



Assassin's Creed Shadows Part 1

Historical fact or fiction? The price of deviation.

Publishers & Investment Prospects

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TABLE OF CONTENTS

About PlayerXP	02	Character Spotlight	08
Executive Summary	03	Talking Points: Monetisation	09
Data Source Overview	04	Contact Us	10
Talking Points	05 - 07		
Most Discussed	05		
Game Stability	06		
Developer	07		

PLAYERXP

PlayerXP is an **award-winning company**, founded in 2015 by gamers Chris and Andy, 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**, 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**.



UK National AI Awards 2024 |
Winner of 'Best AI use in Gaming'

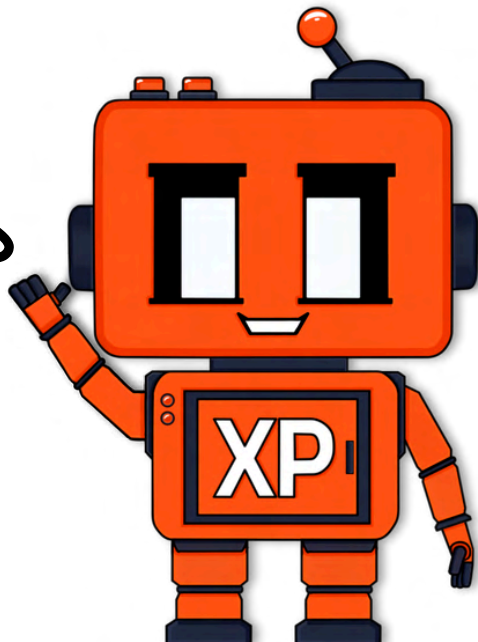


UK Interceltic Startup Challenge 2025 |
Winner and Cornwall Representative



UK Government Press Release 2020 |
Named in Top 5 AI Companies & Projects

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**.

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?

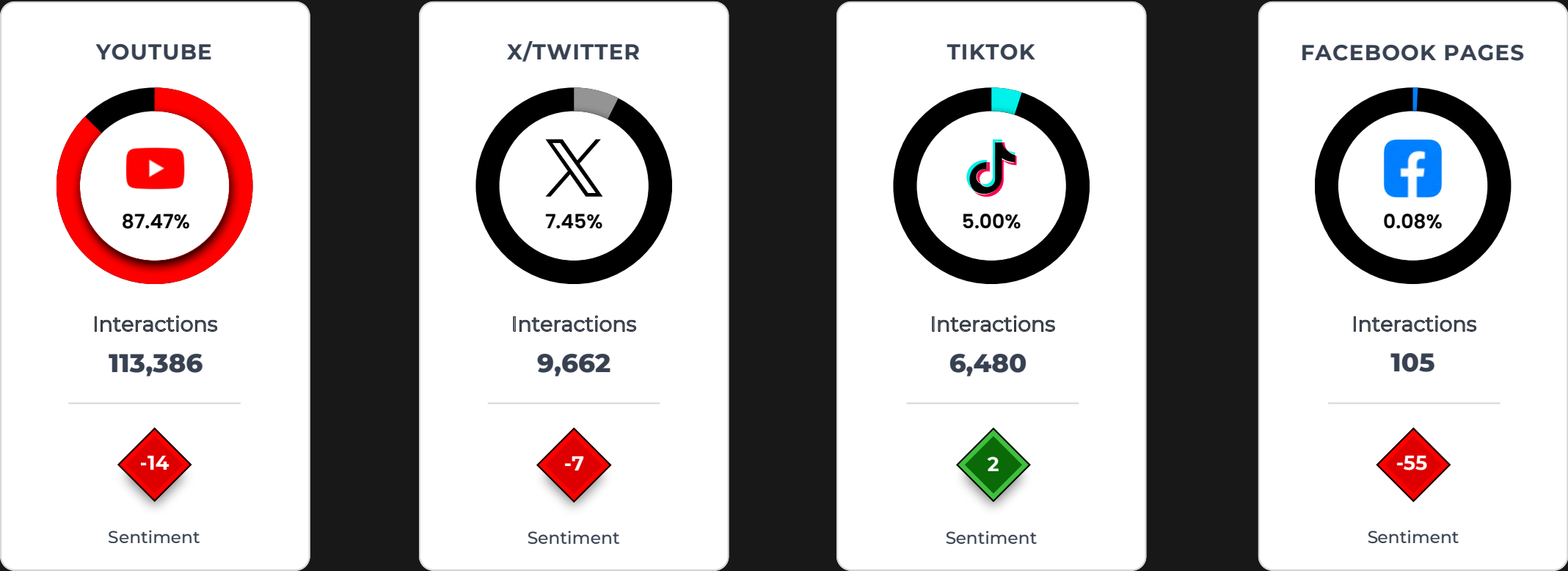
Understanding the true sentiment of the gaming community is crucial for developers and community managers. At PlayerXP, we strive to be the voice of the player. We believe it's important to provide the most accurate and transparent insights, empowering studios to make informed decisions and foster a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



Screenshot from the game Assassin's Creed Shadows. Image sourced from official fanart from [@Ubisoft](#)

DATA SOURCES OVERVIEW

15/05/2024 - 23/07/2024



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. We'll also take a look at one of the main characters from the game driving discussions on the sources seen above.

MOST DISCUSSED

TALKING POINTS

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

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.

MOST DISCUSSED FOR
15TH MAY & 23RD JUNE 2024

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

GAME CATEGORY: GAME STABILITY

TALKING POINTS

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 4,197 interactions (3.2% of the total interaction volume), with sentiment scores of -66 and -70, respectively.



Screenshot from the game Assassin's Creed Shadows. Image sourced from official fanart from @Ubisoft

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% 	31% 	-68

GAME CATEGORY: DEVELOPER

TALKING POINTS

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.



Screenshot from the game Assassin's Creed Shadows. Image sourced from official fankit from @Ubisoft



SENTIMENT



TOXICITY

Screenshot from the game Assassin's Creed Shadows. Image sourced from official fanart from [@Ubisoft](#)

YASUKE CHARACTER SPOTLIGHT

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 toxicity 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.

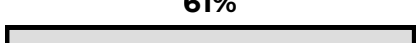
“You do know that Yasuke served as a retainer to the Japanese daimyō Oda Nobunaga for a period of 15 months between 1581 and 1582.”

– Player Quote | Youtube Official

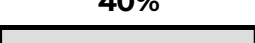
MONETISATION

TALKING POINTS

ASSASSIN'S CREED SHADOWS

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

STAR WARS OUTLAWS

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

MONETISATION FOR 15TH MAY & 23RD JUNE 2024

From our analysis, we found that one of the primary areas of negative sentiment was 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.



Ubisoft's story begins with a family. The five Guillemot brothers, who saw an opportunity in the growing software development business, founded Ubisoft in 1986. As Ubisoft grew from a family business to a global organisation, our desire to embrace new ideas and technologies has never wavered. Whether that's by **pioneering dynamic lighting** for **Tom Clancy's Splinter Cell** on the PlayStation 2, getting players moving with **motion controls** in **Just Dance**, or building complex systemic open worlds in **Assassin's Creed**, **Watch Dogs**, and **The Division**, finding exciting new ways to make games is more than just a business strategy – it's part of our DNA.



Experience an **epic action-adventure story** set in **feudal Japan!** Become a **lethal shinobi assassin** and **powerful legendary samurai** as you explore a beautiful open world in a time of chaos. From majestic castle towns to serene shrines and sweeping countryside, Assassin's Creed Shadows offers a **breathtaking open world** where dynamic seasons, shifting weather, and environmental destruction affect your tactical approach. Play as Naoe, a quick-witted shinobi, and use light, sound, and shadows to evade detection. As the samurai Yasuke, use silent bow takedowns or unleash devastating melee combos with your katana or naginata.



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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Find out more here:

www.playerxp.io

Read our full legal disclaimer [here](#)

