




ASSASSIN'S CREED SHADOWS

POST-RELEASE SENTIMENT ANALYSIS

PART 2

DID YOU MISS PART 1? CHECK OUT THE AUGUST 2024 [PRE-RELEASE REPORT!](#)



ASSASSIN'S
CREED
SHADOWS

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” PlayerXP, founded in 2015 by gamers Chris and Andy, aims to connect players with the games industry by amplifying their voices through AI-powered reports and engagement metrics.

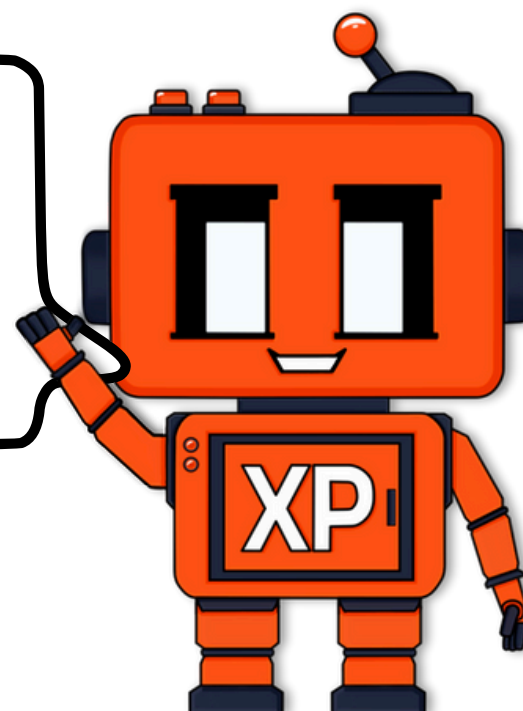
Using a game-focused Large Language Model with over 1 billion data points, they provide accurate sentiment analysis for studios and publishers to make informed decisions based on player feedback.

Their mission is to bridge the gap between game developers and players by conveying community wants and needs for better game decisions. “

HOW WAS THIS REPORT GENERATED?

The Assassin's Creed Shadows Release Report was created using data gathered and analysed through PlayerXP. The report includes **qualitative insights and quantitative analysis**, combining sentiment scoring, engagement metrics, and topic tracking to understand how player conversation evolved across forums, social media, and review platforms. By surfacing patterns in what players were saying and how often they were saying it, we could **identify key concerns** around **monetisation, representation, and trust** well before launch. This approach allowed us to present a clear, data-driven picture of the community's response.

Hi there, I'm Kevin, your PlayerXP Bot. I've used my advanced AI algorithms to help generate this report. If you need help interpreting the data or spotting key insights, I've got you covered!



UNDERSTANDING PLAYERXP SENTIMENT

How does PlayerXP's sentiment system work?

PlayerXP's Sentiment System is the core of our platform. Our 'Sentiment Diamonds' allow you to gauge the sentiment behind the data viewable on our dashboard. These diamonds come in three colours: red for negative sentiment, orange for neutral sentiment, and green for positive sentiment.

The diamonds on the left demonstrate this, showing negative, neutral and positive sentiment, and display a corresponding value for greater depth. This value indicates how positive or negative sentiment is and on a scale between -99 (extremely negative sentiment) to +99 (extremely positive sentiment), where 0 is completely neutral.

SENTIMENT SCALE



Used to indicate when the average sentiment is negative.



Used to indicate when the average sentiment is neutral.



Used to indicate when the average sentiment is positive.

TOXICITY SCALE



Used to indicate when the average toxicity is negative.



Used to indicate when the average toxicity is neutral.



Used to indicate when the average toxicity is positive.

EXECUTIVE SUMMARY

Assassin's Creed Shadows launched to strong interest, but early enthusiasm quickly gave way to concern. Players raised issues around cultural representation, monetisation in a single-player title, and a **growing sense of disconnect with Ubisoft as a developer**. These weren't isolated reactions; they reflected widespread sentiment across the community. What's important to note is that many of these concerns had already surfaced months before the launch.

Our previous report **flagged rising dissatisfaction in these same areas**. When we compare that early feedback to what we're seeing now, the signals were clear. Yet, it seems little was done to acknowledge or act on them in a meaningful way. This moment highlights the importance of early insight. With the right tools, teams can spot emerging concerns, take action, and build more substantial alignment with their players well before sentiment begins to shift: Tools like PlayerXP provide publishers and developers with a powerful way to gauge community sentiment early, turning pain points and feedback into actionable improvements. Leveraging such insights can help mitigate backlash, refine gameplay experiences, and rebuild player trust over time.



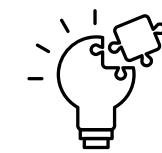
Premise

Could Ubisoft have avoided the negative Player reaction and boosted their share price? - **Yes**



Key Highlights

- **Early Warning Signs Were Clear:**
Months ahead of launch, community feedback was already raising red flags around monetisation, representation, and trust, yet these concerns went largely unaddressed.
- **Disconnect Between Developer and Community:**
The perceived lack of meaningful response to early feedback deepened player frustration and contributed to a sense of alienation from the developer.



Solution

Integrating tools like PlayerXP earlier in the development and marketing lifecycle can help teams detect emerging sentiment trends and respond proactively.

By turning real-time community data into actionable insights, studios can course-correct before sentiment sours, improving player perception and strengthening long-term engagement.

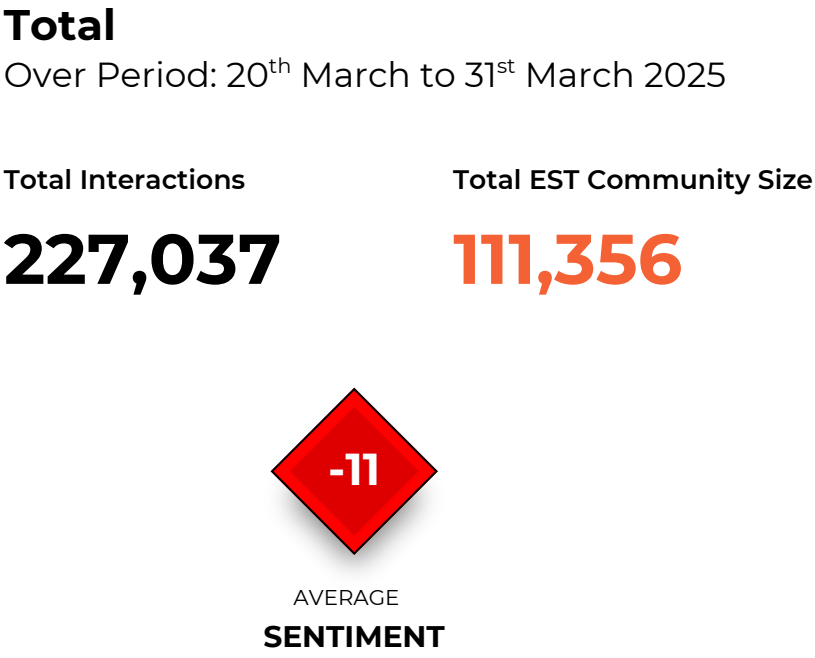
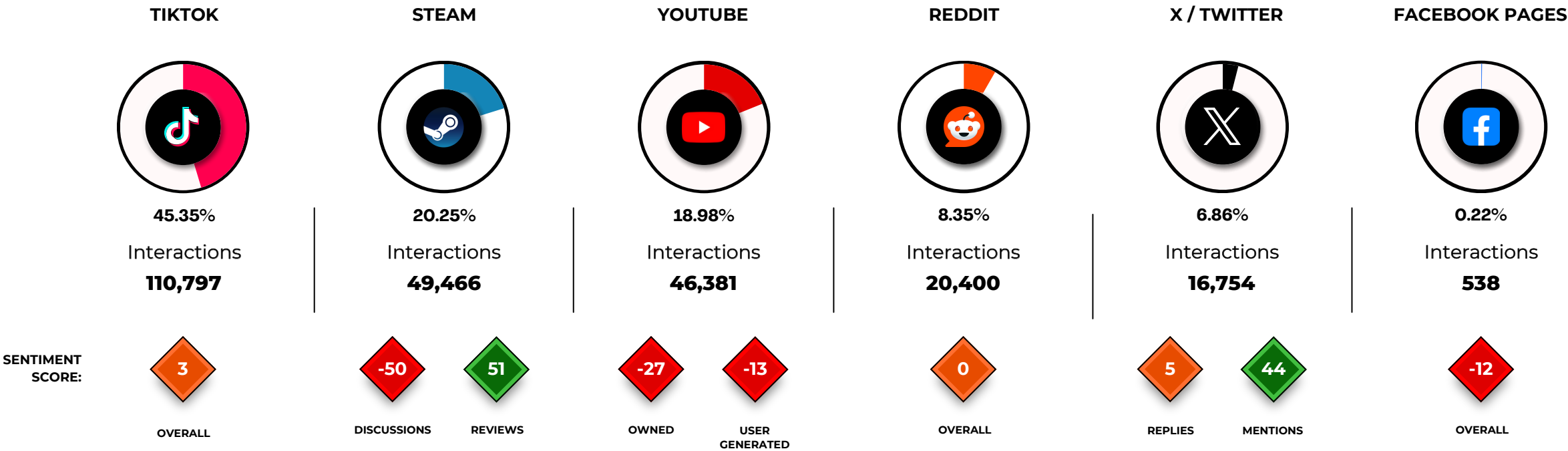
DATA SOURCES OVERVIEW

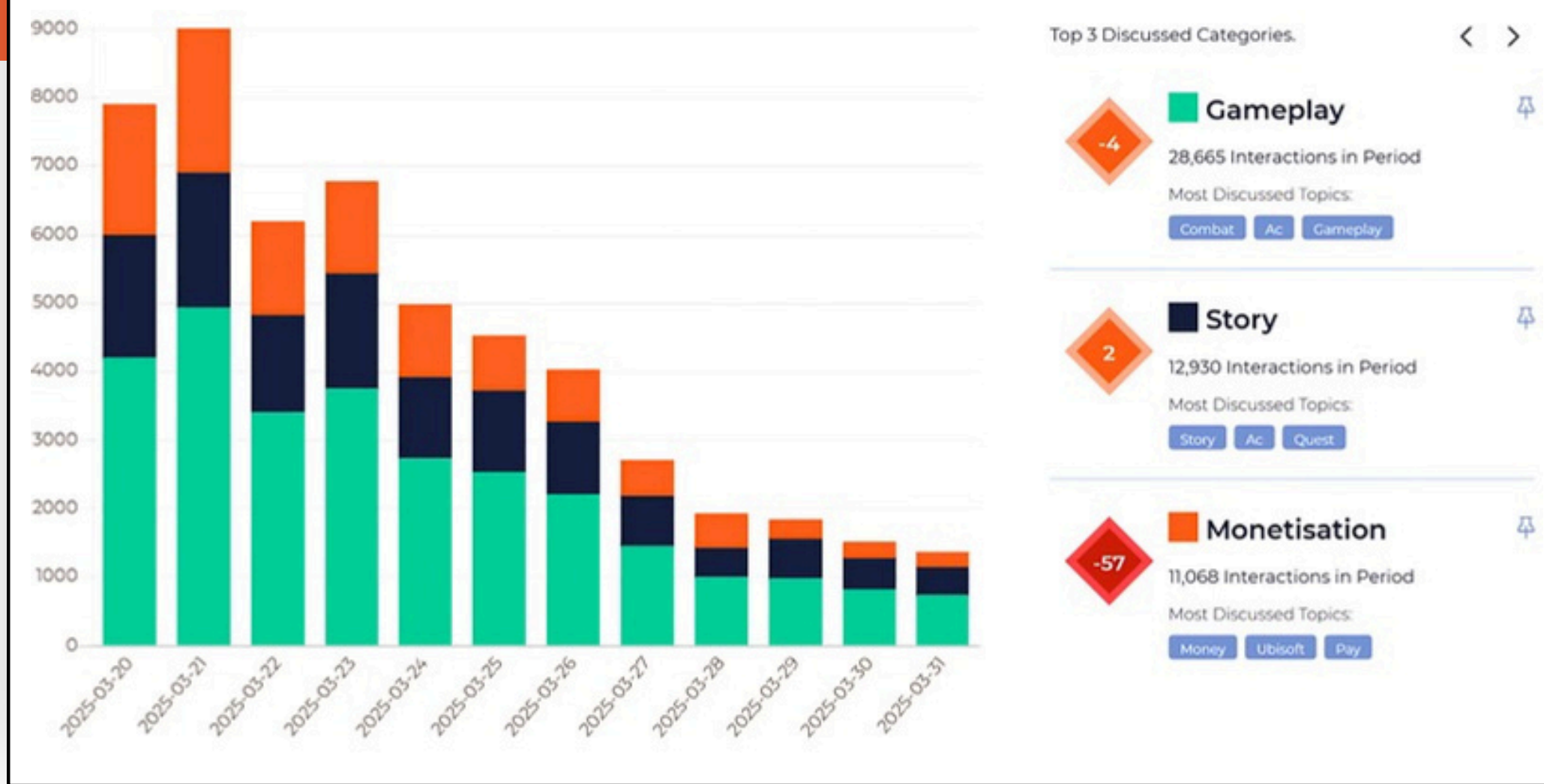
This report uses sentiment analysis from a wider set of sources than our previous analysis and covers 11 days post-release.

On Facebook, comments are mostly neutral to negative, focusing on technical problems and the state of the game's launch. Steam users express strong frustration regarding gameplay performance, pointing out extensive bugs and questioning the game's financial viability. TikTok comments mix criticism with humor, showcasing a blend of serious critique and community banter. Overall, there are significant concerns about the game's direction, technical performance, and representation, alongside disappointment with its departure from franchise traditions.

The sentiment around the recent game release is predominantly negative across various platforms. On Twitter, users criticize the game for its perceived political undertones and representation issues, labeling it "woke" and expressing disappointment in technical performance. Similar discontent is echoed in Twitter replies, with comments about its place in the franchise and ongoing issues such as bugs and glitches. Feedback on YouTube presents a mixed view, where while some praise graphics and combat, many highlight outdated mechanics.

In conclusion, "Assassin's Creed Shadows" faces considerable scrutiny from the community, particularly regarding its release. Feedback across various platforms presents a mixed yet predominantly critical perspective, reflecting **ongoing frustration with Ubisoft's corporate decisions and gameplay execution**. This response emphasises the necessity for Ubisoft to actively address community concerns if they wish to rebuild trust with their audience in the future. As the franchise continues to evolve, listening to player feedback will be crucial for regaining loyalty and fostering a more positive relationship with its fanbase.





MOST DISCUSSED CATEGORIES



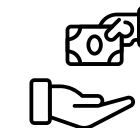
Gameplay

The game received praise for its stunning graphics and detailed environmental design, especially the smooth integration of weather effects and ray tracing. However, some users reported performance issues, such as unoptimized settings and lag on various hardware. Gameplay mechanics prompted mixed reactions; while new stealth features were appreciated, repetitive combat and overwhelming enemy numbers frustrated some players. Additionally, fans expressed concerns about the limited character customization options, longing for more personalised experiences compared to earlier titles.



Story

Discussions around Assassin's Creed Shadows focus on its portrayal of Japanese culture and historical accuracy. Critics have pointed out inaccuracies, such as the inclusion of Chinese instruments, and expressed concerns about the character of Yasuke, a black samurai, feeling this may dilute Japanese heritage for modern narratives. Allegations of cultural appropriation and reinforcing stereotypes have also arisen, leading to disappointment among players regarding the franchise's commitment to immersive, well-researched storytelling. Many fans hope that future instalments will prioritise authentic cultural representation to restore faith in the series.



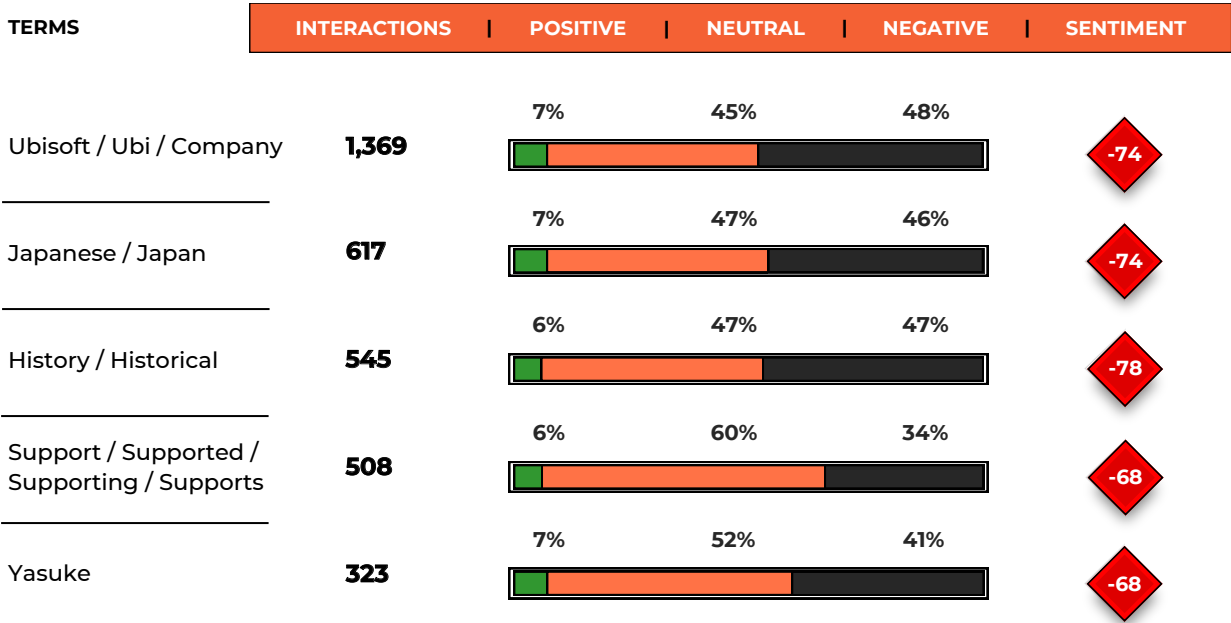
Monetisation

Concerns surrounding in-game microtransactions were prevalent, with many players expressing strong disapproval of their existence in a predominantly single-player experience, arguing that it detracts from the overall immersion. Players feel that the presence of microtransactions, especially those offering gameplay advantages or exclusive content, creates an uneven playing field and undermines the achievement-based progression that the series is known for. Ubisoft's response to these concerns will likely play a crucial role in maintaining player loyalty and could influence the landscape of monetization strategies in the gaming industry at large.

TALKING POINTS CATEGORIES

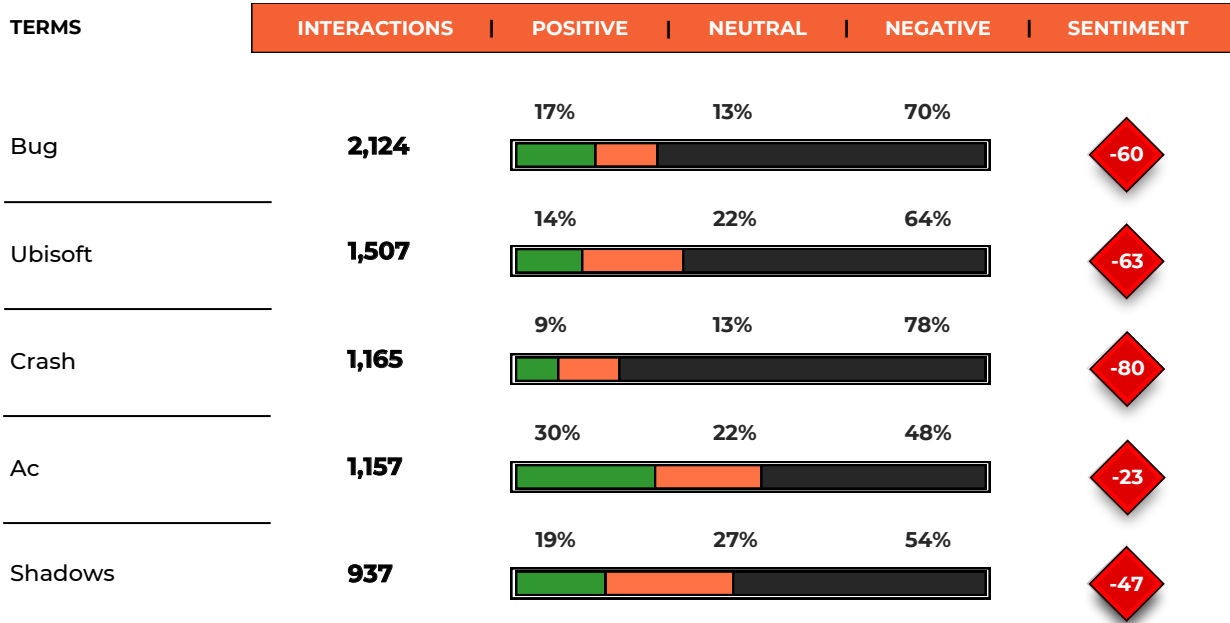
COMPARISON OF DEVELOPERS

Players are engaging in a variety of discussions regarding the developers behind Assassin's Creed Shadows . Below is a breakdown of the sentiments expressed in their comments.



DEVELOPER
PRE-RELEASE

DEVELOPER
POST-RELEASE



Criticism of Decision-Making: Many players feel that the developers are not in tune with what the gaming community wants, suggesting that they prioritize diversity and inclusion over quality and historical accuracy. This perspective often expresses a longing for the "good old days" of gaming when developers were perceived to focus more on the quality of content.

Development Team Accountability: Some players are vocal about holding the development team accountable, often distinguishing between the developers and upper management. They feel that it is the higher-ups who make significant decisions, such as the inclusion of microtransactions, and that developers are merely executing these plans.

Community Engagement: There are calls from players for developers to engage with the community more constructively. Suggestions include increasing representation and ensuring that cultural aspects are accurately portrayed in the game, indicating a desire for more dialogue between developers and players.

Concerns About Company Direction: The involvement of Tencent and fears about potential layoffs have led to discussions about the future of the company and its franchises. Players express concern that such corporate decisions may impact the quality and creative direction of the games.

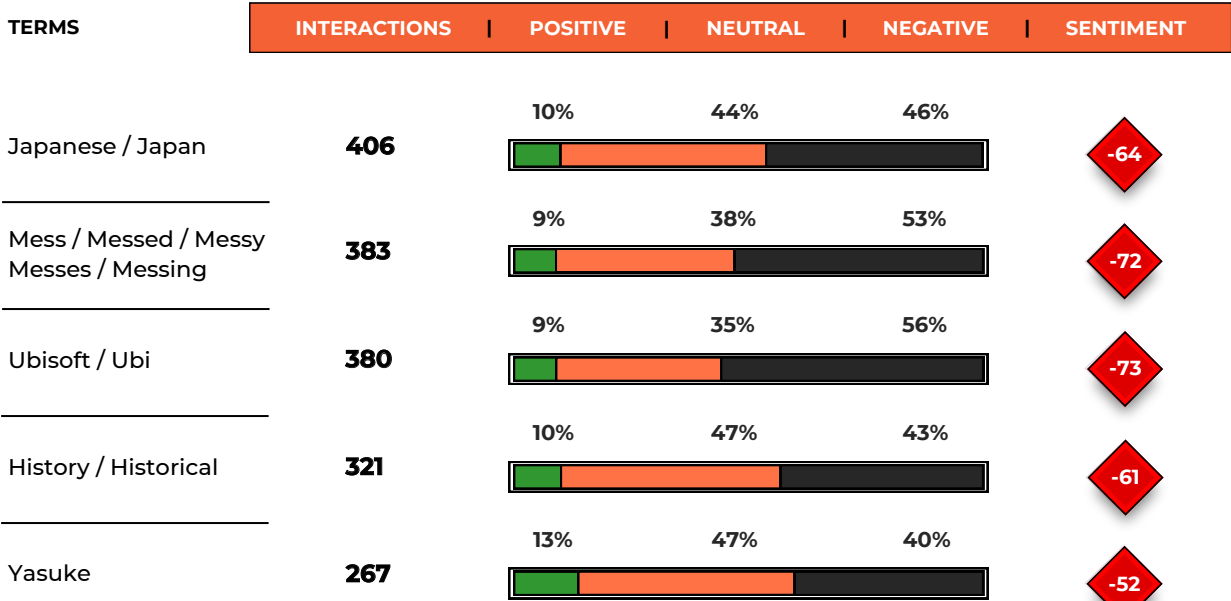
Social Media Presence: Some comments hint at frustrations regarding the developers' handling of their social media presence, particularly in light of controversies related to the game content and criticisms from the community.

Overall, the discussions about developers reflect a mix of frustration, expectations for better communication, and a desire for quality and authenticity in gaming. These sentiments highlight the challenges that developers face in addressing community concerns while managing corporate objectives.

TALKING POINTS CATEGORIES

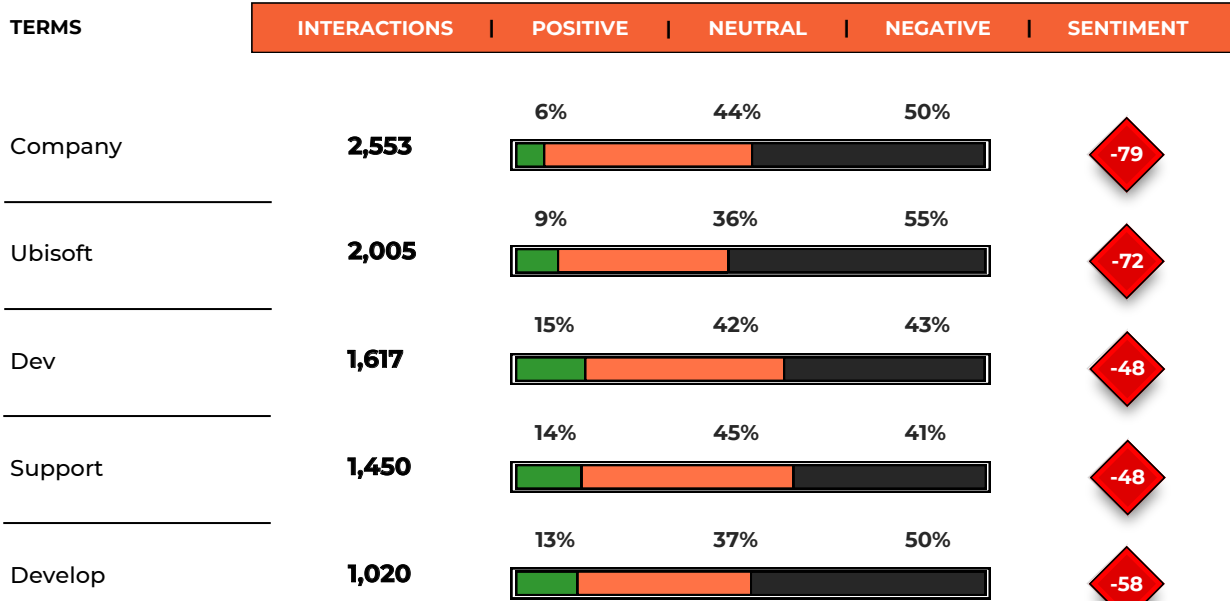
COMPARISON OF GAME STABILITY

Players discussing Game Stability for Assassin's Creed Shadows are experiencing a range of issues, particularly relating to performance, crashes, and freezing. Below are some key points from their discussions.



GAME STABILITY
PRE-RELEASE

GAME STABILITY
POST-RELEASE



Performance Issues: Many comments point to significant frame drops and stuttering, particularly in cutscenes and during gameplay. This can occur even on high-end PCs, suggesting that the stability issues are not limited to lower-spec systems.

Temporary Fixes: Players have shared various troubleshooting steps they've tried, such as disabling frame generation, adjusting graphics settings, or running the game in administrator mode. Some found temporary fixes by modifying in-game settings or disabling certain features like Steam Input, but these solutions don't appear to work universally.

Crashes and Freezes: Several players report that the game crashes frequently, especially during missions or when certain actions (like opening doors or looting) are performed. One common issue mentioned is a crash at about 93% loading, which prevents players from accessing the main menu.

Performance Issues: Many comments point to significant frame drops and stuttering, particularly in cutscenes and during gameplay. This can occur even on high-end PCs, suggesting that the stability issues are not limited to lower-spec systems.

General Frustration: Many players express frustration with the game's launch and early hours, given the number of serious issues being faced. Comments suggest that this has been a recurring theme with Ubisoft titles, leading to broader concerns about game quality upon release.

Overall, the sentiment around Game Stability for Assassin's Creed Shadows leans heavily towards dissatisfaction, with many players desiring immediate improvements and more stable gameplay.

MONETISATION CATEGORY

Perception of Monetisation Methods: Many players express their frustration over the introduction of monetisation elements such as battle passes and microtransactions in a single-player game. Users feel that these practices, commonly associated with multiplayer experiences, are not appropriate for a single-player narrative-driven game. Comments highlight that having a battle pass in such a context seems inappropriate, igniting discussions about how these monetisation strategies reflect a broader industry trend towards aggressive monetisation tactics.

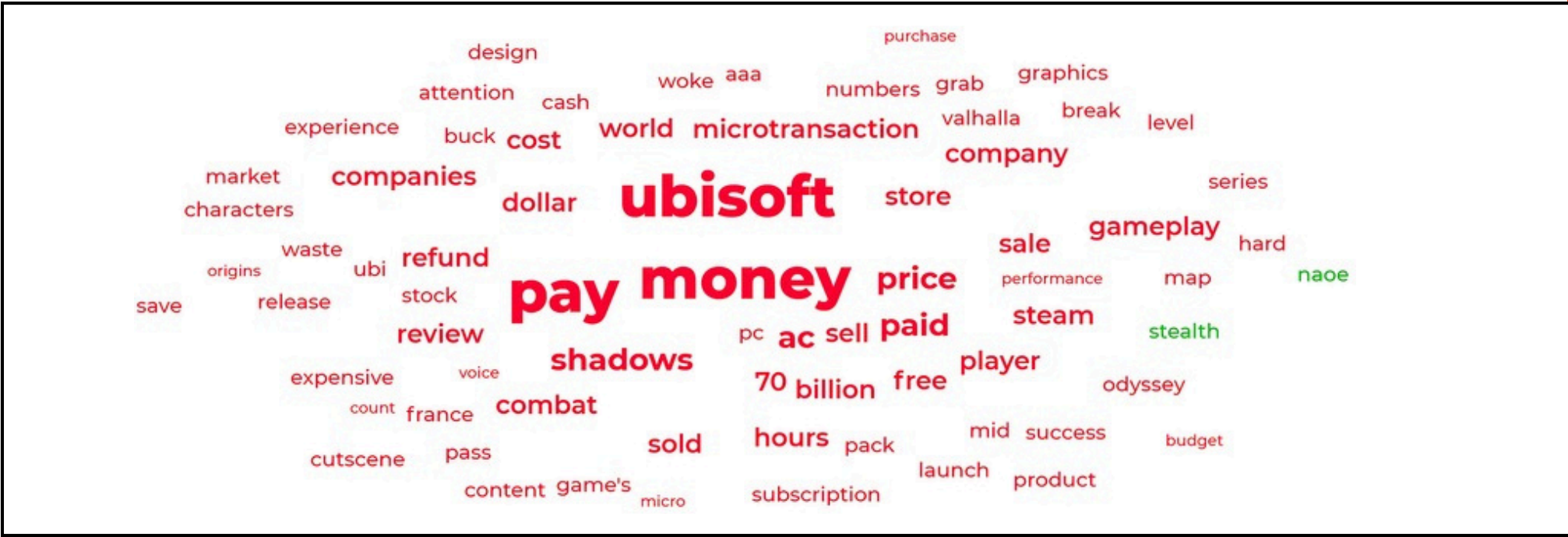
Psychological Tactics and FOMO: Players have pointed out that Ubisoft employs psychological tactics to encourage spending, including visual and audio cues to prompt in-game purchases. There is a notable concern regarding the fear of missing out (FOMO), where players feel pressured to engage in spending, resulting in a gaming experience that feels manipulative. Many players described the frequent presence of the in-game store as intrusive.

Arguments for Convenience vs. Game Integrity: While some players defend the model by stating that those who wish to pay for convenience should be free to do so, this view is met with resistance. Critics argue that such monetisation diminishes the game's value and integrity, where gameplay becomes designed around monetisation rather than providing an enriching experience. The sentiment arises that this model compromises the overall enjoyment and respect for the gaming narrative.

Anti-Consumer Sentiment: There is a strong undercurrent of anti-consumer sentiment among players, with many accusing Ubisoft of prioritising profit over player experience. Comments reflect a sense of frustration towards the company's reputation in the gaming community, highlighting a narrative that sees Ubisoft as a leading example of exploitative practices in game monetisation.

Call for Change: Some users expressed their desire for a shift away from aggressive monetisation, advocating for more fair and player-friendly practices. They argue that this is important not just for Assassin's Creed but for the gaming industry as a whole, reflecting a broader demand for accountability from game developers in how they engage with their players.

Monetisation Sentiment			
Over Period:	Sentiment	Interactions	EST Community Size
20 th March to 31 st March 2025	-57	11,068	7,913



WORDCLOUD - MONETISATION

Microtransactions:

The conversation around microtransactions in Assassin's Creed Shadows is divided. While some players defend them as optional and a way to support ongoing development, many others are frustrated by their presence in a full-priced single-player game.

Critics argue that they impact gameplay enjoyment and reflect an aggressive monetisation approach more typical of free-to-play titles. Though a few support the evolving business model, the dominant sentiment leans toward skepticism, with calls for more thoughtful, player-first strateg

GAME RELEASE - COMMUNITY INSIGHTS



01. Mixed to Negative Reviews:

The game has garnered mixed to negative reviews, with many players disappointed due to unmet expectations and bugs, especially in climbing mechanics. Frustrated comments like "this game is a joke, DO NOT BUY" showcase this divide, as some defend the game while others highlight its flaws, reflecting broader cultural debates in gaming communities.



02. Comparative Sentiment:

Many comments compared "Shadows" to previous Assassin's Creed titles and other games like "Ghost of Tsushima," often expressing disappointment. One user noted, "But...it's not as good as Ghost of Tsushima," highlighting a preference for other narratives in the genre.



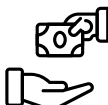
03. Gameplay and Mechanics:

Discussions highlighted improved gameplay performance at launch compared to earlier entries, though many players reported bugs and optimization issues. While some praised the graphics and mechanics, others noted persistent bugs that impacted the overall experience.



04. Sales, Performance and Investor Concerns:

Sales and investor concerns have emerged regarding the game's initial player count and sales performance, which disappointed some compared to franchise history. Investors fear that poor financial success could negatively impact Ubisoft, raising worries about potential stock repercussions and leading to remarks like "It's over for Ubisoft."



05. Microtransactions:

The inclusion of microtransactions in a single-player game has also sparked considerable debate, with players expressing frustration at these practices, particularly when tied to the game's initial purchase price.



06. Controversial Themes:

The game faced backlash over its cultural representation and character choices, with some players viewing the narratives as politically driven or "woke." Criticisms included remarks about it being aimed at kids and accusations of pandering in its themes.

CONCLUSION

The launch of Assassin's Creed Shadows sparked mixed reactions among gamers. Initially, players shared their excitement with comments like "Pre-load has begun! 🥳👍," but by March 20th, the sentiment had shifted, resulting in a score of **-17**, indicating a predominantly negative response. Engagement levels rose from **39,065 interactions** on release day to **42,088** the following day, showcasing the community's involvement.

Overall, the sentiment around Assassin's Creed Shadows leaned towards negativity, as many players voiced their disappointment regarding the game's quality, thematic choices, and gameplay mechanics. Conversely, some defenders argued that this backlash is common for new releases in today's contentious cultural landscape. This ongoing dialogue highlights broader issues within the gaming community, such as representation, narrative authenticity, and player expectations. As developers take player feedback into account, especially from a community deeply invested in the franchise, strategic adjustments may be necessary to address these concerns in the future.



CONTACT US

Our team is dedicated to providing timely and effective solutions, ensuring client satisfaction at every step of their journey with us. We believe in creating a partnership with our clients, fostering growth, and innovation together. If you have additional questions, require clarification, or wish to arrange a call or demo, please don't hesitate to reach out—our team is here to help!

CONTACT DETAILS

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Find out more here:

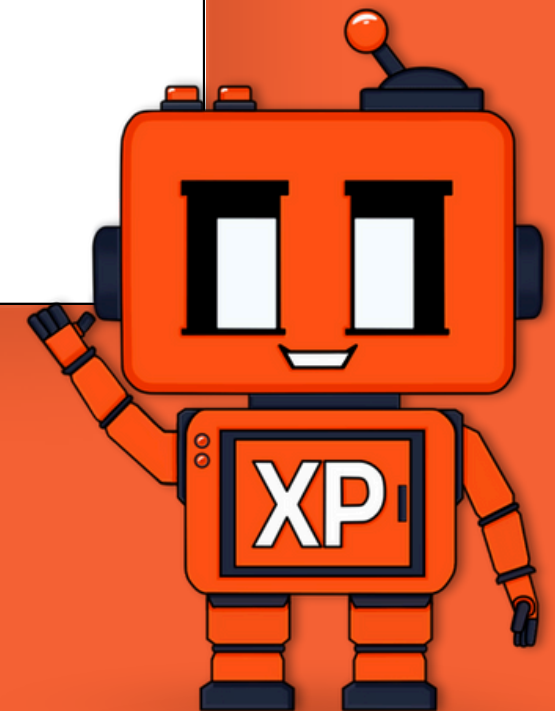
www.playerxp.io 



REPORT **DISCLAIMER**

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Voice of The Player