

Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews
COMPETITORS					
Gamespot	Content heavy platform offering a variety of articles, and updates on everything in the gaming world. They offer news, upcoming games reviews, and staff picks where users can view staff selected games to choose from.	They offer a wide variety of options for users to obtain information on the gaming world as a whole. They also offer merchandise and other offers for users.	They offer a plethora of information regarding gaming, backed by original video content and riveting articles.	Cluttered UI. There is also an aggregious amount of adds through out the web platform. It also offers content with no order or filtering.	GameSpot is generally praised for its fair and consistent game reviews, with users appreciating the site's balance of critical analysis and entertainment value. Longtime readers commend its reliable reporting and thorough coverage of both mainstream and indie titles. However, some users express frustration over an increase in sponsored content and occasional review scores that don't align with public sentiment. Others note the website's interface can feel cluttered, making it harder to navigate quickly for news and reviews.
IGN	Modern culture and lifestyle platform centered around the gaming community. Offers content on all sorts of topics including gaming, lifestyle, tech, and more.	IGN is a staple in the gaming and tech community. They offer more than just gaming advice and news, but also curated lifestyle content for people in that community.	They offer a lot of original content and merchandise geared towards the gaming community.	They have become more of a gaming lifestyle brand than just a gaming brand. They no longer cater to the community as they used to.	IGN receives mixed feedback from its audience. On the positive side, many customers enjoy its vast library of video content, gaming podcasts, and early-access previews. The site is often praised for its lively community forums and coverage that spans beyond gaming into movies, comics, and pop culture. On the downside, some gamers criticize IGN for review score inflation and inconsistencies between written reviews and final scores. A portion of the audience also feels that the site sometimes favors popular franchises over indie or niche titles.

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Polygon	Polygon distinguishes itself by offering long-form articles that dive deep into game development, industry trends, and gaming culture. The platform enriches its content with a variety of multimedia formats, including videos, podcasts, and interactive stories, providing users with dynamic and engaging experiences. Additionally, Polygon takes a progressive approach to its reviews by updating them after a game's launch to reflect patches, updates, and community feedback, ensuring readers receive the most current and accurate assessments over time.	Polygon stands out by offering cultural insight through its analysis of the societal impact of video games, exploring how gaming intersects with broader cultural and social issues. In addition to its game coverage, Polygon diversifies its content by expanding into related areas such as movies, television, and pop culture, appealing to a wide range of entertainment enthusiasts. This blend of gaming and general entertainment coverage allows Polygon to engage audiences beyond traditional gaming news, offering readers a more rounded and culturally aware perspective.	<p>Editorial Quality: Known for well-researched and thoughtful content.</p> <p>Inclusive Perspective: Emphasizes diversity and representation in gaming.</p>	<p>Subjectivity: Some readers find the editorial tone too opinionated.</p> <p>Less Focus on Reviews: Compared to competitors, may offer fewer traditional game reviews.</p>	Polygon is often praised for its thoughtful, well-written articles and emphasis on the cultural and social aspects of gaming. Many readers appreciate the site's commitment to inclusive storytelling, long-form features, and coverage of indie games and lesser-known developers. Its multimedia content, including videos and podcasts, is well received for being polished and entertaining. On the flip side, some readers criticize Polygon for occasionally prioritizing opinion-driven or editorial pieces over straightforward game reviews. A portion of the gaming community also feels that the site can lean too heavily into social commentary at the expense of gameplay-focused content. Still, it maintains a loyal following who value its unique voice and in-depth features.
Steam	Steam is the world's largest digital distribution platform for PC gaming. It offers game purchasing, downloads, cloud storage, community features, and more – acting as both a store and a social hub for gamers.	Steam is a gaming store and platform that offers users a large variety of games to purchase and play. The offer a service that allows users to play console style games on the computer.	They offer users a platform where users can learn about new games and play them as well.	Does not focus on articles and news for upcoming games, more so just displays popular games on homepage. Community features are very outdated. Focused more on selling games.	Steam's customer reviews system is one of its standout features, offering an open platform where users can leave feedback and rate games after purchase. Customers value the transparency and authenticity this brings, with reviews often providing practical insights into gameplay, bugs, and overall value. The platform is widely praised for its vast game library, seasonal sales, and user-friendly refund policy. However, some complaints include issues with the Steam client's occasional lag, review bombing incidents affecting scores, and a somewhat dated UI compared to newer competitors.