**SVOD Series Drive Digital Game Engagement**

Explore the synergy between racing series and video games

Our latest data reveals engagement impacts between subscription video on demand (SVOD) and video games. Shortly following increased viewing for Netflix originals *F1: Drive to Survive* and *Fastest Car*, the racing/driving genre grew penetration in digital video games. **Take a closer look ...**

**Netflix Viewing vs. Genre Penetration**

![Graph showing Netflix viewing vs. genre penetration](image)

- **Netflix original series F1: Drive to Survive**

  Following the March 2020 release of the Netflix original series *F1: Drive to Survive*, the racing/driving digital video game genre increased penetration. The highest recorded penetration was in December 2020.

**Gaming Genre Penetration Drivers**

<table>
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<tr>
<th>Q4 2020</th>
<th>Q4 2021</th>
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<tr>
<td>Rocket League DLC</td>
<td>Forza 5 launch on Xbox Game Pass</td>
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**Note:** Includes digital full game and DLC

Source: The NPD Group/Checkout Analytics, digital games, 12 ME June 2022

Source: The NPD Group/Subscription Video Track, Netflix, U.S., Quarterly 2019 – 2022 YTD (projected hours watched) *F1: Drive to Survive* and *Fastest Car*

Explore how SVOD and video game content intersect to 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.

**Get more insights like this.**

Contact your account representative or email sheryl.harkins@npd.com.