

Free-to-play Global Digital Data



3 Reasons to Participate

Our **Digital Tracking Service**, the gold standard in games data reporting, is expanding to report on **free-to-play games and games-as-a-service titles**. When you join our global panel, you can be among the first to access this expanded dataset. It's a new level of detail never before available to the digital gaming community. Here are 3 reasons to participate in the digital panel ...

1

GAIN INSIGHT INTO GLOBAL FREE-TO-PLAY COMPETITIVE SETS

Access our market-leading weekly reporting of global digital data at the title level to understand market size opportunity among participating free-to-play and games-as-a-service publishers.

2

PRODUCE A GAME RELEASE ROADMAP

Use the most comprehensive industry view to forecast revenue and units, benefit from new insights on downloadable content, and more, using historical data that spans platforms.

3

ACTIVATE CONTENT LAUNCH LOGISTICS

Guide your pricing and promotion strategies with best-in-class insights and metrics like cadence, pricing, and scope.

We have a proven track record of launching participant-based services. You can rely on our Digital Tracking Service to identify opportunities to grow your business now and into the future. It's how to make data-driven decisions with confidence.

Ready to learn more?

Email cooper.waddell@npd.com and inquire about special incentives available for early panel participants.

