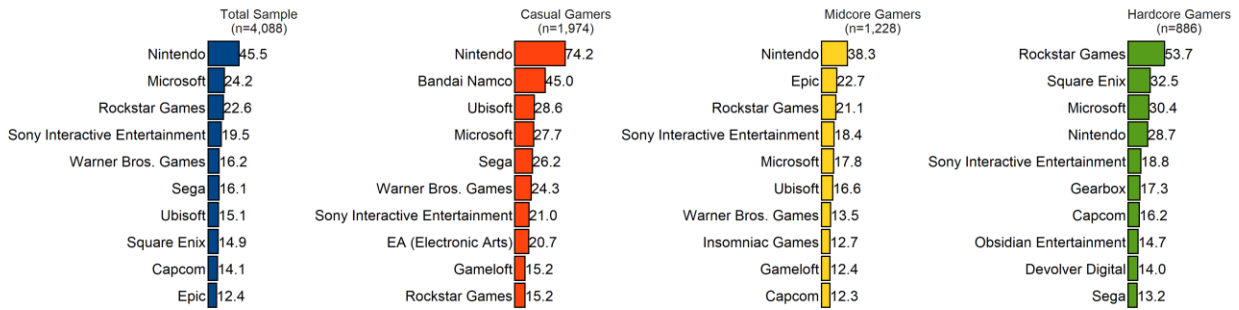


# VGM's Video Game Publisher and Developer Rankings

Every month since September 2019, VGM has asked more than 4,000 respondents to rate 15 video game publishers and developers at random from a list of 70. Potential responses to the question included "excellent," "good," "fair," "poor," "very poor," and "I'm not sure / Haven't heard of them."

You will now be shown the names of several video game publishers and developers, one at time. Please rate each one based on your experiences with their games and/or how they support their games, if applicable. Chart shows the ratio of respondents that rated publisher as 'Poor' / 'Very poor' to 'Excellent' / 'Good'

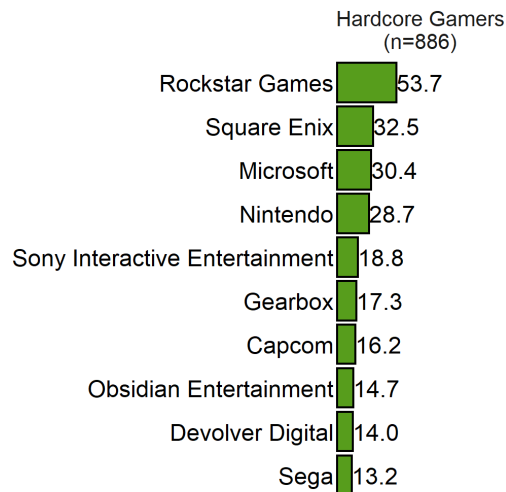


Source: VGM Survey of Gamers Conducted Sept. 2019 - July 2020

The charts above show the ratio of respondents that rated the corresponding publisher as one of the worst two options ("poor" or "very poor") to the best two options ("excellent" or "good"). In other words, for every respondent among the total sample that rated Nintendo as "poor" or "very poor," there were **45.5** respondents that rated the same publisher as either "excellent" or "good."

The higher the ratio, the more affinity respondents have for that particular video game publisher and/or developer.

## Hardcore Gamers Publisher and Developer Rankings

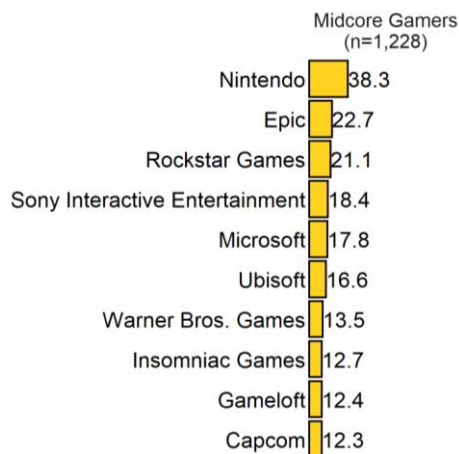


The chart comprised of feedback from gamers that self-identify as “hardcore” or “very hardcore” incorporates a variety of developers and publishers that are renowned for their triple-A games, including Rockstar Games, Square Enix, Gearbox, Capcom, and Obsidian Entertainment.

Indeed, it’s the former that takes top billing. Rockstar Games emerges as the top video game developer among respondents in the Hardcore Gamer segment by an impressive margin. This is not exactly surprising considering that this company produces one of the most popular and successful gaming series of all time – *Grand Theft Auto*. The second most popular video game publisher/developer is Square Enix, another company that is well known for its big-budget products such as the *Final Fantasy* RPG series. The “big three” console makers are next, with Microsoft coming in third ahead of Nintendo in fourth. This could be seen as a surprise considering Nintendo’s dominant position atop the Midcore and Casual charts, but it appears that players in this Hardcore Gamer segment prefer Microsoft’s more gamer-focused products than they do Nintendo’s more family-friendly games.

In another surprise considering the prevalence and popularity of the PlayStation 4 console, Sony Interactive Entertainment comes in behind Microsoft and Nintendo in fifth, while in respective sixth, seventh, and eighth positions are Gearbox, Capcom, and Obsidian Entertainment. These latter three companies produce very popular hardcore games series such as *Borderlands*, *Resident Evil*, and *Fallout*, while ninth-placed Devolver Digital produces a myriad of indie-style games. Sega rounds out this list in the tenth position – a laudable placing that along with its showing in the Casual Gamer charts indicates that this company appeals to both Hardcore and Casual Gamers alike.

## Midcore Gamers Publisher and Developer Rankings

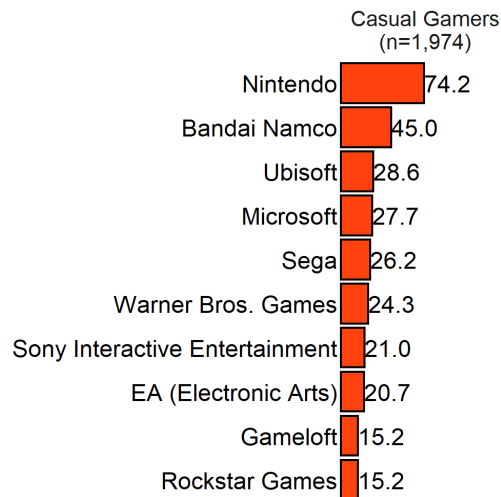


The Midcore Gamers chart features an interesting mix of well-known, long-established video game publishers and developers. Nintendo emerges as the most-favored video game company. Epic comes in an impressive second, very likely due to *Fortnite* being popular among Midcore Gamers. Rockstar Games is in third place, an excellent showing for the *Grand Theft Auto* developer, which makes the cut in all three charts. Sony Interactive Entertainment takes fourth, ranking slightly ahead of Microsoft in fifth. Interestingly, the Midcore chart is the only one of the four in which Sony Interactive Entertainment

ranks ahead of Microsoft. In the Casual, Hardcore Gamer, and total sample charts, the maker of Xbox consoles is seen more favorably than the PlayStation manufacturer.

Next come a series of triple-A developers: *Assassin's Creed* developer Ubisoft and *Batman* game maker Warner Bros. Games rank sixth and seventh, respectively, while Insomniac Games, producers of *Marvel's Spider-Man*, comes in eighth. Gameloft takes ninth position in a repeat of its Casual Gamer chart showing, perhaps buoyed by its more advanced mobile games series such as *Asphalt* and *Modern Combat*. As well as ranking highly in the Hardcore Gamer chart, Capcom also shows up in the Midcore Gamer Chart in the tenth position, indicating that this long-established company's products appeal to players across both these segments.

## Casual Gamers Publisher and Developer Rankings



As might be expected of respondents that self-identify as “casual” or “very casual” gamers, many of the video game publishers and developers that are highly rated by players in this segment produce popular mobile and casual games.

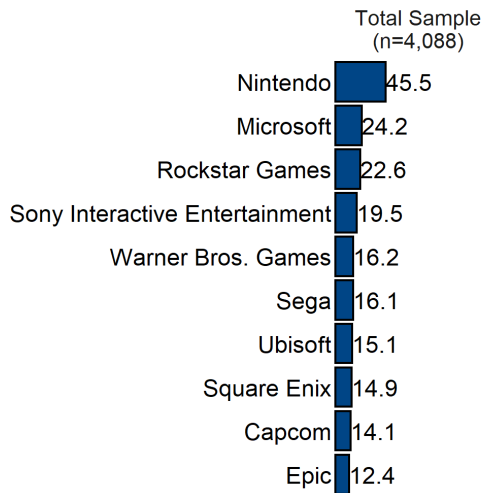
Top of the list is Nintendo, which emerges as by far the most favored video game publisher and developer among the Casual Gamers segment. An impressive **74.2** respondents rate the company as either “excellent” or “good” for every one participant that rates it as “poor” or “very poor.” Bandai Namco has a very strong showing in second place, likely due to its *Naruto* and *Dragon Ball* mobile game series that are popular with players in this segment.

Ubisoft emerges in third by a considerable margin, a position that is likely driven by the company's wide range of casual-gamer-friendly mobile offerings rather than its more hardcore triple-A releases such as the *Watchdogs* series. In a very closely contested battle for fourth, Microsoft just edges out Sega, while Warner Bros. Games, a company that is well known for producing a variety of casual games (e.g., the *LEGO* games), ranks sixth.

Sony Interactive Entertainment is the seventh highest-rated publisher/developer, while Electronic Arts ranks eighth. Tied in ninth place is Gameloft and, perhaps somewhat surprisingly for the Casual Gamers

segment, Rockstar Games, a company that is better known for making more hardcore titles such as the *Grand Theft Auto* and *Red Dead Redemption* series.

## Total Sample Publisher and Developer Rankings



When the rankings from Casual, Midcore, and Hardcore Gamers are combined, the “big three” console makers all have very strong showings. This is to be expected considering that these companies rank well across all three segments.

Nintendo is by far the most favored video game developer and publisher, while Microsoft emerges in second place. Splitting the hardware manufacturers in third position is Rockstar Games, while Sony Interactive Entertainment takes fourth. Warner Bros. Games makes an impressive appearance in fifth, a position likely driven by its notable casual products such as *Harry Potter: Wizards Unite* and the *LEGO* games, as well as its more hardcore games series such as *Mortal Kombat* and *Hitman*.

Sega makes an appearance in sixth position, again showing its popularity among all gamer types, while Ubisoft is in seventh place, a position likely earned because of its popularity among Casual and Midcore Gamers. Square Enix, Capcom, and Epic round out this list in eighth, ninth, and tenth place, respectively.

## Methodology

- The VGM Survey of Gamers was conducted from September 2019 through July 2020 using an online sample of 4,088 respondents within the United States. Respondents were grouped into three segments based on their response to the question, “How would you describe yourself as a gamer?”
  - Casual Gamers: those that answer “casual” or “very casual”
  - Midcore Gamers: those that select the “in between casual and hardcore” option
  - Hardcore Gamers: those that answer “hardcore” or “very hardcore”
- Respondents are representative of the U.S. general gaming population; all those that participated in this study completed a multi-question survey and play video games in a typical week on at least one of the following devices: Android phone, Android tablet, Google Stadia, iMac/MacBook, iPad, iPhone, Nintendo Switch, PlayStation 4, Windows PC/laptop, and/or Xbox One.