PLAYER XP

Voice to the Player

Assassin's Creed Shadows
COMMUNITY SENTIMENT REPORT

UBISOFT

PLAYER XP

Voice to the Player

" 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, 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. "

# UNDERSTANDING COMMUNITY SENTIMENT: A CLOSER LOOK AT ASSASSIN'S CREED SHADOWS

At PlayerXP, we believe in the power of transparency and data-driven insights. Our latest report delves into the sentiment surrounding Ubisoft's latest Assassin's Creed game, providing analysis of player feedback. Despite Ubisoft's recent claims, during their latest shareholders' meeting, of a positive sentiment within the community, our analysis tells a different story, with a recorded sentiment of -13.

Why is this important?

Understanding the true sentiment of the gaming community is crucial for developers and community managers. At PlayerXP, we strive to be the voice of the player. **We believe it's important to provide the most accurate and transparent insights, empowering studios to make informed decisions and foster a more engaged and satisfied player base.** PlayerXP is ~92% accurate for sentiment analysis in the game sector, so we feel confident in our results.

SENTIMENT SCALE

-99 — 0 — 99

Very Negative   Neutral   Very Positive
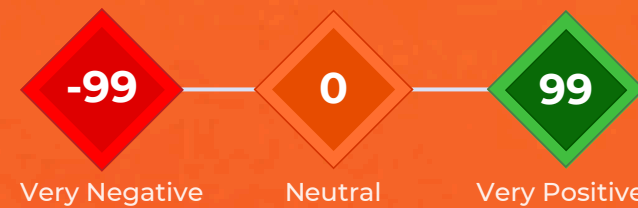
-99 Used to indicate when the average sentiment is negative.

0 Used to indicate when the average sentiment is neutral.

99 Used to indicate when the average sentiment is positive.

UNDERSTANDING PLAYERXP SENTIMENT:

So how does PlayerXP's sentiment system work?

PlayerXP's Sentiment System is the core of our platform. Our '**Sentiment Diamonds'** allow you to quickly 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.**

DATA SOURCES OVERVIEW

TOTAL INTERACTIONS:

AVERAGE SENTIMENT

WHAT WE LEARNT:

129,633

-13

Our aim is to be transparent about how we collect and analyse data. For this report, PlayerXP analysed 129,633 **interactions** from various platforms to gauge player sentiment accurately.

The chart to the right displays all the data sources we used. **The overall sentiment calculated, which represents the voice of the player, is -13**.

We have broken this down by sentiment for each social media platform:
- YouTube, X (formerly Twitter), and Facebook: These platforms showed largely negative sentiments.
- TikTok: In contrast, reflects an overall positive sentiment.

On the next page, we will dive deeper into the data, analysing the key words driving the sentiment displayed here. By examining specific topics and feedback trends, we can better understand the community's perspectives and concerns.

TIMEFRAME 15/05/2024 - 23/07/2024

YOUTUBE OFFICIAL	X / TWITTER MENTIONS	TIKTOK	FACEBOOK PAGES
87.47%	7.45%	5.00%	0.08%
Interactions	Interactions	Interactions	Interactions
113,386	9,662	6,480	105
-14	-7	2	-55
SENTIMENT	SENTIMENT	SENTIMENT	SENTIMENT

SENTIMENT SCALE

-99 Very Negative | 0 Neutral | 99 Very Positive
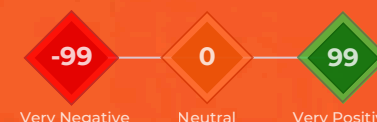
* For the purposes of this report, only the mentioned sources are included in our analysis. The PlayerXP platform can gather and analyze data from over 50 data sources upon request.
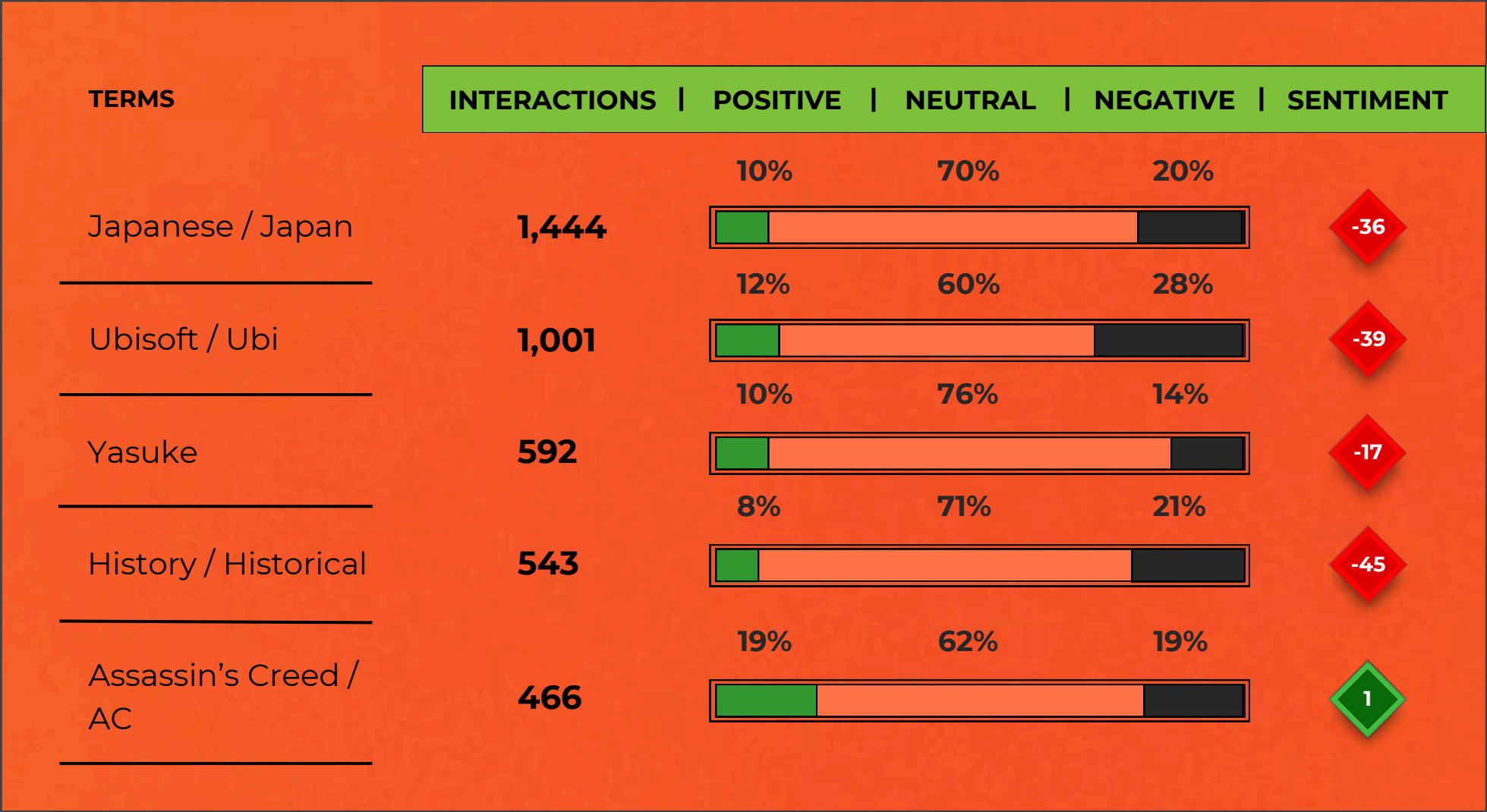
TALKING POINTS - MOST DISCUSSED

Here, we delve deeper into the most discussed talking points from our data sources within the specified range.

The most popular talking points relate to the historical setting of the game, Ubisoft, the publisher and Japanese culture depicted in the game.

These all have significant negative sentiment associated, with the historial element being the most negative at -45. This has been driven by players expressing concerns about the historical accuracy and cultural depiction.

Additionally, the character 'Yasuke' has received a negative sentiment score of -17 from the player community, aligning with the themes. Players have highlighted inaccuracies related to this character.

It is worth noting that the Ubisoft player community is highly engaged, with a record number of interactions in a short date range, and talking points around **'excitement' of the new launch drove positive sentiment +34.**

TERMS	INTERACTIONS	POSITIVE	NEUTRAL	NEGATIVE	SENTIMENT
Japanese / Japan	1,444	10%	70%	20%	-36
Ubisoft / Ubi	1,001	12%	60%	28%	-39
Yasuke	592	10%	76%	14%	-17
History / Historical	543	8%	71%	21%	-45
Assassin's Creed / AC	466	19%	62%	19%	1

"We cannot accept a fabricated story set in a fantasy setting that is different from Japan and mixes Asia being advertised as 'faithful to historical fact.'"

– Player Quote | Youtube Official

"Everyone knows that AC is historical fiction. It's the disrespect to and misrepresentation of Japanese culture that has always been the issue."

– Player Quote | Twitter / X
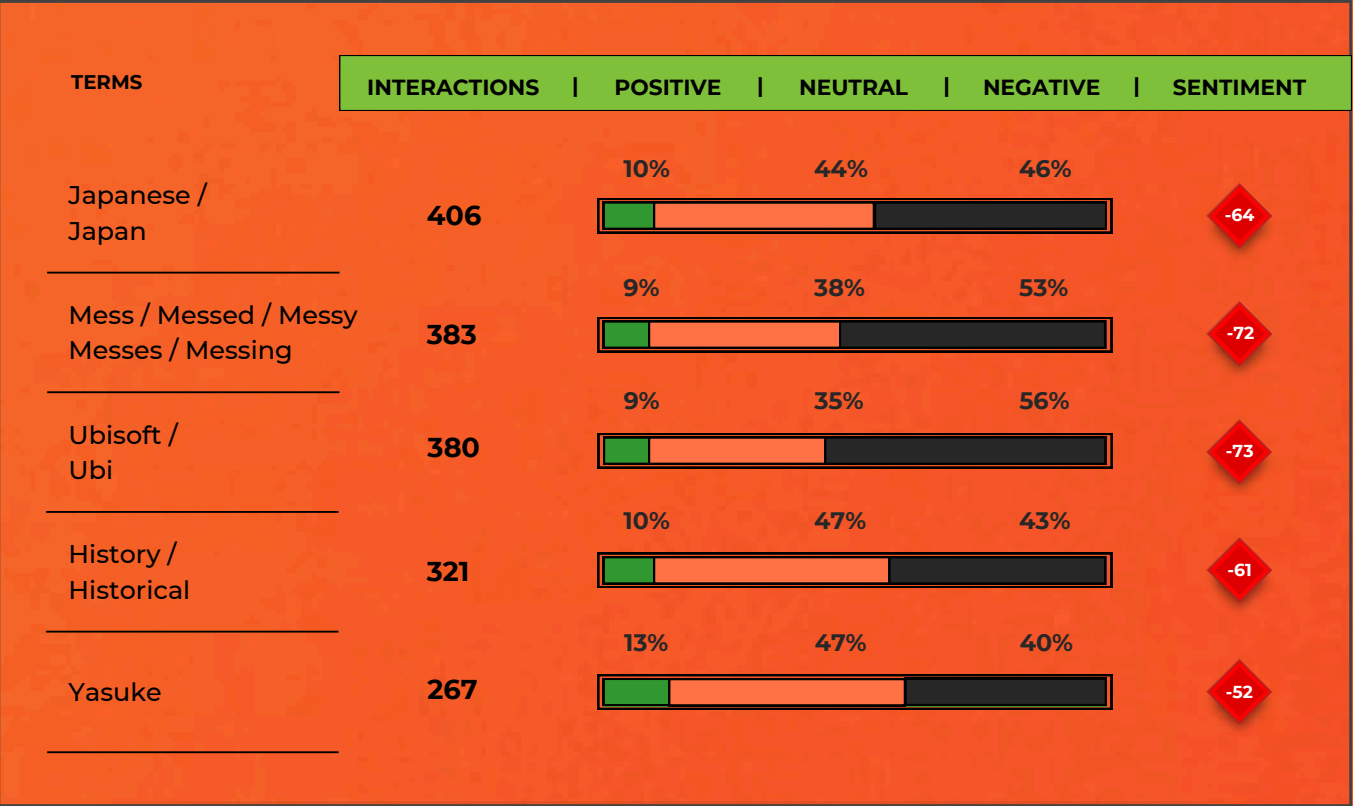
TALKING POINTS - CATEGORIES

Our analysis highlighted how some recurring talking points are negatively impacting the sentiment score around two of the most discussed categories:

- Game Stability
- Developer

These two categories accounted for 4197 Interactions (3.2% of the total interactions' volume), with a sentiment score of -66 and -70 respectively.

We can observe how topics such as "Japanese", "History", and "Yasuke" also appeared in conversation around the Developer and Game Stability, impacting the sentiment score in these two categories as well
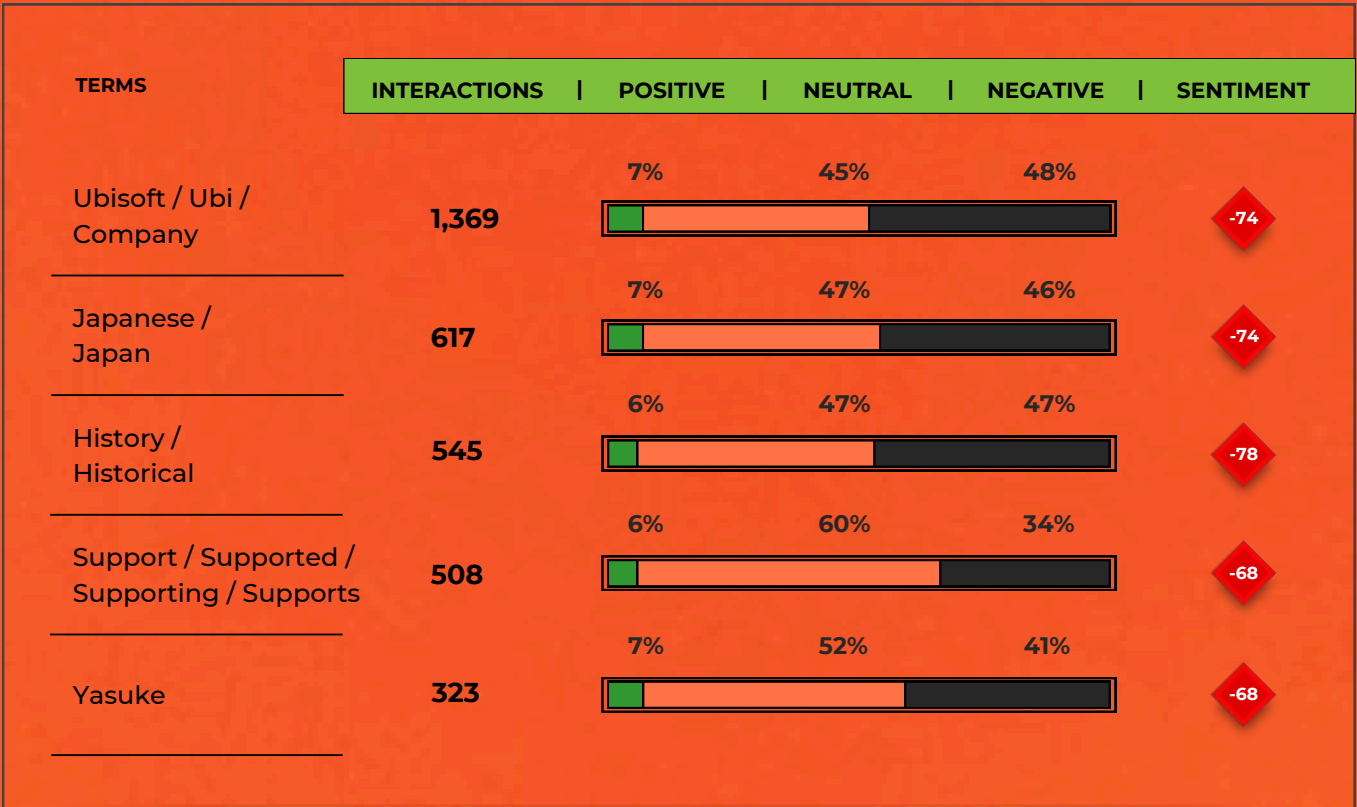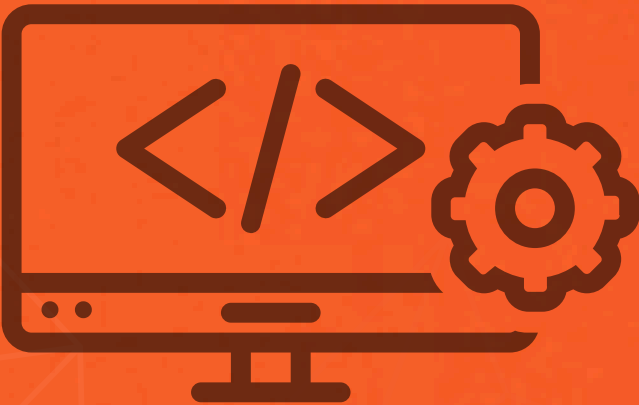
However, concerns around these Categories are intricately linked to Ubisoft's brand reputation, which has been impacted by similar issues in previous titles.
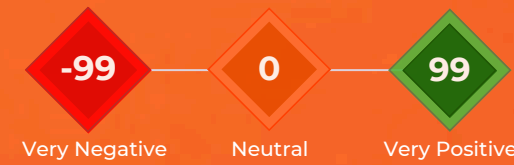
GAME STABILITY

TERMS	INTERACTIONS	POSITIVE	NEUTRAL	NEGATIVE	SENTIMENT
Japanese / Japan	406	10%	44%	46%	-64
Mess / Messed / Messy Messes / Messing	383	9%	38%	53%	-72
Ubisoft / Ubi	380	9%	35%	56%	-73
History / Historical	321	10%	47%	43%	-61
Yasuke	267	13%	47%	40%	-52

DEVELOPER

TERMS	INTERACTIONS	POSITIVE	NEUTRAL	NEGATIVE	SENTIMENT
Ubisoft / Ubi / Company	1,369	7%	45%	48%	-74
Japanese / Japan	617	7%	47%	46%	-74
History / Historical	545	6%	47%	47%	-78
Support / Supported / Supporting / Supports	508	6%	60%	34%	-68
Yasuke	323	7%	52%	41%	-68

YASUKE

SENTIMENT SCALE

-99	0	99
Very Negative	Neutral	Very Positive

TOXICITY SCALE

99	0	-99
Overwhelming Toxicity	Industry Average	No Toxicity

It is important to highlight that the historical accuracy of the character Yasuke has ignited significant debate within the broader community. While community conversations are always insightful, it's natural that such discussions might not always result in positive sentiment, especially when sensitive topics like historical representation are involved.

The debate around Yasuke's character, and similar discussions, underscore the **broader concerns about the game's historical accuracy.** Given that Assassin's Creed Shadows is based on historical fiction, deviations from historical facts are to be expected. However, this also means that we shouldn't anticipate universally positive reactions from the community on these topics, and the -17 sentiment score reflects this.

Furthermore, **the issue of the character's ethnicity in Assassin's Creed Shadows has been heavily debated, however our toxcity tool has shown the community is less toxic than the industry average, with a score of -37.** Our tool is designed to flag toxic interactions, promoting a fair and respectful space for all players.

"You do know that Yasuke served as a retainer to the Japanese daimyō Oda Nobunaga for a period of 15 months between 1581 and 1582."
– Player Quote | Youtube Official

-17	-37
SENTIMENT	TOXICITY

MONETISATION

From our analysis, we saw that one of the primary areas of negative sentiment emerged around the Monetisation Category

Notably, **the 'monetisation' topic is a recurring source of dissatisfaction,** as seen in the community's reaction to both Assassin's Creed Shadows and Star Wars Outlaws.
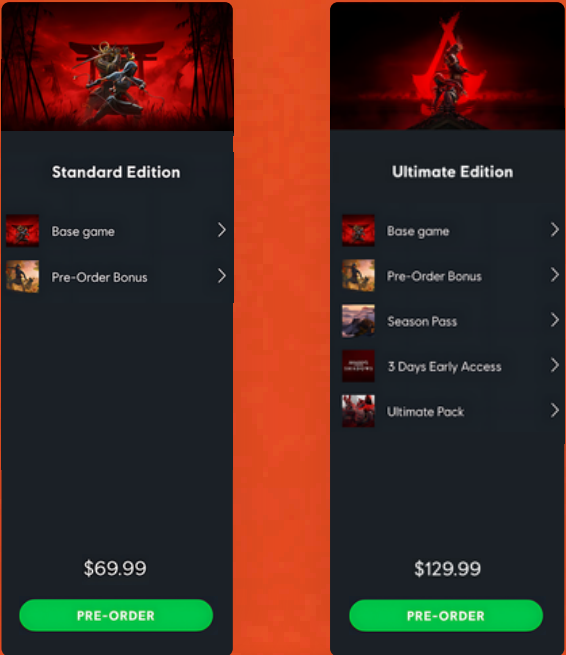
The Player community has voiced frustrations about Ubisoft's perceived prioritisation of monetisation strategies over player experience, a sentiment that is influencing their reception of Assassin's Creed Shadows. **The consistent negative feedback regarding monetisation strategies suggests that players feel unheard, affecting their overall trust in Ubisoft.**

This data underscores the importance of addressing these recurring issues to improve community sentiment and rebuild trust in future projects. By **listening to player feedback and making necessary changes**, Ubisoft can enhance the player experience and foster a more positive relationship with its community.
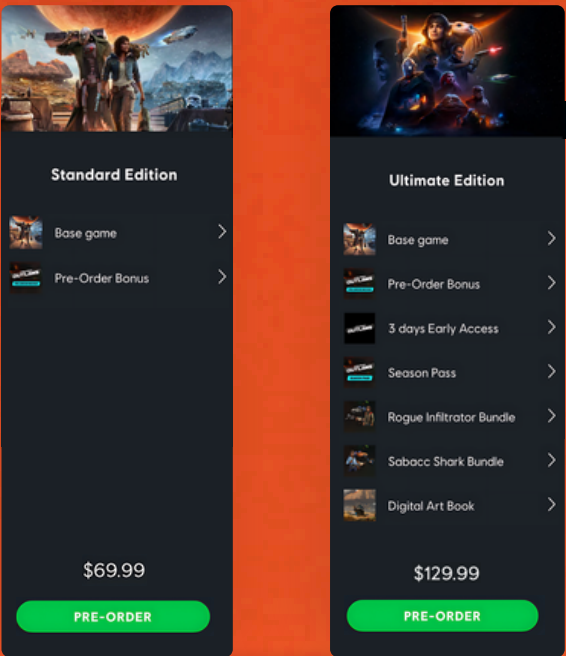
ASSASSIN'S CREED SHADOWS

MONETISATION

TERMS	INTERACTIONS	POSITIVE	NEUTRAL	NEGATIVE	SENTIMENT
Money	1,444	6%	61%	33%	-70
Ubisoft / Ubi	1,001	6%	54%	40%	-73
Pay / Paying / Pays	592	4%	61%	35%	-78
Japanese/ Japan	543	8%	56%	36%	-64
Price / Priced / Prices Pricey / Pricing	466	6%	61%	33%	-70

Standard Edition
- Base game
- Pre-Order Bonus

$69.99
PRE-ORDER

Ultimate Edition
- Base game
- Pre-Order Bonus
- Season Pass
- 3 Days Early Access
- Ultimate Pack

$129.99
PRE-ORDER

STAR WARS OUTLAWS

MONETISATION

TERMS	INTERACTIONS	POSITIVE	NEUTRAL	NEGATIVE	SENTIMENT
Money	888	7%	51%	42%	-73
Ubisoft	741	7%	46%	47%	-73
Pay	616	7%	52%	41%	-72
Price	610	6%	50%	44%	-76
Pass	205	5%	40%	55%	-84

Standard Edition
- Base game
- Pre-Order Bonus

$69.99
PRE-ORDER

Ultimate Edition
- Base game
- Pre-Order Bonus
- 3 days Early Access
- Season Pass
- Rogue Infiltrator Bundle
- Sabacc Shark Bundle
- Digital Art Book

$129.99
PRE-ORDER

THANK YOU FOR READING

Thank you for taking the time to read our report. We hope that by providing transparency and clarity on the data, we have successfully amplified the players' voice. If you would like to learn more about PlayerXP and how our tool can benefit you please visit our website for more information or contact us via email or phone.

CONTACT DETAILS

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