

# 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