Overview: What This Dashboard Shows

This dashboard summarizes Phoenix free-trial access and conversion behavior for Phoenix.

It answers:
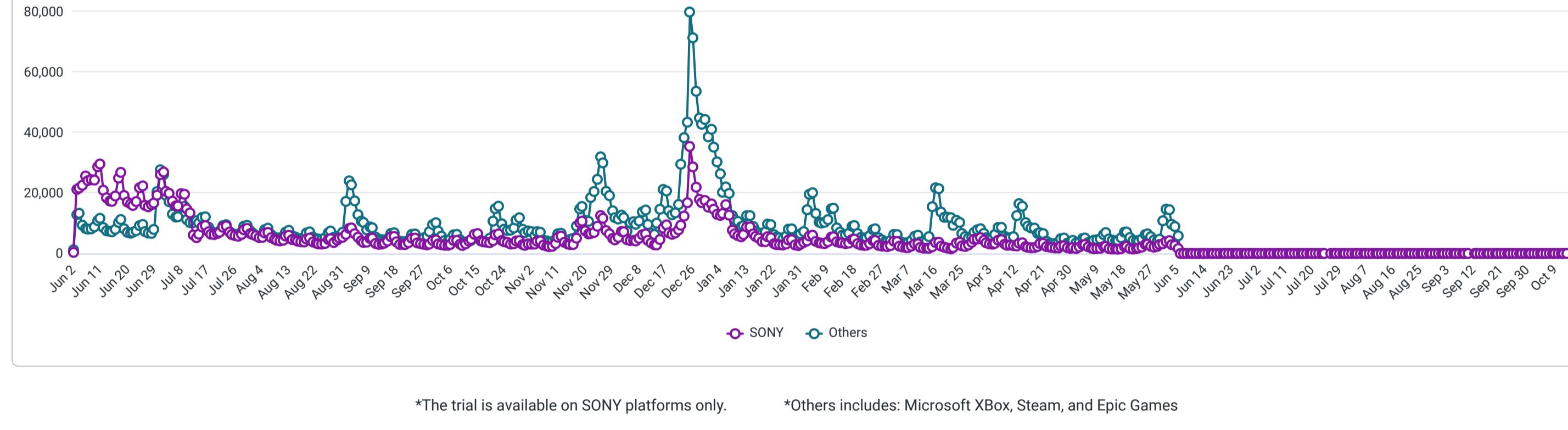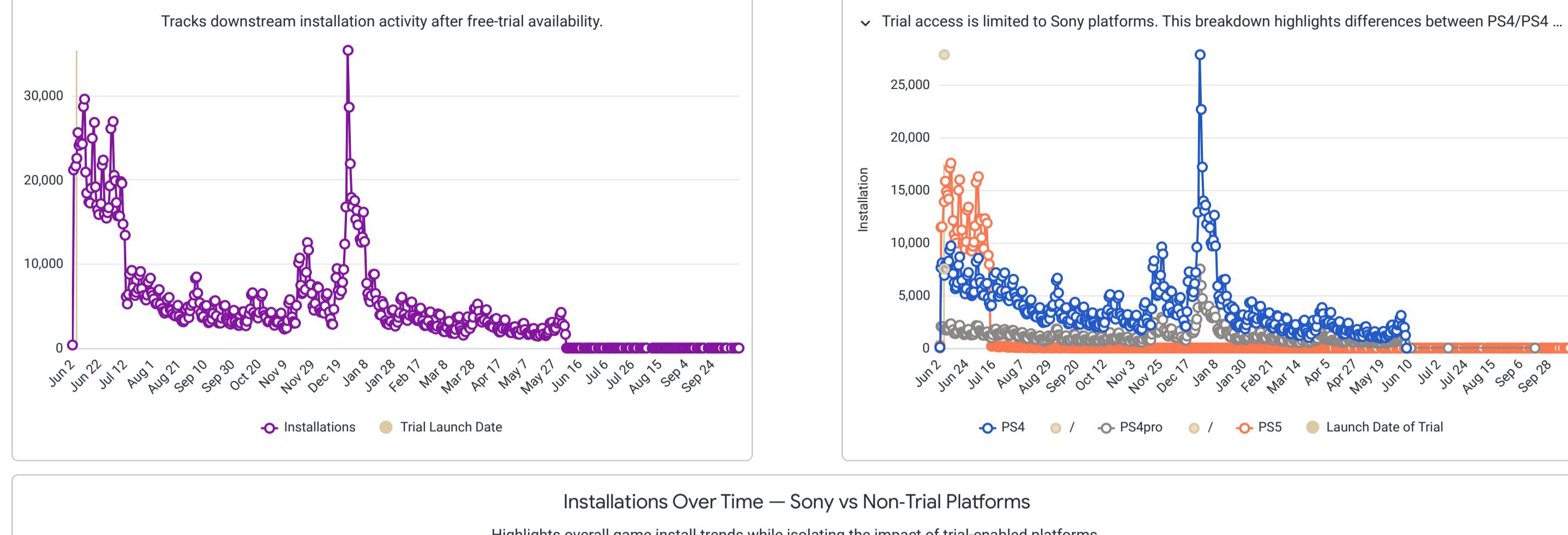
- How many eligible users start the free trial?
- How often does trial play lead to full-game installation and conversion?
- How does trial engagement differ between console generations (Gen8 vs Gen9)?
- Where are the largest drop-off points between trial availability, trial play, and purchase?

This dashboard provides a full funnel view of the free-trial experience - from eligibility to play to conversion - supporting data-driven improvements to player acquisition and monetization strategy.

## Hogwarts Legacy Trial access & Conversion

Pre-Trial Purchase Context
Shows installation behavior following the launch of the free trial feature.
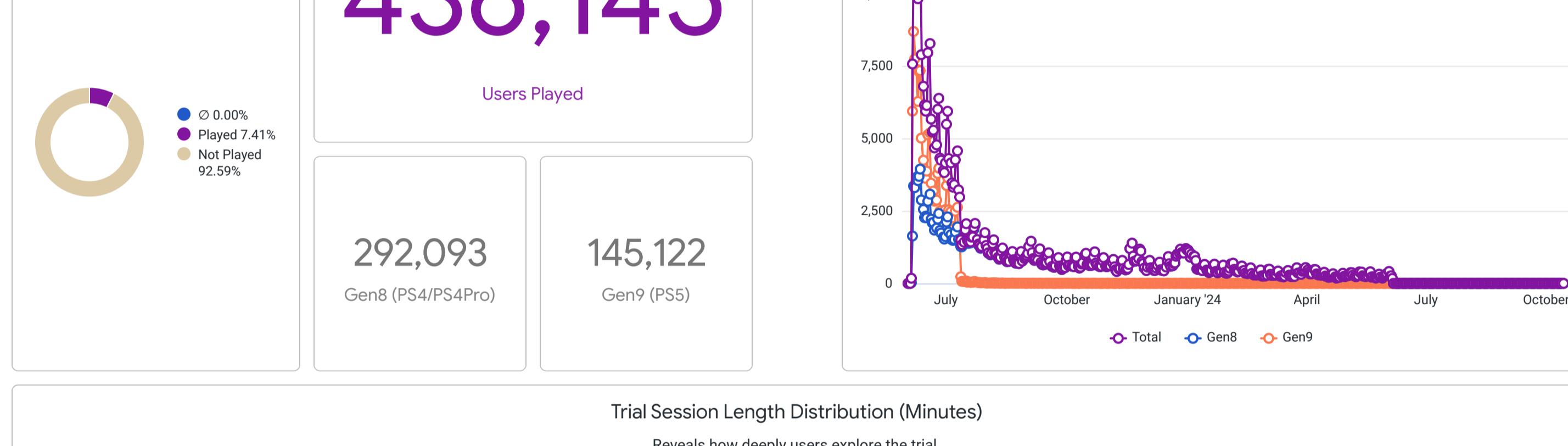
Installations After Trial Launch
Tracks downstream installation activity after free-trial availability.

Legend: Installations — Trial Launch Date

Installations After Trial Launch – Per Platform
Trial access is limited to Sony platforms. This breakdown highlights differences between PS4/PS4 …

Legend: PS4 — PS4pro — PS5 — Launch Date of Trial

Installations Over Time — Sony vs Non-Trial Platforms
Highlights overall game install trends while isolating the impact of trial-enabled platforms.

Legend: SONY — Others

*The trial is available on SONY platforms only.   *Others includes: Microsoft XBox, Steam, and Epic Games

Trial Engagement

Played vs Not played

Legend: 0.00%, Played 7.41%, Not Played 92.59%

436,145
Users Played

292,093 — Gen8 (PS4/PS4Pro)
145,122 — Gen9 (PS5)

Daily Trial Players Over Time

Legend: Total — Gen8 — Gen9

Trial Session Length Distribution (Minutes)
Reveals how deeply users explore the trial.
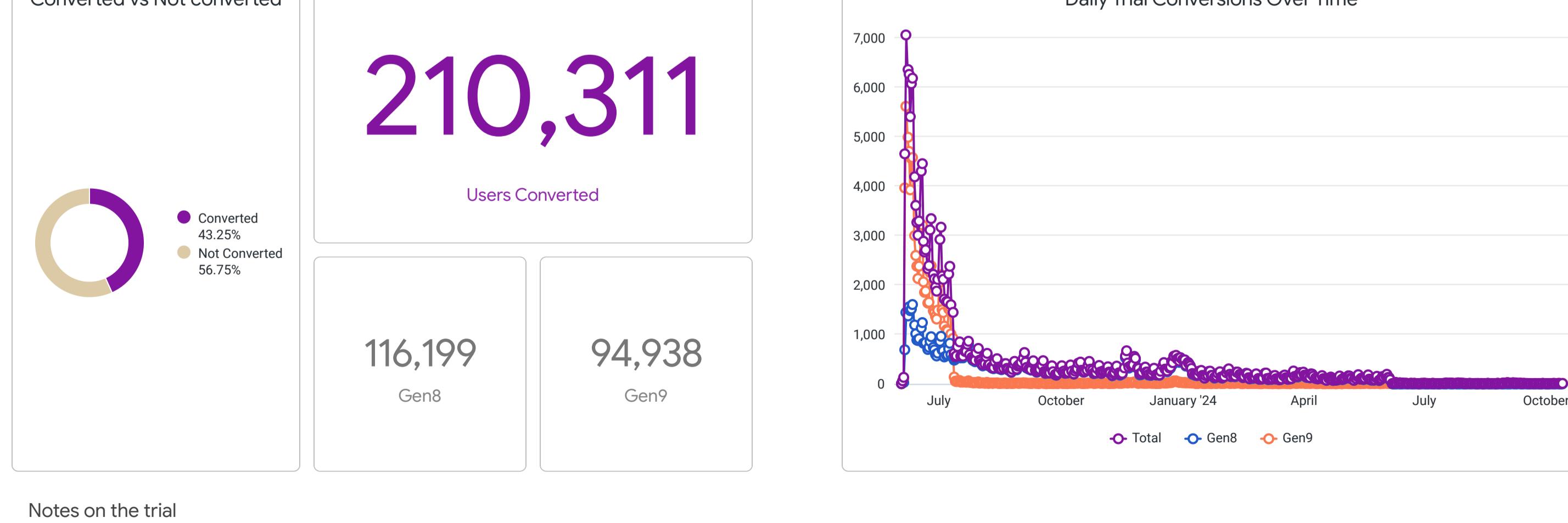
*The trial is available only for premium users, which means some users do not have the option to play the trial.

Also, premium users can select whether they play the trial or launch the full version without the trial, when making a purchase.

Trial-to-Purchase Conversion

Converted vs Not converted

Legend: Converted 43.25%, Not Converted 56.75%

210,311
Users Converted

116,199 — Gen8
94,938 — Gen9

Daily Trial Conversions Over Time

Legend: Total — Gen8 — Gen9

Notes on the trial

- The trial is available on SONY platforms only. It runs for 45 mins.
- The trial is available only for premium users, which means some users do not have the option to play the trial.
- Also, premium users can make a choice whether they play the trial or launch the full version, when they purchase the game.
- Once the game is launched with the selection of the trial, users cannot revert it.
- The trial is started automatically with a timer.

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Please contact if any update is needed.