

PRESS START



E3 2021 Social Insights

June 12 - 15

CISION®

# PRESS START

In this report...

## Overview

### Key findings

- Executive Summary

### Social Media Insights

- E3 Showcase Reaction
- Most Discussed Games
- Emotional Response
- Audience Insights
- Impact of News on Social
- Topic Analysis

### Appendix

## Purpose

To provide evaluative analysis on social media reaction to the gaming conference E3. Specific questions addressed include:

- What events and moments resulted in the biggest audience reaction?
- How do audiences discussing E3 differ, and what can we learn about them?
- Did different audiences react differently?
- What themes emerge organically?

## Scope

**Timeline:** June 12 – June 15

**Media:** Social media including Twitter, Reddit, Forums, Tumblr, and online news sharing to social media.

**Geography:** Global

**Metrics:** Volume, Impressions, Social Engagement, Audience Insights, Emotion of Social Conversation

# E3 KEY FINDINGS



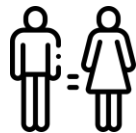
**Nintendo were widely declared as the winners of E3, thanks to their comprehensive showcase that left audiences excited and looking forward to playing their new releases.** In particular, the Breath of the Wild sequel trailer made the biggest splash, generating the greatest amount of social conversations.



**The most frequent emotional response to E3 was Anger.** There was frustration at the lack of major game announcements, exemplified by the most discussed news article on Reddit focused on games not announced (GTA 6, BioShock), rather than those that were. However posts containing Joy reached the greatest potential audience, with the Zelda and Starfield reveals sparking excitement.



**The majority of news shares to social media were posted to Facebook.** Interestingly, the reveal of an Avatar game based on the movie, and a Guardians of the Galaxy game were heavily shared from movie and comic-focused websites, highlighting the crossover appeal of these games in interesting diverse audiences. News articles shared to Twitter were most significantly from Japanese news sites.



**Followers of Nintendo's owned Twitter accounts skewed more female than Xbox and PlayStation's equivalents,** although all three were well below the average percentage of female Twitter followers for an owned account, reflecting that the gaming audience is still heavily male. However, games discussed at E3 such as the Life is Strange remaster, and Animal Crossing, drove strong interest among female audiences, reflective of the fact that female audiences have a strong appetite for particular titles that are more narrative and collaborative in nature.

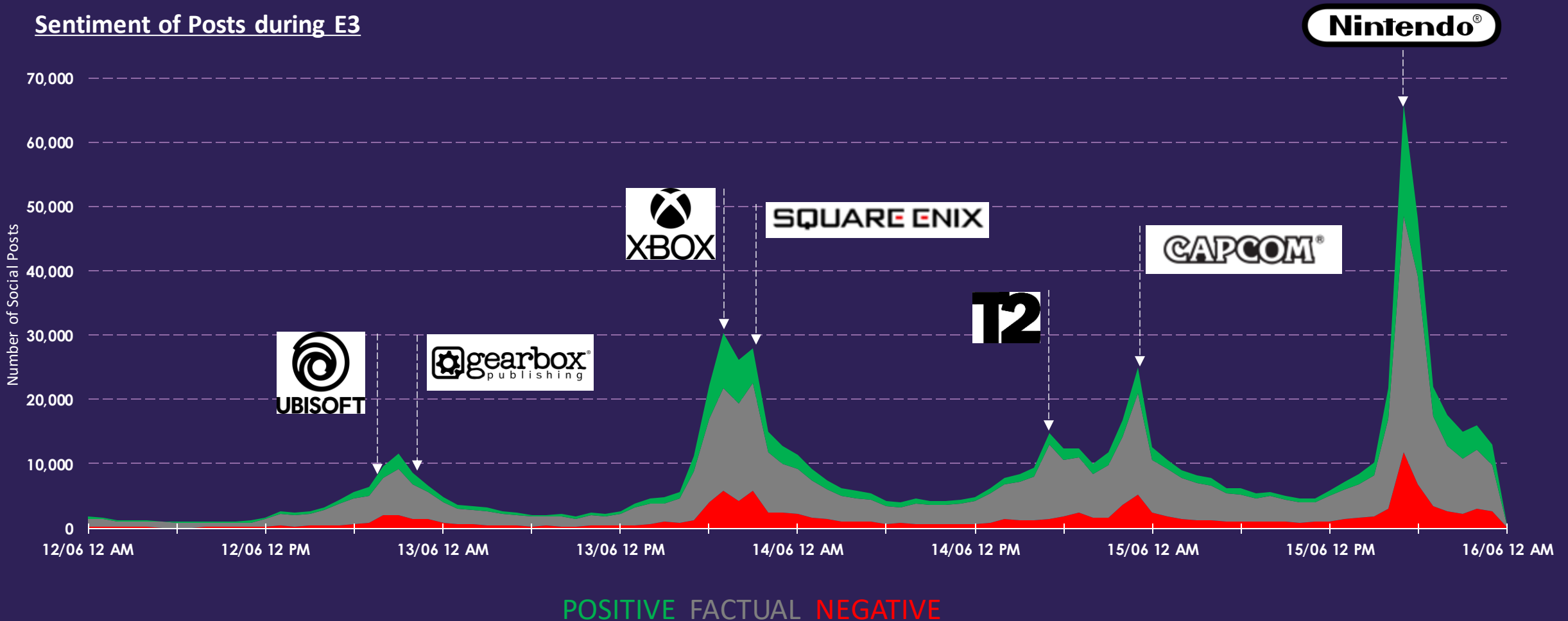


# E3 2021 Insights | Showcase Reactions

CISION®

Social conversation peaked during the Nintendo Direct on the final day of E3 which saw more details of the *Breath of the Wild* sequel being released. The peak during Nintendo's showcase was more than double that of the next highest peak, Xbox & Bethesda's joint showcase. Despite being on the same day, Capcom's showcase saw almost 50% more conversation than Take-Two Interactive's.

## Sentiment of Posts during E3



# E3 2021 Insights | Most Discussed Games CISION®

## Title Share of Voice



*Size of square represents Share of Voice for 80+ games tracked*

**The Breath of the Wild sequel garnered almost double the conversation of second place title Starfield.**

47% of emotion expressed towards the game was surprise as many users thought the game's release date was too far away for any news to be revealed.

**Starfield discussion had more mixed emotions.** The game's Xbox exclusivity led to 35% and 29% of posts to feature the emotions of Sadness and Anger respectively.

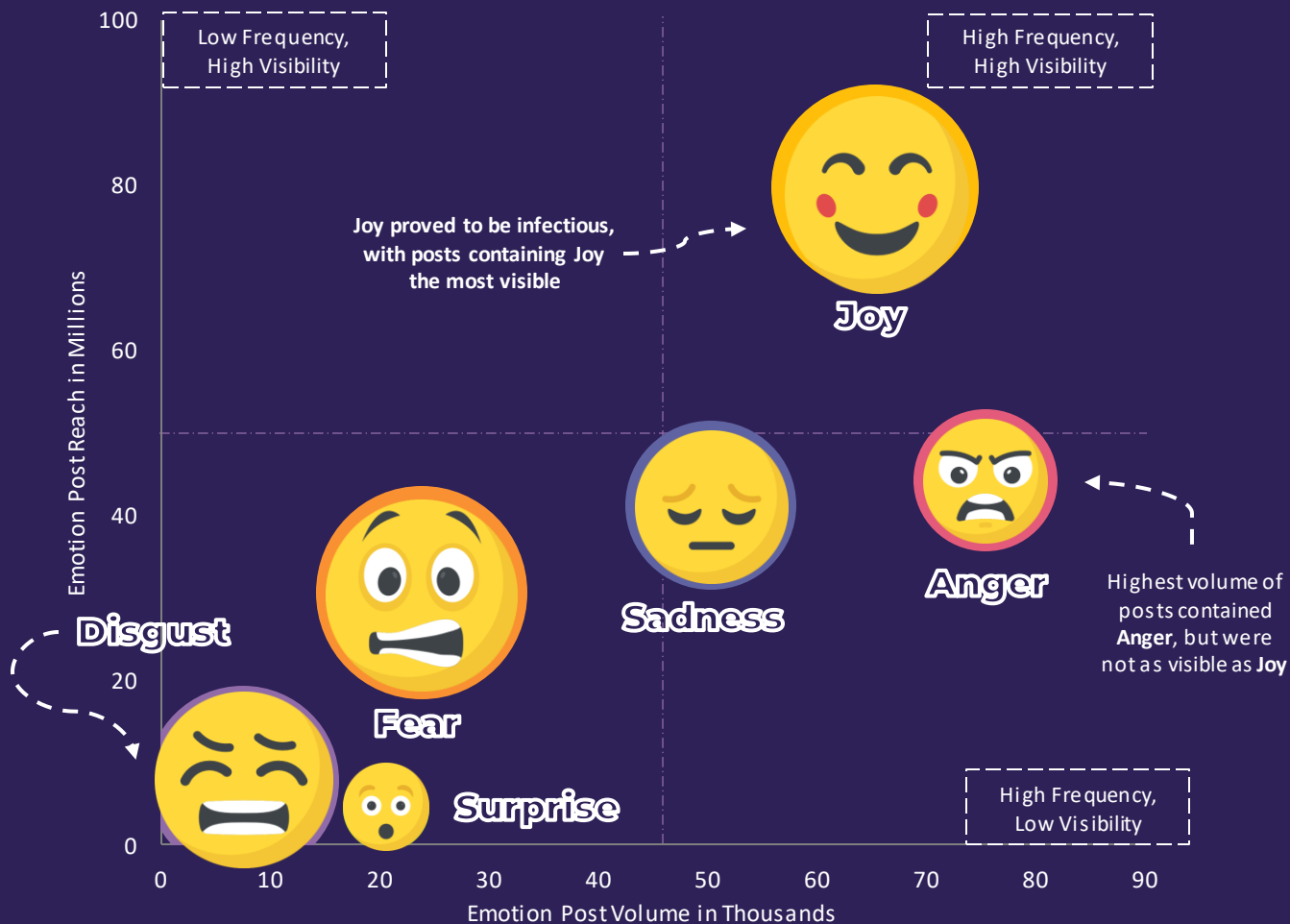
**Halo Infinite saw 47% of emotion expressed as Joy.** Users reacted positively to multiplayer gameplay that was shared following the E3 showcase.

# E3 2021 Insights | Emotion of Conversation

CISION

While Anger and Joy were the leading emotional responses of audiences to E3, there was also significant Sadness as many fans were disappointed with E3 and its perceived lack of major announcements. Though Anger led emotions by volume, posts expressing Joy reached a larger potential audience, reflecting that Joy in social media spread further than Anger.

Emotion cut-through



**Raven\_Archer**  
@RavenArcher774

THIS IS THE BEST XBOX E3 EVER!!!  
#XboxBethesda 🎮 #Xbox2020

Joy

**Actually\_IT\_IS\_MONSTER\_HUNTING\_SEASON\_Tina**  
@Actually\_Tina

Since everyone forgot to bring games I'm officially grading E3 showcases on which annoyed me the least

Capcom and Microsoft are tied for like a B

Everyone else is an F

Anger

**Hardware Canucks**  
@hardwarecanucks

Legit watched all the E3 content so far.

The only thing that kept coming up in my mind was: Imagine all the patches and DLC that're gonna be needed.

Yes, gaming has come to that point. 😞

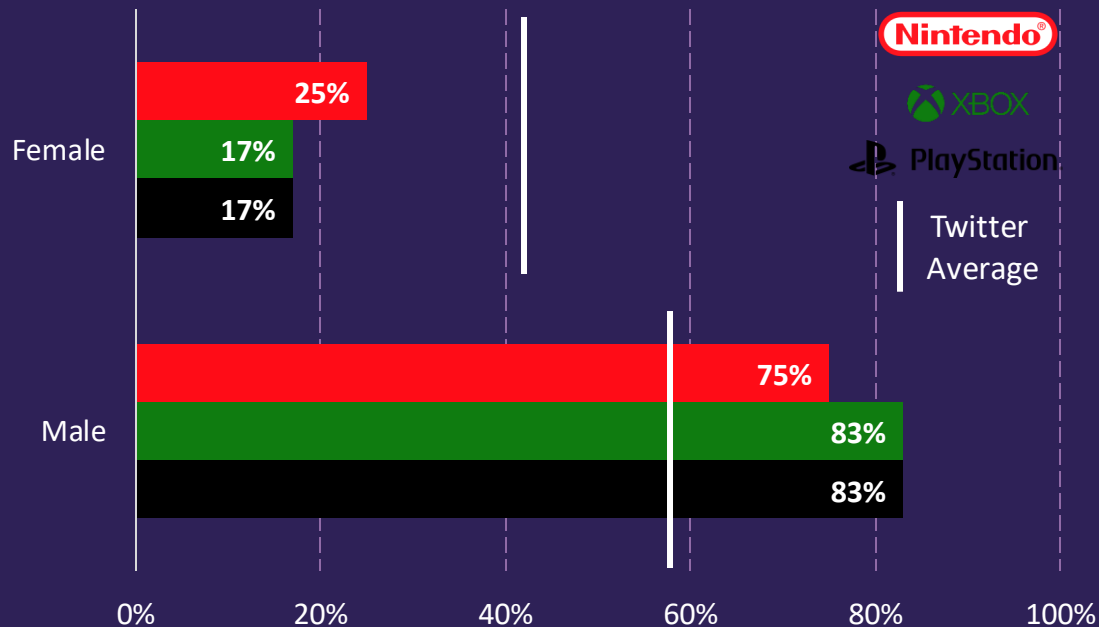
Sadness

# E3 2021 Insights | Audience Insights

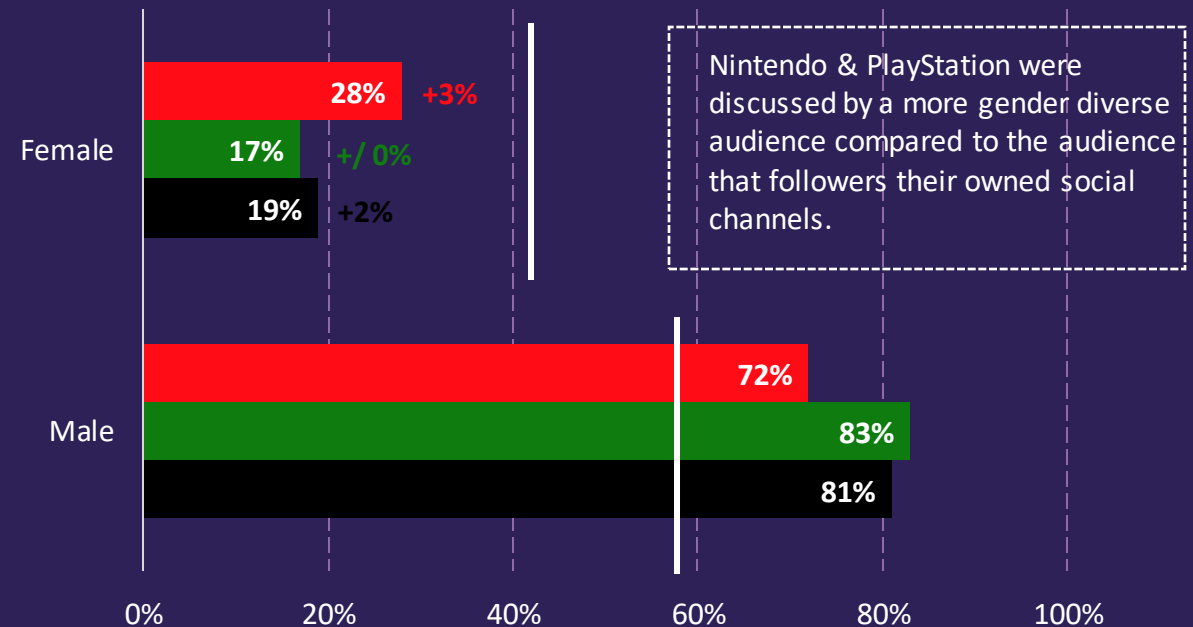
CISION®

The Twitter followings of Nintendo, Xbox and PlayStation owned accounts all skew significantly over the Twitter average for the **proportion of male followers**. However, Nintendo has a greater share of female followers compared to the other two consoles. Those discussing Nintendo's E3 showcase skewed 3% more female than their owned channel audience, driven by conversations around Animal Crossing and a remastered edition of Life is Strange that'll launch exclusively on the Switch.

Owned Twitter Channel Demographics



All Twitter Audiences Discussing E3



Discussion of Nintendo and Xbox game exclusives reinforced the status quo of who their core audience is.

Animal Crossing and the Life is Strange remaster were two of the games discussed by the highest proportion of female social media users.

Conversely, Halo Infinite and Forza Horizon were discussed by the highest proportion of male social users.

The gender split of their fans was further supported by “Watching Nintendo” and “Xbox Series X” appearing as two of the most female and male dominated phrases.

## Top Female Driven E3 Topics



“Animal Crossing”



“Life is Strange”



“Watching Nintendo”

## Top Male Driven E3 Topics



“Halo Infinite”



“Forza Horizon 5”



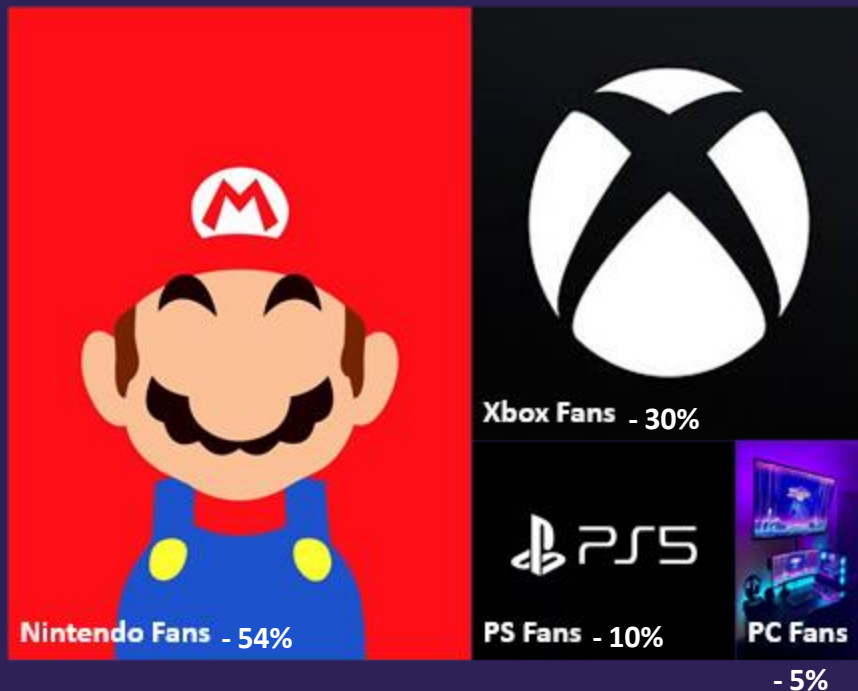
“Xbox Series X”



# E3 2021 Insights | Fan & Follower Insights CISION®

Self-described fans of Nintendo were the most active during E3. Additionally, 27% of posts from this audience had positive sentiment as they reacted to Nintendo's announcements, with many stating they felt Nintendo had 'won E3'. Xbox fans were more likely to discuss the conference in general. PlayStation did not exhibit at E3, but their fans were still relatively active in discussing publisher showcases for games that will come to the platform.

## Fan Share of Voice



Size of square represents Share of Voice

## Fan Interests & Professions



**Nintendo followers** are more likely to describe their profession as creative, have an interest in fine arts, food & drink, and books, compared to Xbox and PlayStation fans.



**PlayStation followers** are more likely to have an interest in sports, compared to Xbox and Nintendo.



**Xbox followers** are more likely to describe their profession as a journalist or an executive, and have an interest in TV, compared to Nintendo and PlayStation.

# E3 2021 Insights | Social Shares of News

CISION®

Social sharing of news coverage was driven most heavily by Facebook, with 85% of all news shares related to E3 being posted to Facebook. Interestingly, two of the top four sites that saw high social shares were film and comic book websites, highlighting the crossover appeal that games created from other mediums creates.



## Most shared to Facebook

### 'Avatar' Finally Gets The Immersive, Open World Game It Deserves

"Avatar: Frontiers of Pandora is expected to debut in 2022 on PlayStation 5, Xbox Series X|S, PC, Stadia and Luna. Avatar 2 opens December 16, 2022. It's the first of four Avatar sequels due in theaters in the coming years."

Screenocrush.com  24k  3  0  0

### Marvel's Guardians of the Galaxy Video Game Announced

"As part of its games showcase at E3 2021, Square Enix and developer Eidos-Montreal have officially revealed Marvel's Guardians of the Galaxy, an all-new video game featuring the Marvel characters set to release for PlayStation 5, PlayStation 4, Xbox Series X|S, Xbox One, and PC later this year on October 26th."

Comicbook.com  9.2k  5  3  0

### Looks like Back 4 Blood hits Xbox Game Pass day one

"Back 4 Blood would certainly be a high-profile third-party day one get for Xbox Game Pass, and in keeping with the company's recent efforts. This year, Microsoft has secured day-one Xbox Game Pass releases for Outriders and MLB: The Show 21."

Eurogamer.net  14.7k  39  6  32

### Super Smash Bros. Gets Tekken's Kazuya

"Tekken's Kazuya Mishima will be punching Mario, Kirby, Link, and the rest of Super Smash Bros. Ultimate's motley crew square in their noses very soon, Nintendo announced during today's E3 2021 presentation."

Kotaku.com  8.5k  44  0  0

# E3 2021 Insights | Social Shares of News

CISION®

The most discussed E3 news article on Reddit was the announcement that there would not be a reveal for a new GTA or BioShock game. This highlights that E3 is often just as much about what isn't be showcased as what is. News most shared to Twitter was dominated by sharing of Japanese news sites, and not just Nintendo news, as an interview with Elden Ring director Hidetaka Miyazaki was widely shared.

## Most shared to Reddit

### Take-Two will NOT reveal Grand Theft Auto 6, Bioshock 4 or any other game at its E3 2021 conference

In case you did not know, **Take-Two Interactive** will hold an E3 2021 conference tomorrow. However, the company will not announce/reveal **Grand Theft Auto 6, BioShock 4** or any other game. In short, keep your expectations to a minimum as there won't be anything particularly interesting for gamers."

**DSOGaming.com**  0  36  0  6.9k

### Resident Evil Village is getting an expansion

"The story of **Resident Evil Village** will continue in a new expansion, **Capcom** announced Tuesday during its E3 2021 showcase. By popular demand, **Capcom** said, "development has just started" on additional DLC for the game."

**Polygon.com**  141  69  0  3.8k

## Most shared to Twitter

### "Nintendo Direct E3 2021" latest information summary. The sequel to Zelda has been unveiled!

"New video premiere of **"The Legend of Zelda: Breath Of The Wild"** sequel. The brave figure of Link gliding far in the sky is impressive. Released in 2022."

**Denfaminicogamer.jp.com**  0  26k  0  0

### "Elden Ring" domestic exclusive interview. Director Hidetaka Miyazaki talks about the new dark fantasy

"The aim of this work **"Elden Ring"** is, in a nutshell, the evolution of the "Dark Souls" series. We wanted to bring the know-how we have cultivated through the production of the series, such as action, level design, and world view expression, to fruition as an evolved game with a larger sense of scale."

**Famitsu.com**  362  5.8k  0  270

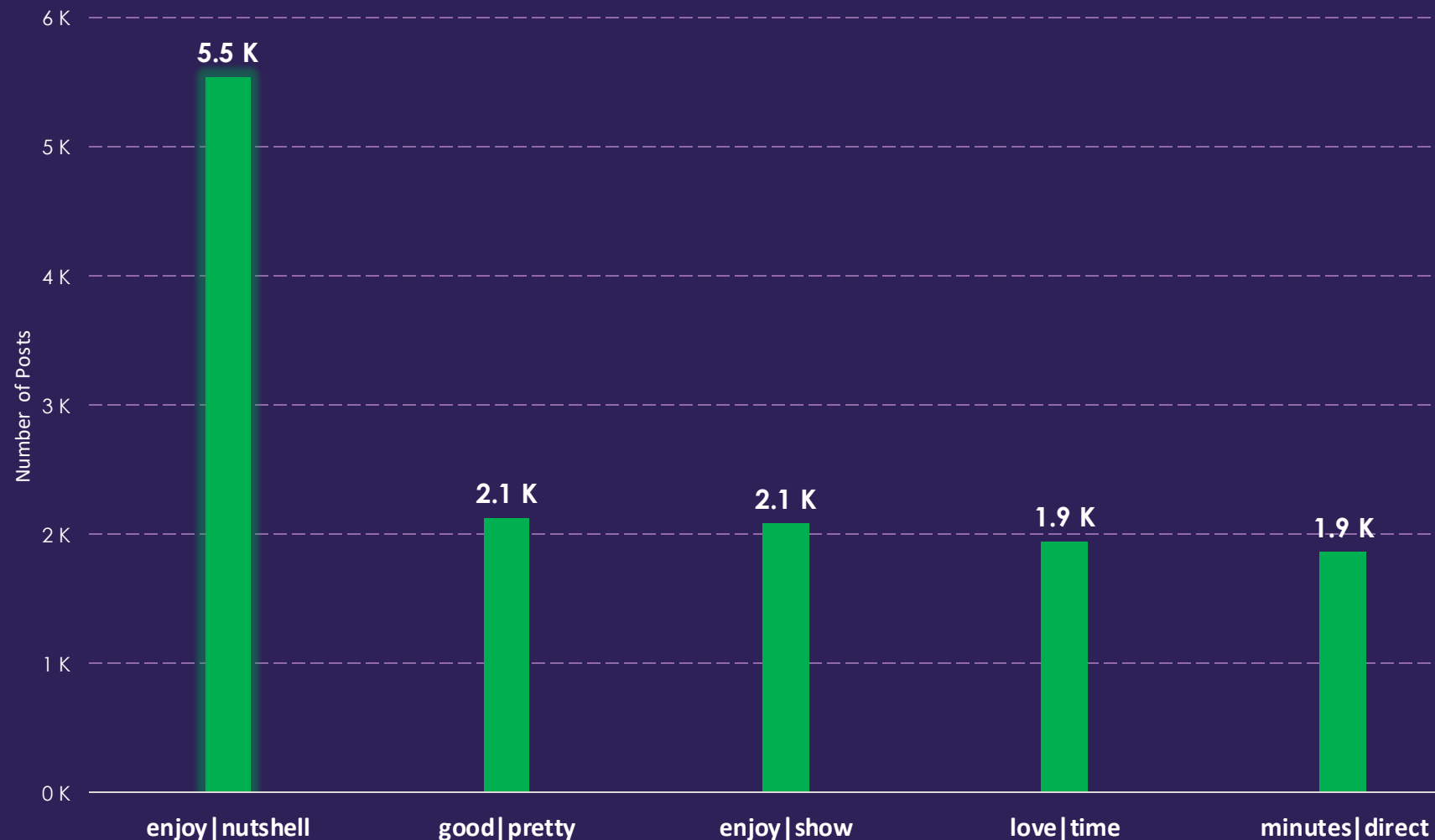
# E3 2021 Insights | Positive Topics

CISION®

**‘Enjoy’ was the most prolific keyword in positive content.** The keyword appeared with ‘nutshell’ in over five thousand posts due to retweets of a video declaring Nintendo the winners of E3 captioned ‘E3 in a nutshell’.

**Nintendo’s official Twitter account drove the ‘Enjoy show’ topic.** The account’s tweet that the company’s presentation was about to start was retweeted over two thousand times, representing all conversation on this topic.

**Discussion of ‘Good Pretty’ was more varied.** Multiple users expressed positive sentiment towards the conference as a whole, including the announcement of Starfield.

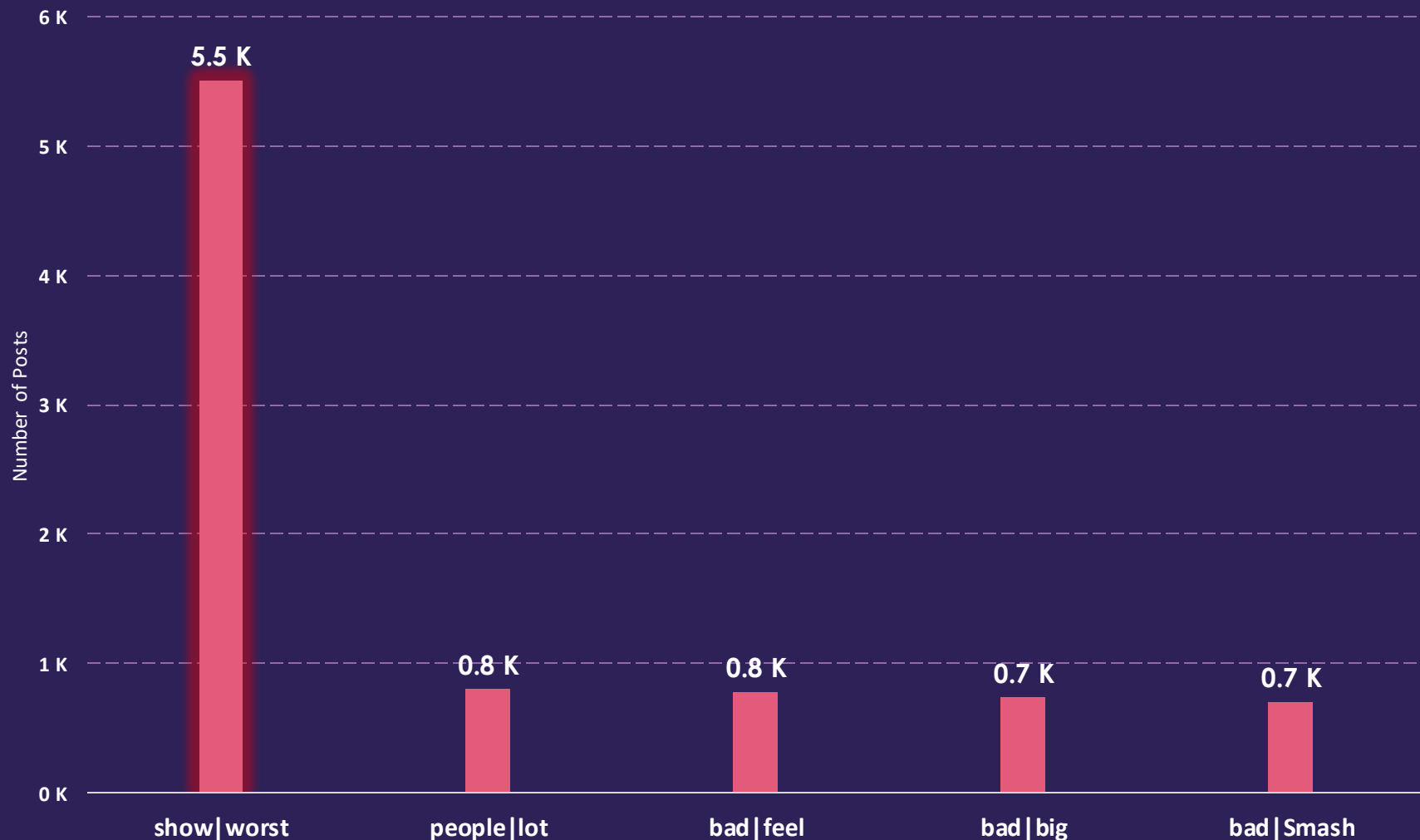




**'Show'** was the most prolific keyword in negative content. The keyword appeared almost exclusively alongside **'worst'** as users shared a meme that compared Capcom and Square Enix's presentations as the worst of the conference.

**'People'** associated with **'lot'** was discussed by multiple users stating that E3 conferences had **'let a lot of people down'**. The lack of new games announced was a particular focus.

**'Bad'** was the second most prominent keyword, with its associated topics widely spread. **'Feels bad'** appeared most frequently, relating to posts about the conference as a whole.



# E3 2021 Insights | Appendix

**Date range:** June 12 2021 - June 15 2021

## **Universe:**

- Social Media (Twitter, Reddit, Forums, Tumblr) powered by Brandwatch.
- Online media social shares from Cision's Next Gen C3 platform.

## **Sentiment and emotion insights:**

- Analysis based on automated sentiment detection.

**Social engagement:** Measure of the engagement and sharing of online media articles to social media channels. Data collected using Next Gen C3. Facebook includes likes, shares and comments, Twitter and Pinterest includes number of shares, and Reddit includes the sum of upvotes and comments.

## **Social Media Top Interests and Top Professions:**

Determined through the most common interests reported in the bio of Twitter individuals.

## **Audience Definition:**

- **Nintendo Fans** – Those whose Twitter bio contains the phrases “Nintendo fan” or “Nintendo gamer” or who frequently tweets about Nintendo and determined to be an individual (not an organisation).
- **PC Fans** – Those whose Twitter bio contains the phrases “PC fan” or “PC gamer” or who frequently tweets about PC gaming and determined to be an individual (not an organisation).
- **PlayStation Fans** – Those whose Twitter bio contains the phrases “PlayStation fan” or “PlayStation gamer” or who frequently tweets about PlayStation and determined to be an individual (not an organisation).
- **Xbox Fans** – Those whose Twitter bio contains the phrases “Xbox fan” or “Xbox gamer” or who frequently tweets about Xbox and determined to be an individual (not an organisation).

GAME OVER