

GAM01: AAA Gaming Publisher Analysis

Executive Summary | January 31, 2026

Franchise Metrics

\$4411M

TOP FRANCHISE REVENUE

163M

TOTAL MAU

2.8B

DAILY HOURS

~40%

MTX SHARE

Platform Performance

Top Franchise: Call of Duty

Top Platform: Mobile

Console Share: ~45%

Engagement

Total MAU: 400M | DAU/MAU: 22% | Mobile Growth: Strong