

WARHØRSE 

Kingdom Come Deliverance II

Road to Release |
Community Sentiment Report

Customer Sentiment & Voice

©PlayerXP | 2025

Kingdom Come
Deliverance II

TABLE OF CONTENTS

About PlayerXP	02	Sentiment Breakdown: Novemeber	09 - 11	Key Takeaways	16
		Most Positive & Negative Drivers	09		
Platform & Features	03	Sentiment Variation	10	Contact Us	17
		Marketing Sentiment & “Pre” Sentiment	11		
Introduction	04				
Timeline	05 - 06	Sentiment Breakdown: December	12 - 13		
Pre-Release	05	Most Positive & Negative Drivers	12		
Release & Post-Release	06	Sentiment Variation	13		
Sentiment Breakdown: August	07 - 08	Sentiment Breakdown: January	14 - 15		
Most Positive & Negative Drivers	07	Top Content Creators	14		
Sentiment Variation	08	Marketing Sentiment	15		

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'

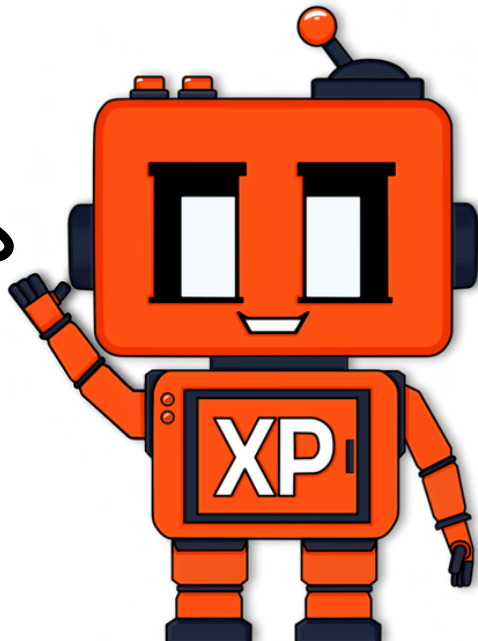


UK Interceltic Startup Challenge 2025 |
Winner and Cornwall Representative



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**.



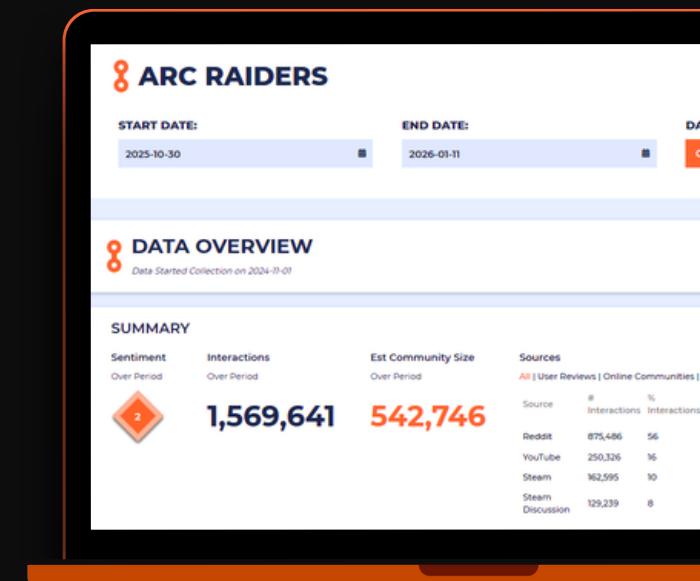
Used to indicate when the average toxicity is **neutral**.



Used to indicate when the average toxicity is **positive**.

HOW DO WE CREATE OUR REPORTS?

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**.



INTRODUCTION

DATA SOURCES OVERVIEW

PLAYERXP SOURCES:



EXTERNAL SOURCES:



Kingdom Come: Deliverance II launched to widespread acclaim on February 4, 2025, following a highly successful marketing campaign that maintained strong positive sentiment from its reveal at Gamescom 2024 through to release. The game achieved an impressive Metacritic score of 88 from critics and an 8.6 user rating, while on Steam, it boasts an overall “Very Positive” rating with over 53,869 review (to date)

This report aims to dissect the sentiment trends surrounding the game’s marketing beats, identifying the key strategies that contributed to its success. Warhorse Studios’ well-orchestrated campaign not only sustained positive sentiment but also produced notable engagement spikes at strategic moments. By analyzing sentiment across pre-release activations, media outreach, community engagement, and launch events, we can extract valuable insights into best practices for game marketing.

Beyond the game’s inherent quality, this report explores how Warhorse Studios and publisher Plaion leveraged various marketing strategies, including early press engagement, influencer collaborations, Twitch Drops, and a well-timed pre-order campaign, to cultivate and sustain excitement. By doing so, we can better understand what factors contributed to Kingdom Come: Deliverance II’s commercial and critical triumph, offering valuable takeaways for future game marketing efforts.

TIMELINE

MAIN MARKETING BEATS

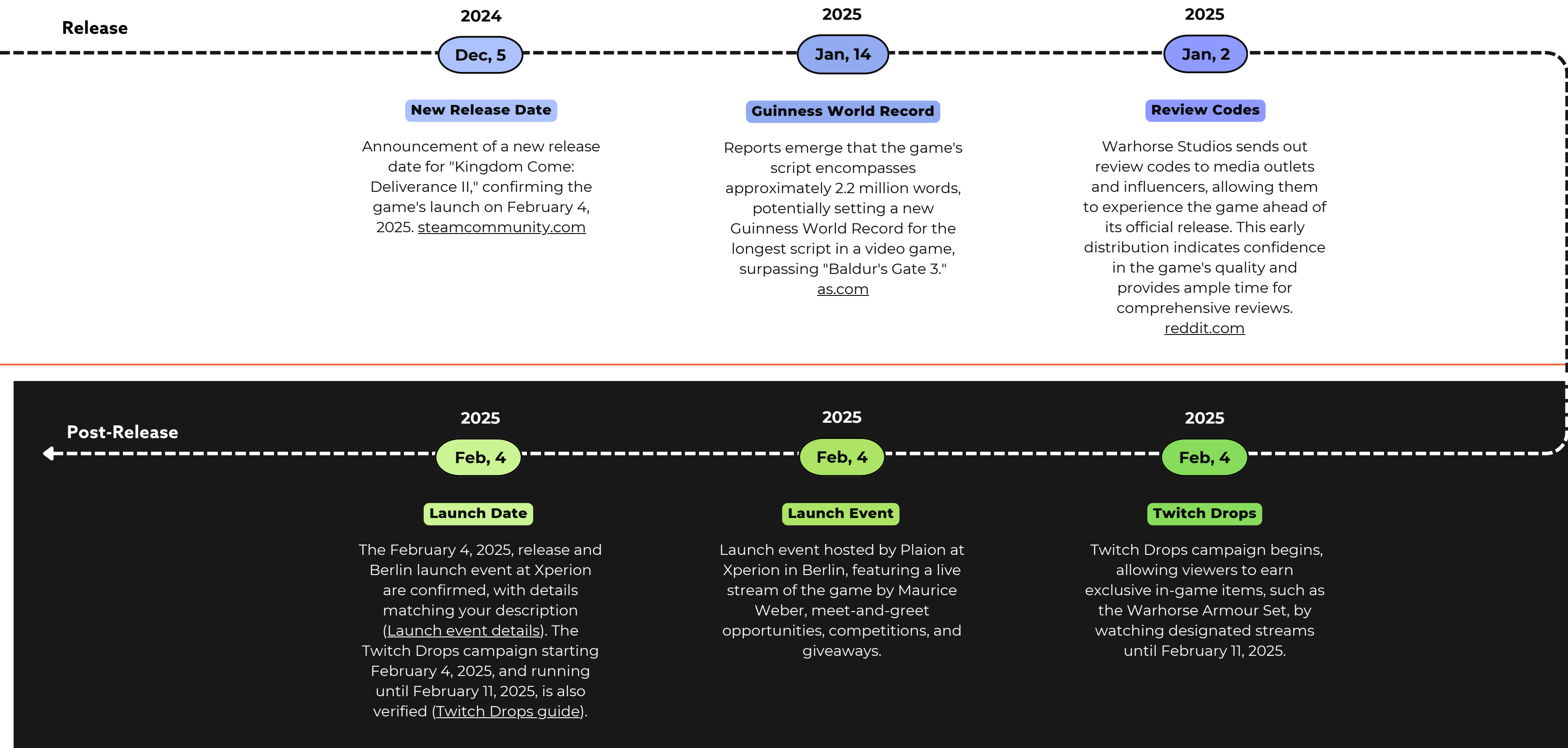
Kingdom Come: Deliverance II's marketing campaign was a well-structured rollout that kept player interest high from its Gamescom 2024 reveal to its successful February 2025 launch. Warhorse Studios and publisher Plaion executed a mix of pre-release activations, influencer partnerships, community engagement, and strategic content drops, all contributing to the game's sustained positive sentiment.

This timeline highlights the main marketing beats, including press events, media outreach, pre-order incentives, and launch-day activations, providing a clear view of how momentum was built and maintained. By analyzing each of these key moments, we can identify patterns and best practices that contributed to the game's success.



TIMELINE

MAIN MARKETING BEATS



PART 1 - REVEAL: AUGUST 2024

SENTIMENT BREAKDOWN

Beat #1 - Preview Event

Warhorse Studios hosts a press event in Kutná Hora, Czech Republic, offering attendees a tour of the historic town and a live concert featuring the game's original soundtrack. Journalists had four hours of hands-on gameplay, providing early insights into the sequel.

Previews from gaming outlets praised the game's advancements. Highlighting how the flaws of the first game have been improved, and its positive points have been further strengthened, suggesting that even those who were hesitant about the first installment might find the sequel more appealing.

Most Positive

Topic	Count	All Time Sentiment	Period Sentiment	Difference
Edition	16	35	79	44
Medieval	16	46	78	32
Kcdii	20	65	77	12
Pc	8	5	77	72
Warhorsestudios	38	79	77	-2

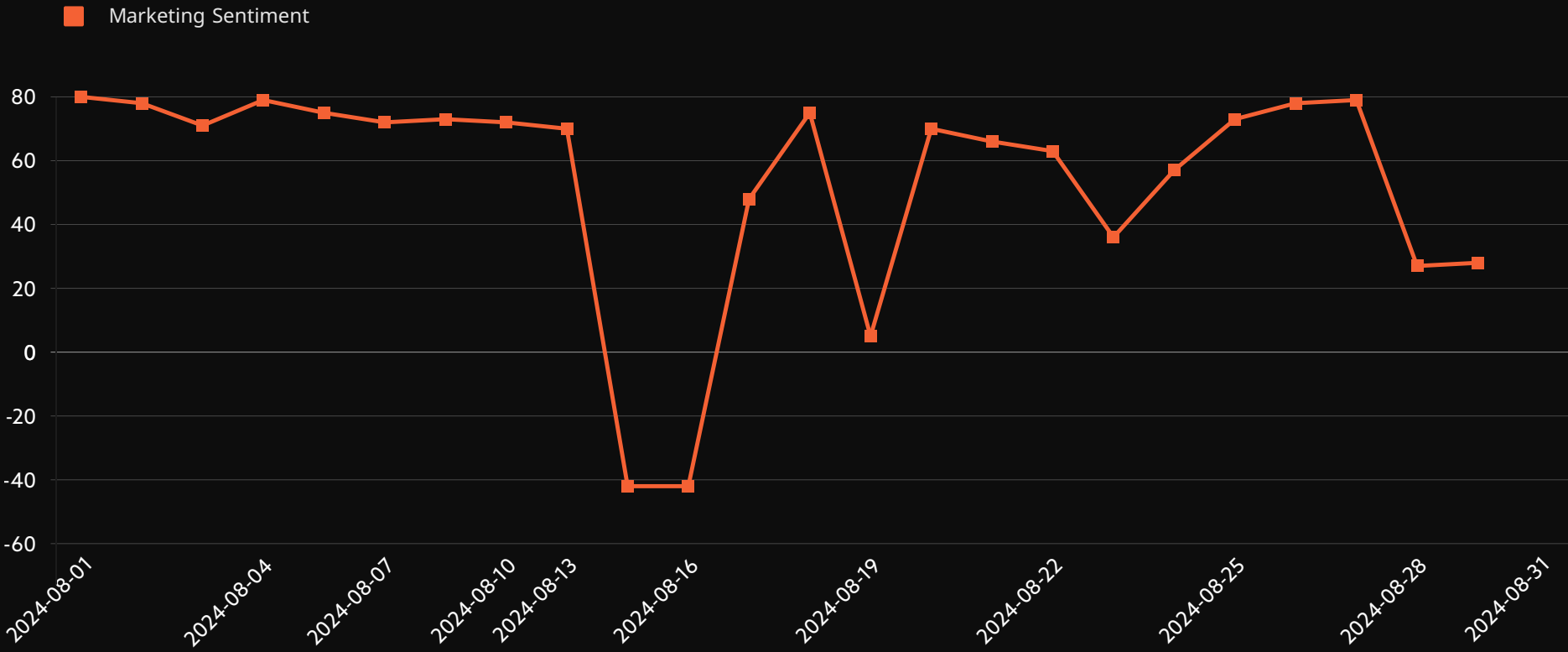
Most Negative

Topic	Count	All Time Sentiment	Period Sentiment	Difference
Delay	12	-71	-75	-4
2024	8	-12	-73	-61
Push	8	-36	-51	-15
Youtu.be	9	3	-37	-40
Marketing	15	-17	-36	-19

PART 2 - REVEAL: AUGUST 2024

SENTIMENT BREAKDOWN

Sentiment Variation



Overall Sentiment

5,377

INTERACTIONS
Over Period

3,387

EST. COMMUNITY SIZE
Over Period

34

SENTIMENT
Over Period

Marketing Category Sentiment

344

INTERACTIONS
Over Period

245

EST. COMMUNITY SIZE
Over Period

44

SENTIMENT
Over Period

A line graph taken from the PlayerXP platform displaying the variation in sentiment during the period of August 2024. Image/data sourced from our 'Over Time Feature' on the @PlayerXP Platform.

Beat #2 - Official Gameplay Teaser

The official reveal of Kingdom Come: Deliverance II during Gamescom 2024 was met with widespread enthusiasm and positive reception from both the gaming community and industry critics. The game was honored with the "Best PC Game" award at Gamescom 2024, underscoring its strong impression at the event.

Overall, the August 2024 reveal during Gamescom 2024 significantly bolstered the game's profile, leading to high anticipation and marking a first step towards a strong commercial success upon its release.

PART 1 - REVEAL: NOVEMBER 2024

SENTIMENT BREAKDOWN

Beat #3 - Pre-order Incentives

The pre-orders for Kingdom Come: Deliverance II sparked both excitement and controversy in the gaming community. Many fans praised the exclusive bonuses, like "The Lion's Crest" quest, but some were upset by Warhorse Studios' updated guidelines against discriminatory language and discussions on modern politics and religion. Critics accused the developers of promoting a "progressive ideology," particularly regarding the potential inclusion of a homosexual romance option. Game director Daniel Vávra defended the choice, stating that all romantic options would be voluntary and consistent with RPG freedom of choice.

Most Positive

Topic	Count	All Time Sentiment	Period Sentiment	Difference
Excieted	64	75	82	7
Deliverance	59	69	75	6
li	55	77	68	-9
Kingdomcomerpg	139	77	68	-10
Kingdom	71	53	53	0

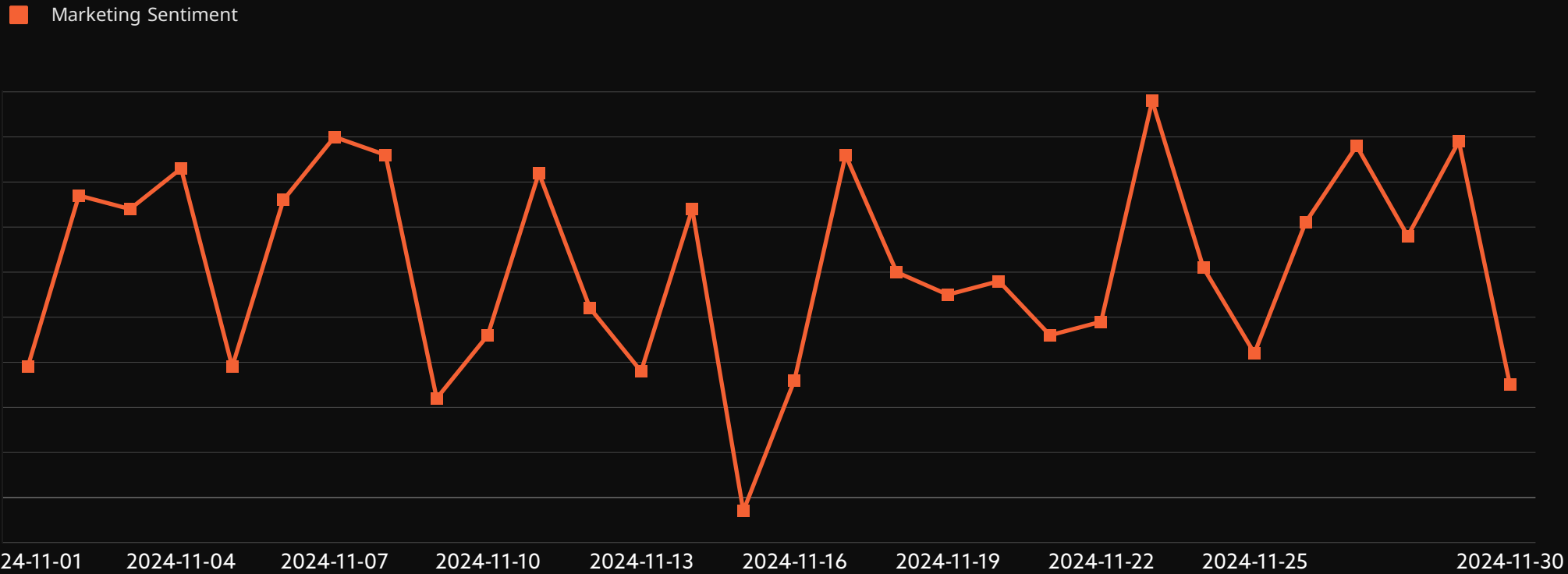
Most Negative

Topic	Count	All Time Sentiment	Period Sentiment	Difference
Cancel	115	-91	-98	-7
Gay	71	-76	-91	-15
Woke	76	-74	-84	-10
Oder	52	-45	-75	-30
Money	59	-26	-65	-39

PART 2 - REVEAL: NOVEMBER 2024

SENTIMENT BREAKDOWN

Sentiment Variation



Release Category Sentiment

127

INTERACTIONS
Over Period

113

EST. COMMUNITY SIZE
Over Period

32

SENTIMENT
Over Period

Marketing Category Sentiment

168

INTERACTIONS
Over Period

148

EST. COMMUNITY SIZE
Over Period

51

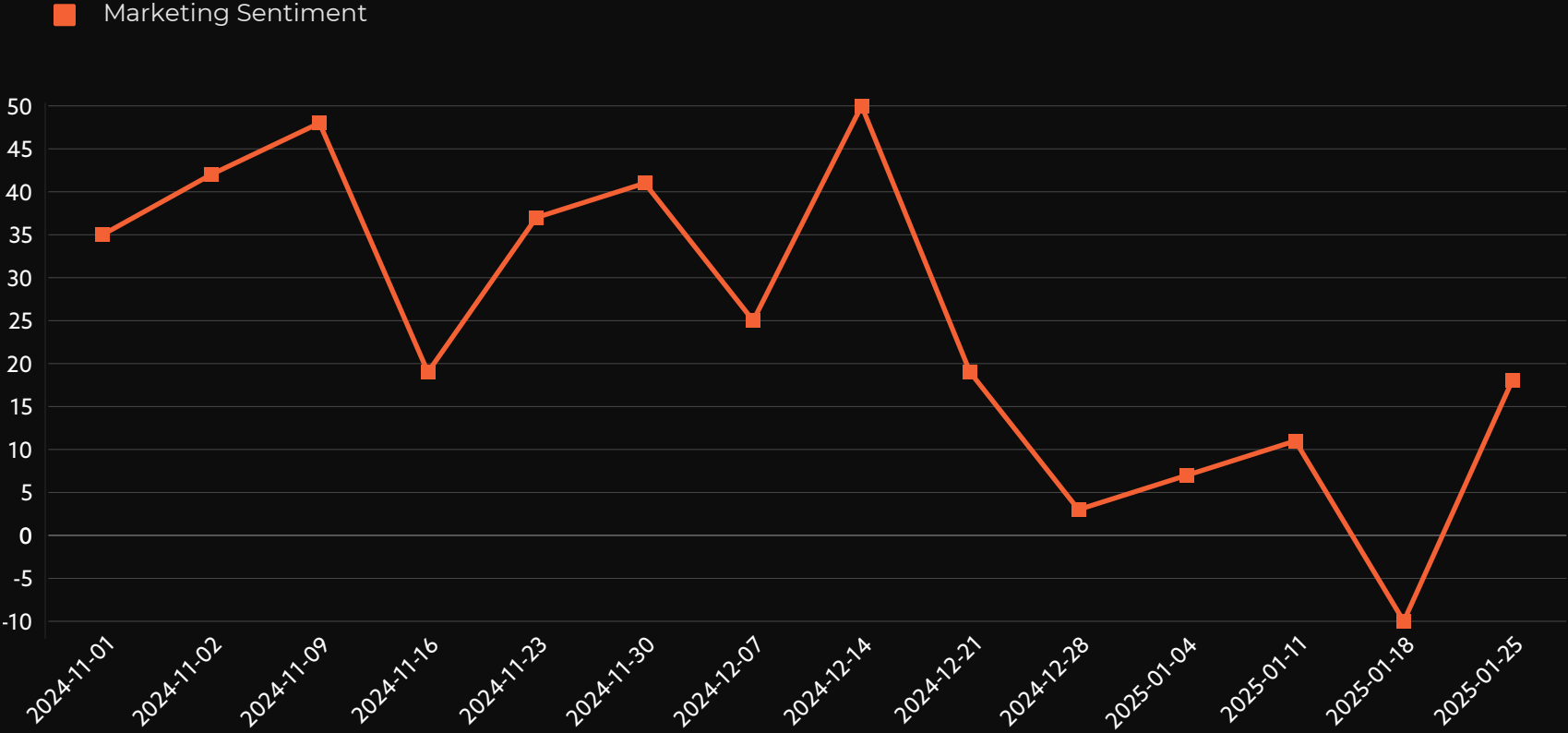
SENTIMENT
Over Period

A line graph taken from the PlayerXP platform displaying the variation in sentiment during the period of August 2024.
Image/data sourced from our 'Over Time Feature' on the [@PlayerXP](#) Platform.

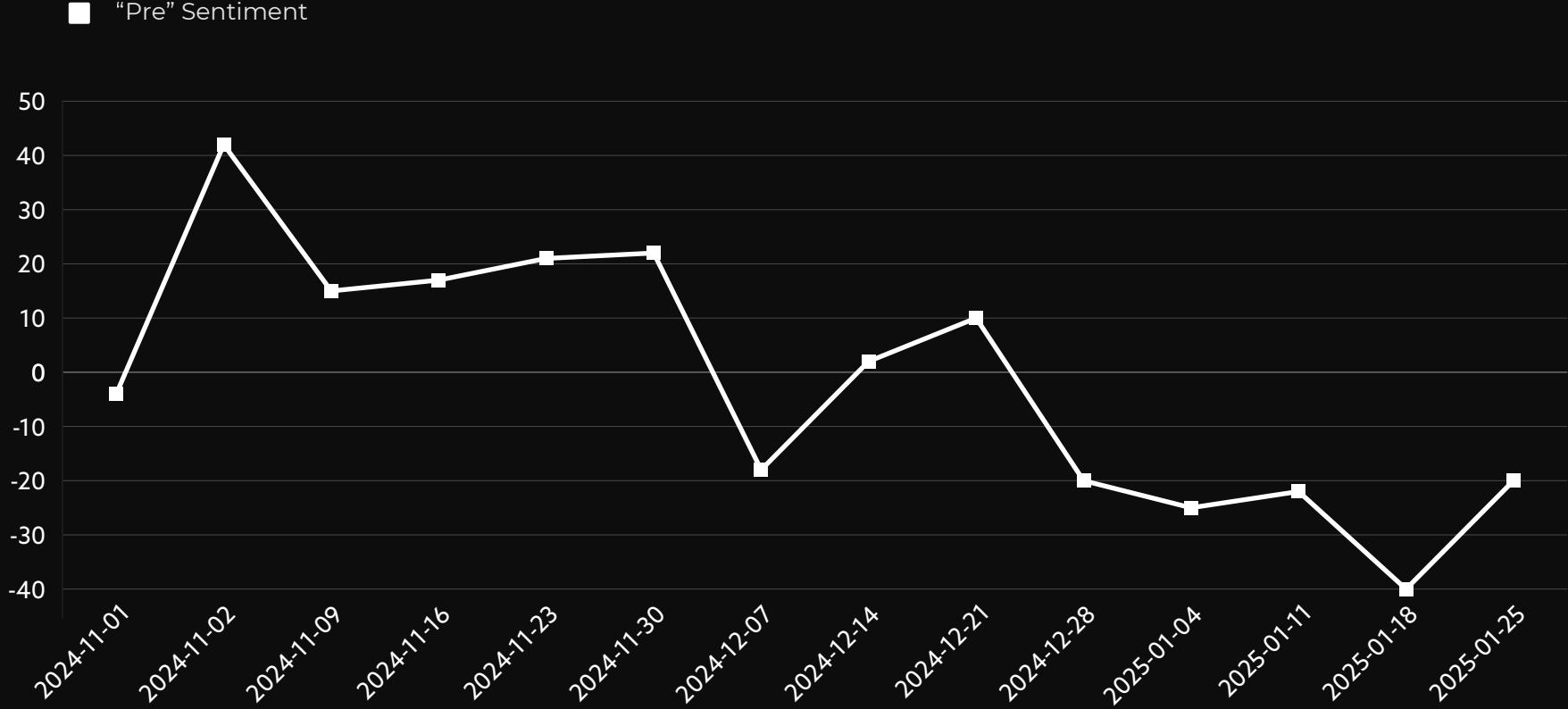
PART 3 - REVEAL: NOVEMBER 2024

SENTIMENT BREAKDOWN

Marketing Category Sentiment Variation nov 24 - jan 25



Pre-order Topic Sentiment Variation nov 24 - jan 25



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](#).

Beat #3 - Pre-order Incentives

Despite the debates, pre-order numbers remained strong, and upon release, the game sold over one million copies on its first day, indicating that overall anticipation outweighed the controversies. In summary, the pre-order period was marked by enthusiasm for exclusive content and discussions about game features, leading to positive community reception and strong sales.

PART 1 - DECEMBER 2024

SENTIMENT BREAKDOWN

Beat #4 - Release Date Announcement

The announcement of the new release date for Kingdom Come: Deliverance II, set for February 4, 2025, was met with widespread enthusiasm within the gaming community. The game had already garnered significant attention, boasting over one million users adding it to their wishlists on Steam prior to its launch. This anticipation was further heightened by the unveiling of a comprehensive collector's edition, featuring exclusive items such as a 30 cm figure of the protagonist, Henry, with his horse, Guijarros.

Most Positive

Topic	Count	All Time Sentiment	Period Sentiment	Difference
T.co	7	74	79	5
Kingdomcomerpg	13	87	75	-12
Warhorsesstudios	7	95	74	-21
Kingdomcomerpg	7	38	73	35
Kingdom	7	76	72	-4

Most Negative

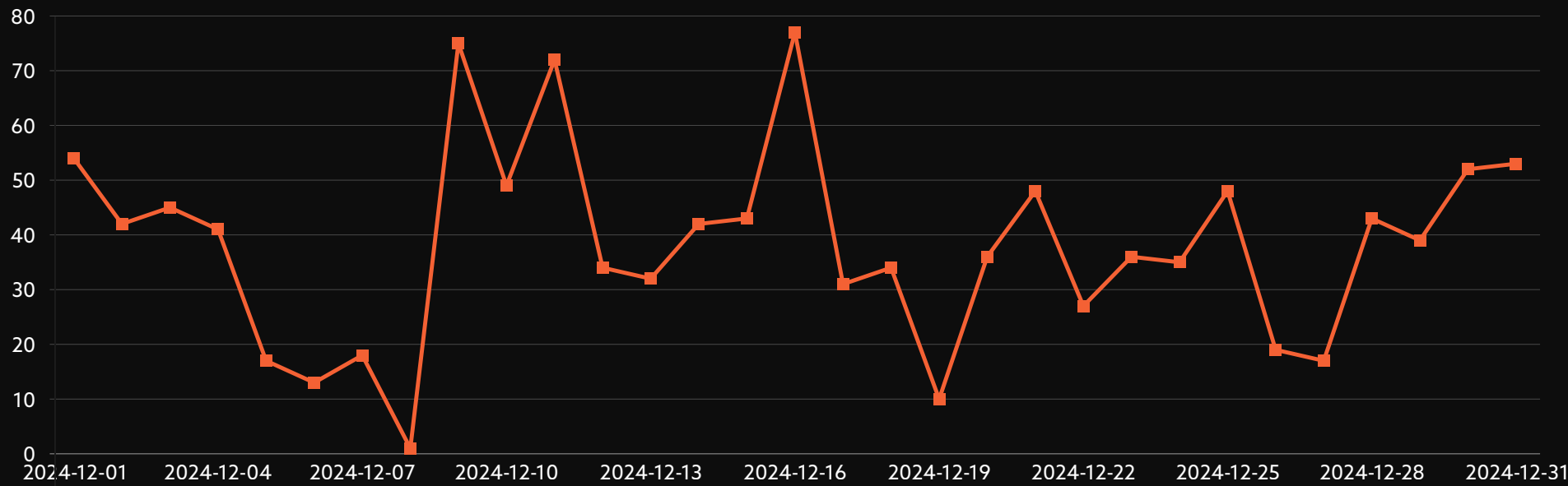
Topic	Count	All Time Sentiment	Period Sentiment	Difference
Bugs	8	-4	-87	-83
Bro	9	-17	-83	-66
Buggy	9	-49	-82	-33
Previews	11	16	-57	-73
Bet	8	-12	-51	-39

PART 2 - DECEMBER 2024

SENTIMENT BREAKDOWN

Sentiment Variation

Marketing Sentiment



Release Category Sentiment

267

INTERACTIONS
Over Period

246

EST. COMMUNITY SIZE
Over Period

10

SENTIMENT
Over Period

Collector's Topic Sentiment

99

INTERACTIONS
Over Period

92

EST. COMMUNITY SIZE
Over Period

67

SENTIMENT
Over Period

A line graph taken from the PlayerXP platform displaying the variation in sentiment during the period of December 2024. Image/data sourced from our 'Over Time Feature' on the @PlayerXP Platform.

Beat #4 - Release date announcement

Additionally, promotional events, like the limited-time free availability of the original Kingdom Come: Deliverance on the Epic Games Store, allowed new players to experience the series ahead of the sequel's release, contributing to the growing excitement. Overall, the community's response to the confirmed launch date was positive, reflecting a strong eagerness for the upcoming release.

PART 1 - MEDIA/INFLUENCERS REVIEWS

SENTIMENT BREAKDOWN

Top Content Creators : January 2025

Creator	# Videos	# Comments	# Positive	# Negative	# Community Members	Sentiment	Top Categories
ESO	2	2,013	446	249	1,480	29	
Skill Up	1	1,917	351	378	1,344	-3	
David Uhli	4	1,262	122	121	1,009	0	
AGAXB	5	703	114	122	527	-3	
Broomstick Gaming	1	345	90	38	292	41	
Warhorse Studios	1	332	83	44	289	32	
PlatigeImage	1	231	62	8	197	77	
RoboCharged	1	229	33	34	170	-1	
Ny3Edits	1	14	1	1	13	2	
Nukov	1	4	0	1	4	-74	

Technical Performance and Visual Fidelity

Early analyses highlighted the game's technical achievements, noting its polished launch with minimal bugs. The use of CryEngine and DirectX 12 was credited for stable performance, with praises for features like global illumination and detailed shadows enhancing visual appeal. However, critiques pointed to outdated water physics and some animation aspects as areas for improvement.

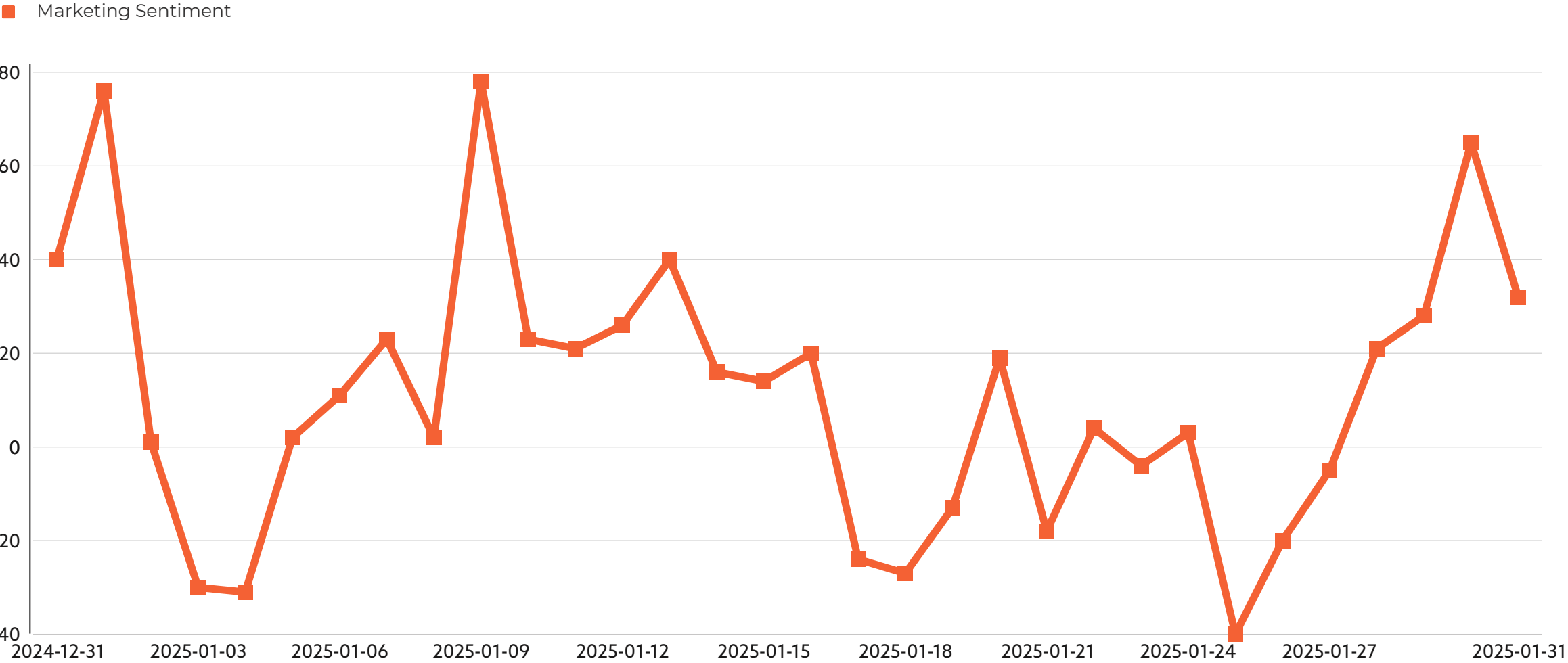
Diverse Critical Opinions

While the majority of early impressions were positive, some critics offered more measured feedback. Concerns were raised about the complexity of certain game mechanics, such as dense menus and lengthy cutscenes. Additionally, the portrayal of certain characters received mixed reactions, indicating that while the game's ambition was commendable, it might not resonate equally with all players.

PART 2 - MEDIA/INFLUENCERS REVIEWS

SENTIMENT BREAKDOWN

Marketing Category Sentiment Variation Jan 2025



A line graph taken from the PlayerXP platform displaying the variation in sentiment during the period of January 2025.
Image/data sourced from our 'Over Time Feature' on the [@PlayerXP Platform](#).

Summary: January 2025

Despite the debates, pre-order numbers remained strong, and upon release, the game sold over one million copies on its first day, indicating that overall anticipation outweighed the controversies. In summary, the pre-order period was marked by enthusiasm for exclusive content and discussions about game features, leading to positive community reception and strong sales.

KEY INSIGHTS

MARKETING STRATEGY & DELIVERY SUCCESSES

CONCLUSION

This well-orchestrated marketing campaign, coupled with the quality of the game itself, positioned Kingdom Come: Deliverance II for both critical and commercial success. The strategic timing of each marketing move ensured that excitement was consistently built and maintained from the initial reveal to the launch date. By engaging deeply with the gaming community and leveraging platforms like Twitch, the team tapped into a wider audience, amplifying word-of-mouth and establishing a strong fan base eager to support the game.

Furthermore, the choice to provide early access to influencers and media not only demonstrated confidence in the product but also created a buzz through authentic endorsements. This trust in the game's quality was reflected in the overwhelmingly positive reception, as players praised the seamless integration of historical elements with engaging gameplay.

Overall, Kingdom Come: Deliverance II's success was a testament to the power of a well-thought-out marketing strategy that harmonized with the game's inherent strengths. Such a comprehensive approach ensured immediate success and laid a strong foundation for the game's longevity in the hearts of its players.

The marketing strategy for Kingdom Come: Deliverance II played a pivotal role in the game's successful reception and sales upon release, allowing the game to break even within the first week of sales. Key tactics included:

Strategic Reveal

The game was first unveiled during Gamescom 2024, with an early tease on August 20, followed by a more detailed showcase on August 23. This piqued curiosity and generated sustained interest.

Pre-Orders & Release Date Announcement

Pre-orders launched in November 2024, building anticipation. The release date was confirmed as February 4, 2025, ensuring a clear timeline for fans to lock in their copies.

Media & Influencer Engagement

Early access to the game in January 2025 allowed media outlets and influencers to provide positive feedback on key features like the challenging gameplay, historical accuracy, and immersive world-building, fueling excitement ahead of the official launch.

Launch Events & Twitch Drops

A well-timed Berlin launch event and Twitch Drops campaign on launch day boosted visibility, engaging the community and furthering the positive sentiment surrounding the game.

Player Reception

Upon release, the game was met with positive reviews, with a Metascore of 88 and Very Positive user reviews on Steam. Players appreciated the game's technical polish, immersive world, and depth, leading to strong sales and positive word-of-mouth.



Warhorse Studios was founded in 2011. A few developers dreamed of creating a **medieval RPG** that **wasn't built on fantasy tropes, but on real history**. No magic, no shortcuts. Just the Middle Ages, as they really were. We are a Czech game studio focused on creating expansive game worlds, RPGs with strong storytelling and engaging cinematic experiences. Kingdom Come: Deliverance II builds on everything we learned from the first game, while staying true to what WARHORSE stands for: **honest work, respect for history, and the willingness to take risks**.



Kingdom Come: Deliverance II is a gripping tale of **revenge, betrayal** and **discovery**. Embark on an epic journey from a **humble blacksmith's forge** to the **court of Kings**. A thrilling story-driven action RPG, with a rich open world, set in **15th century Medieval Europe**. Experience the ultimate medieval adventure - through the eyes of young Henry - as you embark on a journey of epic proportions. From bustling city streets to lush forests, discover this open-world Medieval Europe through an unforgettable adventure filled with action, thrill and wonder.



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.

Contact Details

Christopher Weavill
CEO and Co-Founder

✉ Chris@playerxp.io

Find out more here:

www.playerxp.io

Read our full legal disclaimer [here](#)

