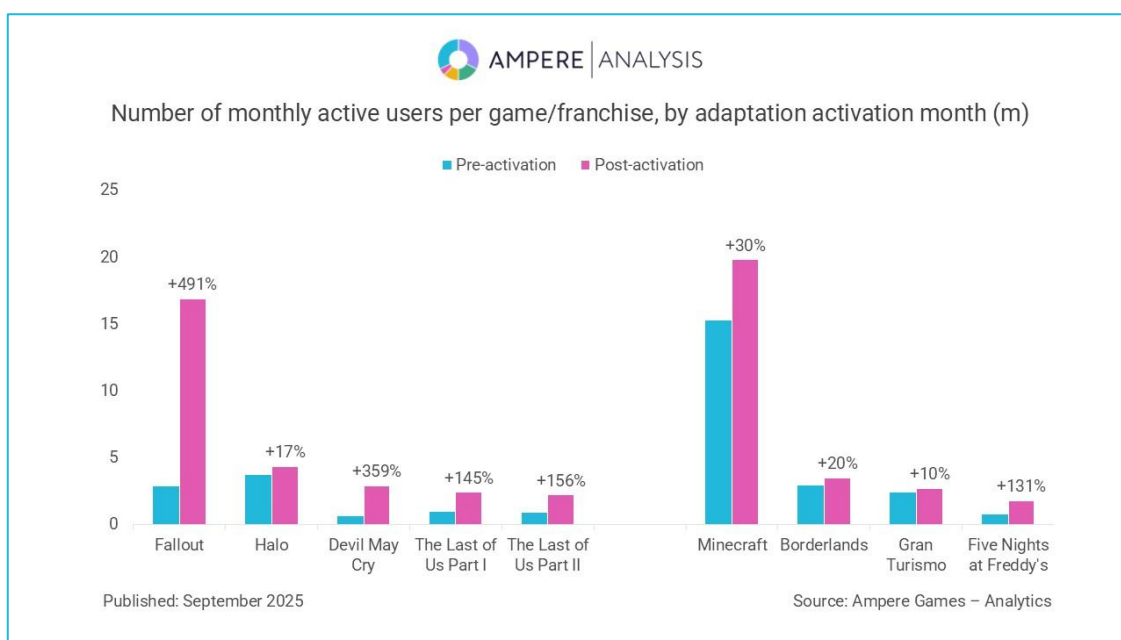


## TV series adaptations boost video game player numbers by up to 490%

***Hit shows like Fallout and The Last of Us prove small-screen tie-ins are the biggest driver of game engagement***

**London, 16<sup>th</sup> September 2025:** Hit TV adaptations of video games are proving to be rocket fuel for player numbers. New research from Ampere Analysis reveals that screen spin-offs drive average player growth of almost 140% - far higher than uplift from game-based activations alone. *Fallout's* 2024 Prime Video launch saw the franchise's monthly active users (MAUs) soar nearly 500%, while HBO's *The Last of Us* garnered more than 4 million new players across its two seasons.



### Key findings: TV shows supercharge engagement

- **TV adaptations deliver the most substantial boost.** The average uplift in players according to Ampere's Games Analytics title activity data is 203%, compared to just 48% for movie adaptations.
- **Fallout's screen debut delivered record growth for the franchise.** The 2024 series lifted MAUs by 490%, with 80% of the 14 million activated players playing for the first time. By contrast, *Fallout 76's* DLC updates in June and December 2023 increased MAUs by just 17% on average.

- **The Last of Us effect.** Two HBO seasons, which propelled the show to the top of Ampere's title popularity charts, **increased franchise engagement by an average of 150%**. In comparison, the remastered release of *The Last of Us Part II* on PS5 and the addition of *The Last of Us Part I* to the PlayStation Plus (PS+) catalogue increased monthly players by 70% and 29%, respectively.
- **Shows with a modest popularity still see an uplift.** Netflix's Anime adaptation of the game series *Devil May Cry* peaked as only the 58<sup>th</sup> most popular TV Show in April 2025, but still delivered a **358% increase in players** versus the previous month.
- **Even perennially popular games, such as *Minecraft*, grow with media adaptations.** *Minecraft* already accounted for between 1-2% of monthly total game play time across Xbox, PlayStation and Steam in the year to March 2025, yet **MAUs still increased 30% with the release of *A Minecraft Movie* in April 2025**. Over half (54%) were reactivated lapsed players..
- **Ongoing game activations support retention:** Sony kept *The Last of Us* franchise active through a strategy of remasters and wider availability, helping retain **20% of players 180 days after the game's peak engagement**.

**Ricardo Parsons, Analyst at Ampere Analysis**, says: "Media adaptations are superchargers for the player bases of gaming franchises. They attract new audiences at scale, from first-time players diving into *Fallout*'s wasteland to lapsed gamers returning to *Minecraft*. And unlike DLC or remasters, hit adaptations showcase these stories to a wider audience, extending their reach. With adaptations of *Call of Duty*, *Life is Strange*, and *Dark Deception* all announced recently, Ampere expects this trend to continue — creating win-wins for publishers seeking new players and studios hungry for ready-made fanbases."

## Ends

### Note to editors

\*Games with media adaptations analysed are as follows:

- TV Shows: *Devil May Cry*, *Fallout*, *Halo*, *The Last of Us*, *Twisted Metal*.
- Movies: *Borderlands*, *Five Nights at Freddy's*, *Gran Turismo*, *Minecraft*, *Until Dawn*.

\*\*Franchise definitions are as follows:

- ***The Last of Us***: *The Last of Us Part I*, *The Last of Us Remastered*, *The Last of Us Part II*.
- ***Fallout***: *Fallout 4*, *Fallout: New Vegas*, *Fallout 76*.

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**About Ampere Analysis**

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to games publishers, the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. [www.ampereanalysis.com](http://www.ampereanalysis.com)