

## Story 2

PUBLISHER VS ( EU SALES ) & YEAR -To further elaborate on the comparison between publisher and EU sales, it is important to note that publishers like EA, Ubisoft and Activision generate a significant portion of their revenue from sales in the EU market. This can be attributed to the fact that the EU market is one of the largest and most profitable gaming markets in the world.

In terms of year, sales numbers can vary significantly based on the release schedule of their revenue from Europe, specifically the EU (European Union) market. According to a report by the European Games Market, the EU game market generated €23.9 billion in revenue in 2020, making it the second-largest game market in the world, after China. The report also shows that the top publishers in the EU market include EA, Ubisoft, Activision, and Take-Two Interactive.

However, it is important to note that publisher sales may not necessarily reflect the same trend as EU sales, as publishers may have a global reach and generate revenue from other regions as well. Additionally, the year also affects the sales performance of publishers and the EU market as a whole. Fo..

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