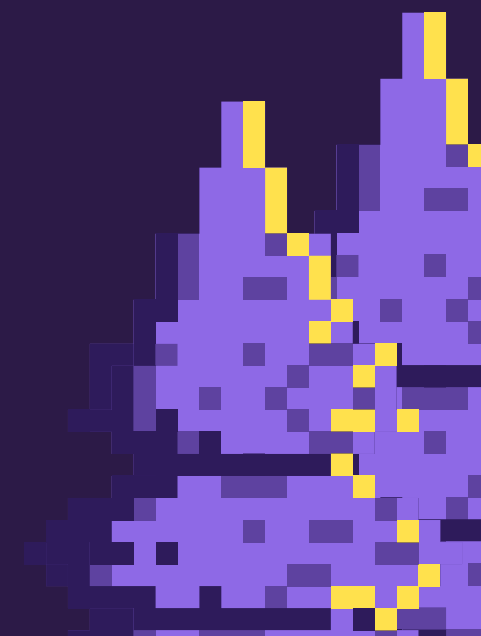
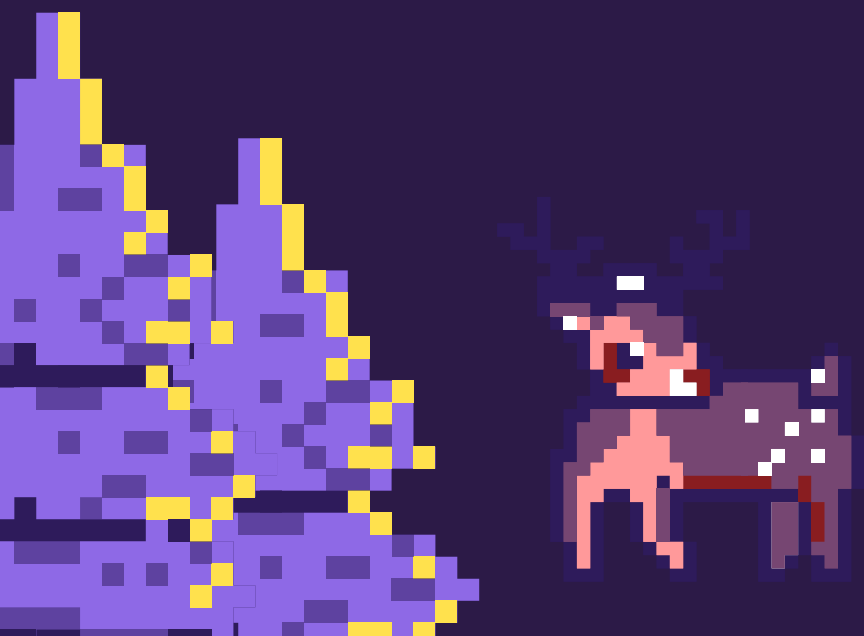
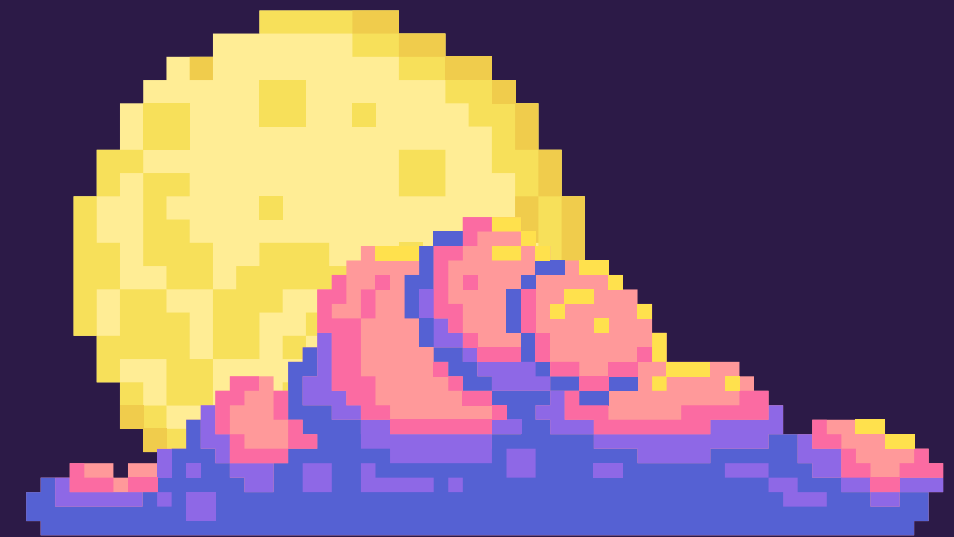


# GAMING INDUSTRY INSIGHTS

PREPARED BY: ADHAM ABDELLATIF

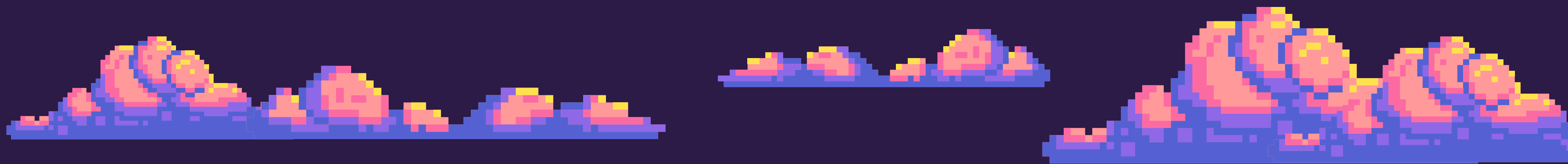


# OVERVIEW

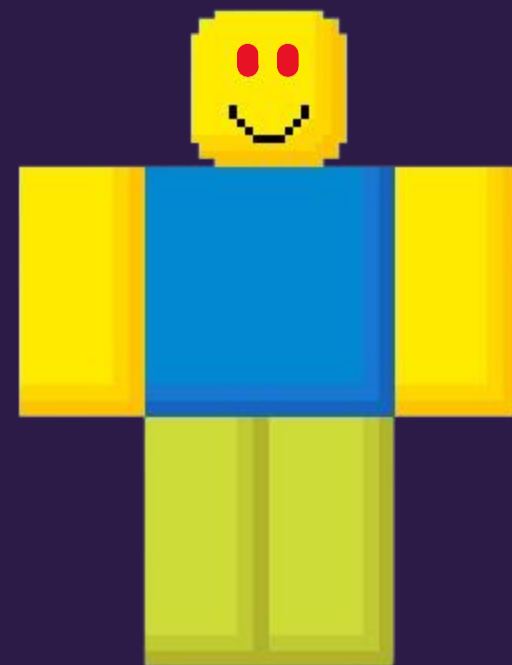


The gaming industry today stands as one of the most **influential** and fast-growing entertainment sectors in the world, shaping culture, technology, and **economies**. Yet its success makes it highly **sensitive** to internal and external forces. From corporate strategies and **culture** to the reaction of **player communities**, every decision and event has the potential to make or break momentum. We'll explore this industry by looking at three **major companies**, Roblox, Activision Blizzard, and Ubisoft, each faced significant setbacks, but for **entirely different reasons**.

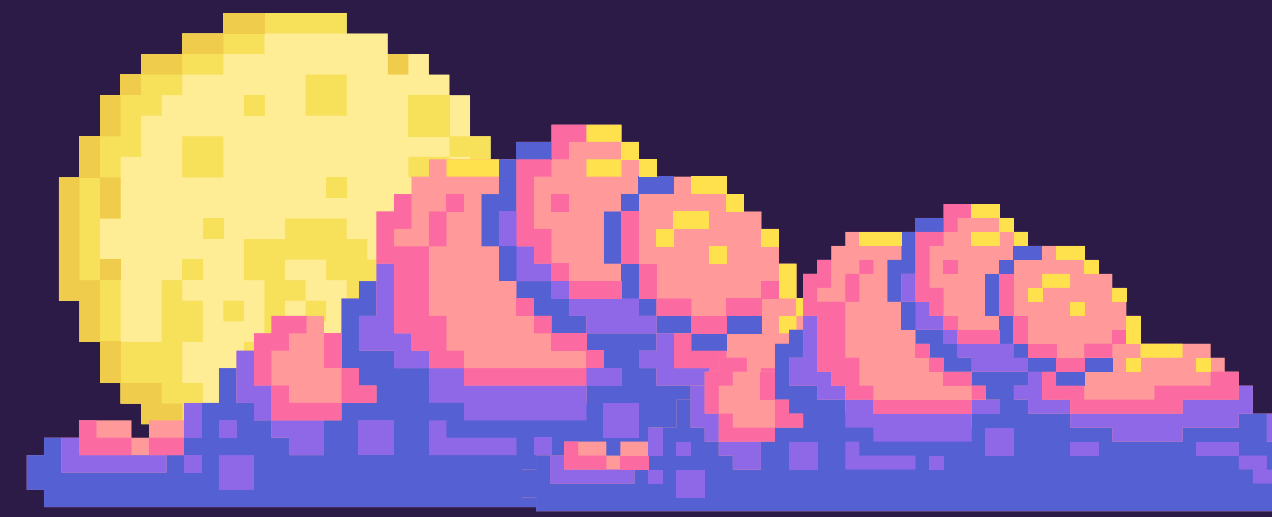




ROELOX

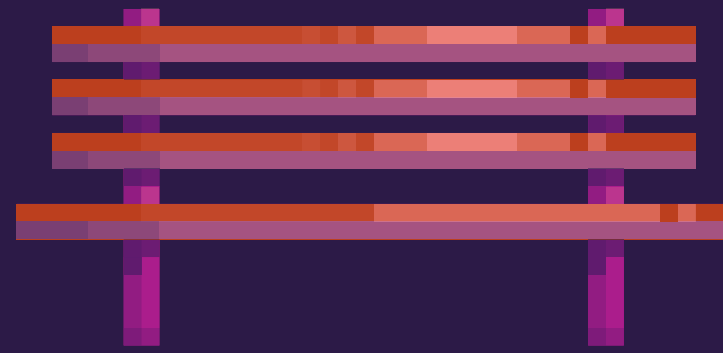


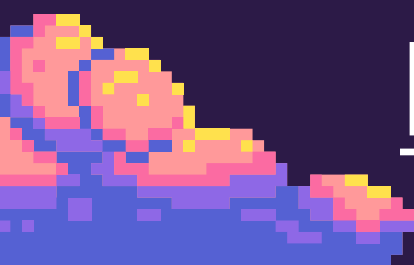
# STORY



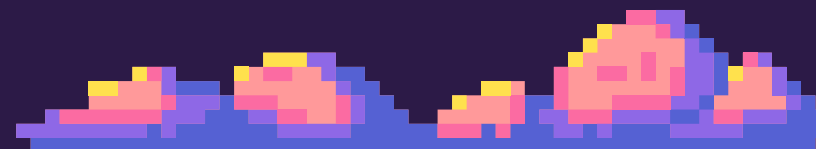
While Roblox holds massive influence and popularity especially among children, and the game offers a variety of options for developers and users.

I have to admit that they're successful as we will see in the next slides, However, behind this success lies a set of **concerns** that have recently drawn attention from the community. These issues are not only affecting Roblox's **financial performance**, but also shaping the experiences of users and raising serious worries among **parents**.

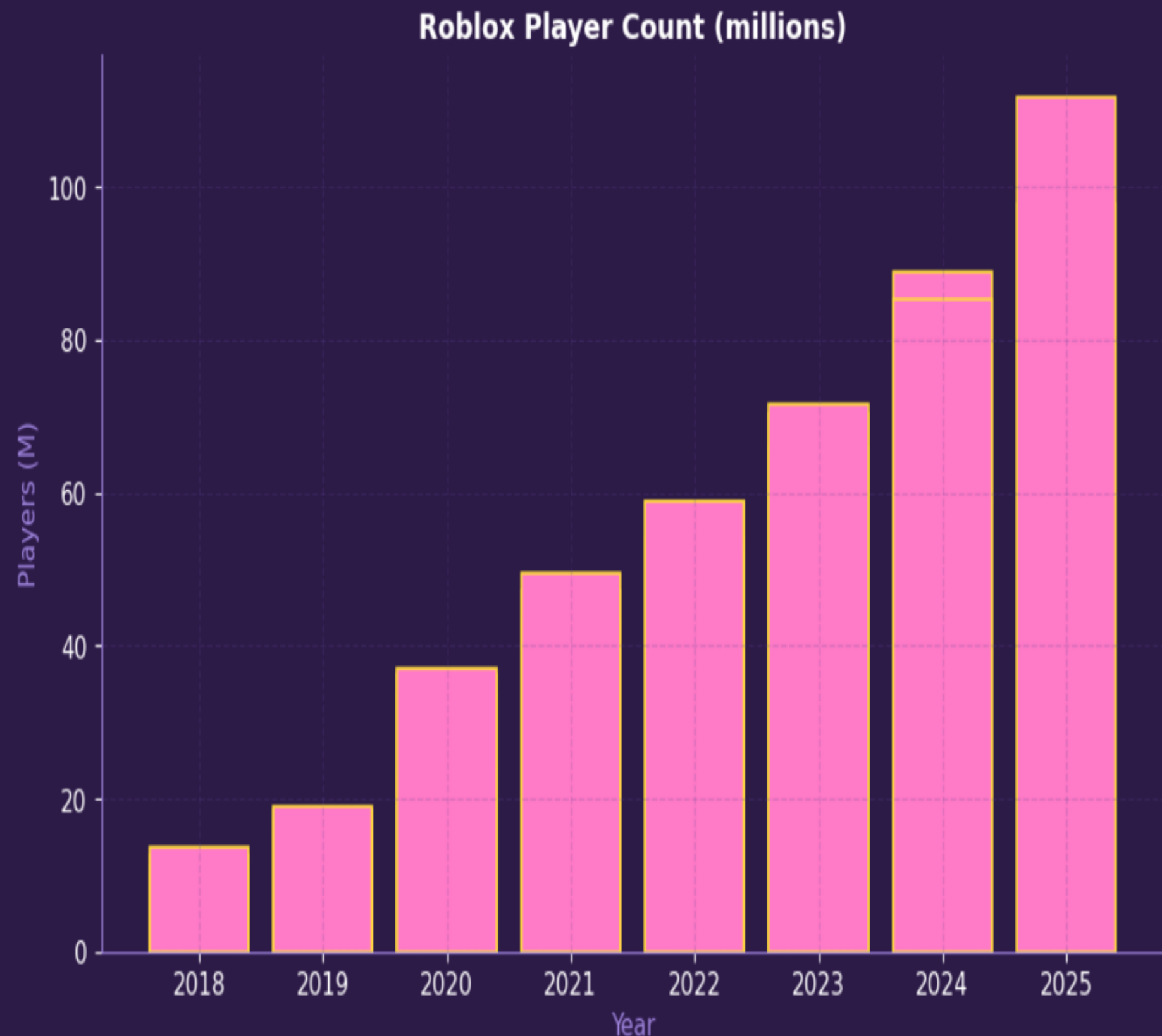




# PLAYER COUNT



Roblox's player count continues to rise, mainly because its core audience is **children**. For them, external events or company decisions **doesn't matter**, what matters is simply having an enjoyable gaming experience. But what **truly** matters is what we'll explore in the next slide.



# SET BACKS ✨ ✨

In late 2021–2022, Roblox faced heavy criticism about **child safety** issues (predators, inappropriate content) and other concerns.

In December 2021, “People Make Games” published video titled “Roblox Pressured Us to Delete Our Video. So We Dug Deeper.” It highlighted serious child safety concerns, including sexualized “condo games” enabling explicit **sexual roleplay** and **grooming scenarios**, and criticized **Roblox’s moderation systems** for allowing them to persist.

In October 2022, a parent filed a **lawsuit** in San Francisco alleging Roblox connected their child with **predators** who later **exploited them sexually** via Discord and Snapchat.

And there’s more...



## PARENTS' REVIEWS

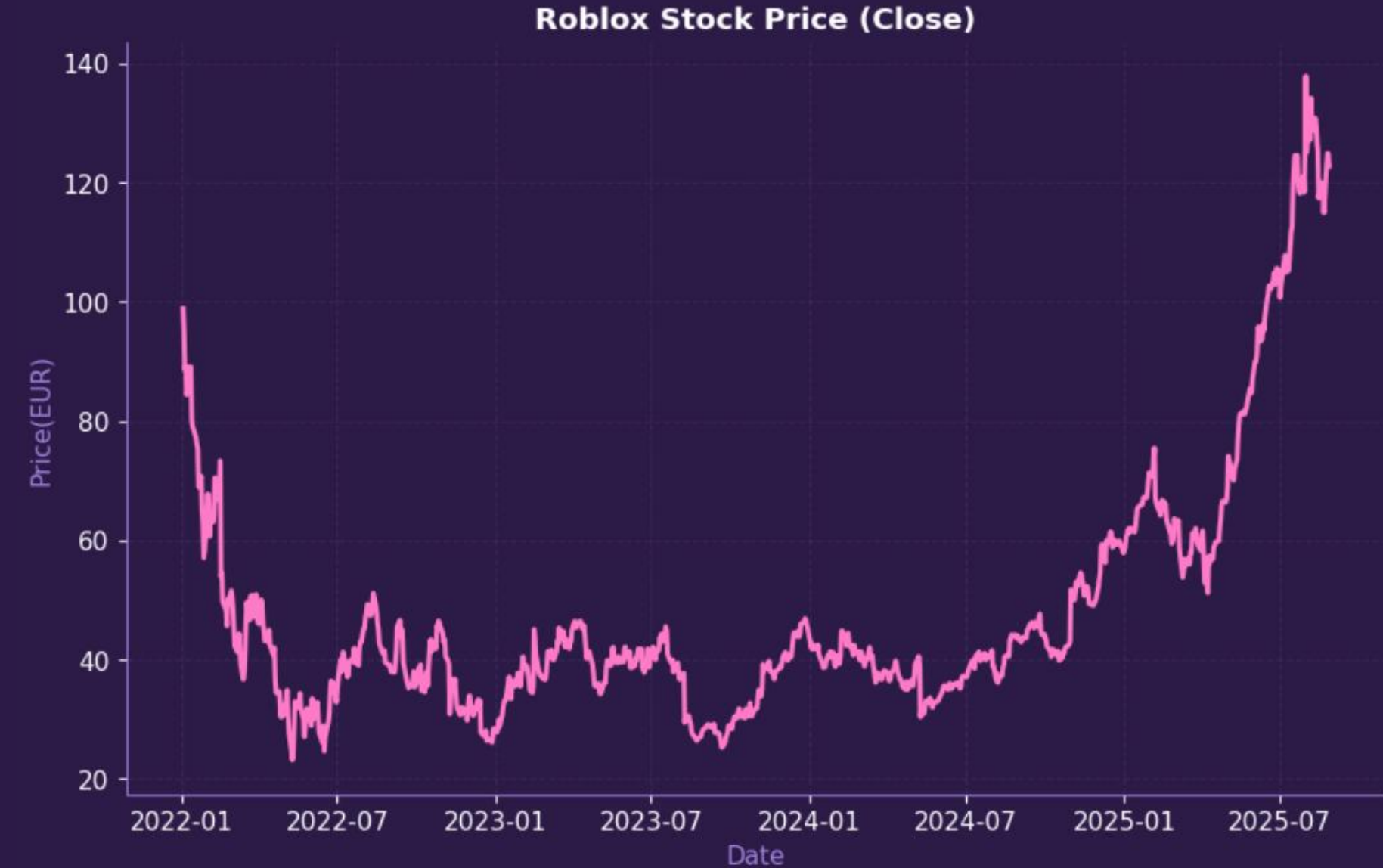
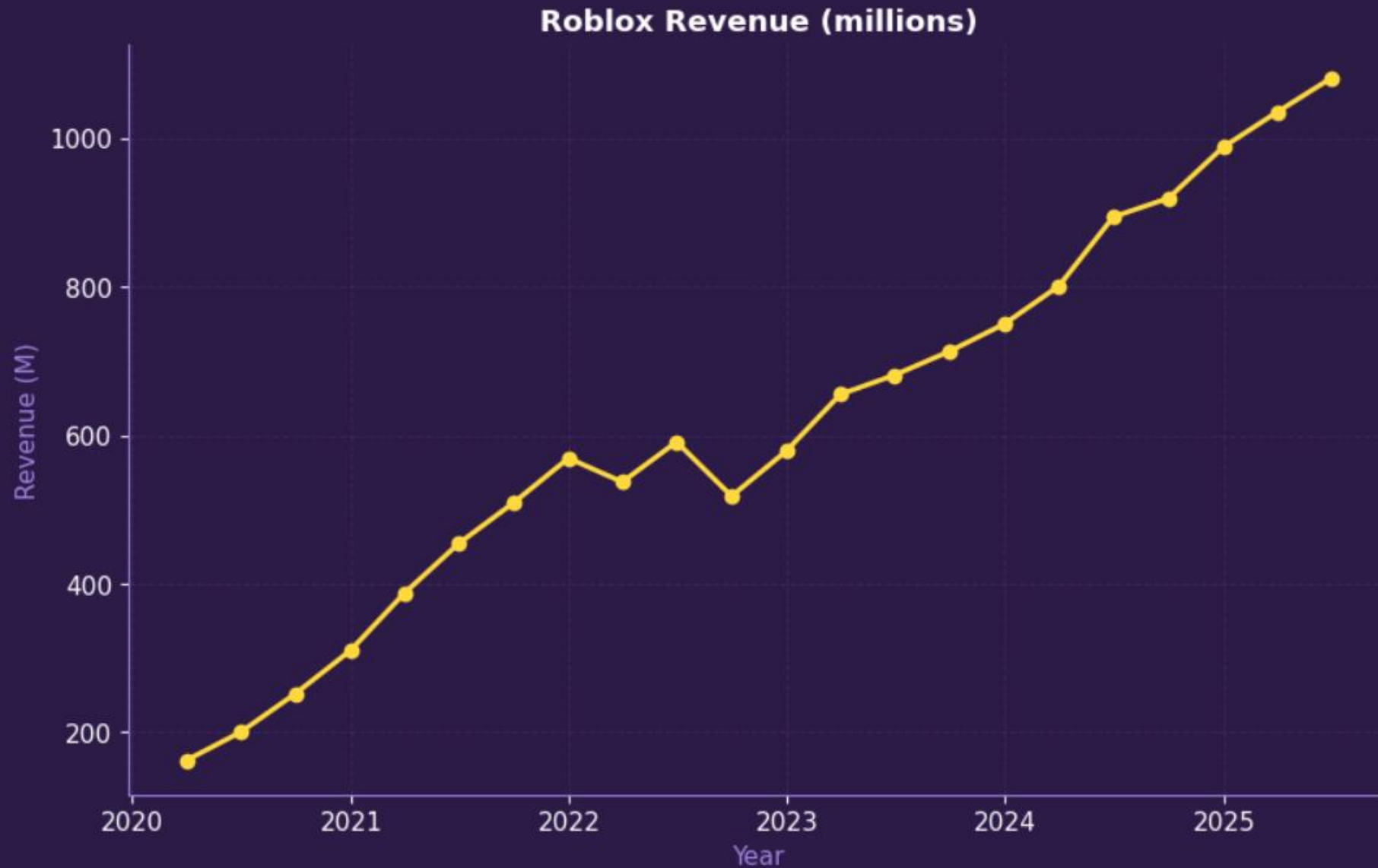
This is a concerning Word Cloud graph of the parents' reviews extracted from the **Commonsensemedia.org** within the last year.

The most frequent words highlighted in the reviews are strongly associated with **safety concerns**, such as **unsafe**, **predators**, **exposure**, and **violence**.

parents are worried about Roblox's **inability** to protect children from inappropriate content, online grooming, and unmoderated interactions.



# FINANCIAL IMPACT



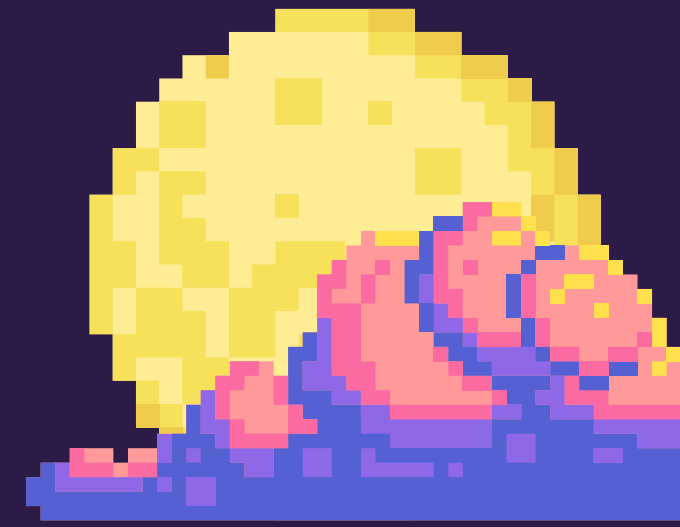
With all that in mind, the impact becomes clear when we look at Roblox's stock price and revenue.

- 01 Stock price dropped significantly after these statements and lawsuits in 2022, reflecting investor concerns.
- 02 Revenue growth slowed post-2022, aligning with these issues.



# CONCLUSION: ROBLOX'S GROWTH VS. SAFETY

## CONCERNS



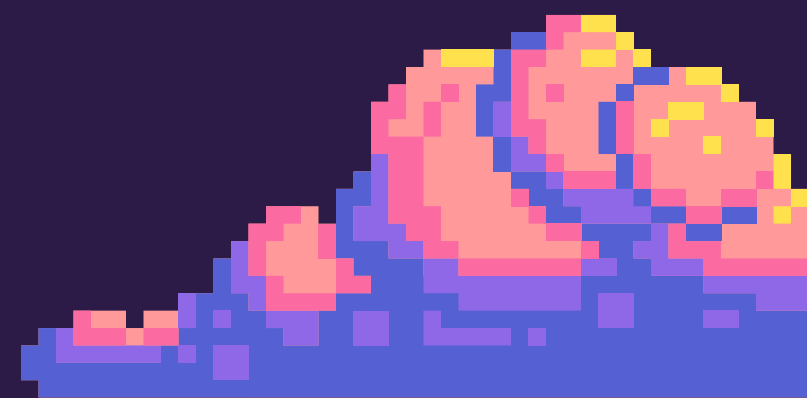
Now the **question** is why does Roblox continue to grow after all these serious concerns?

Instead of **addressing the issues**, Roblox recently drew even more criticism by **banning** and filing a cease-and-desist order **against** a **predator-hunting** YouTuber, Schlep (someone who **exposed predators** and brought them to **justice**). This raises **accusations** that the company prioritizes **silencing critics** over **protecting** children.

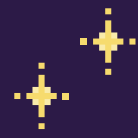
So why is growth still happening?

- Roblox has **over 70+ million** daily active users (as of 2025), mostly **kids** and teens.
- Even with parental concerns, kids **still want** to play and as long as kids ask their parents to buy in-game currency to purchase skins and avatars, player engagement rises, and so does revenue.

# ACTiViSiON ELiZZARD



# STORY



Activision Blizzard stands as one of the most **influential** companies in the gaming industry, known for legendary franchises like Call of Duty, World of Warcraft, and Overwatch. Their games have shaped the industry, attracted **millions of players** worldwide, and secured strong financial success over the years.

**However**, the company has faced major **controversies** that sparked criticism. These issues range from **workplace scandals** to declining engagement, all of which have had an impact on the company's **reputation** and performance.

# THREATS



Activision Blizzard faced a major lawsuit, alleging a discriminatory workplace culture, particularly **mid 2021**, accusing the company of widespread **harassment**, **gender discrimination** and **unequal pay**.

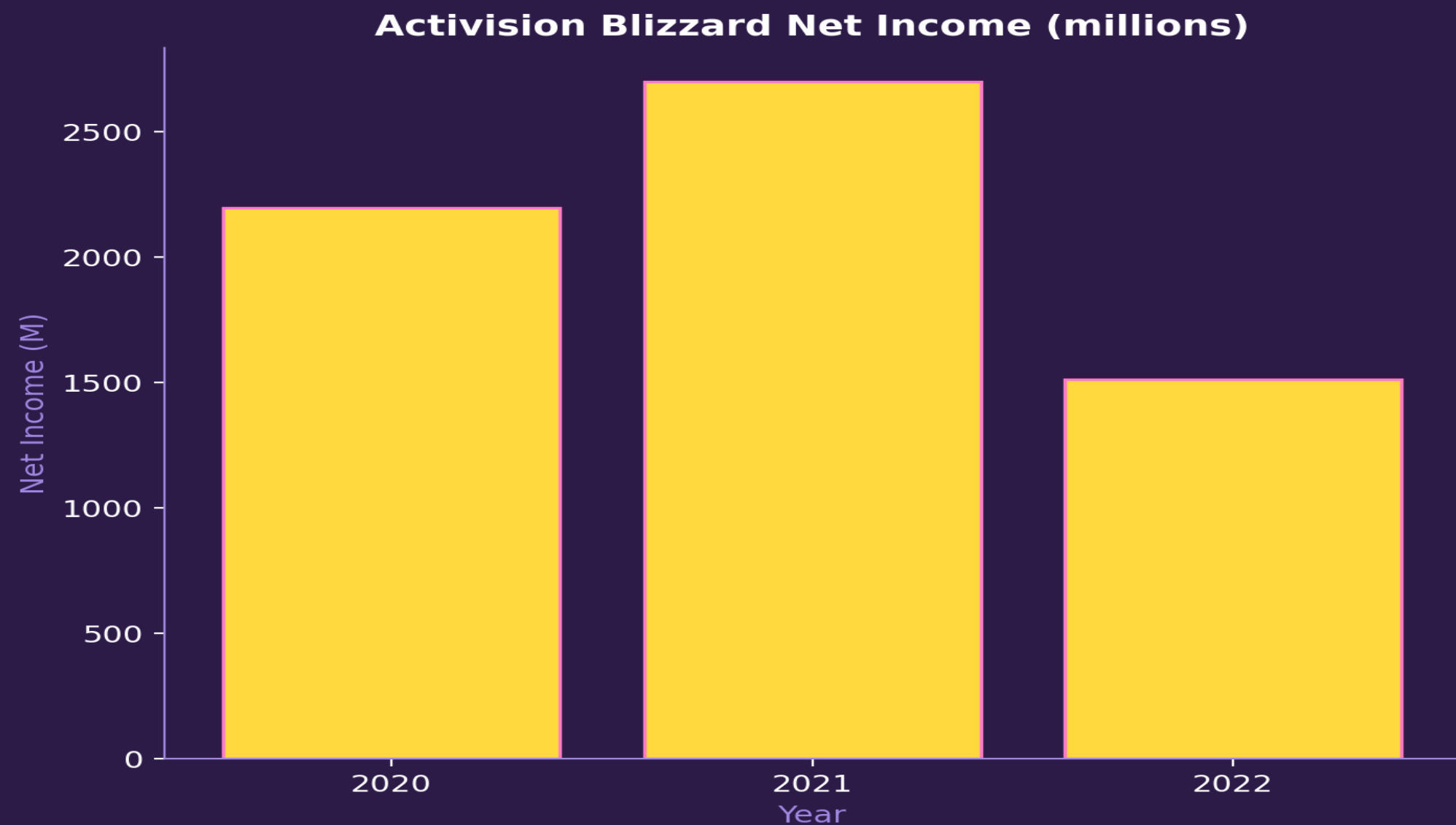
The seriousness of the case led to **employee walkouts** and Several executives, including J. Allen Brack (**Blizzard's president**) who stepped down under pressure.

This scandal not only damaged the company's **reputation** and community trust but also left a clear mark on its **financial performance**, as the following graphs reveal..



# INSIGHTS

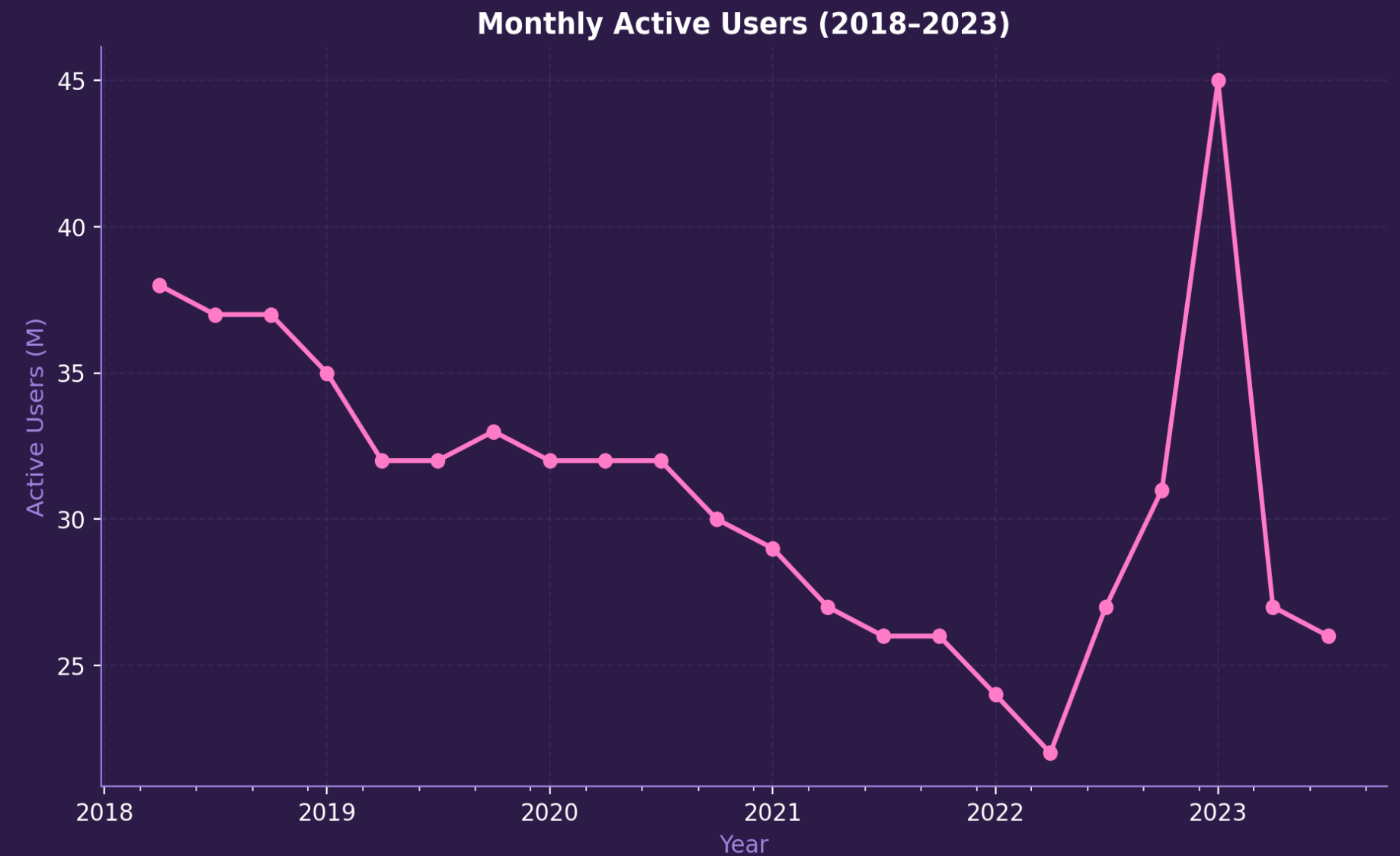
While the company's stock price and net income show **growth** between in 2020-2021 because of the **pandemic** and increasing demand, both took a dive in **2021-2022** reflecting fallout from **lawsuits**, employee strikes, and investor concern. **Recovery** began after **Microsoft** announced acquisition of Activision Blizzard in **Jan 2022**, which restored confidence despite ongoing legal and cultural challenges.





# PLAYER BASE

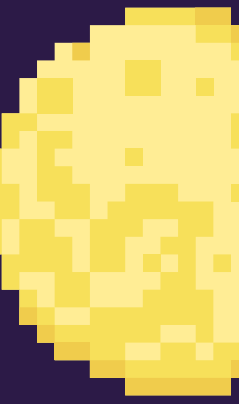
Blizzard's player base was **slightly** declining **before the setbacks** we talked about, but it was because of other factors that could happen to any other company, like lack of **new content** and shifting player interest because of **strong competition** at that time.



But the player base took a **big dive** after the events In **2021-2022**, showing that the community, **unlike Roblox**, is well aware of the situation and the actions of this company, and they started to **lose trust** and take action.

While **2023** shows a brief spike in users only because of game updates and new releases, but retention remains a **challenge**.

# CONCLUSION: NOT ONLY BUSINESS DECISIONS DEFINE SUCCESS



What happened to Activision Blizzard was not the result of a single **business decision**, but it's the issue of **internal culture** and workplace environment.

The lawsuit exposed issues that damaged the **company's reputation** almost overnight.

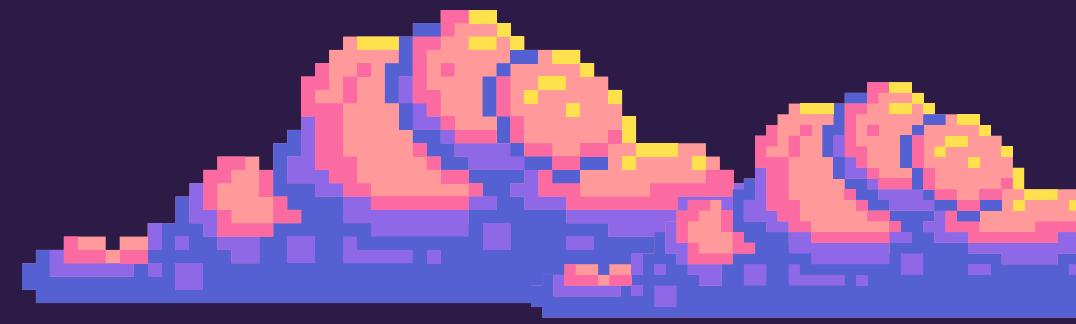
While delays or lack of new content can hurt performance and are often recoverable but losing community trust and credibility is far more **difficult to repair**.





UBISOFT

# STORY ✨



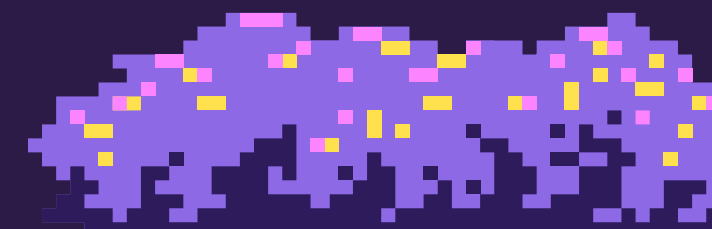
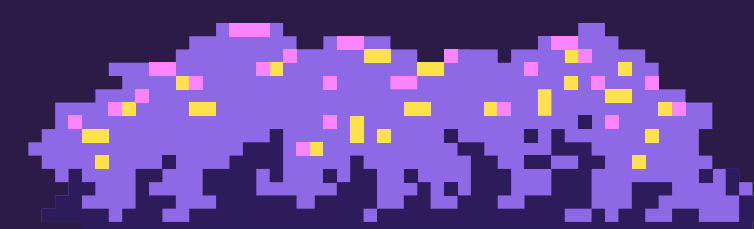
Ubisoft is one of the **largest publishers** in the gaming industry, recognized for iconic franchises such as Assassin's Creed, Far Cry, and Tom Clancy's series. Over the years, Ubisoft has built a global reputation for expansive games and consistent commercial success.

**However**, the company has also faced significant challenges in recent years, from **repeated delays** to **underperforming games**. These setbacks have slowed momentum, and impacted both its **user experience** and financial performance As we'll see in the upcoming slides.



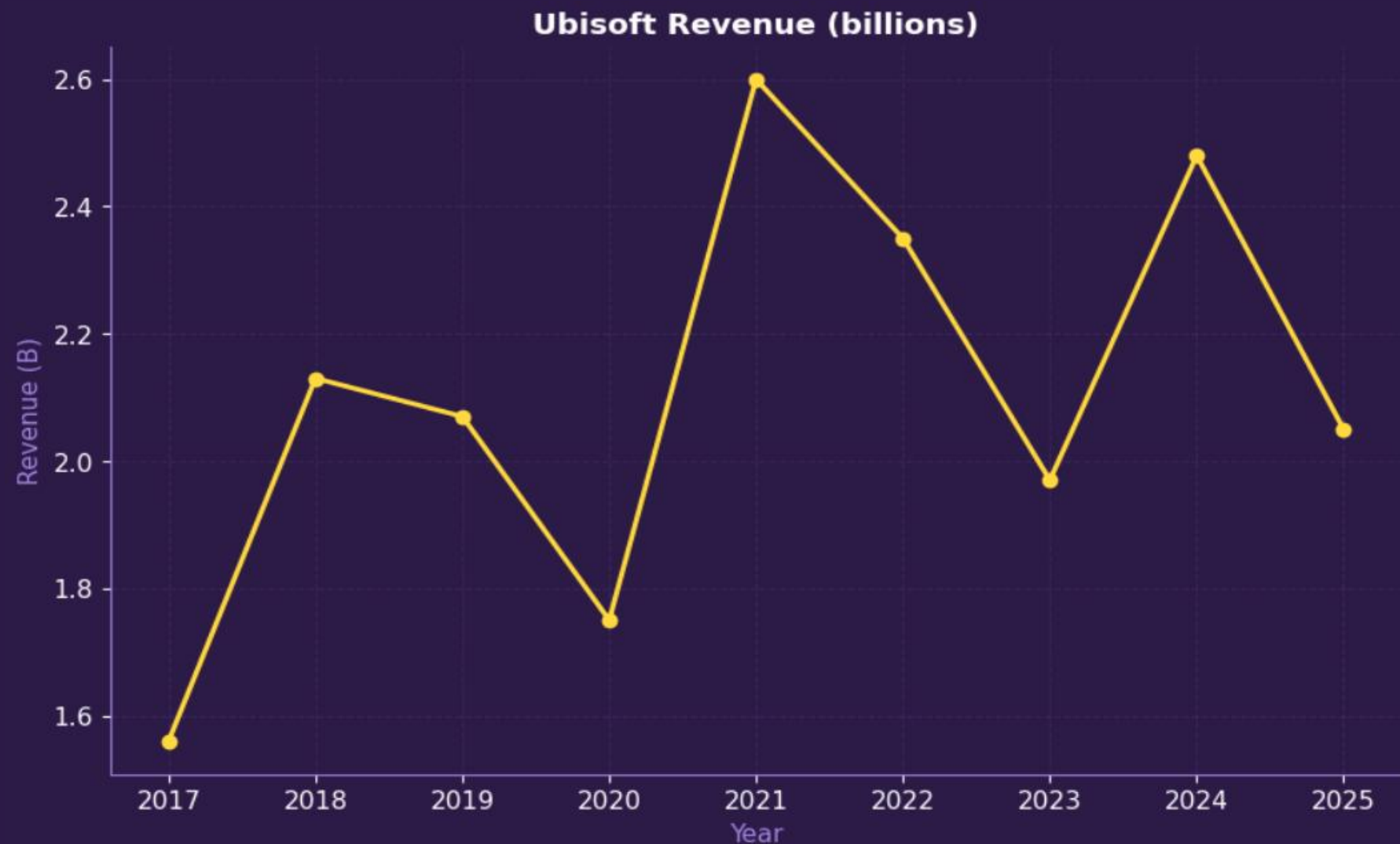
# THREATS

Unlike the previous companies, Ubisoft's setbacks largely stem from **poor decisions**, overpromising and underdelivering, or **delaying** releases under the banner of **perfectionism**. A major example was the delay of Avatar: Frontiers of Pandora in July 2022, when the CEO insisted the game had to be “**perfect**”. This decision **affected revenue** and broke momentum. In 2024, Ubisoft finally **released** three promised titles (Star Wars Outlaws, XDefiant, and Skull and Bones). While this caused a **temporary spike** in revenue, the games struggled to appeal to players and ultimately **underperformed**.





# INSIGHTS



01

In 2021 Revenue increased because of the strong **pandemic** gaming boom. But after that fewer releases, **delays**, canceled projects, and losses. Small rebound in 2024 because of game releases, but they **underperformed**.

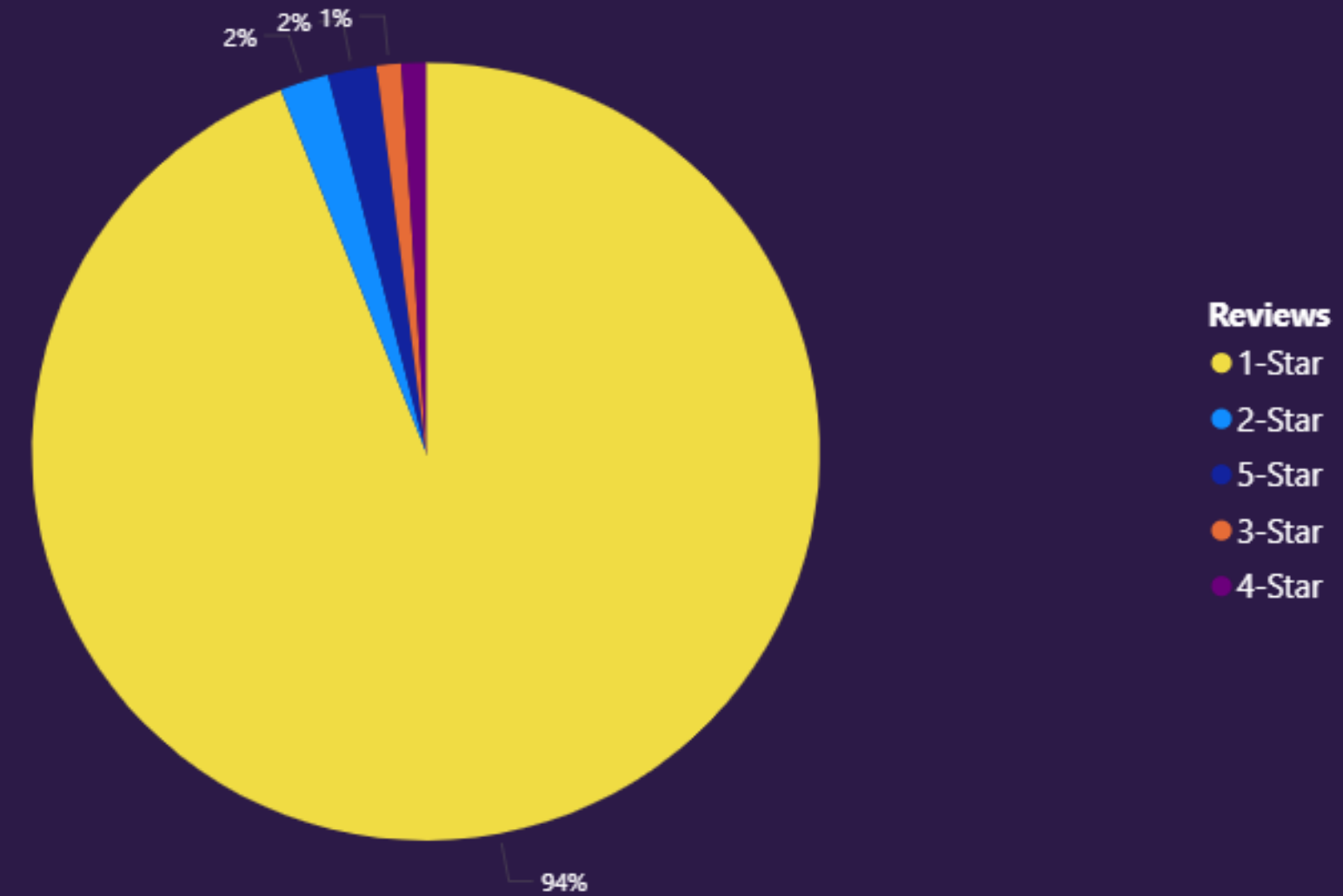
02

Stocks continued to decline through 2022–2023 due to **cancelled games** and financial losses. Late 2024 **Investors** became aware of the situation after delaying Assassin's Creed Shadows' release.

# FOLLOW-UPS

This pie chart represents feedback from nearly 2,000 **Ubisoft users**, reflecting their overall dissatisfaction with the company. Players highlighted issues across multiple areas, including customer service, account security, gaming experience, and accessibility.

Pie chart of Trustpilot's Ubisoft Reviews



While this chart can be viewed as biased, but the scale and **consistency** of the responses suggest a strong pattern of **frustration** that Ubisoft has struggled to address. Those issues can be linked to the fact that Ubisoft is trying to **cut costs** to recover from this financial struggle.

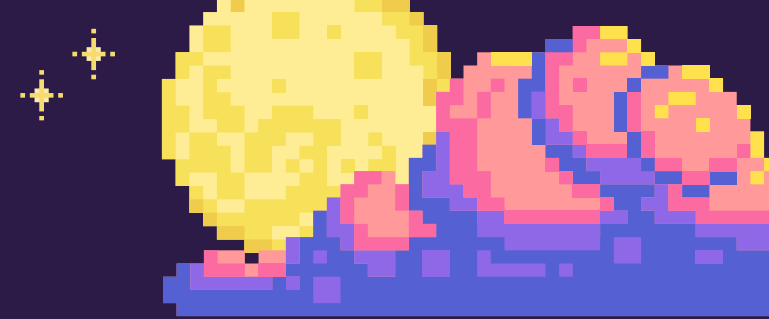
## CONCLUSION: DELAYS AND DISAPPOINTMENT

Ubisoft's strong reputation carried it through the years, but what happened reveal how business decisions can **destroy** the company's momentum.

After the pandemic boom, the company stumbled with repeated delays, canceled projects, and games that failed to **meet expectations**. These events not only weakened its release pipeline but also shook **investors confidence**, as seen in the decline of both revenue and stock price. By 2025, Ubisoft was weighed down by **debt** and **disappointing results**, showing how quickly ambition without **consistent delivery** can turn into lost trust and fading market strength.



# FINALLY: THE BIGGER PICTURE



The gaming industry is not just about games and entertainment, it operates like any other industry. Stakeholders make decisions, users react, and the results are reflected in financial performance and user experience. Some outcomes are from poor business choices, others from internal culture and loss of trust. But in every case, the impact shows up clearly in both numbers and community reaction.

**For players, you're not just consumers, you're participants. Your voice and your choices matter. If something doesn't align with your character or values, you have the power to push for change or simply walk away. Either way, your impact is real.**

# SOURCES

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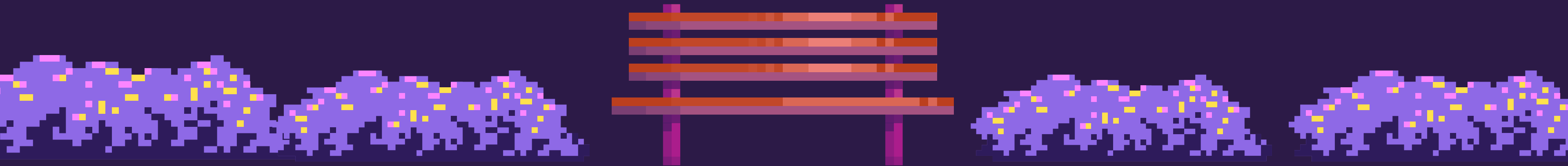
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THANKS YOU