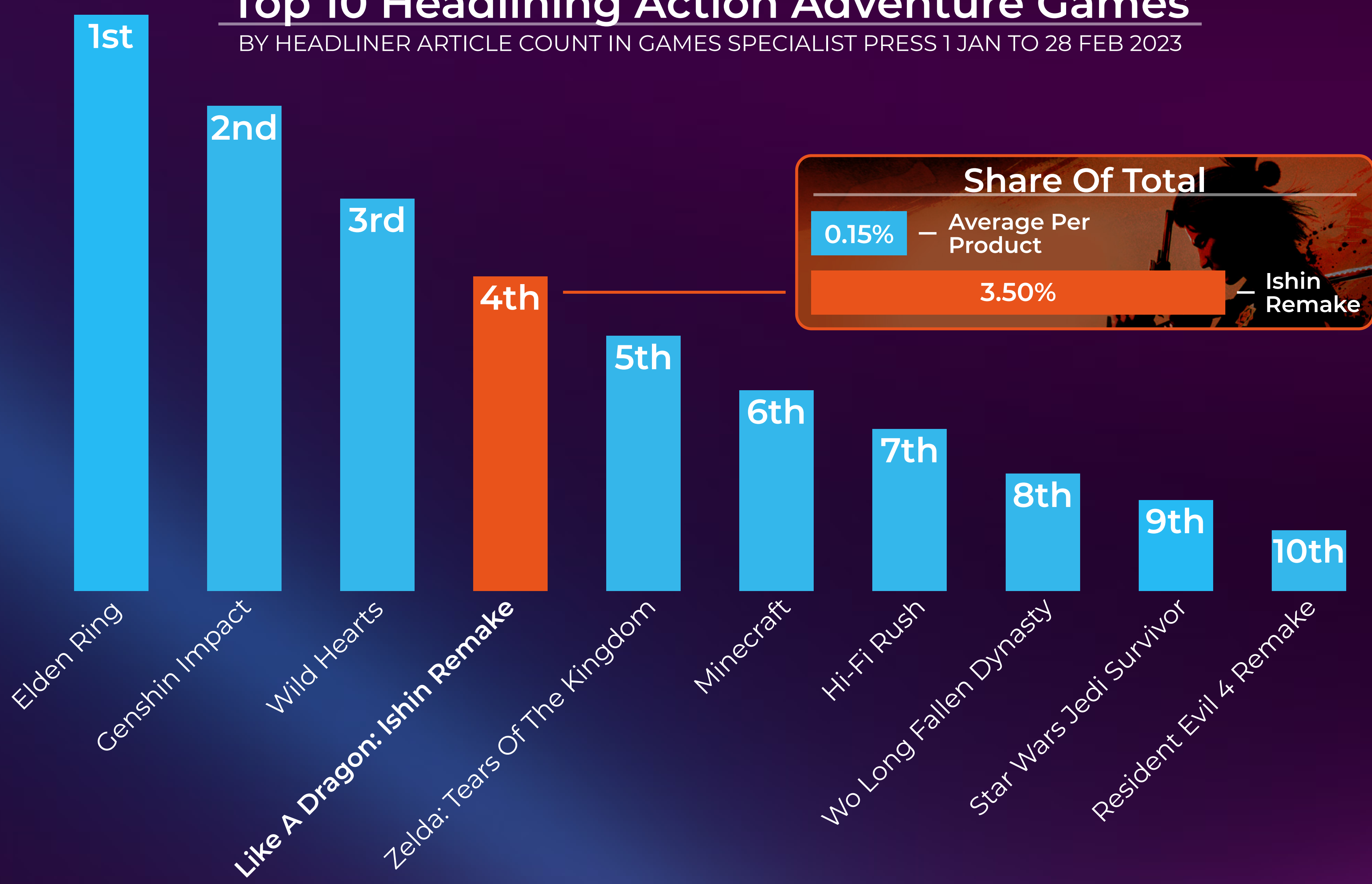


Top 10 Headlining Action Adventure Games

BY HEADLINER ARTICLE COUNT IN GAMES SPECIALIST PRESS 1 JAN TO 28 FEB 2023



Share Of Total

0.15% — Average Per Product

3.50% — Ishin Remake

% of Websites With Headlining Coverage

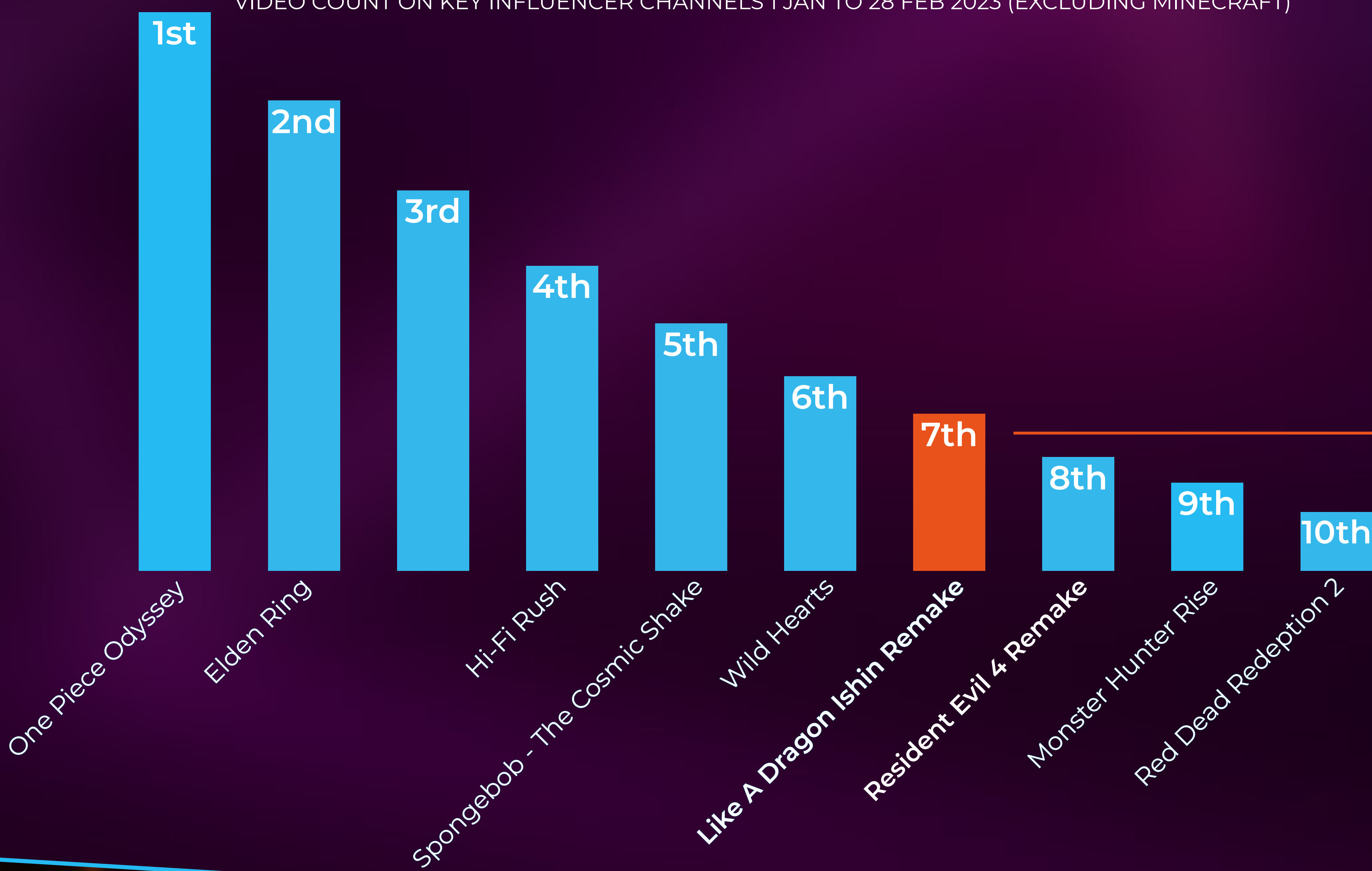
HEADLINER ARTICLES IN GAMES SPECIALIST PRESS -7WKS TO +1WK FROM LAUNCH.

	United States	United Kingdom	Brazil	Japan	Germany	Italy
Like A Dragon: Ishin!	34.6%	35.5%	46.5%	76.5%	54.9%	62.3%
Yakuza Like a Dragon	44.9%	49.5%	42.3%	45.5%	59.1%	65.3%
Yakuza	46.4%	33.7%	50.0%	50.0%	47.6%	68.2%

Lowest ■
Highest ■

Action Adventure Game Presence On YouTube

VIDEO COUNT ON KEY INFLUENCER CHANNELS 1 JAN TO 28 FEB 2023 (EXCLUDING MINECRAFT)



Share Of Influencer Content

-7WKS TO +1WK FROM LAUNCH FOR EACH PRODUCT

0.16% — Avg. Per Product In Act/Ad Genre

1.95% — Yakuza: Like a Dragon

3.82% — Wild Hearts

7.53% — Monster Hunter Rise

2.50% — Like A Dragon Ishin Remake

2.41% — Yakuza 6: The Song of Life

Opportunities With Influencers Posting Action Adventure Game Content

YOUTUBERS WITH >50 ACT/AD VIDEOS BUT 0 LIKE A DRAGON ISHIN REMAKE CONTENT (EXCLUDING MINECRAFT)

Top Level



RageGamingVideos
1.02M
Subscribers

Top Level



Deren Firdaus
1.48M
Subscribers

Mid Level



Duxativa
660k
Subscribers

Mid Level



KabukiSage
568k
Subscribers

Mid Level



gocalibergaming
695k
Subscribers