

# The Future Of NPCs

What gamers demand from  
next-gen characters



# Contents

— 02 Executive summary

— 03 Key findings

— 04 Current NPCs vs Advanced NPCs

— 07 Part 1: Player attitudes towards NPCs

The love: NPCs are important to gamers

NPCs make for a richer (and often funnier) experience

Gamers want more meaningful interactions with NPCs

The hate: Repetitive NPCs are frustrating (and boring!)

RPG and Sandbox gamers have the biggest complaints

NPC behaviors players can't stand

What gamers really want from NPCs

— 17 Part 2: Player attitudes towards advanced AI NPCs

Gamers can't wait for games with advanced AI NPCs

Add smart NPCs. Make better games

Which smart NPCs do gamers want to interact with the most?

Enhanced interactivity is the way to gamers' hearts

It's all about the genres!

— 23 Part 3: How advanced AI NPCs will disrupt games

Smarter NPCs are set to transform gameplay

It's (almost) unanimous: 99% think advanced NPCs are a value add

Smarter NPCs will capture more of gamers' time – and money

Just mod it! Customizable advanced AI NPCs will be popular

— 28 Conclusion

— 30 Methodology and demographics

— 31 Photo credits

# Executive summary

## The evolution of game storytelling has left NPCs behind

Video game storytelling has evolved considerably from text-based narrative adventures and the early days of point-and-click adventure games. Whether it's AAA blockbusters such as *Cyberpunk 2077* and *Red Dead Redemption*, narrative-driven adventures like Telltale's *The Walking Dead* series or story-focused indie games like *Disco Elysium* or *What Remains of Edith Finch*, modern games are now designed with extensive dialogue trees, quirky supporting characters, and complex narrative arcs woven around players' in-game actions.

Yet, despite significant technological advancements in motion capture, graphics rendering, animation, and modeling that have elevated game storytelling, the technology that powers the personalities of non-playable characters (NPCs) has remained stagnant. This is despite NPCs' crucial role in building immersive stories and worlds and recent advances in AI including language models like ChatGPT.

### NPC adaptability is critical to immersion

A 2013 [Stockholm University study](#) found that adaptability and awareness are the top two factors limiting NPC believability.

That won't come as a surprise to anyone who's had to endure the frustration of NPCs endlessly repeating out-of-context lines before walking into (or often disappearing through) a wall.

While this can lead to some comedic moments (and great memes), there's no escaping the fact that poor-quality NPCs hamper storytelling and player immersion. After all, with static dialogue trees, players can't ask the questions they really want NPCs to answer. They're stuck with pre-written scripts.

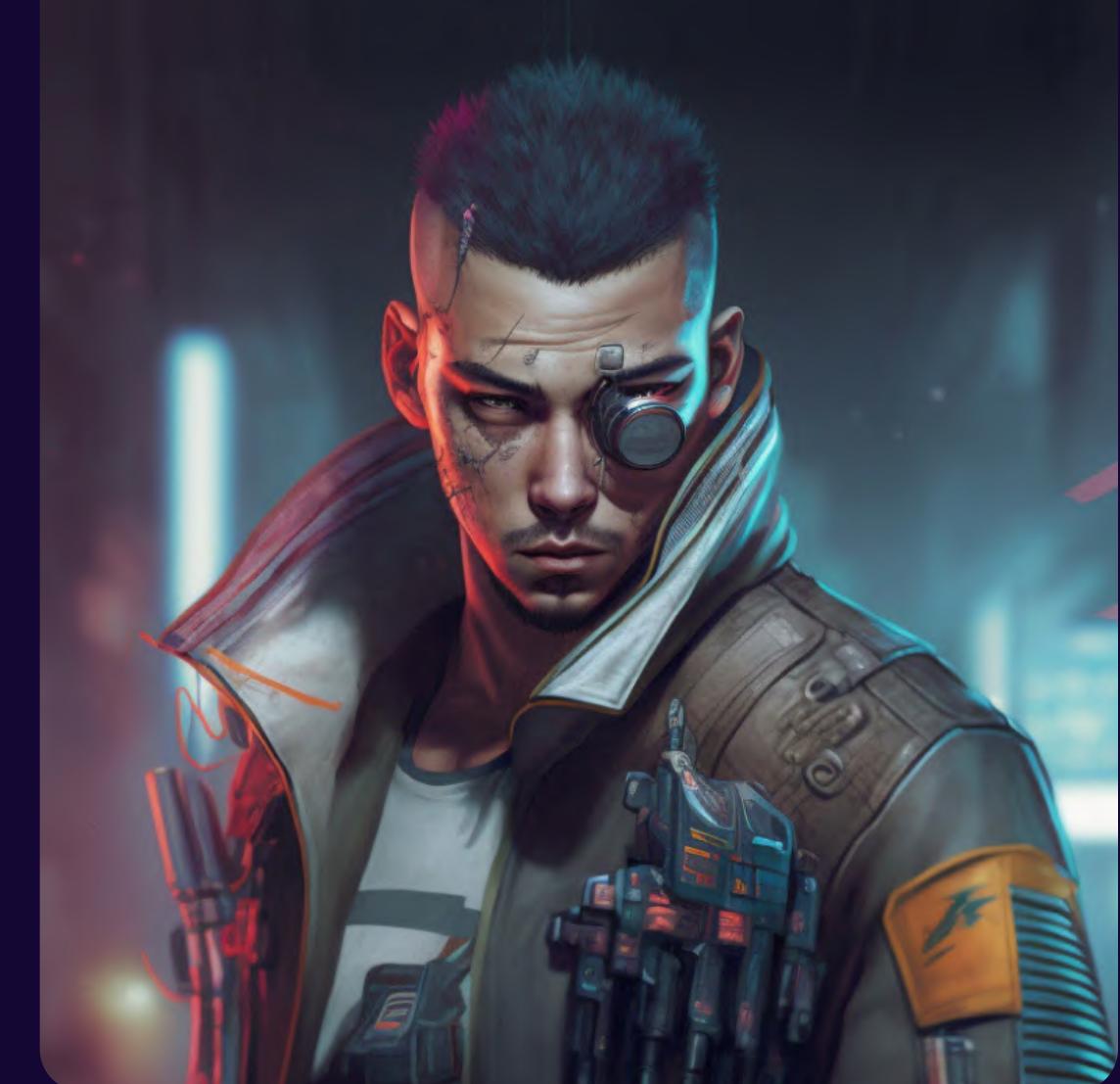
### How do players feel about NPCs?

So, how do players really feel about the current state of NPCs? And what is the impact of NPCs on immersion, storytelling, and engagement when things go wrong? Perhaps more importantly – if NPCs need to evolve, what do players want that evolution to look like?

These are all crucial questions, not just for the future of game storytelling and narrative design but also for game studios who want to remain competitive. But, until now, they've never been answered. Thanks to the contributions of the over 1,000 gamers we surveyed, the findings in this report reveal brand new insights.

### We'll share new insights into...

- How gamers feel about NPCs
- Where current NPCs are falling behind
- How the next generation of advanced AI NPCs will help build more immersive worlds
- How advanced AI NPCs can improve game metrics, including player engagement, session length, and retention
- The new opportunities for narrative storytelling and gameplay mechanics that more intelligent NPCs open up



# Key findings

## NPCs matter.

An overwhelming majority of gamers recognize the vital role current NPCs play, with 84% of gamers feeling they make a difference to gameplay.

## Players crave more interactivity.

Overall, gamers want more from their interactions with NPCs. 76% want better situational awareness, and 68% want more advanced conversations.

## Gamers will pay more for intelligent NPCs

99% of gamers believe including Advanced AI NPCs would positively impact gameplay. 79% would be more likely to buy a game with intelligent NPCs. More importantly, 81% of gamers would be willing to pay more for a game with advanced AI NPCs.

## Gamers are frustrated with current NPCs.

52% said they dislike repetitive NPC dialogue, while the repetitive movement of NPCs and their inability to adapt were also top dislikes.

## Advanced AI NPCs are the future.

Respondents loved advanced AI NPCs – with 79% stating they were excited by them, 88% believing they would make a game more immersive, and 78% saying they would spend more time playing games with them.

### Survey demographics

- 1,002 U.S.-based gamers
- Ages: 16 to 50
- Playtime: 5 to 8+ hours a week
- Platforms: PC, mobile, console, and VR

**99%**

Believe advanced AI NPCs would positively impact gameplay

**81%**

Of gamers would be willing to pay more for a game with advanced AI NPCs

**79%**

Would be more likely to buy a game with intelligent NPCs

**78%**

Would spend more time playing games with advanced AI NPCs

# Current NPCs vs advanced AI NPCs

## Current NPCs

A non-playable character is any character from a video game that the player doesn't control. Game developers might use NPCs to add life to an in-game town by carrying out everyday background tasks within the environment. They might play the role of a merchant or shop owner with whom you can buy and trade items. Or they might join you on missions as a valuable companion, working with you to take down enemies as they shout out various lines of (often repetitive) dialogue.

Some downsides of current NPCs are their limitations around dialogue, gestures, emotions, memories, and goals – all the components needed for immersive interaction.

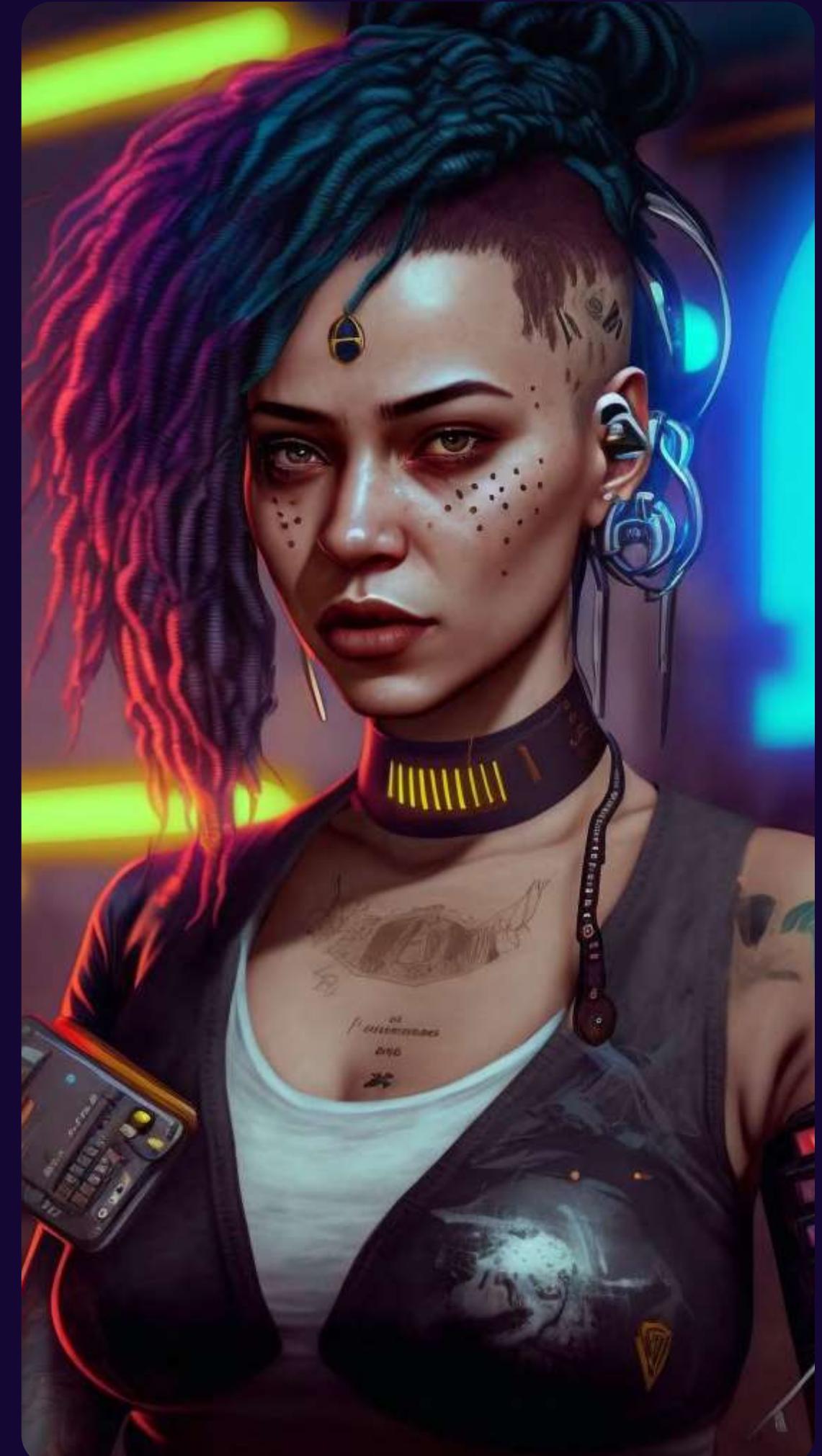
## Advanced AI NPCs

Advanced AI NPCs are the next evolution of NPCs. They're powered by multiple machine learning models designed to mimic the dynamic social nature of human interaction (rather than just shout the same two to three lines of dialogue!). These include cutting-edge natural language, text-to-speech, machine vision, and emotional processing models that allow advanced AI NPCs to engage in complex, real-time dynamic conversations and show awareness of players and their surroundings.

While past attempts to create more lifelike NPCs have often revolved around building more complex dialogue trees, new technology will allow NPCs to leave dialogue trees behind entirely.

### With advanced AI NPCs, players can...

- Engage in sophisticated voice (or text) conversations
- Ask any question about their backstory, game world or even what they ate for dinner
- Enjoy their distinctive personalities and quick wit
- Watch them respond to their surroundings: from what players are wearing to someone stealing their potions
- See them act based on their own motivations – opening up new game mechanics
- Watch as shifts in their emotions affect their expressions, gestures, and movements
- Enter worlds where NPCs know their name and remember them.



# A (partial) history of NPCs

**1975**

The term originates from tabletop games like *Dungeons and Dragons*



**1978**

Groups of NPC enemies are called ‘mobs’ short for ‘mobiles’ in the game *MUD1*

maker	.aci-User	dungeon
: [13/18]		A
gence	[15/18]	St
: [12/18]		Sa
ity	[21/19]	Hou
tution	[18/18]	
ma	[10/13]	
nt		
	'h sword +2	
	plate of Cool +1	
	ones of Lightning	

**2007**

*The Elder Scrolls IV: Oblivion* released. An AI-driven dialogue system allows NPCs to interact with each other



**2008**

GTA 4 released. NPCs now have randomized appearances for a greater variety of NPCs

**2013**

*Bioshock Infinite* released. Elizabeth was created to be a more fully realized NPC through cut scenes, better dialogue trees, and more realistic movements



**2016**

The term ‘NPC’ is first used as an insult to describe people who aren’t able to think or act for themselves – showing how gamers truly think about NPCs

**2018**

*Red Dead Redemption 2* released. NPCs have nuanced reactions that can change with context, location, and alcohol consumption. They have realistic voices and movements

**2020**

*Watch Dogs: Legion* released. All NPCs in the game are playable characters with backstories

**2020**

*The Last of Us Part II* released. Every NPC has a name and more complex AI is used to help guide their motions

**2022**

Inworld AI launches its character creation studio to create advanced AI NPCs



**Part 1**

# Player attitudes towards NPCs

It's currently a love-hate relationship



# The love: NPCs are important to gamers

NPCs come in all shapes and sizes, quite literally. Whether it's post-apocalyptic, sledgehammer-wielding companions or weapon-flinging dwarves trying to sell their wares, gamers love how NPCs contribute to their game experience.

The majority of the people we surveyed recognize the value NPCs add to games through optional quests and missions that enhance or add new layers to the game's story.

**“** NPCs can either make or break a game by adding or detracting from the game's immersion and believability. When I play, I literally insert myself into my character's world and make decisions based on what my character would think about situations, places, and the people they meet—including NPCs.

”

- Non-binary, 23 years old

## NPC love by platform



Of PC gamers believe NPCs are important



Of VR gamers believe NPCs are important



## NPC overall importance



Of gamers feel that NPCs are an important addition to gameplay.

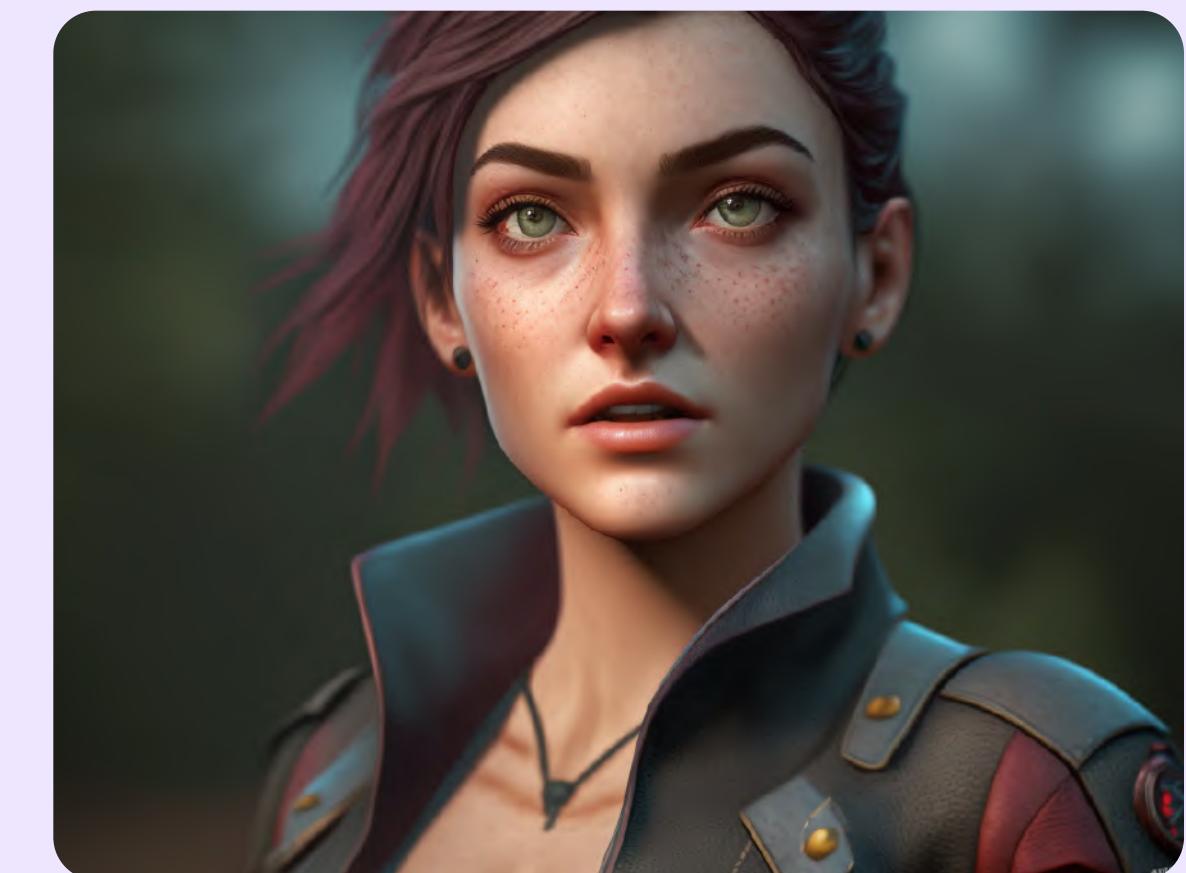
## Gen Y and Millennials are the most passionate about NPCs



Of 16 to 24-year-olds believe NPCs are important



Of 25 to 34-year-olds believe NPCs are important



# NPCs make for a richer (and often funnier) experience

Gamers enjoy interacting with NPCs to uncover more of a game's story. This might involve working through the main storyline of an epic RPG or AAA blockbuster with a companion beside them or venturing into towns and chatting with locals, hoping to uncover new quests.

We found the vast majority of gamers engage in optional dialogue with NPCs – and nearly half of them talk to as many NPCs as they can.

**“I think they're an important part of world-building. I always make an effort to talk to every NPC I can. They can offer tips, give side quests, have items for sale, can be entertaining, and help present the lore of a game or series.”**

- Female, 28 years old

## Interacting with NPCs



Of gamers always or sometimes talk to NPCs



Of gamers avoid NPCs or skip through their dialogue

## Engaging with NPCs to unlock optional story content



Of gamers talk to as many NPCs as they can for optional story content



Of gamers solely interact with NPCs when they need something

# Gamers want more meaningful interactions with NPCs

From *Fallout 3*'s Fawkes and *Resident Evil 4*'s The Merchant to *Halo*'s Cortana and Claptrap from the *Borderlands* games, there's a long history of beloved NPCs from major franchises. We found that players can quickly develop emotional connections to NPCs, especially when they play an essential role within the game.

Most gamers bond with NPCs over how they react in specific situations, whether it's the way Tom Nooks makes sly remarks as you upgrade your house in *Animal Crossing* or how Ellie helps you advance through the story by providing hints for puzzles and enemy locations in *The Last of Us*.

“Would be great to get an NPC’s ideas on things like gear without having to hear the same canned responses”

- Male, 44 years old



## NPC backstories



59%

Of gamers love spending time learning about NPCs' backstories

## Desire for more interactivity



32%

Of gamers wish they could interact with NPCs in a more engaging way

# Players love NPCs... but they'll troll them if they're poor-quality

While there are plenty of examples of players forming emotional connections with NPCs, such as *Skyrim*'s Lydia and *Fallout*'s Fawkes, thanks to their branching dialogue options, we also discovered that players enjoy trolling NPCs that suffer from limited dialogue options or repetitive movements.

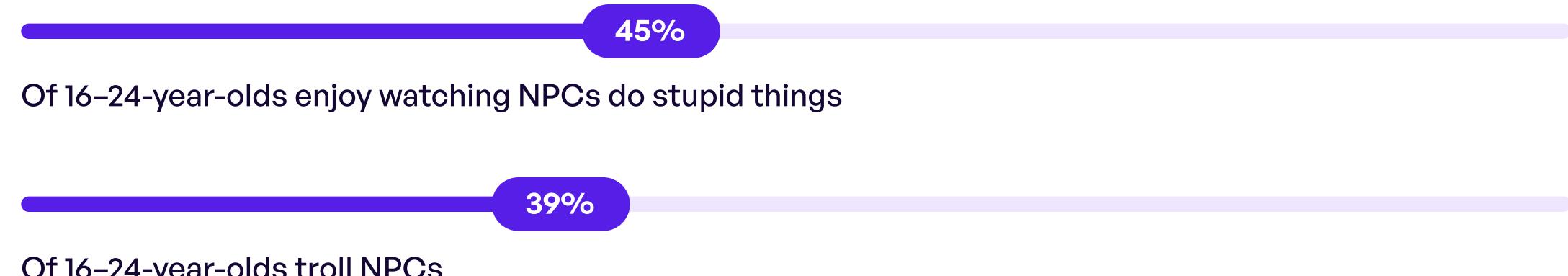
Ultimately, players that can engage with NPCs will invest additional time into their gaming experiences to get to know them better and grow their relationships with them. This is because additional dialogue options are often unlocked as players improve their in-game relationship levels with NPCs.

This preference for characters with more dialogue options shows a clear need to develop in-game NPCs – especially as players often troll poor-quality NPCs. While this can lead to viral memes, these memes highlight gameplay flaws which could negatively impact a studio's reputation. This is critical since the younger gamers that publishers are trying to win over are especially critical of poor-quality NPCs.

**“** I like to take their money and chase them. Usually they run and I catch up to them and beat them up and take their money. This adds to the fun of *Grand Theft Auto*. **”**

- Male, 27 years old

## Gen Z gamers are more likely to troll NPCs



# The hate: Repetitive NPCs are frustrating (and boring!)

## General dislikes of NPCs

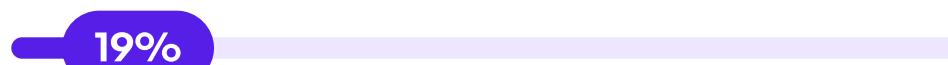
Dialogue is usually repetitive/meaningless



Don't adapt to changes in the game



No variation. They all act the same



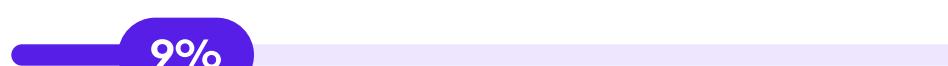
They're cryptic



Not enough depth to their characters



They slow down my gaming experience



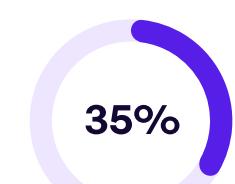
I find them irritating



## Gen Z gamers expect more personal awareness & interaction from NPCs



Of 16-24-year-olds dislike the lack of player awareness amongst NPCs



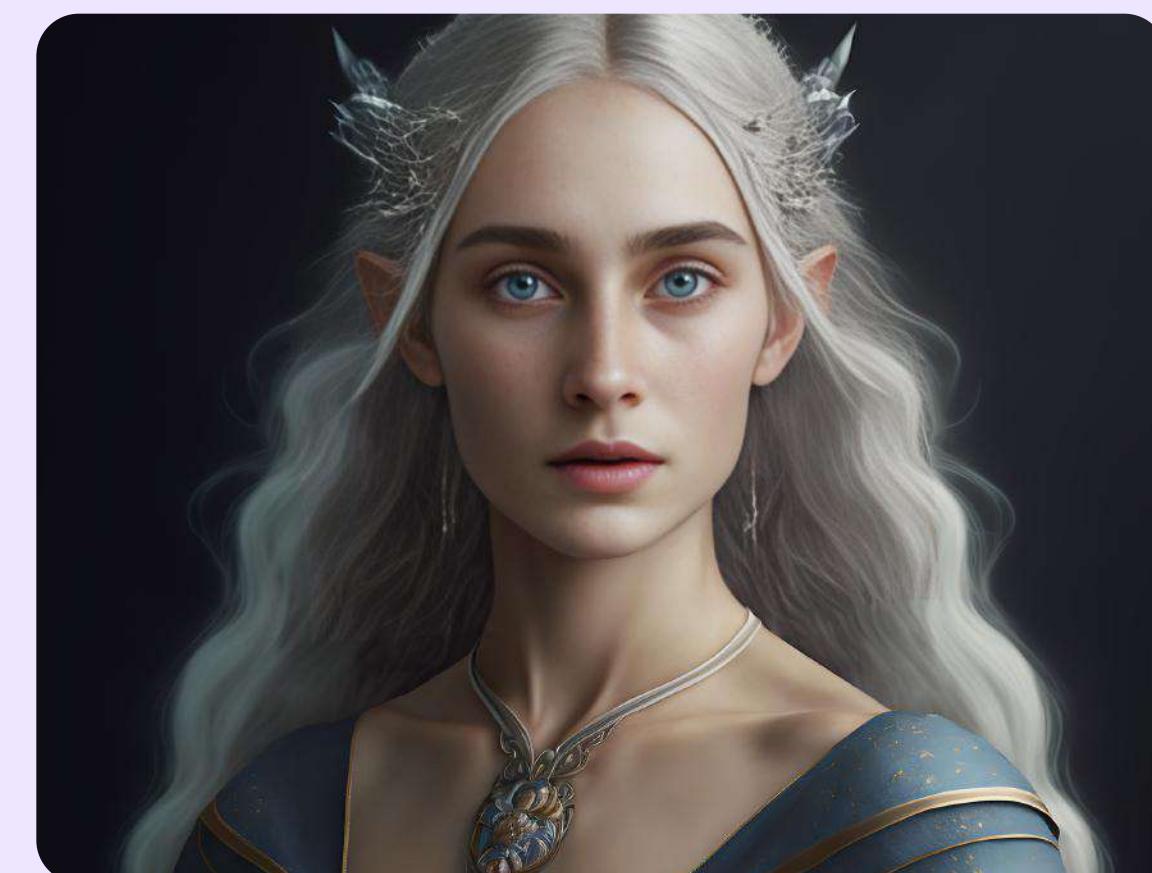
Of 16-24-year-olds dislike NPCs they can't interact with

The deeper the love, the deeper the hate. As much as the gamers we surveyed had favorite NPCs that they love engaging with, whether that's the Baron from *The Witcher 3* or Joseph from *The Evil Within*, they also had plenty of frustrations to share about NPCs' most annoying traits.

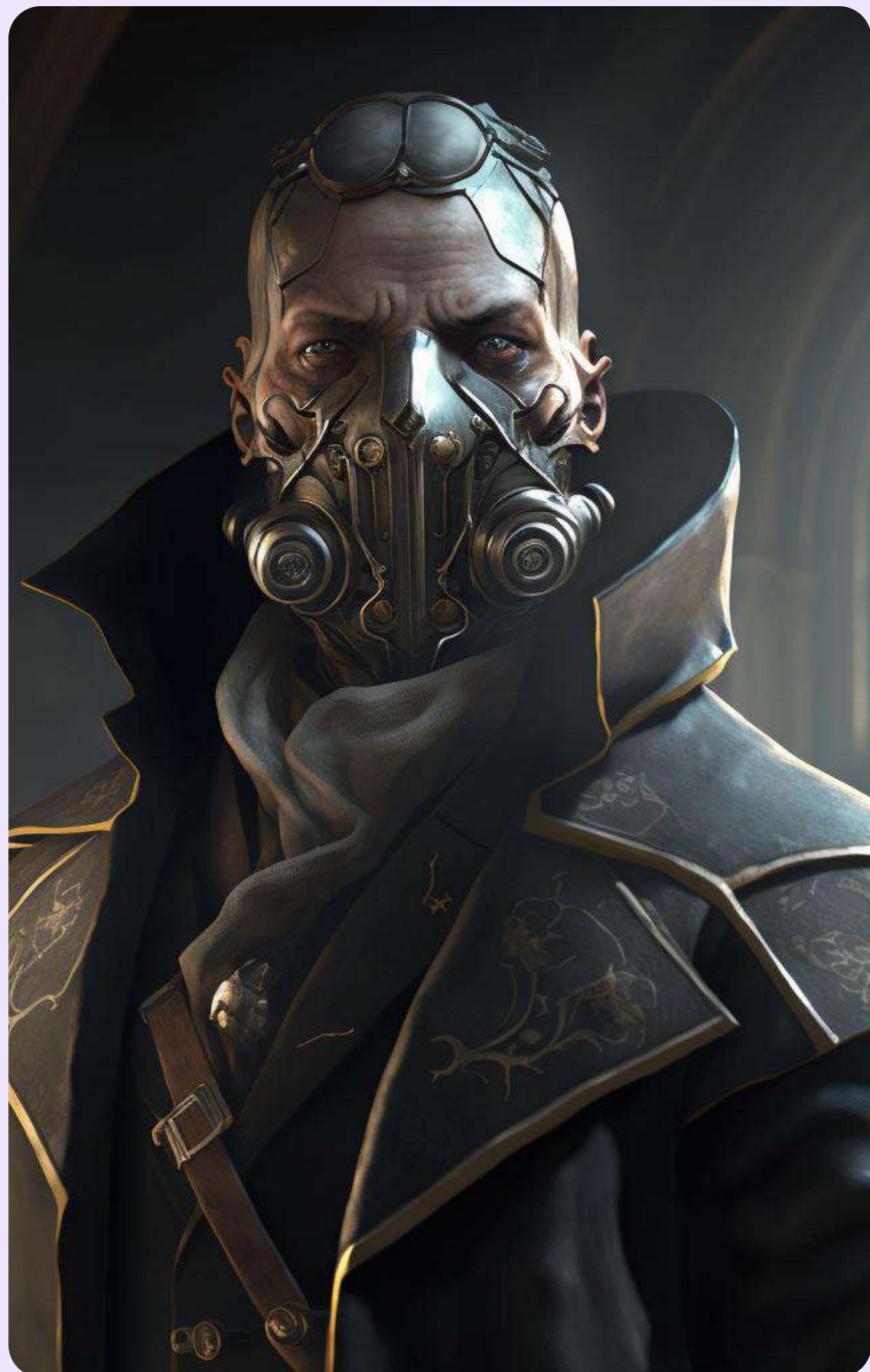
Despite these concerns, very few gamers viewed existing NPCs as pointless. They were more disappointed by how quickly NPCs' dialogue options can be exhausted and NPCs' lack of adaptability, highlighting a desire for more meaningful interactions.

“Animal Crossing lacks diverse dialog options and leaves the game boring and dull with each character archetype.”

- Male, 22 years old



# RPG and Sandbox gamers have the biggest complaints



RPG Players



31%

Of RPG gamers find repetitive dialogue annoying

Sandbox Players



32%

Of Sandbox gamers find repetitive dialog annoying

Gamers who love dialogue-heavy games like *The Elder Scrolls*, *Cyberpunk 2077*, *Minecraft*, and *Terraria* were more likely to see repetitive dialogue as their main annoyance.

**“** [Lord Recluse from *City of Heroes*] is a major villain but has no interaction with the players other than the regular storyline and just says the same thing over and over.”

- Female, 46 years old

**“** *Fallout 4* is a great game but the dialog options for companion characters were terrible and repetitive.

- Male, 44 years old

**“** Jarl Balgruuf is a wonderful NPC in *Skyrim*, but his dialogue seems a bit too stiff at times, especially after you complete several quests with him and become Thane of Whiterun.

- Non-binary, 23 years old

# NPC behaviors players can't stand

## NPC behaviors players want changed



It's not just limited dialogue trees that gamers find frustrating about NPCs although that tops the list of NPC behaviors players would like to see as a thing of the past. Something that's particularly clear from the number of comments in the survey about Skyrim's guards!

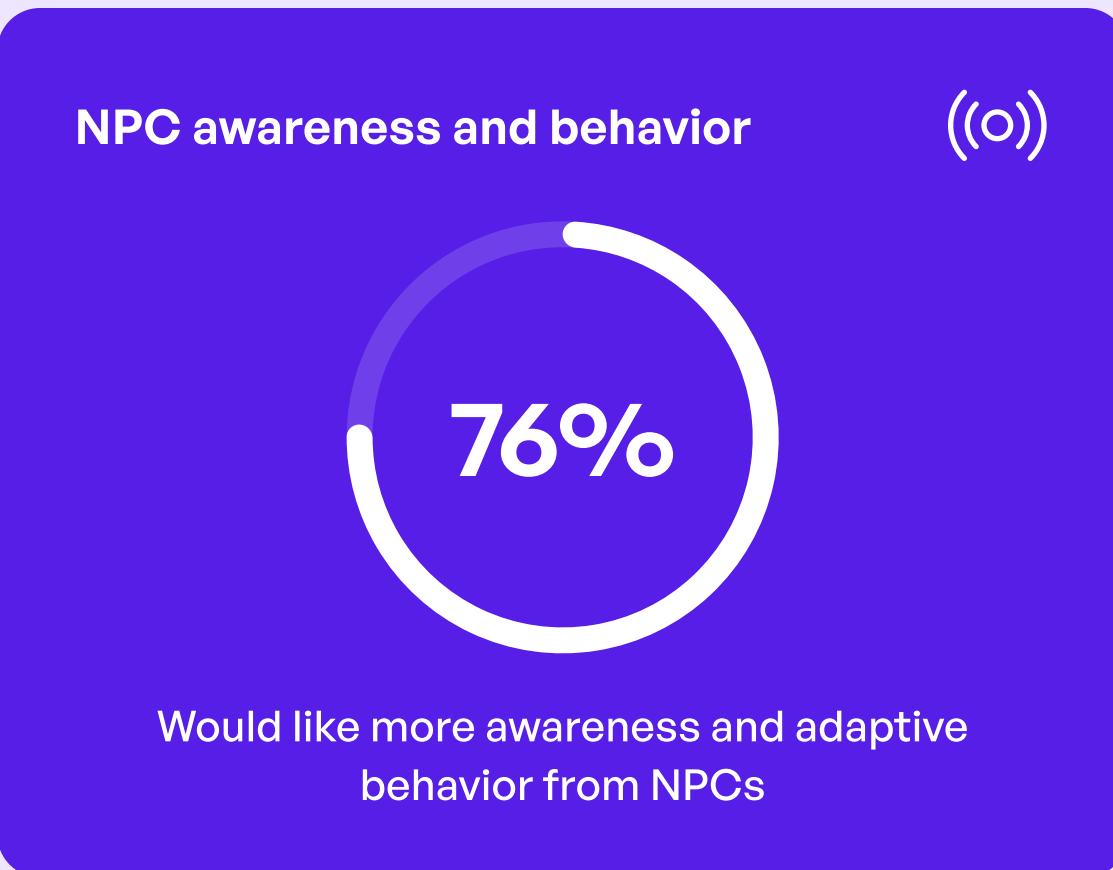
Plenty of other NPC behavioral traits – such as awkward movements and an inability to adapt in response to in-game changes – contribute to gamers' disconnect toward NPCs.

**“** NPCs need to have a good back story but often they are dumb and just end up getting in the way.

-- Male, 37 years old

99

# What gamers *really* want from NPCs



If gamers could create NPCs, what would they look like? We asked gamers to choose which specific traits and behaviors they'd like to see more from NPCs and which they feel are the most important.

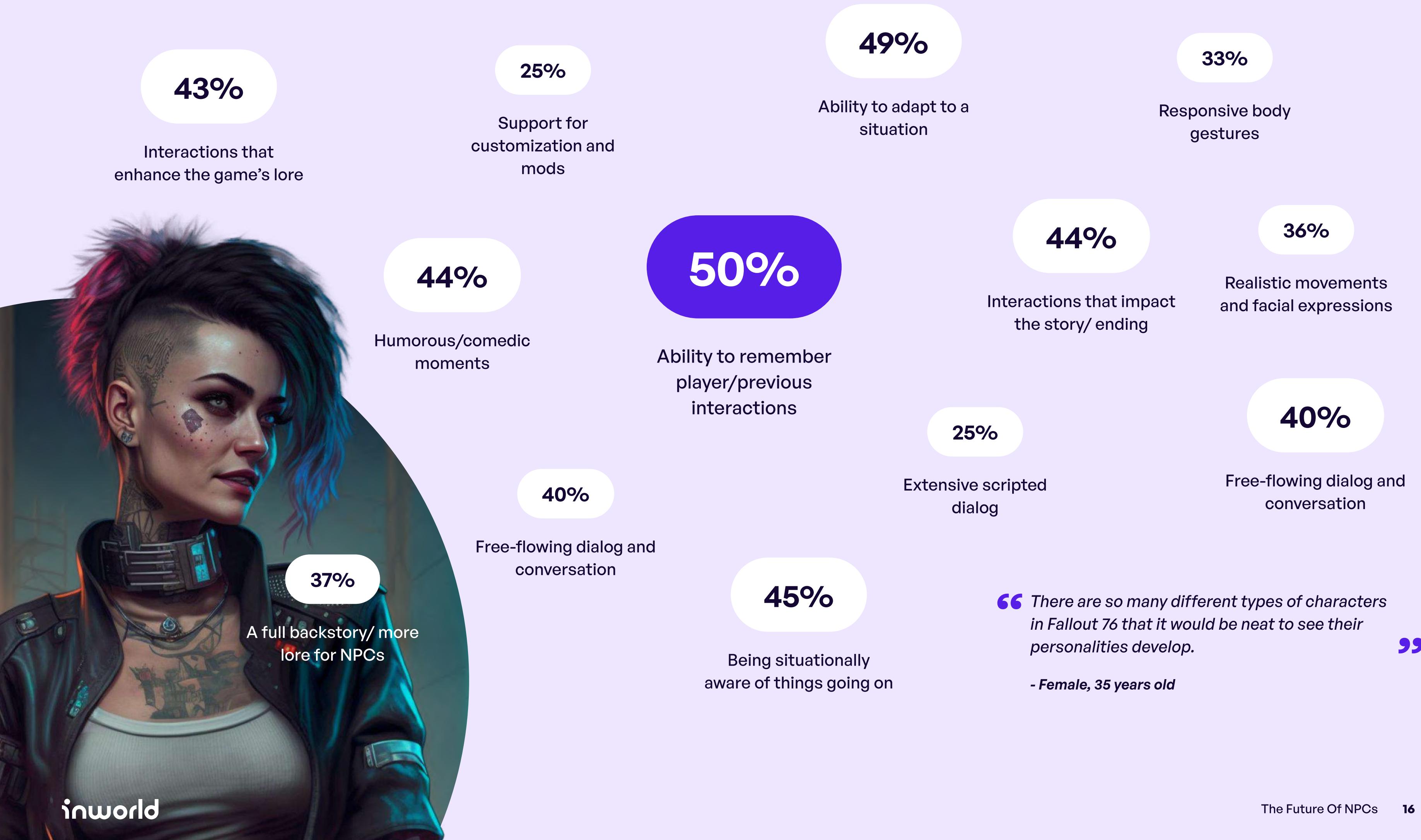
## Situational awareness is key!

Traits relating to situational awareness and adaptiveness, such as remembering previous interactions with players and being aware of what's happening in the world around them, were the most commonly desired traits.

Traits that impact the core gameplay experience and result in more immersive storytelling, such as NPC interactions that could change the ending of the game or NPCs having richer backstories, were the second most popular traits.

Our findings suggest that improving NPCs in these ways would lead to more meaningful connections between gamers and NPCs while also increasing player retention and engagement (as anyone who's completed numerous playthroughs of *Mass Effect* to unlock all endings will be able to tell you!).

# NPC traits that gamers would like to see more of...



Part 2

# Player attitudes towards advanced AI NPCs

It's a love-love relationship: Gamers overwhelmingly want advanced AI NPCs



# Gamers can't wait for games with advanced AI NPCs

## What if there was a simple way for game studios to give players what they want?

According to the gamers we surveyed, advanced AI NPCs are the answer.

We showed all respondents a demo of Inworld's advanced AI NPCs in action so they could watch how they respond to their surroundings and interact with players. Once they understood the concept, we asked them how they would feel about advanced AI characters in video games.

The findings were overwhelmingly positive.

## Advanced AI NPCs = more of what they love + less of what they hate

It's not surprising that gamers loved the concept of advanced AI NPCs. Many of the traits that gamers would like to see more of from NPCs can be easily implemented with more advanced AI technology. And those traits they hate? More advanced AI would make them a thing of the past.

## Gamers react differently to AI NPCs than other AI game elements

The overwhelmingly positive reception to advanced AI NPCs amongst gamers shows that, even if gamers are skeptical about the general use of AI in game development (like asset creation), this doesn't affect their attitudes toward advanced AI NPCs.

**“ I like that you can really interact and get real-time responses to your questions and interactions. This would really add depth and richness to games.**

- Female, 38 years old

**79%**

Were excited about advanced AI NPCs



**37%**

Were extremely excited about advanced AI NPCs

# Add smart NPCs. Make better games.

Given how much gamers bond with their favorite NPCs, what if smarter NPCs were the secret to transforming the game experience? That's what our survey results suggest!

Gamers were asked how advanced AI NPCs would positively impact the games they play.

**“**I really like them more than the normal NPCs because advanced AI can provide everything you need such as interaction, backstory, and your relationship with them.

99

- Male, 21 years old

**“**I think it will make games much more immersive and fun to play. It will be easier to learn about the world and open up possibilities for interaction and storybuilding.

99

- Non-binary, 47 years old

## Gamers feel advanced AI NPCs will positively impact games

88%

Think they will make a game more immersive

88%

Think they will improve the gameplay experience

84%

Are excited to play a game with advanced AI NPCs

76%

Think chatting freely with NPCs over voice chat makes for more exciting interactions

68%

Want all main NPCs to be advanced AI NPCs



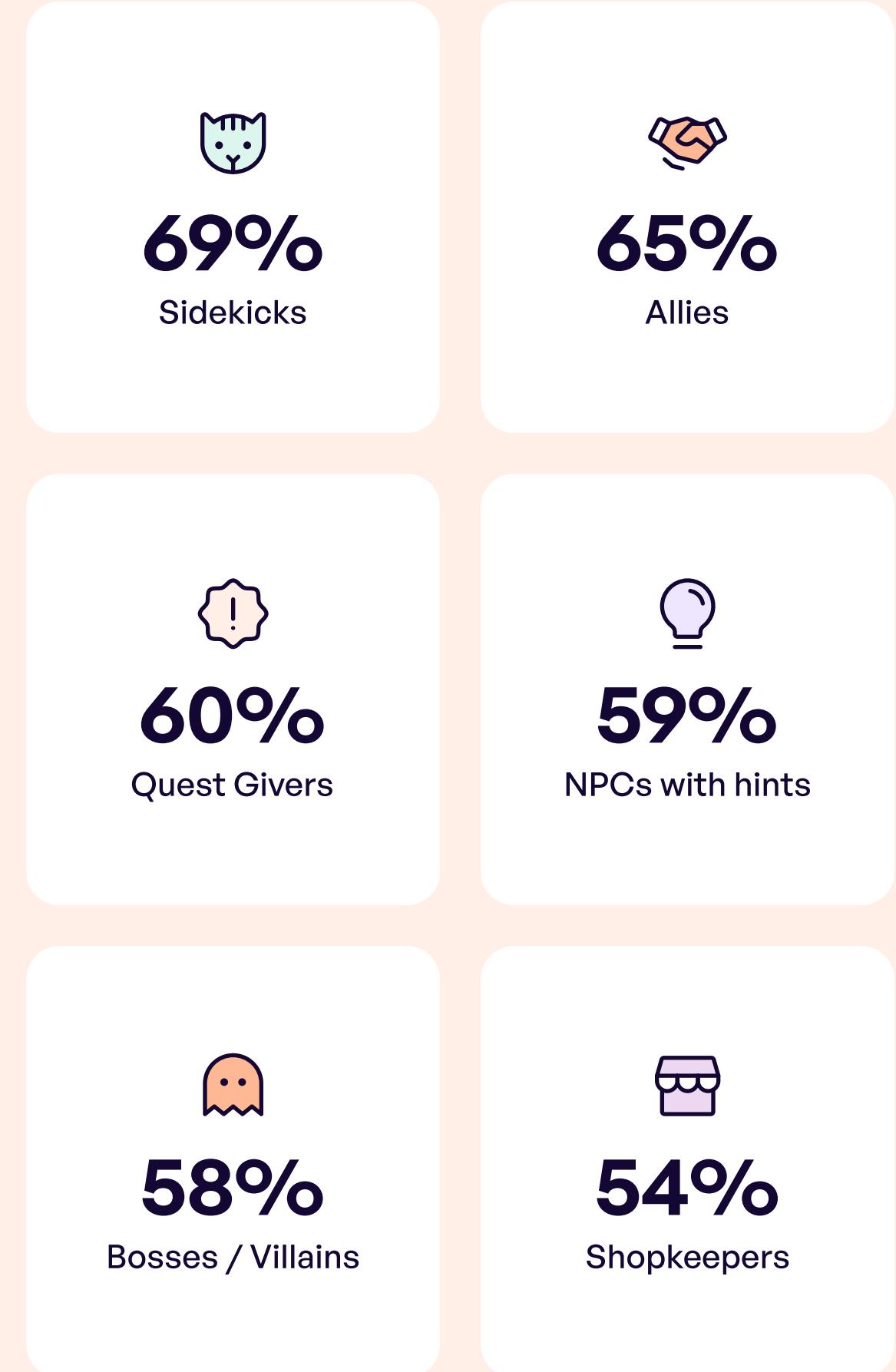
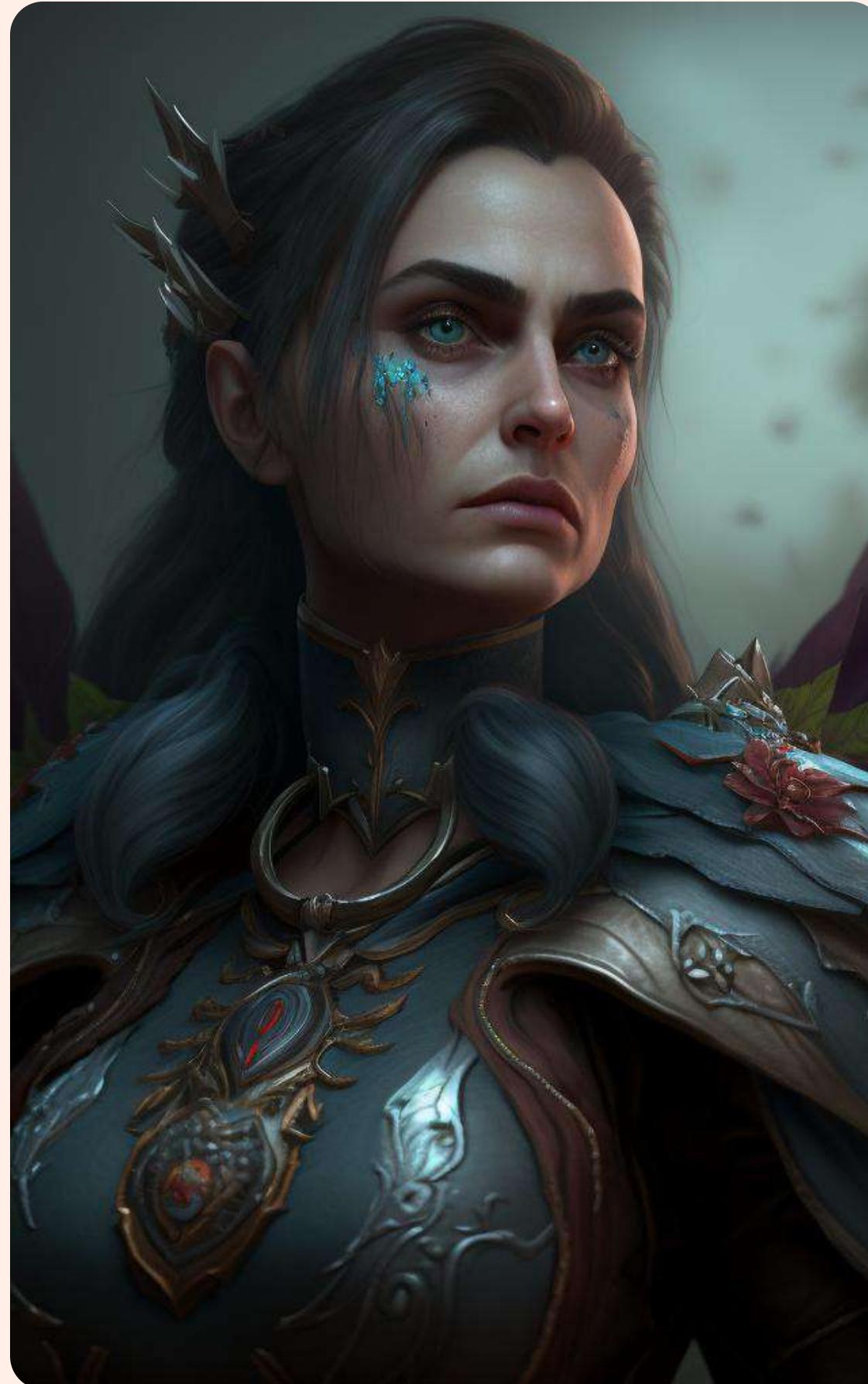
# Which smart NPCs do gamers want to interact with the most?

Of course, gamers had plenty of ideas about how advanced AI technology would be best used to improve NPCs, especially if it allows them to form deeper and more meaningful relationships with their favorite NPC archetypes. After all, who wouldn't want to know what *Resident Evil 4*'s The Merchant gets up to in-between his time teleporting from location to location?

As the role of NPCs varies dramatically according to a game's genre and narrative scope, we asked gamers to share their thoughts on which NPCs they want to enhance.

**“**I like that the dialogue is not scripted. Advanced AI NPCs are more like real characters and react to the world around them. I would love to be able to interact with an AI version of Lamar from *GTA 5*. I think he would have some hilarious and witty responses to whatever questions I asked. **”**

- Male, 24 years old



# Enhanced interactivity is the way to gamers' hearts...

Gamers know what they want to see more of in their games – and more engaging and dynamic NPCs are at the top of their list. Gamers have more aesthetic personalization options in their games than ever before, thanks to the advancement of character creation tools. Still, they also want more personalized interactions with NPCs to help them feel immersed in the games they're playing.

**“**I like that there would be more options for interacting with the NPCs instead of only a few options. I think it would be fun for each person to be able to play the game truly however they wanted.

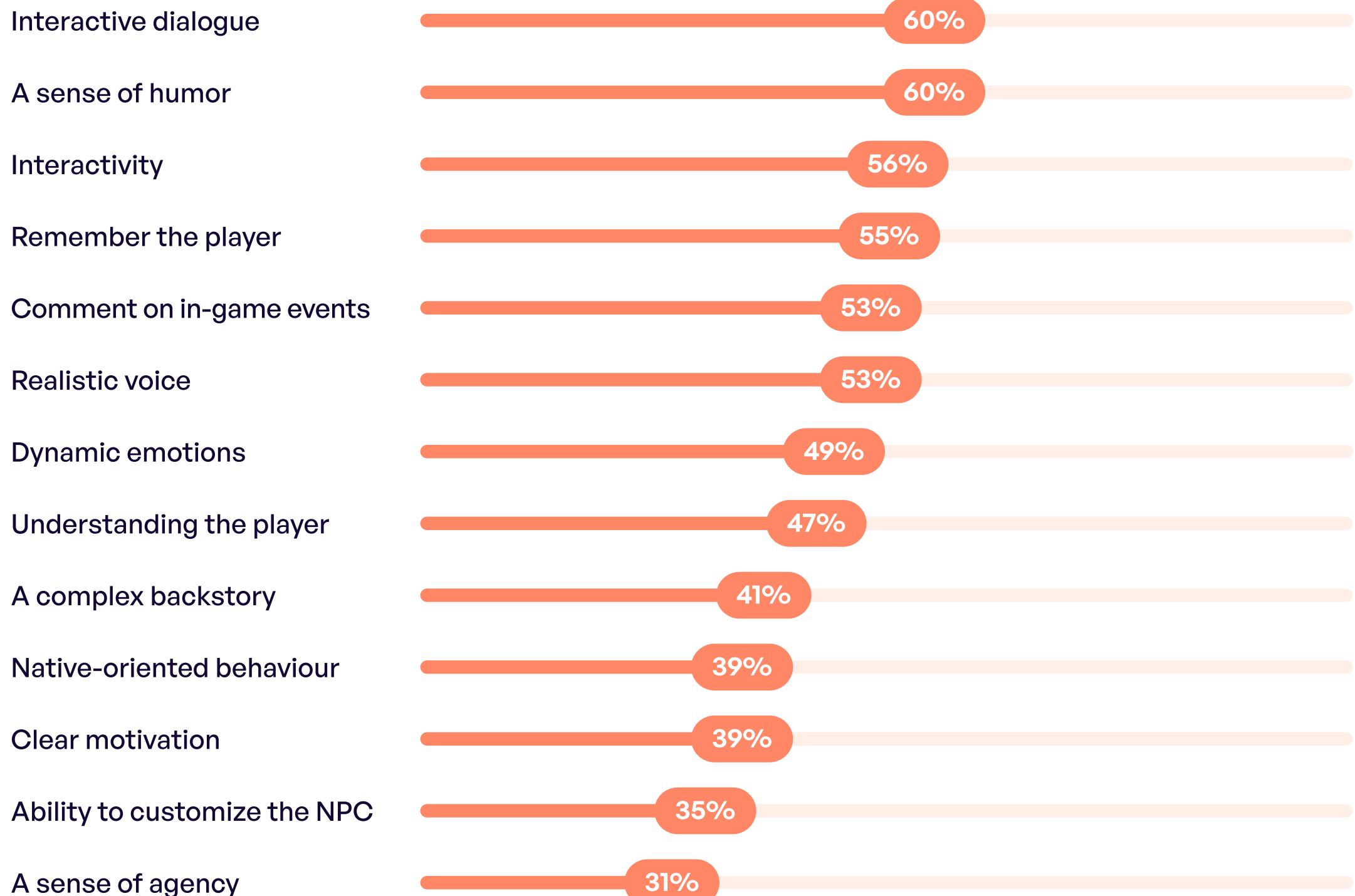
99

-- Female, 21 years old

## Most important functionalities for AI NPCs

**Interactive dialogue, interactivity** and the ability to comment on what's happening in-game were voted by respondents as being the most important functionalities for AI NPCs

## Players want to see these traits in advanced AI NPCs



# It's all about the genres!

As we've now seen, advanced AI NPCs have plenty to offer gamers, but the improvements they can make to games will depend on the specific game genres and their associated usage of NPCs.

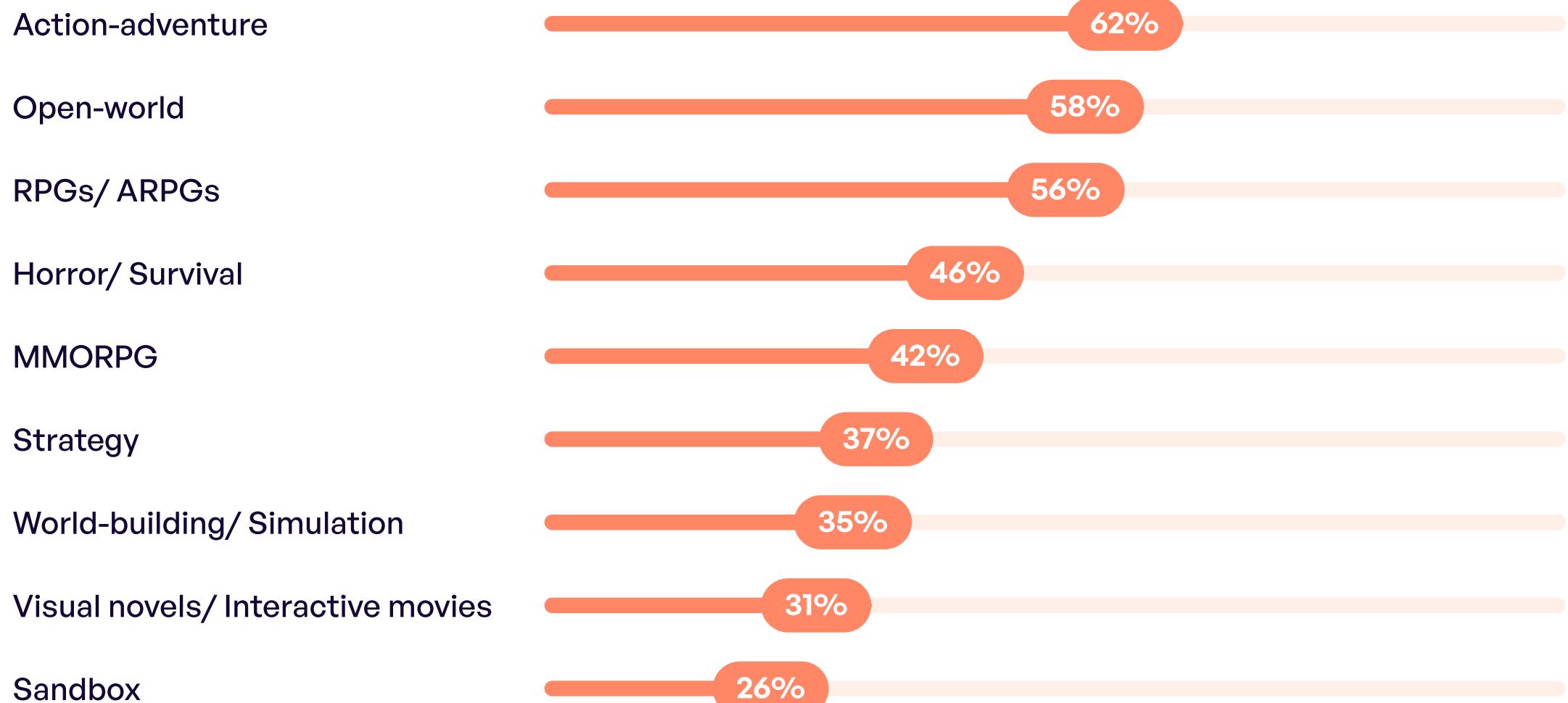
For example, fans of *The Elder Scrolls* and *The Witcher* games would see noticeable improvements in their favorite games if advanced AI technology was introduced into their NPCs. These games historically have a strong focus on NPCs.

We asked respondents which game genres they thought would gain the most value from advanced AI NPCs. While advanced AI NPCs can be added to any game genre, gamers felt RPGs, open-world games, or MMOs would benefit the most from having advanced AI NPCs.

**“They’re perfect! I love playing RPGs and MMORPGs, but prefer player-vs-environment to player-vs-player and enjoy interacting with NPCs more than random players. AI NPCs would definitely make me more emotionally attached to a game and would make it more enjoyable!”**

- Female, 50 years old

## Genres players would like to see advanced AI in...



Part 3

# How advanced AI NPCs will disrupt games

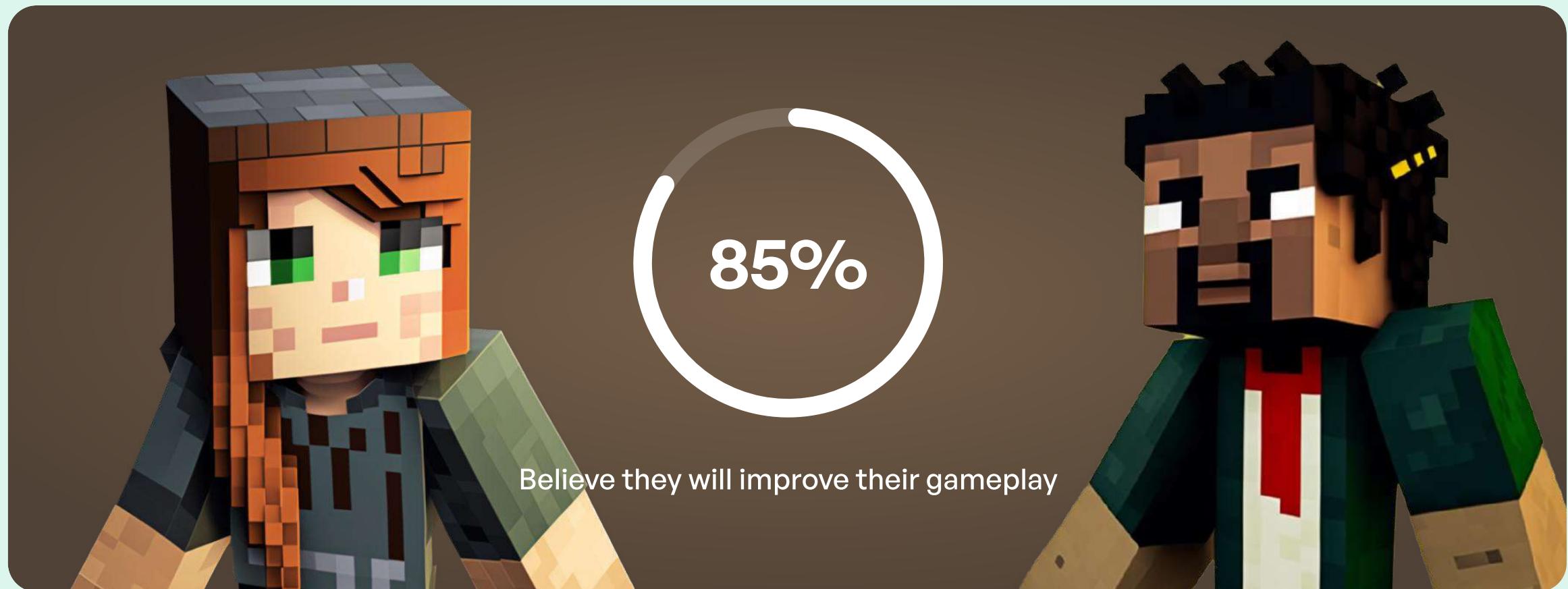
The future of NPCs is advanced AI – and gamers are willing to pay for it

# Smarter NPCs are set to transform gameplay

We asked gamers to share their thoughts on how much advanced AI NPCs could impact their overall gaming experience. Our findings show the vast majority of gamers believe advanced AI NPCs will have a positive impact on their gameplay.

**“Advanced AI NPCs will make the game way better! They will add so much depth to games as you will actually have a reason to interact with regular NPCs, not just the ones wearing special clothes or who are marked as characters you need to interact with”**

- Male, 33 years old



# It's (almost) unanimous: 99% think advanced NPCs are a value add

A near-unanimous number of gamers we surveyed think advanced AI NPCs will positively impact their gaming experience. An overwhelming majority also think AI NPCs will make gameplay more immersive and interactive thanks to their non-scripted nature (no more repetitive dialogue!)

Best of all, immersion and interactivity have been highlighted in NPC research studies as the two factors limiting NPC believability. As gamers believe these two factors are where they'll see the most significant changes from AI advanced NPCs, this suggests that AI technology is the answer to creating more believable NPCs.

**“I love the idea of being able to ask an NPC anything at all. That is so awesome. I loved hearing their reactions -- and the fact that they can be funny is so cool.”**

- Female, 37 years old

”

## How gamers think advanced AI NPCs will positively impact games

Higher levels of immersion



More interactive gameplay experiences



More fun



Make the game world feel more real



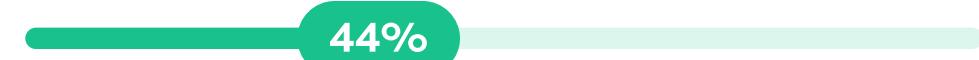
More unique and personalized gameplay



More memorable gaming moments



More enjoyment from speaking to NPCs



## How gamers think advanced AI NPCs will positively impact games

Gamers who play Sandbox and RPG games are more likely to think advanced AI NPCs will make gameplay more interactive

Sandbox: 71%

RPG: 69%

# Smarter NPCs will capture more of gamers' time – and money

Gamers are extremely excited to play games with these more interactive NPCs in them. So much so that an overwhelming majority believe they'll spend more time and money playing games that feature advanced AI NPCs. This makes sense, considering how smarter NPCs can enhance gameplay – from providing additional lore to making side quests and optional missions feel more fulfilling.

**“Wow. The advanced AI NPCs were having real conversations with the players. That is pretty incredible. I would love this in my gameplay. It would really add to the enjoyment of the game.”**

- Female, 41 years old

## Longer play times



Would spend more time playing games with advanced AI NPCs



## Gamers willing to pay more



Are willing to pay extra for a game with advanced AI NPCs



## Smarter NPCs = more sales

Would be more likely to buy a game if it had advanced AI NPCs

79%

Interested in buying an expansion pack if it included advanced AI NPCs

77%

Would be more likely to buy a sequel to a game if it included advanced AI NPCs

72%

# Just mod it! Customizable advanced AI NPCs will be popular

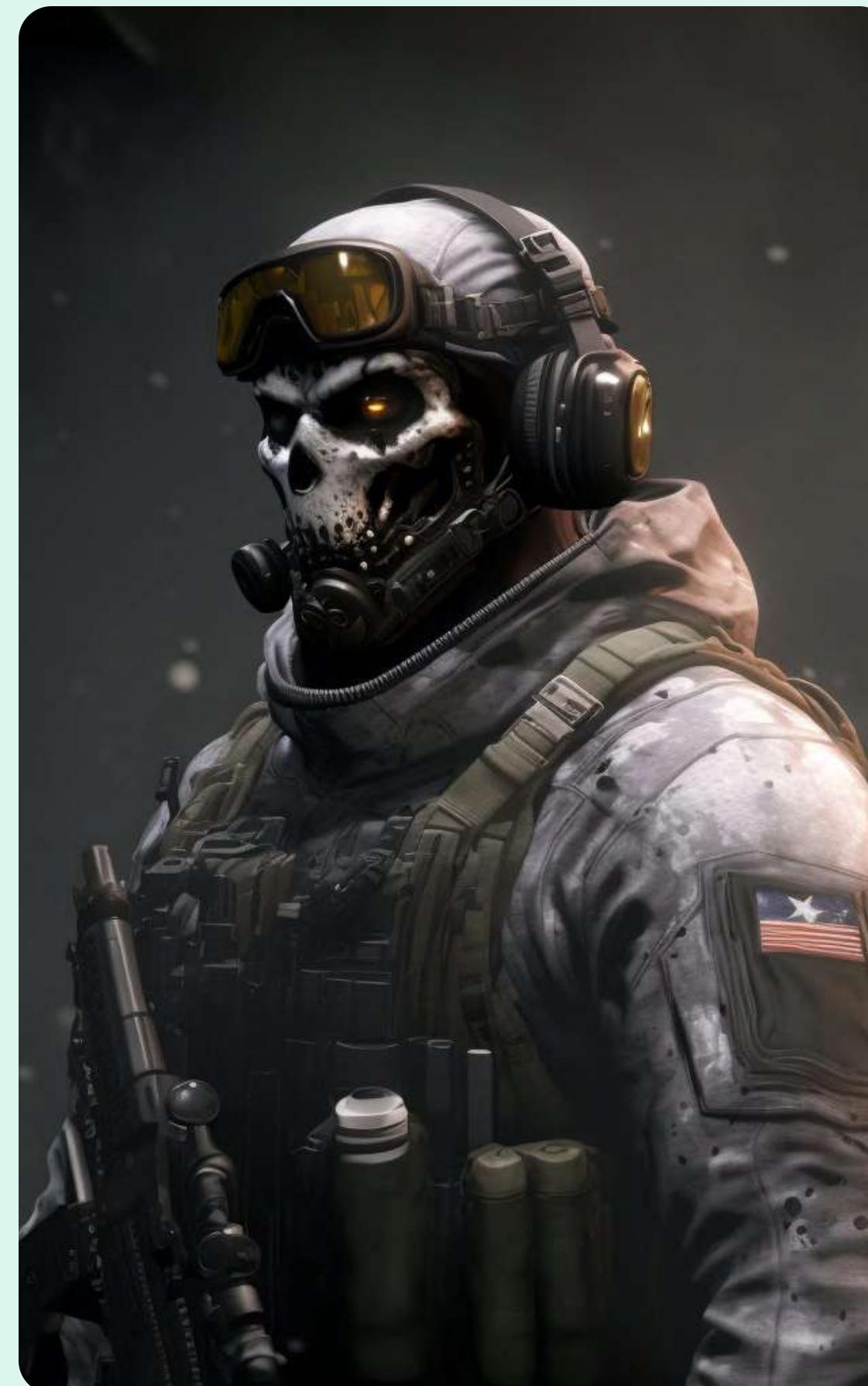
Players love customizing and personalizing their characters and avatars with fancy clothes, weapon skins, emotes, and accessories, so they were excited about the ability to customize advanced AI NPCs.

With advanced AI NPCs, game publishers could offer the ability to choose NPC's personality, behaviors, backstory, and other characteristics – allowing gamers to create a truly personalized gaming experience. Gamers we surveyed also expressed excitement at this possibility.

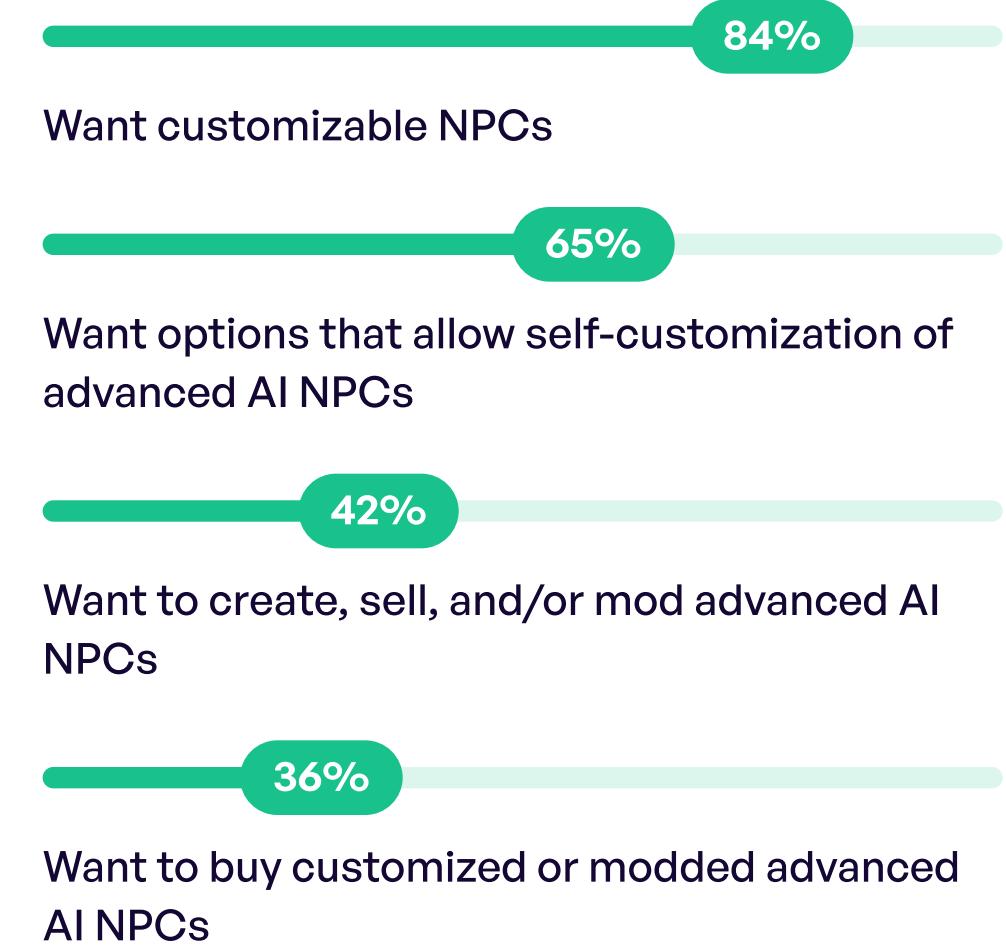
**“**The potential this kind of tech has for making game worlds more authentic and immersive is astronomical!

**”**

- Male, 34 years old



**What type of customizations players are looking for**



# Conclusion

The future of NPCs... is advanced AI NPCs. Are you ready?

# Report summary

NPCs play a critical role in narrative storytelling, worldbuilding, and player immersion but, despite gamers' love for them, they also often find themselves frustrated by them – or left wanting more. More depth. More interactivity. Greater situational awareness. Realistic responses to things happening in the game. And much more opportunity for dialogue.

While existing research has shown that adaptability and awareness are the top two factors limiting NPC believability, our study is the first to illuminate why – and how game developers can go about addressing it.

## Focus on interactivity.

Gamers care most about interactivity when it comes to NPCs. Better conversation is important but so is the ability to observe, adapt, and respond to their surroundings, actions, and players. With Inworld, you can create characters that respond naturally to anything that happens.



## Stop underinvesting in NPCs.



An overwhelming majority of gamers (84%) believe that NPCs are crucial to their gaming experience. Upgrading NPC technology and increasing NPC investment is critical to the future success of your franchise and studio. Spoiler: Thanks to the magic of low-code and AI, better NPCs are financially accessible for all game studios – from indies to AAA -- via Inworld's solutions.

## Upgrade your AI.



The AI currently powering NPCs is rudimentary compared to what's available. With 99% of gamers believing that more advanced AI NPCs will add positively to their game experience, upgrading your AI is an easy choice. By doing so, you'll make games more immersive and increase the time players spend in your game world.

## Ditch repetitive NPCs.



No one wants to hear the same things over and over again – 68% of gamers crave more advanced conversations. The rise of ChatGPT and other natural language processing AI proves that the time is now for real-time and responsive conversations. NPC solutions like Inworld AI give your characters the power of those models while still allowing your narrative designers to script critical dialogue. You can even use the same voice actors for your characters!

## Think about it as a business opportunity.

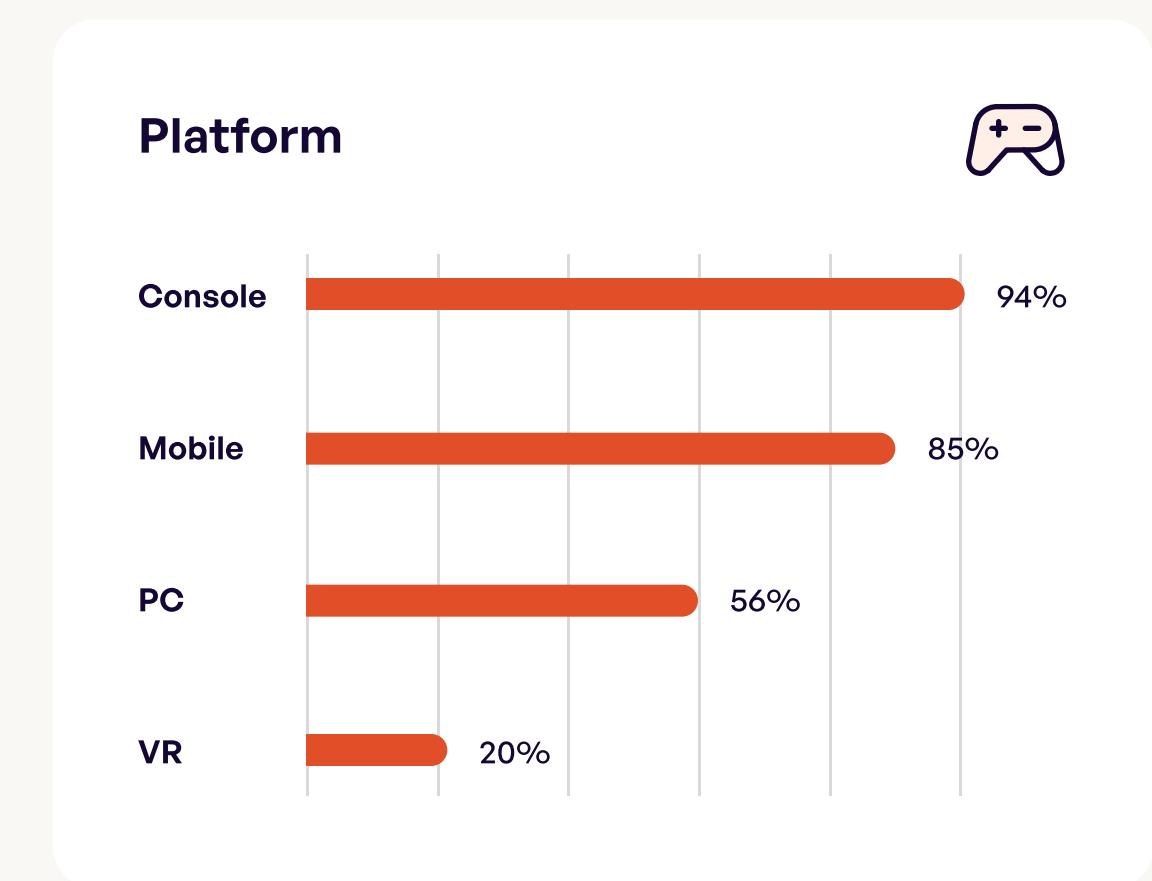
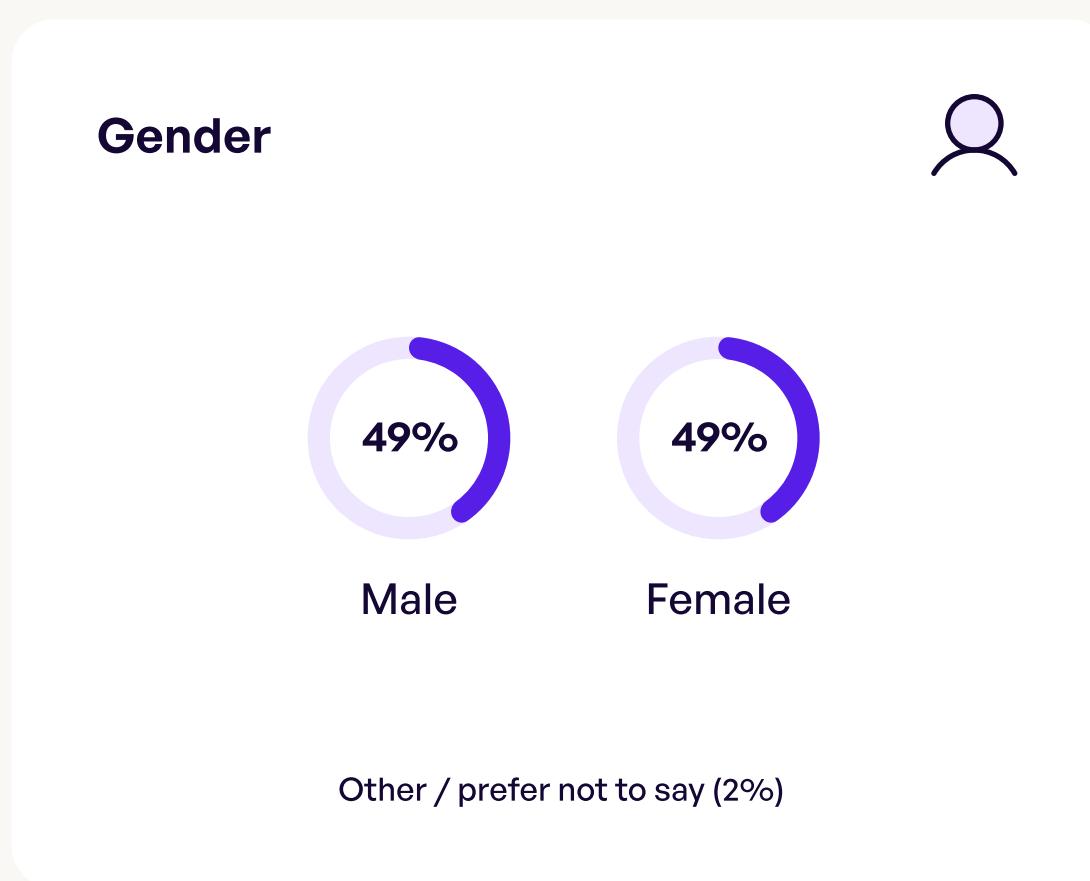
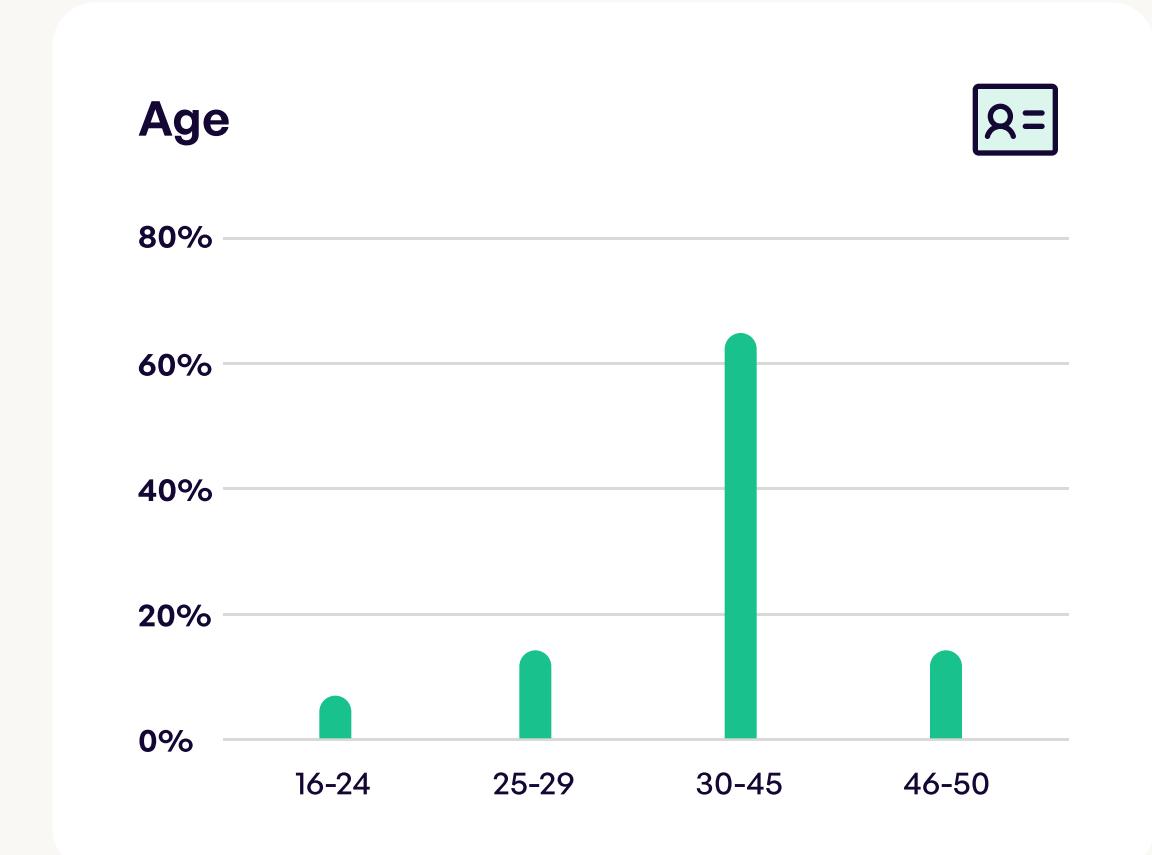
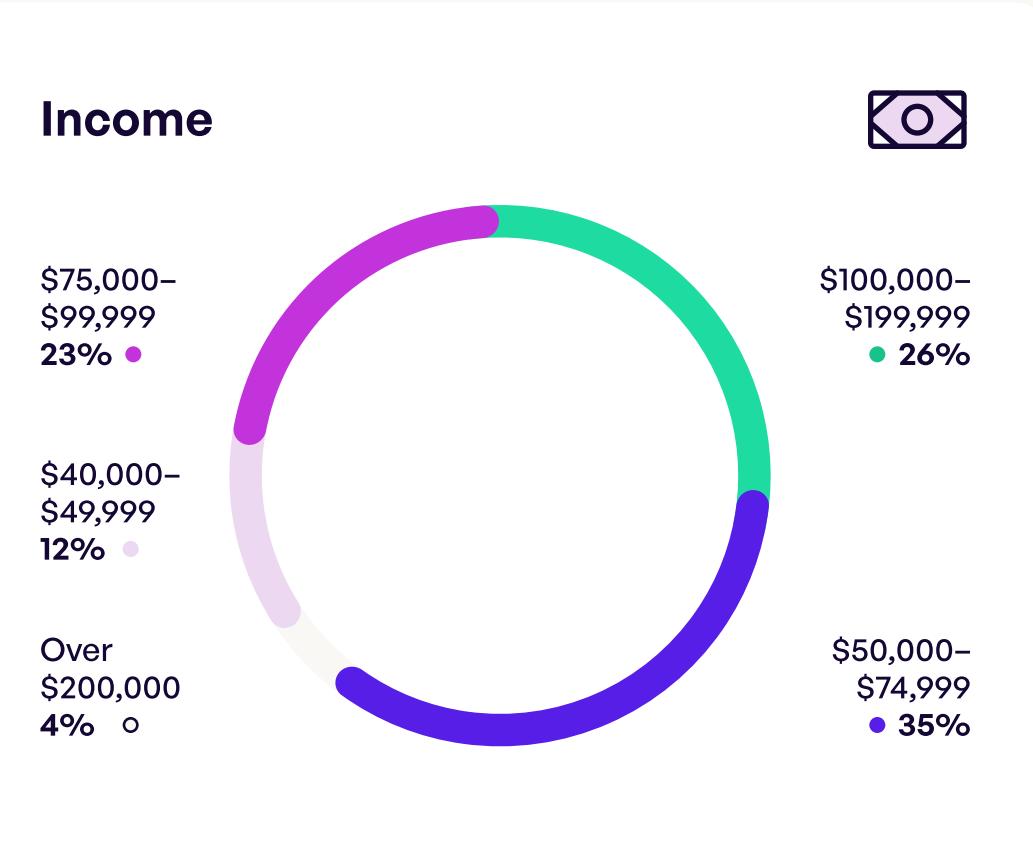


Want to increase sales? Grow your franchise with sequels? Improve player retention? Increase replayability? Sell more expansion packs? Generate more subscription revenue? Or even increase the price of your titles? The answer is simple – add advanced AI NPCs.

# Methodology and demographics

To understand how gamers feel about current NPCs and what they expect from NPCs in the future, we surveyed 1,002 U.S.-based gamers with the help of Bryter Research. All respondents were between the ages of 16 and 50 and spent an average of between five to eight hours every week playing video games across PC, mobile, console, and VR platforms.

Respondents answered a 20-minute online survey featuring multiple choice, open answer, and ranking questions that examined their attitudes towards current NPCs and their reactions to Inworld's advanced AI NPCs. They watched a video showing advanced AI NPCs in action and read an explanation of the possibilities of advanced AI NPCs.



# Photo credits

Promotional artwork from *Grand Theft Auto IV* depicting Niko Bellic.

Promotional artwork from *The Elder Scrolls IV: Oblivion* depicting an Imperial Guard.

Game screenshot from *Bioshock: Infinite*.

Game screenshot from *The Elder Scrolls IV: Oblivion*.

Promotional artwork from *Red Dead Redemption: II*.

Promotional artwork from *Watch Dogs: Legion*.

Promotional artwork from *The Last of Us: Part 2*.

Promotional artwork from *Red Dead Redemption*.

# About Inworld AI

Inworld is a developer platform for adding advanced NPC behavior and dialogue to games and real-time experiences. We use over 20 AI models to create lifelike, engaging, and expressive characters that mimic the dynamic nature of human interaction. Inworld characters can interact unscripted voice-to-voice with the help of ChatGPT-like language models and multimodal behavior and perception systems.

Inworld is run by a team of experts and pioneers in the fields of conversational AI, generative models, and the gaming and entertainment industry. Inworld's founders previously launched API.AI, renamed Dialogflow after being acquired by Google. It is currently the most popular conversational AI platform. Inworld's Chief Creative Officer, Academy Award-winner John Gaeta, also brings decades of experience from the gaming and entertainment industry through his work on the Matrix movies, his role in founding Lucasfilm's Immersive Entertainment Division, and as Executive Creative Producer on Epic Games' *The Matrix Awakens*.

## Learn more

**Partnership opportunities:** [partnerships@inworld.ai](mailto:partnerships@inworld.ai)

**General outreach:** [hello@inworld.ai](mailto:hello@inworld.ai)

