



ARC Raiders: AI & the Community

What Player Reactions Reveal About AI in Live Service Games

Customer Sentiment & Voice

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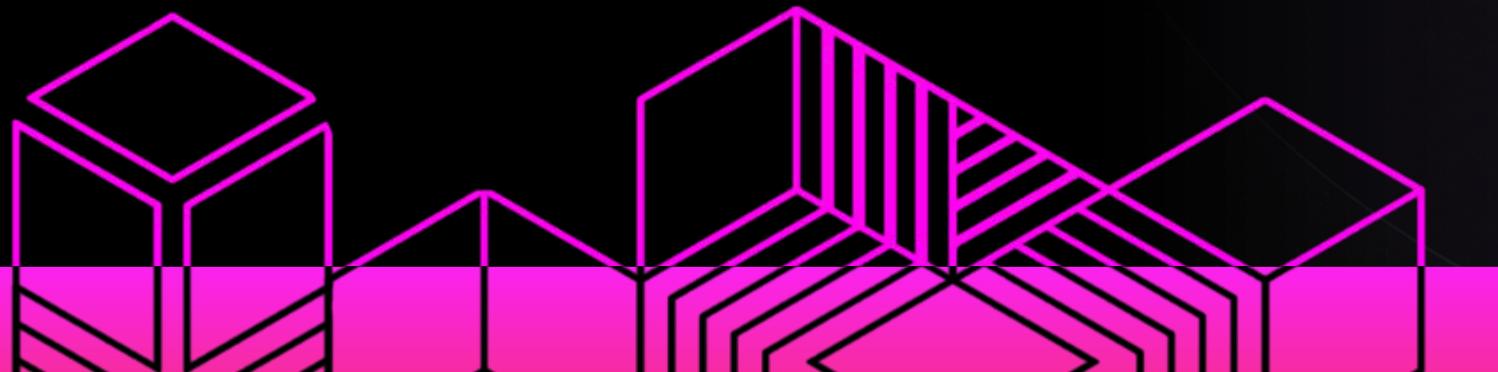




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PLAYERXP

Voice of the Player

Founded in 2015 by gamers Chris and Andy. We are an AI and product company that focuses on the analysis of free-text across a wide range of player channels. Based in Cornwall, England, we create platforms using the latest Machine Learning technology and Cloud infrastructure that provides never seen before player insights for organisations around the world.

PlayerXP is an award-winning mar-tech product that connects 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**, we provide accurate sentiment analysis for studios and publishers to make informed decisions based on player feedback. Our mission is to bridge the gap between game developers and players by conveying community wants and needs for better **game decisions**.



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**.

PLAYERXP PLATFORM & FEATURES

HOW DO WE CREATE OUR REPORTS?

We use a mixed-methods approach that blends **qualitative research** with **platform-driven community analysis** to understand how players actually respond to in-game decisions, specifically the use of AI in ARC Raiders. We start by **reviewing press coverage**, developer communication, and high-engagement community discussions across Reddit and social platforms. This helps us identify the key topics players care about, the language they use, and how broader cultural and ethical conversations around AI emerge.

In parallel, we analyse ARC Raiders-related conversations using the **PlayerXP platform**. By applying **custom categories** such as enemy behaviour, AI-assisted voiceover, and AI as a development tool, we organise thousands of player discussions at scale.

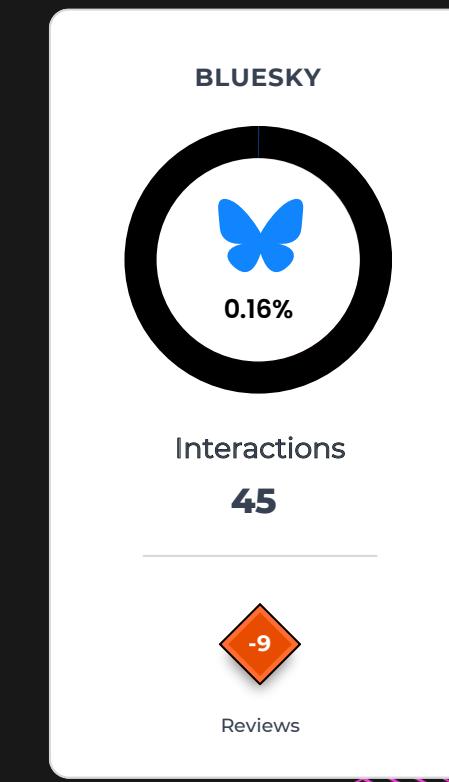
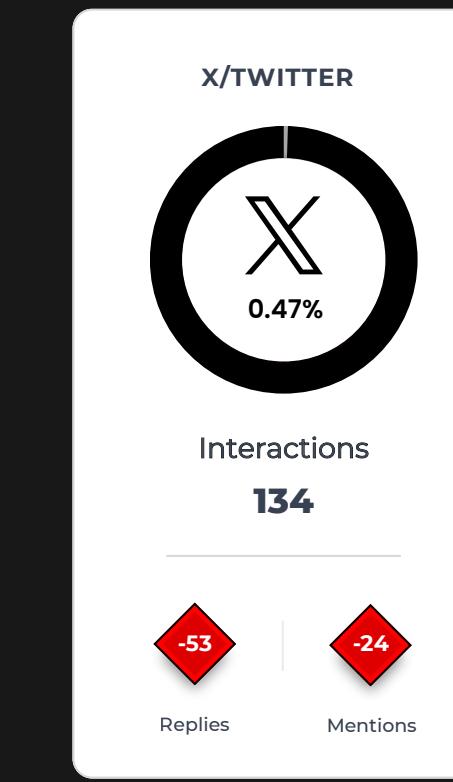
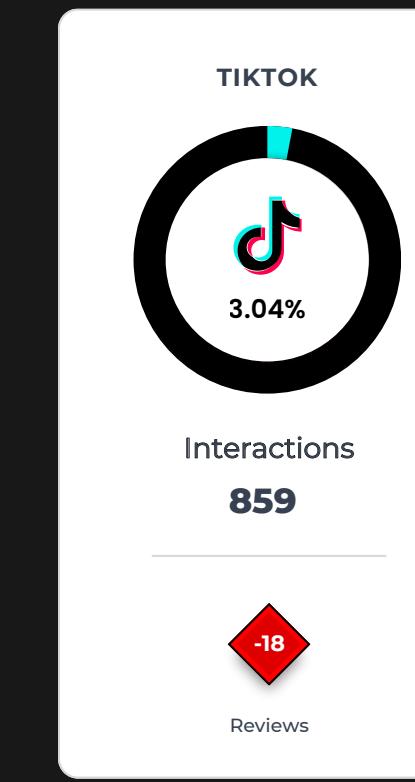
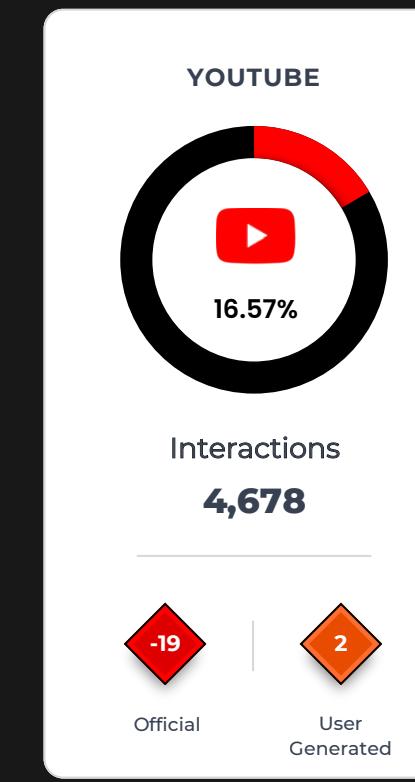
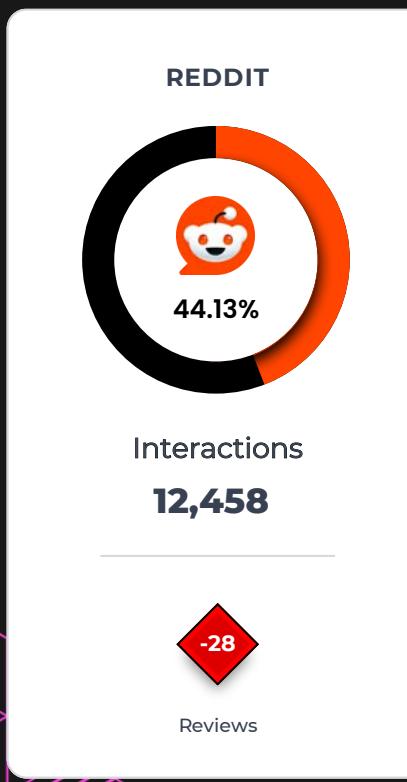
Using PlayerXP's **Category System**, **Sentiment Analysis**, **Sentiment Drivers**, and **Interaction Explorer**, we measure how sentiment varies across topics, which themes drive perception, and how feedback differs between active players and external commentators.

The result is a clear, data-backed view of player response, grounded in real **community behaviour** and enriched with human context, so insights don't rely on isolated opinions, but on consistent patterns.

If you'd like to learn more about this approach, explore the data behind the report, or see how PlayerXP can support similar research for your game or community, get in [touch with us](#).

DATA SOURCES OVERVIEW

Data from October 30th to 2025 to Jan 11th 2026.



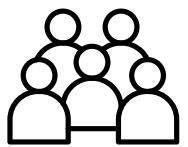
Please note: This report was created using both our platform for sources and external sources, ensuring a comprehensive analysis of the data trends across various platforms. Our focus has been on capturing a wide range of interactions, reviews, and discussions to provide valuable insights into user engagement and sentiment. The external sources are used for context as they do not fully reflect the sentiment of the community.

Other Sources

- [GamesRadar+ - Embark Studios clarifies Arc Raiders AI usage.](#)
- [PCGamesN & Yahoo Tech / Reuters-style coverage - Interview with Embark director](#)
- [AI Daily / Tech news piece - ARC Raiders AI debate overview](#)
- [GamesRadar+ \(follow-ups\) - Publisher / industry reaction](#)

KEY INSIGHTS

EXECUTIVE SUMMARY



Overall community sentiment toward AI implementation

- Player sentiment toward AI in ARC Raiders is mixed, but largely nuanced and contextual.
- Discussions around enemy AI tend to focus on gameplay challenge and balance, while conversations about AI-assisted voiceover and broader development tool use are more polarised.
- Community reaction ranges from appreciation of AI's practical benefits to scepticism about quality and ethical implications, with no single dominant opinion emerging.



High-level split: Positive / Neutral / Negative

- Positive views often highlight how AI-assisted systems enable richer in-game experiences and smoother development pipelines.
- Neutral perspectives recognise AI as a common industry tool while reserving judgment on its broader impact.
- Negative responses concentrate on the quality of AI voices and concerns about creative integrity or the potential devaluation of human roles.



Strategic Implications of AI Adoption in Live Service Games

- The ARC Raiders case illustrates a broader industry trend in which AI is both a practical development tool and a cultural flashpoint.
- It also displays how communities perceive AI can now influence transparency expectations, adoption thresholds, and the balance between innovation and creative integrity in future live-service games.



The Essential Highlight and Key Point

- Players judge AI implementation most strongly by its impact on their experience, embracing systems that enhance gameplay while questioning those perceived as lowering immersion or ethical standards.

KEY INSIGHTS

WHAT PLAYERS MEAN WHEN THEY SAY “AI”

Enemy behaviour and combat AI

When Players refer to “Enemy AI” or “Combat AI”, they’re referring to ARC Raiders’ unique system of utilising a specialised AI model to create AI Enemies, or “Bots”, that are capable of adapting to, and replicating, the actions of players.

AI-assisted voiceover

When players refer to ARC Raiders’ “AI-assisted Voiceover” or “AI Voiceover”, they’re referring to the developer’s use of Generative AI models trained on the voices of hired Voice Actors that are capable of simulating the voice it was trained on.

AI as a development tool

When players refer to “AI in Development” or “AI Development Tools”, they’re referring to applications, programs or other useful digital tools that are powered by Generative AI with the purpose of assisting in and improving the efficiency of game development.

Player Comments from our Interction Explorer

 AI slop game that incorporates machine learning for animations and uses AI for voice acting. Generic extraction shooter with incredibly boring gameplay loop. A shame this game is as big as it is

2026-01-09 |  | ID: 495d0d0057e958acbf525a5986cd1efb

 Uses generative AI (voices for traders and callouts). Art direction seems misguided, lacking vision. Fun PvP is marred by lack of interesting loot.

2026-01-07 |  | ID: d2b238e410b8533a80515725d62d39d1

 interesting and nuanced, as I love it ! thanks for the deep dive, I needed that knowing several VAs both english and french speakers I can't say i enjoy the use of AI voices, even less when they're this bad

2025-12-27 |  | ID: UgwyV2kVQR3hadcR7GB4AaABA

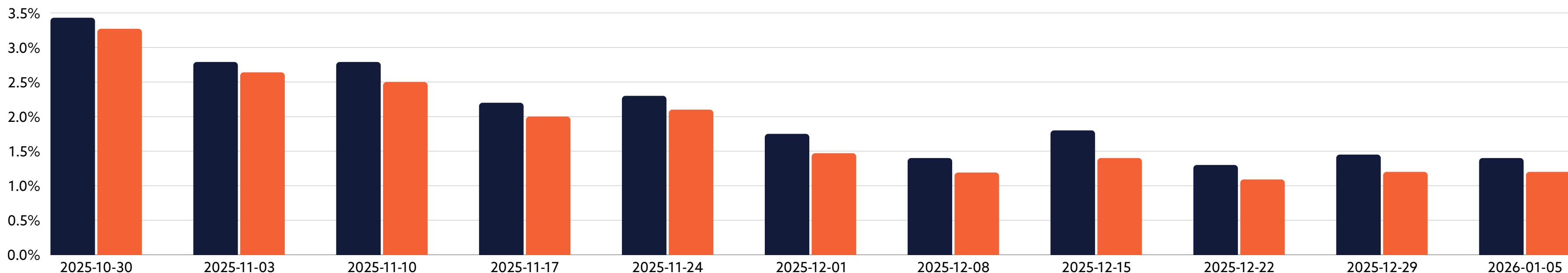
 Arc raiders legitimately has the best enemy ai ive ever seen. Shit is insane how smart they are sometimes, and watching their physics is always hilarious/terrifying. Makes them feel way more real

2025-12-25 |  | ID: UgwvzNTwP-ka_OTmZvB4AaABA

VOLUME AND MOMENTUM OF AI DISCUSSIONS

Interactions - Percentage

■ Interactions Volume ■ Estimated Community Members



A bar graph depicting conversation relating to AI use in ARC Raiders. Image/data sourced from our 'Over Time Feature' on the [PlayerXP Platform](#).

WHEN DID AI BECOME A TALKING POINT?

Conversation surrounding the difficulty of ARC Raiders' AI enemies and its other AI-powered features from the title's very first days. These discussions were driven by players' first impressions and initial press coverage mentioning AI usage.

As the community grew, the volume of AI-related conversations remained relatively stable and did not increase proportionally with the player base's overall size. PlayerXP data shows that while more players joined the discussion, conversations around AI stagnated early on.

Short-term spikes in AI conversation volume are primarily the result of external triggers, such as press articles or developer statements. Outside of these moments, AI-related discussions fade into the background, giving the impression that AI has become an accepted part of the experience rather than a recurring concern for the majority of players.

This shows that while AI was a significant point of discussion at launch, its presence did not grow with the community as the game matured.

OVERALL SENTIMENT TOWARDS AI IN THE GAME

Sentiment distribution across all AI-related conversations

Looking at sentiment towards AI in ARC Raiders across all the sources in our platform reveals some interesting patterns and details.

One such detail is that, out of all sources, Steam Reviews are the only source that's firmly in the positive, with sentiment towards AI being at an **overall +44**, the next highest being conversation held by ARC Raiders' official YouTube channels at an overall **sentiment of +2**. This shows that areas dedicated to ARC Raiders are, typically, quite positive.

Contrary to this fact, however, is the fact that Steam Community Discussions and Reddit are firmly in the negative. These are both community-oriented platforms, but unlike Steam Reviews and YouTube, they are more likely to see active discussion among community members rather than one-sided reviews and light conversations often seen in YouTube comments.

This is further supported by video content platforms, YouTube and TikTok, being notably less negative. That being said, the community on these platforms still hold a firm negative stance towards AI in ARC Raiders.

Overall, sentiment towards AI in ARC Raiders is surprisingly neutral, as while discussion tends to lean negative, the number of Steam Reviews and their positivity towards AI pushes sentiment further towards the positive.

Sentiment Summary

October 30th, 2025 to Jan 11th, 2026. Total volume of player feedback collected.

-3

28,254

22,314

SENTIMENT

INTERACTIONS

EST COMMUNITY SIZE

Sources

All | User Reviews | Online Communities | Social

Source	# Interactions	% Interactions	Average Sentiment	# Est Community Members
Reddit	12,458	44	-28	8,639
Steam	7,033	25	44	7,011
YouTube	3,684	13	-19	3,294
Steam Discussion	3,052	11	-54	1,664
YouTube Official	989	4	2	813
TikTok	859	3	-18	777
Twitter Replies	76	0	-53	71
Twitter Mentions	58	0	-24	56
Bluesky Mentions	45	0	-9	37
Total	28,254	100	-3	22,314

ARC RAIDERS SENTIMENT

STEAM REVIEWS VS STEAM DISCUSSIONS

10,085

INTERACTIONS
Over Period

8,619

EST. COMMUNITY SIZE
Over Period

21

SENTIMENT
Over Period

Sources

All | User Reviews | Online Communities | Social

Source	# Interactions	% Interactions	Average Sentiment	# Est. Community Members
Steam	7,033	70	44	7,011
Steam Discussion	3,052	30	-54	1,664
Total	10,085	100	21	8,619

Comparison of player sentiment toward AI features in ARC Raiders: Steam Reviews remain largely positive, while Steam Discussions show strongly negative sentiment, highlighting a clear divide between review scores and community discussion.

Images sourced from our [@PlayerXP Platform](#).

Notable polarity shifts over sources

The most notable disparity between sources is the Sentiment difference between Steam Reviews and Steam Discussions. Despite being on the same platform, these two sources are diametrically opposed with sentiment for Steam Reviews being +44, while sentiment for Steam Discussions is -54.

This shows that the implementation of AI doesn't have any significant negative impact on players who take time to write up reviews for ARC Raiders, but it has an overwhelmingly negative effect on those partaking in active discussions with other players.

NET IMPACT ON PLAYER EXPERIENCE

ENEMY AI RECEPTION

How players ultimately frame enemy AI

Feature

Many players appreciate the AI as a significant feature of the game, highlighting its complexity. Comments indicate that the AI is not just a simple obstacle but a well-designed component that enhances gameplay, making encounters feel dynamic and engaging. Players are often found praising the AI's adaptability, noting that it significantly adds a level of tactical depth in encounters with AI-powered enemies.

Friction

On the other hand, there are numerous comments indicating that the AI can create friction in gameplay. Some players express frustration with the AI's unpredictability, which can lead to unexpected deaths or unfair situations. This sentiment suggests that while the AI is a feature, it can also act as a source of frustration, especially when it disrupts player strategies or leads to unexpected outcomes.

Skill Gate

Lastly, the AI is sometimes viewed as a skill gate, where players feel that a certain level of skill and strategy is needed to combat it. Players recognise the AI enemies as the game's dominant threat, and recognise the need for tactical gameplay to succeed against them. However, some players also argue that the AI can be too punishing, and believe that they hinder skill development rather than enhance it.

Sentiment Summary

October 30th, 2025 to Jan 11th, 2026. Total volume of player feedback collected.

47

SENTIMENT

1,360

INTERACTIONS

1,320

EST COMMUNITY SIZE

Sources

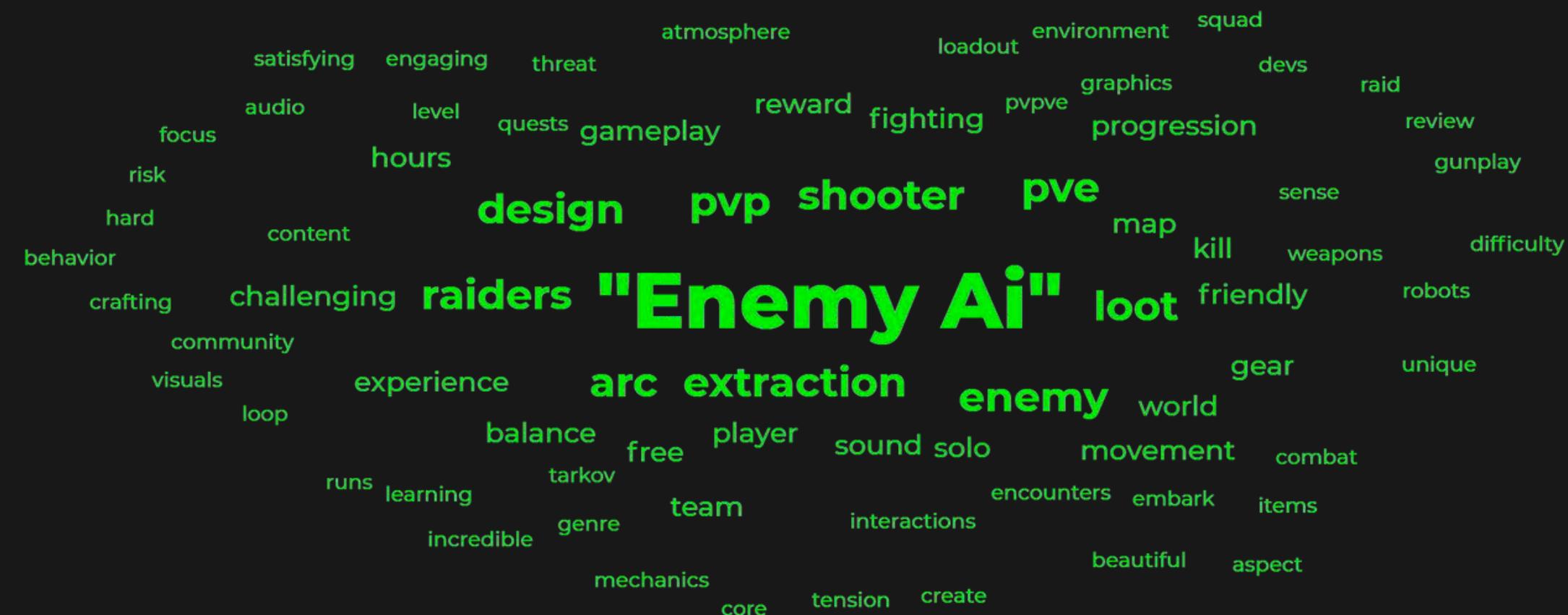
All | User Reviews | Online Communities | Social

Source	# Interactions	% Interactions	Average Sentiment	# Est. Community Members
Steam	964	71	65	957
Reddit	178	13	-6	167
Steam Discussion	104	8	-65	86
YouTube	66	5	5	63
YouTube Official	30	2	68	29
TikTok	15	1	-10	15
Twitter Replies	2	0	-62	2
Bluesky Mentions	1	0	78	1
Total	1,360	100	47	1,320

NET IMPACT ON PLAYER EXPERIENCE

ENEMY AI RECEPTION

How players ultimately frame enemy AI



Conclusion

In summary, players view ARC Raiders' enemy AI as a multifaceted element that serves both as a feature and a source of friction, with some viewing it as a skill gate. The AI's intelligent design and challenging nature are praised, but its unpredictability can frustrate select players. As one player succinctly put it, "The AI is awesome. It's unforgiving. It's glorious", capturing the dual nature of the experience.

These varied perceptions underscore the importance of a nuanced use of AI to enrich gameplay and enhance replayability. As developers continue to innovate, understanding player feedback on AI behaviour will be crucial in crafting experiences that are both exhilarating and rewarding.

SENTIMENT DRIVERS

1. Kill

Players often express frustration about being ambushed by other players, especially when they are focused on fighting AI enemies, and many players feel that engaging in PvP often leads to losing valuable gear without any meaningful reward.

2. Free

In reference to "Free Kits/Loadouts" that provide a set of basic, randomised equipment. The presence of free kits allows players to engage in PvP without any risk, leading to a sense of unfairness. Many feel that the availability of free kits undermines the risk-reward dynamic that is central to extraction gameplay.

3. PvE

Players often express that the AI can be excessively punishing, leading to a frustrating experience. Meanwhile, others wish for a more PvE-focused experience, feeling that the current balance favours PvP too heavily.

4. Loot

Players frequently complain about the loot system being unfulfilling, with many stating they often find nothing useful. Furthermore, many hold the perception that loot does not provide a sense of progression, leading to frustration.

5. Fighting

Many players feel that combat encounters are unbalanced, with AI and player interactions often leading to frustrating outcomes, while others believe the chaotic nature of PvP interactions often detracts from the enjoyment of fighting AI.

Most Negative

Topic	Count	All Time Sentiment	Period Sentiment	Difference
Kill	266	14	15	1
Free	177	25	25	0
PvE	343	25	26	1
Loot	385	31	31	0
Fighting	275	32	31	-1

Negative Sentiment Drivers Summary

The negative sentiment drivers surrounding Arc Raiders' Enemy AI reflect a complex mix of frustrations related to combat, loot, and the balance between PvE and PvP. If these issues were addressed, it could significantly enhance the overall gameplay experience from the player's perspective.

SENTIMENT DRIVERS

1. Genre

Players appreciate how the Enemy AI enhances the extraction shooter genre. Many comments highlight the AI's ability to create engaging and tense encounters, reflecting a desire for challenging gameplay that aligns with expectations and making encounters feel more dynamic and exciting.

2. World

The immersive world design is frequently praised, with players noting that the AI heavily contributes to creating a lively and engaging environment, causing the game to be more immersive and interactive as a result.

3. Solo

Players have expressed enjoyment in solo play, highlighting that the AI provides a significant challenge even when playing alone. Combined with player's tendencies to help one another against the AI during solo play, this results in solo gameplay being more rewarding and engaging, and fosters a sense of community among players.

4. Tarkov

Many players draw favourable comparisons to "Escape from Tarkov", a notable title in the same genre. They appreciate that "Arc Raiders" offers a less punishing experience while still providing a challenging environment, highlighting how the game differentiates itself from Tarkov by offering a more accessible experience without compromising on the challenge.

5. Community

The community aspect is a significant positive driver, with players noting the friendly interactions that often occur during gameplay, where players often team up to tackle AI threats together, enhancing the overall experience.

Most Positive

Topic	Count	All Time Sentiment	Period Sentiment	Difference
Genre	146	83	82	-1
World	211	66	66	0
Solo	191	63	64	1
Tarkov	155	62	62	0
Community	147	60	62	2

Positive Sentiment Drivers Summary

Overall, players are excited about ARC Raiders' Enemy AI, appreciating its role in enhancing the game's genre, world, solo play experience, and community interactions. The AI's challenging nature leads to an immersive environment, contributing to a thrilling gameplay experience.

OVERALL SENTIMENT

AI VOICEOVER: COMMUNITY REACTION

Sentiment Breakdown

Discussions surrounding ARC Raiders' AI voiceover reveal a complex landscape of sentiment. Some players appreciate the innovative use of AI voices, while others feel that it can be immersion-breaking. However, the larger portion of negative sentiment is driven by those who are concerned about the decision to use generative AI instead of hiring human voice actors. Those who hold a neutral sentiment frequently mention that the AI-generated lines lack emotional depth and authenticity, and advocate for traditional voice actors as well, though often not as strongly as those who are wholly against the voiceover.

In the end, while there are small pockets of curiosity and appreciation for the AI voiceover technology, the prevailing sentiment leans towards a general frustration and disappointment, as well as a desire for more immersive, higher-quality human voiceover.



Sentiment Summary

October 30th, 2025 to Jan 11th, 2026. Total volume of player feedback collected.

-20

1,410

SENTIMENT

1,286

INTERACTIONS

EST COMMUNITY SIZE

Most Positive

Topic	Count	All Time Sentiment	Period Sentiment	Difference
Extraction	148	48	48	0
Shooter	143	47	48	1
Design	100	37	36	-1
Chat	65	31	35	4
Changer	90	36	33	-3

Most Negative

Topic	Count	All Time Sentiment	Period Sentiment	Difference
Hire	82	-54	-53	1
Uses	65	-32	-39	-7
Lines	215	-41	-37	4
Pa	86	-35	-34	1
Generate	131	-34	-33	1

AI VOICEOVER: COMMUNITY REACTION

COMPARISON OF ENEMY AI RECEPTION



1,410 Interactions

AI VOICEOVER

Most Discussed Topics:

"Ai Voice" "Voices" "Actors"

-20

Sentiment



1,292 Interactions

ENEMY AI

Most Discussed Topics:

"Enemy Ai" "Extraction" "Shooter"

49

Sentiment

AI Voiceover

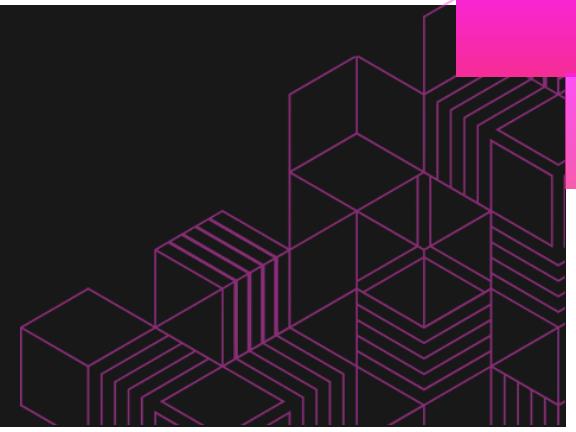
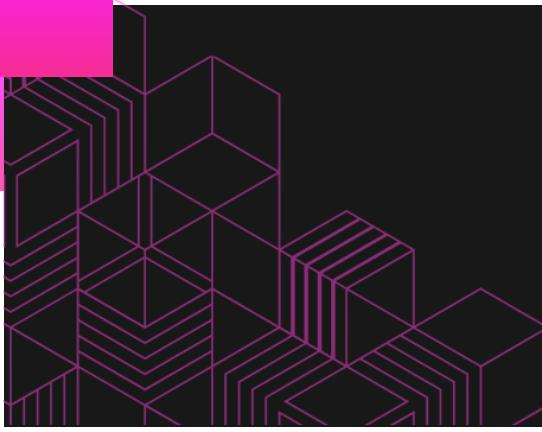
The sentiment surrounding the AI voiceover is predominantly negative. Many players express frustration with the quality and delivery of the AI-generated voices, describing them as "atrocious," "flat," and "uninteresting." For instance, one player noted, "Don't get me wrong the AI voice work is atrocious and takes me out of the experience every time". Others echoed similar sentiments, stating that the AI voices detract from immersion and feel robotic, with comments like "the AI voice acting is so bad and makes the experience of the game so unplayable".

Despite some players acknowledging the ethical considerations of using AI voice acting (noting that voice actors were compensated), the overall consensus is that the execution falls short. A player remarked,

Enemy AI

In contrast, the feedback regarding the Enemy AI is largely positive. Players appreciate the challenge and complexity that the AI enemies bring to the game. Comments such as "the AI enemies are always a refreshing challenge" and "the enemy AI feels out of this world and like actual machines" reflect a strong appreciation for the design and behaviour of the AI. Many players find the AI to be a significant threat, enhancing the gameplay experience by requiring strategic thinking and cooperation among players.

One player stated, "Every encounter with the Arc feels dynamic and unpredictable," emphasising the AI's engaging behaviour. This sentiment is echoed across various platforms, with players noting that the AI's intelligent movements and tactics keep the gameplay exciting and tense.



ANALYSIS OF AI VOICEOVER QUALITY VS ETHICS IN PLAYER DISCUSSIONS

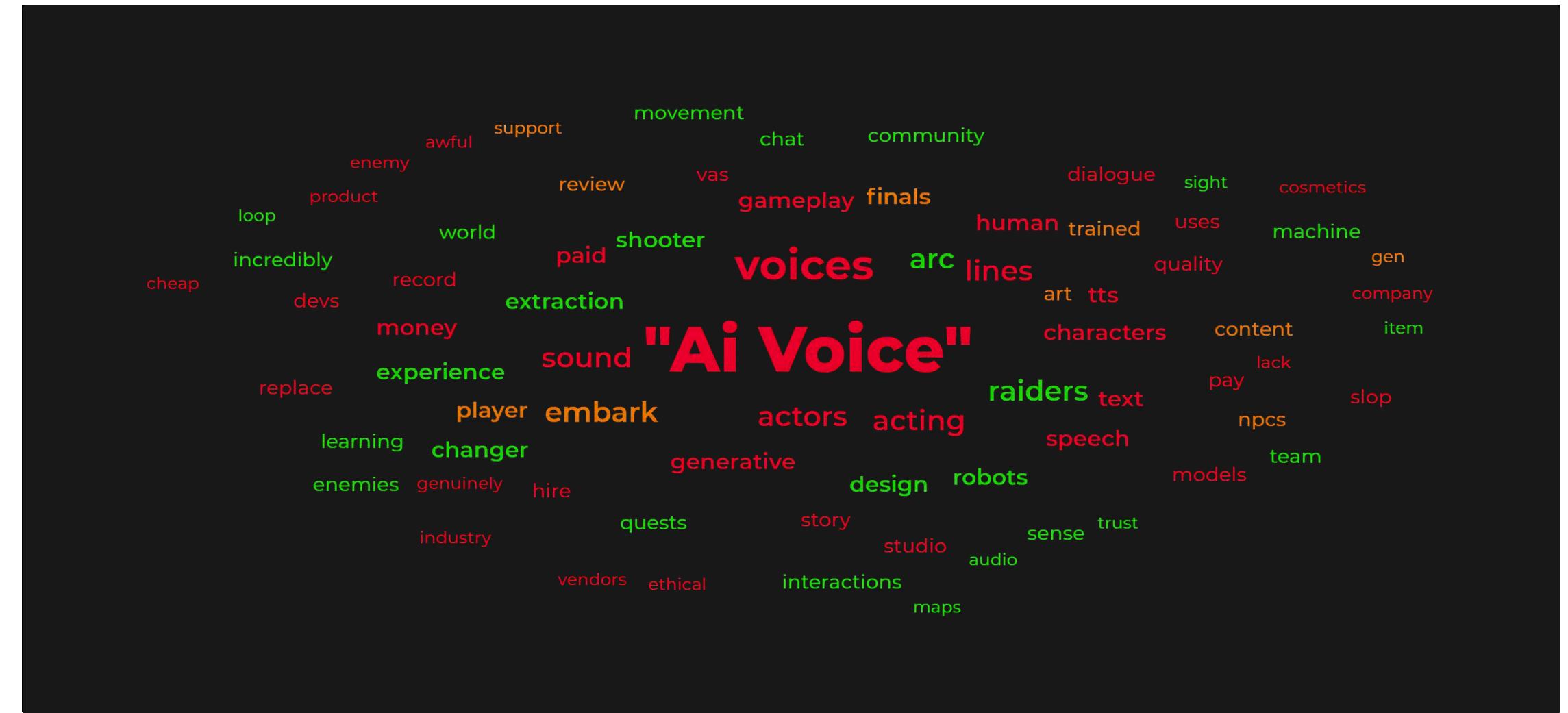
Based on the analysis of player interactions regarding ARC Raiders' AI Voiceover usage, two main paths of conversation emerge: those concerned with offering technical or experiential feedback, and those concerned with voicing ethical or cultural objections.

Technical or Experiential Feedback

Many players have expressed concerns about the quality of the AI voiceovers, describing them as "flat," "robotic," and lacking the emotional depth that human voice acting provides. Various comments also highlight the perceived disconnect between the game's immersive environment and the AI's delivery, pointing out that the AI voiceovers detract from the overall experience due to this dissonance, ruining immersion. This shows that players of ARC Raiders who'd typically not be concerned with the use of AI are frustrated at its implementation in this regard.

Ethical or Cultural Objections

On the ethical front, many players have raised concerns around the implications of using AI voiceovers in place of hiring human voice actors. Comments reflect a belief that this practice undermines the voice acting profession, with some players holding a strong stance against the practice, stating that they're "unable, in good conscience, to support a studio profiting from AI development that causes wider harm to the games industry". Additionally, there are discussions about the potential long-term effects of AI voiceovers on the industry. The general consensus leans towards a preference for human actors, with many players advocating for the return of traditional voice acting to enhance immersion.



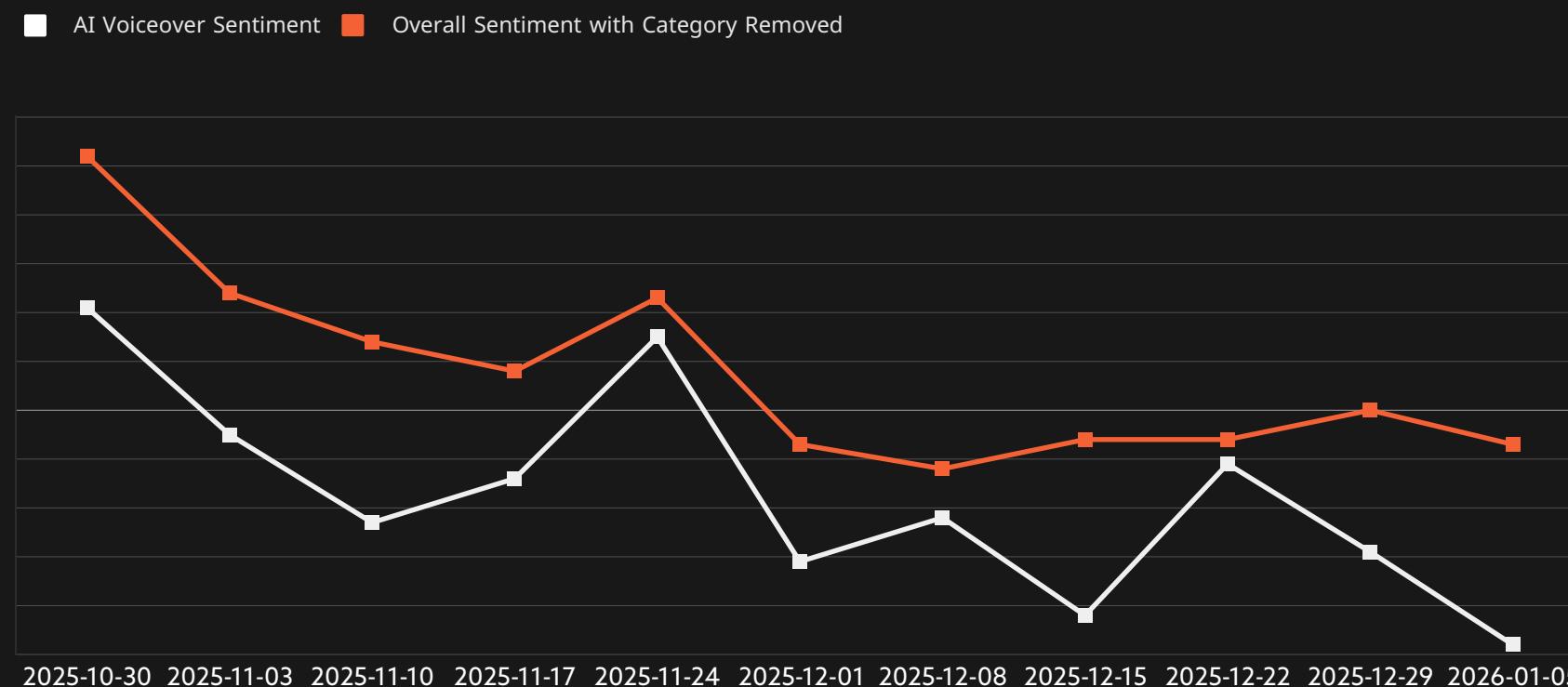
A word cloud of topics relating to ARC Raiders' AI Voiceover. Image sourced from our 'Talking Points Feature' on the [@PlayerXP Platform](#).

In the end, while both paths of discussion are present, the technical feedback regarding the quality of AI voiceovers appears to dominate discussion. Many players express dissatisfaction with the AI's performance, which they feel detracts from the game's overall experience. Simultaneously, ethical concerns about the implications of using AI in place of human talent are significant but are perceived as secondary to its impact on *ARC Raiders*' moment-to-moment gameplay.

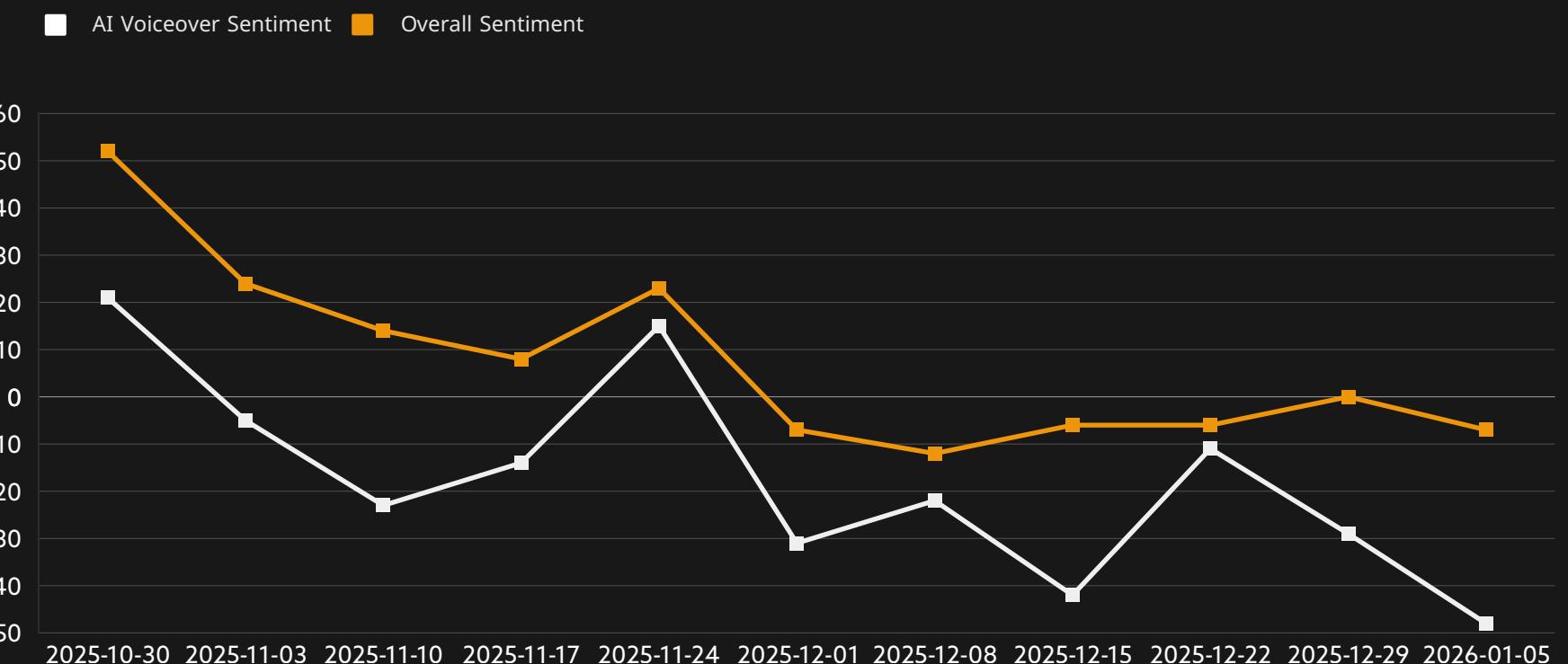
ANALYSIS OF AI VOICEOVER

LONG-TERM IMPACT ON PERCEPTION

Overall Sentiment with Category Removed



Overall Sentiment Change



Two line graphs taken from the PlayerXP platform displaying the difference in sentiment when removing (left) and including (right) the category of AI Voiceover. The graphs show that removing the category doesn't change Sentiment at all.

Image/data sourced from our 'Over Time Feature' on the @PlayerXP Platform.

Long-Term Impact on Perception

Conversation around AI Voiceover still occurs, but has not significantly increased in volume over time. Sentiment surrounding AI Voiceover is relatively stable, with a negligible impact on the overall sentiment score of the game. Various comments reflect ongoing concerns but do not dominate the conversation, indicating that while players are aware of the AI Voiceover, it does not seem to be a primary factor in their overall perception of the game.

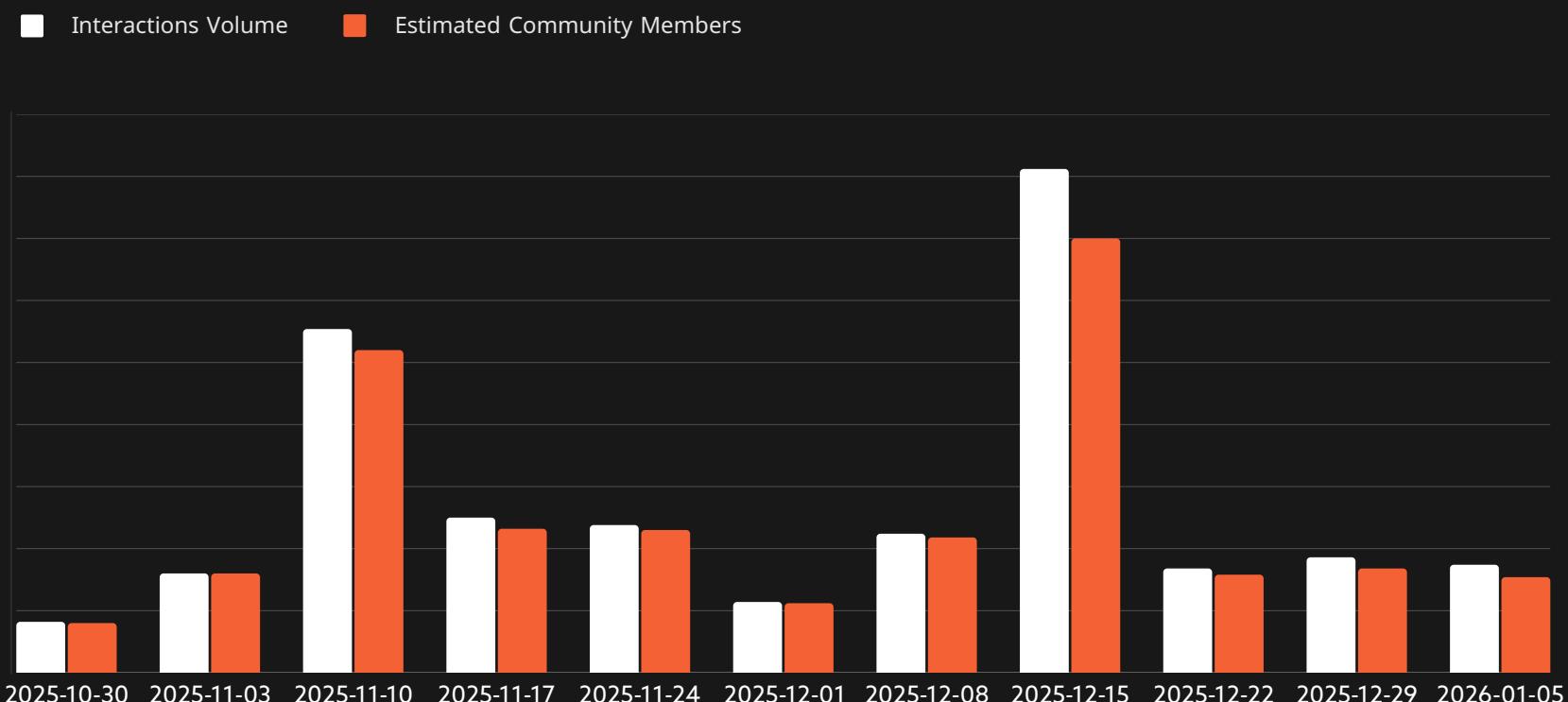
Sentiment Trends Over Time

The sentiment related to AI Voiceover does not appear to soften or polarise significantly over time. Instead, it remains consistently neutral to slightly negative. For example, the sentiment scores fluctuate but do not show a clear trend of improvement or worsening. This suggests that while players express their opinions, the overall impact of these sentiments on the game's perception is minimal.

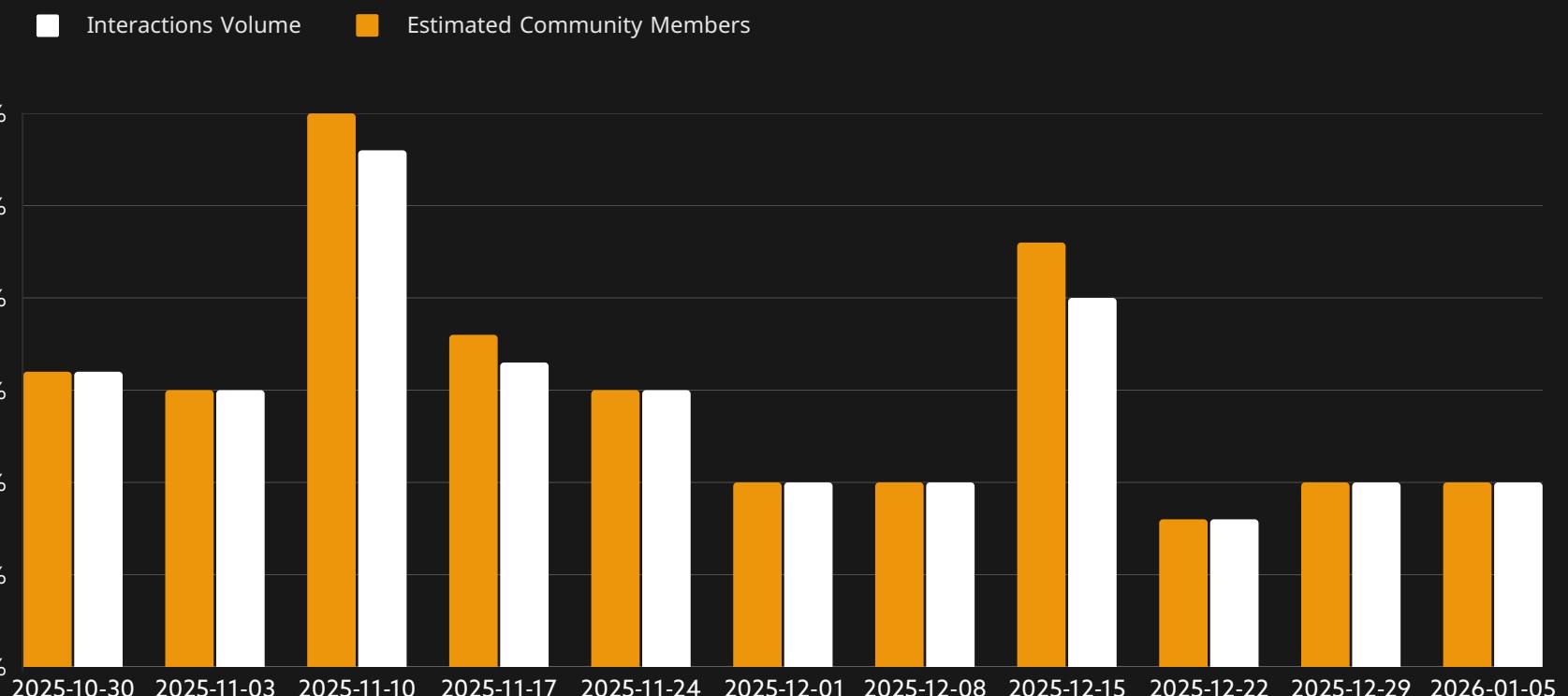
ANALYSIS OF AI VOICEOVER

LONG-TERM IMPACT ON PERCEPTION

Interactions - Volume Over Time



Interactions - Percentage Over Time



A pair of bar graphs depicting that the number of interactions (left) and percentage of interactions (right) relating to ARC Raiders' AI Voiceover are very few. Image/data sourced from our 'Over Time Feature' on the [@PlayerXP Platform](#)..

Frequency of AI Voiceover Mentions Compared to Gameplay AI

Mentions of AI Voiceover do not surface as often as Gameplay AI discussions. The volume of interactions related to Gameplay AI tends to be higher, showing that players tend to prioritize gameplay mechanics over voiceover quality. This difference in focus suggests that while AI Voiceover is a topic of discussion, it does not dominate the conversation compared to Gameplay AI.

Impact on Game Recommendations

The overall impact of AI Voiceover on game recommendations appears to be limited, as while some players express dissatisfaction, the sentiment does not seem to deter them from recommending ARC Raiders. The presence of both positive and neutral comments indicates that players still find value in the game despite concerns about the AI Voiceover.

ETHICAL AND CULTURAL DISCUSSION

Discussion around ARC Raiders' use of AI originated from three primary sources:

- **Press and Journalism**

Sites focused on the Games Industry sparked discussion through the posting of articles and interviews that offer exclusive, insider information to the public.

- **Social Media Platforms**

Social media sparked discussion through accounts posting articles and developer statements, leading to conversations among members of both the ARC Raiders community and the wider gaming community.

- **Developer Statements**

Statements offered by the developers sparked discussion by confirming or denying the use of AI across various aspects of the game.



Screenshot from the game ARC Raiders. Image sourced from official presskit from [@Embark](#)



ETHICAL DEBATE: PLAYER POSITIONS

- **Gameplay over Ethics**

This stance is particularly polarising, as while it's understandable to wish to enjoy a game without having ethical discussions impede your fun, the subset of people who are wholly for the use of AI in ARC Raiders set a concerning precedent. While use of AI in games isn't a wholly negative thing, as it offers new tools that can make developer's lives easier, where and how those tools should be used needs a more nuanced discussion that blind acceptance doesn't help with.

- **Conditional Acceptance or No Strong Opinion**

This stance is particularly interesting, as it's one that holds a lot of nuance and subcategories of people. Oftentimes, the people who hold this stance are typically those who engage in more nuanced discussion when talking on the topic of AI in gaming, which is the type of conversation that we at PlayerXP are trying to push every day. Of course, those aren't the only type of people who hold this stance, as there's also those who acknowledge the impact of AI but don't wish to be part of the discussion and those who are still on the fence.

- **Ethics over Gameplay**

This stance is a fair one to have, as it's understandable to be cautious of a technology that has the potential to steal content from hard-working creatives and influencers, something that we at PlayerXP do our best to avoid. However, AI tools that support these creatives and influences do have viable use cases that are worth discussing, so abject denial of the use of AI in games adds little to a conversation that's full of nuance.



Screenshot from the game ARC Raiders. Image sourced from official presskit from [@Embark](#)

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ETHICS VS EXPERIENCE: WHAT PLAYERS PRIORITYSE

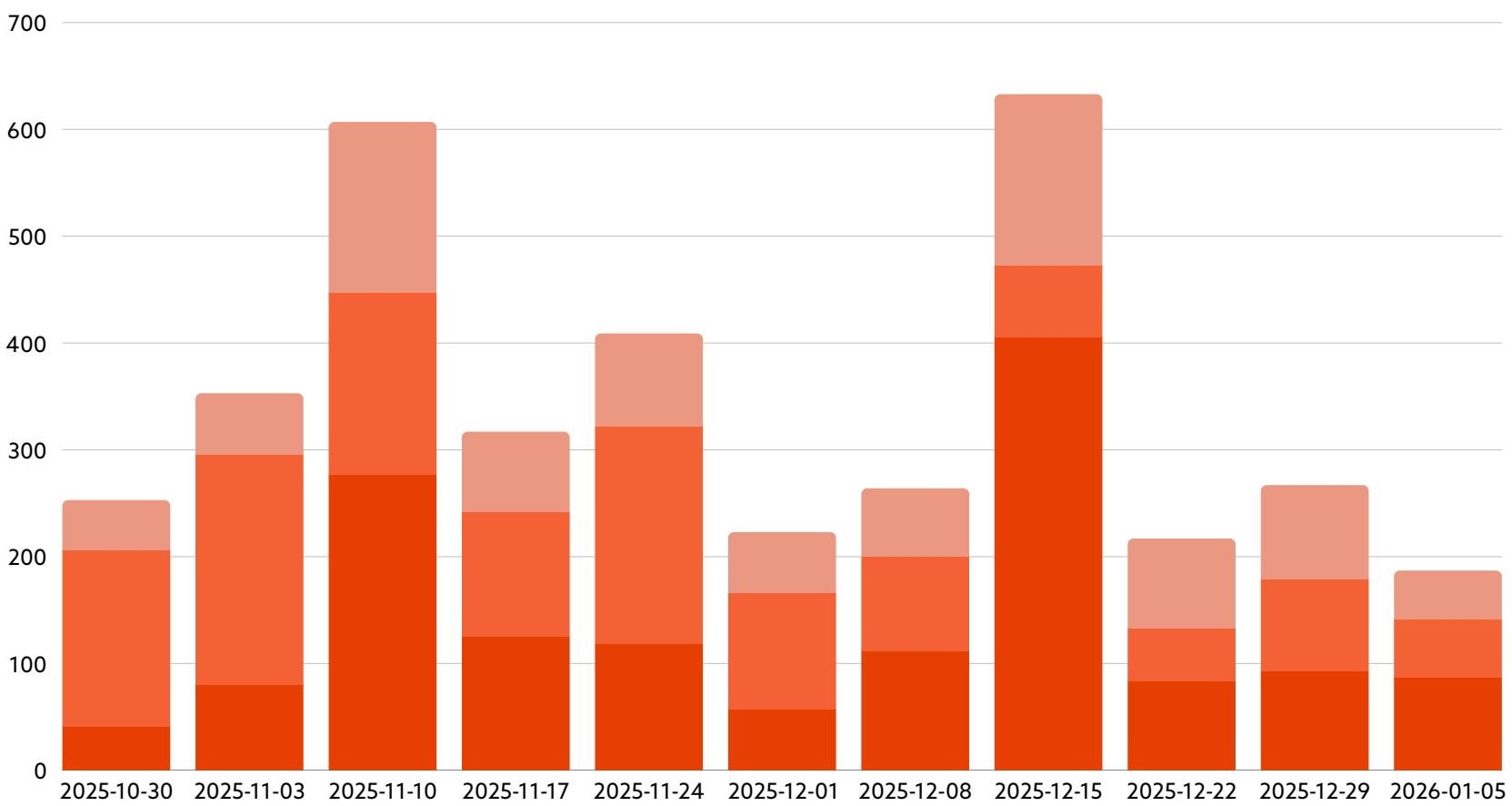
The Results of Analysing External Sources/Sources Outside the PlayerXP Platform

In the end, ARC Raiders' core playerbase, which has grown exponentially since launch, is overall content with the title's use of AI. While there are some people showing discontent, most of which are seemingly from outside the game's community, the number of discussions surrounding this topic has stayed relatively the same despite the growth of the playerbase. This results in an overall healthy community that views ARC Raiders positively, and that prioritises discussion around more general, gameplay-oriented topics as opposed to the ethical or technical discussion of AI.

The playerbase reaction shows that ARC Raiders could be a step in the right direction for the implementation of AI in multiplayer live service titles, by focusing its use on game elements that are either not integral to the game's core loop or serve as an overall improvement over other, more tedious, contemporary methods.



Screenshot from the game ARC Raiders. Image sourced from official presskit from [@Embark](#)



Image/data sourced from our 'Most Discussed Categories Feature' on the [@PlayerXP Platform](#).

Top 3 Discussed Categories

AI VOICEOVER

1,481 Interactions in Period

Most Discussed Topics:

"Ai Voice" Voices Actors



Sentiment

ENEMY AI

1,325 Interactions in Period

Most Discussed Topics:

"Enemy Ai" Extraction Shooter



Sentiment

AI IN DEVELOPMENT

924 Interactions in Period

Most Discussed Topics:

"Generative Ai" Voice Generative



Sentiment



AI TOPICS COMPARED WHAT PLAYERS CARE ABOUT MOST



AI Voiceover

Sentiment towards AI Voiceover sits at an overall -21. Conversation around AI Voiceover takes up the least percentage of AI-related conversation, with the occasional sharp spike where it takes up the majority of discussion. The related topics of "AI Voice", "Voices", and "Actors" show a clear indication that most conversation in this topic relates to Character Voiceover and the Actors behind it.



Enemy AI

Sentiment towards Enemy AI sits at an overall +47. Conversation around ARC Raiders' Enemy AI was quite prominent during, and shortly after, the game's launch but has since tapered off in recent months. The related topics of "Enemy AI", "Extraction", and "Shooter" show a clear indication that most conversation in this topic relates to how the Enemy AI interacts with ARC Raiders' core gameplay loop.



AI in Development

Sentiment towards AI usage in ARC Raiders' development sits at an overall -12. Conversation around the use AI in Development typically takes up a relatively small amount of the conversation, experiencing spikes at the same time as conversation around AI Voiceover. The related topics of "Generative AI", "Voice", and "Generative" show the primary concern being use of Generative AI as part of Development.

KEY TAKEAWAYS

01. AI reception is driven by player experience first, ethics second

Players are largely pragmatic. AI systems that directly enhance gameplay, such as Enemy AI, are broadly welcomed, while AI implementations that affect immersion, like voiceover, face stronger scrutiny regardless of intent or explanation.

02. Enemy AI is a net positive for ARC Raiders

Combat AI is consistently praised for adding tension, tactical depth, and genre identity. While frustrating for some, it reinforces challenge and engagement and is viewed as a core strength rather than a liability.

03. AI voiceover is the most contentious use case

Negative sentiment around AI voiceover is driven primarily by perceived quality and immersion loss, with ethical concerns amplifying dissatisfaction rather than originating it. Players expect AI-assisted content to meet or exceed human standards if it replaces them.

04. Ethical debate exists, but does not dominate the core community

Ethical and cultural concerns are most visible during external triggers such as press coverage and developer statements. Within the active player base, these discussions remain secondary to gameplay-focused conversations.

05. Acceptance grows when AI fades into the background

As AI-related discussions stabilised over time, it became clear that AI is tolerated, and often accepted, when it does not repeatedly interrupt the player experience or redefine the game's identity.

06. ARC Raiders shows a viable path for AI in live-service games

The community response suggests that AI adoption is best received when it supports gameplay systems, avoids replacing highly visible creative roles without clear quality gains, and is communicated transparently but without overexposure.

Primary Closing Insight

ARC Raiders demonstrates that players accept AI when it meaningfully improves gameplay, but quickly resist it when it undermines immersion or creative trust. The success of ARC Raiders' Enemy AI shows that functional, player-facing AI can be a strength, while the reaction to AI voiceover highlights the risks of visible creative replacement.



THE COMPANY'S INSIGHTS ON AI

A MESSAGE FROM OUR **CEO**



"I've always said in this era of AI, people talk about data, but people don't want data, they want answers."

HI, I'M CHRIS

As someone who has been at the forefront of AI development since 2015, I have witnessed this technology evolve from a niche, black-box magic into a global catalyst for change. The gaming industry, a sector defined by pushing boundaries, should be the standard bearer for this AI revolution. Yet, we find ourselves at a curious crossroads, where this isn't always the case. While some are sprinting toward the future, others are held back by a cloud of apprehension and a fundamental misunderstanding of what AI actually represents for our craft.

While AI in services is one thing, there is a valid debate regarding the role of AI within game development itself. To those who view AI as a simple shortcut to cut costs or reduce headcount, heed this warning. I believe that is a strategic error executives will live to regret. We often focus on low-risk wins because it is in our nature to fear the unknown, a trend we see reflected in the very data PlayerXP analyses daily!

We must stop asking how AI will change the industry; it has already changed the world. The real question is, who will have the courage to put these tools into the hands of our most passionate, creative individuals? Imagine what your best teams can accomplish with a 100x multiplier. It is a world buff. The Legendary gear drop. The Nuka-Cola or Master Ball, you get the idea. I am personally invested in a future where AI doesn't diminish the human touch, but instead allows our creators to accomplish things that were, until now, unimaginable.

CHRISTOPHER WEAVILL





SOCIALS



Emark Studios AB is a Swedish video game developer based in Stockholm and founded in 2018. On one side, **indie developers take risks** and push the limits, while large AAA-giants play it safe. Sequels, remakes, and franchises dominate, while **fresh ideas** struggle for space. The result: less surprise, less discovery, less wonder. Emark Studios was founded to do something about this. We try to pair the innovation-mindset of an underdog with AAA ambition. Known for games such as '**The Finals**' and '**Arc Raiders**'.



SOCIALS



A third-person, multiplayer extraction shooter where players scavenge a **post-apocalyptic Earth** from **deadly robots (ARC)** and other players, aiming to extract valuable loot back to their underground base, Speranza, for upgrades, crafting, and quests, blending high-stakes tension with exploration in a beautiful, dangerous world. Developed by **Emark Studios** (creators of The Finals), it's known for its intense **PvPvE** (Player vs. Player vs. Environment) gameplay, robust crafting, and a persistent underground hub, offering a strong experience for solo players or squads.



PlayerXP is committed to delivering timely and effective insights that empower your team to make informed decisions and drive player satisfaction. We pride ourselves on building strong partnerships with our clients, fostering collaboration, growth, and innovation. If you have additional questions, need clarification, or would like to arrange a call or demo, please don't hesitate to reach out. Our team is here to support you every step of the way.

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