

Grand Theft Auto VI Demand Preview

Grand Theft Auto VI has been a hotly anticipated release for years. But what does digital engagement and historic video game data suggest about demand?

Source: Carbon Arc Clickstream – CA0030

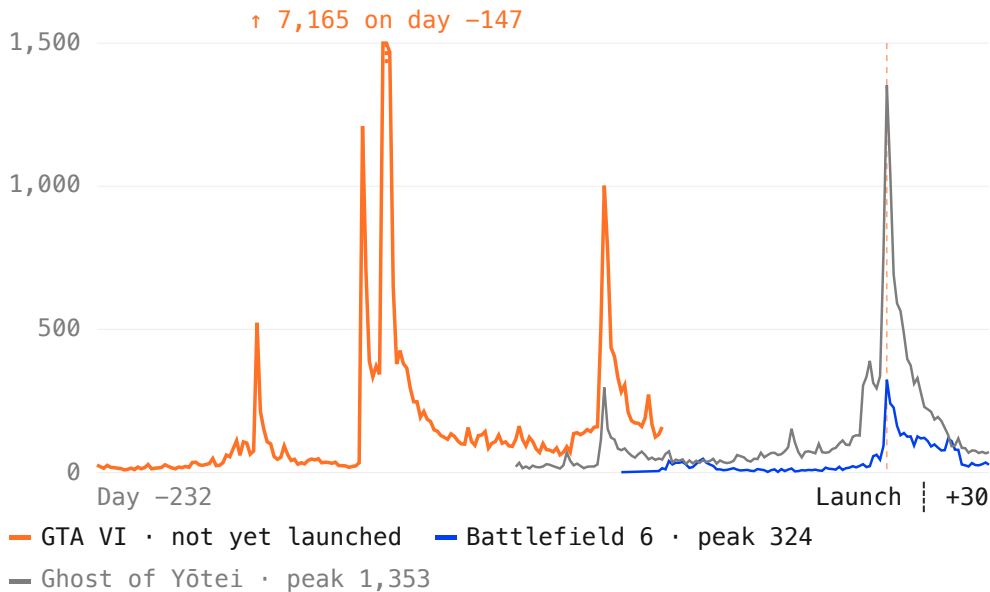
Carbon Arc Video Games – CA0091

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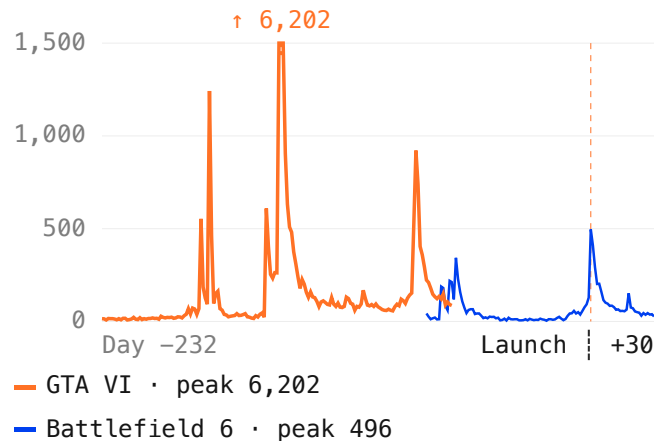
GTA VI out-draws comparables on PlayStation game page visitors

Comparing GTA VI against Ghost of Yōtei and Battlefield 6, two major sequels outside an annual release schedule, shows GTA VI generated significantly more visitors across the PlayStation game page and Xbox store page despite a much longer pre-order period. GTA VI's PlayStation game page peaked at **7,165 daily visitors** in the Carbon Arc platform, compared to **1,353** for Ghost of Yōtei and **324** for Battlefield 6 on the launch dates of those titles.

PLAYSTATION GAME PAGE VISITORS, DAILY



XBOX STORE PAGE VISITORS, DAILY

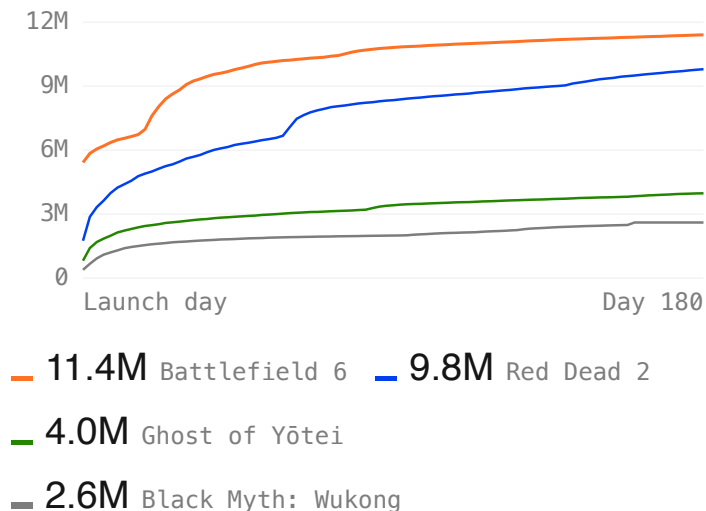


35% of Xbox store page visitors went straight to Ultimate Edition · 8,068 of 22,820

What does pre-release traffic mean for sales?

Despite much lower pre-release game page traffic, Battlefield 6 sold **11.4M PlayStation units in 180 days** across the eight markets the platform covers, including **5.4M on day one**. Battlefield 6, the most recent AAA launch of a console-led title, leads in PlayStation units sold across the first 45 days of release. Adoption for Ghost of Yōtei is a better structural comp, as its predecessor offered an online mode not available on day one of the new release, similar to GTA Online and GTA VI. Pre-release activity was actually higher for Ghost of Yōtei than for Battlefield 6, leaving GTA VI's conversion of traffic to unit sales an open question.

CUMULATIVE PLAYSTATION UNITS, FIRST 180 DAYS



TOP 20 PLAYSTATION TITLES BY FIRST 45-DAY SALES · MILLIONS OF UNITS

Battlefield 6	9.81	Hogwarts Legacy	4.27
Call of Duty: WWII	8.09	God of War	3.98
Call of Duty: Black Ops 4	6.97	The Last of Us Part II	3.94
Star Wars Battlefront	6.41	Star Wars Battlefront II	3.85
Red Dead Redemption 2	6.26	Helldivers 2	3.65
Marvel's Spider-Man 2	5.56	Ghost of Tsushima DC	3.26
God of War Ragnarök	5.36	Resident Evil Requiem	3.13
Monster Hunter: World	4.83	Ghost of Yōtei	2.88
Final Fantasy VII Remake	4.58	Monster Hunter Wilds	2.84
Elden Ring	4.46	Cyberpunk 2077	2.71

Comparable launches show variable usage growth vs. predecessor average

Tracking releases of major irregularly-released sequels in 2025 to 2026 shows baseline usage growing **1.2x – 3.9x for seven of eight titles**, with Civilization VII usage slightly below Civilization VI's usage just before the new title launched. GTA V already averages close to 700K DAUs against a 1.29M peak, and Ghost of Yōtei had 1.5x growth over Ghost of Tsushima despite the lack of an online mode at launch.

SEQUEL DAUS, STEAM AND PLAYSTATION (US), VS. PRE-LAUNCH PREDECESSOR BASELINE

Baseline = day -90 to -1 average · | marks 1.0x

PREDECESSOR → SEQUEL	PEAK DAY	DAYS 60-90	
Borderlands 3 → Borderlands 4	18.5x 	3.9x	Grew
Monster Hunter: World → Wilds	19.2x 	2.5x	Grew
Battlefield 2042 → Battlefield 6	8.7x 	2.4x	Grew
Elden Ring → Nightreign	5.8x 	2.1x	Grew
Ghost of Tsushima → Yōtei	8.3x 	1.5x	Grew
DOOM Eternal → Dark Ages	12.3x 	1.4x	Grew
It Takes Two → Split Fiction	5.2x 	1.2x	Grew
Civilization VI → Civilization VII	3.1x 	0.8x	Shrank

7 of 8 sequels end up **larger** than their predecessor. Only Civilization VII shrank.

TODAY · NO SEQUEL

Peak 7-day avg DAUs



CLOSEST STRUCTURAL COMP

Peak 7-day avg DAUs

