

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