



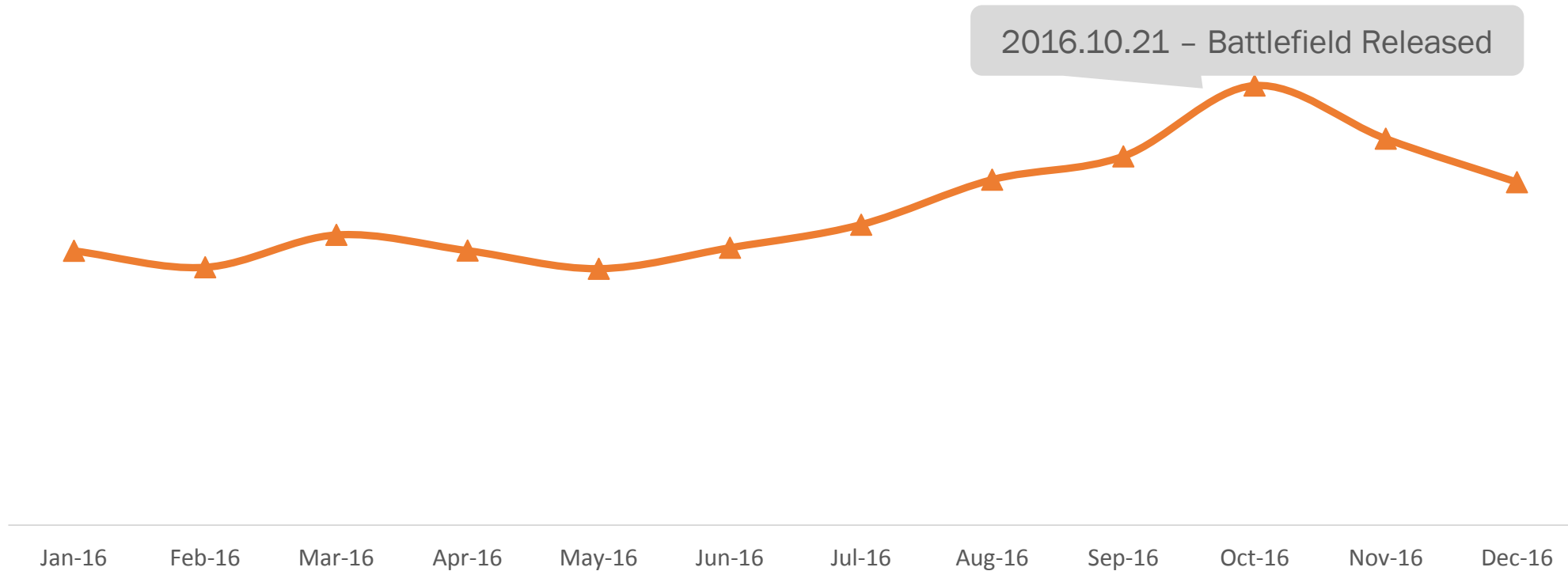
# Sample Social Analysis Report



# Client's Games

# Brand's Total Buzz Volume and Trend

Figure 1 – Buzz Volume and Trend



# Overall Social Buzz Volume by Games

HD Games accounted for over 95% of EA's social discussions.

Figure 2 Platforms Volume of EA

■ HD Games ■ F2P Games

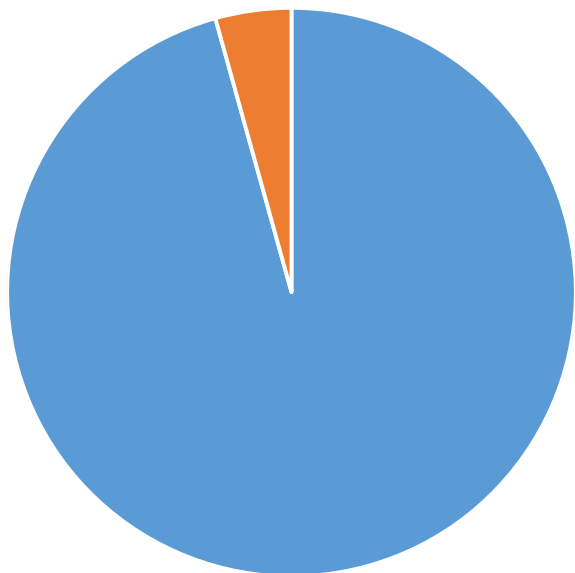


Figure 3 – F2P Volume

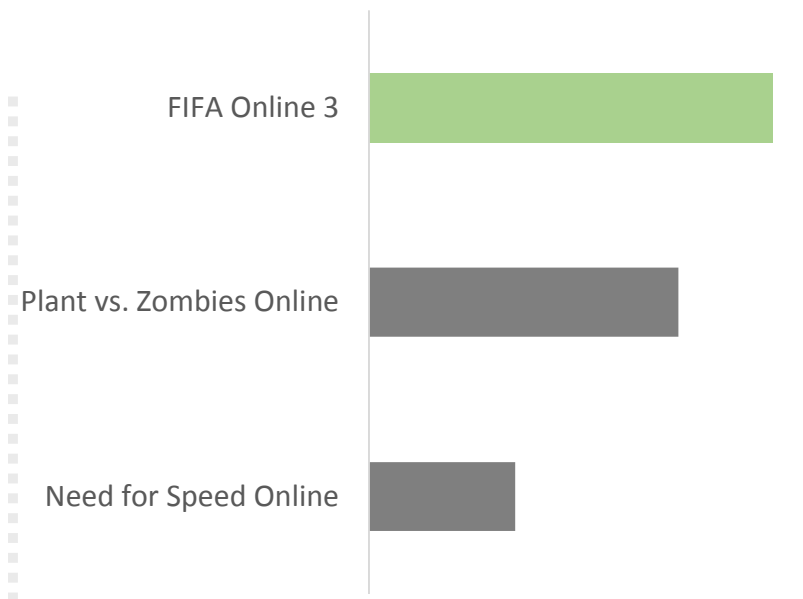
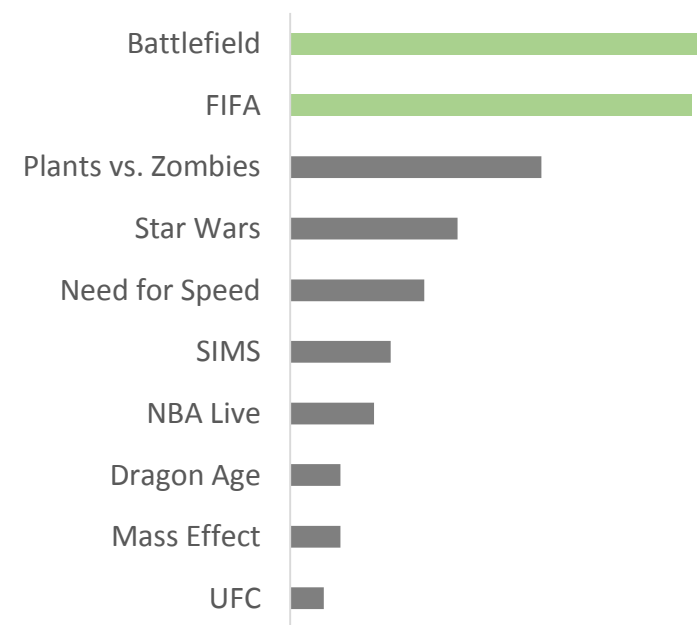


Figure 4 – HD Volume



# Sentiment of Public Opinion

Gamers are critical and tough. They actively shared bad experiences on professional and user generated media.

Figure 6 – Sentiment about EA

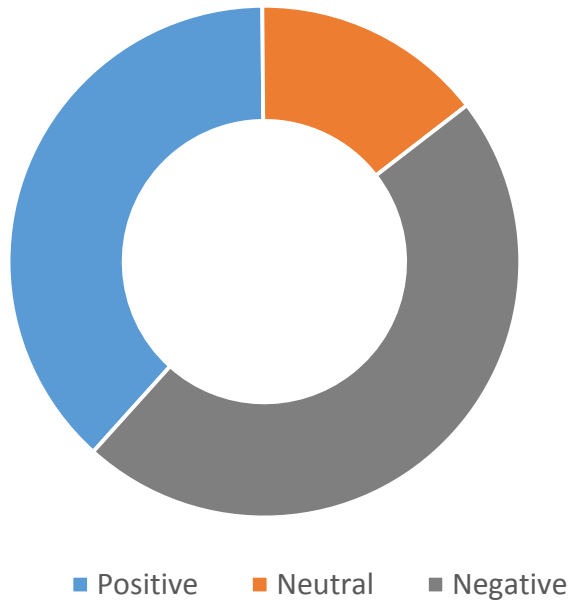
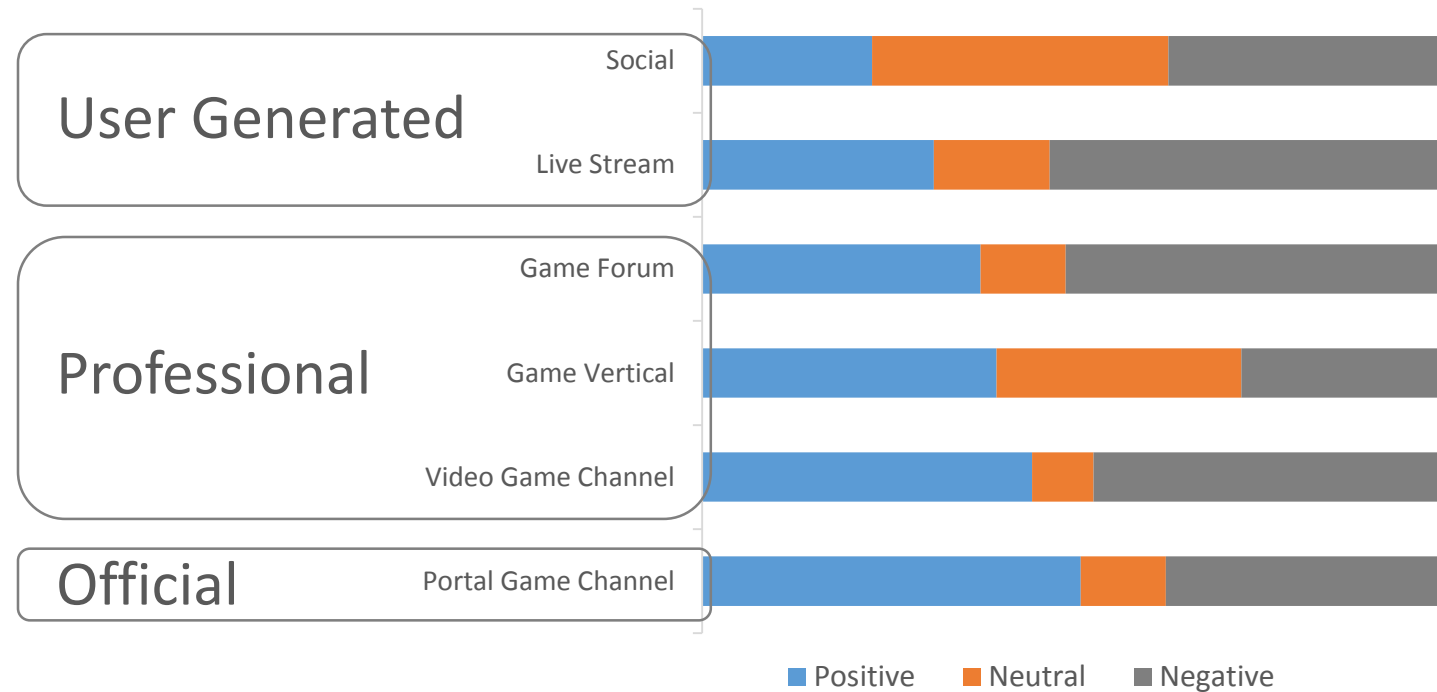
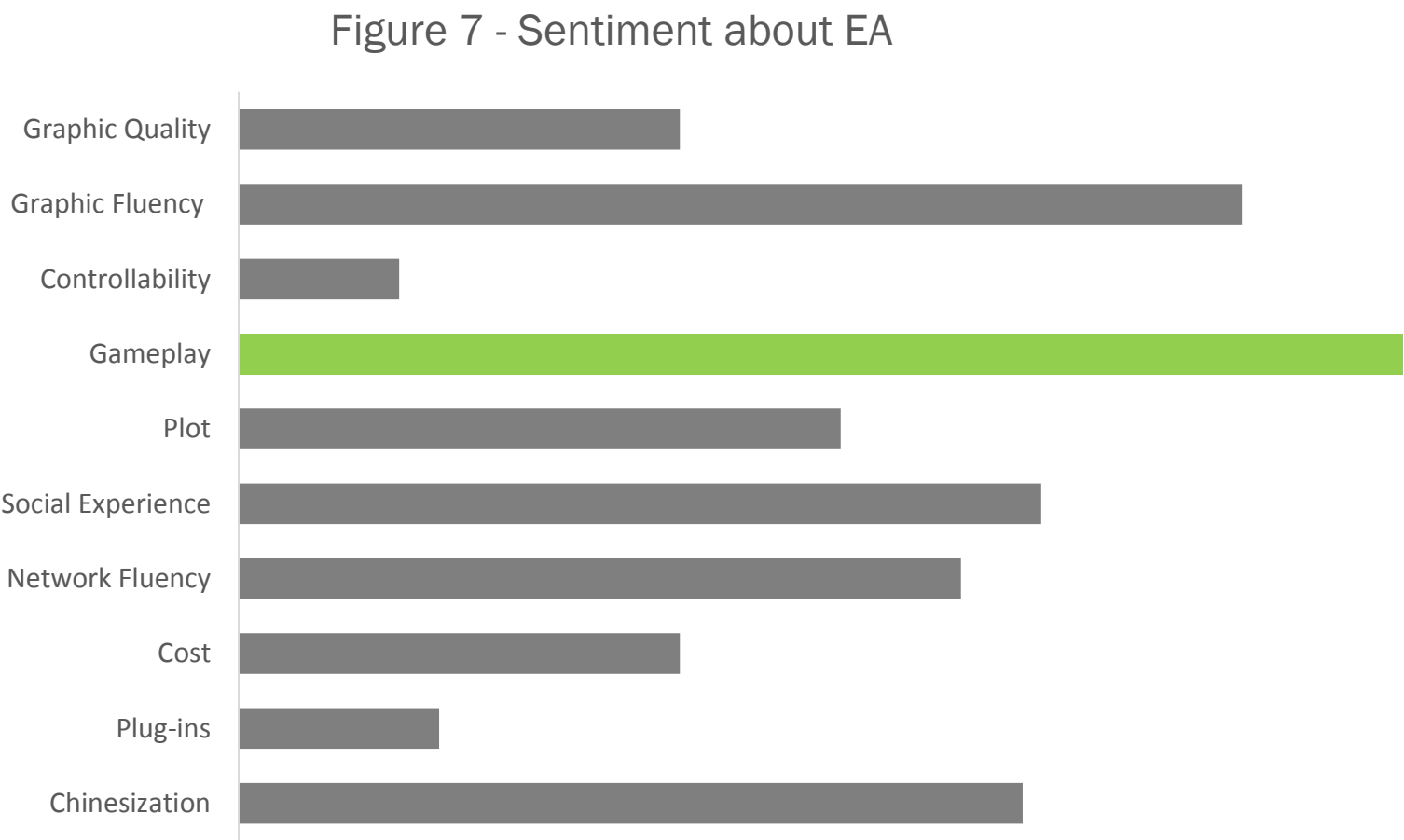


Figure 7 - Platform Sentiment about EA



# Buzz Volume by Category

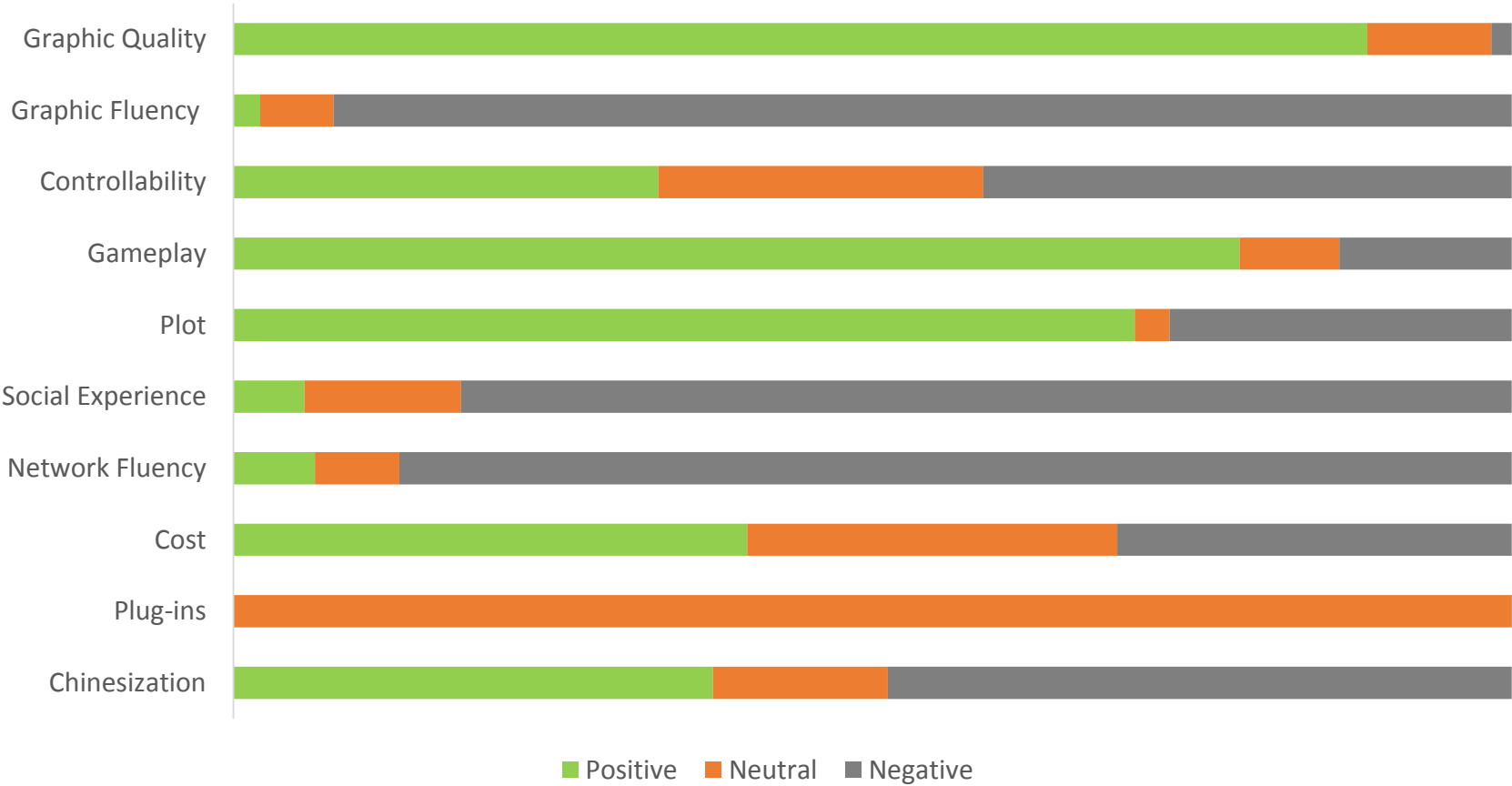
Gameplay is mostly discussed followed by graphic fluency while controllability is least mentioned



# Sentiment by Categorization

Graphic fluency carries most buzz but mostly negative sentiment while gameplay stands out as mostly positive

Figure 7 - Sentiment about EA



# Crowd Portrait

Male 18-25 are dominating users, but we do see 30+ with a fair share of usage

Figure 9 – Gender Distribution

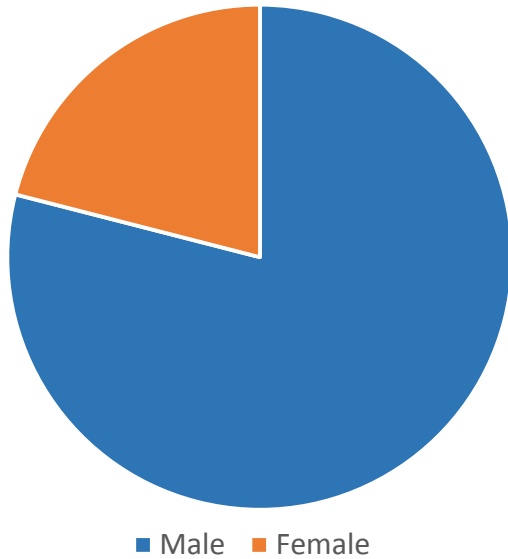


Figure 10 -Age Distribution

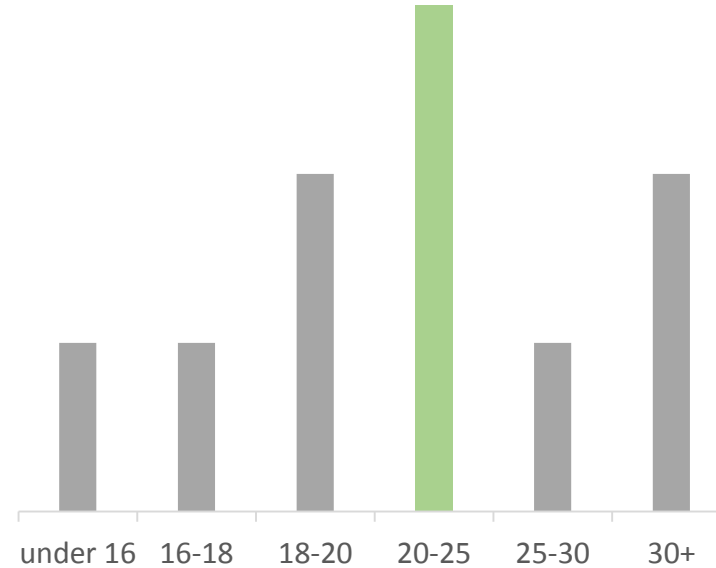
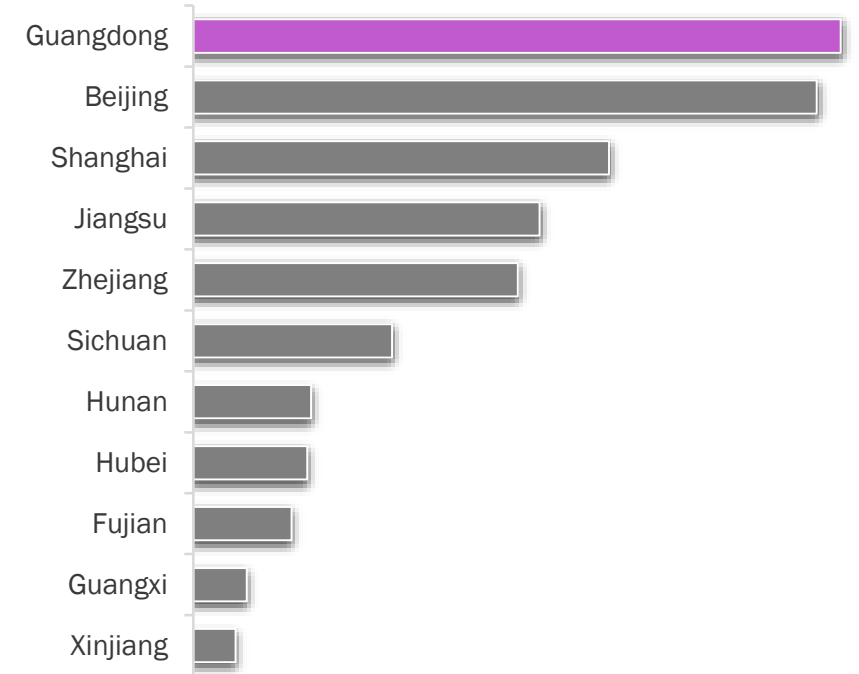


Figure 11 – Geographical Distribution





# Hot Topics of EA Brands

## 1. 【修订版】DAI 捏人系统技巧 v2.0

Source: Baidu BBS | Replies: 144

热门原因: 图文教程, 贴吧13级达人

GAME  
SKILL

GAME  
DESIGN

## 2. 战地1的枪械有那些不符合史实的情况

Source: Zhihu | Views: 5387 | Replies: 9

# Hot Topics of EA Brands Being Shared

<Do you get shocked by Battlefield 1?>

Source: Zhihu Views: 88394 Replies: 59



真正的精髓——怎么说呢，小时候嘛，玩过一款挺老的射击游戏，叫孤岛危机，都懂得啊，我当时是07年末还是08年玩的，当时还是盗版，但是就觉得，哇这个游戏画面提升得真的是好大，就很惊艳，虽然游戏不好玩，操作手感也不是很好，但是至少画面让我觉得，惊艳！



Why:1. Illustrated 2.Participated by game tester.

<Here comes the fun comics of Mass Effect>

Source: Baidu BBS Replies: 1684



Why:1. Illustrated 2.Fun games hobby

# Key Influencers' Hot Topics

<How is the Battlefield 1 like?>



Anshao  
Columnist of Electronic Game



Anshao

一不小心，变成了靠评测游戏吃饭的男人

96人赞同了该回答

原文链接：《战地1》评测：可以玩一年的FPS，任他明月下西楼 - 知乎专栏

军事射击游戏可谓汗牛充栋，但演绎第一次世界大战的军事射击游戏却非常罕见。《战地1》出现以前，在3A级射击游戏里还根本没有一战的身影。

之所以一战不受游戏界待见的原因其实不难理解，因为虽然一战的残酷与激烈真可谓之最，可置于堑壕战的特殊情况，在电子游戏中并不容易将其独特的风貌表现出来。且战与现代战场上大行其道的自动武器，绝大多数一战战场上的士兵都只有手动式的步枪。以一战为背景的作品不得不面对这样一个问题，如果他们真的只提供原汁原味的一战体验，会有相当一部分已经习惯了爽爽爽的玩家不会买单，进而让销量堪忧。



战地1

“巨像”则是《战地1》给我们带来的最新战场机制，所谓巨像是一些出现在战场中的巨型载具，比如硕大无比的齐柏林飞艇，比如铺满了巨炮的无畏舰，又比如所向披靡的装甲列车。它们并非不可消灭，但也非常的耐打，且一旦出现，一般都能让控制他们的一方暂时性的获得极大优势。



空战在很多时候还是显得有些简单，尤其是当你选择了战斗机之后

在具体的模式方面，《战地1》在保留了全部经典模式的基础上，这次还推出了一种全新的“行动模式”。在游戏的所有模式中，这大概是最有“一战”风味儿的一个，在玩法上有些像是双方

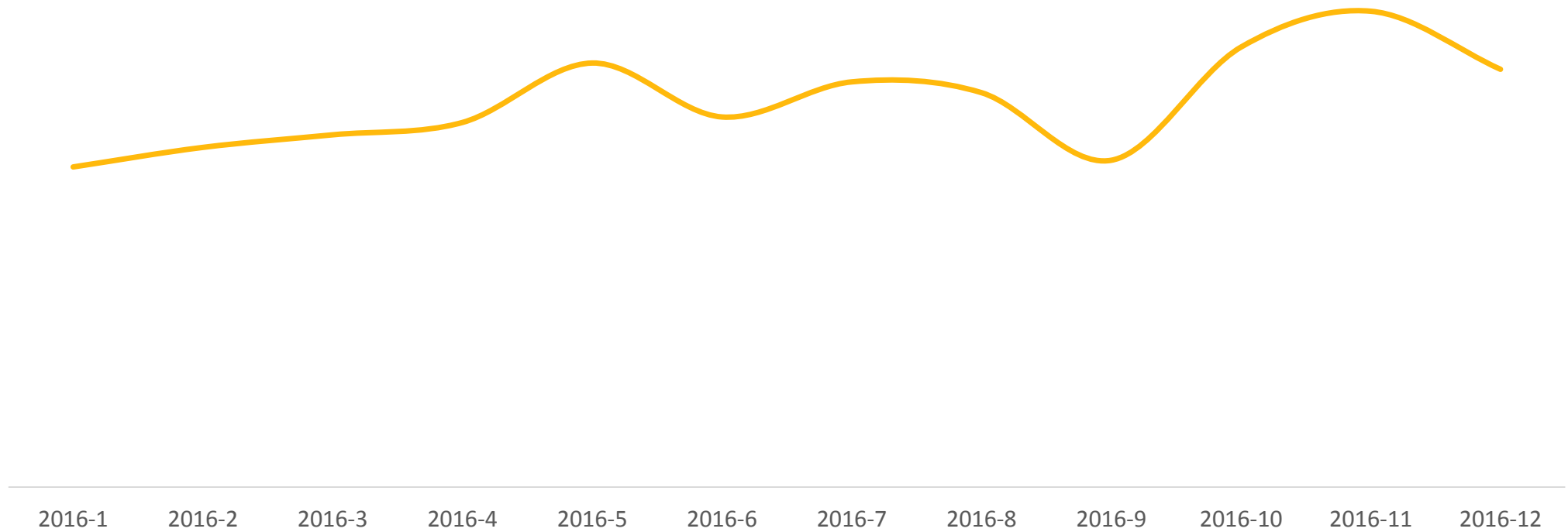
Source: Zhihu | Views: 217022 | Replies: 69

Why: 1. Illustrated 2. Professional reviews by columnist

# Competitors' Brands

# Conversation Volume and Tendency

Figure 30 – Competitor Volume Tendency



# Brand Conversation Volume

Similar as EA, competitor HD game accounts for major conversations with LOL leading the buzz volume

Figure 32 – Platforms Volume of Competitors' Brand

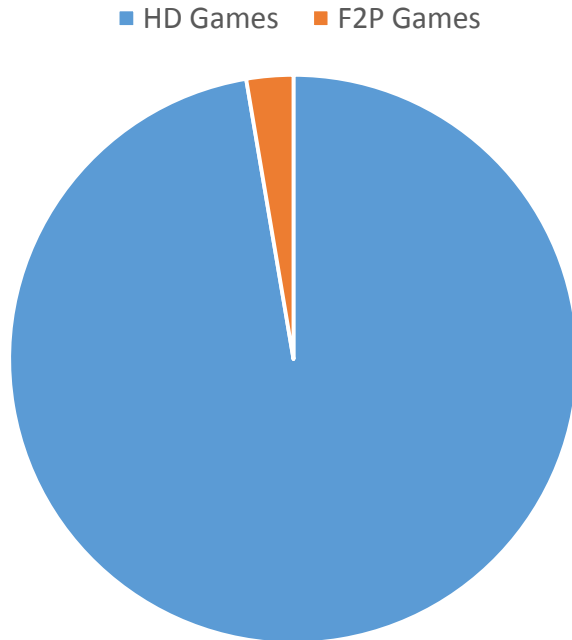


Figure 33 – Competitors' HD Brand Volume

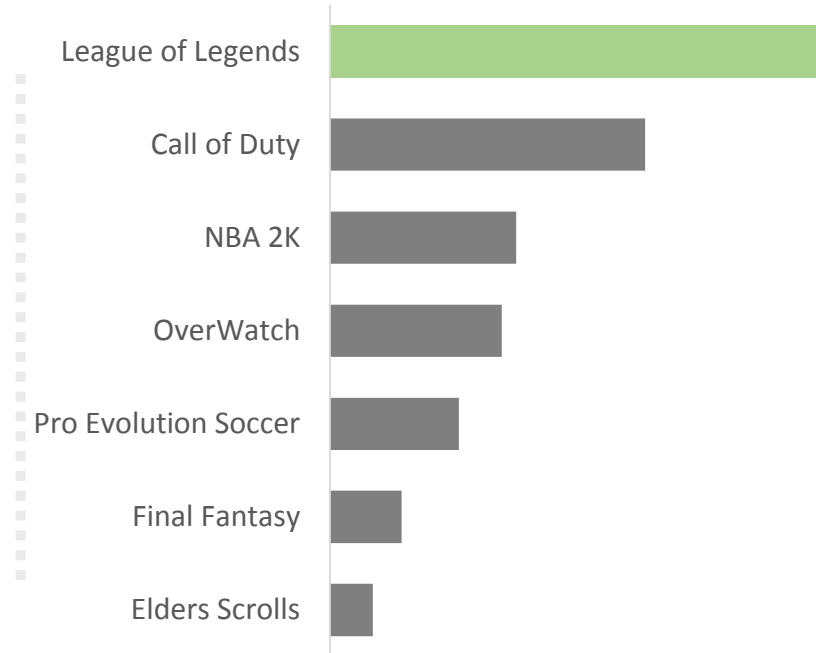
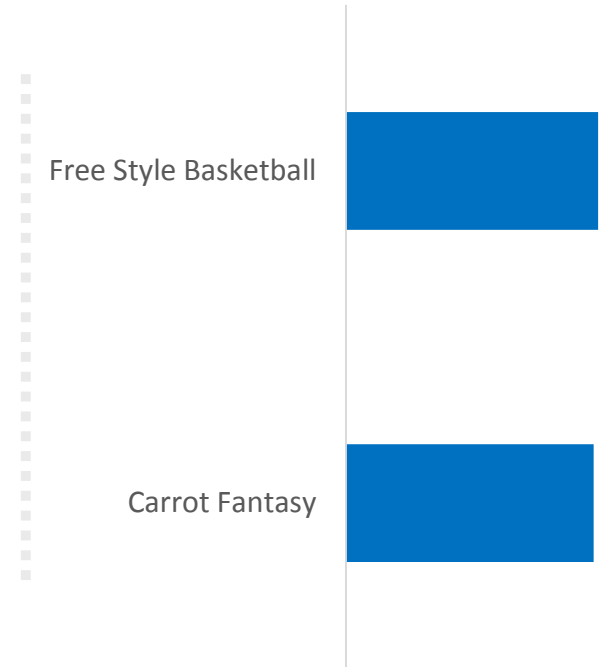


Figure 34 – Competitors' F2P Brand Volume



# Sentiment of Public Opinion

Similar as EA, Video Game channel and Game vertical carry most positive and neutral sentiment

Figure 35 - Sentiment about Competitors

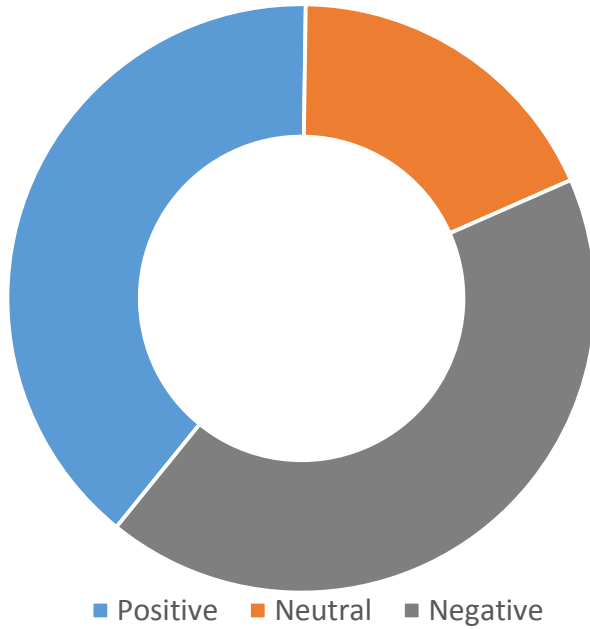
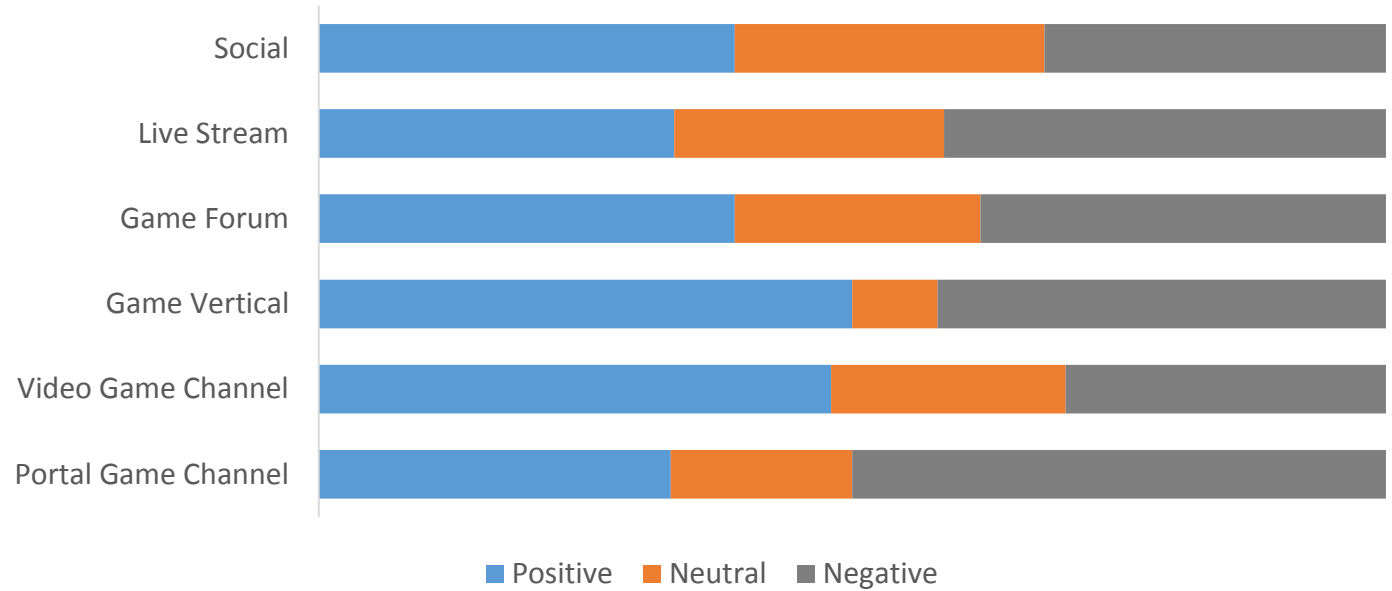
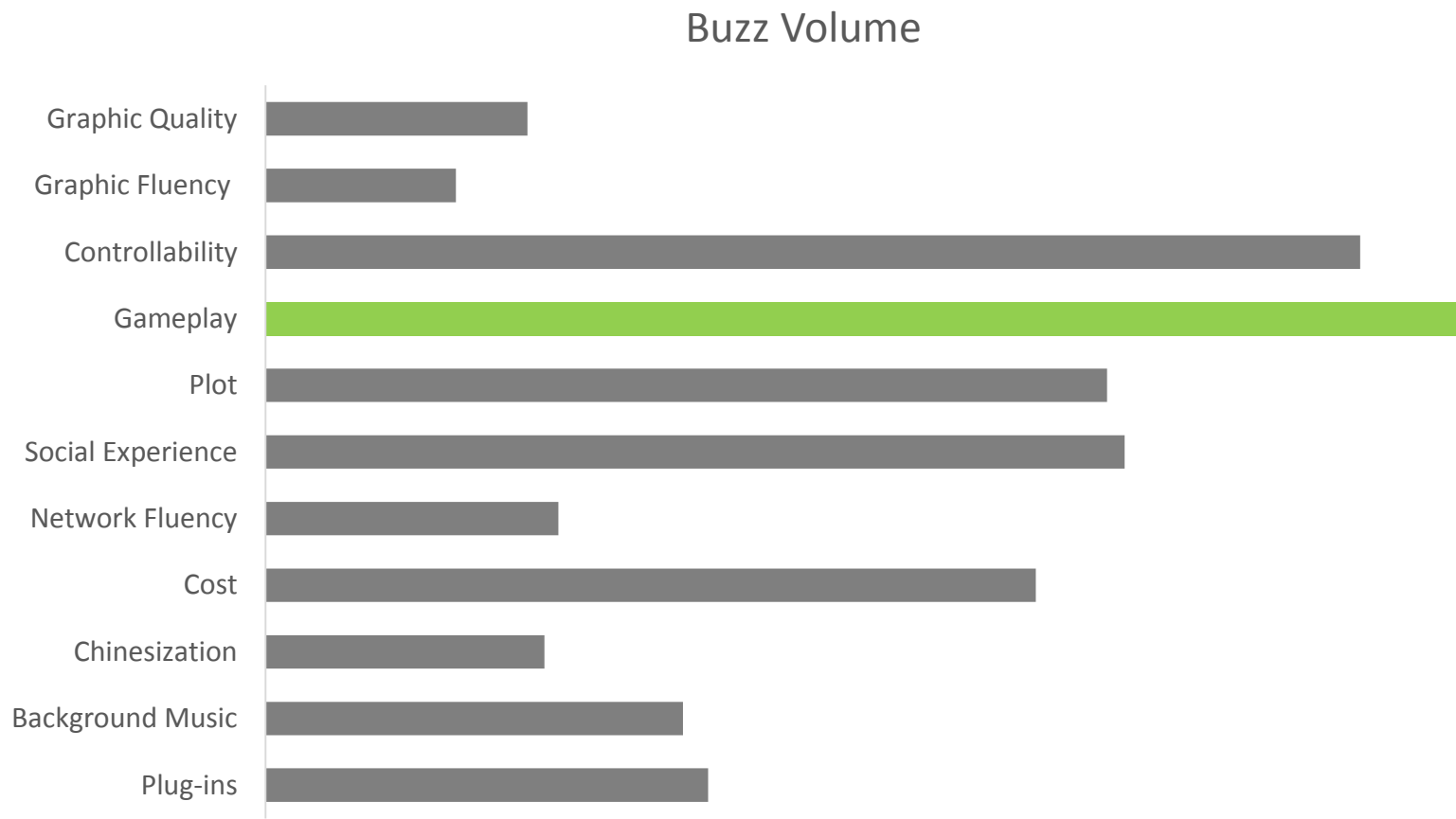


Figure 36 - Competitors Sentiment on Platforms



# Buzz Volume by Category

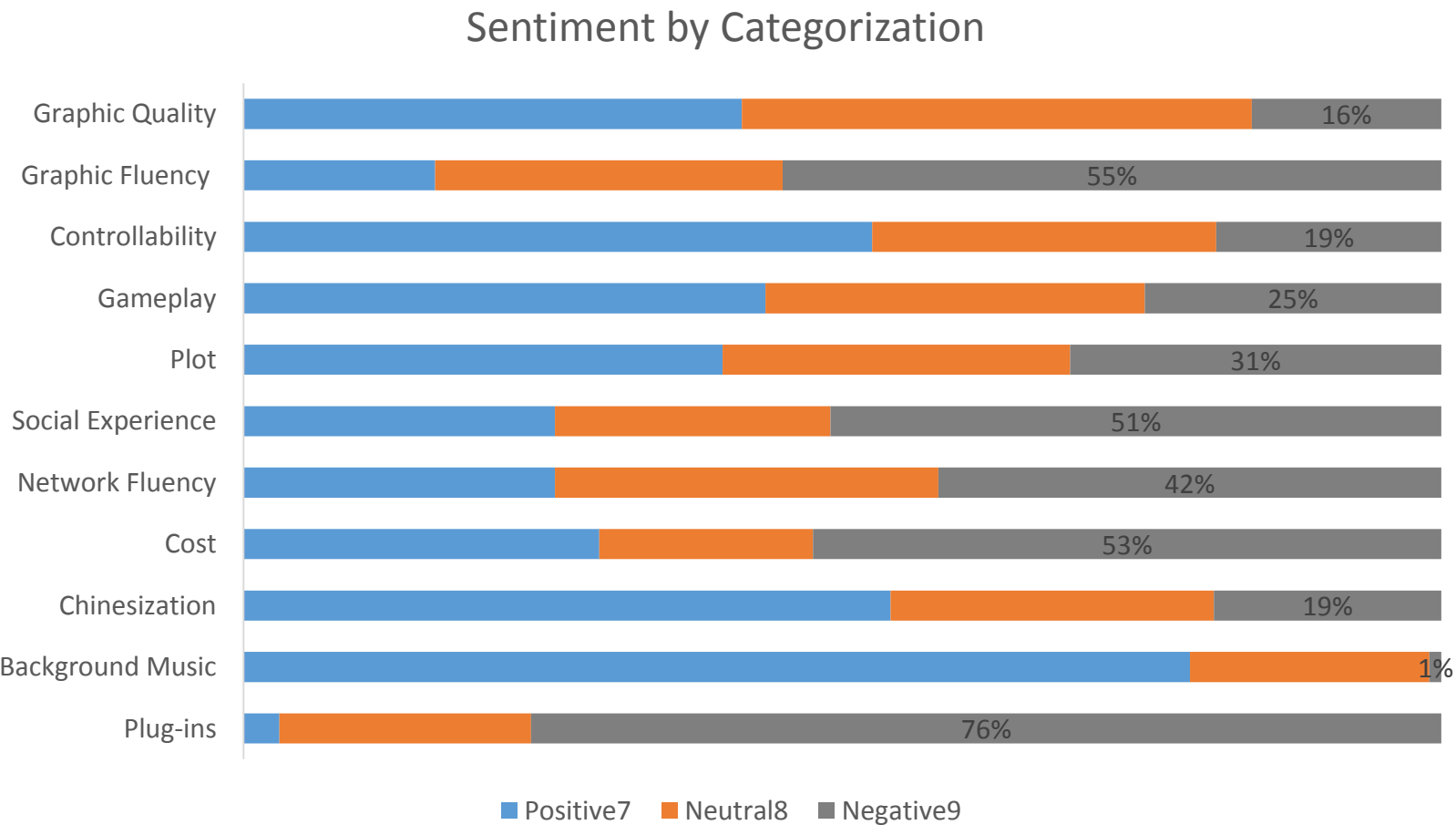
Game play, controllability and social experience are mostly buzzed while different from EA, cost and plot carries lots of buzz volume among competitor brands





# Sentiment by Categorization

Graphic fluency and plug-ins are commonly more negatively rated among competitors





# Client's Games - HD Brands

# Total Buzz and Trend of 10 EA HD Games

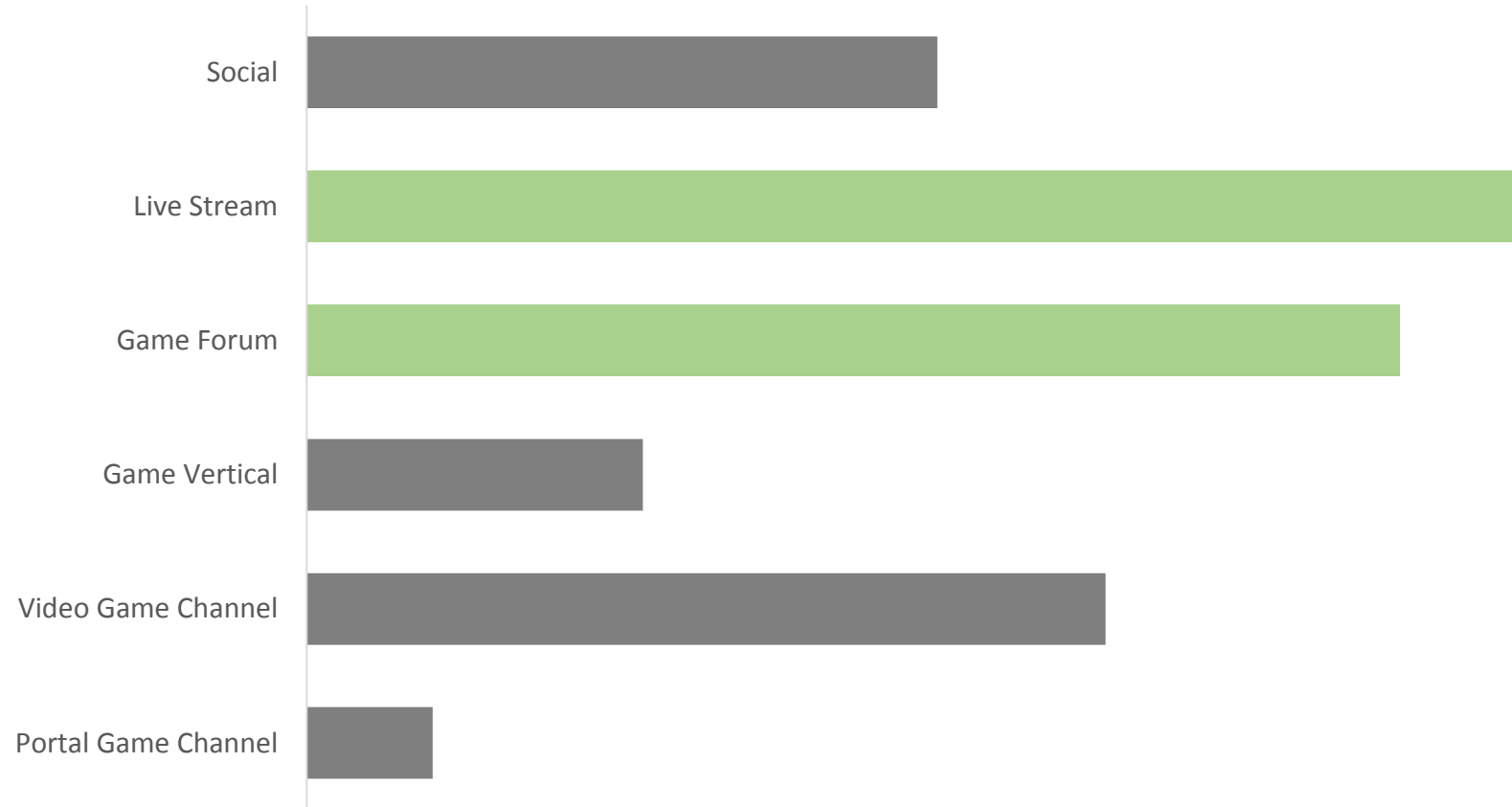
Battlefield and FIFA contributed around 50% social discussions of EA's HD Games. The release of Battlefield and FIFA 2017 resulted in a sharp increase of social discussion in Oct 2016.

Game	Total	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Battlefield	290,525	21,235	11,023	19,829	20,192	22,928	17,294	22,428	28,482	30,192	38,384	29,274	29,264
FIFA	286,442	14,928	12,283	13,462	12,734	12,742	18,249	20,148	26,829	38,294	49,238	38,273	29,262
Plants vs Zombies	172,333	13,498	20,400	16,402	14,723	10,249	15,201	18,239	13,423	10,923	12,238	13,823	13,214
Star wars	114,844	12,940	11,092	9,840	8,920	7,462	8,942	6,829	9,482	8,475	8,274	13,204	9,384
Need for Speed	90,426	6,029	6,938	12,940	9,820	7,983	6,829	5,829	7,890	7,829	6,683	5,428	6,228
SIMS	73,952	5,234	5,859	5,728	6,758	5,825	6,578	5,829	5,423	4,234	6,728	8,274	7,482
NBA Live	55,480	4,235	5,523	4,523	3,452	4,231	3,324	4,920	7,283	6,572	3,942	3,848	3,627
Mass Effect	39,427	2,394	2,049	1,849	2,420	2,019	5,039	4,528	3,829	4,823	4,229	2,938	3,310
Dragon Age	30,905	1,920	2,394	2,032	2,194	2,829	2,029	2,440	2,922	2,103	4,029	3,029	2,984
UFC	18,220	1,231	1,324	2,049	1,948	1,827	1,656	1,234	1,482	1,294	1,627	1,274	1,274

- Sorted by total buzz

# Platform Conversation Volume

Live Stream and Game Forum stand out as central platforms for buzz for EA HD games



# Sentiment of Public Opinion

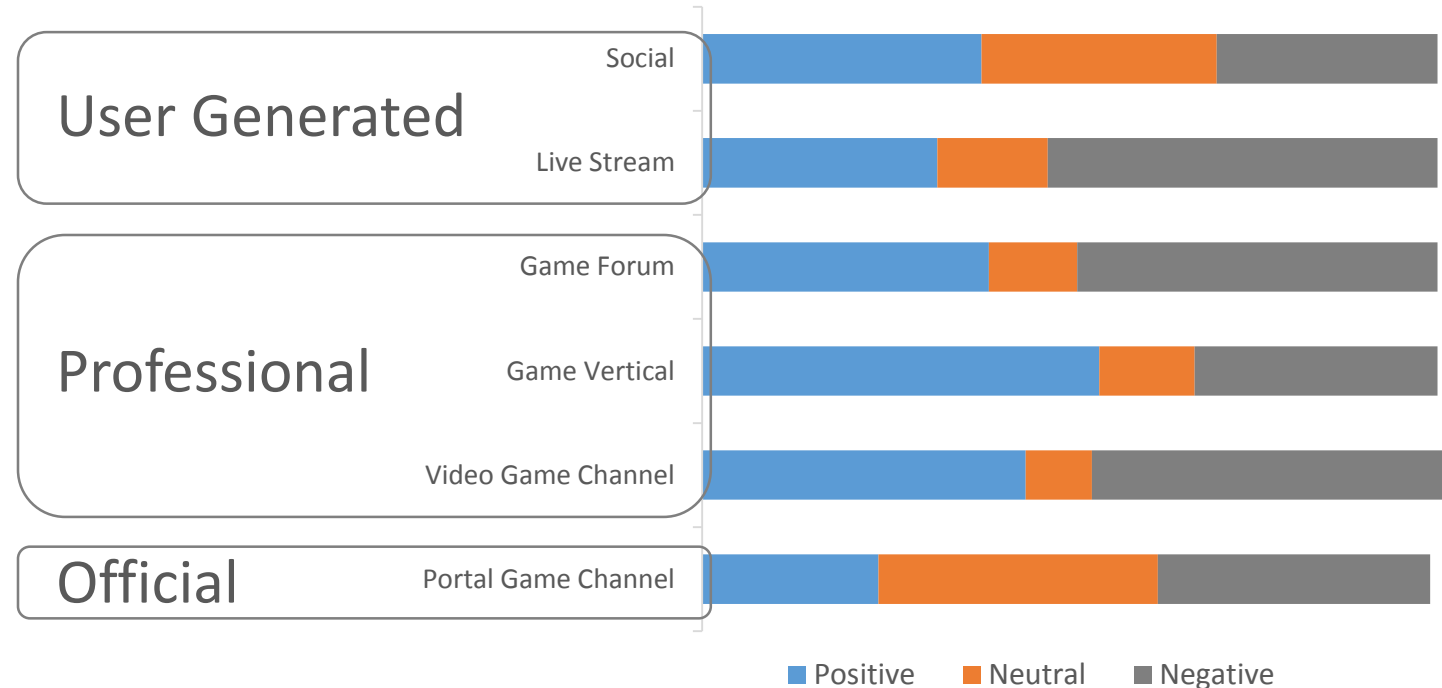
Despite more positive sentiment on game vertical, it carries limited impact as total volume is small from previous slide; while on more influential game forum and live stream, sentiment is a bit diverse

Figure 15 - Sentiment about EA HD



■ Positive ■ Neutral ■ Negative

Figure 7 - Platform Sentiment about EA HD Games

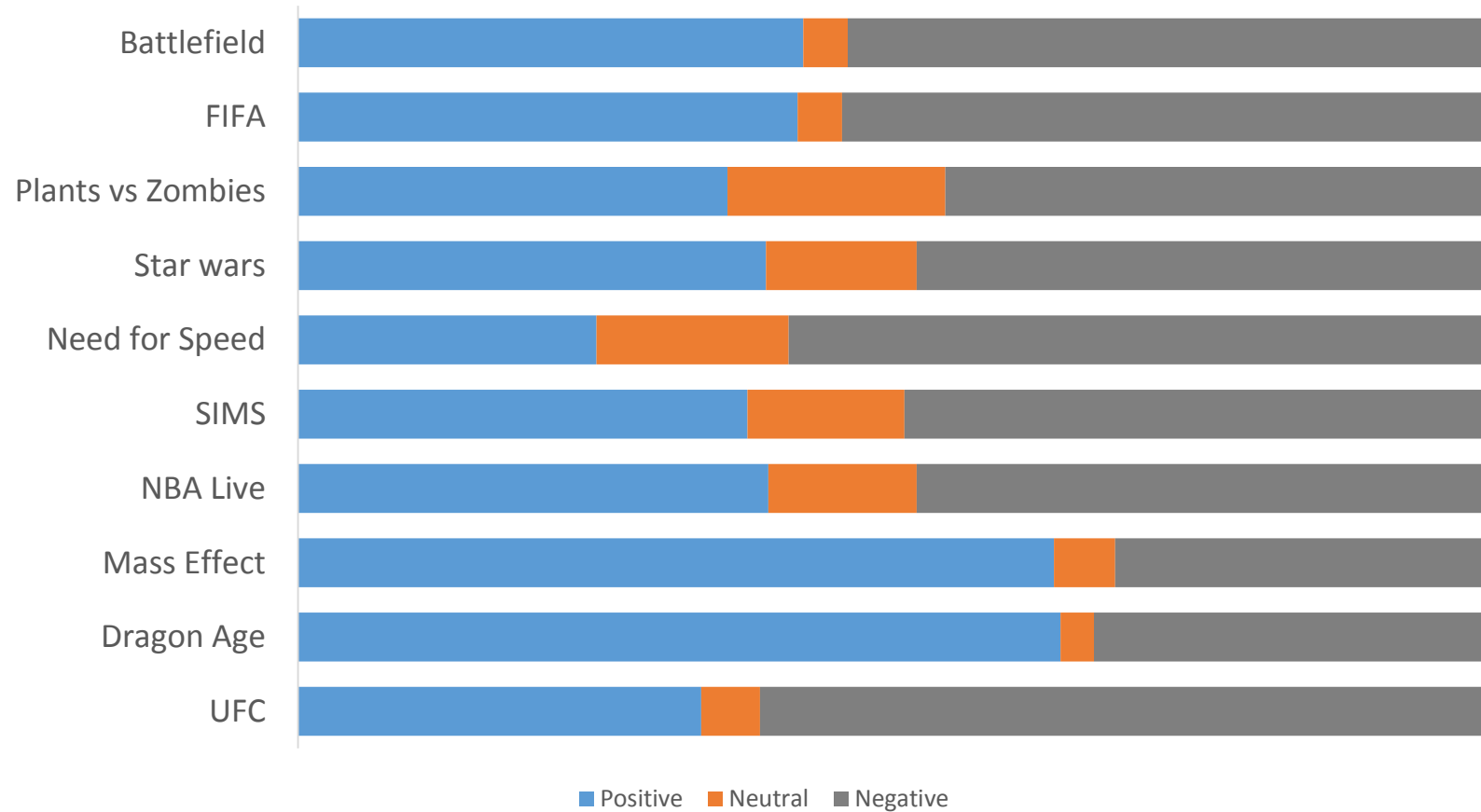


■ Positive ■ Neutral ■ Negative

# Sentiment of Public Opinion: EA HD Games

Mass Effect and Dragon Age are most positively rated while UFC, Need for Speed being the other way around

Figure 17 – EA HD Sentiment on Brands



# Crowd Portrait

Figure 18 – Gender Distribution

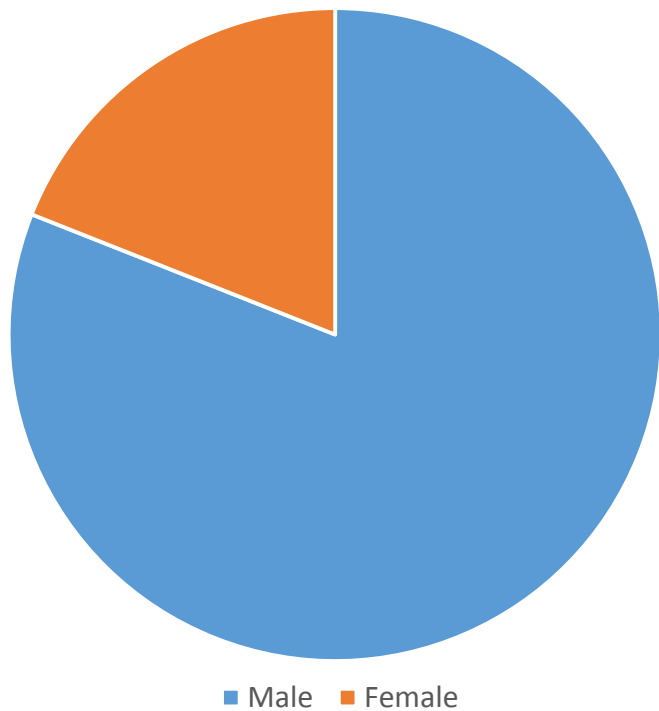


Figure 19 – Age Distribution

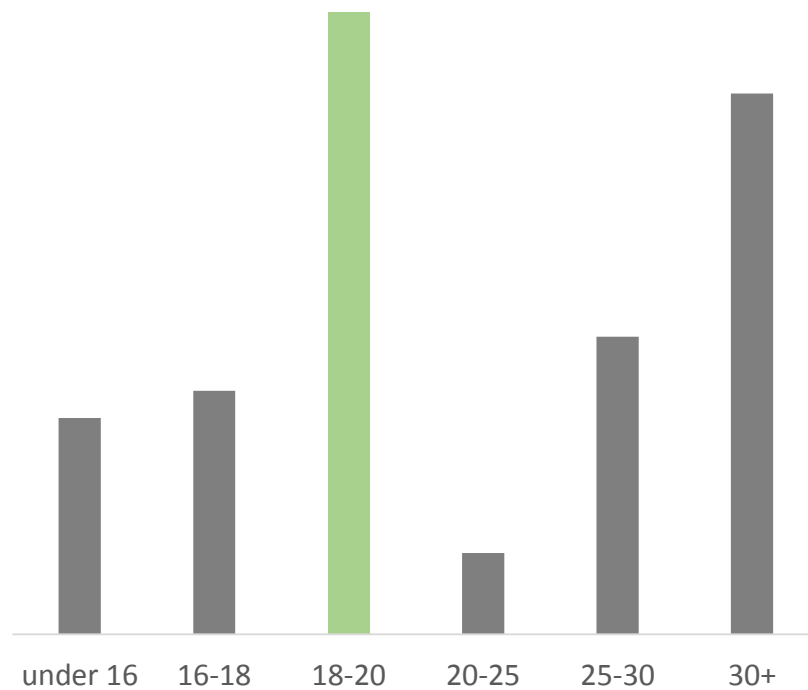
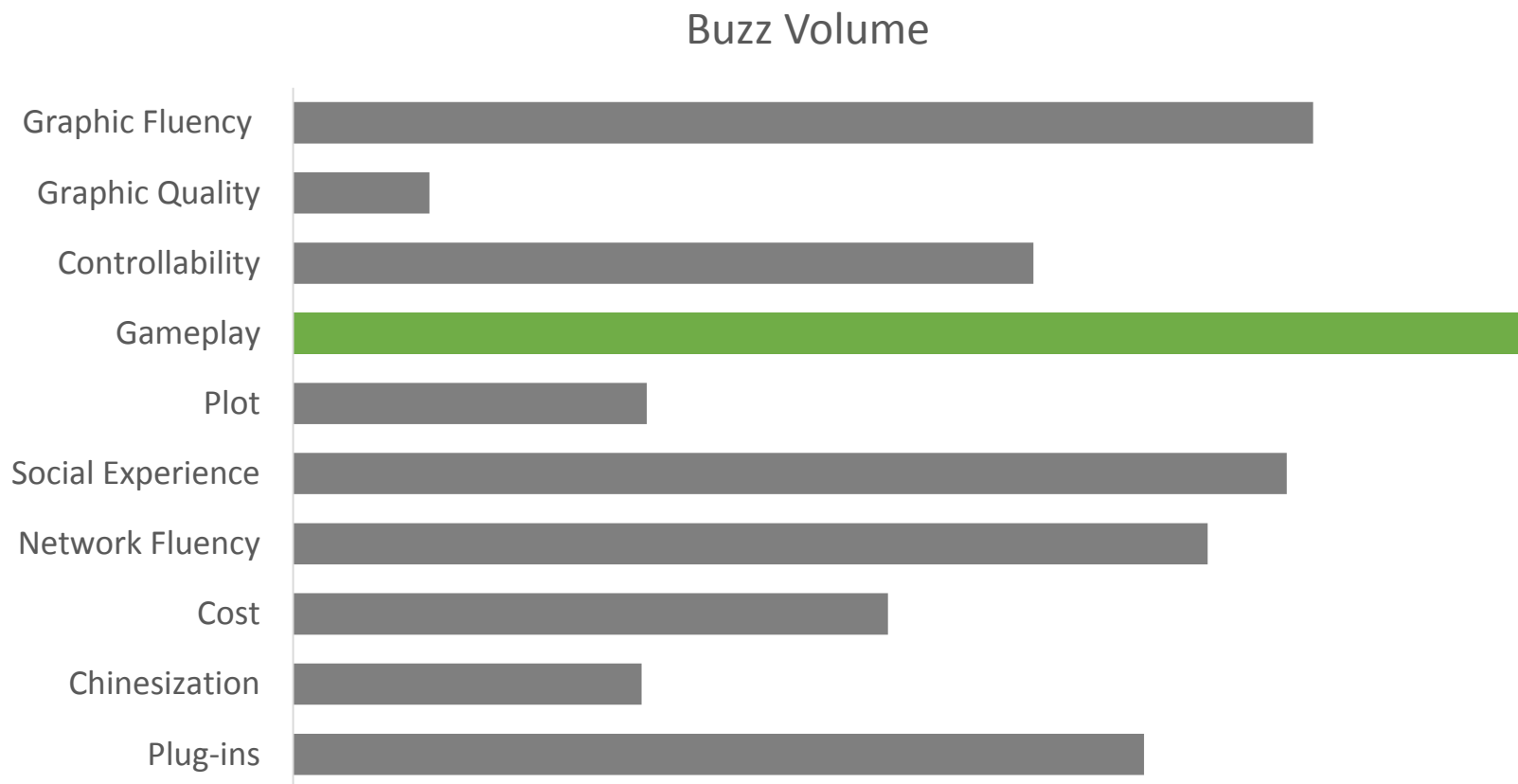


Figure 20 - Geographical Distribution



# Buzz Volume by Category

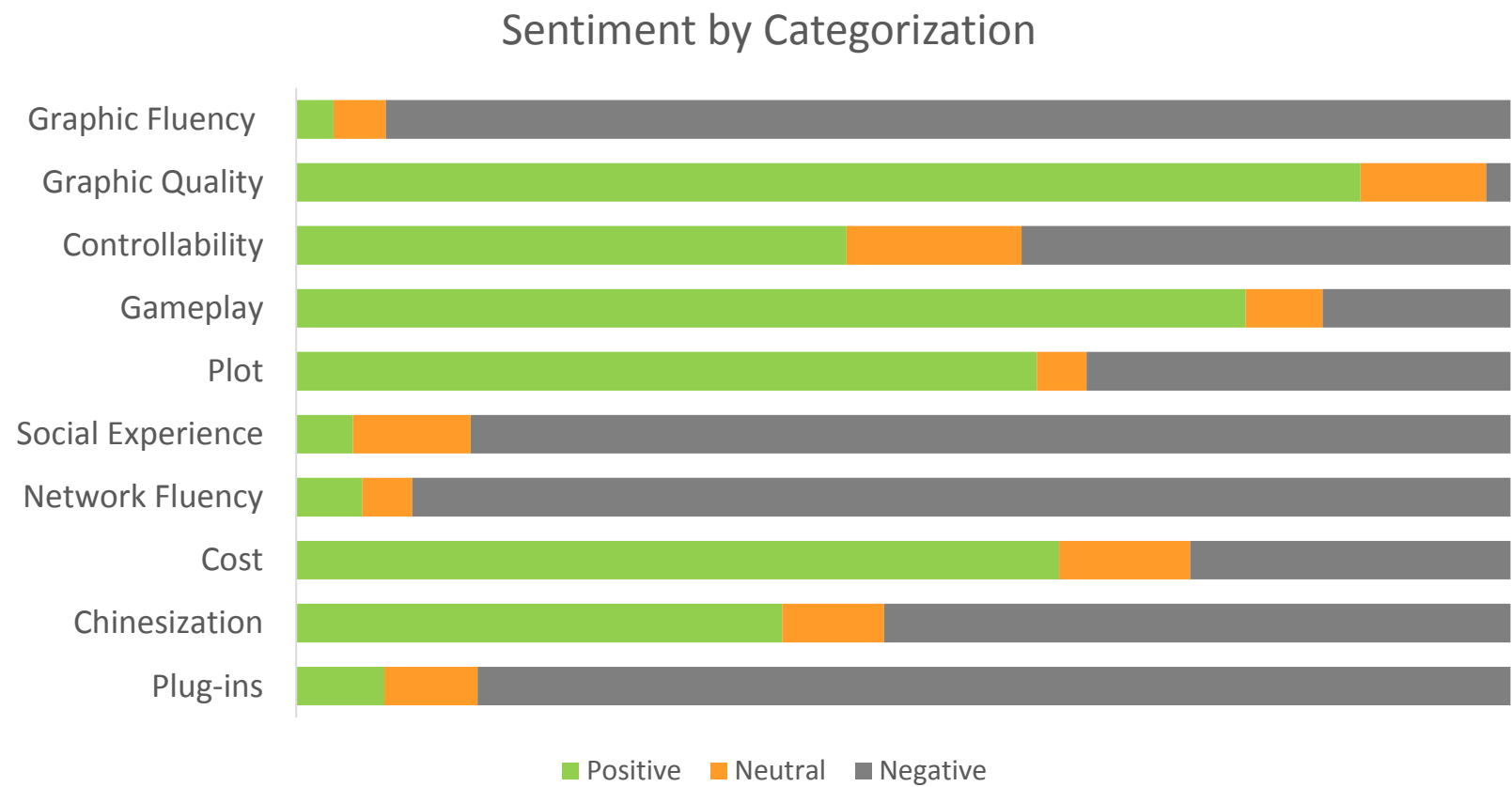
Same as broad EA trend, buzz volume centers on Gameplay followed by social experience and graphic fluency





# Sentiment by Categorization

There's sharp contrast in terms of gamer sentiment, graphic & network fluency, social, plug-in being the most pressing issues while graphic quality is highly appreciated, though least mentioned



## Positive Top Words and Word Cloud

No.	Chinese	English	Percent(%)
1	经典	Classic	5.09
2	画质	Great Graphic Quality	4.98
3	震撼	Phenomenal	4.90
4	技术	High Technology	4.89
5	职业	Professional	4.77



## ■ Negative Top Words and Word Cloud

No.	Chinese	English	Percent(%)
1	延迟	Connection Delay	5.09
2	外挂	Cheating Plug	5.00
3	喷子	Negative Sprayer	4.99
4	惨淡	Bleak	4.74
5	智商	Low IQ	4.27



# Social Verbatims

- **Network Fluency**

- 说得再好，老延迟有个毛玩啊！每个版本出来都这样，说得天花乱坠！结果，动不动就延迟！
- EA的篮球和足球都有操作延迟性，为了真实，牺牲了游戏的爽快感
- 主机版本因为乏力的GPD延迟的网络有限的硬盘容量和拙劣的手柄操作，将以720P30FPS和缩水游戏内容的
- 这样的设计，估计延迟高，向暗黑3一样，本来想买听说延迟120+，果断放弃
- 游戏是好就是服务器太坑爹，延迟高

- **Plug-ins**

- 外挂太多，没有举报机制，投票踢人机制，没有方便的查看其他玩家详情的界面。
- PC版外挂严重泛滥，什么时候解决啊？！

- **Social Experience**

- 还是要提高ai智商啊，经常和队友撞一块然后丢球

- **Chinesization**

- 怎么没中国的，不是说有中文版吗？
- 我就问什么时候敢内置中文？

- **Plot**

- 呵呵，战地4都没满级，感觉好无聊！还是一样的射击感，肯定也很无聊！还没中文！
- 个人觉得没有剧情的极品飞车不好玩-----12和16有个狗血的剧情，你觉得好玩了吗
- 龙腾玩得好无聊的，角色一点都不吸引人，地图系统也做的不好

- **Cost**

- 说实话销量惨淡我一点也不意外，我承认前几个小时把我吓得够呛，但是习惯之后战斗手感稀烂，怪物种类稀少，后期赶工严重，可玩性和重玩性可以说是历代最差等等问题全都出来了。

# Hot Topics of EA HD



# Hot Topics of EA HD Brands Being Shared

<Forming good habit: ball controlling>

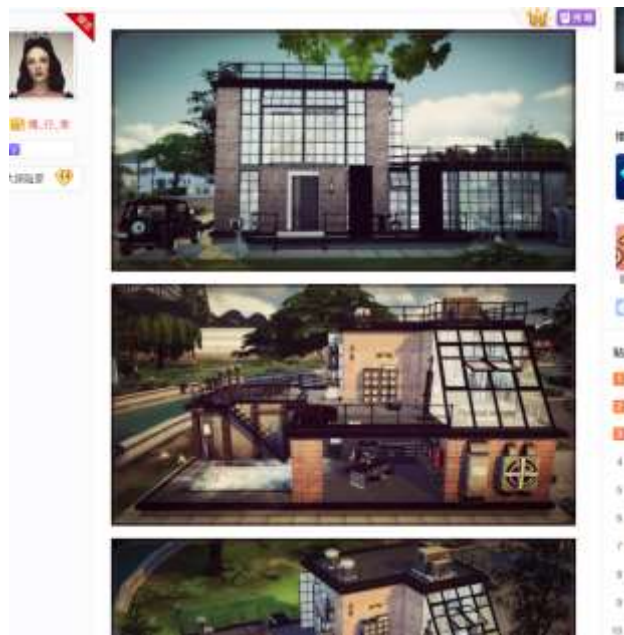
Source: Baidu BBS (FIFA16) Replies: 21



Why: Illustrated useful walkthrough to gamers

<Self-made house sharing>

Source: Baidu BBS (SIMS) Replies: 5280



Why: Sharing by best gamers

<How to kill your enemies in various ways>

Source: 3dm (战地1) Views: 25960 Replies: 1402



Why: Illustrated useful walkthrough to gamers



# Key Influencers' Hot Topics

<What is the differences between NFS, The Crew , e.t.c.?>

Source: Zhihu | Views: 20276 | Replies: 10



Renxing  
Zhihu  
Car designer



尘埃系列：

尘埃系列也是任性君很爱玩的一款拉力赛游戏，特色当然就是拉力驾驶啦！尘埃系列的驾驶感都相当不错，像漂移玩尘埃没错！又有漂移大师ken block嘉年华战车可以随意玩耍，任性君要去YY一把了！



不用我过多介绍了吧，爱车的朋友那个不是从极品飞车玩起来的。极品飞车系列所涉较多，像极品7、8的地下狂飙的改装车特色，还有极品出镜率最高的最高通缉特品13、15的拟真驾驶特色。极品飞车凭借自己的超长生命周期大玩各种不同的风格，喜欢的就是极品8地下狂飙2，这不，新出的极品19不就延续了极品8的特色了吗。



嗨不好好做刺客信条系列，退到来做赛车游戏。这个游戏任性君也玩到嗨了，特别过瘾，喜欢跑！再有就是它独有的五类改装方向了街道、尘土、极速、突击、赛音自独有的改装件，这个玩法还是十分新颖的。最后，就是各类挑战了，比如飞跃

Why: Participated by professionals



Thank You