

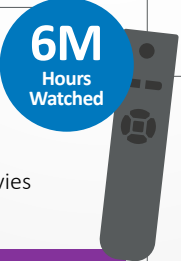
Next-level Impact: Video Game Franchises Receive SVOD Lift

For many video game franchises, expanding into streaming video on demand (SVOD) allows consumers to engage with content on a deeper level and drives stronger sales and loyalty. **Take a closer look ...**

Resident Evil

#1 **May 2021 Game Launch:**
Resident Evil: Village
Best-selling game

Added to Netflix in May 2021:
Resident Evil: Afterlife (2010) and
Resident Evil: Extinction (2007)
6M hours watched | #8 and #9 ranking horror movies



The Witcher

Season 1 launched in December 2019 on Netflix

2X Tracked spending on video games from the franchise doubled

#5 Ranked #5 Original TV Series by Households Watched

Castlevania

Netflix Release: Castlevania Season 4 (Original Series) released in May 2021

7M households watched all Castlevania seasons

7M Households Watched

April – May 2021 Impact
Franchise video game sales increased 60% compared to April 2021

60%

18% 18% of time spent viewing is on a gaming device

Explore the synergistic relationship between SVOD and video games content to better understand the competitive landscape, consumer behavior, and cross-category opportunities. Our entertainment expertise — built on unparalleled data, thought leadership, and analytics — enables you to advance your business to the next level.

Source: The NPD Group/Player Engagement Tracker, April 2021 – May 2021
Source: The NPD Group/Subscription Video Track, Netflix and Games Retail Tracking Service, December 2018 – May 2021

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

