

# GAM03: Open World Gaming Economics

Executive Summary | January 31, 2026

## GTA Metrics

**278M**

TOTAL UNITS SOLD

**\$121M/Q**

GTA ONLINE REVENUE

**72M**

ACTIVE PLAYERS

**9M**

NBA 2K DAU

## Franchise Value

**GTA V Units:** 278M

**Shark Cards:** \$53M/Q

**RDR2 Units:** 60M

## 2K Sports

NBA 2K DAU: 9M | VC Revenue: \$16M/day avg | MyTeam: High