



BENCHMARK

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

	Discoverability (Placements)	Blended Press & Social	Press Articles	YouTube Views	Facebook Posts	Tweets
Rank	2nd	2nd	2nd	5th	3rd	1st

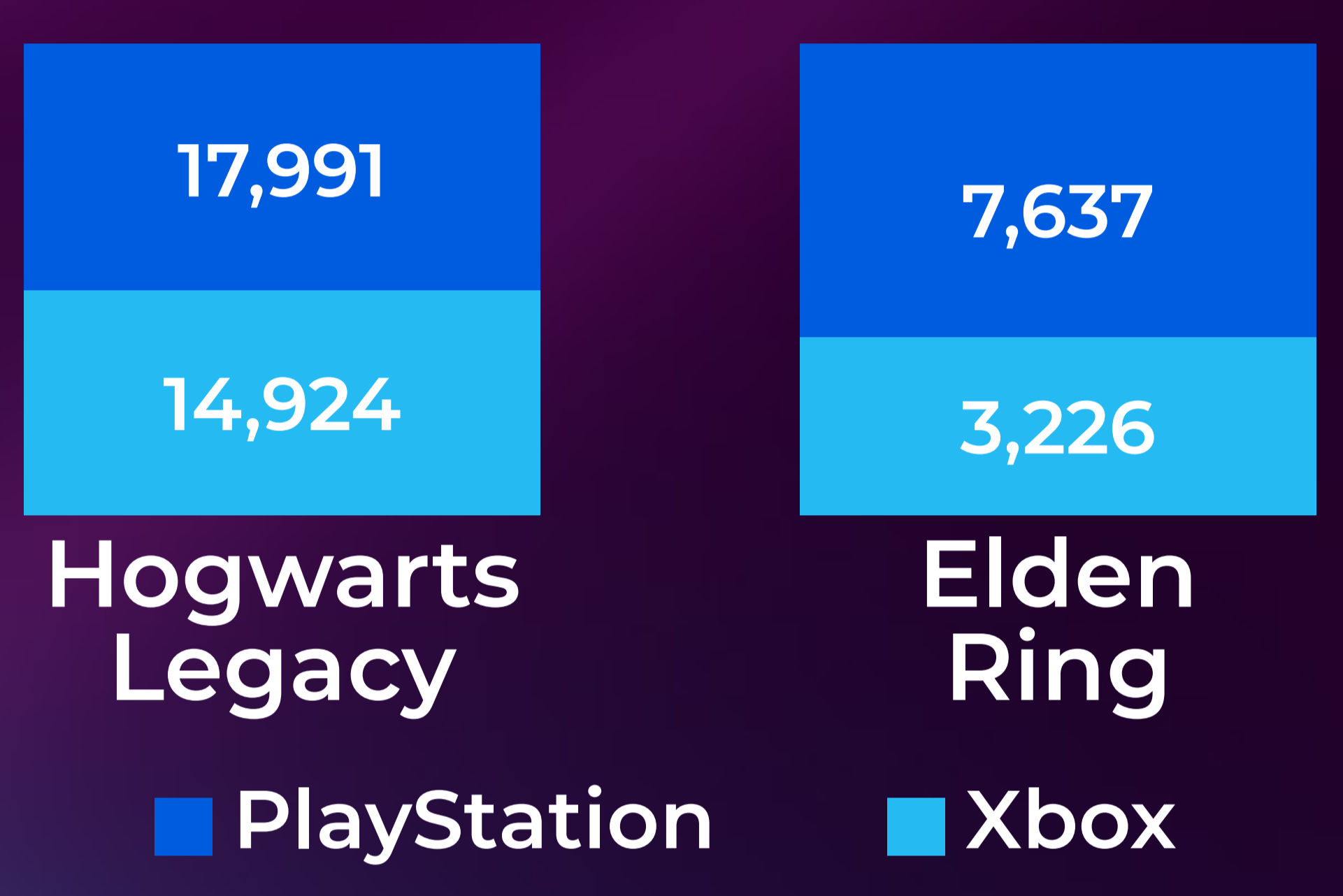
COMMERCIAL

**EUROPE WK 1 SALES\*\***  
**Rank #2 Best Selling in Last Year**  
**74% Digital**  
**26% Physical**

CONSOLE DISCOVERABILITY - PLACEMENTS

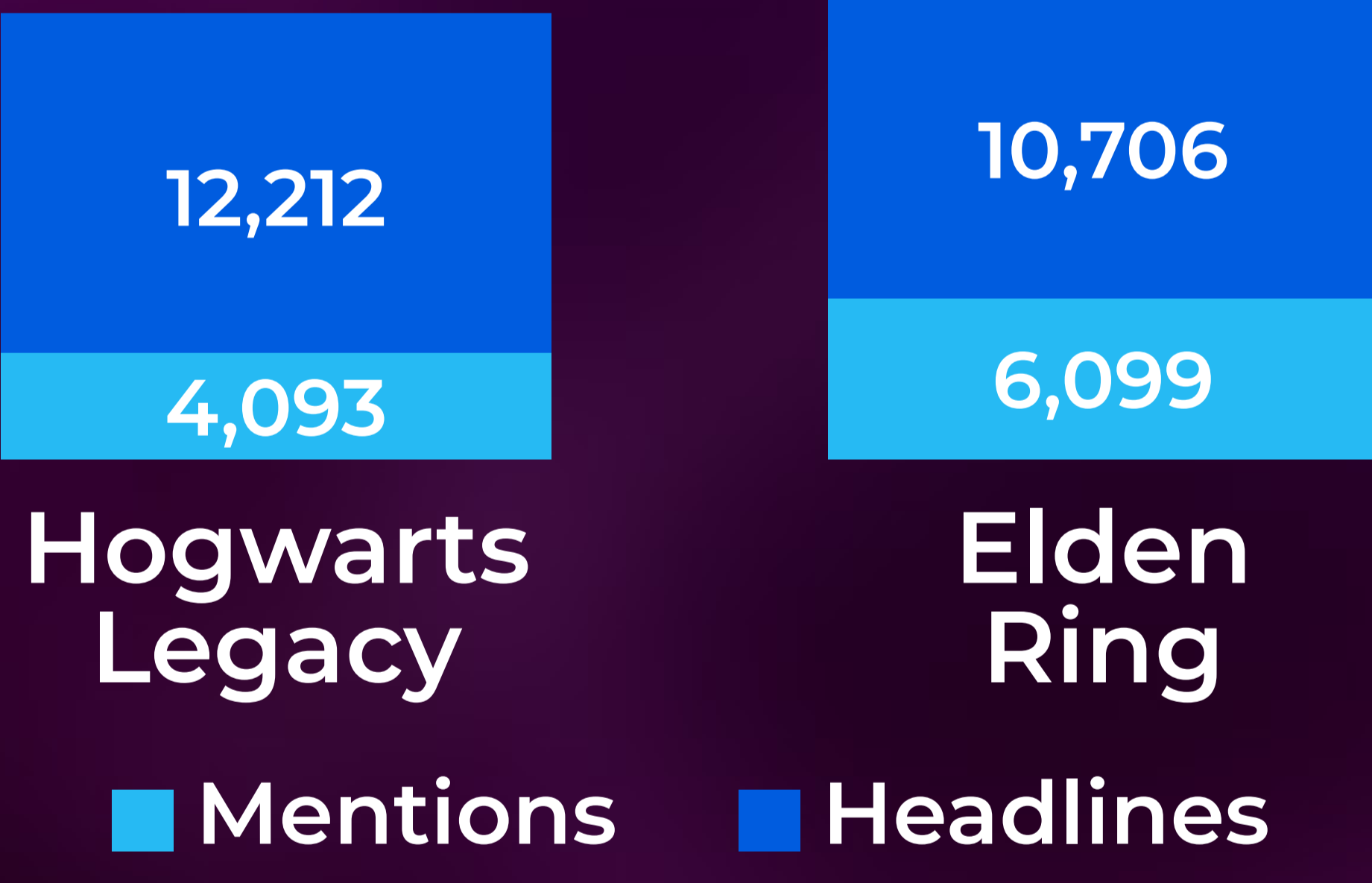


PHYSICAL ECOMMERCE IN-STORE PLACEMENTS

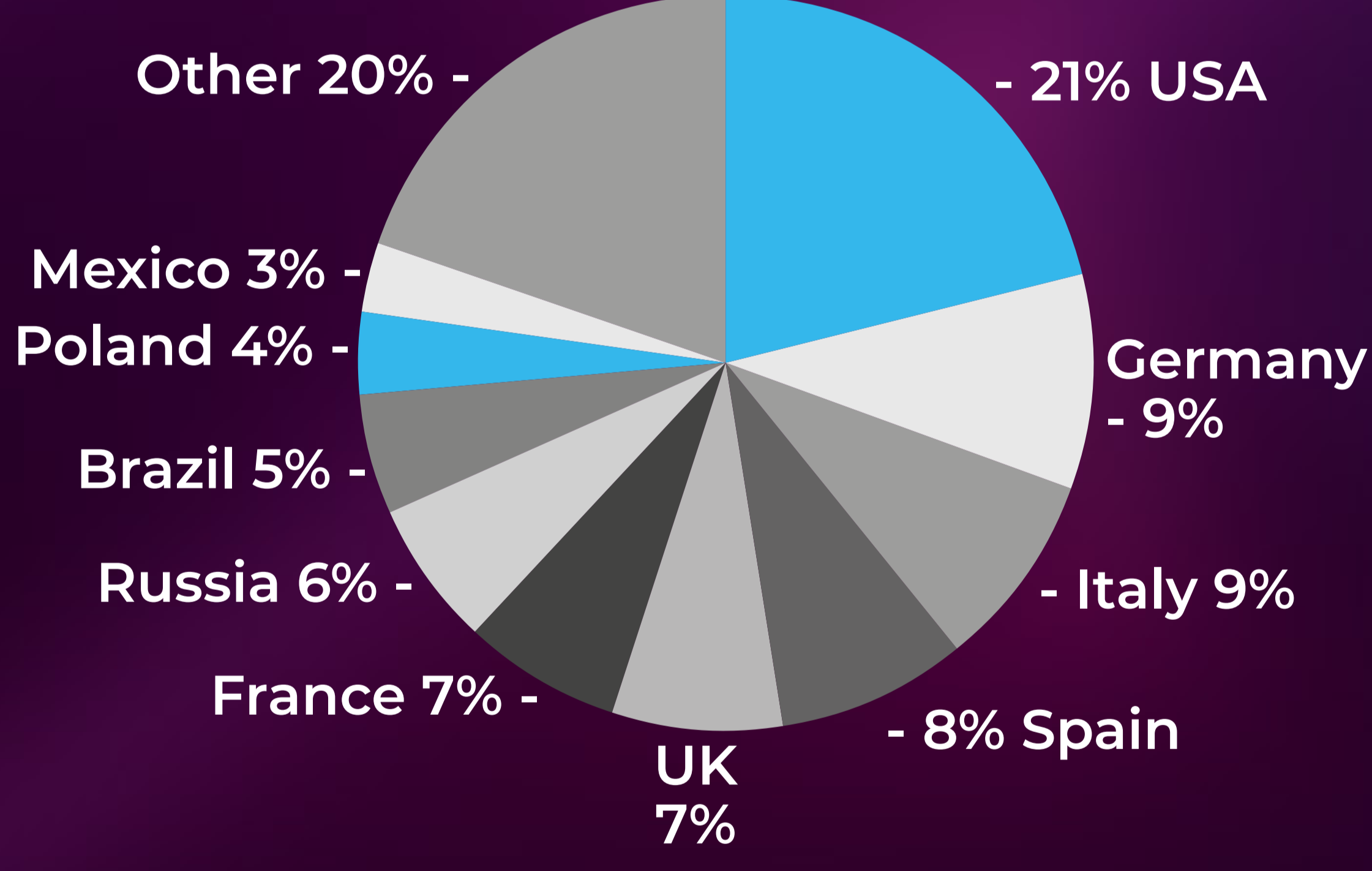


PRESS

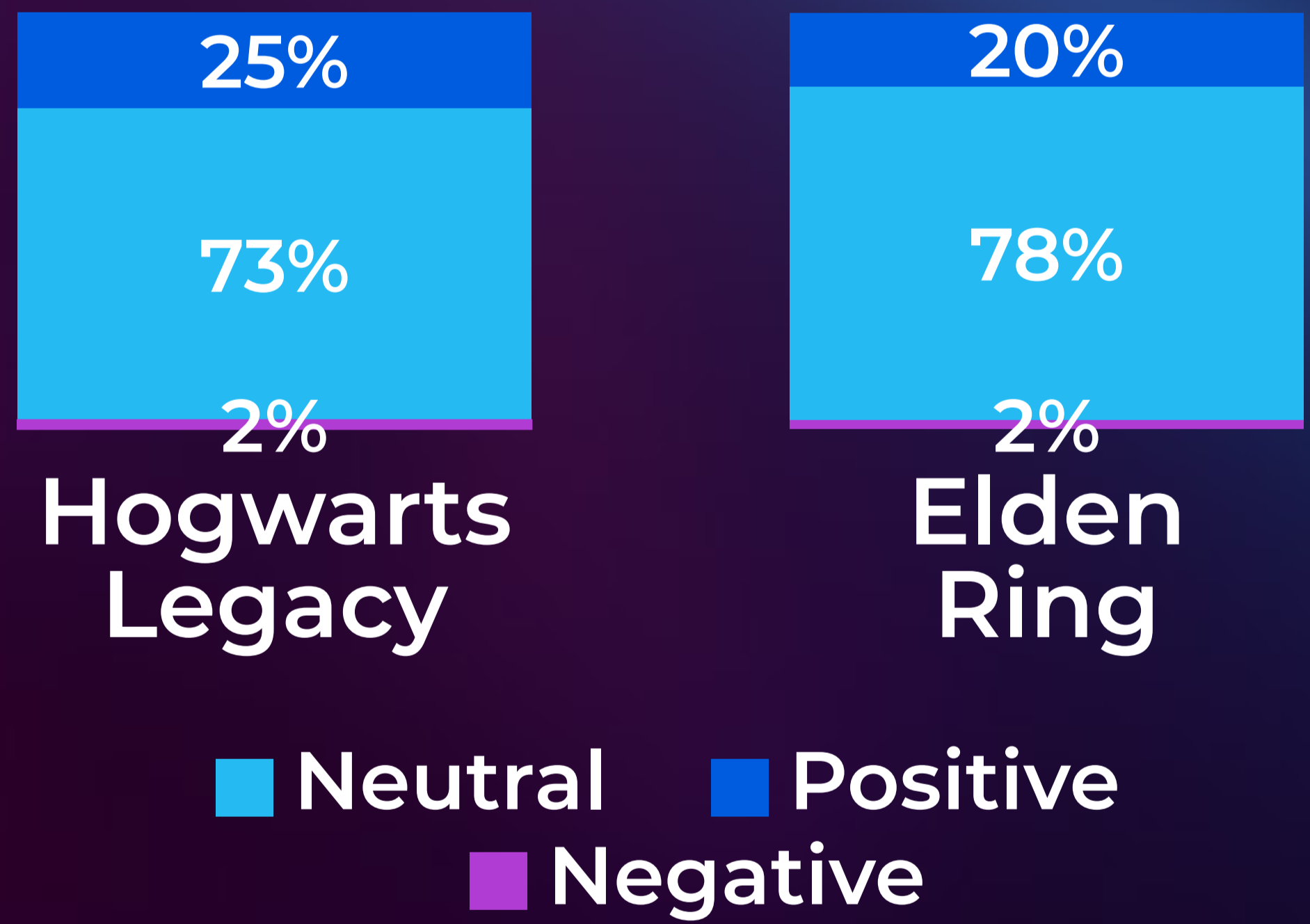
PRESS ACTIVITY



PRESS ACTIVITY SOURCE



PRESS SENTIMENT



**RANK #15**  
**For Positive Press Sentiment\***  
 (Elden Ring #32)

VIDEO

VIDEOS (M)

Platform	Hogwarts Legacy	Elden Ring
YouTube	386	527
Twitch	104	145
Instagram	13	5



TOP 3 YOUTUBE INFLUENCERS

- #1 HOLLOW
- #2 TmarTN2
- #3 ESO

\*OF TITLES RELEASED IN LAST YEAR, AAA TITLES ONLY, INCLUDES TITLES WITH >100 PRESS ACTIVITIES

\*\*1ST CHART WEEK SALES SOURCED FROM GSD - SALES RANKING BASED ON TOTAL 1ST WEEK SALES IN KEY EUROPEAN TERRITORIES OF TITLES RELEASED IN LAST YEAR ALL PC & CONSOLE FORMATS, PHYSICAL & DIGITAL





## FLARE BY KEY TERRITORIES

FLARE LEVEL IS AN INDICATION OF STORE AWARENESS AND INFLUENCE POWER. IT IS CALCULATED MEASURING QUANTITY, LOCATION AND QUALITY OF PLACEMENTS.

FLARE LEVEL



Netherlands  
**2,004**  
Avg. Flare Per Retailer



France  
**1,892**  
Avg. Flare Per Retailer



UK  
**1,286**  
Avg. Flare Per Retailer



Spain  
**987**  
Avg. Flare Per Retailer



Italy  
**903**  
Avg. Flare Per Retailer



USA  
**808**  
Avg. Flare Per Retailer



Canada  
**803**  
Avg. Flare Per Retailer



Germany  
**684**  
Avg. Flare Per Retailer



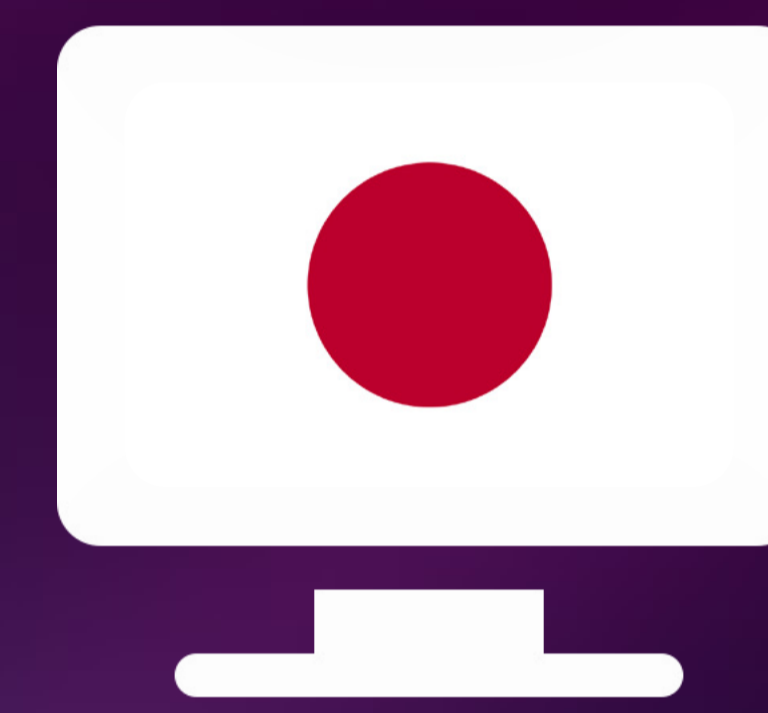
Mexico  
**659**  
Avg. Flare Per Retailer



Australia  
**575**  
Avg. Flare Per Retailer



Brazil  
**441**  
Avg. Flare Per Retailer



Japan  
**361**  
Avg. Flare Per Retailer

VERDICT

### FANCENSUS PERFORMANCE VERDICT

The launch period for Hogwarts Legacy has been impressive when looking at various key metrics. Amongst titles released in the last year, it ranks second for sales, physical ecommerce discoverability & blended press/social.

It is in good company, with Elden Ring and God of War: Ragnarök the two notable titles closest across most metrics. Discoverability has been high for a number of months – it was one of the most discoverable titles in many countries during the Black Friday promotional period, despite its release almost 3 months away.

Press headlines were proportionately strong, whilst it ranked higher than most AAA titles released in the last year for positive press sentiment.

AVERAGE  
REVIEW SCORE  
**86%**  
(Elden Ring 94%)



### 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 data
- Discoverability ranking data is based on all physical formats only, on browser based stores.