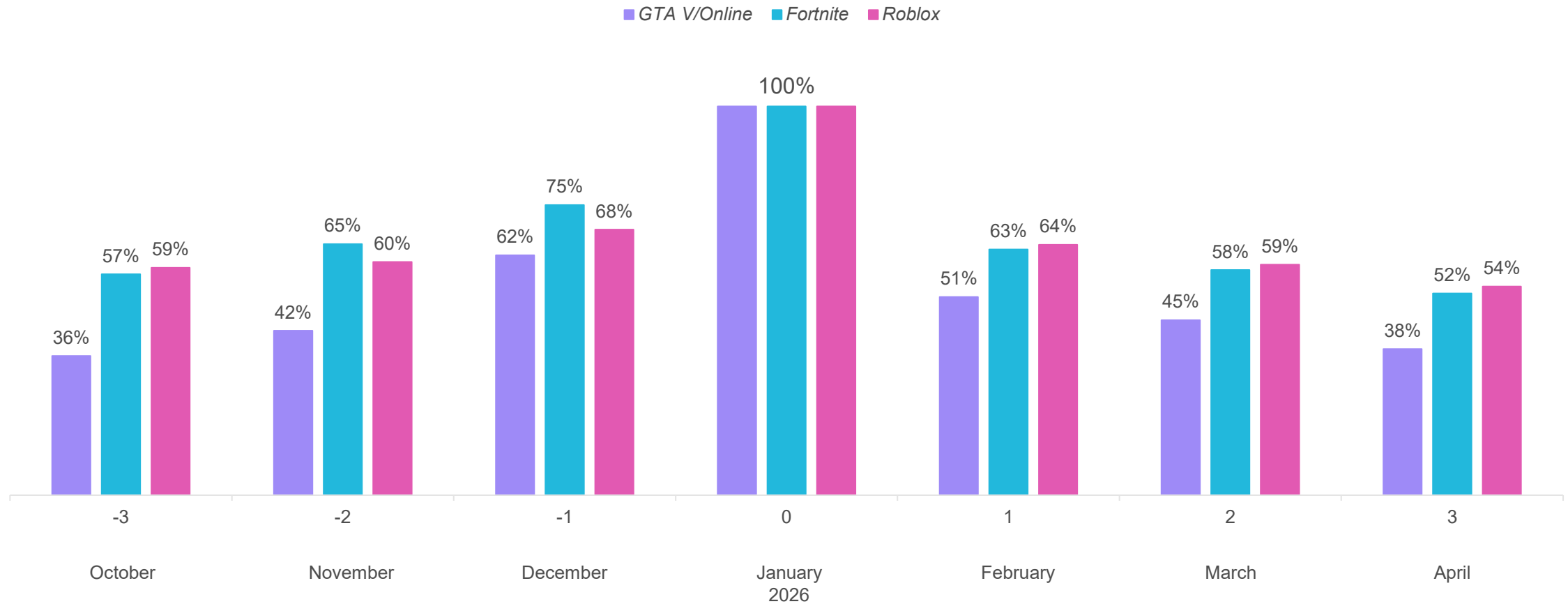
Share of players who churned from genre in Nov '25 to play *GTA V/Online* in Dec '25 (%)



Source: Ampere Games Analytics; PS & Xbox

## GTA V/Online has some of the weakest retention rates across live service games...

Share of Jan '25 console players who also played in previous/subsequent months (%)

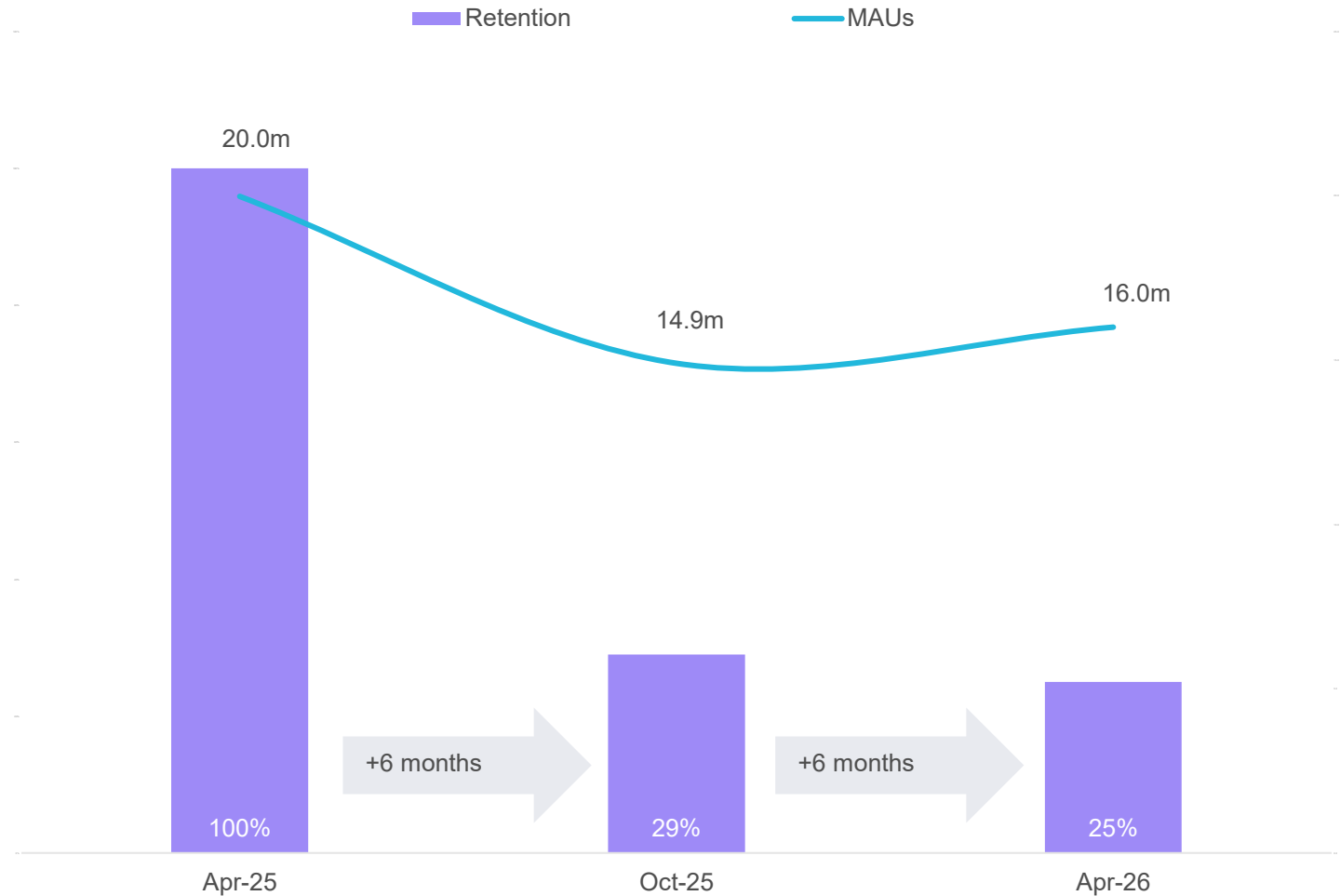


Source: Ampere Games Analytics; PS & Xbox

## ... and although *GTA VI* will look stronger initially, long-term, there could be significant opportunities to win back lapsed players

- *GTA VI* will be brand new to the market, and so naturally will deliver stronger retention to begin with as players explore the new content – on the other hand, despite its regular updates, *GTA V/Online* is almost 13 years old and surely facing player burnout
- The chart on the right compares retention and active users playing *GTA V/Online* over a 12-month period: of the players seen playing in April 2026, only 29% of that cohort were still playing six months later in October, and only 25% were still playing a year later, in April 2026
- At the same time, MAUs have remained relatively consistent, underlining the floating nature of this audience: 15m gamers who played *GTA V/Online* in April 2026 had gone on to other games 12 months later, but the most significant drop had already occurred by the six-month mark

*GTA V/Online* retention vs. MAUs, Apr '25 – Apr '26



Source: Ampere Games Analytics; PS, Xbox & Steam

# The big live service showdown

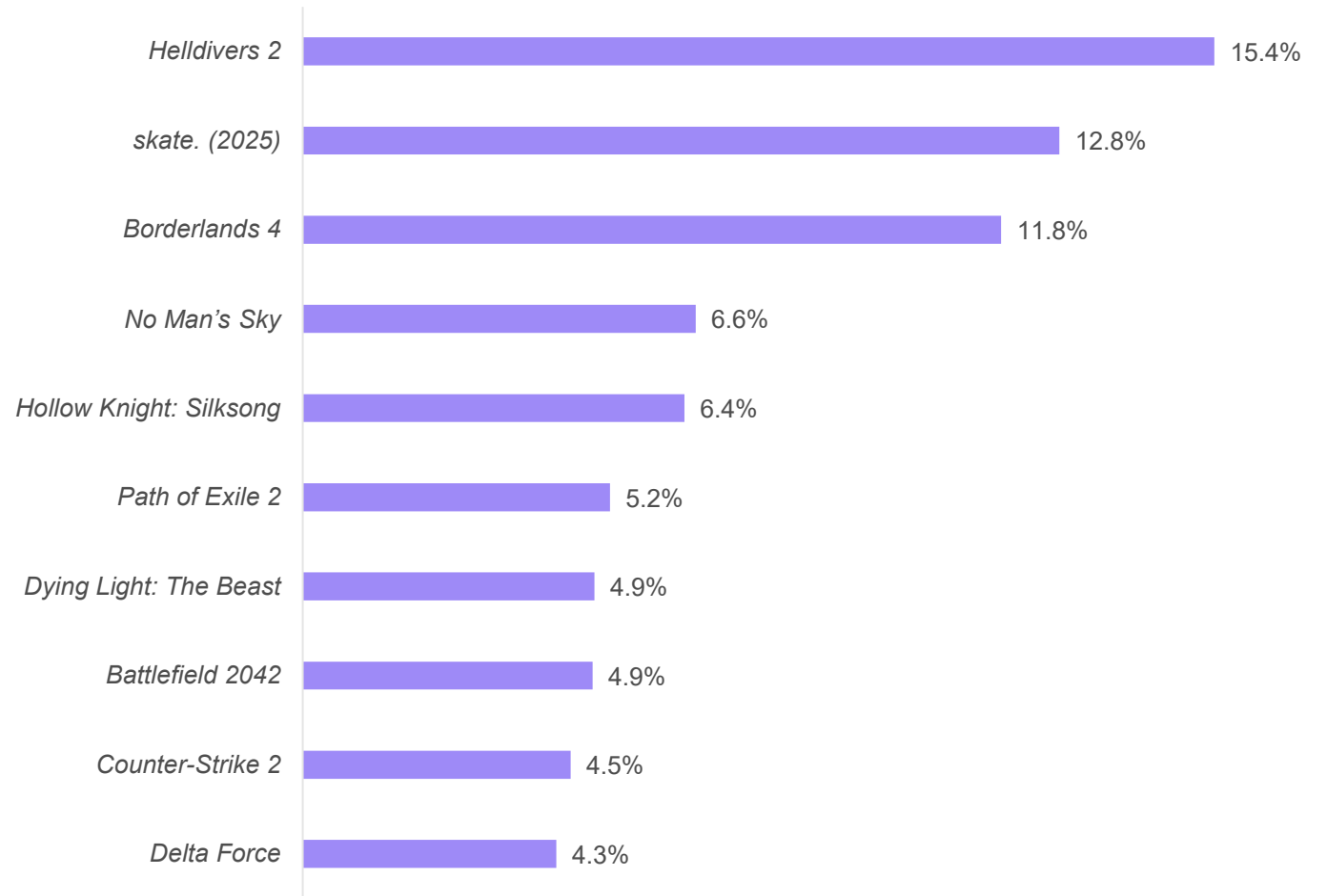
---

- *ARC Raiders* versus *Battlefield 6*
- Battle of the UGC platforms

## Which games were hardest hit by the *ARC Raiders* launch? 1.6m ditched *Helldivers 2*; *skate.* and *Borderlands 4* also lost out

- Around 1.6m *Helldivers 2* players across PlayStation, Xbox and Steam in September 2026 picked up *ARC Raiders* in November, and churned from *Helldivers 2* in the process
- In general, however, *ARC Raiders* seems to attract a greater-than-average number of players from single player games: whereas the typical live service game will largely pull in players from other live service titles, *ARC Raiders* enticed solid proportion of its audience away from single player-first content
- Almost half of the top 20 games users switched away from in order to play *ARC Raiders* at launch were single-player first experiences, including *Borderlands 4*, *No Man's Sky*, *Hollow Knight*, *Ready or Not*, *Megabonk* and *Peak*. *ARC Raiders* is clearly particularly appealing to players who favour single player titles

Share of Nov '25 *ARC Raiders* players who were playing other games pre-launch in Sep '25 (%)

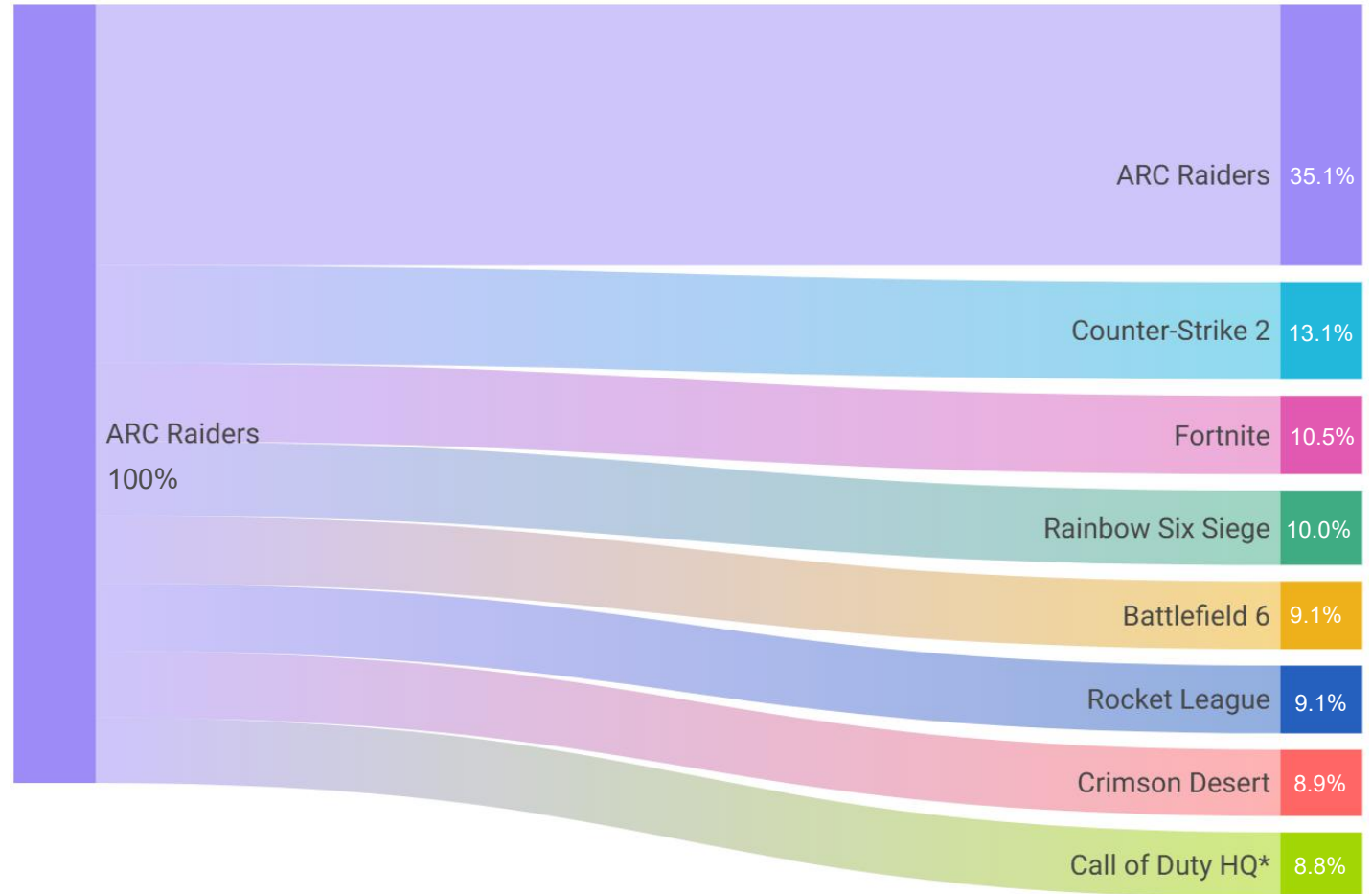


Source: Ampere Games Analytics; PS, Xbox & Steam

## Three months on, just a third of *ARC Raiders* players are still playing; most returned to other live service staples

- *ARC Raiders* hit its peak MAU count in January 2026 at 11.9m across PlayStation, Xbox and Steam; it then began a gradual decline
- Three months on from this peak, just over a third of those players are still playing (35% or 4.2m) whilst many others have returned to mainstay live service titles
- *Crimson Desert* was the only single player title to make the top ranking: it released in mid-March, and about 1m gamers who were playing *ARC Raiders* at its peak were playing *Crimson Desert* three months later
  - This is high compared to other live service titles, suggesting that *ARC Raiders* players are more inclined to play single player content
  - For example, in the same time period, 8% of *Helldivers 2* players went on to play *Crimson Desert*, and the same is true for 7% of *Battlefield 6* players, 5% of *Marvel Rivals* players, and just 2% of *Call of Duty HQ* players

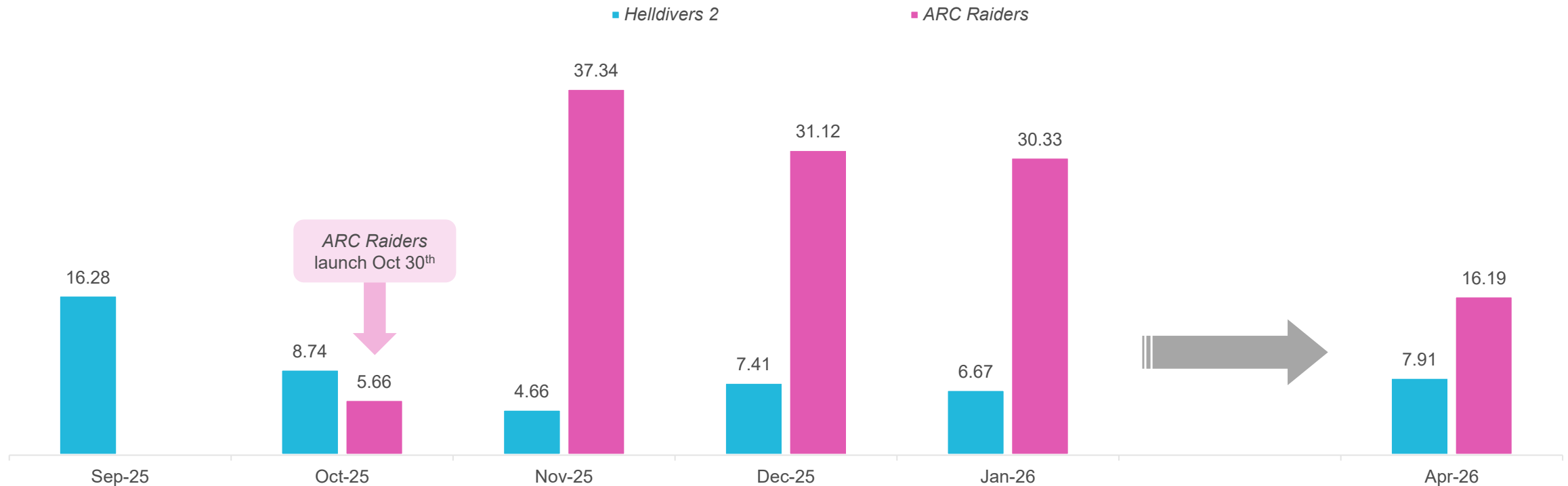
Top 8 titles played in April '26 by gamers who played *ARC Raiders* in Jan '26



Source: Ampere Games Analytics; PS, Xbox & Steam

# Longer-term impact: Hours in *Helldivers 2* have fallen by 51% among *ARC Raiders* players

Monthly average hours played by gamers who played both *ARC Raiders* and *Helldivers 2* in Oct '25

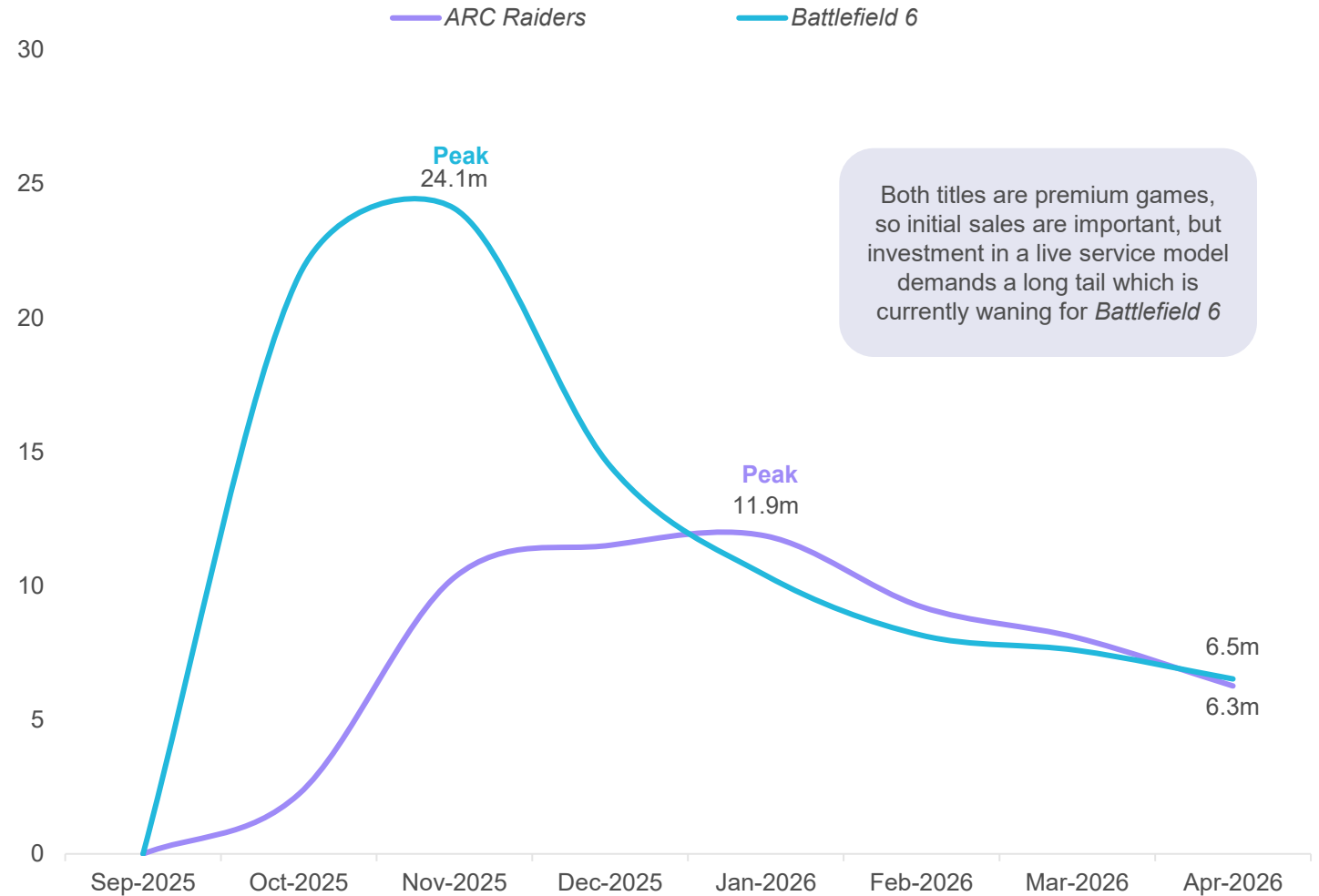


Source: Ampere Games Analytics; PS, Xbox & Steam

## **Battlefield 6 hit more than double the peak active users of *ARC Raiders*, but ultimately faced a more rapid decline**

- Both *ARC Raiders* and *Battlefield 6* launched in October 2026, and both achieved among the highest MAUs of new releases in 2026. Despite the core gameplay loops being fundamentally different, the titles share a lot of the same DNA: They are both live service Shooters with immersive, systems-heavy combat, and squad-focused gameplay
- Yet, their individual performances have differed considerably: *Battlefield 6* hit an early, massive peak of over 24m players, making it the second most-played title across PlayStation, Xbox and Steam in November 2026 – just behind *Fortnite* – yet engagement began to fall immediately, with its April 2026 user base indicating a drop in MAUs of 73%. *ARC Raiders*, on the other hand, saw a lesser but more sustained peak of just under 12m MAUs, and since then has lost 47% of that player base
- This difference is not unexpected given *Battlefield 6*'s linear single player campaign - something which does not feature in *ARC Raiders*: Some players will have come for that experience and then dropped out, avoiding the online multiplayer modes

Monthly active users by title, PS, Xbox & Steam (m)

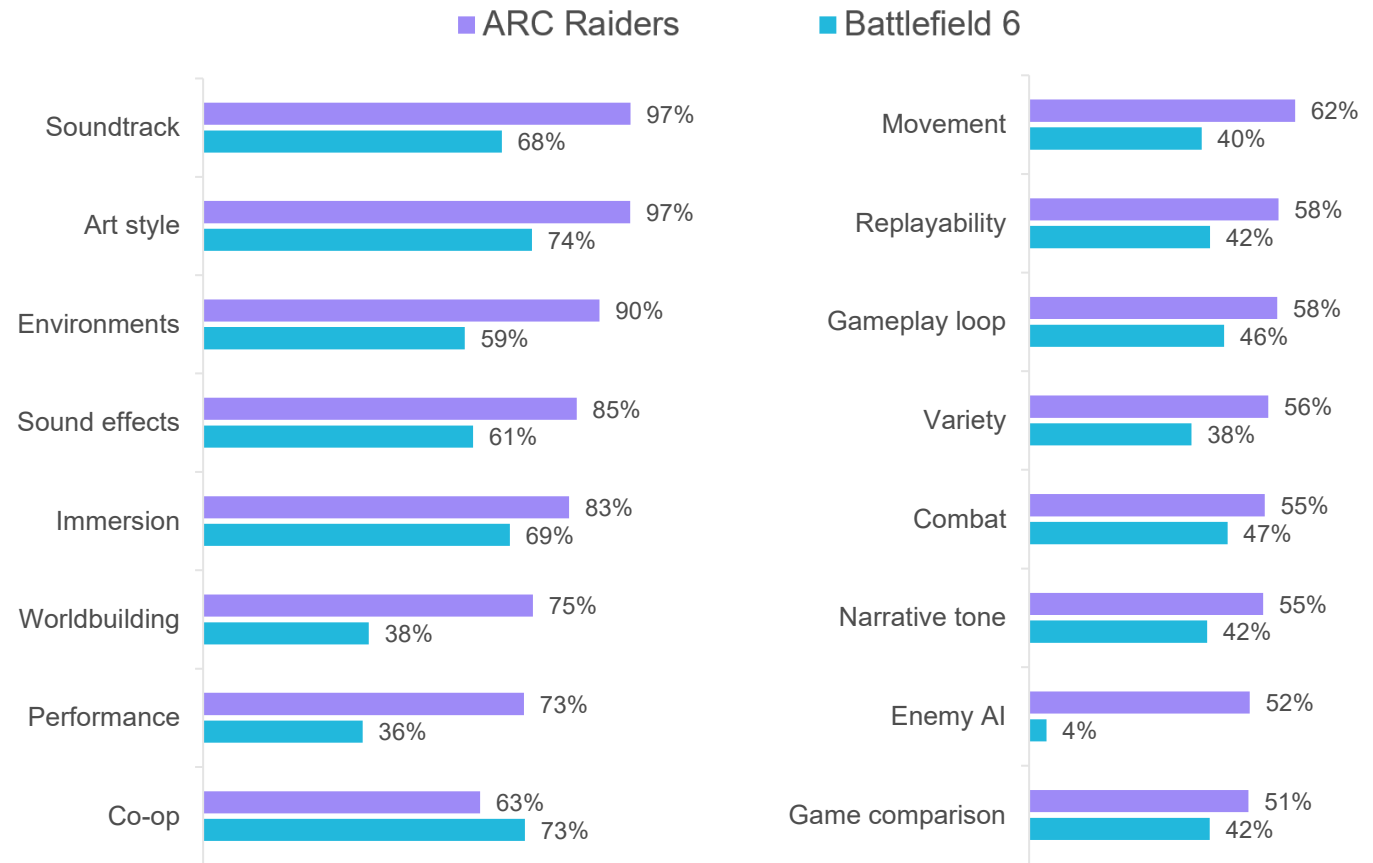


Source: Ampere Games Analytics

## So what did *ARC Raiders* get right? Worldbuilding and sensory aspects lauded by players

- The aspects of *ARC Raiders* with the biggest share of positive reviews tend to be the more sensory elements of the game: The audio and visual components are highly-praised by players, whereas *Battlefield 6* consistently falls behind in these areas
- Worldbuilding and environments are also particularly strong points for *ARC Raiders*, with gamers consistently highlighting the immersive, cinematic environment design, and the evocative atmosphere: the world is compelling and detailed, whereas *Battlefield 6* is accused of being static and repetitive – adjectives which are not conducive to a thriving live service title
- Enemy AI was poorly-received by *Battlefield 6* players - some said AI enemies made the experience feel shallow and disconnected
- One area where *Battlefield 6* pulls ahead, however, is co-op, with players noting that the game truly shines and feels the most rewarding when playing alongside friends

*ARC Raiders* top aspects by share of **positive** Steam reviews (%)

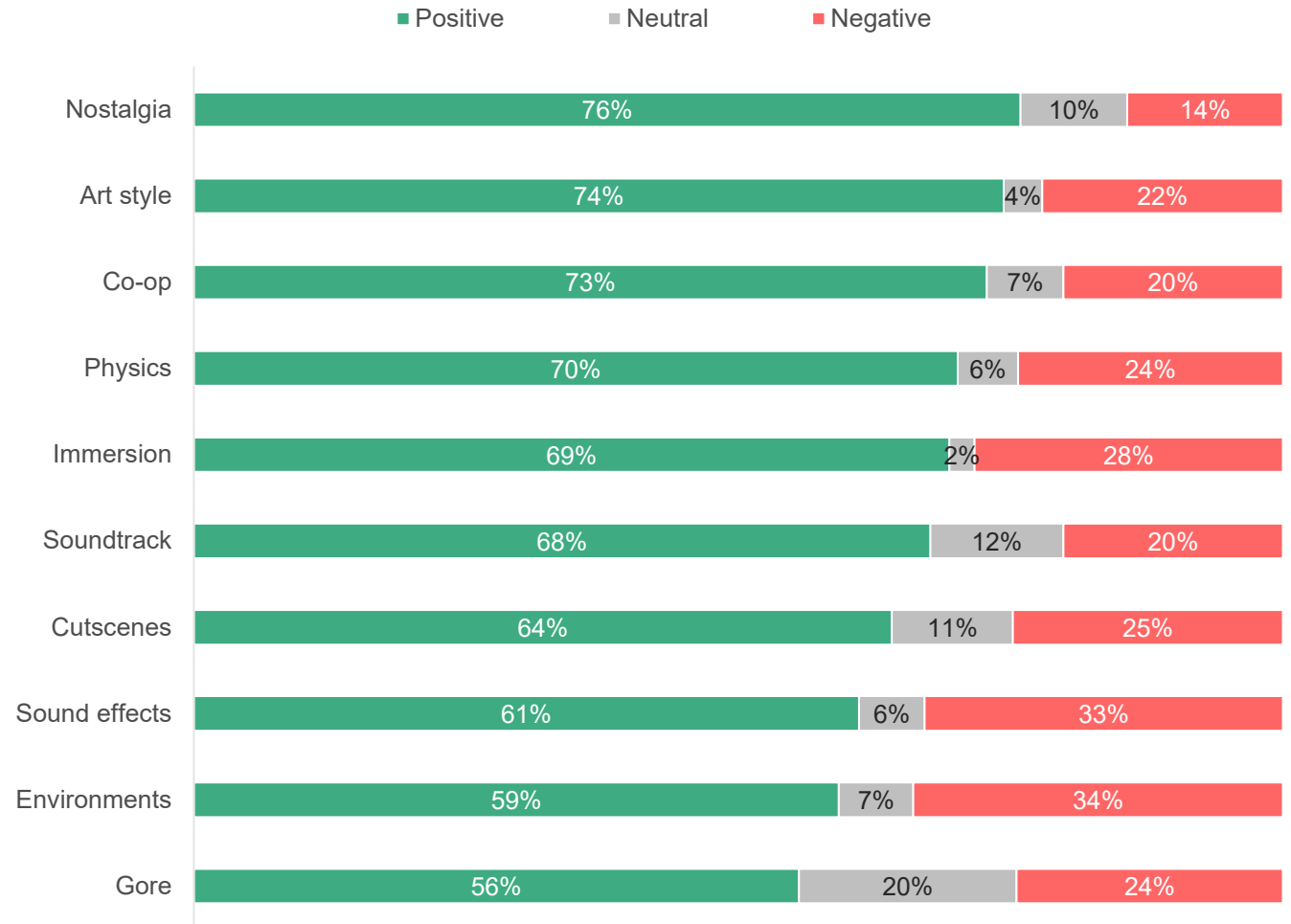


Source: Ampere Games

## In fact, the leading positive aspect of *Battlefield 6* is nostalgia: Players come for the IP, but most do not stay

- The draw of a strong IP cannot be understated, and this clearly worked well in *Battlefield 6*'s favour in terms of driving those initial sales; plus, with the base game priced at \$70/£70, it is far from cheap, and surmounting that cost barrier is no mean feat
- However, nostalgia is not enough to sustain a long-term player base, and other aspects of the game must step in to cultivate engagement post-purchase – clearly nostalgia shifts units, but does not guarantee player time and attention moving forward
- Overall, *Battlefield 6* received more negative reviews than *ARC Raiders*, and so even the top most-positively reviewed aspects do not represent huge majority shares – for example, although 69% of reviewers found the game immersive, almost a third still did not

*Battlefield 6* top aspects by share of positive Steam reviews (%)

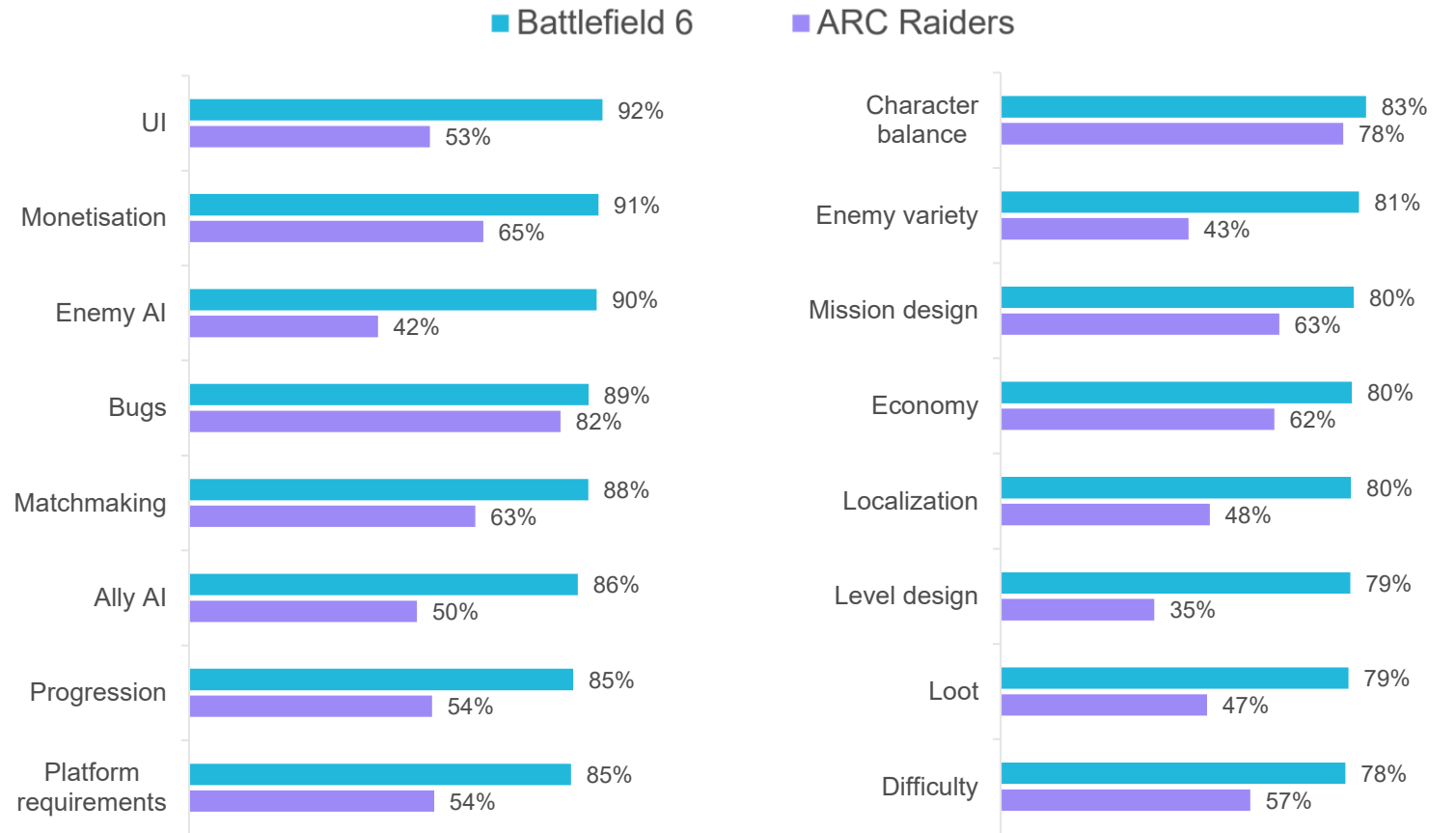


Source: Ampere Games

# Where did *Battlefield 6* go wrong? Technical issues and monetisation are heavily criticised

- Much negative sentiment has been directed towards technical aspects of *Battlefield 6*: The UI is viewed as prioritising aesthetics over usability, and many feel the design acts as a barrier to the gameplay because it is over-complicated
- Bugs are one of the top sticking points for *Battlefield 6* players: Early minor bug fixes and reductions in crash frequency are overshadowed by what are seen as systemic failures, plus there is widespread criticism of the anti-cheat system which is cited as the cause of many reported player issues
- Monetisation is also highly contentious, with players labelling it as predatory and inconsistent with the franchise's identity. Criticism is mainly levelled at:
  - Perceived pay-to-win mechanics
  - Intrusive advertisements
  - Jarring cosmetic skins which do not adhere to or respect the broader *Battlefield* aesthetic

*Battlefield 6* top aspects by share of **negative** Steam reviews (%)

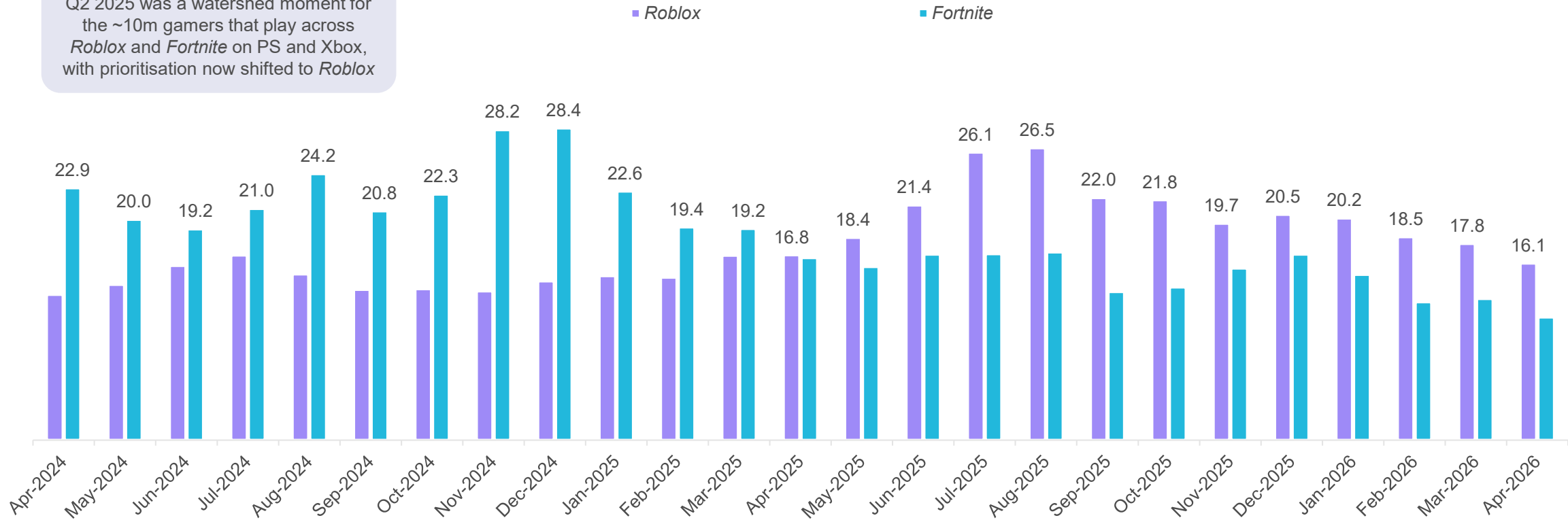


Source: Ampere Games

# Meanwhile, there's been a shift in prioritisation from gamers that play both *Roblox* and *Fortnite*...

Monthly average hours played by gamers who played both *Roblox* and *Fortnite*, PS and Xbox

Q2 2025 was a watershed moment for the ~10m gamers that play across *Roblox* and *Fortnite* on PS and Xbox, with prioritisation now shifted to *Roblox*

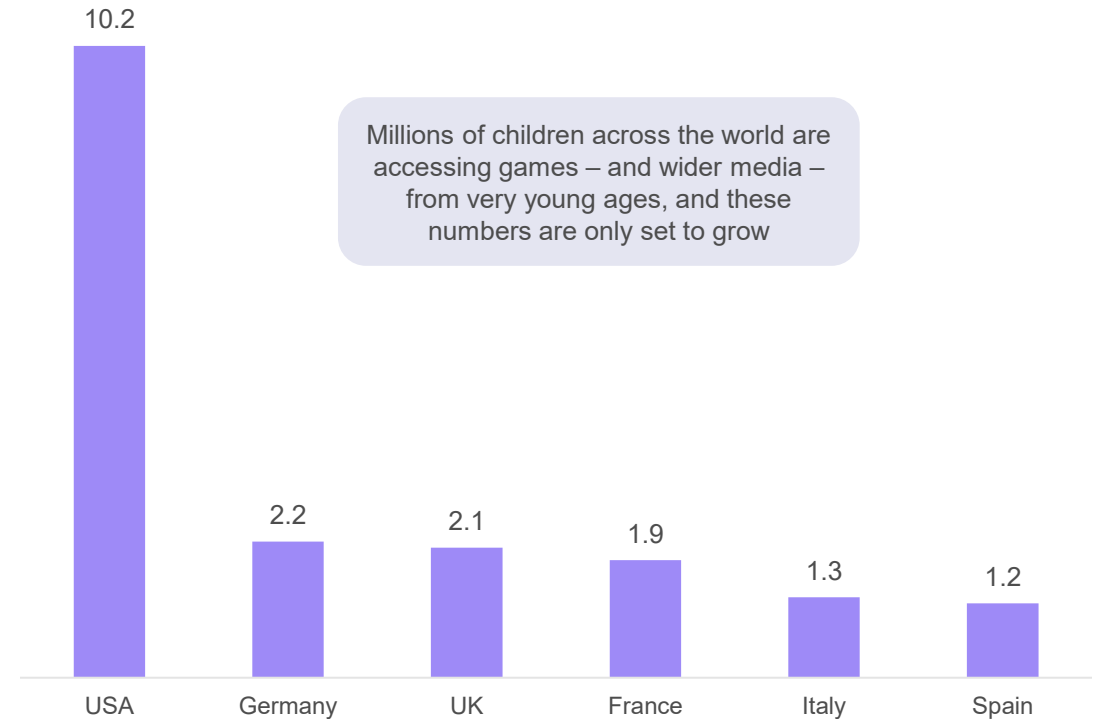


Source: Ampere Games Analytics

## ... in fact, *Roblox's* scale and penetration make it a broader competitive threat to many platforms

- In mid-2025, two viral games – *Grow a Garden*, and *Steal a Brainrot* – launched on *Roblox*, triggering a surge in user activity which persisted for some time, but has since normalised, though the share of gamers still prioritising the platform over others remains high
- Whilst *Roblox* is played across most age groups, it is particularly popular with children: the wider kids' media landscape has become a key battleground for streamers, broadcasters, and games companies
- Earlier this year, in the wake of renewed safety concerns around *Roblox*, Netflix introduced a dedicated app for kids' games - Netflix Playground - and is seeking to carve out a niche as the safest space for young children to consume digital media
- Ampere data indicates that in 2026, in the US alone, there are around 10m children aged eight and under playing mobile games, and this group could act as a strong subscriber retention tool - with their children locked into a 'safe' entertainment loop, parents are less likely to churn from the service
- Mobile is a particularly competitive platform for children's content, as it is where *Roblox* is most dominant: >80% of its user activity in 2025 was on mobile, compared to 14% on PC, and just 3% on console
- *Roblox* is a prime example of a strong cross-platform strategy: the lack of friction deepens engagement and provides a social network effect, but it is also advantageous for creators who can reach far bigger audiences instantly

Number of mobile gamers aged eight and under in select Western markets (m)



Source: Ampere Games Markets

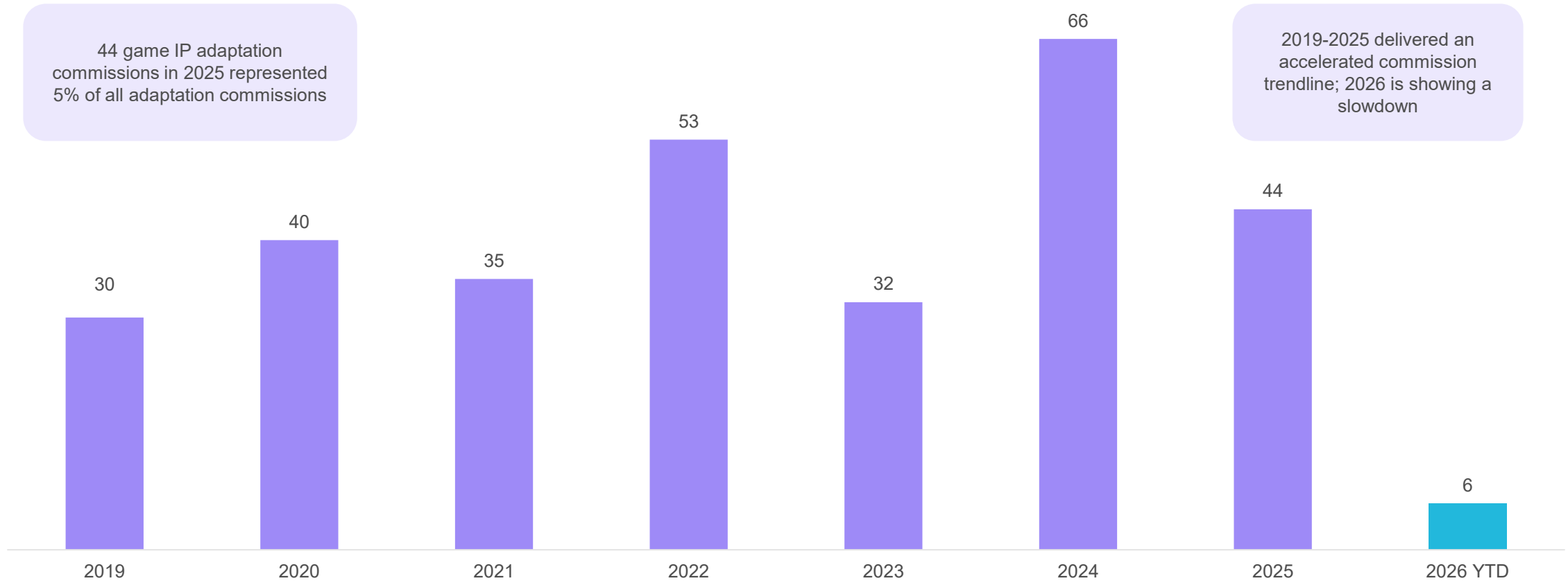
# Franchise extensions enhance games' cultural impact

---

*TV/film adaptations and game brand crossovers reach new audiences*

# Market forces converged to accelerate games IP commissions, yet 2026 has hit a slowdown

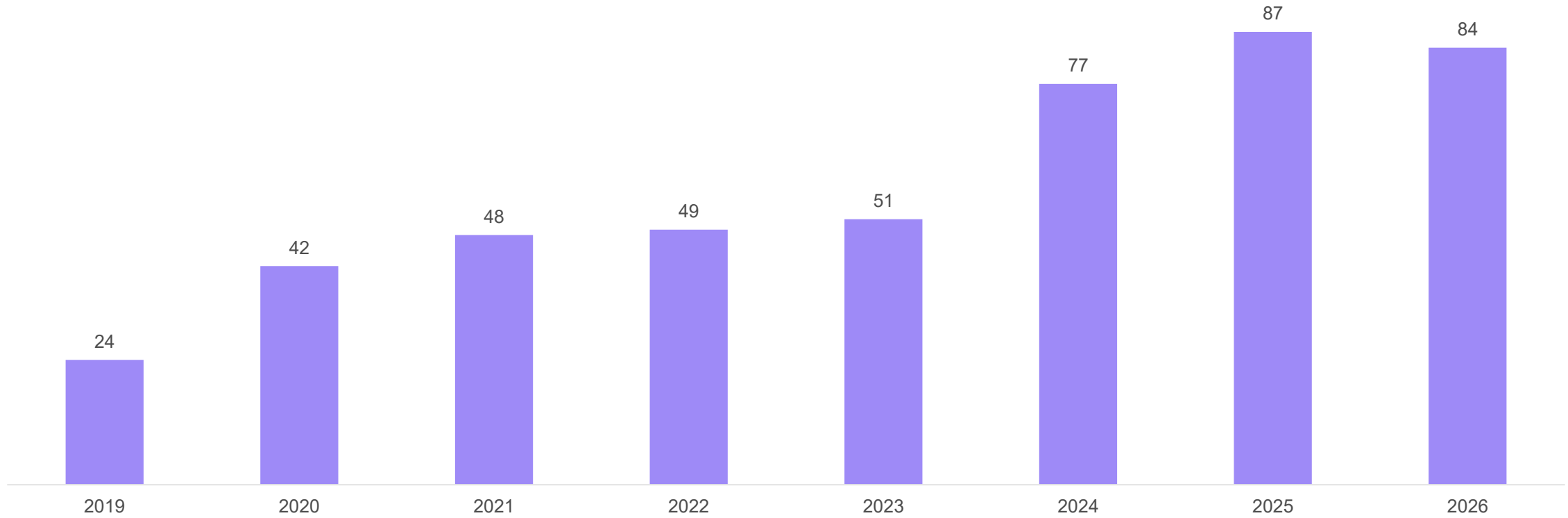
Global video game adaptation commissions, 2019-2025 (#)



Source: Ampere Commissioning

## However, in 2026 there are still 84 video game adaptations in development

Global video game adaptations in development by year, 2019-2026 (# of titles)

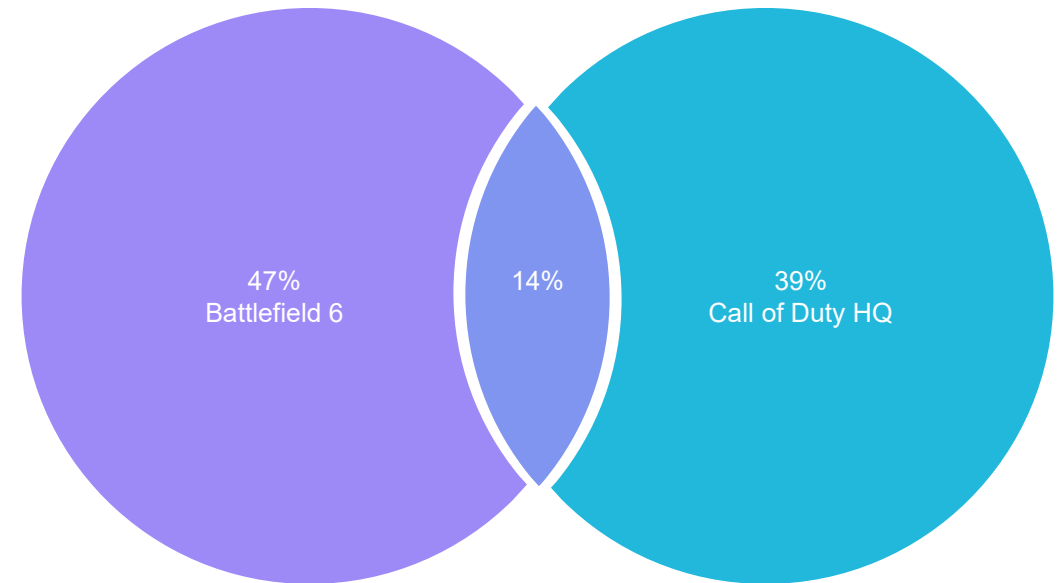


Source: Ampere Commissioning

## Call of Duty and Battlefield adaptations in the works: Games data shows distinct audiences

- The news of a bidding war to produce a *Battlefield* live action film when there is already a *Call of Duty* film in pre-production immediately generated interest not least because often these franchises are casually compared and are considered to compete for FPS gamer attention
- Ampere's games data shows distinct gaming audiences and players of both recognise that they offer very different gameplay experiences. Only 14% of the total *Battlefield 6* and *Call of Duty HQ* combined audience across PlayStation, Xbox and Steam played both titles during the *Battlefield 6* launch month. Indeed, less than 4% of *Battlefield 6*'s launch month audience in October 2025 stopped playing *Call of Duty HQ* having played it in September 2025 to play the game. The migration between the games should not be overestimated
- There are further key geographical differences between these games' playerbases. *Battlefield 6* has gained relatively more traction in Asia Pacific and Central and Eastern Europe, while *CoD HQ* has better relative penetration in South and Central America. Both games are well played in North America and Western Europe. This is likely to have implications for marketing prioritisation and box office performance
- While both FPS games, the gameplay differences between these titles lend themselves to distinct adaptations, narratives and story arcs, and are not necessarily going to be compared by movie-going audiences

*Battlefield 6* & *CoD HQ* unique & overlapping player shares, Oct '25



Source: Ampere Games Analytics PS, Xbox & Steam

## Live service collaborations: *Fortnite* collaboration brings *Overwatch* back to the fore

- When it launched in 2016, *Overwatch* was celebrated for its innovative blend of hero shooter and MOBA strategy, but over time, engagement began to soften and sentiment began to sour due to content droughts
- In response, Blizzard launched *Overwatch 2* in 2022, hoping to revive momentum, but the game was plagued with criticism for failing to deliver its anticipated PVE mode and introducing extensive in-game monetisation. Then, in 2026, the '2' was dropped as part of a broader brand reset which signalled a new era for *Overwatch*
- *Fortnite* has become a platform for myriad collaborations – both within the world of games and beyond. Joining that ecosystem will enable *Overwatch* to remain relevant, and within the broader, evolving conversation around gaming. Plus, there is a natural audience crossover already. In fact, *Fortnite* is the most-played other game by PlayStation and Xbox *Overwatch* players: in April this year, almost a third of them – or 1.25m - also played *Fortnite*
- For *Fortnite* players, however, when viewing console player overlap, *Overwatch* comes in 11<sup>th</sup> place, behind titles like *Roblox*, *Rocket League*, *Rainbow Six Siege* and even *NBA 2K26*. This perspective is the most significant in terms of audience expansion: Around 95% of console *Fortnite* players are not currently also playing *Overwatch*, which means there is huge room to grow through the exposure this collaboration will grant

1 in 20 *Fortnite* players also plays *Overwatch*



1 in 3 *Overwatch* players also plays *Fortnite*

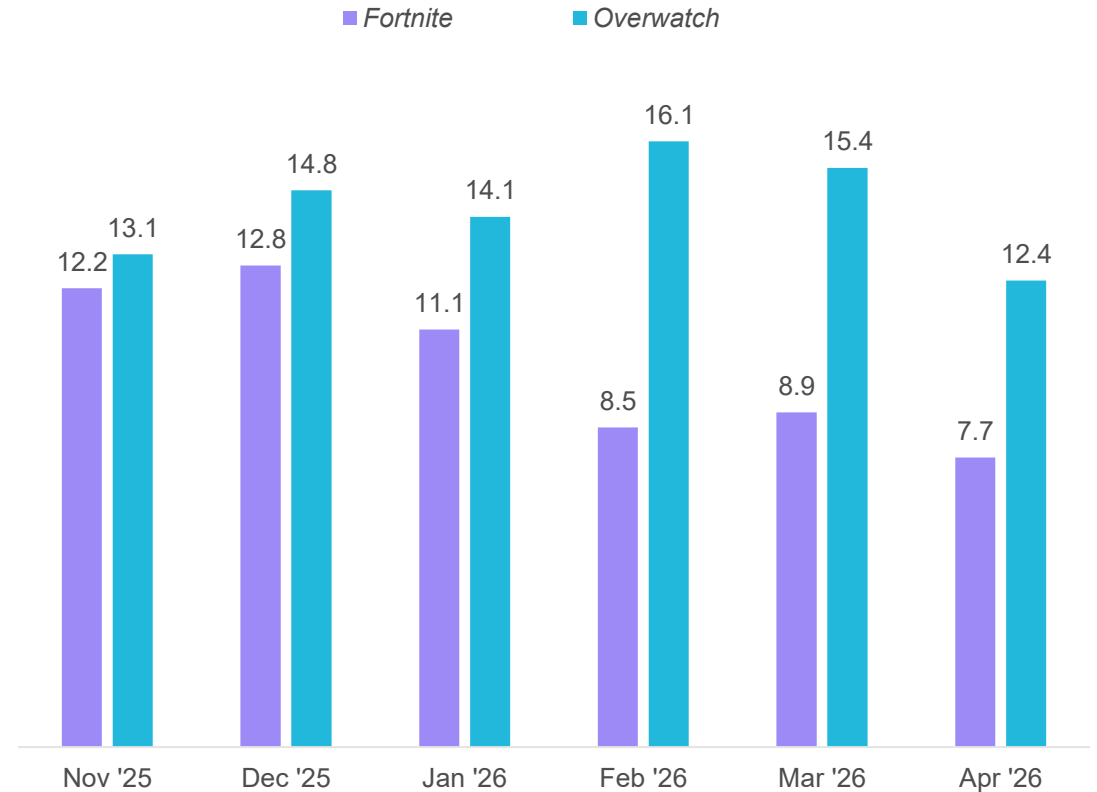


Source: Ampere Games Analytics; PS & Xbox

## Fortnite offers cultural relevance and visibility – for now

- Historically, *Fortnite* has boasted *slightly* stronger month-to-month retention, but *Overwatch* players spend more time in the game. In April, players of both spent an average of five hours more in Blizzard’s title, and this has consistently been the case since early 2026. This suggests that new players recruited to *Overwatch* via the *Fortnite* collaboration are likely to put more time – and as a natural consequence, money – into the hero shooter, potentially taking away from *Fortnite*
- The average *Fortnite* console player spent 11.5 hours in the game in April – 50% more time than those who also actively play *Overwatch*. That’s not to say that *Fortnite* will not also benefit from this collaboration: it introduces fresh characters and associated cosmetics; it may bring new or lapsed players into the game; and it is a low-risk approach to drive engagement. It also opens the door to future partnerships between two major publishers
- Pre-collaboration, *Overwatch* retention was already starting to look up: around 60% of those playing in December 2026 were still playing in April 2026, compared to 52% for *Fortnite*. And although it is still early days, initial signs are positive. The reset appears to be working in *Overwatch*’s favour, but in the meantime, *Fortnite* is combatting its own declining popularity as its cultural dominance is shaken both by the likes of *Roblox* and, inevitably, player burnout

Average hours played among gamers who play both *Fortnite* & *Overwatch*, PS & Xbox (#)



Source: Ampere Games Analytics

# Ampere provides data & insight across three key intersecting industries

Three core **verticals** supported by three core **research techniques**



Research techniques

## Media

## Games

## Sports

### Market sizing and forecasting

All of Ampere's teams have modelling and market forecasting expertise, and have team-members who specialise in collecting financial data and KPIs, creating custom market models, and forecasting sector performance

### Quantitative consumer research

Ampere's Consumer team supports the three verticals, running syndicated and custom quantitative studies on behalf of clients or internal stakeholders, processing data and supporting the syndicated quant tracker suite of products which sit within each vertical

### Automated data solutions

Ampere's development team specialises in creating large-scale automated data collection and processing systems, and has particular expertise in creating cleaning, and matching algorithms to make sense of disparate, unconnected, datasets

An **unrivaled formula** that creates a **holistic view** of the market



# Holistic research into the global games sector

## Games - Markets

### Market data & forecasts

- Strategic and planning data for the global games market
- Device, monetisation and country level data
- Gamer population forecasts
- Console data spotlight
- Subscription service spotlight
- M&A, funding and company earnings

## Games - Analytics

### Title-level data

- In-depth title and audience tracking
- Console & PC title activity and sales data – PlayStation, Xbox & Steam
- Nintendo Switch sales data
- Multi-game subscription catalogue title tracking
- Proprietary title Popularity ranking
- Comprehensive title metadata

## Consumer Research

### Custom surveys & reports

- Better-understand your audience with the support of Ampere's custom consumer research expertise
- Identify and segment the prospective audience for a new title
- Explore the future of a games franchise across media
- Test concepts and optimise monetisation strategies



AMPERE  
GAMES

## Find out more about Ampere's research capabilities:

info@ampereanalysis.com

the  
AMP



*Subscribe to our  
weekly newsletter!*



*Listen to our  
latest podcast*

## Access more free research:

- Sign up to Ampere's games research newsletter [here](#)
- Ampere's free insight pieces [here](#)
- Free report: [The Preferences Powering PC Gaming](#)
- Free report: [The year in sport: Six key trends for 2026](#)



@ampereanalysis



@ampereanalysis