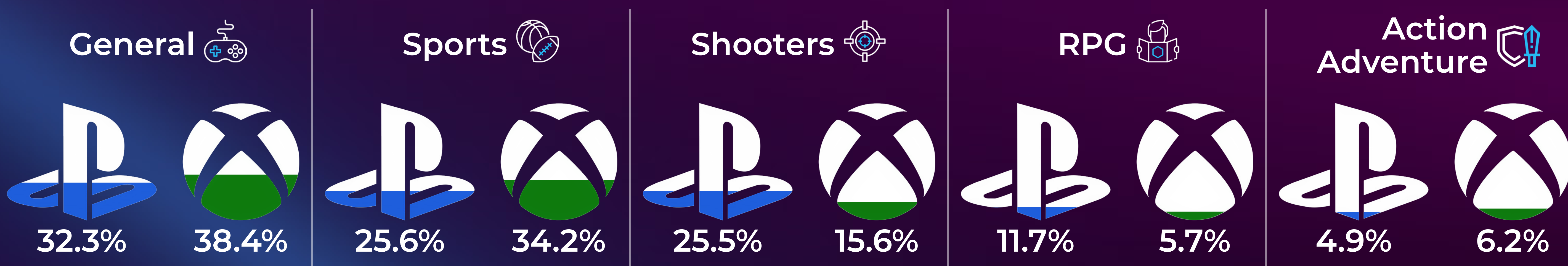


Which Console Player Profile Types* Saw The Highest Share Of Elden Ring Placements

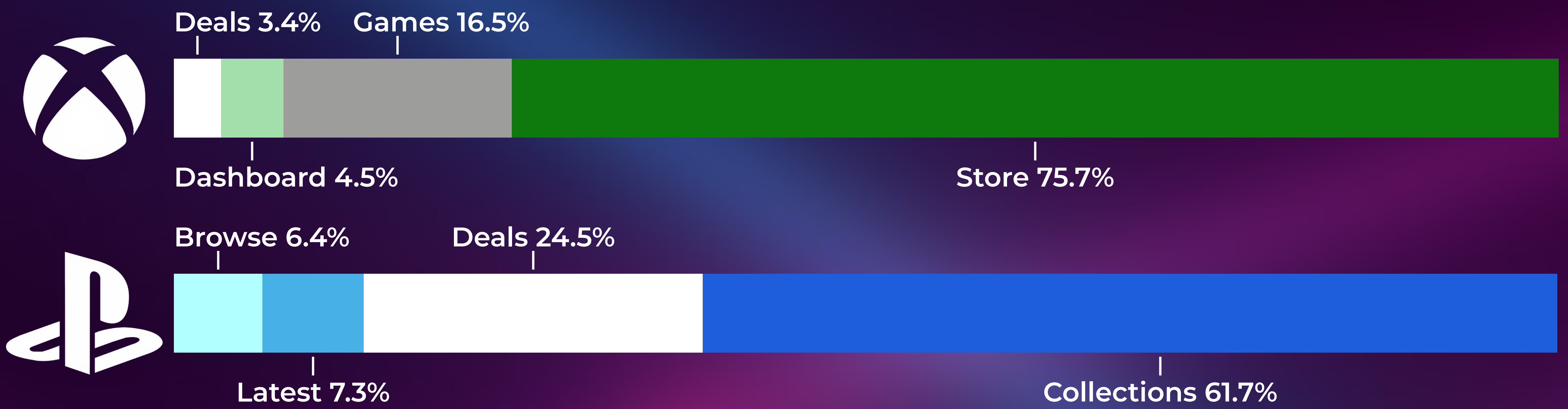
SHARE OF PLACEMENTS ON XBOX & PS5 CONSOLE STORES Q12023



*PLAYER PROFILE TYPES DEFINED BY PLAY AND PURCHASE HISTORY

Which sections of each store saw the highest Elden Ring presence?

SHARE OF PLACEMENTS ON PS5 & XBOX CONSOLE BASED STORES Q12023



Which Games Saw The Most Presence In Coming Soon Sections?

ORDERED BY TOTAL NUMBER OF PLACEMENTS IN WEB STORES 17-23RD APR 23

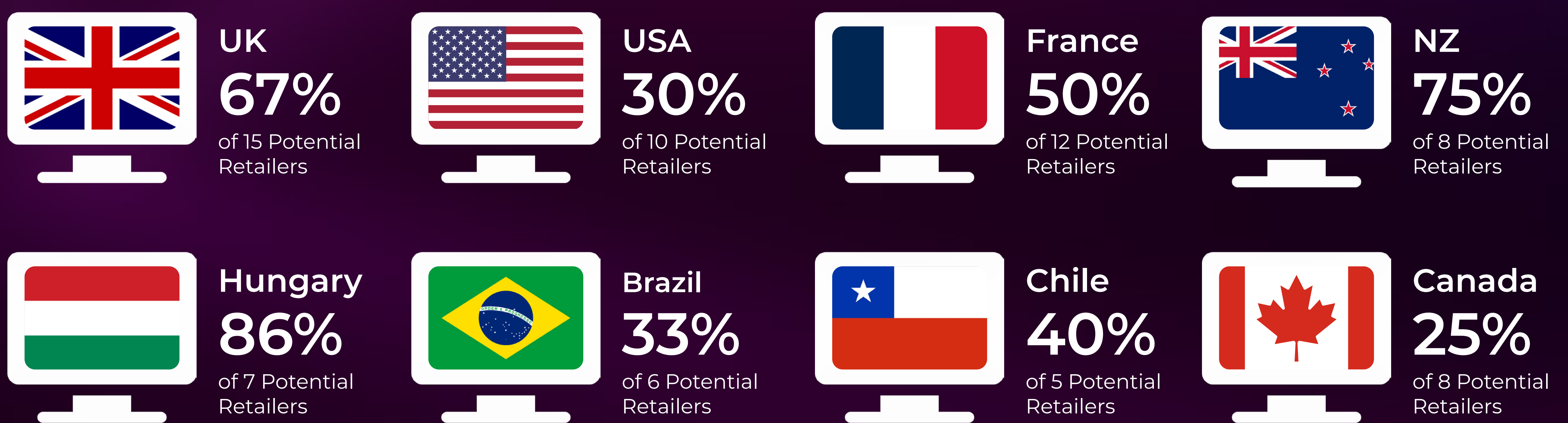


Game	Share of Retailers Covered	Avg. no. placements per retailer
Lego 2K Drive	58.4%	8
Hogwarts Legacy (Switch)	59.7%	7
Diablo 4	54.9%	6
Star Wars Jedi: Survivor	65.3%	5
Street Fighter 6	58.4%	5
The Lord Of The Rings Gollum	48.7%	6
Lego 2K Drive Awesome Edition	47.4%	5
Star Wars Jedi: Survivor Lux Edition	47.1%	5
Baldurs Gate 3	15.1%	14
Park Beyond	45.5%	4

Share of **308** Key Retailers

Park Beyond Coming Soon Section Retailer Share

SAMPLE OF 8 TERRITORIES; WEB STORES 17-23RD APR 23



Most & Least Expensive territories Pre-Order for Park Beyond

BASED ON AVERAGE PRICE IN \$ FOR PHYSICAL FORMATS, 17-23RD APR 23

