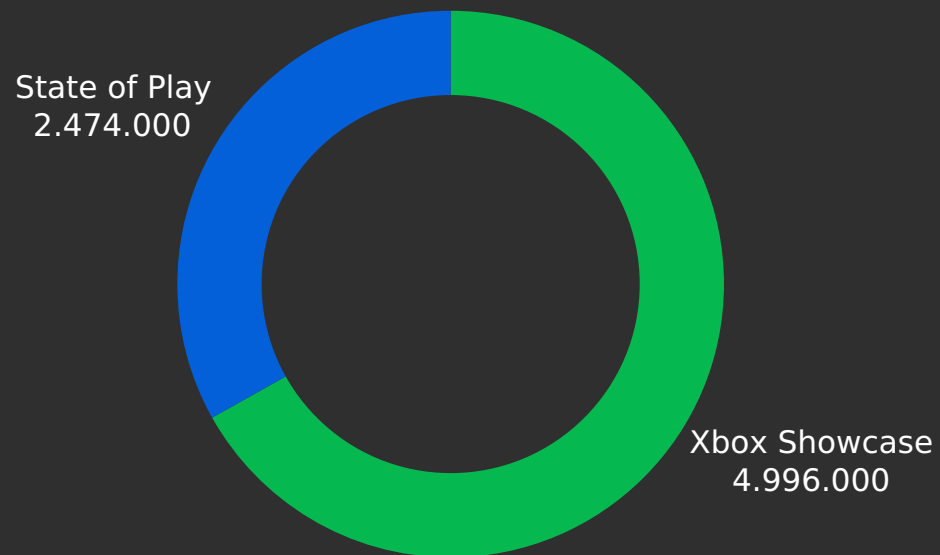


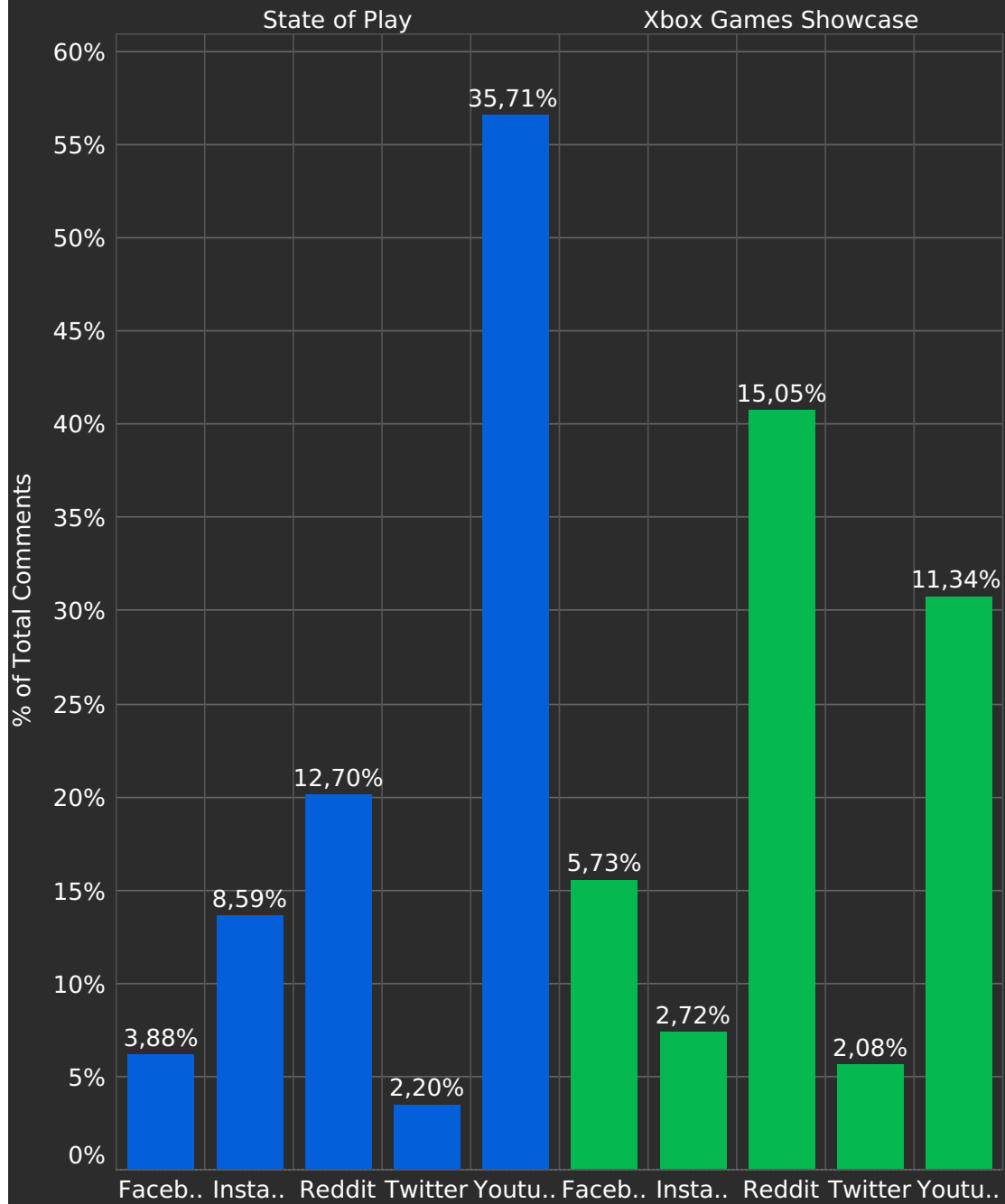
Views Comparison

Event

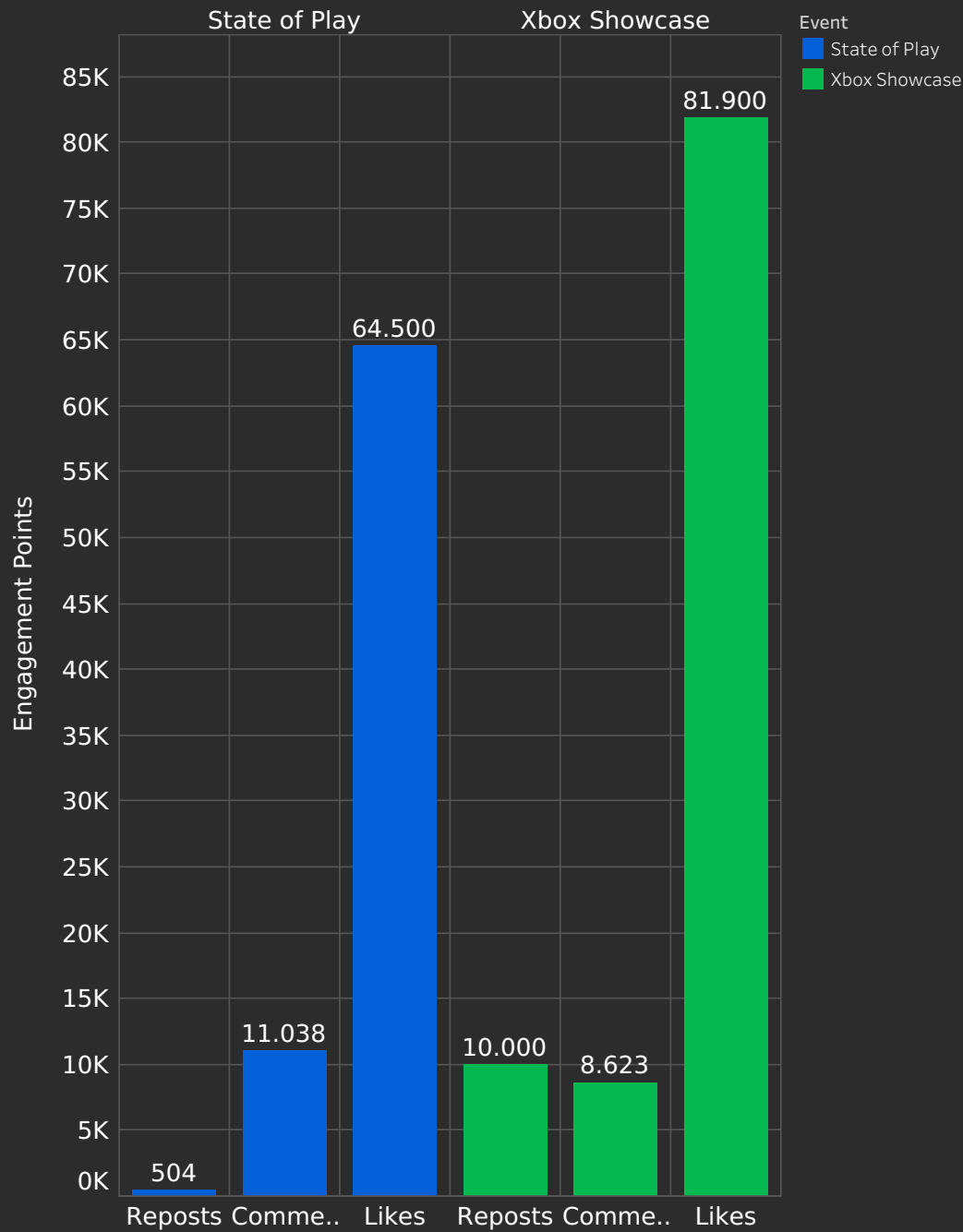
- Xbox Showcase
- State of Play



Comments Distribution by Platform



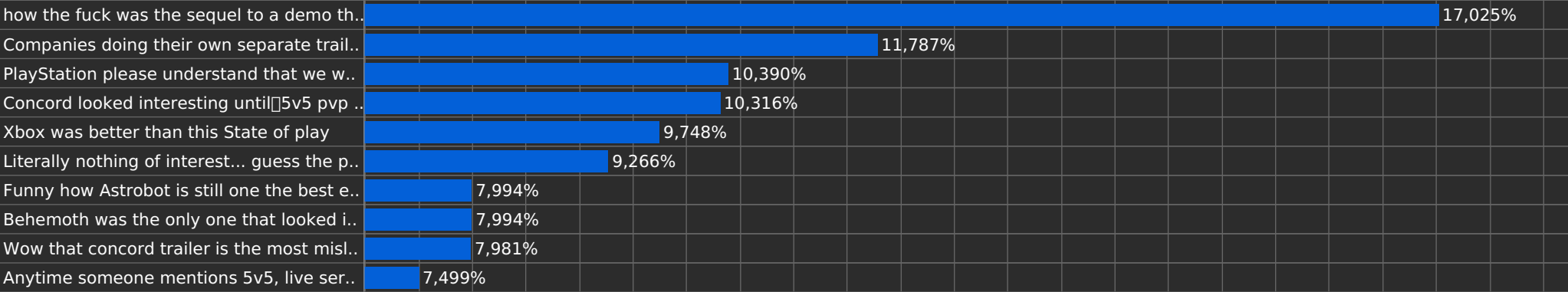
Engagement Comparison



Top 10 most Popular Comments on State of Play

Comments

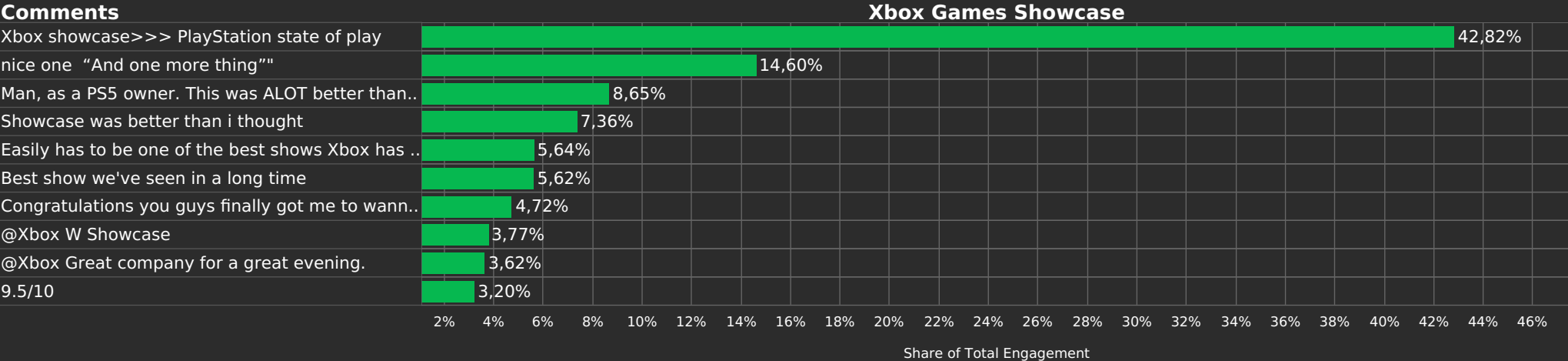
State of Play



7,5% 8,0% 8,5% 9,0% 9,5% 10,0% 10,5% 11,0% 11,5% 12,0% 12,5% 13,0% 13,5% 14,0% 14,5% 15,0% 15,5% 16,0% 16,5% 17,0% 17,5% 18,0%

Share of Total Engagement

Top 10 most Popular Comments on Xbox Games Showcase

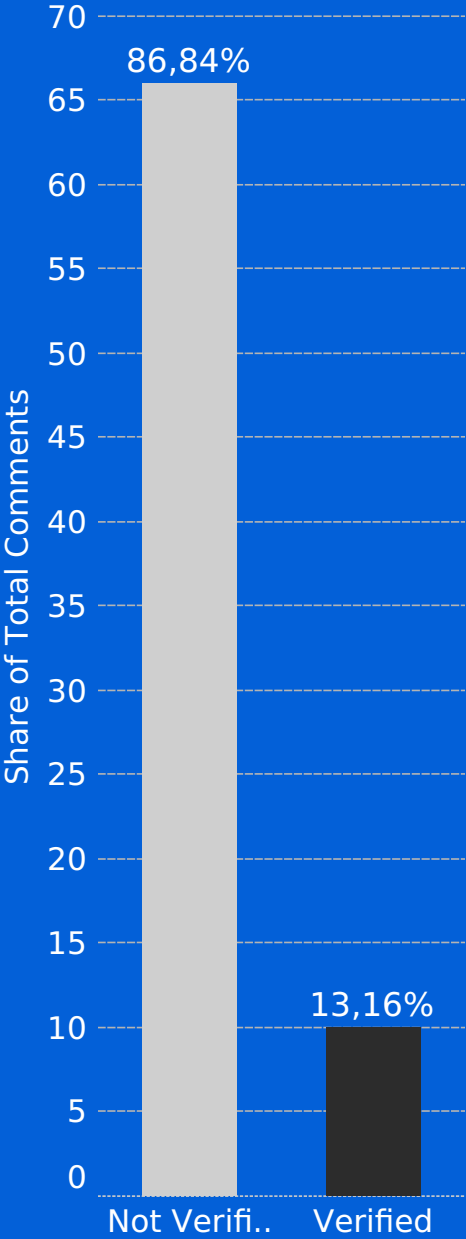


Blue Verified Users
Distribution by Comments

State of Play

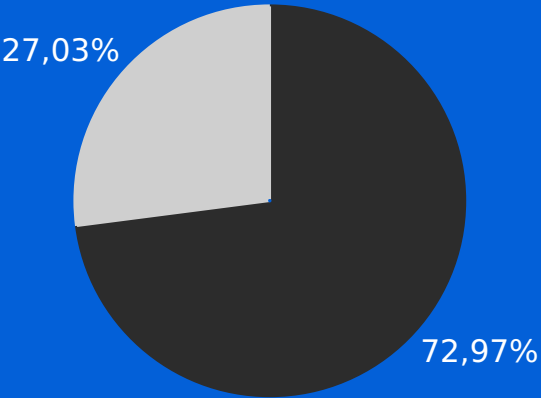
Blue Verified

- Not Verified
- Verified



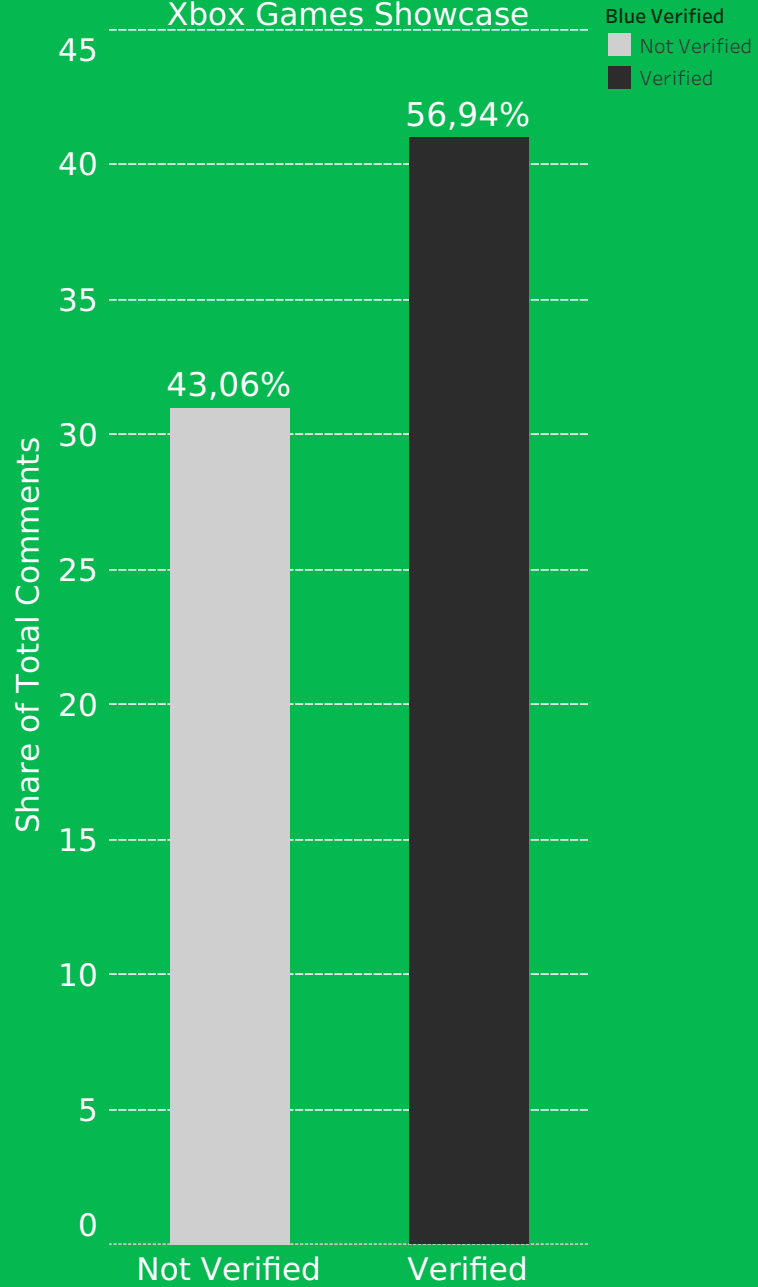
Engagement Distribution by User Verificated
Comments
State of Play

Blue Verified
Verified
Not Verified



Blue Verified Users Distribution by Comments

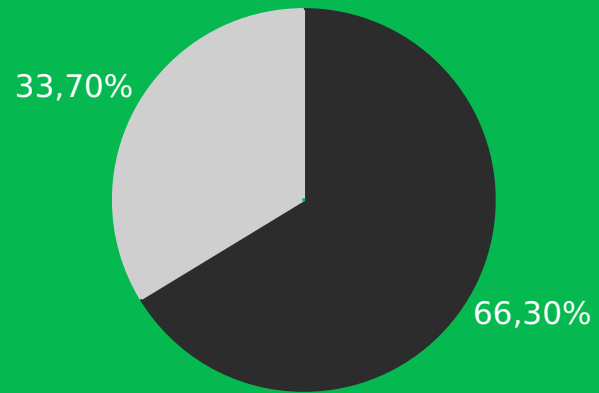
Xbox Games Showcase



Engagement Distribution by User Verificated Comments

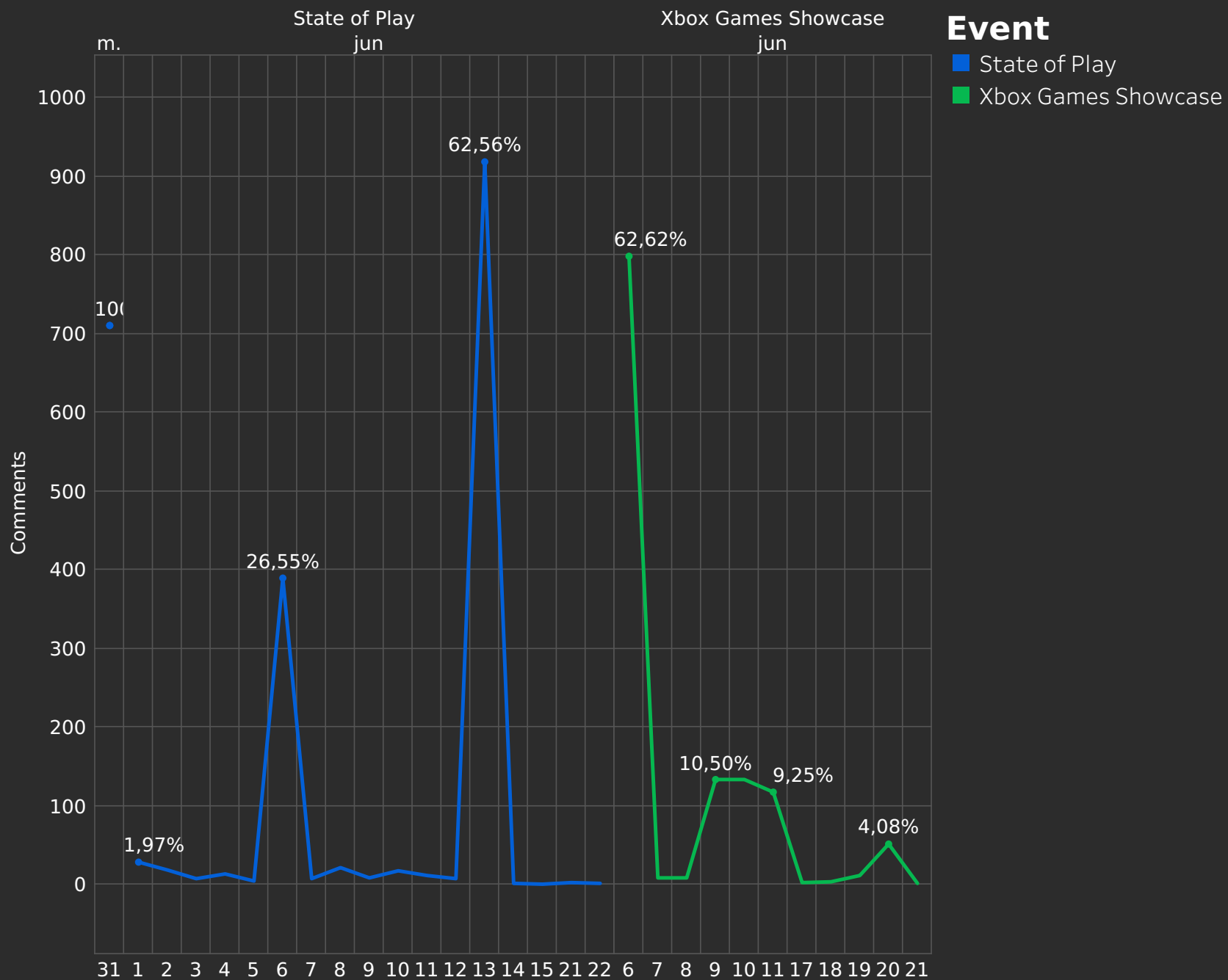
Xbox Games Showcase

Blue Verified
Verified
Not Verified



Twitter

Comments Distribution by Day



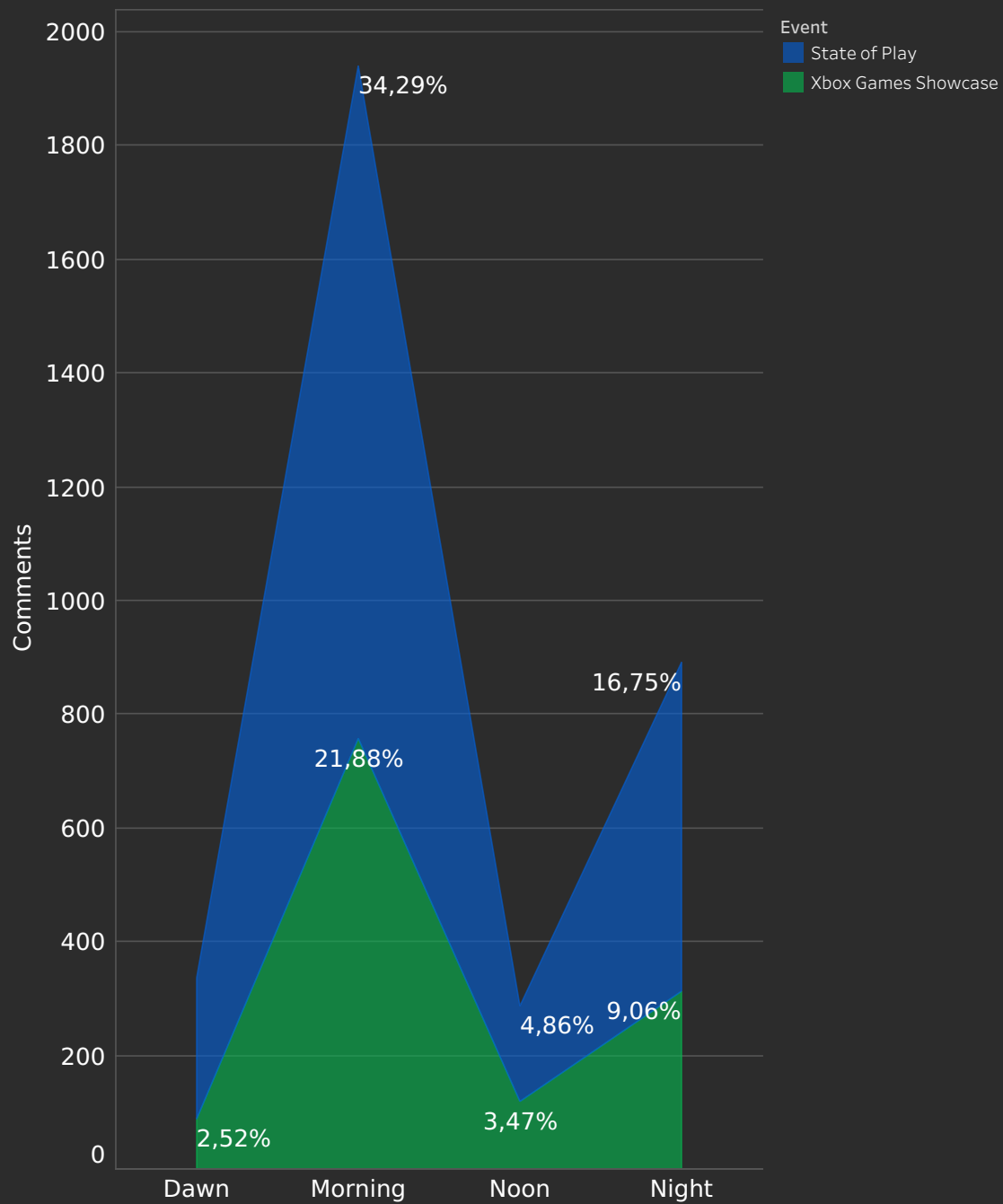
Keyword Distribution by Day

Mes de Date	Día de Date	Most Common K..	State of Play	Xbox Games Showcase
mayo	31	Astro Bot	106	
		Concord	35	
		Silent Hill	15	
		Bloodborne	13	
		Monster H..	12	
		Fable	2	
		Call Of Duty	2	
		Gears Of W..	1	
		Gamepass	1	
junio	1	Astro Bot	9	
		Concord	1	
	2	Astro Bot	7	
		Concord	2	
		Bloodborne	1	
	3	Bloodborne	1	
	4	Astro Bot	1	
	5	Concord	1	
	6	Astro Bot	101	1
		Silent Hill	13	
		Concord	12	
		Monster H..	8	
		Bloodborne	4	
		Call Of Duty	1	36
		Gears Of W..		38
		Gamepass		26
		Fable		38
		Doom		44
	8	Astro Bot	3	
		Concord	2	
		Monster H..	1	

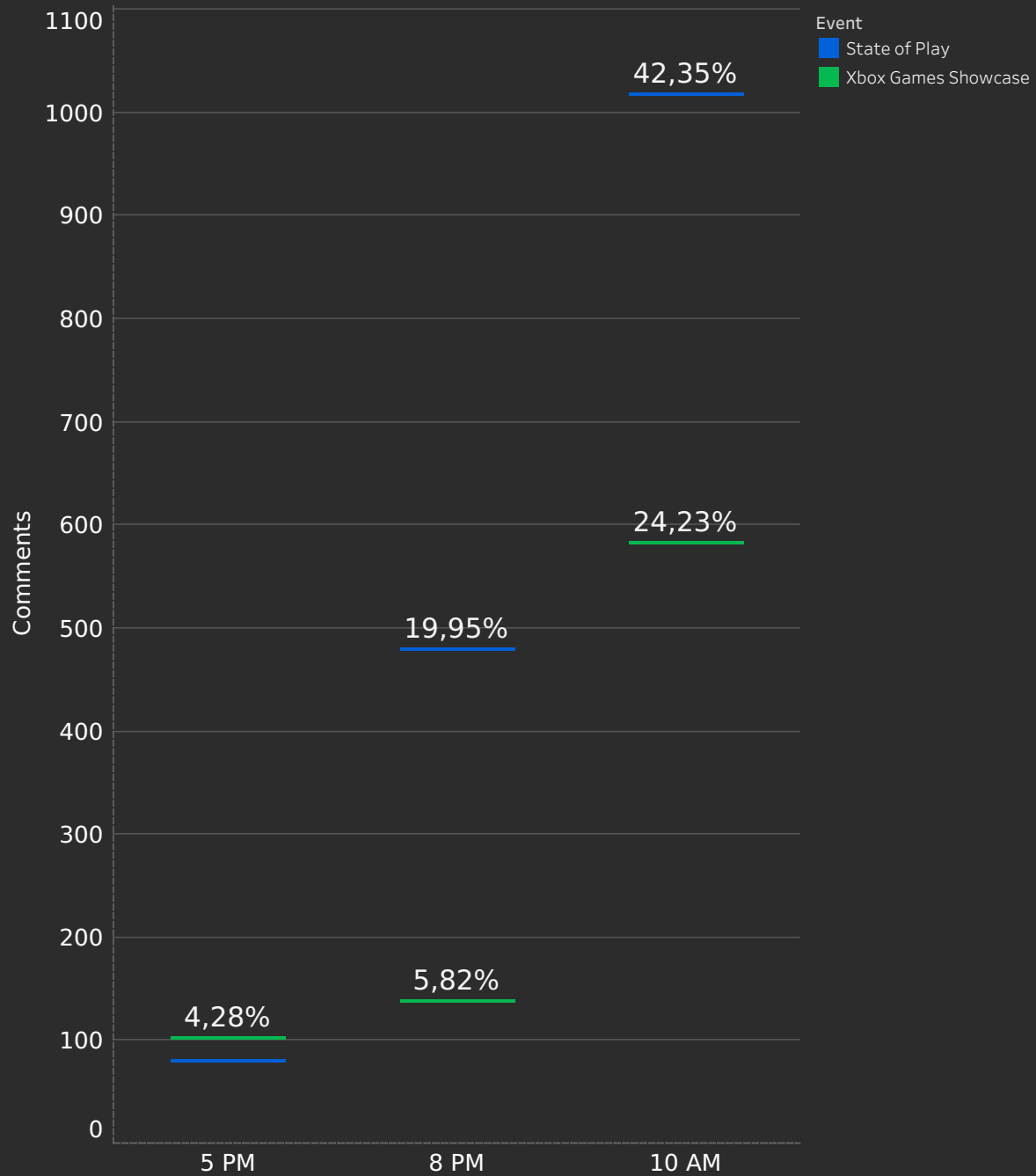
Keyword Distribution by Day

Mes de Date	Día de Date	Most Common K..	State of Play	Xbox Games Showcase
junio	8	Call Of Duty		1
	9	Concord	1	
		Gears Of W..		6
		Gamepass		2
		Fable		1
		Doom		1
		Call Of Duty		1
	10	Astro Bot	4	
		Concord	3	
		Silent Hill	1	
		Gears Of W..		4
		Gamepass		1
		Fable		1
		Call Of Duty		3
	11	Astro Bot	5	
		Concord	1	
		Gears Of W..		4
		Call Of Duty		1
	12	Astro Bot	3	
	13	Astro Bot	150	
		Concord	103	
		Bloodborne	24	
		Silent Hill	22	
		Monster H..	12	
		Call Of Duty	1	
	14	Astro Bot	1	
	18	Gamepass		1
	19	Fable		1
	20	Gears Of W..		1
		Call Of Duty		2

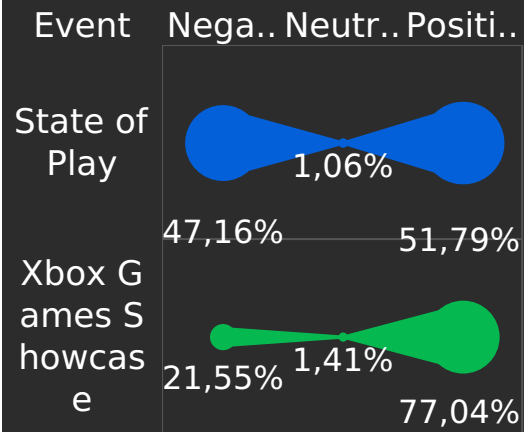
Comments Distribution by Day Phases



Top 3 Commented Hours



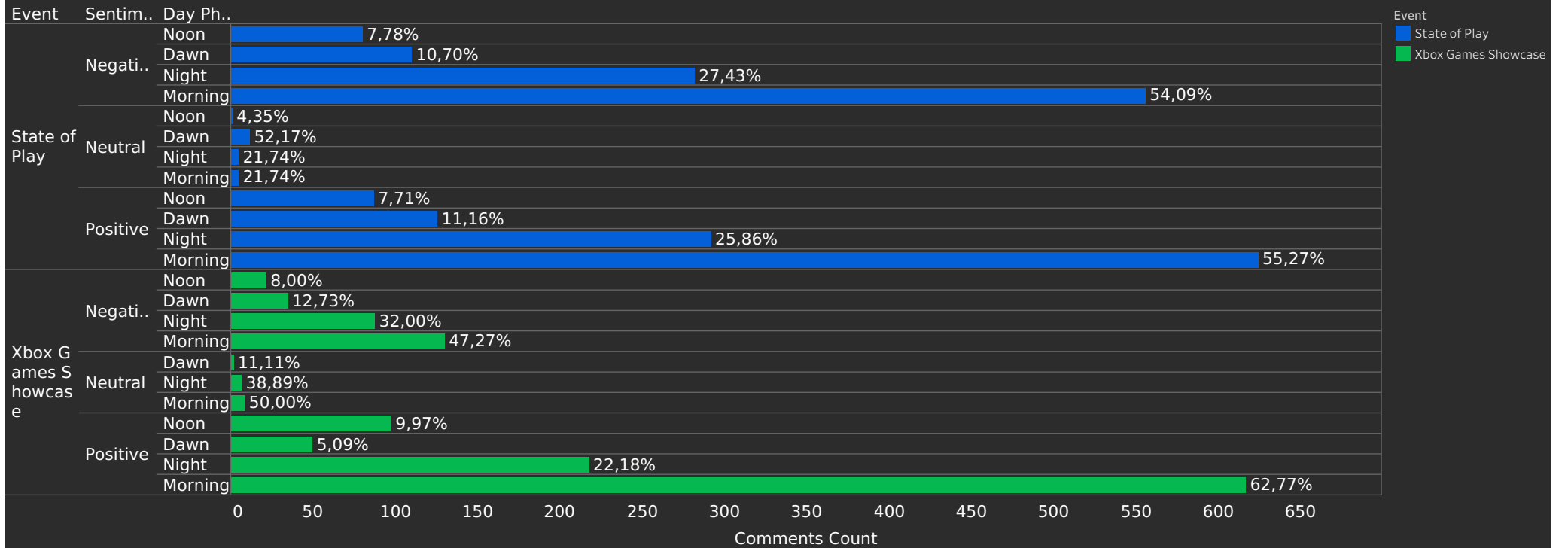
Sentiment by Event



Event

- State of Play
- Xbox Games Showcase

Sentiment Distribution by Day Phase



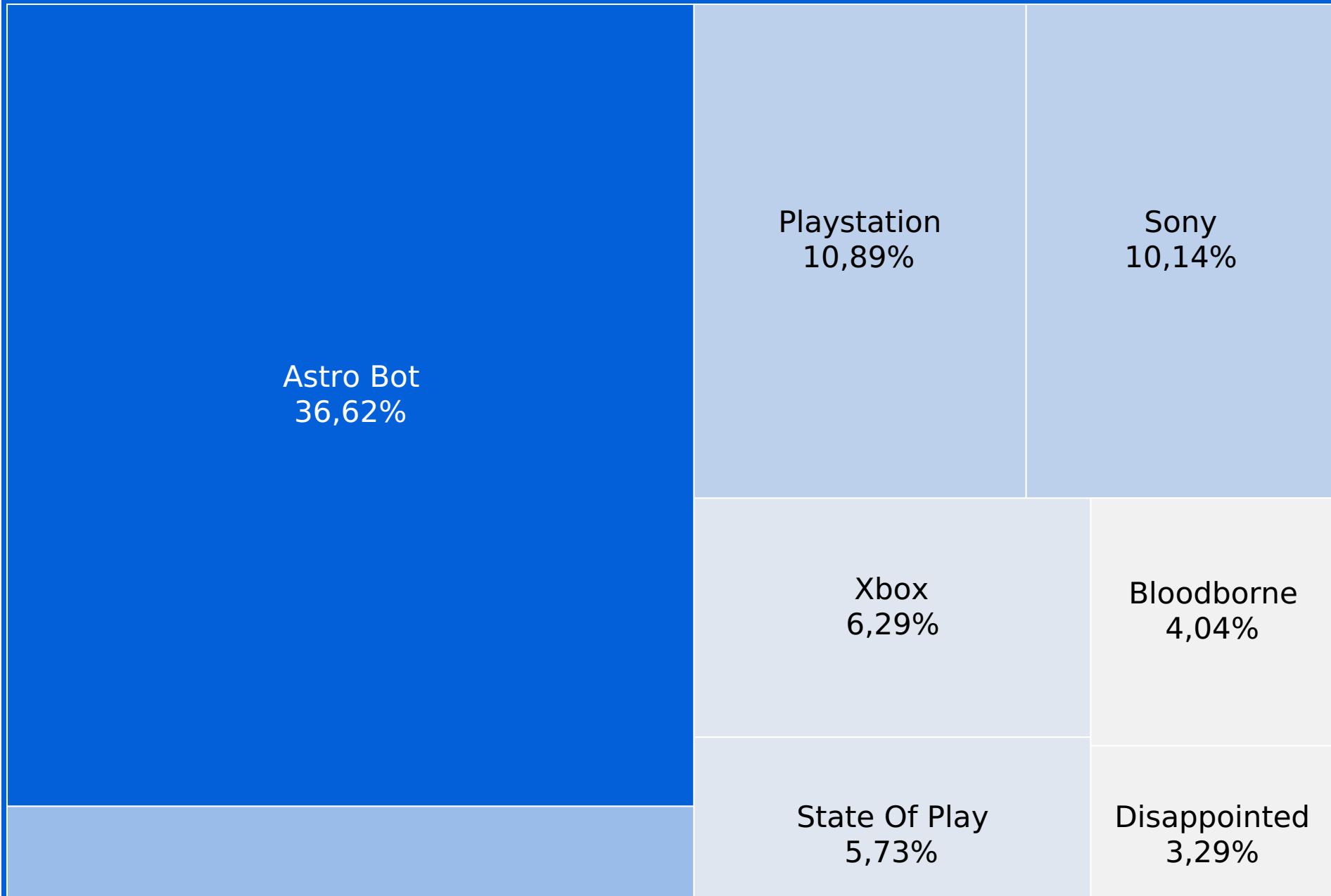
Engagement Distribution by Sentiments

Event	Negative	Neutral	Positive
State of Play	62,51%	0,12%	37,37%
Xbox Games Showcase	47,45%	0,13%	52,42%

Sentiment Distribution Around the World

Location	State of Play			Xbox Games Showcase		
	Negative	Neutral	Positive	Negative	Neutral	Positive
Australia						100,00%
Canada				100,00%		
Denmark						100,00%
France	100,00%					
India	100,00%					
Indonesia						100,00%
Rest of The World	47,24%	1,07%	51,69%	21,46%	1,44%	77,10%
South Africa						100,00%
Spain			100,00%			
Ukraine						100,00%
United Kingdom	40,00%		60,00%			100,00%
United States	30,00%		70,00%	33,33%		66,67%

Most Common Keywords



Most Common Keywords

Concord
15,12%

Silent Hill
4,79%

Monster Hunte
3,10%

Most Discussed Topics

Astro Bot
50,52%

Silent Hill
6,61%

Bloodbo
5,57%

Monster H
4,27%

Until Da
3,50%

God Of Wa
2,27%

Spider
2,27%

Most Discussed Topics

Concord
20,85%

3,24%

2,33%

VR 2
1,81%

5v5
1,30%

Sentiments Distribution by Keywords

Most Common K..	State of Play		
	Negative	Neutral	Positive
5v5	100,00%		
Alien VR	66,67%		33,33%
Astro Bot	39,74%	0,77%	59,49%
Ballad Of Antara	50,00%		50,00%
Battle Pass	100,00%		
Behemoth	25,00%		75,00%
Bloodborne	25,58%	2,33%	72,09%
Boring	100,00%		
Call Of Duty	50,00%		50,00%
Concord	50,93%		49,07%
Cricket 24		100,00%	
Dark Souls	100,00%		
Days Gone	100,00%		
Diablo	20,00%		80,00%
Dino Crisis	100,00%		
Disappointed	100,00%		
Dyansty Warriors			100,00%
Elden Ring	100,00%		
Elder Scrolls 6			100,00%
Everybody'S Golf	100,00%		
Exclusive		50,00%	50,00%
Fable	100,00%		
Final Fantasy 7	100,00%		
Forza	100,00%		
Gamepass			100,00%
Gears Of War			100,00%
Ghost Of Tsushi..	62,50%		37,50%
God Of War	68,00%		32,00%
GTA	14,29%	42,86%	42,86%

Sentiments Distribution by Keywords

Most Common K..	State of Play		
	Negative	Neutral	Positive
Guardians Of Th..	50,00%		50,00%
Halo	50,00%		50,00%
Helldivers 2	100,00%		
Hogwarts Legacy			100,00%
Horrible	100,00%		
Infamous	100,00%		
Kingdom Hearts 4	100,00%		
Life Is Strange	100,00%		
Little Big Planet	66,67%		33,33%
Little Nightmares	100,00%		
Mario			100,00%
Marvel Rival			100,00%
Metal Gear Solid			100,00%
Microsoft	66,67%		33,33%
Monster Hunter	27,27%	3,03%	69,70%
Overwatch	80,00%		20,00%
Path Of Exile	11,11%		88,89%
PC	50,00%		50,00%
Phantom Blade	50,00%		50,00%
Playstation	49,14%		50,86%
Remake/Remast..	66,67%		33,33%
Resident Evil	20,00%		80,00%
Sackboy	100,00%		
Showcase	62,50%		37,50%
Silent Hill	47,06%		52,94%
Single Player	100,00%		
Skydance			100,00%
Sly Cooper	100,00%		
SOCOM	100,00%		

Sentiments Distribution by Keywords

Most Common K..	State of Play		
	Negative	Neutral	Positive
Sony	55,56%	0,93%	43,52%
Spider Man	100,00%		
State Of Decay	100,00%		
State Of Play	78,69%		21,31%
Sucked	100,00%		
Until Dawn	25,93%	7,41%	66,67%
VR 2	85,71%	7,14%	7,14%
Where Winds Me..	50,00%		50,00%
Wolverine	33,33%		66,67%
Xbox	52,24%		47,76%

Most Common Keywords

Xbox
41,16%

Showcase
12,89%

Gears Of War
8,76%

Call Of Duty
7,27%

Gamepass
4,96%

Perfect D
3,80%

Most Common Keywords

Doom 7,44%	Fable 6,78%	Halo 3,64%	State Of D 3,31%
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Most Discussed Topics

Gears Of War
17,10%

Fable
13,23%

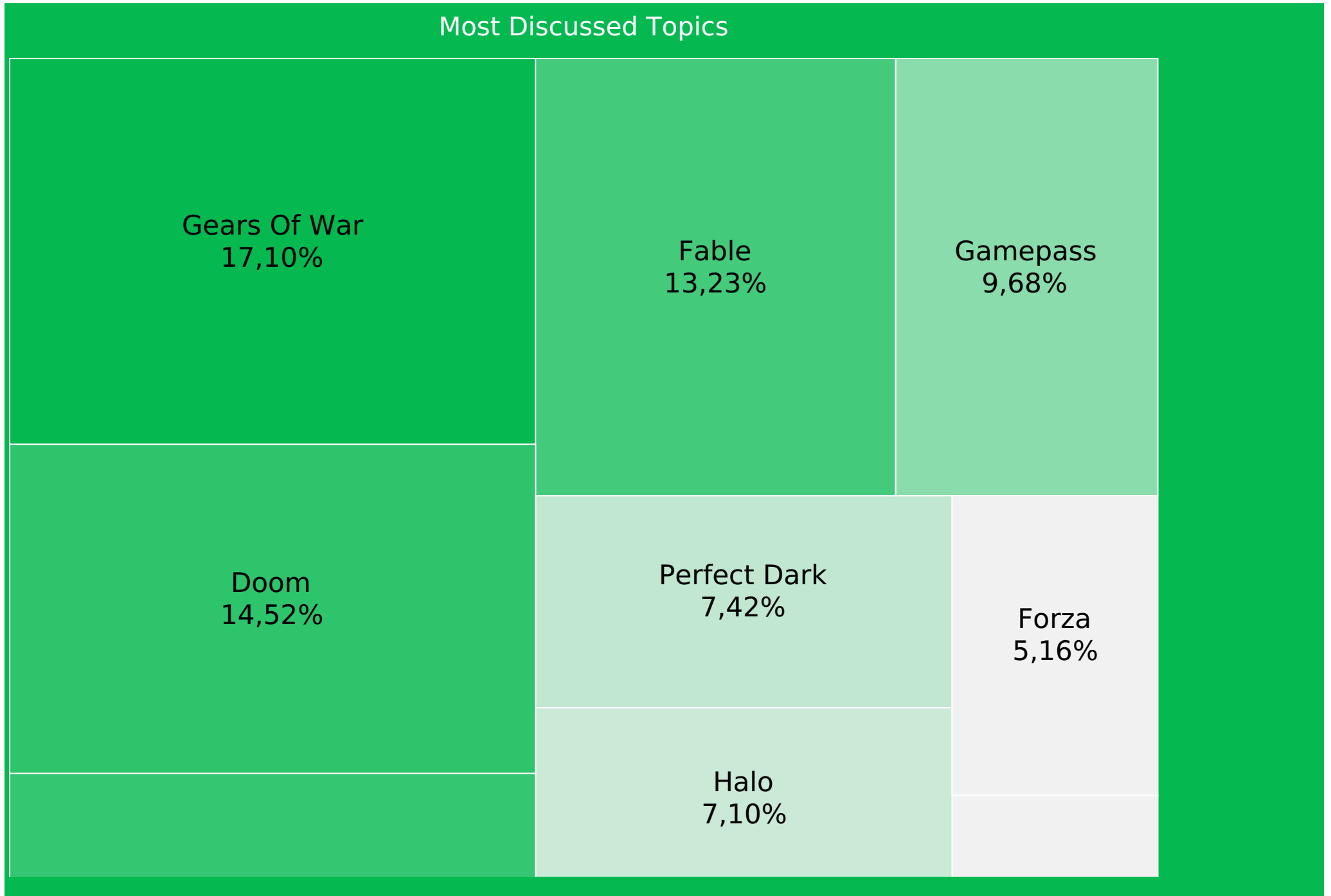
Gamepass
9,68%

Doom
14,52%

Perfect Dark
7,42%

Forza
5,16%

Halo
7,10%



Most Discussed Topics

Call Of Duty 14,19%		Starfield 5,16%
	State Of Decay 6,45%	

Feelings Distribution Keywords

Most Common K..	Xbox Games Showcase		
	Negative	Neutral	Positive
Age Of Mythology	100,00%		
Astro Bot			100,00%
Atomfall	50,00%		50,00%
Avowed			100,00%
Banger	50,00%		50,00%
Banjo Kazooie			100,00%
Borderlands 4			100,00%
Boring	100,00%		
Call Of Duty	27,27%		72,73%
Cooked	50,00%		50,00%
Crash Bandicoot			100,00%
Diablo			100,00%
Disappointed	100,00%		
Doom	42,22%		57,78%
Dragon Age	58,33%		41,67%
Elder Scrolls 6	14,29%		85,71%
Everwild			100,00%
Excellent			100,00%
Exclusive			100,00%
Expedition	60,00%		40,00%
Fable	29,27%	2,44%	68,29%
Fallout	66,67%		33,33%
Flight Simulator	50,00%		50,00%
Forza	6,25%		93,75%
GTA	50,00%		50,00%
Gamepass	13,33%		86,67%
Gears Of War	20,75%		79,25%
Ghost Of Tsushi..	100,00%		
Halo	18,18%		81,82%

Feelings Distribution Keywords

Most Common K..	Xbox Games Showcase		
	Negative	Neutral	Positive
Hollow Knight			100,00%
Indiana Jones	25,00%		75,00%
Life Is Strange	66,67%		33,33%
Madden	100,00%		
Marvel Blade			100,00%
Metal Gear Solid	25,00%		75,00%
Microsoft	15,38%		84,62%
Mixtape			100,00%
Nintendo			100,00%
Overwatch	50,00%		50,00%
Perfect Dark	56,52%		43,48%
Playstation	66,67%		33,33%
Showcase	8,97%		91,03%
Snake Eater Delta			100,00%
Sony			100,00%
South Of Midnight			100,00%
Spyro			100,00%
Stalker	20,00%		80,00%
Starfield	31,25%		68,75%
State Of Decay	75,00%		25,00%
State Of Play	50,00%		50,00%
Titanfall 3			100,00%
Wuchang			100,00%
Xbox	21,69%	1,20%	77,11%

Event

- Xbox Show..
- State of Play

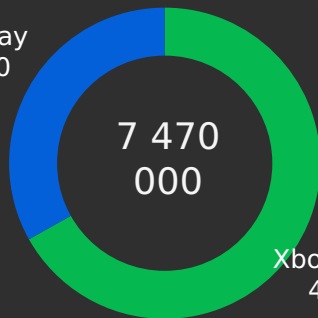


ENGAGEMENT

SEM

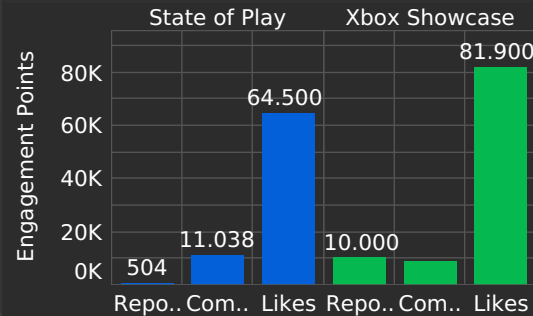
Views Comparison

State of Play
2.474.000

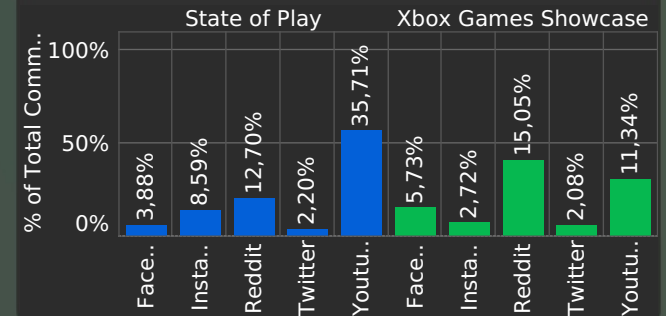


Xbox Showcase
4.996.000

Engagement Comparison



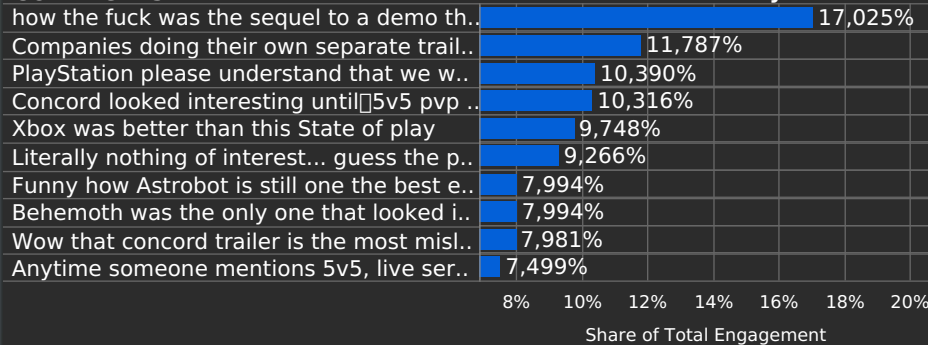
Comments Distribution by Platform



Top 10 most Popular Comments on State of Play

Comments

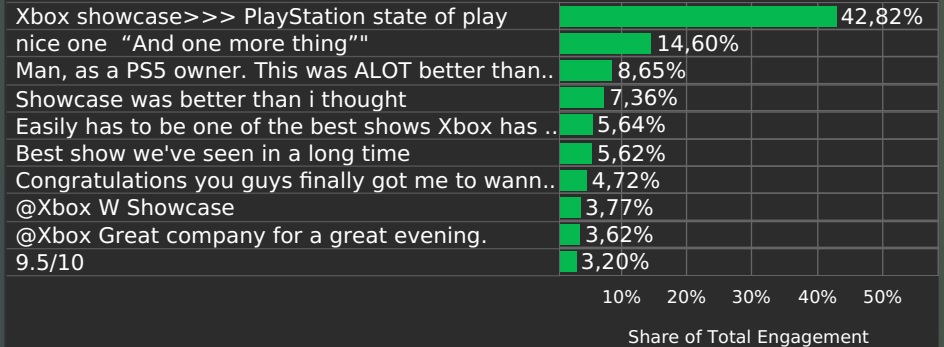
State of Play



Top 10 most Popular Comments on Xbox Games Showcase

Comments

Xbox Games Showcase



Blue Verified

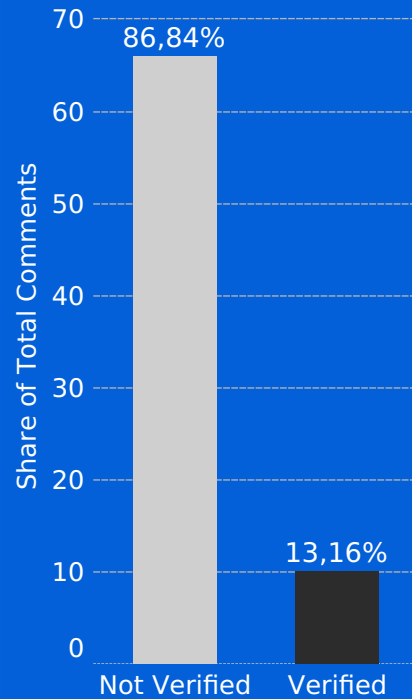
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■ Verified

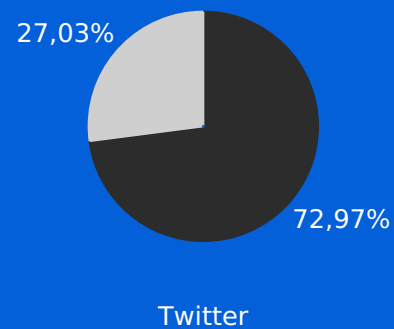


TWITTER ENGAGEMENT

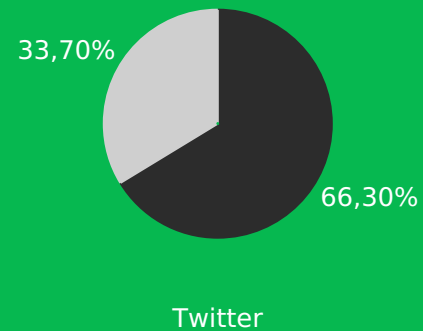
Blue Verified Users
Distribution by Comments
State of Play



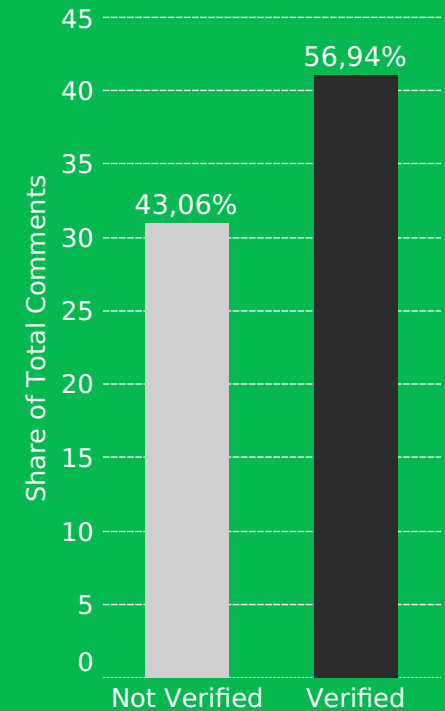
Engagement Distribution by User
Verificated Comments
State of Play



Engagement Distribution by User
Verificated Comments
Xbox Games Showcase



Blue Verified Users
Distribution by Comments
Xbox Games Showcase



Event

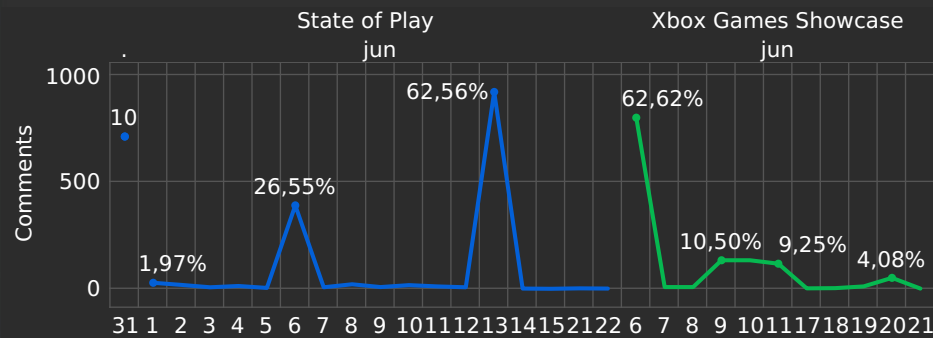
- State of Play
- Xbox Games Showcase



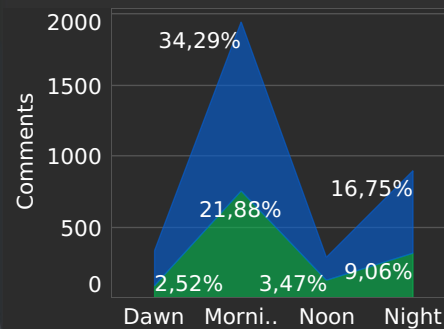
TEMPORAL

SEM

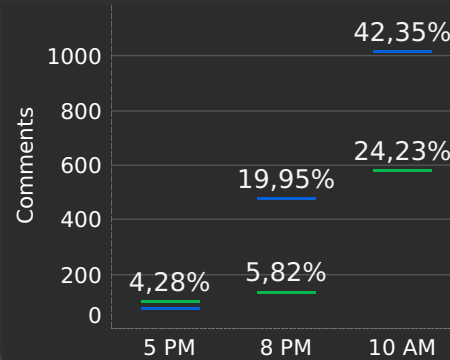
Comments Distribution by Day



Comments Distribution by Day Phases



Top 3 Commented Hours



Keyword Distribution by Day

Mes de Date	Día de Date	Most Common K..	State of Play	Xbox Games Showcase
mayo	31	Astro Bot	106	
		Concord	35	
		Silent Hill	15	
		Bloodborne	13	
		Monster H..	12	
		Fable	2	
		Call Of Duty	2	
		Gears Of W..	1	
		Gamepass	1	
		Astro Bot	9	
		Concord	1	
		Astro Bot	7	
		Concord	2	
		Bloodborne	1	
junio	1	Bloodborne	1	
		Astro Bot	1	
		Concord	1	
		Astro Bot	1	
		Concord	1	
		Astro Bot	101	1
		Silent Hill	13	
		Concord	12	
		Monster H..	8	
		Bloodborne	4	
		Call Of Duty	1	36
		Gears Of W..		38
		Gamepass		26
		Fable		38
		Doom		44

Event

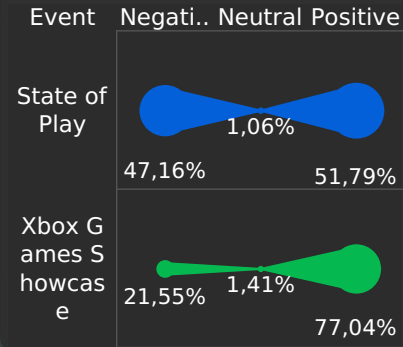
- State of Play
- Xbox Games Showcase



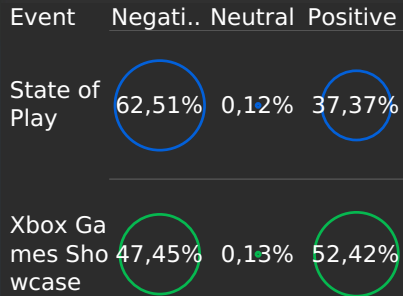
SENTIMENTS



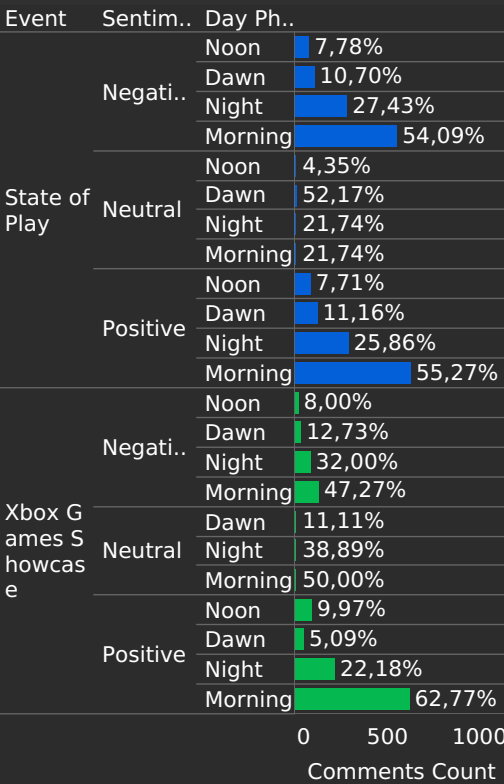
Sentiment by Event



Engagement Distribution by Sentiments



Sentiment Distribution by Day Phase



Sentiment Distribution Around the World

Location	State of Play			Xbox Games Showcase		
	Negative	Neutral	Positive	Negative	Neutral	Positive
Australia						100,00%
Canada				100,00%		
Denmark						100,00%
France	100,00%					
India	100,00%					
Indonesia						100,00%
Rest of The World	47,24%	1,07%	51,69%	21,46%	1,44%	77,10%
South Africa						100,00%
Spain			100,00%			
Ukraine						100,00%
United Kingdom	40,00%		60,00%			100,00%
United States	30,00%		70,00%	33,33%		66,67%



KEYWORDS STATE OF PLAY



Most Common Keywords

Astro Bot 36,62%			Concord 15,12%		
Playstation 10,89%	Xbox 6,29%	State 5,73%	Concord 20,85%	Blood 5,57	Mon 4,2
	Silent Hill 4,79%	Disap 3,29%		Until 3,50	God 3,24
Sony 10,14%	Bloodbor 4,04%	Monst 3,10%	Silent Hill 6,61%	Spi 2,3	

Most Discussed Topics

Astro Bot 50,52%		
Concord 20,85%	Blood 5,57	Mon 4,2
	Until 3,50	God 3,24
Silent Hill 6,61%	Spi 2,3	

Sentiments Distribution by Keywords

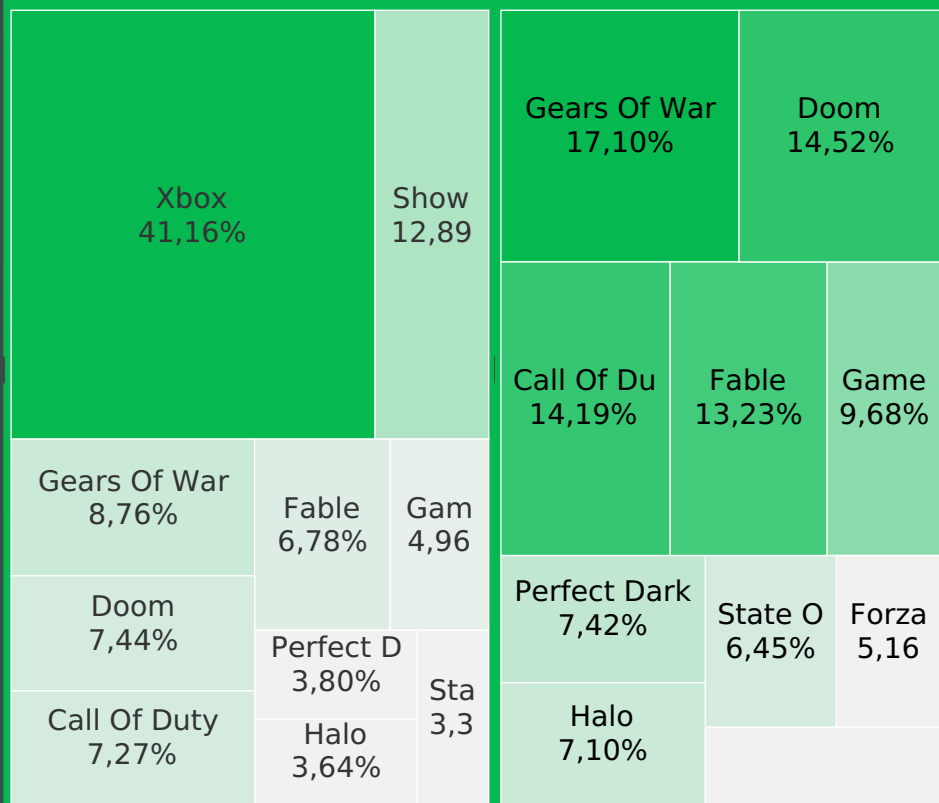
Most Common K..	Negative	State of Play Neutral	Positive
5v5	100,00%		
Alien VR	66,67%		33,33%
Astro Bot	39,74%	0,77%	59,49%
Ballad Of Antara	50,00%		50,00%
Battle Pass	100,00%		
Behemoth	25,00%		75,00%
Bloodborne	25,58%	2,33%	72,09%
Boring	100,00%		
Call Of Duty	50,00%		50,00%
Concord	50,93%		49,07%
Cricket 24		100,00%	
Dark Souls	100,00%		
Days Gone	100,00%		
Diablo	20,00%		80,00%
Dino Crisis	100,00%		
Disappointed	100,00%		
Dyansty Warriors			100,00%
Elden Ring	100,00%		
Elder Scrolls 6			100,00%
Everybody'S Golf	100,00%		
Exclusive		50,00%	50,00%
Fable	100,00%		
Final Fantasy 7	100,00%		
Forza	100,00%		
Gamepass			100,00%
Gears Of War			100,00%



KEYWORDS XBOX GAMES SHOWCASE



Most Common Keywords



Most Discussed Topics

Feelings Distribution Keywords

Most Common K..	Xbox Games Showcase		
	Negative	Neutral	Positive
Age Of Mythology	100,00%		
Astro Bot			100,00%
Atomfall	50,00%		50,00%
Avowed			100,00%
Banger	50,00%		50,00%
Banjo Kazooie			100,00%
Borderlands 4			100,00%
Boring	100,00%		
Call Of Duty	27,27%		72,73%
Cooked	50,00%		50,00%
Crash Bandicoot			100,00%
Diablo			100,00%
Disappointed	100,00%		
Doom	42,22%		57,78%
Dragon Age	58,33%		41,67%
Elder Scrolls 6	14,29%		85,71%
Everwild			100,00%
Excellent			100,00%
Exclusive			100,00%
Expedition	60,00%		40,00%
Fable	29,27%	2,44%	68,29%
Fallout	66,67%		33,33%
Flight Simulator	50,00%		50,00%
Forza	6,25%		93,75%
GTA	50,00%		50,00%
Gamenass	13,33%		86,67%

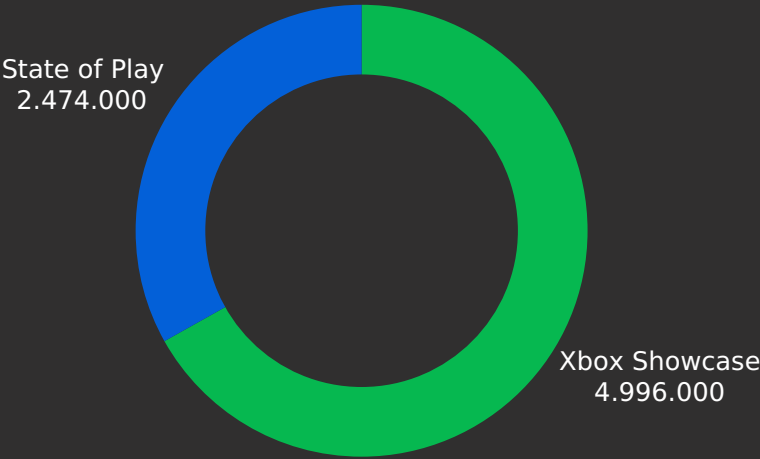


Comparison Story

Views Comparison	Engagement Comparison	Comments Distribution by Day	Comments Distrbution by Day Phase/Topic D..	Comments Distrbution by Day Phase/Topic D..	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platf..
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Event

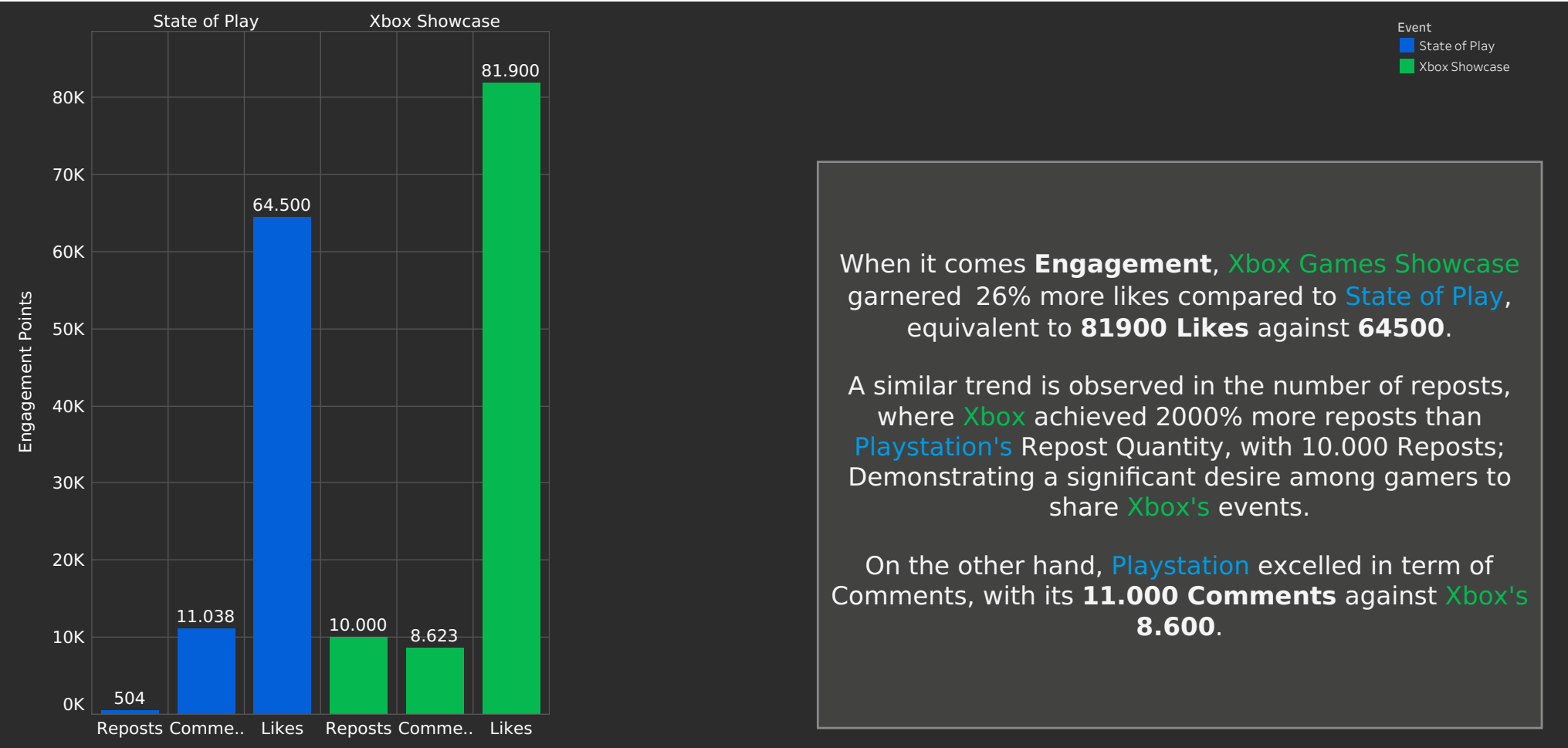
- Xbox Sho..
- State of Pl..



In the Span of **2 weeks** after **Xbox Games Showcase**, Xbox's official post garnered approximately **5 Million Views**.
This value is almost double of what Sony garnered in **3 weeks** with its **State of Play**

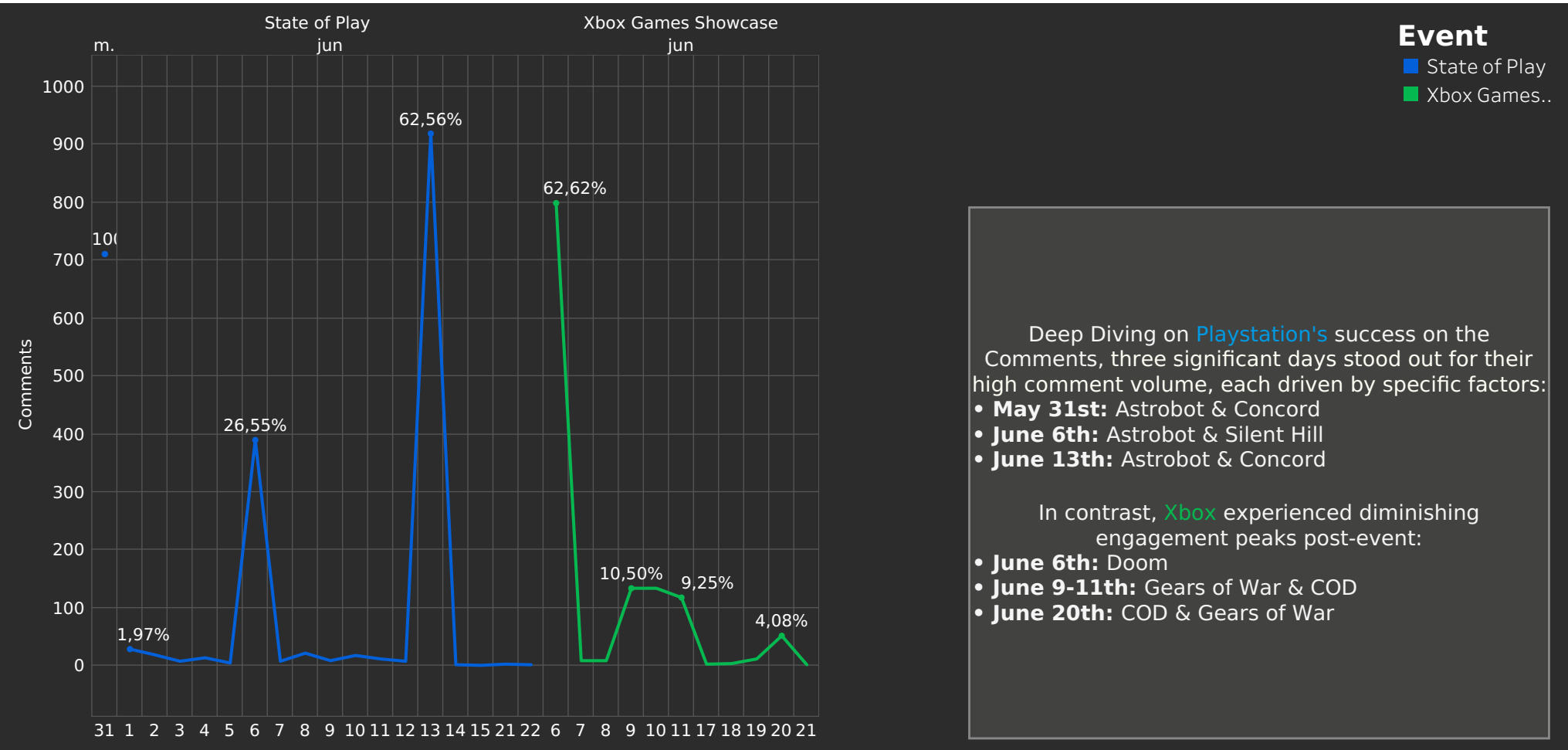
Comparison Story

Views Comparison	Engagement Comparison	Comments Distribution by Day	Comments Distribution by Day Phase/Topic D..	Comments Distribution by Day Phase/Topic D..	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platf..
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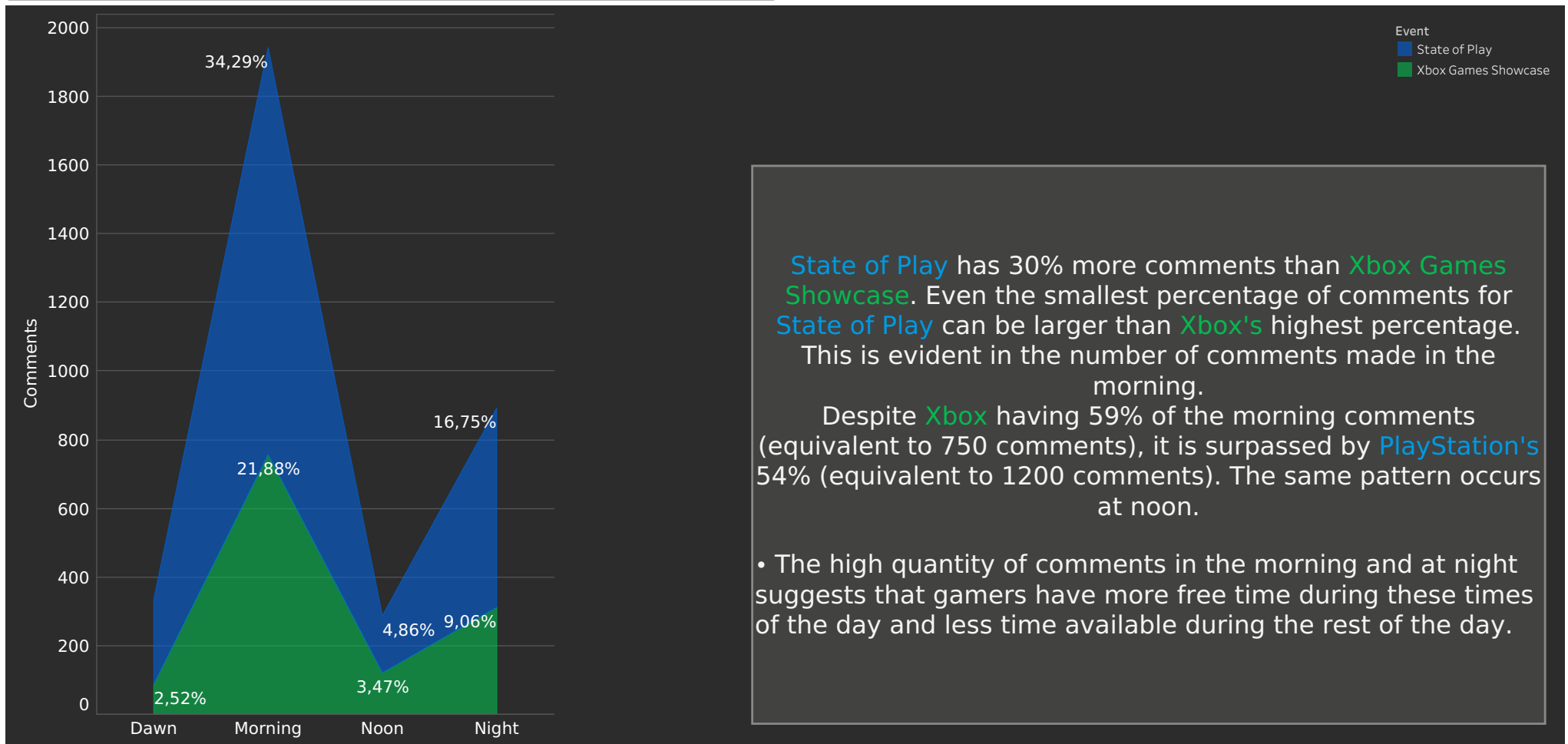
Comparison Story

Views Comparison	Engagement Comparison	Comments Distribution by Day	Comments Distribution by Day Phase/Topic D..	Comments Distribution by Day Phase/Topic D..	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platf..
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Comparison Story

Views Comparison	Engagement Comparison	Comments Distribution by Day	Comments Distribution by Day Phase/Topic D..	Comments Distribution by Day Phase/Topic D..	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platf..
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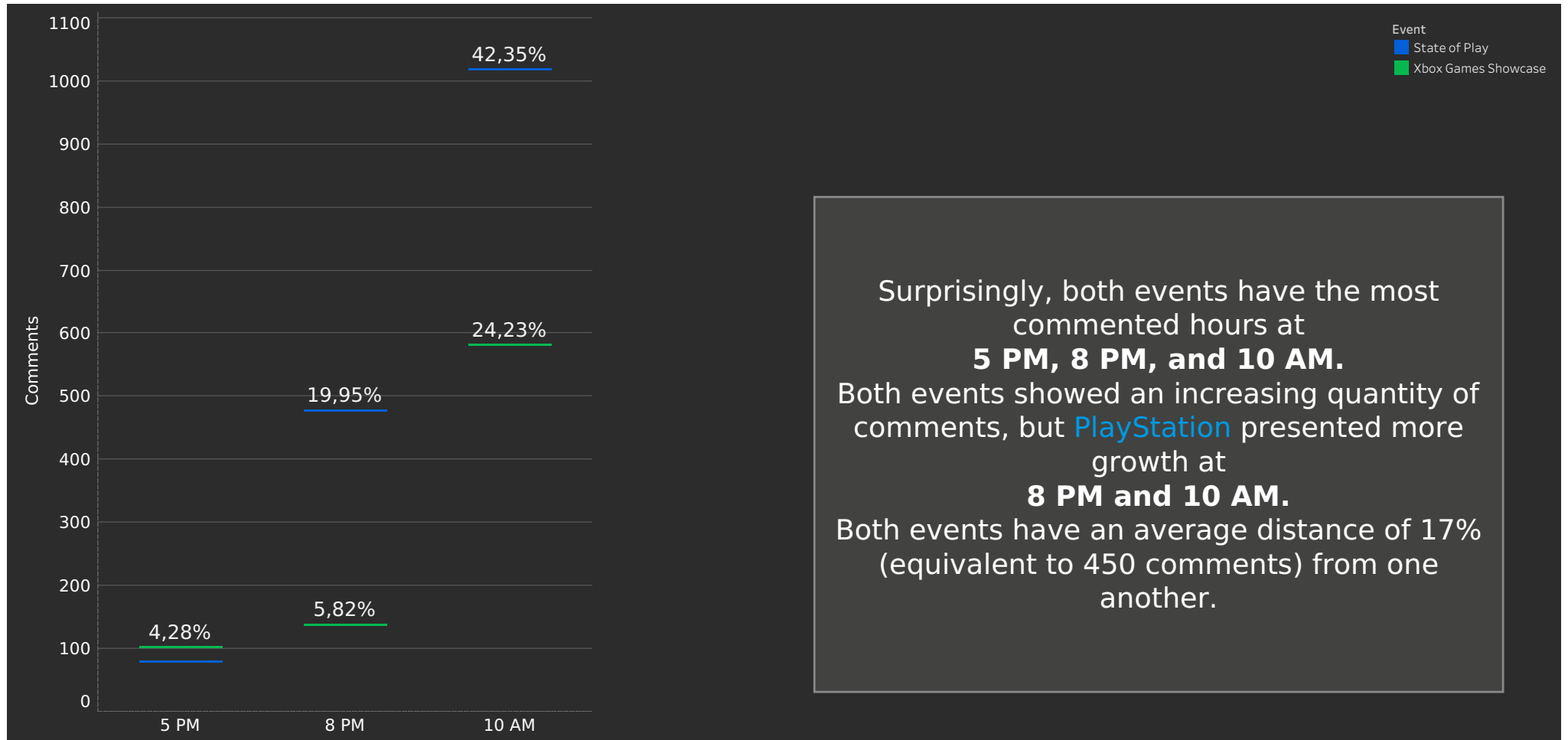
Comparison Story

Views Comparison	Engagement Comparison	Comments Distribution by Day	Comments Distrbution by Day Phase/Topic D..	Comments Distrbution by Day Phase/Topic D..	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platf..
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Mes de Date	Día de Date	Most Common K..	State of Play	Xbox Games Showcase
mayo	31	Silent Hill	15	
		Monster H..	12	
		Gears Of W..	1	
		Gamepass	1	
		Fable	2	
		Concord	35	
		Call Of Duty	2	
		Bloodborne	13	
		Astro Bot	106	
junio	1	Concord	1	
		Astro Bot	9	
	2	Concord	2	
		Bloodborne	1	
		Astro Bot	7	
	3	Bloodborne	1	
	4	Astro Bot	1	
	5	Concord	1	
	6	Doom		44
		Gears Of W..		38
		Fable		38
		Call Of Duty	1	36
		Gamepass		26
		Astro Bot	101	1
		Silent Hill	13	
		Monster H..	8	
		Concord	12	
		Bloodborne	4	
	8	Call Of Duty		1
		Monster H..	1	
		Concord	2	
		Astro Bot	3	
	9	Gears Of W..		6

Comparison Story

Views Compa..	Engagement Comparison	Comments Distribution by Day	Comments Distribution by Day Phase/Topic D..	Comments Distrbution by Day Phase/Topic D..	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platfo..	Top 10 Most Pop..
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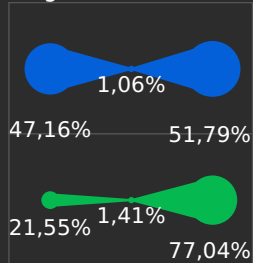
Comparison Story

Engage ment C..	Comments Distribution by Day	Comments Distribution by Day Phase/Topic D..	Comments Distrbution by Day Phase/Topic D..	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platfo..	Top 10 Most Popular Comments SoP	Top 10 Most Pop..
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Event Nega.. Neutr.. Positi..

State of
Play

Xbox G
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Event

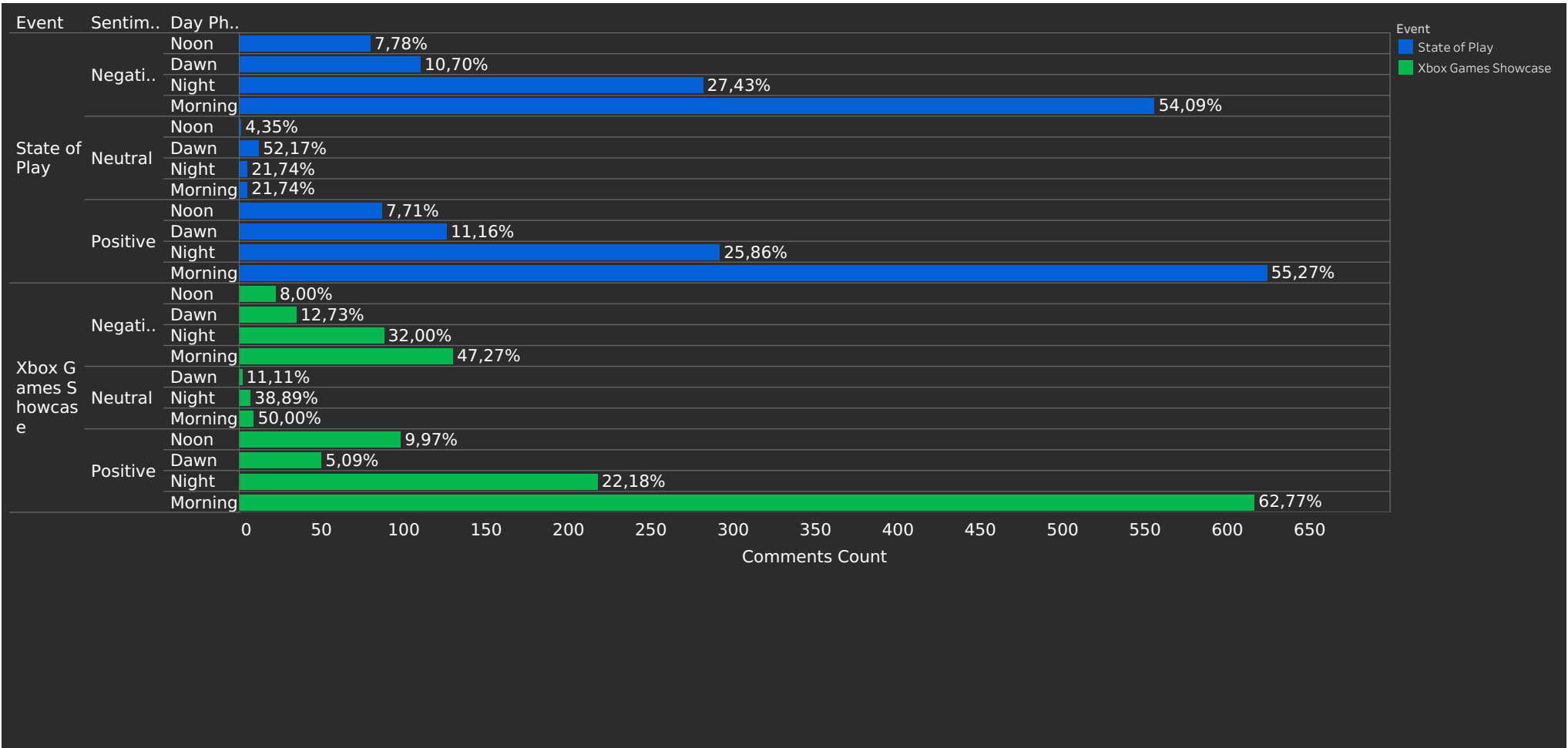
- State of Play
- Xbox Games..

Each comment expresses a feeling towards an event. **State of Play** presented 52% **positive** and 46% **negative** comments, unveiling a high division of opinions among gamers, with only 1% remaining **neutral**.

On the other hand, **Xbox Games Showcase**, despite 1% of the comments also being **neutral**, had much happier gamers, with 77% **positive** and 21% **negative** comments.

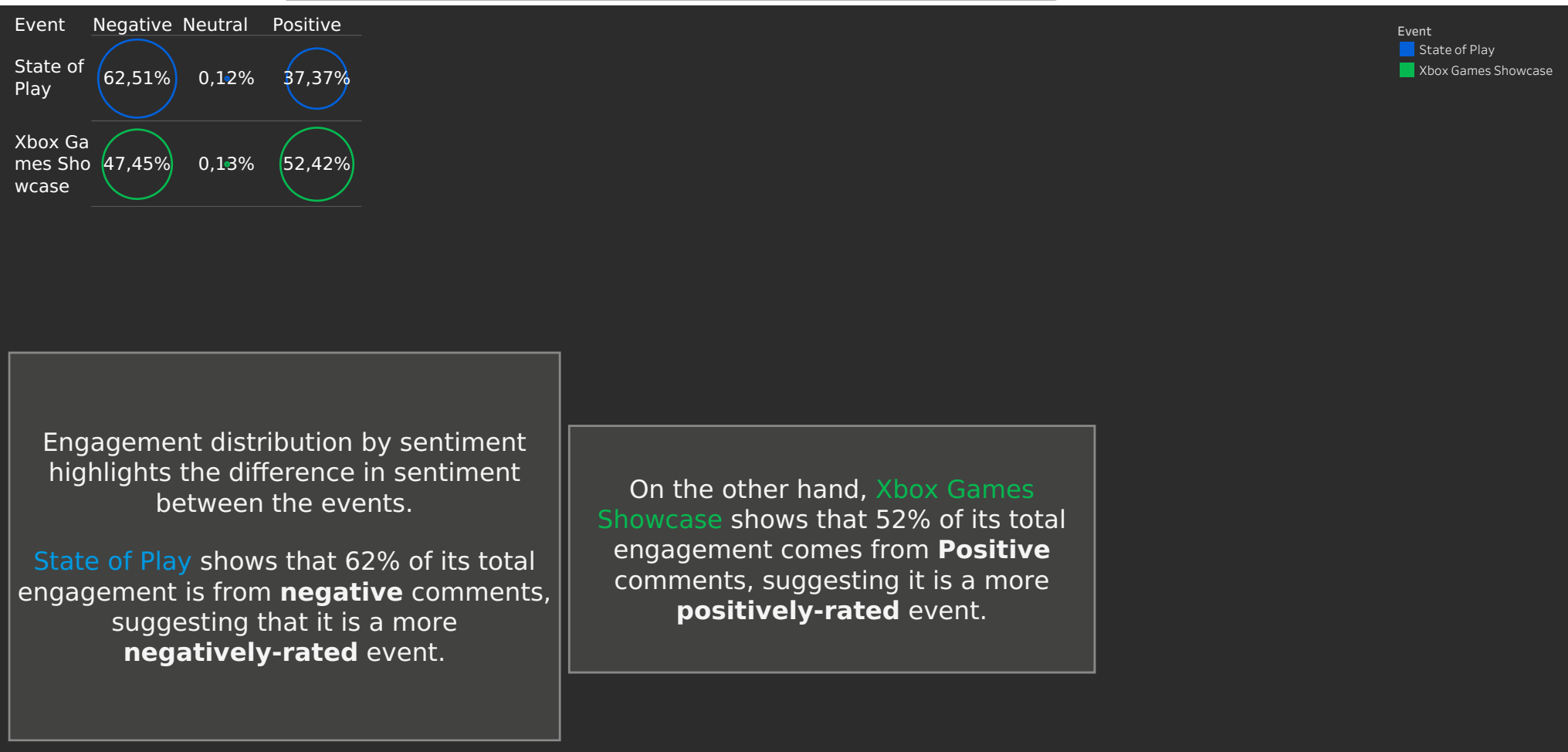
Comparison Story

Comments Distribution by Day Phase/Topic D...	Comments Distribution by Day Phase/Topic D...	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platfo...	Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified D...
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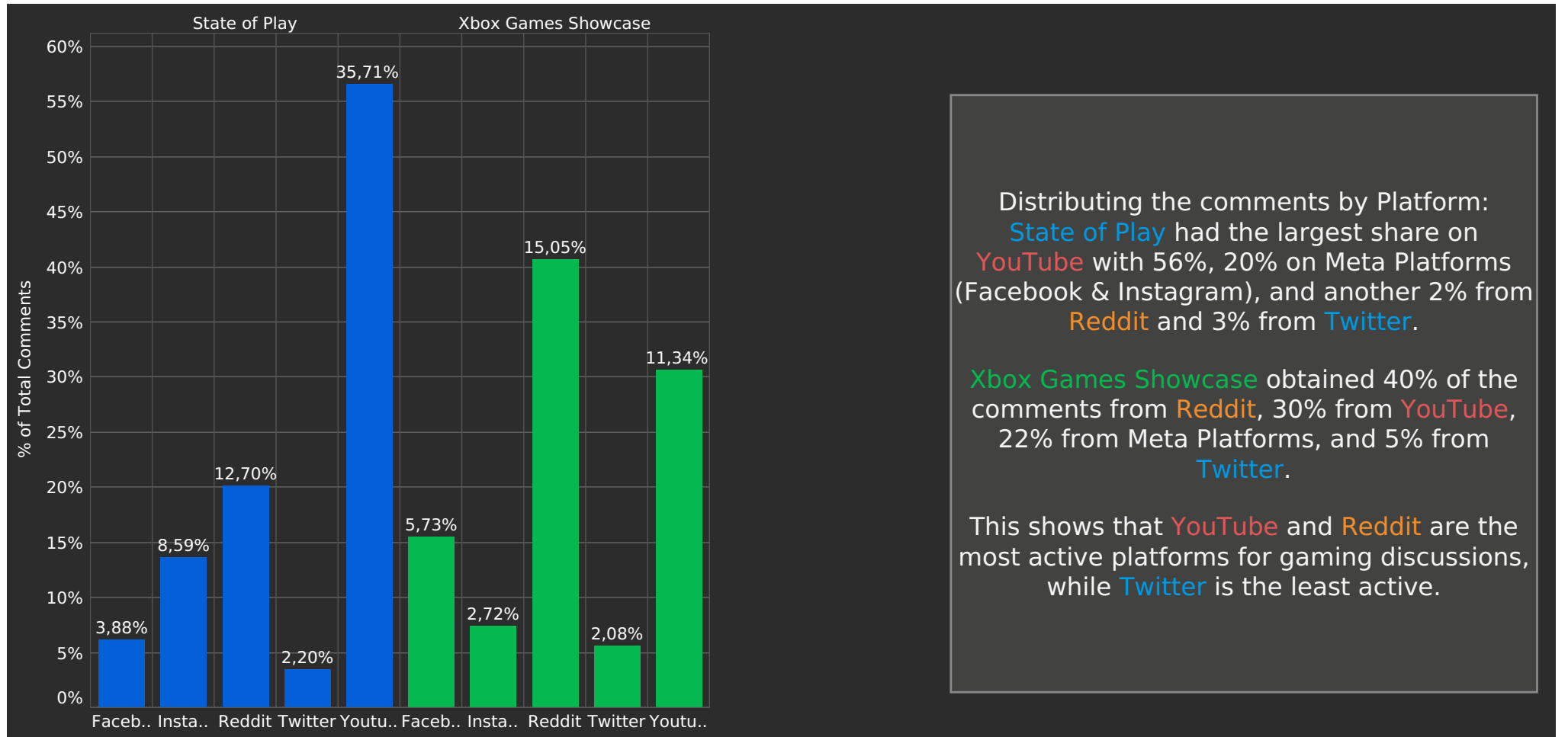
Comparison Story

Comments Distribution by Day Phase/Topic D..	Comments Distribution by Day Phase/Topic D..	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platfo..	Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution
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Comparison Story

Comments Distribution	Top 3 Commented Hours	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platform	Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified D..
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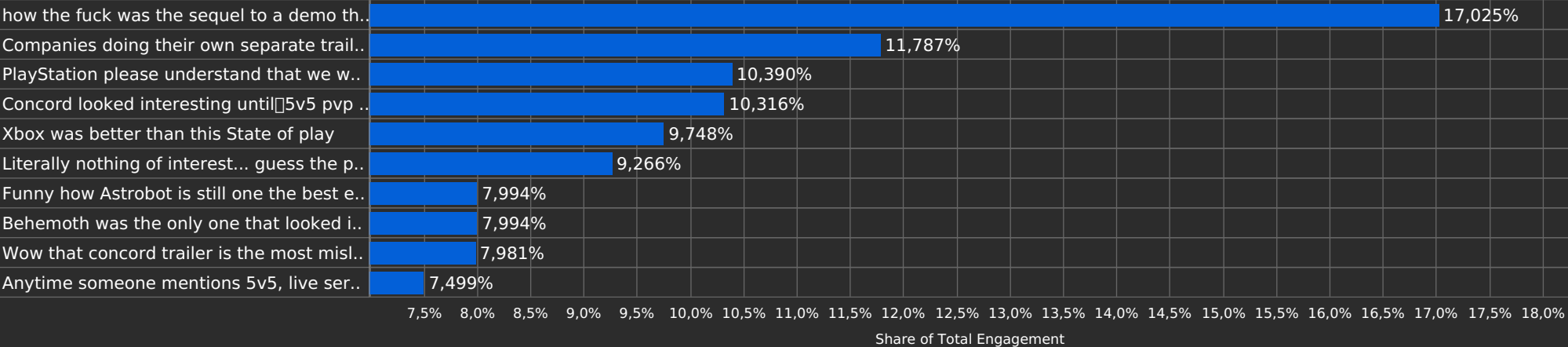


Comparison Story

Top 3 Comm..	Sentiment by Event	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platfo..	Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engageme nt Distrib..
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Comments

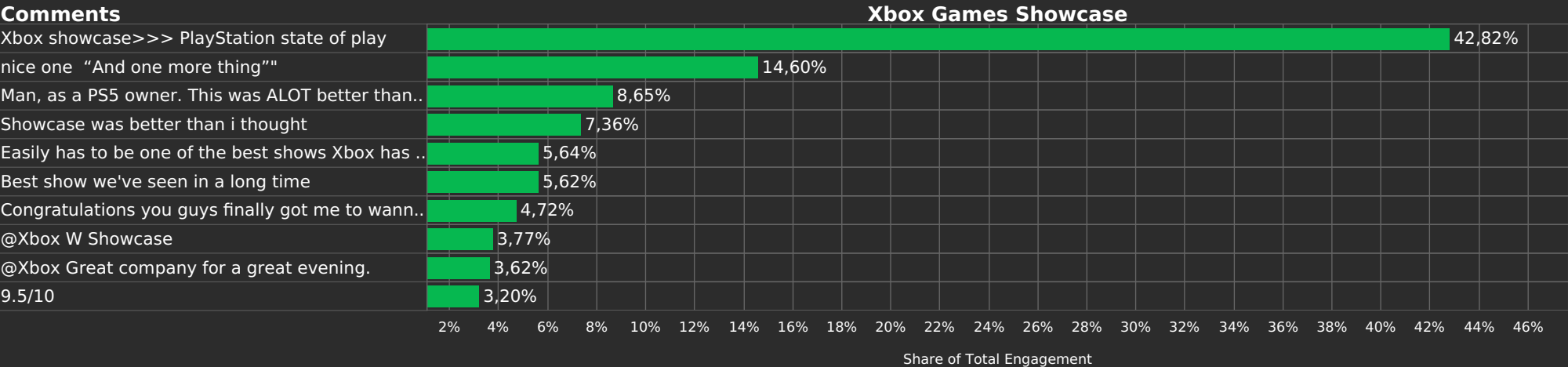
State of Play



State of Play's Top 10 Comments are equivalent to **99.3%** of SoP's Total Engagement, in which 4 come from Instagram, 3 from Twitter and 3 from Youtube, and all of them being **Negative** Comments

Comparison Story

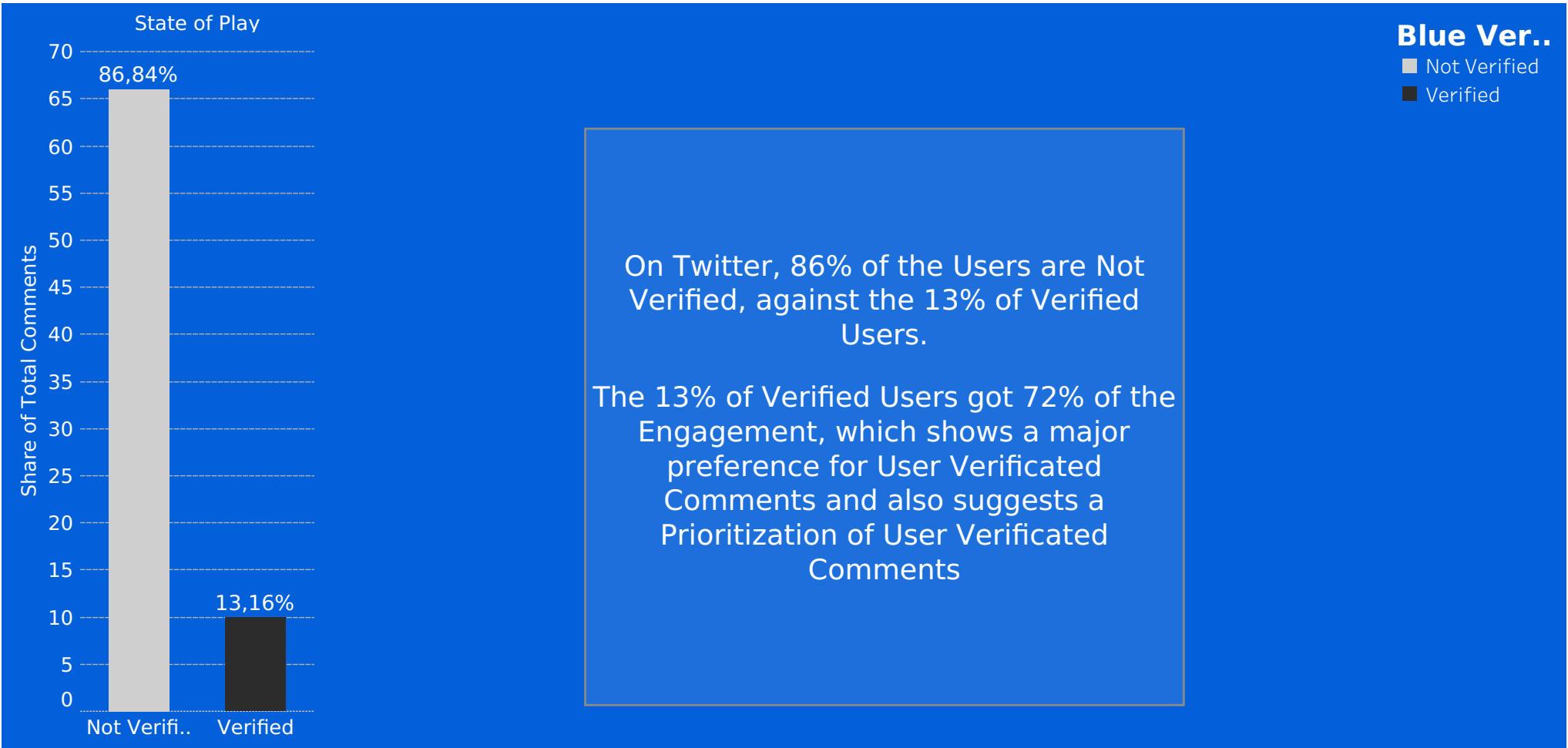
Sentiment by E..	Sentiment Distribution by Day Phase	Engagement Distribution by Feeling	Comments Distribution by Platfo..	Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engagement Distribution on Verifi..	Sentiment Distributi..
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Xbox's Games Showcase Top 10 Comments are equivalent to **99.7%** of XGS's Total Engagement, in which 4 come from Instagram, 3 from Twitter and 3 from Youtube, and all of them being **Positive** Comments

Comparison Story

Sentiment Distribution	Engagement Distribution by Feeling	Comments Distribution by Platform	Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engagement Distribution on Verifi..	Sentiment Distribution Worldwide	Feeling Distribution ..
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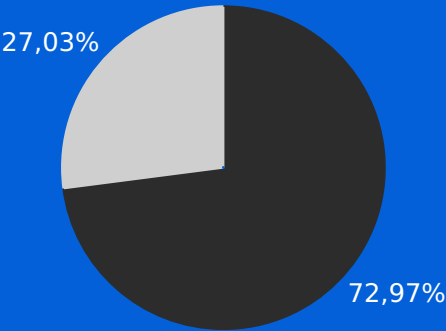


Comparison Story

Engage ment D..	Comments Distribution by Platfo..	Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engagement Distribution on Verifi..	Sentiment Distribution Worldwide	Feeling Distribution by Keywords SoP	Feeling Dis tribution ..
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State of Play

Blue Verified
Verified
Not Verified



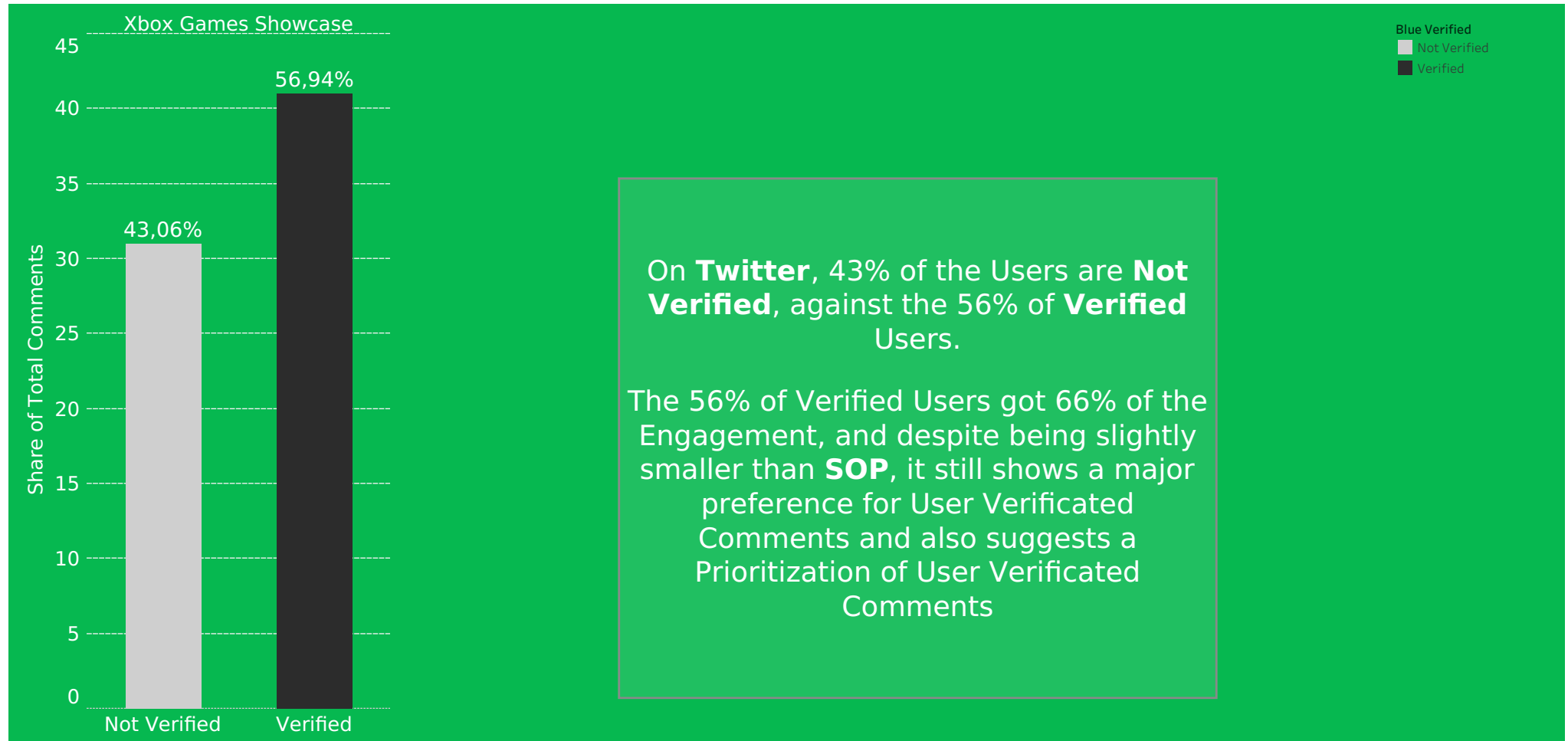
On Twitter, 86% of the Users are Not Verified, against the 13% of Verified Users.

The 13% of Verified Users got 72% of the Engagement, which shows a major preference for User Verified Comments and also suggests a Prioritization of User Verified Comments

Twitter

Comparison Story

Comments Distribution	Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engagement Distribution on Verifi..	Sentiment Distribution Worldwide	Feeling Distribution by Keywords SoP	Feeling Distribution by Keywords XGS	Insights
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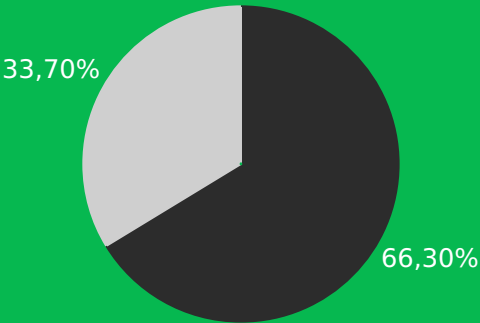


Comparison Story

Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engagement Distribution on Verifi..	Sentiment Distribution Worldwide	Feeling Distribution by Keywords SoP	Feeling Distribution by Keywords XGS	Insights
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Xbox Games Showcase

Blue Verified
Verified
Not Verified



On **Twitter**, 43% of the Users are **Not Verified**, against the 56% of **Verified** Users.

The 56% of Verified Users got 66% of the Engagement, and despite being slightly smaller than **SOP**, it still shows a major preference for User Verificated Comments and also suggests a Prioritization of User Verificated Comments

Twitter

Comparison Story

Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engagement Distribution on Verifi..	Sentiment Distribution Worldwide	Feeling Distribution by Keywords SoP	Feeling Distribution by Keywords XGS	Insights
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Location	State of Play			Xbox Games Showcase		
	Negative	Neutral	Positive	Negative	Neutral	Positive
Australia						100,00%
Canada				100,00%		
Denmark						100,00%
France	100,00%					
India	100,00%					
Indonesia						100,00%
Rest of The World	47,24%	1,07%	51,69%	21,46%	1,44%	77,10%
South Africa						100,00%
Spain			100,00%			
Ukraine						100,00%
United Kingdom	40,00%		60,00%			100,00%
United States	30,00%		70,00%	33,33%		66,67%

Comparison Story

Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engagement Distribution on Verifi..	Sentiment Distribution Worldwide	Feeling Distribution by Keywords SoP	Feeling Distribution by Keywords XGS	Insights
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	State of Play		
Most Common K..	Negative	Neutral	Positive
5v5	100,00%		
Alien VR	66,67%		33,33%
Astro Bot	39,74%	0,77%	59,49%
Ballad Of Antara	50,00%		50,00%
Battle Pass	100,00%		
Behemoth	25,00%		75,00%
Bloodborne	25,58%	2,33%	72,09%
Boring	100,00%		
Call Of Duty	50,00%		50,00%
Concord	50,93%		49,07%
Cricket 24		100,00%	
Dark Souls	100,00%		
Days Gone	100,00%		
Diablo	20,00%		80,00%
Dino Crisis	100,00%		
Disappointed	100,00%		
Dyansty Warriors			100,00%
Elden Ring	100,00%		
Elder Scrolls 6			100,00%
Everybody'S Golf	100,00%		
Exclusive		50,00%	50,00%
Fable	100,00%		
Final Fantasy 7	100,00%		
Forza	100,00%		
Gamepass			100,00%
Gears Of War			100,00%
Ghost Of Tsushi..	62,50%		37,50%
God Of War	68,00%		32,00%
GTA	14,29%	42,86%	42,86%
Guardians Of Th..	50,00%		50,00%
Halo	50,00%		50,00%
Half-Life 2	100,00%		

Comparison Story

Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engagement Distribution on Verifi..	Sentiment Distribution Worldwide	Feeling Distribution by Keywords SoP	Feeling Distribution by Keywords XGS	Insights
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Most Common K..	Xbox Games Showcase		
	Negative	Neutral	Positive
Age Of Mythology	100,00%		
Astro Bot			100,00%
Atomfall	50,00%		50,00%
Avowed			100,00%
Banger	50,00%		50,00%
Banjo Kazooie			100,00%
Borderlands 4			100,00%
Boring	100,00%		
Call Of Duty	27,27%		72,73%
Cooked	50,00%		50,00%
Crash Bandicoot			100,00%
Diablo			100,00%
Disappointed	100,00%		
Doom	42,22%		57,78%
Dragon Age	58,33%		41,67%
Elder Scrolls 6	14,29%		85,71%
Everwild			100,00%
Excellent			100,00%
Exclusive			100,00%
Expedition	60,00%		40,00%
Fable	29,27%	2,44%	68,29%
Fallout	66,67%		33,33%
Flight Simulator	50,00%		50,00%
Forza	6,25%		93,75%
GTA	50,00%		50,00%
Gamepass	13,33%		86,67%
Gears Of War	20,75%		79,25%
Ghost Of Tsushi..	100,00%		
Halo	18,18%		81,82%
Hollow Knight			100,00%
Indiana Jones	25,00%		75,00%
Life Is Strange	66,67%		33,33%

Comparison Story

Top 10 Most Popular Comments SoP	Top 10 Most Popular Comments XGS	Blue Verified Distribution State of ..	Engagement Distribution on Verifi..	Blue Verified Distribution Xbox Ga..	Engagement Distribution on Verifi..	Sentiment Distribution Worldwide	Feeling Distribution by Keywords SoP	Feeling Distribution by Keywords XGS	Insights
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1. Engagement Speed:

Xbox's content achieved higher engagement in a shorter period compared to Sony.

2. Popularity:

Xbox's event appears to have been more popular or more effectively promoted, resulting in significantly higher views in a shorter time.

3. Astrobot's Impact:

Astrobot consistently drove high engagement across multiple days, indicating strong interest and discussion among users.

4. Event-driven Engagement:

PlayStation's comment spikes coincided with specific events or game announcements, suggesting that major releases or updates significantly influence engagement levels.

5. Variability in Xbox Engagement:

Xbox showed varying levels of engagement after the initial event day, indicating that sustained interest might depend more on ongoing updates or diverse game releases rather than single events.

6. Division of Opinions at State of Play:

State of Play showed a significant division of opinions, with almost equal proportions of positive (52%) and negative (46%) comments, indicating strong influence on gamers' sentiments.

7. Positive Reception of Xbox Games Showcase:

Xbox Games Showcase received a significantly higher percentage of positive comments (77%) compared to negative comments (21%), suggesting a more favorable reception.

8. Platform Comparison:

YouTube and Reddit emerge as the most active platforms for gaming discussions, indicating their importance for audience engagement in this context.

9. Disproportionate Engagement:

Verified users, who make up only 13% of the user base, receive 72% of the engagement. This highlights a significant skew in user interaction and engagement toward verified accounts.

10. Time of Day Engagement:

The high number of comments in the morning and at night suggests that gamers have more free time during these periods, indicating peak times for engagement.