

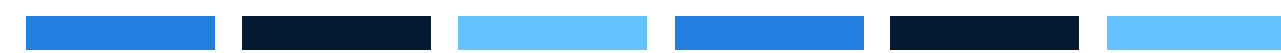


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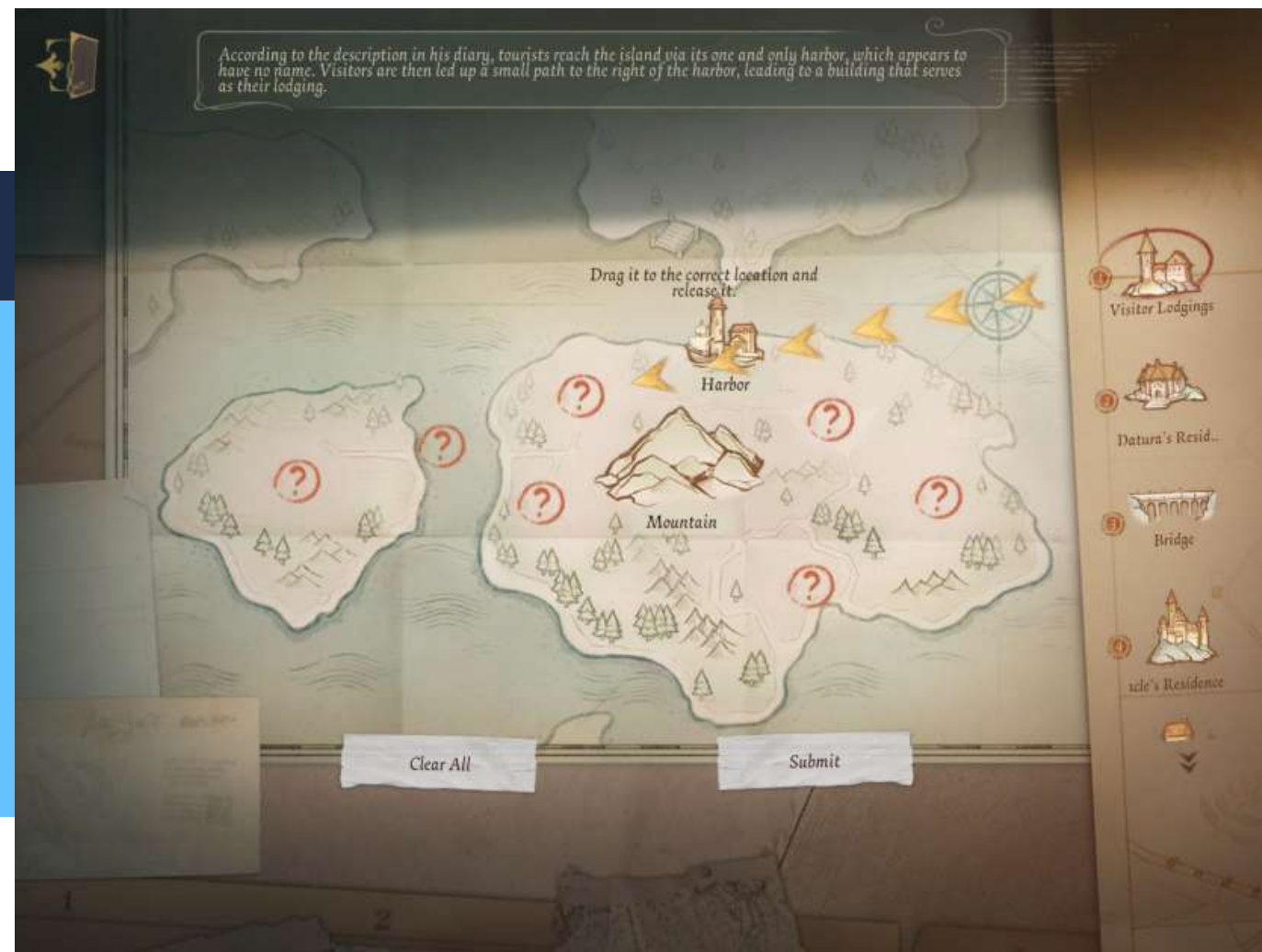
CORE REPORT

Competitive Research and Actionable Product Recommendations

IMPACT DRIVER



Content, features, and events that boost revenue, retention, or downloads



CORE > EVENTS > MISSIONS

Story-Driven Mission Event

The Shrouded Bélóstáin Investigation in *Identity V*

FEATURE TEARDOWN: THE SHROUDED BÉLÓSTÁIN INVESTIGATION

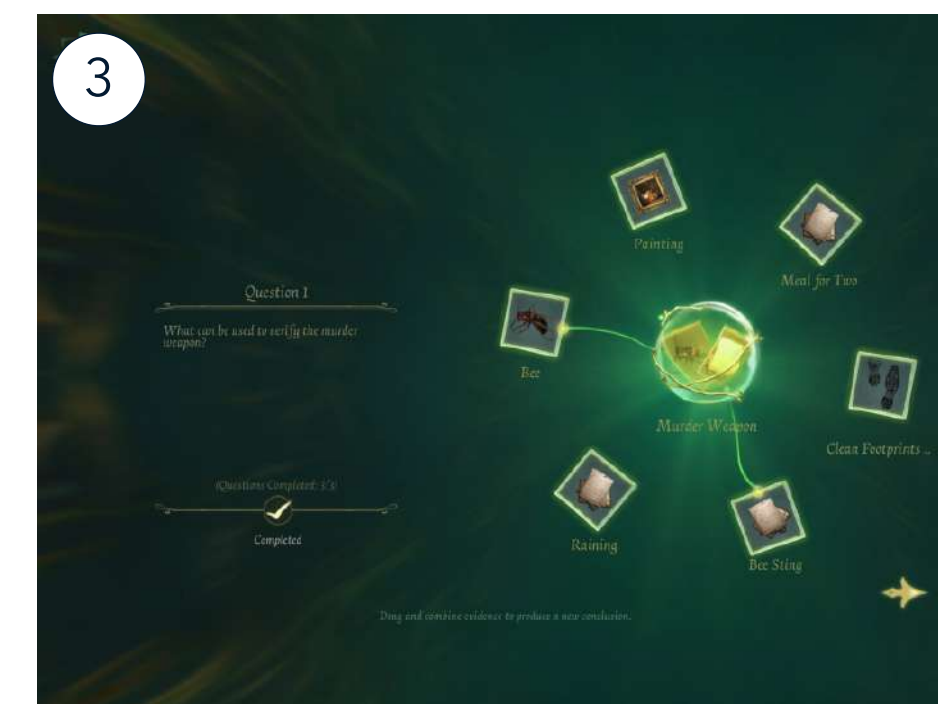
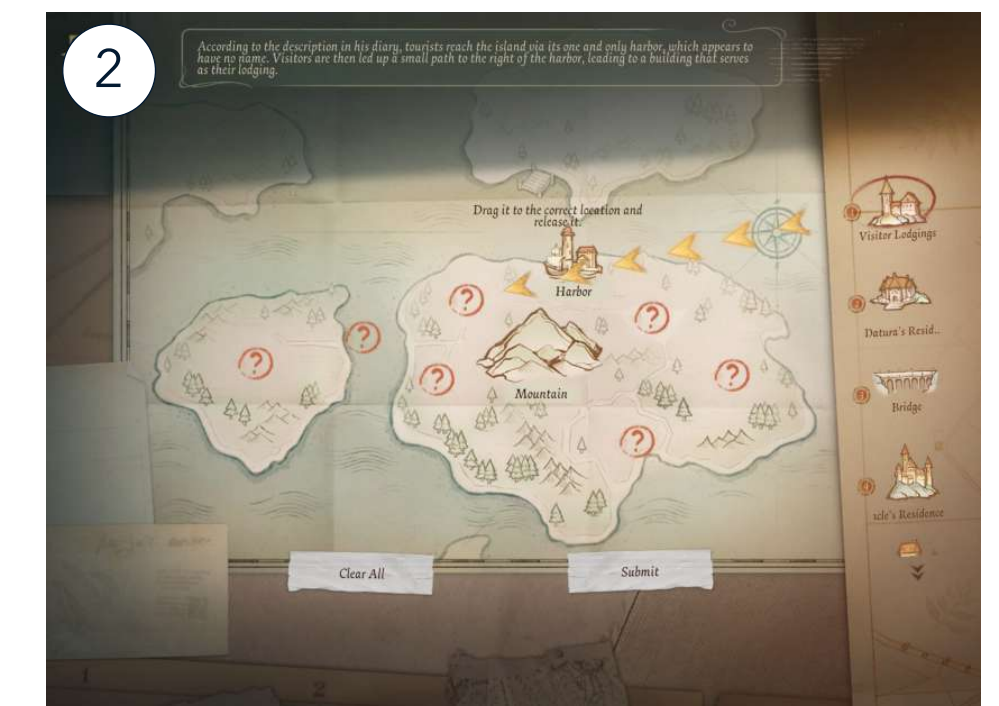
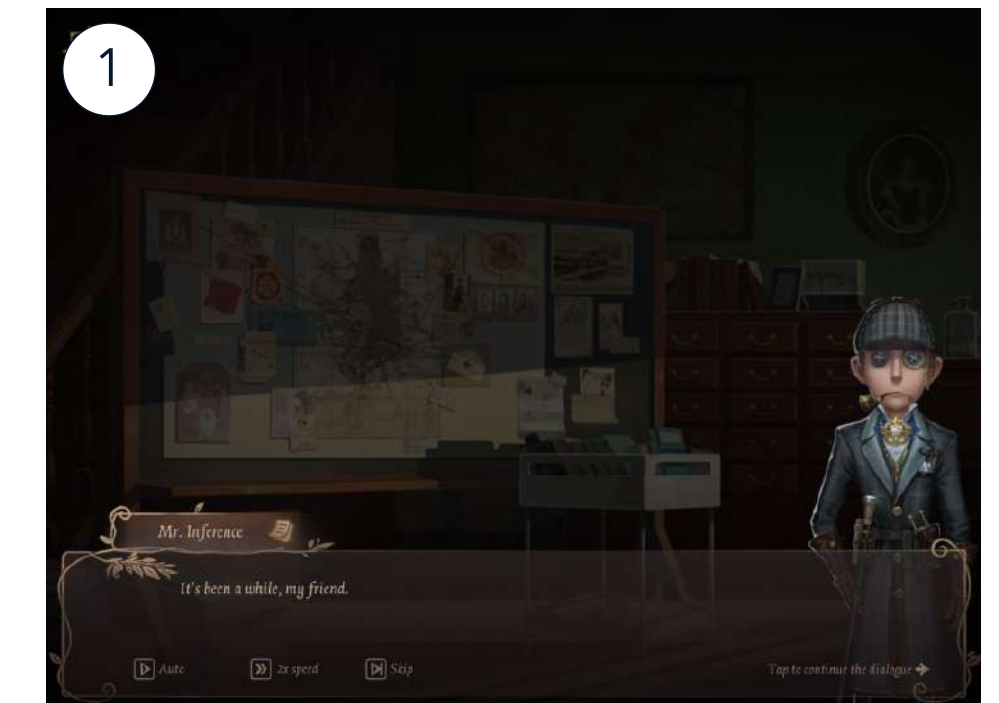
Players watch cutscenes and investigate locations, characters, and documents to collect clues for a mystery. Collecting all of the clues solves the mystery and awards an exclusive hero skin.

Details

- Players watch a series of cutscenes about a mystery (1).
- Between cutscenes, players interact with characters, locations, and documents from the story.
 - Prompts give players hints on how to complete the interactions.
 - Players tap on documents to fill in missing information (2).
 - Players tap on different parts of characters and locations to find clues (video).
- During certain cutscenes, players answer questions about characters and events in the story.
- Collecting clues and answering questions advances the story (3).
 - Collecting clues also fills a meter that awards cosmetics and currency at milestones.
- A menu allows players to review the story, characters, and clues (4).
- Collecting all of the clues allows players to solve the mystery.
 - Solving the mystery awards an exclusive hero skin.

Additional Information

- See the gallery of [The Shrouded Bélóstáin Investigation](#) for more images and videos.



PRODUCT INSIGHTS

Effective stories require deep characters.

[The Shrouded Bélóstáin Investigation](#)'s five chapters include about a dozen major characters, most of whom are introduced specifically for this event. *Identity V* adds depth to its characters by giving each of them a distinctive visual design, backstory, and style of speaking.

Introducing such a large roster of well-designed characters not only makes players more invested in the story but also allows *Identity V* to offer skins of those characters as rewards and sell them as IAPs.

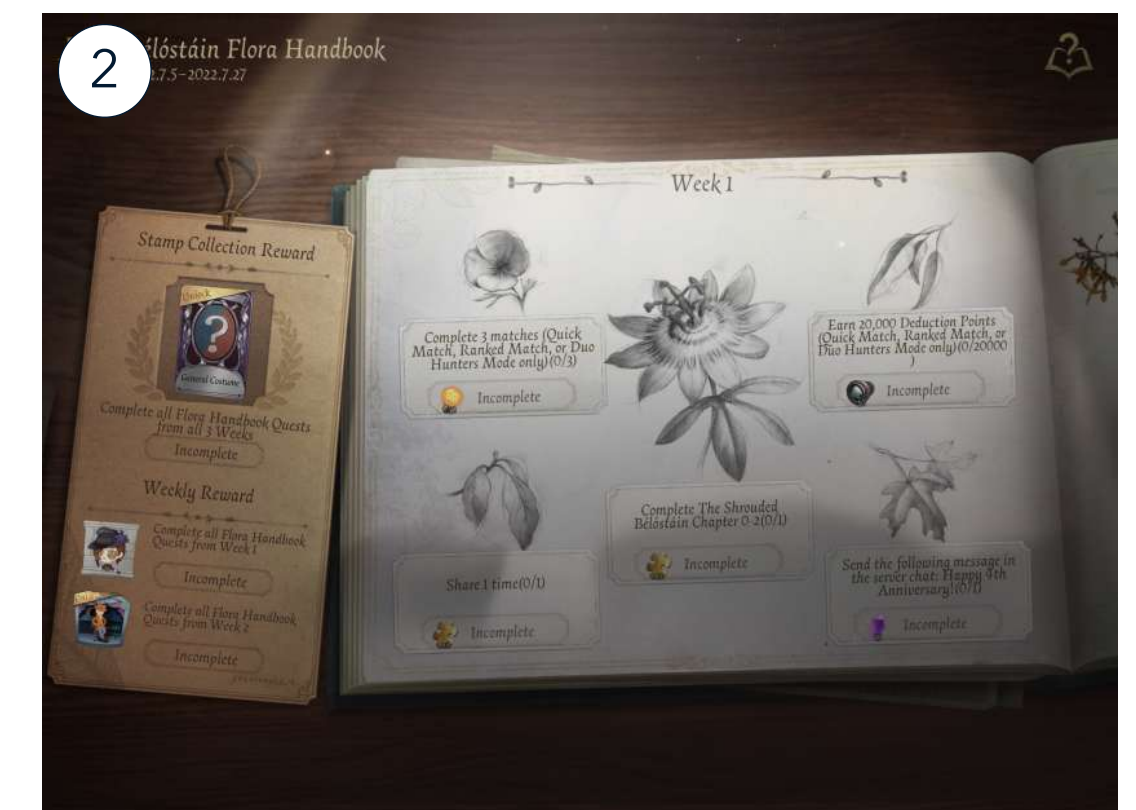
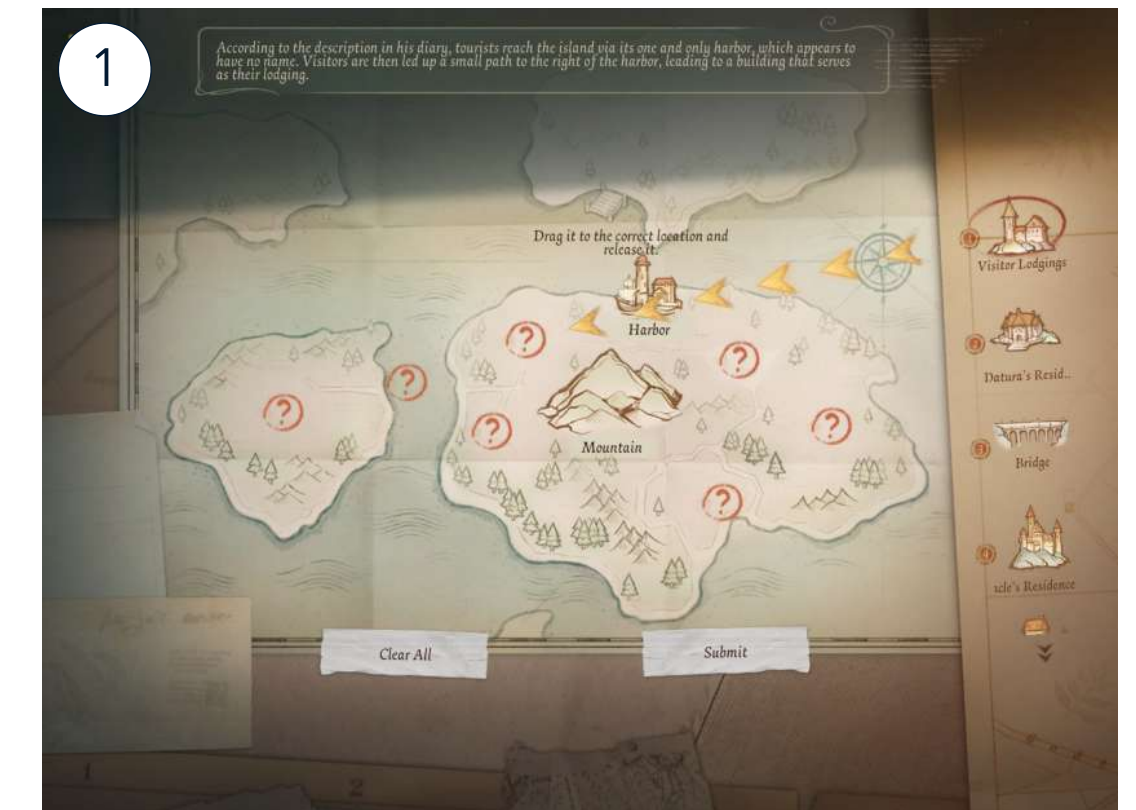
Providing multiple ways to interact with a story creates a varied experience.

To advance in the event's story, players tap on locations, maps, characters, or documents to answer questions and find clues (1). These interactions include an unusually diverse set of visual assets, interfaces, and goals. And although their mechanics are relatively simple, they allow players to interact with the story in a variety of ways instead of just watching cutscenes.

Identity V uses secondary events to drive engagement and purchases.

The Shrouded Bélóstáin Investigation is the primary event for *Identity V*'s fourth anniversary. It's totally free for players to access—no currency, prior engagement, or spend required.

To drive engagement and spend, The Shrouded Bélóstáin Investigation released alongside two secondary events: the [Bélóstáin Flora Handbook](#) mission event and the [4th Anniversary Costumes](#) purchase event. The mission event drives engagement by having players complete a series of missions in the base game to collect plant specimens that appear in the main storyline (2). The purchase event drives spend by selling skins based on the story's characters.



MARKET WATCH



New apps and notable releases from established competitors

SOFT-LAUNCH APP

Warhammer 40,000: Tacitus has three big factors in its favor: 1) highly polished strategy gameplay, 2) a massive roster of heroes from the *Warhammer* franchise, and 3) a built-in fan base eager to collect those heroes. That said, *Warhammer* has never had a top mobile app. Doing so will likely require expanding the app's audience beyond current fans of the franchise.

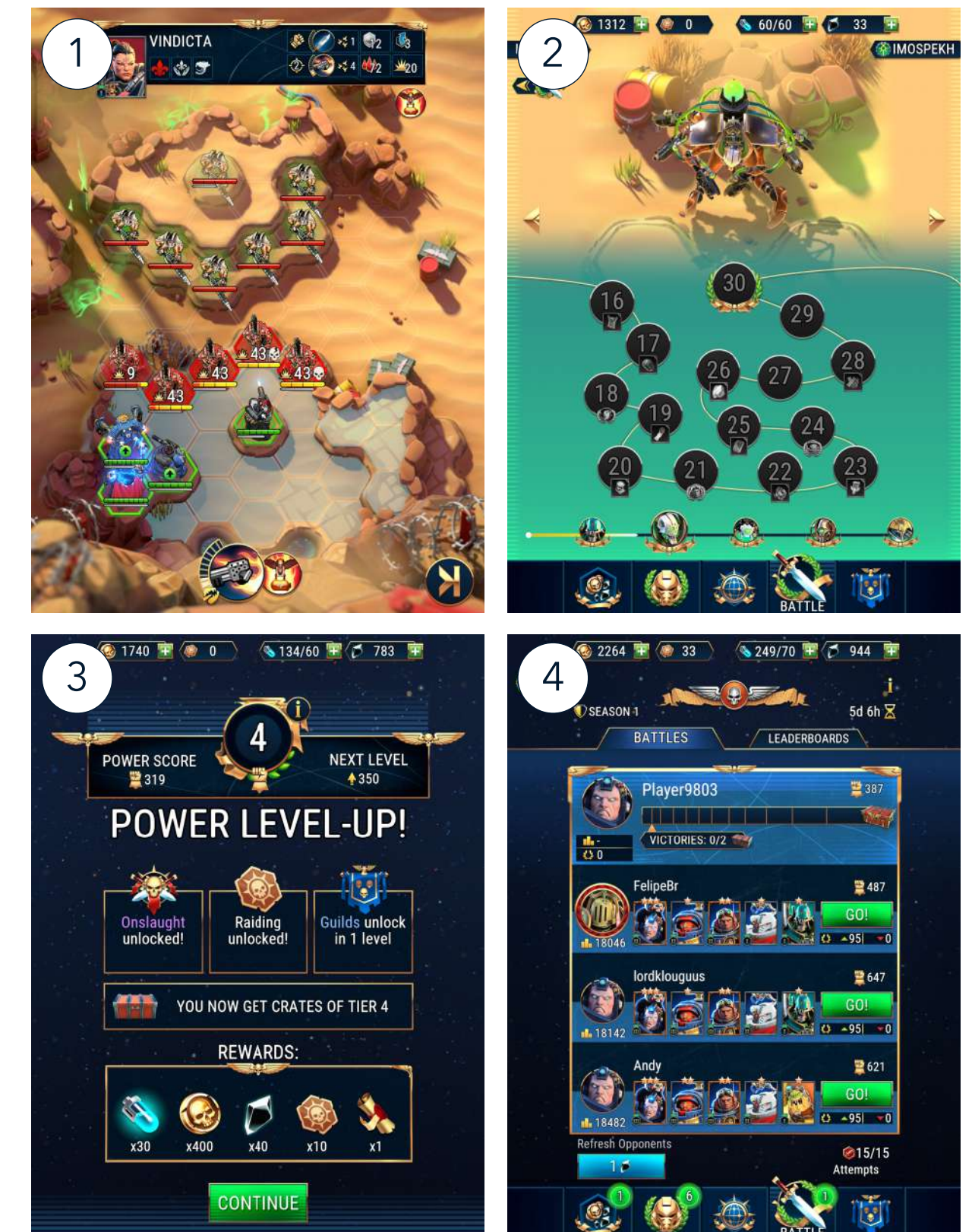
Warhammer 40,000: Tacitus by Snowprint Studios AB

App Details

- Players complete turn-based battles on a map made of hexagonal tiles.
 - Tiles have attributes that affect movement and damage.
 - During turns, players move heroes and attack enemies (1 and [video](#)).
 - Each hero has an active skill that can be used once per battle and a passive skill.
- In campaign mode, players use certain heroes to complete battles and advance on a map (2).
 - Winning battles awards XP, currency, and upgrades.
- Players unlock heroes through the campaign and IAPs.
 - Players use XP and various currencies to upgrade the levels, skills, ranks, and rarities of heroes.
- Leveling heroes increases the player's level, which unlocks additional game modes (3).
- In a PvP mode, players battle each other to earn XP and climb a leaderboard (4).
- In a PvE mode, players battle waves of enemies.

Launch Information

- Soft-launched in rolling GEOs worldwide beginning 5/26/22
- Released worldwide on 8/15/22
- Average worldwide daily revenue (past 83 days): \$171
- Average worldwide daily downloads (past 83 days): 117
- View *Warhammer 40,000: Tacitus* on the [App Store](#) and in our [gallery](#)



BREAKOUT APP

Apex Legends has been a huge success on PC and consoles, so it makes sense that the mobile version is pretty similar to the original. The ability to play *Apex Legends* on mobile may be enough to ensure lasting success, but it will be interesting to see how the app evolves to cater to the mobile market.

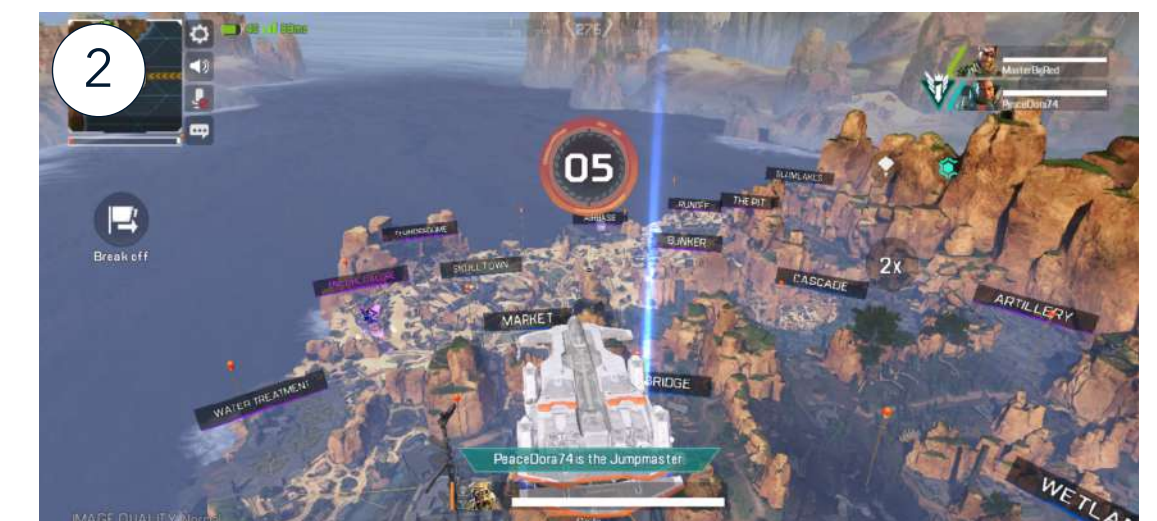
Apex Legends Mobile by Electronic Arts

App Details

- Players participate in battle royale matches with 20 teams of three players each.
- Before each match, players choose one of 12 heroes and up to three hero perks (1).
 - Each hero has unique active abilities, passive skills, and finishing moves.
- Teams drop onto a map from a flying vehicle (2).
- Maps resemble obstacle courses and include climbable objects, zip lines, jump pads, and pulleys (3).
- During matches, players collect items and weapons scattered around the map to use against opponents.
- Depleting a player's health knocks them down and makes them unable to shoot.
 - Players can revive knocked-down teammates.
- Players defeat knocked-down enemies by shooting them or using a finishing move.
- The team of the last remaining player or players wins the match.
- Matches award player and hero XP that unlock new heroes and perks.
- Completing challenges fills a battle pass meter, which awards cosmetics at milestones.
- Other game modes include two types of team deathmatch, free-for-all, and a multi-round 3v3 mode.

Launch Information

- Released worldwide on 5/16/22
- 45th top-grossing strategy app as of 8/1/22
- Average daily U.S. revenue (past 90 days): \$51,355
- Average daily U.S. downloads (past 90 days): 52,885
- View *Apex Legends Mobile* on the [App Store](#) and in our [gallery](#)



FEATURE AND EVENT RELEASES I

App	Release	Description
<i>Identity V</i>	Frenzy Rhapsody club feature and challenge event	<ul style="list-style-type: none"> • Players compete in timed 3v3 dodgeball matches (1 and video). • Balls randomly spawn during matches. <ul style="list-style-type: none"> • A hazard in the center of the map throws additional balls at players. • Ball types include normal balls, explosive balls, and dash balls. • Players can pick up balls, throw balls at opponents, and pass balls to teammates. <ul style="list-style-type: none"> • Hitting opponents with balls damages them. • Passing and catching balls increases the balls' levels, which makes them faster. • Players can dash into enemies to knock them down. <ul style="list-style-type: none"> • Dashing into a player while holding a dash ball damages that player. • Damaging players twice eliminates them from the match for a short time. • Eliminating players awards points. • The first team to reach 20 points or the team with the most points when the timer expires wins. • Players complete challenges during matches to earn currency and cosmetics (2).
<i>Last Day on Earth</i>	Lost Shelter quest event	<ul style="list-style-type: none"> • Responding to a radio signal initiates a quest with five acts (3). • Acts are divided into chapters, each of which consists of multiple missions. <ul style="list-style-type: none"> • Missions take place around the world map. • Missions include killing enemies, gathering items, and interacting with characters (video). • Completing missions awards items and cosmetics. • Completing all missions in a chapter awards an item and unlocks the next chapter. • Completing all chapters in an act advances players to the next act on a quest map (4). • The second act includes an upgradeable home base. <ul style="list-style-type: none"> • The base includes a garage with an upgradeable vehicle. • Watching certain streamers on Twitch grants rewards, including an exclusive vehicle skin.

