

Lessons Learned from Digital Storefront Leaders

For most digital titles, promotional placement volume on digital storefronts is the single most effective way to increase revenue. We've compared two digital storefronts, Playstation 4 and Xbox One, to explore what's happening in this market.

See what we see...

Our data shows count is a much more significant factor in a title's success than size or duration

The takeaway? Many small promotions are better than fewer large ones, especially if those promotions are located in high-traffic areas.

From calendar year 2015 to 2016, **the number of titles promoted on the PS4 grew from 253 to 316**. For Xbox One, the number went from 185 to 170.



PS4
316
Games

11% of PS4 promotions run for less than 1 week.

Over 50% of Xbox One promotions run for less than 1 week.



XB1
50%+

More takeaways...

Instead of promoting DLC in the DLC section of a digital storefront, **promote DLC by price-pulsing the main title** and placing the promotion prominently in a high-impact area. Make timed discounts aggressive. **Never discount less than 40%**.

Discount
40%
Or More



The **Digital Storefront Report** focuses on the differences between the PlayStation 4 and Xbox One digital storefronts. Now you can understand the factors leading to success on those two leading video-game platforms, and make data-driven marketing decisions for your own business.

Source: EEDAR, an NPD Group Company/Digital Storefront Report, 2017

Learn more. Contact your account representative, call 866-444-1411, or email contactnpd@npd.com.

