

Overview: What This Dashboard Shows

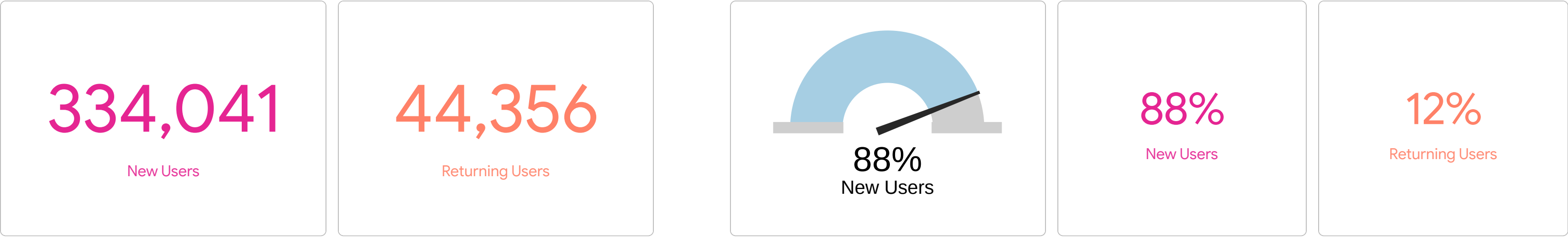
This dashboard summarizes Game Pass user engagement since October 1, 2025.
It answers:

- How many Game Pass users have engaged with the game?
- How many users are new versus returning?
- What proportion of engagement comes from new Game Pass subscribers?
- Which platforms contribute most to Game Pass engagement?

This dashboard provides an at-a-glance view of Game Pass performance, helping teams assess acquisition quality, retention health, and platform mix.

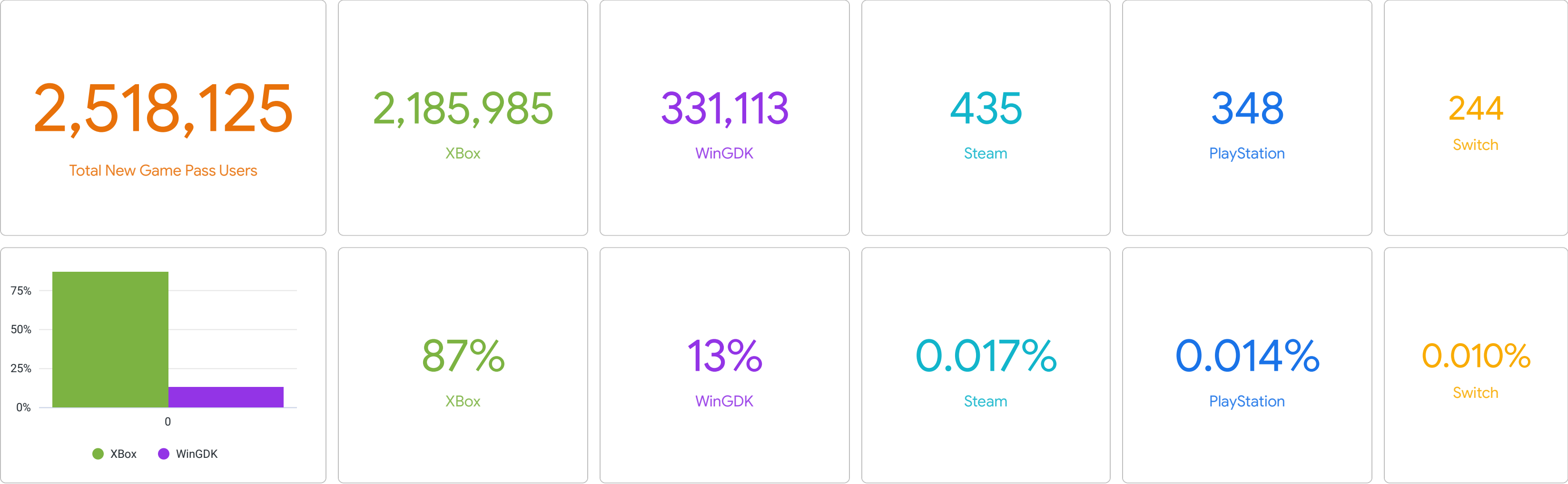
User Mix - New vs Returning (Since Oct 1, 2025)

A high share of new users indicates strong acquisition via Game Pass.



Game Pass Engagement by Platform (User Count)

Shows where Game Pass users are engaging.



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Please contact if any update is needed.