

DIABLO IV



DATA PERIOD COVERS WEEK OF LAUNCH TO 12 WEEKS PRIOR ONLY, FOR DIABLO 4, UNLESS OTHERWISE STATED

BLIZZARD ENTERTAINMENT - RELEASED 06/06/23

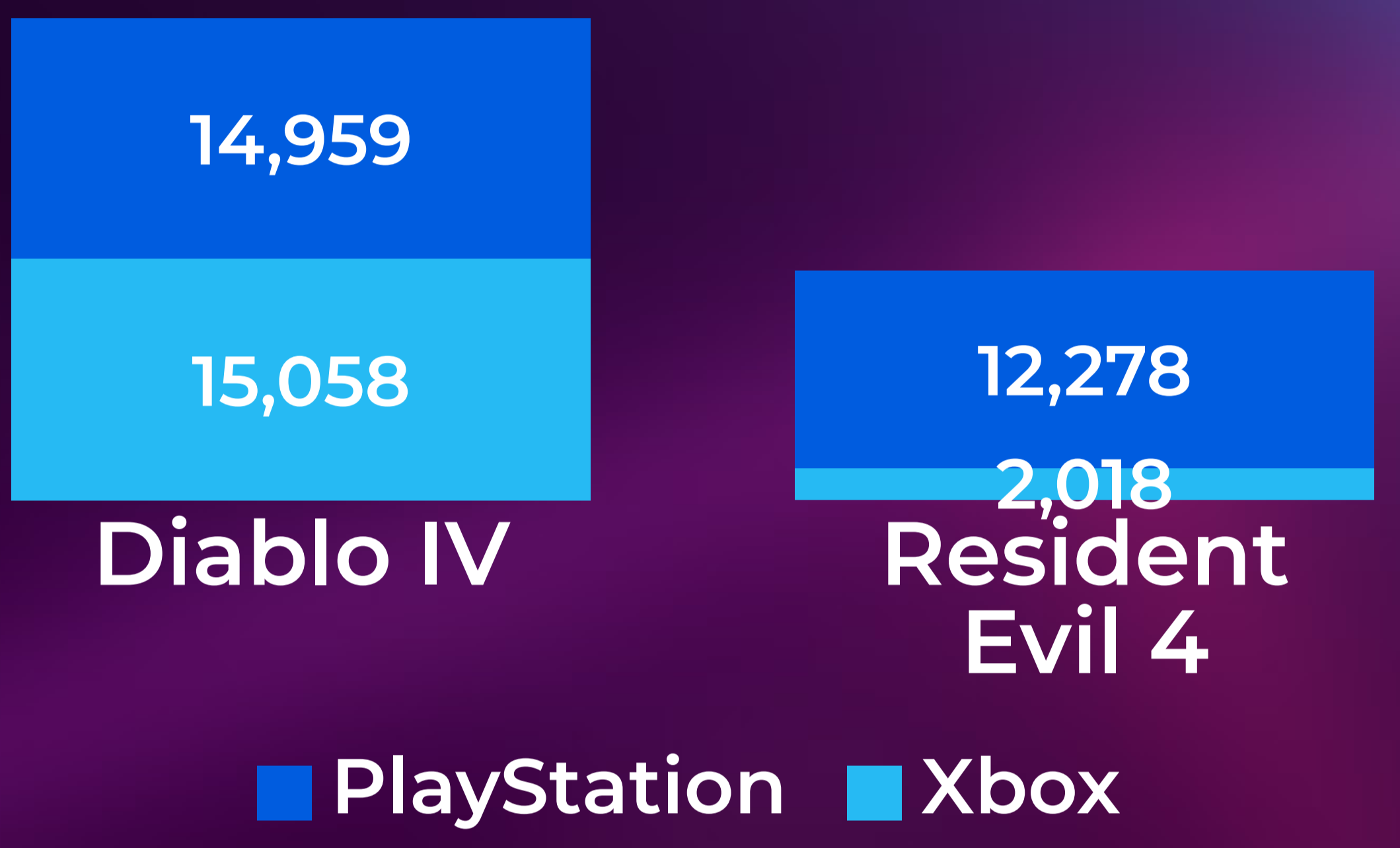
BENCHMARK

LAUNCH PERIOD KEY METRIC RANKING AMONGST TITLES RELEASED IN LAST 52 WEEKS

	Discoverability (Total Placements)	Blended Press & Social	Press Articles	Facebook Posts	Tweets
Rank	6th	2nd	1st	1st	2nd

COMMERCIAL

CONSOLE DISCOVERABILITY - PLACEMENTS

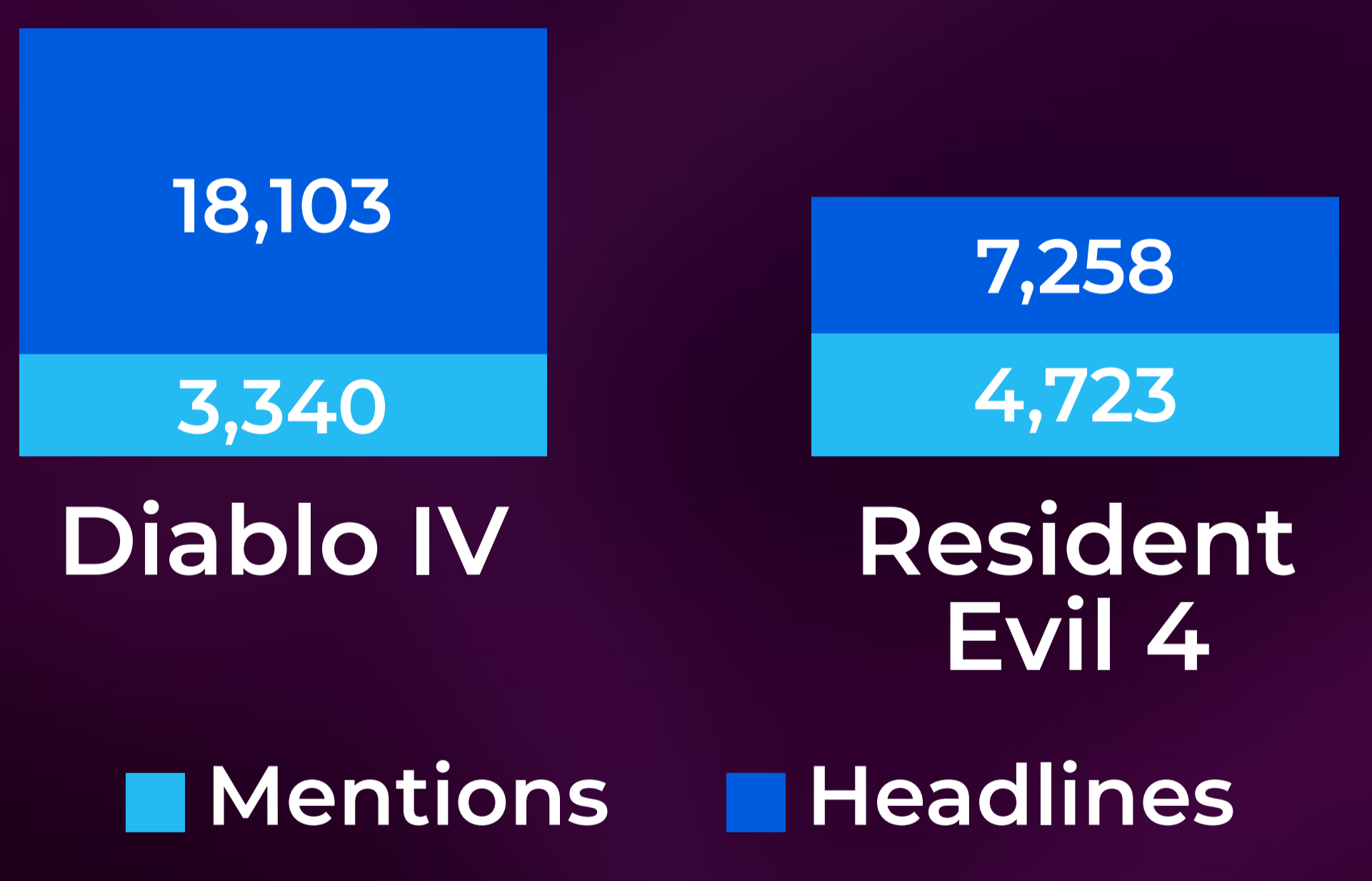


PHYSICAL ECOMMERCE IN-STORE PLACEMENTS

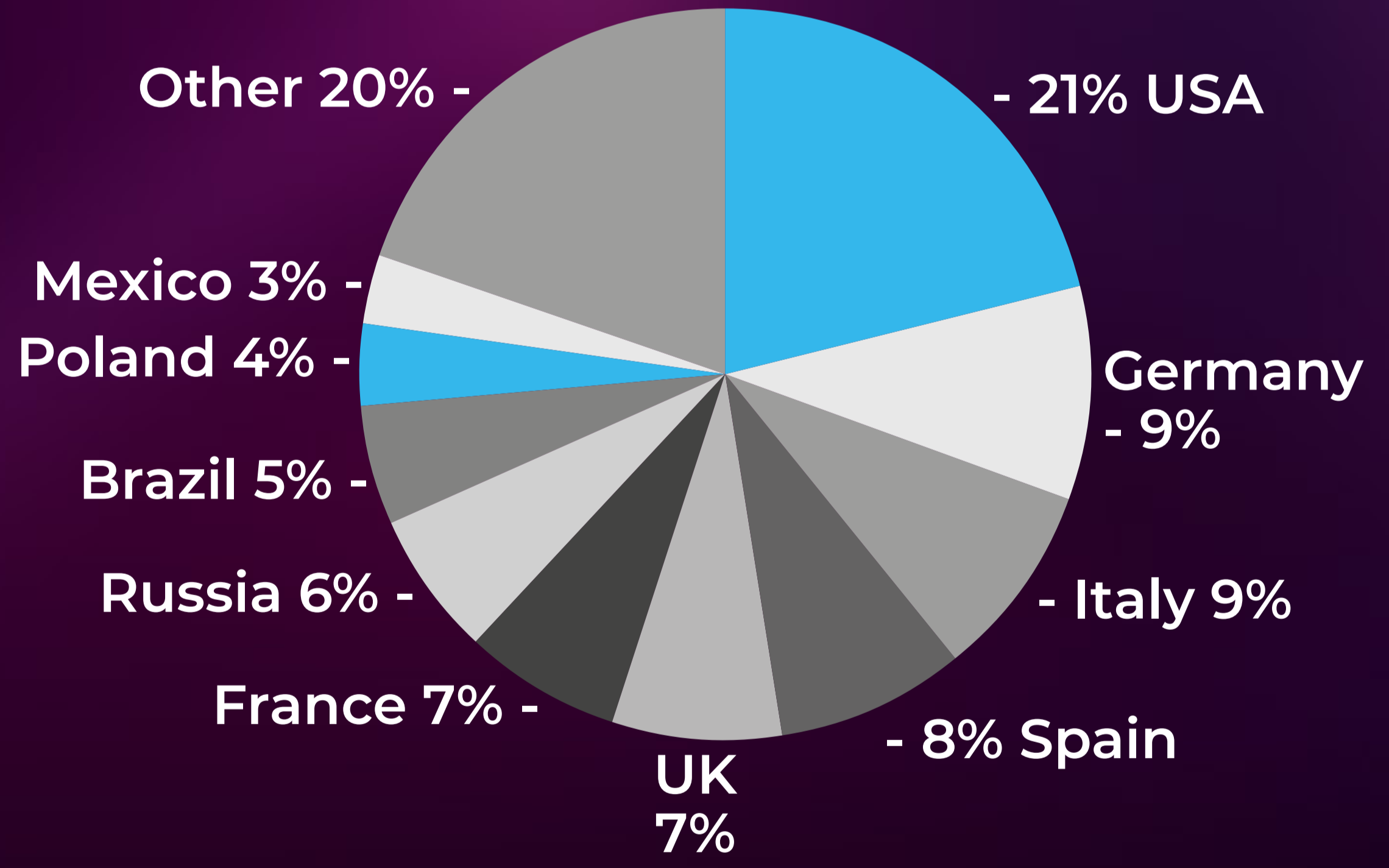


PRESS

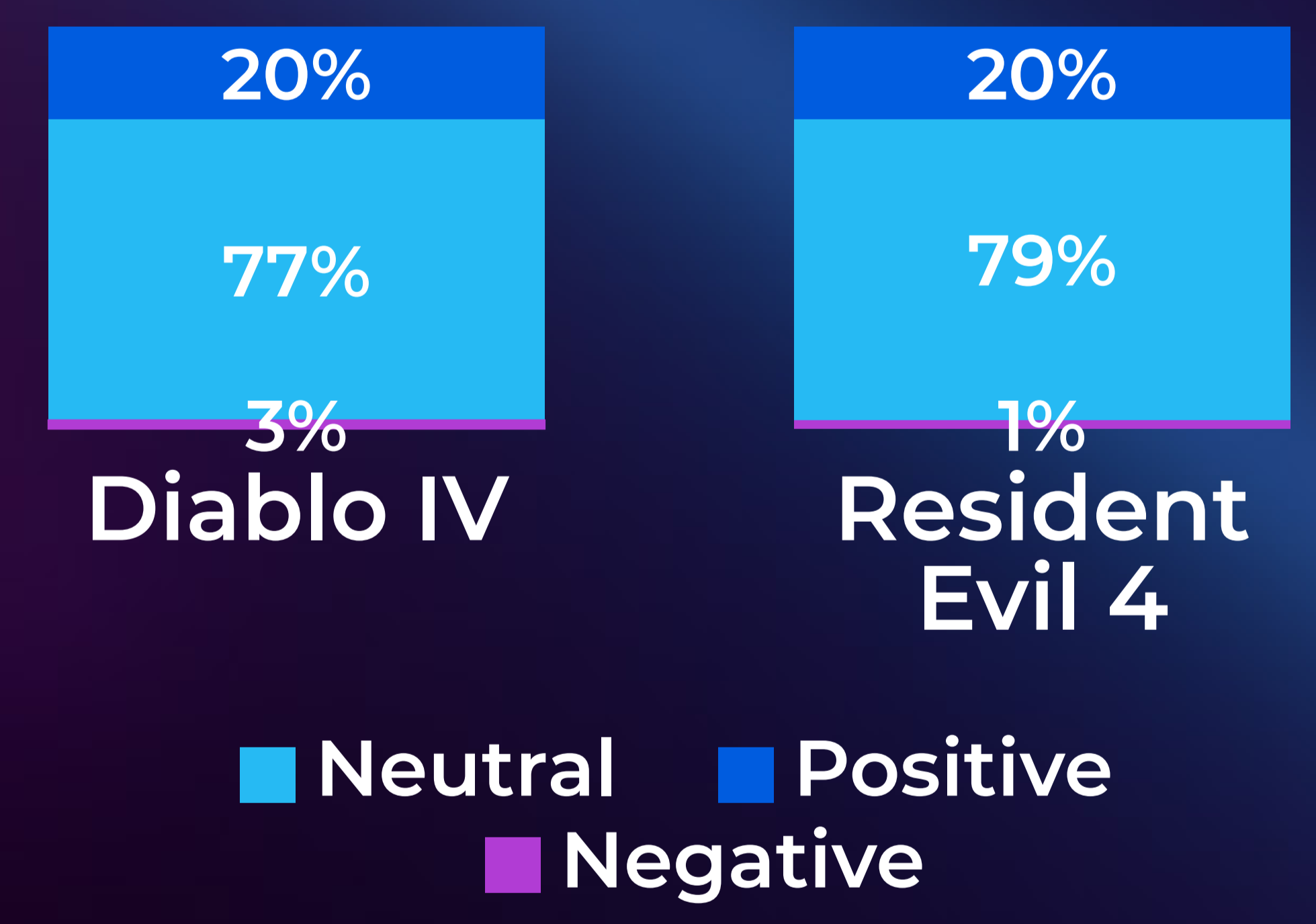
PRESS ACTIVITY



PRESS ACTIVITY SOURCE



PRESS SENTIMENT



NOTES:

- Ranking data across press, social & discoverability is amongst titles released in the last 52 weeks, across all games on console & PC, covering period from week of launch to 12 weeks prior only
- Blended Press & Social is a blended ranking of press articles, YouTube Views, Facebook Posts & Tweets
- All data sourced and aggregated using Fancensus's bespoke analytics platform, Fusion, apart from sales data (source: GSD)
- Rankings based on rolling 52 weeks prior to publication date
- Discoverability ranking data is based on all physical formats only, on browser based stores.



DIABLO IV: FLARE* COMPARISON VS SELECT KEY TITLES: ALL COUNTRIES COMBINED

FLARE LEVEL



WHAT IS FLARE?

'Flare Level', a KPI exclusive to Fancensus, is an indication of a title's on-store awareness and influence power. It is calculated using a combination of different discoverability metrics, focused on the quantity, quality and positioning of a title's placements on browser based retail stores.

The higher the flare level, the more visible the title is to consumers.

*AVERAGE FLARE LEVEL PER RETAILER, 12 WEEKS BEFORE AND INCLUDING WEEK OF LAUNCH, INCLUDES ALL PRODUCT VERSIONS

VERDICT

FANCENSUS PERFORMANCE VERDICT

Diablo IV's launch period has been a resounding success. Blizzard has stated it has been its most successful launch title ever, supported by strong marketing KPIs; It ranks #1 for launch period press and Facebook activity (amongst titles released in the last 52 weeks), in turn propelling it to #2 for blended press & social activity, behind only God of War: Ragnarök.

Its discoverability ranking (in terms of total quantity of placements) was lower (#6), with high profile franchises such as Hogwarts Legacy & FIFA 23 ahead. However, it's Flare level, which not only measures the quantity but also quality and position of placements, was exceptional, ahead of Hogwarts Legacy and FIFA 23, helping drive on-store consumer awareness and a smoother purchase journey for consumers.

AVERAGE
REVIEW SCORE
90%
(RE4 92%)

