

AMPERE
GAMES

Console title activity trends: June 2023

Subscription services increasingly key to user acquisition

Ampere Games team

July 2023

The Ampere Games portfolio of services covers three key areas



Ampere Games – Consumer

Consumer research

- 22 markets
- 46,000 respondents annually
- 13–64-year-olds
- Nationally representative (16–64-year-olds)
- Consumer profiling of gamer types, attitudes and habits



Ampere Games – Markets

Games market data & forecasts

- Strategic and planning data for the global games market
- Device, monetisation and country level data
- Console data spotlight
- Subscription service spotlight
- M&A, funding and company earnings



Ampere Games – Analytics

Title-level data

- Console & PC title activity data – PlayStation, Xbox & Steam
- Multi-game subscription catalogue title tracking
- Ampere's proprietary title Popularity ranking
- Comprehensive title metadata

Most popular titles across PlayStation and Xbox, June 23: No sign of weakness from *Fortnite*

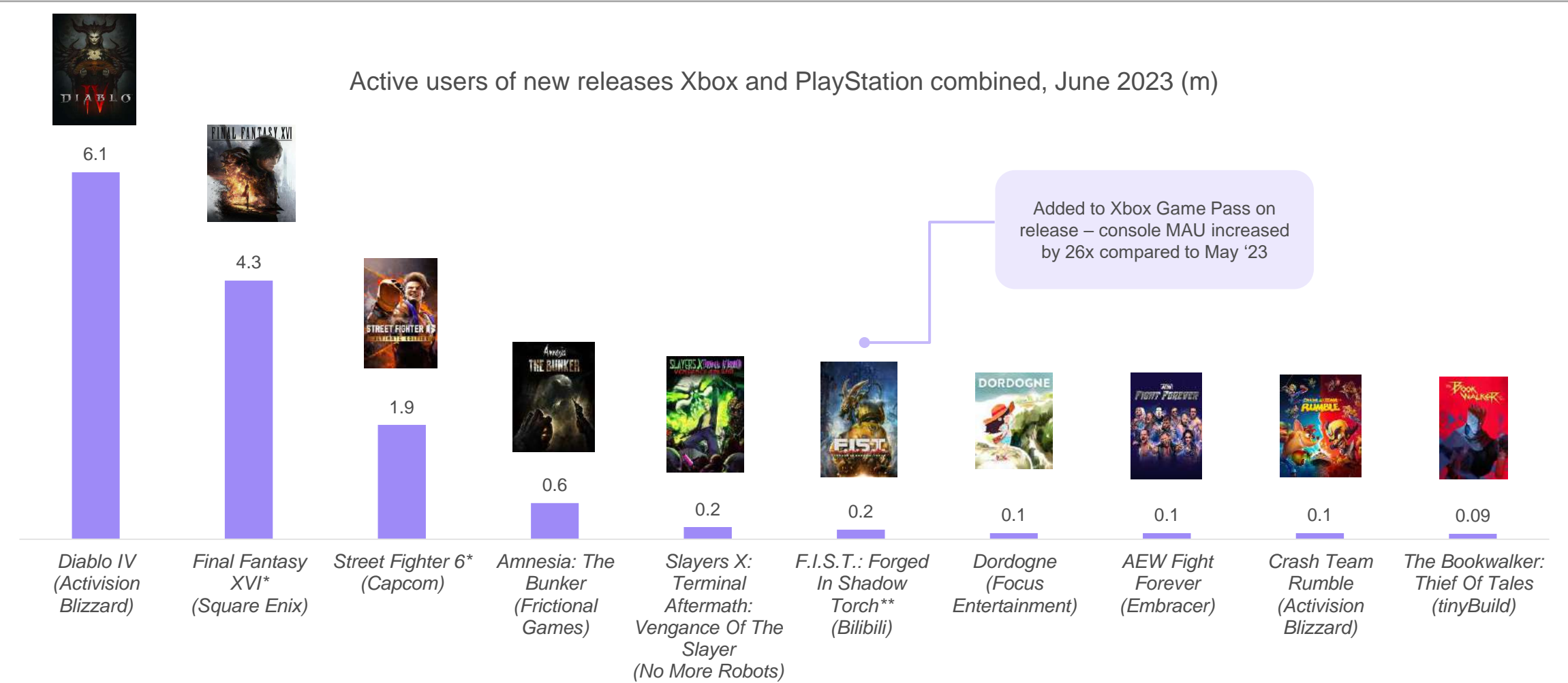
PlayStation title	Parent publisher	MAUs (m) (vs. prior month)
<i>Fortnite</i>	Epic Games	26.0 (+0.7)
<i>FIFA 23</i>	Electronic Arts	17.1 (+/-0)
<i>Grand Theft Auto V</i>	Take-Two	15.3 (+1.3)
<i>Call Of Duty: Modern Warfare II (inc. Warzone 2.0)</i>	Activision Blizzard	12.3 (-0.3)
<i>Rocket League</i>	Epic Games	9.3 (+0.3)
<i>Minecraft</i>	Microsoft	9.7 (+0.9)
<i>NBA 2K23</i>	Take-Two	8.3 (+3.8)
<i>Apex Legends</i>	Electronic Arts	6.3 (-0.5)
<i>Fall Guys</i>	Epic Games	6.2 (+0.4)
<i>FIFA 22</i>	Electronic Arts	4.8 (-0.3)

Source: Ampere Games – Analytics, 45 markets

Xbox Title	Parent publisher	MAUs (m) (vs. prior month)
<i>Fortnite</i>	Epic Games	10.1 (+0.5)
<i>Call Of Duty: Modern Warfare II (inc. Warzone 2.0)</i>	Activision Blizzard	7.3 (+/-0)
<i>Grand Theft Auto V</i>	Take-Two	7.2 (+1.1)
<i>Minecraft</i>	Microsoft	6.7 (+1.2)
<i>Roblox</i>	Roblox	5.1 (+0.7)
<i>Rocket League</i>	Epic Games	4.2 (+0.3)
<i>Apex Legends</i>	Electronic Arts	3.5 (-0.2)
<i>Tom Clancy's Rainbow Six Siege</i>	Ubisoft	4.1 (+0.3)
<i>Forza Horizon 5</i>	Microsoft	3.0 (+1.0)
<i>FIFA 23</i>	Electronic Arts	2.9 (+0.2)

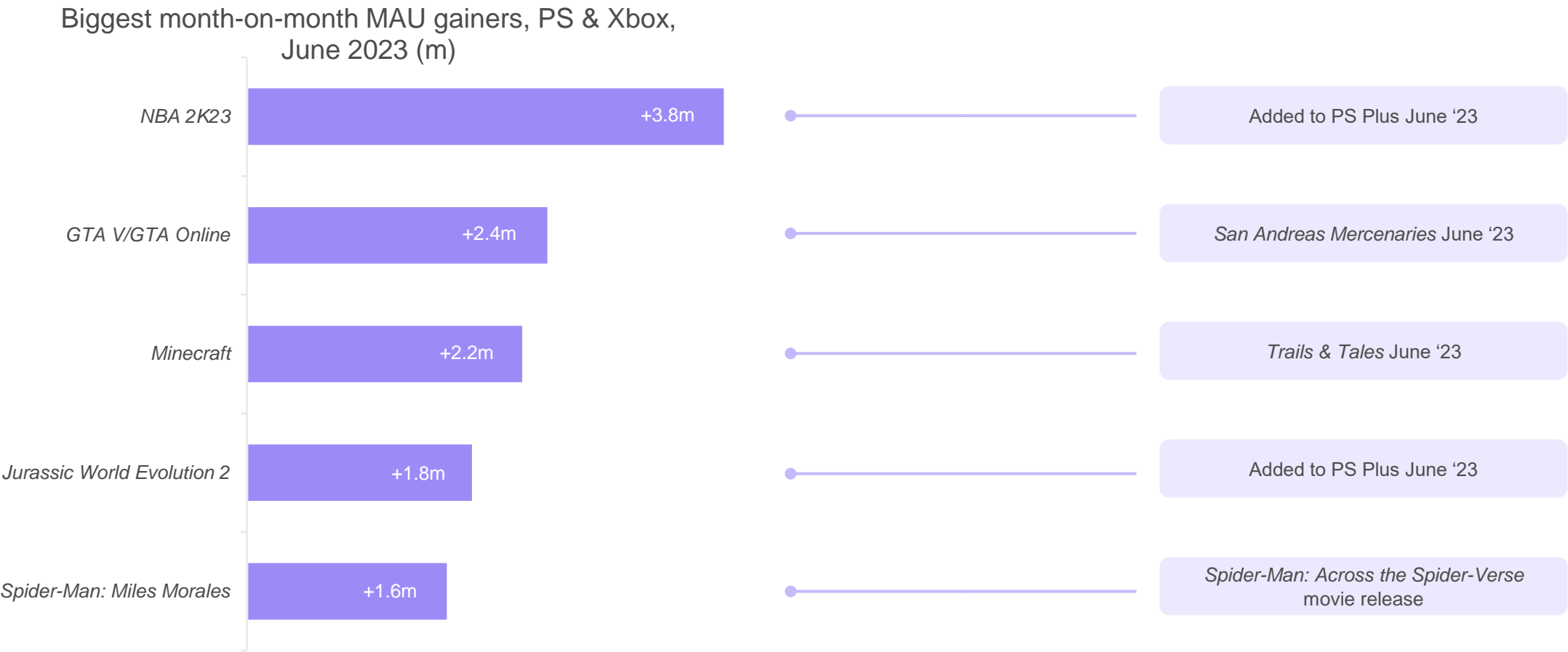
Source: Ampere Games – Analytics, 32 markets

Diablo IV & FFXVI deliver robust performance; Street Fighter 6 selling more quickly than SF5



*includes demo players
**new release on Xbox Series
Source: Ampere Games – Analytics

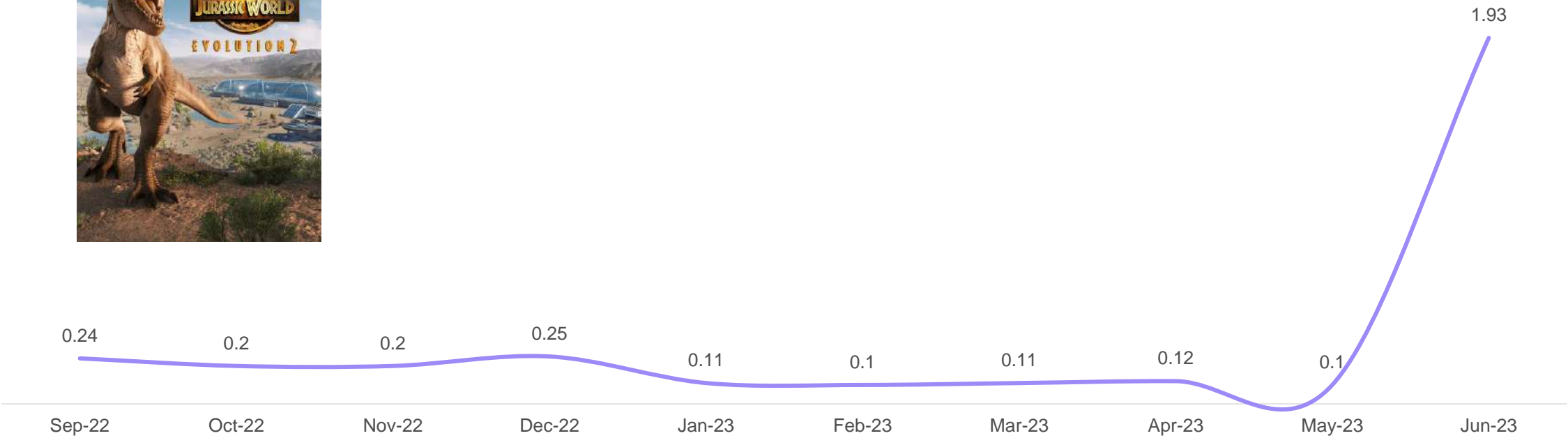
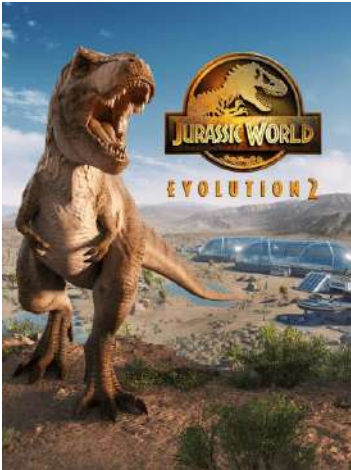
Biggest active user gains: PS Plus rivalling Game Pass as key user acquisition platform



Source: Ampere Games – Analytics

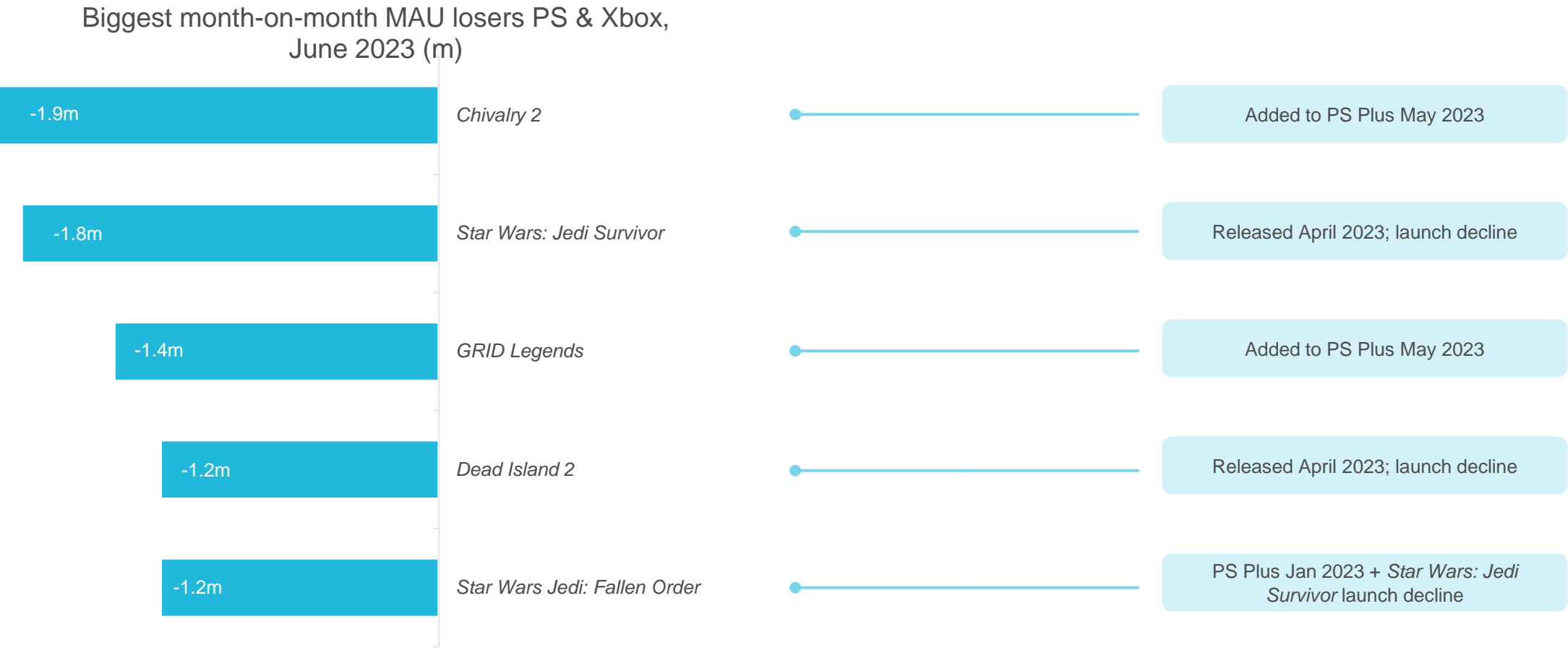
Jurassic World Evolution 2 increases MAUs by 19x following addition to PS Plus Essential

Jurassic World Evolution 2 PS and Xbox monthly active users (m)



Source: Ampere Games - Analytics

Biggest active user declines: Big initial boost from subscription service results in inevitable drop off



Source: Ampere Games – Analytics

Most engaging games across PlayStation and Xbox June 2023: Live service games dominate

- New release *Diablo IV* had very strong engagement over the month as would be expected from a highly-anticipated action role playing game (ARPG); having launched on 6th June, on average, players returned to the title 44% days of the month the title has been available
- Successful MMOs remain under-represented on console: *Final Fantasy XIV Online* and *The Elder Scrolls Online* display consistently high engagement, but there is likely more room for MMOs across this device category, with several MMOs earmarked for release on console currently in production
 - New, upcoming titles include Funcom’s *Dune Awakening*, Mainframe Industries’ *Pax Dei*, and Studio Wildcard’s *ARK 2*
 - *Final Fantasy XIV Online* is currently only available on PlayStation, but it is confirmed to be launching on Xbox in 2024
- Of the top 10 most engaging games in June only four are free-to-play (*Destiny 2*, *Genshin Impact*, *World of Warships: Legends* and *Fortnite*); the mix of premium content and in-game monetisation remains strong in the console sector, and with subscription services acting as user acquisition platforms for premium content (as well as F2P titles), Ampere expects the console space to remain a mix of free and premium games

Title	Parent publisher	User average days visited in the month
<i>Diablo IV</i>	Activision Blizzard	11.0
<i>Final Fantasy XIV Online</i>	Square Enix	8.9
<i>FIFA 23</i>	Electronic Arts	8.9
<i>Destiny 2</i>	Sony	8.4
<i>MLB The Show 23</i>	Sony	8.0
<i>Genshin Impact</i>	miHoYo	8.0
<i>The Elder Scrolls Online</i>	Microsoft	7.5
<i>Monster Hunter Rise</i>	Capcom	7.1
<i>World of Warships: Legends</i>	Wargaming	7.1
<i>Fortnite</i>	Epic Games	7.1

Source: Ampere Games – Analytics; Compiled from the top 200 games ranked by MAUs across PlayStation and Xbox consoles

Diablo IV console release dashboard, June 2023



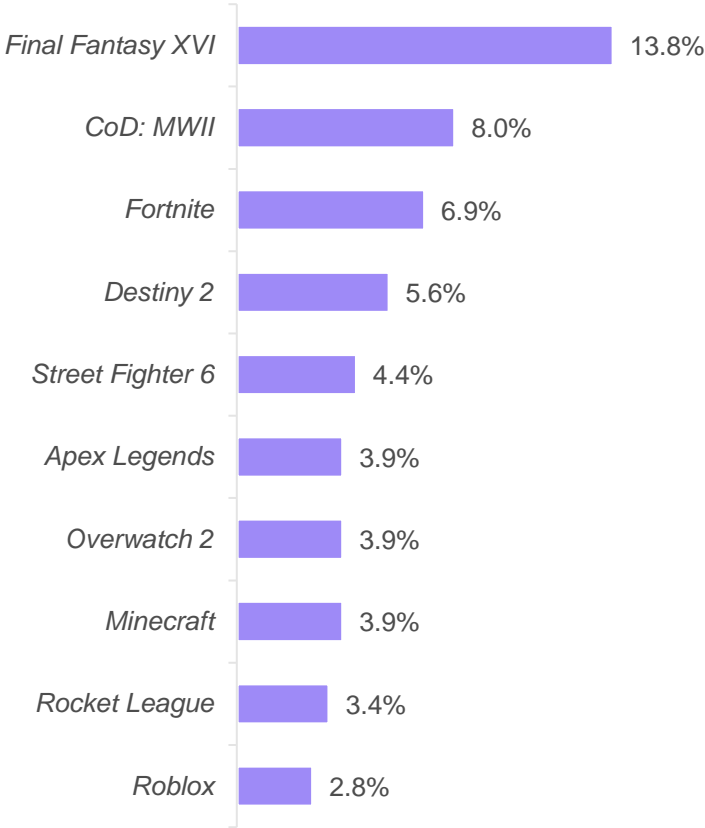
Release: June 6th

MAUs: 6.1m

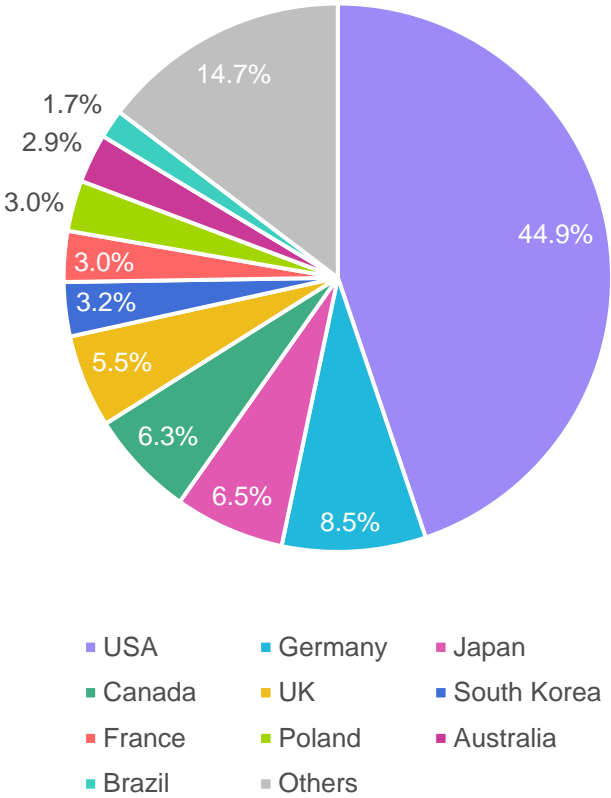
Average game time:
55 hrs

Average days visited
in June: 11

Top overlapping games, June 2023



Active user country share, June 2023



Source: Ampere Games - Analytics

Final Fantasy console release dashboard, June 2023 (PS5 exclusive)



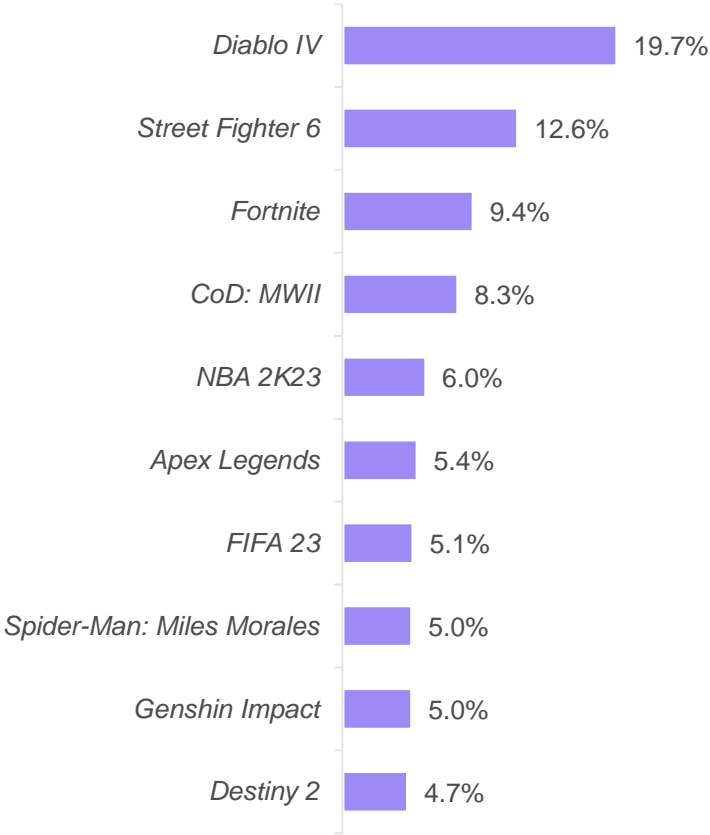
Release: June 22nd

MAUs: 4.3m (inc. demo)

Average game time: 18.7 hrs

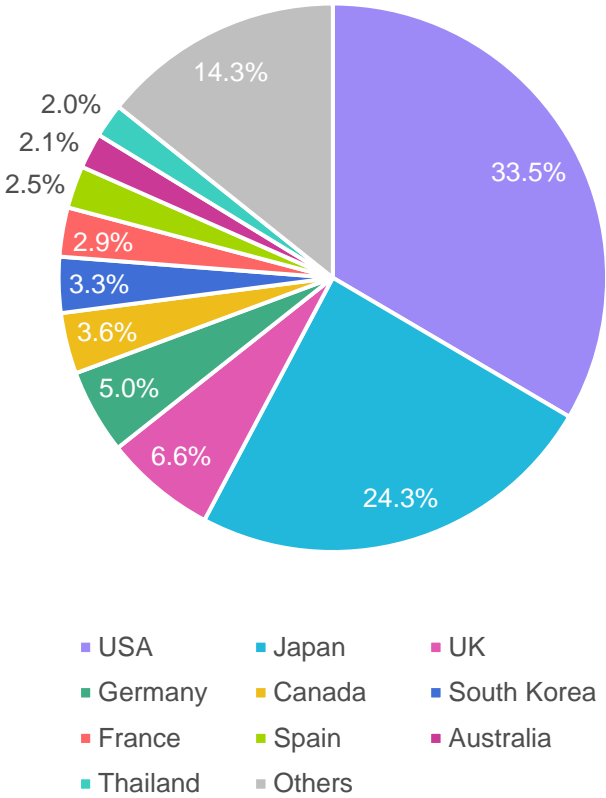
Average days visited in June: 4.4

Top overlapping games*, June 2023



Note: *PS5 only

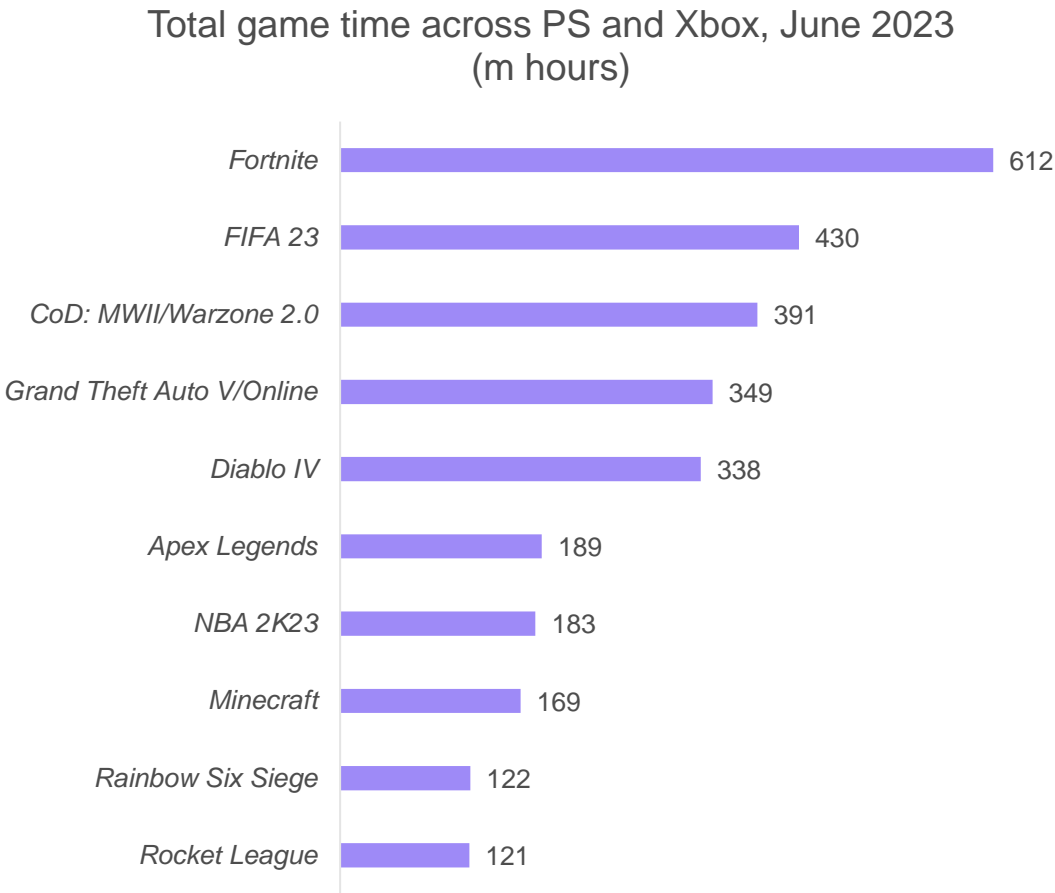
Active user country share, June 2023



Note: Includes demo
Source: Ampere Games – Analytics

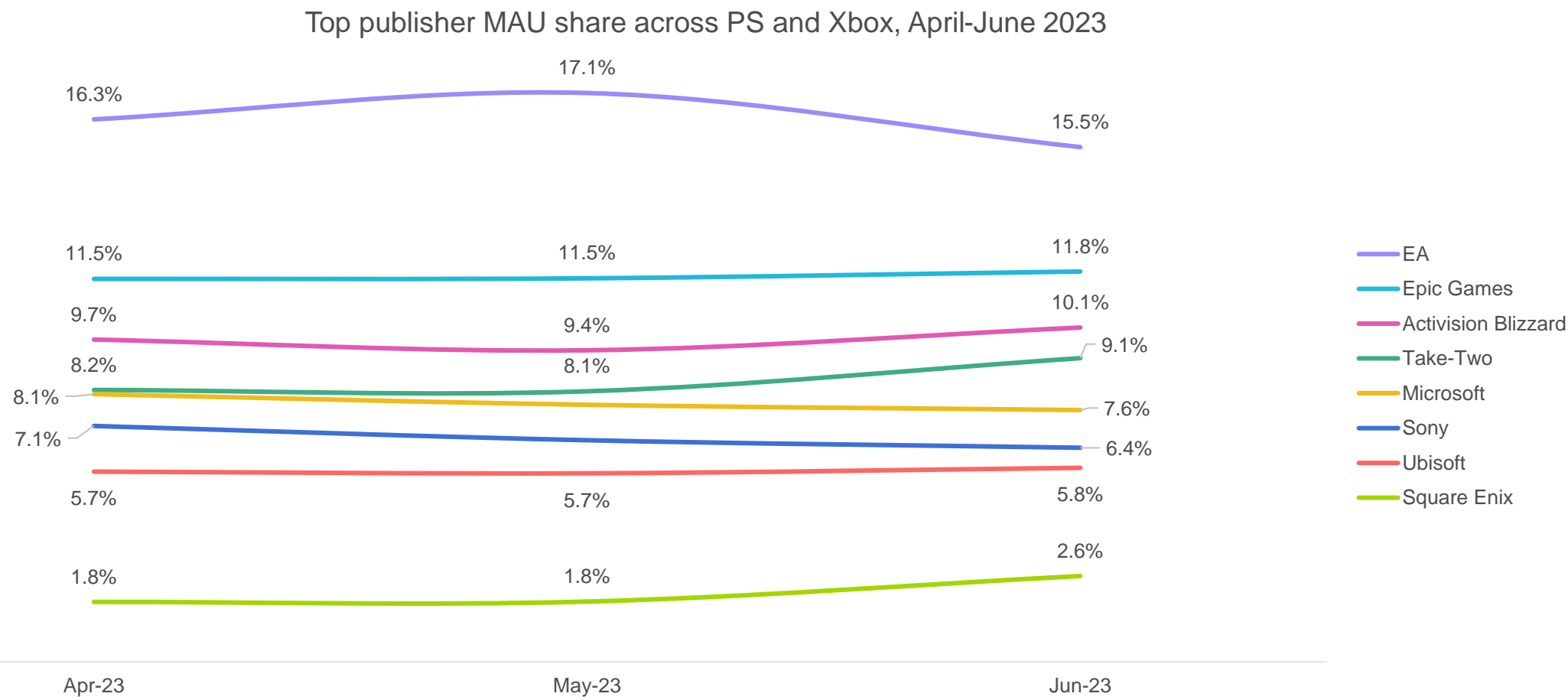
Most played games across PlayStation and Xbox, June 2023: Fortnite top again

- *Fortnite* is, again, the most played game across PS and Xbox consoles with 612m hours, the equivalent of 70,000 years of playtime in a single month
- *Grand Theft Auto 5/Online* is the second ranked game in MAUs across PS and Xbox consoles, but only ranks 4th in terms of playtime – both *FIFA 23* and *CoD: MWII/Warzone 2.0* are stickier than *GTA*
- New release *Diablo IV* was the most played game in terms of average hours per active user in June, even beating *Final Fantasy XIV Online* the notoriously sticky MMO. *Diablo IV* also beats the launch month playtime performance of *Hogwarts Legacy*, even though sales were considerably smaller on console
- The entrenched nature of live service games on console makes competing for playtime increasingly challenging: Only the biggest new releases manage to disrupt the status quo across the top titles



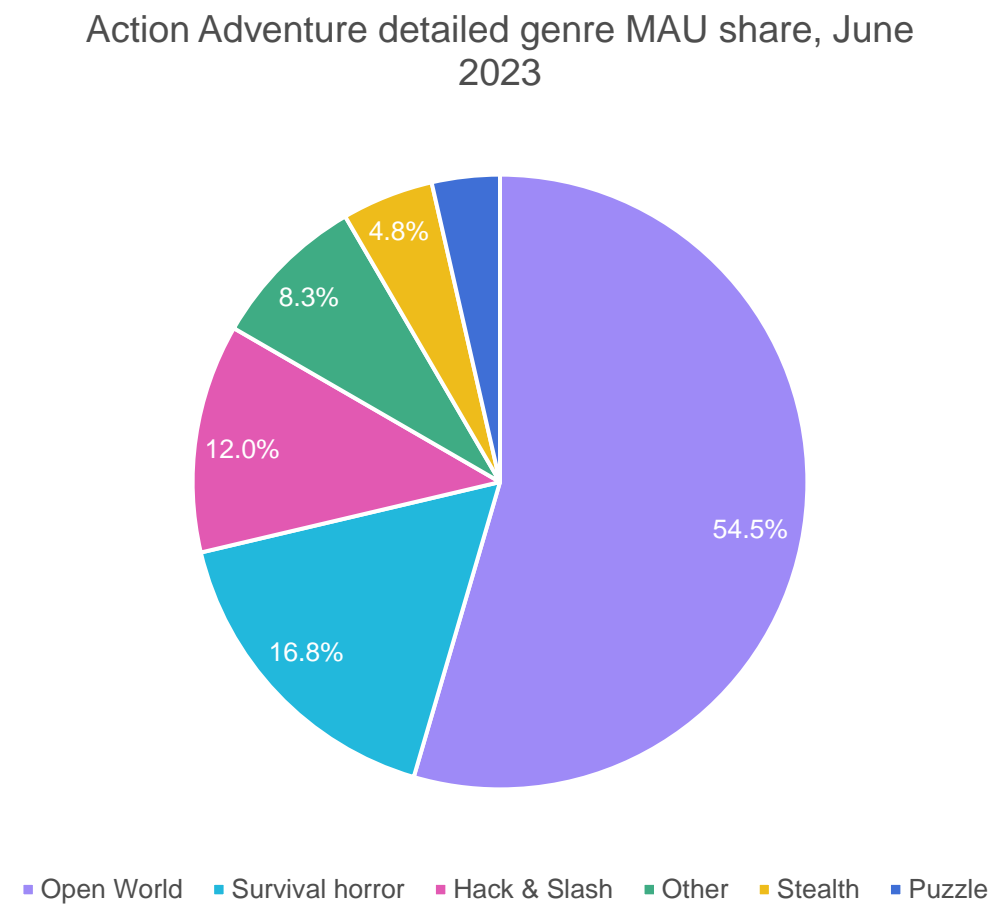
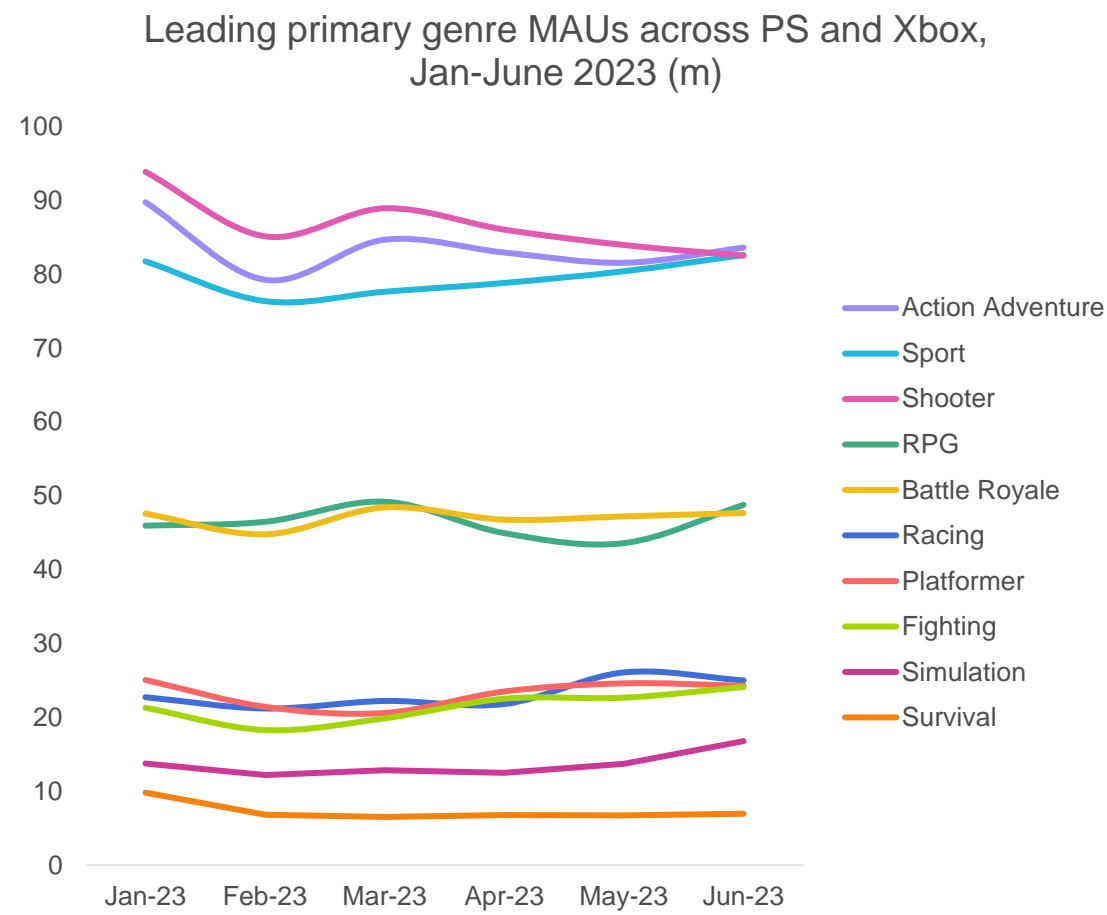
Source: Ampere Games - Analytics

A combined Microsoft-Activision Blizzard will compete with EA for the biggest share of users



Source: Ampere Games - Analytics

Action Adventure, Shooter and Sports titles maintain their dominance of console gaming



Source: Ampere Games - Analytics

Any questions?

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