

% Increase In Number Of Placements Pre to Post Launch

XBOX & PS5 Console Stores -5 to -1 days pre launch, 0 to +4 days post launch



+17%

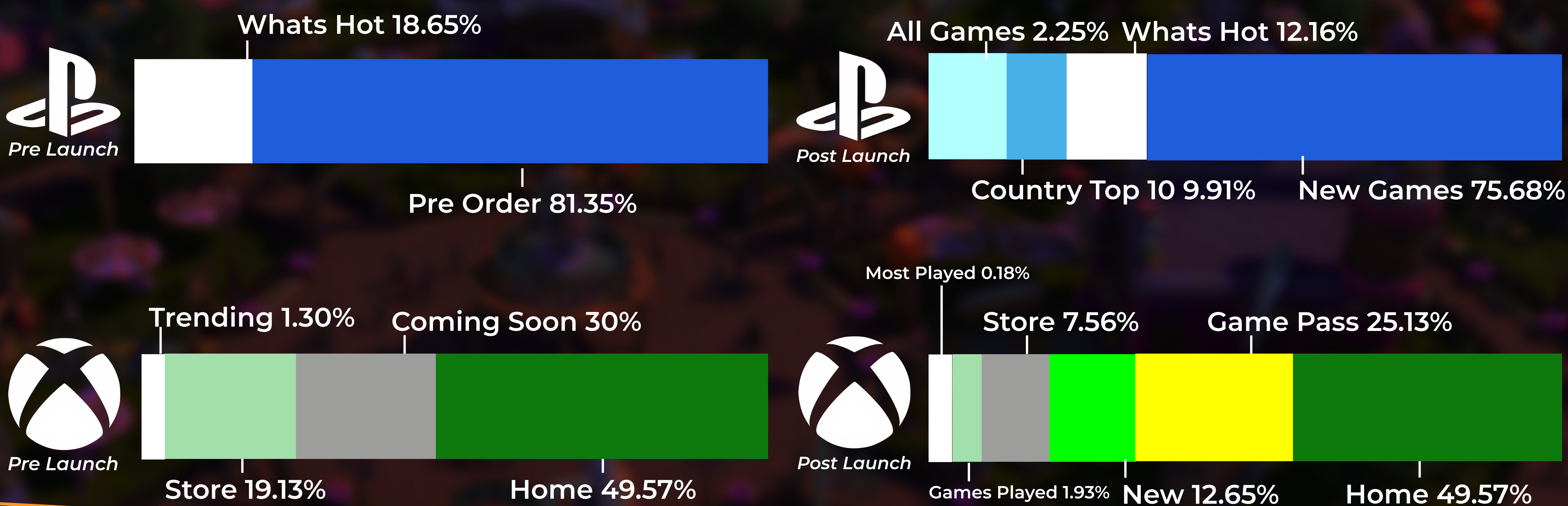


+134%

*Was available in Game Pass from launch.

Which Sections Of Each Store Saw The Highest Exoprimal Presence

XBOX & PS5 Console Stores, -5 to -1 days pre launch and 0 to +4 days post launch



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

XBOX & PS5 Console Stores, -5 to -1 days pre launch and 0 to +4 days post launch

	General	Action Adventure	RPG	Shooter	Sports
PS5 Pre Launch	21.24%	19.17%	22.28%	17.62%	19.69%
PS5 Post Launch	23.91%	20.43%	20.00%	18.70%	16.96%
Xbox Pre Launch	33.33%	15.77%	16.22%	19.37%	15.32%
Xbox Post Launch	23.90%	18.89%	20.12%	18.10%	18.98%

*PLAYER PROFILE TYPES DEFINED BY PLAY & PURCHASE HISTORY