



GENRE OVERVIEW TACTICAL SHOOTER



Tactical shooters have intense, precise gunplay. Strategy and teamwork are incentives.

CORE GAMEPLAY ELEMENTS:

- In-game economy
- Short time to kill
- Precise gunplay (ex. no moving and shooting)
- Limited weapon choices
- Play on specific maps
- 5 v 5
- Highly competitive

POPULAR GAMES

- Valorant
- Counter Strike 2
- Rainbow Six Siege
- Escape from Tarkov





GENRE OVERVIEW BATTLE ROYALE



Battle Royales are games with a large number of players per match where the play area shrinks until there is only one player/team left alive. Strategic navigation and looting are incentives.

CORE GAMEPLAY ELEMENTS:

- Last man standing
- Shrinking play area
- Large player pool
- Precise gunplay (ex. no moving and shooting)
- Minimal equipment
- Looting/Scavenging
- Highly competitive

POPULAR GAMES

- Fortnite
- CoD: Warzone
- Apex Legends
- Z1





PUBG: BATTLEGROUNDS

KPIs

#	TEAM NAME	PLACE PTS	KILLS PTS	TOTAL PTS
1.	TEAM NAME	0	0	0
2.	TEAM NAME	0	0	0
3.	TEAM NAME	0	0	0
4.	TEAM NAME	0	0	0
5.	TEAM NAME	0	0	0
6.	TEAM NAME	0	0	0

WINNER WINNER CHICKEN DINNER

Some key performance indicators include:

- Kills
- Deaths
- Assists
- Place PTS
- Team Rank

Player Community

- Players are typically older males in their late 20s to early 30s
- Highly popular standing in 4th place in top games on steam charts. Average of 300k players.
- The PUBG subreddit has over 2.5M users
- Highly competitive and world wide
- Many gaming platforms like mobile, console, PC

Incentives

- Cosmetics like weapon skins and player outfits are the main incentive. Players receive free items upon leveling up.
- PUBG is all about last man standing, be the last team to withstand the zone closing and chase a high rank.

DIAMOND

CROWN

ACE

CONQUEROR