



Behavioral data for *all* Xbox Live games

No in-game code

The Panel




Demographics










Games Played

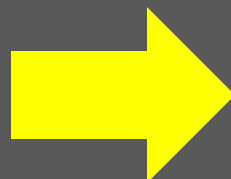
Played Games

91 Game(s) Played
5706 of 78805 Gamerscore

	Modern Warfare® 2 Last Played Online: 1/16/2010	115 of 1000  9 of 50 Achievements
	Karaoke Revolution Last Played Online: 12/25/2009	120 of 1000  5 of 50 Achievements
	DJ Hero Last Played Online: 12/10/2009	11 of 1000  3 of 50 Achievements
	E4 Last Played Online: 12/3/2009	0 of 200  0 of 12 Achievements
	Halo 3 Last Played Online: 11/9/2009	655 of 1750  23 of 79 Achievements
	Halo 3: ODST Last Played Online: 11/7/2009	465 of 1000  21 of 47 Achievements
	Halo Waypoint Last Played Online: 11/7/2009	No Gamerscore No Achievements
	Batman: Arkham Asylum Last Played Online: 9/16/2009	35 of 1000  4 of 47 Achievements
	Left 4 Dead Last Played Online: 6/31/2009	395 of 1250  33 of 60 Achievements

Achievements

Played Games		
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	Modern Warfare® 2 Last Played Online: 1/16/2010	115 of 1000 Ⓞ 9 of 50 Achievements
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	Left 4 Dead Last Played Online: 6/21/2009	395 of 1250 Ⓞ 23 of 60 Achievements



Modern Warfare® 2 Achievements		
115 of 1000 Ⓞ 9 of 50 Achievements		
	Royale with Cheese Defend Burger Town.	15 Ⓞ Acquired 1/15/2010
	Ten plus foot-mobiles Kill at least 10 enemies with one Predator missile in Single Player or Special Ops.	10 Ⓞ Acquired 1/15/2010
	Some Like it Hot Kill 6 enemies in a row using a thermal weapon in Single Player or Special Ops.	10 Ⓞ Acquired 1/15/2010
	Tag 'em and bag 'em Find Rojas in the Favelas.	15 Ⓞ Acquired 11/10/2009
	Cold Shoulder Infiltrate the snowy mountain side base.	15 Ⓞ Acquired 11/10/2009
	Two Birds with One Stone Kill 2 enemies with a single bullet in Single Player or Special Ops.	10 Ⓞ Acquired 11/10/2009
	Danger Close Get hand picked for Shepherd's elite squad.	15 Ⓞ Acquired 11/10/2009
	Three-some Kill at least 3 enemies with a single shot from a grenade launcher in Single Player or Special Ops.	10 Ⓞ Acquired 11/10/2009

Presence Information

Online
Playing Mass Effect 2



Level 5 Adept Difficulty: Normal

Online
Playing Modern Warfare® 2



Playing Team Deathmatch in
Skidrow

Online
Playing Halo Wars



Won Xbox LIVE Game 3v3 -
Standard - 26 minutes

Data Sources

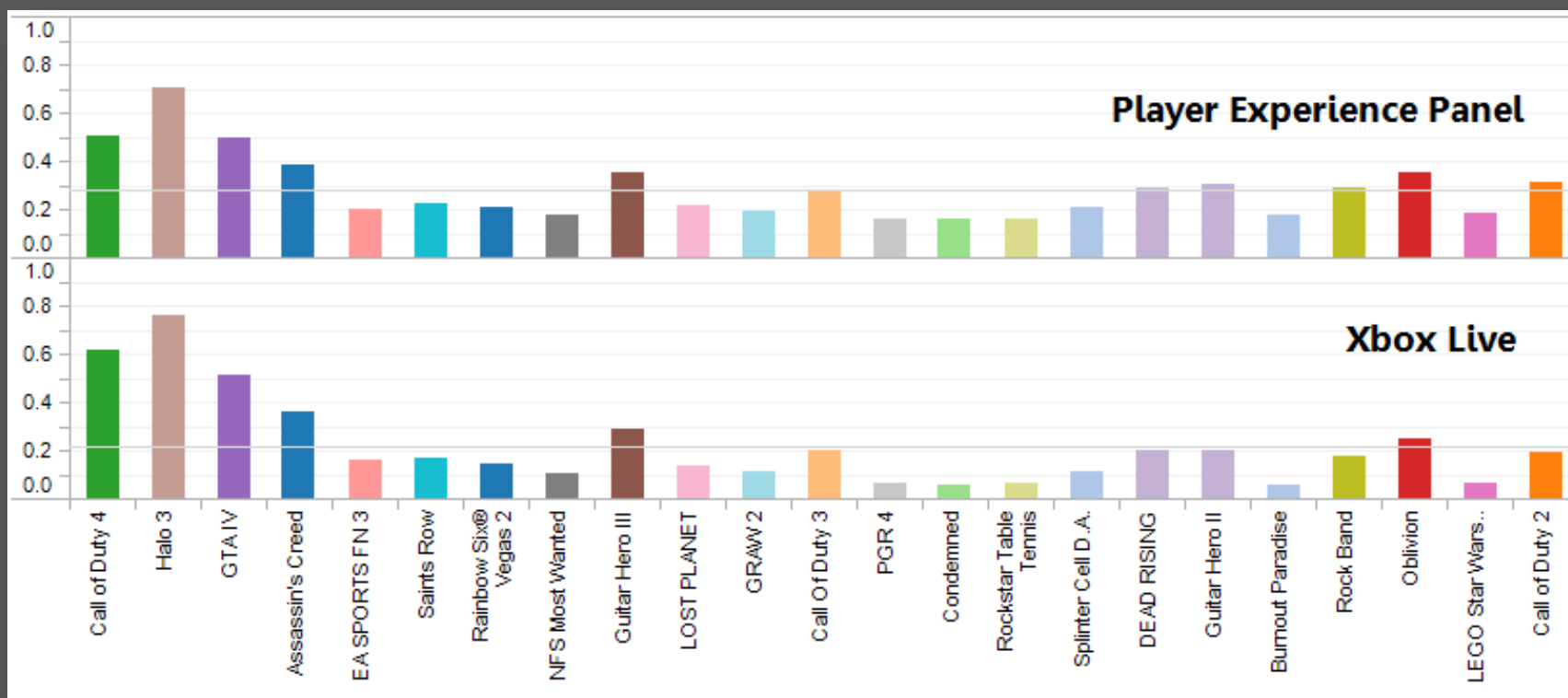
Game History and Presence: XML feeds from the Xbox Community Developer Program

- <http://www.xbox.com/en-US/community/developer/default.htm>

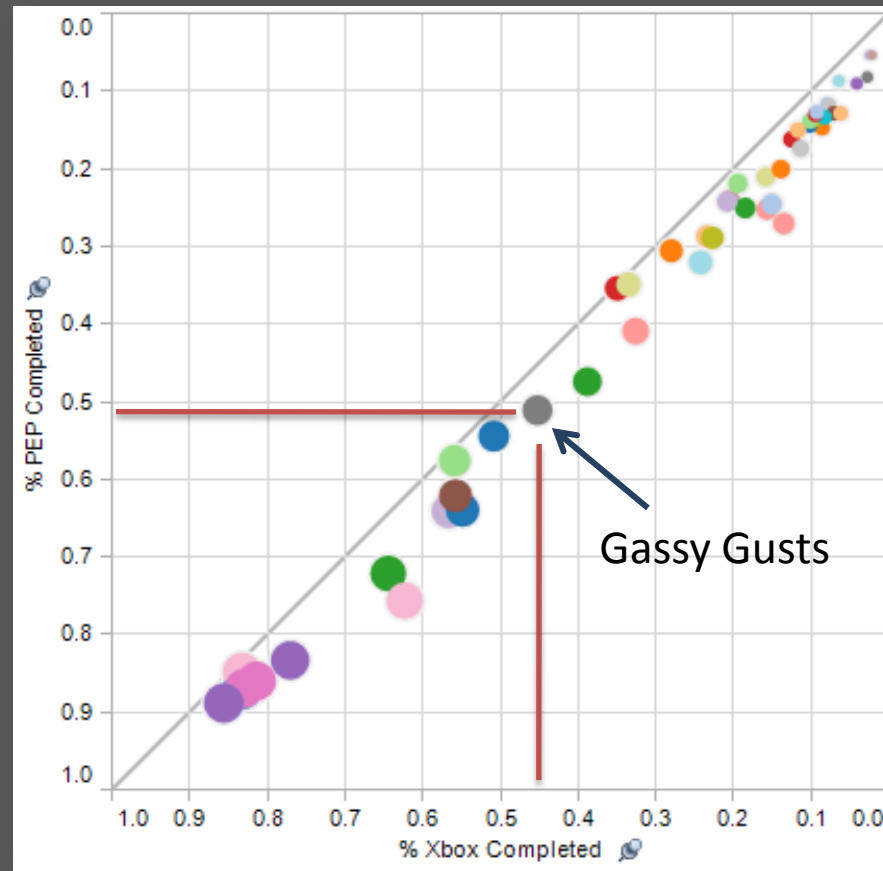
Achievement information: HTML parsing of XboxLive.com

How representative is the panel?

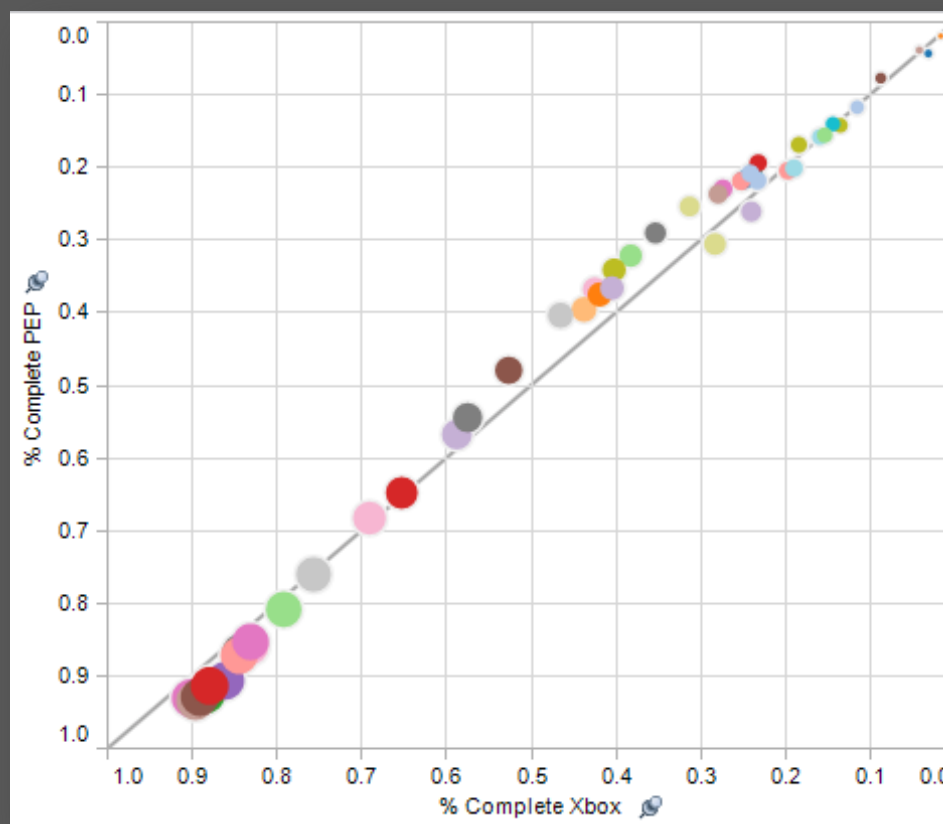
Games Played



VP: Party Animals



Ninja Gaiden II

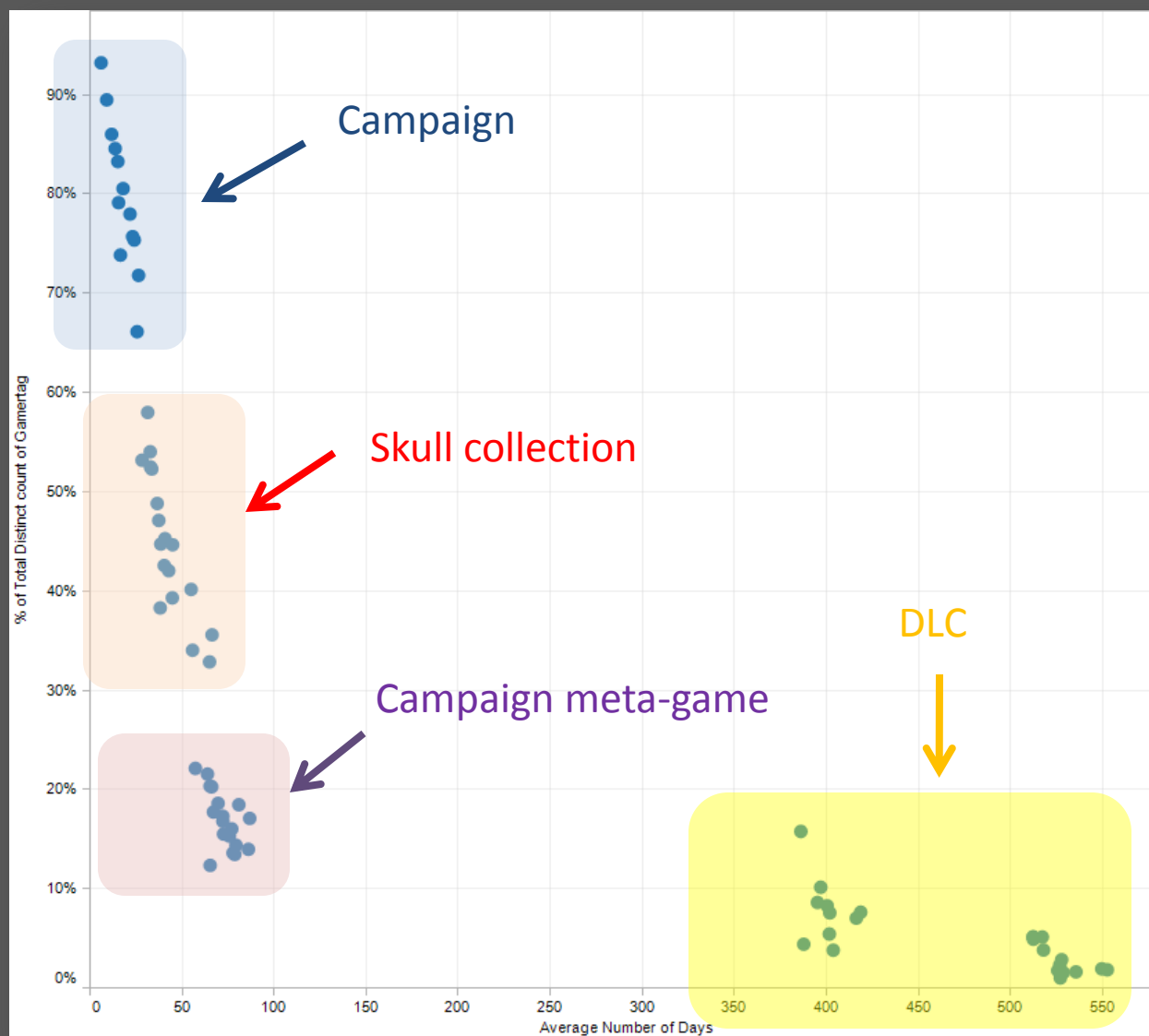


The cool stuff!



How much of a game do consumers play?

Player Progression: Halo 3



Achievement Meta Data

Achievement Name: Text

Achievement description: Text

Mode: Single player, Multiplayer, Co-op

Mission or level complete: Yes, No

Game Completion: Yes, No

Difficulty: -3,-2,-1, default, 1, 2, 3

DLC Achievement: Yes, No

Achievement type: Completion, Collection, etc

Achievement Name: Campaign Complete: Normal

Achievement description: Finish the Campaign on Normal.

Mode: Single player

Mission or level complete: No

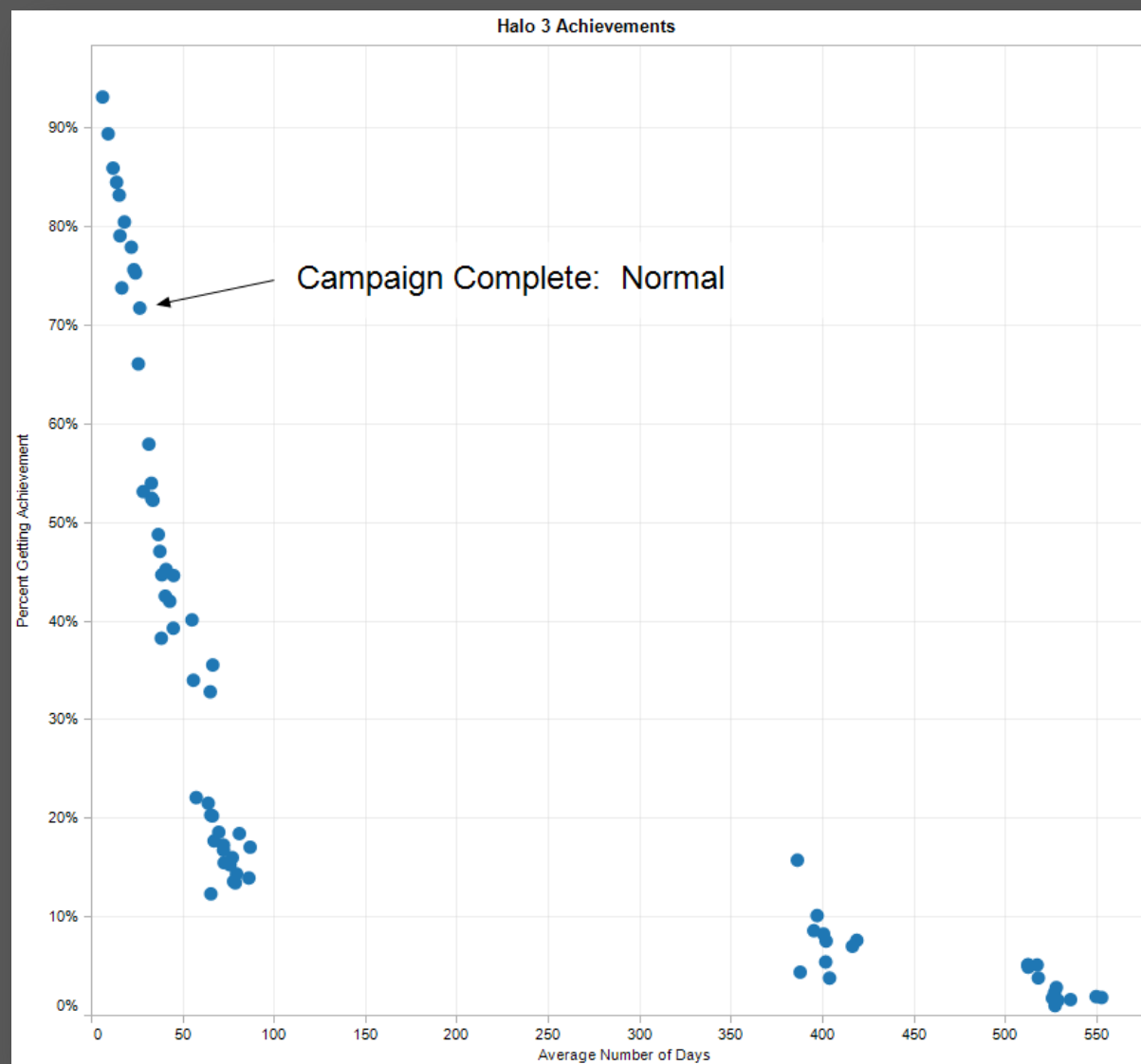
Game Completion: Yes

Difficulty: Default

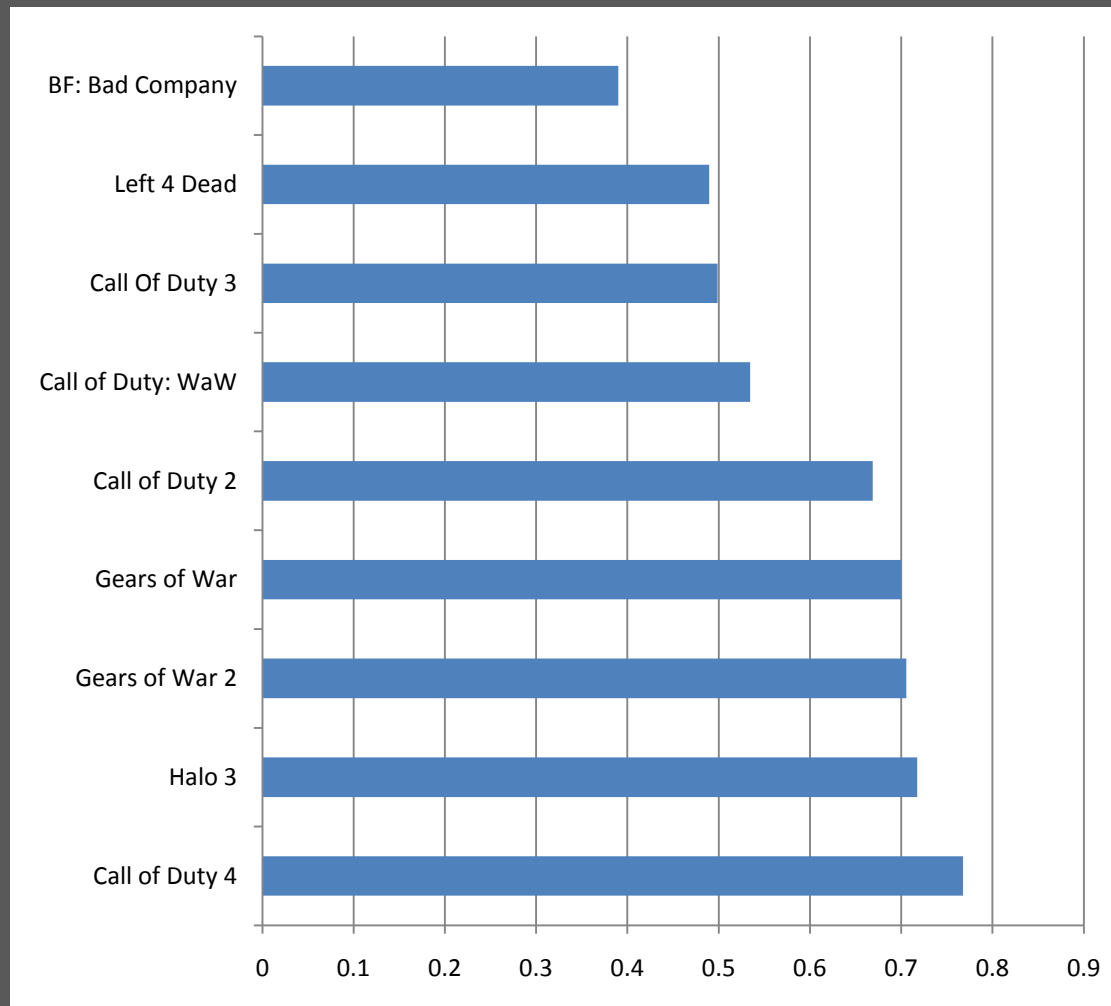
DLC Achievement: No

Achievement type: Completion

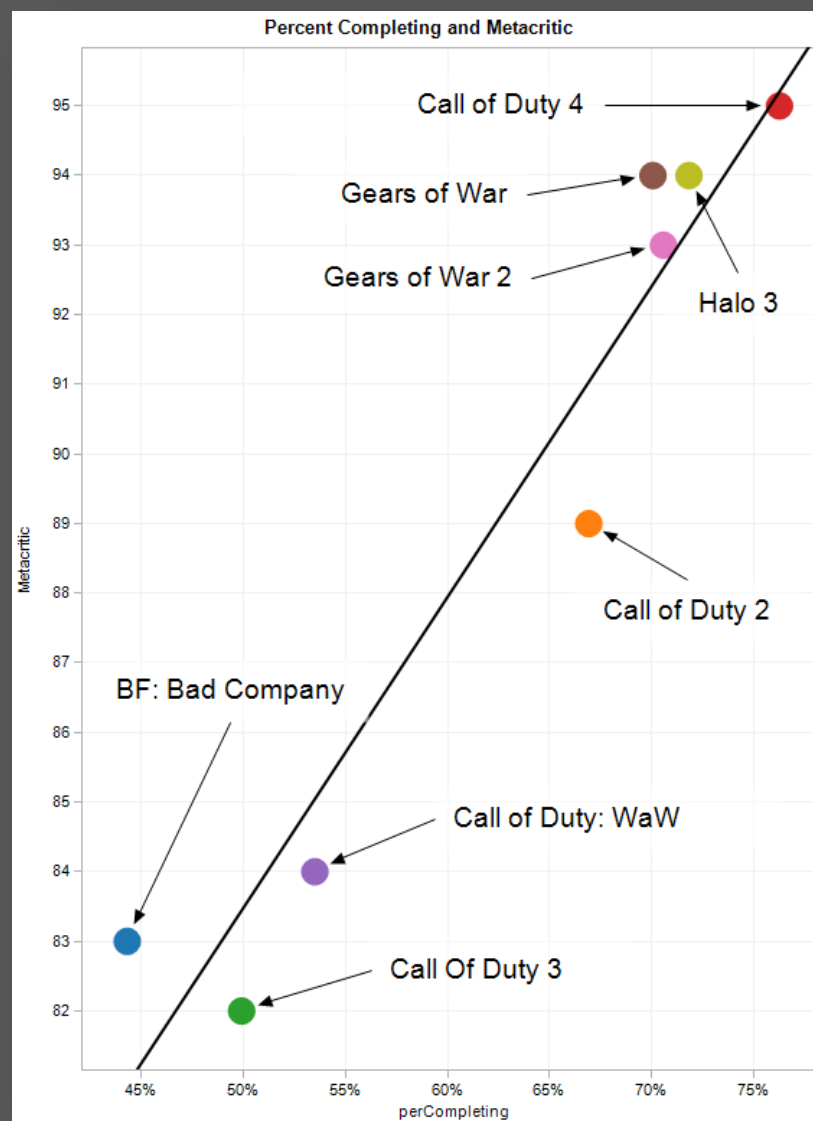
Player Progression: Halo 3



Campaign Complete Across Games

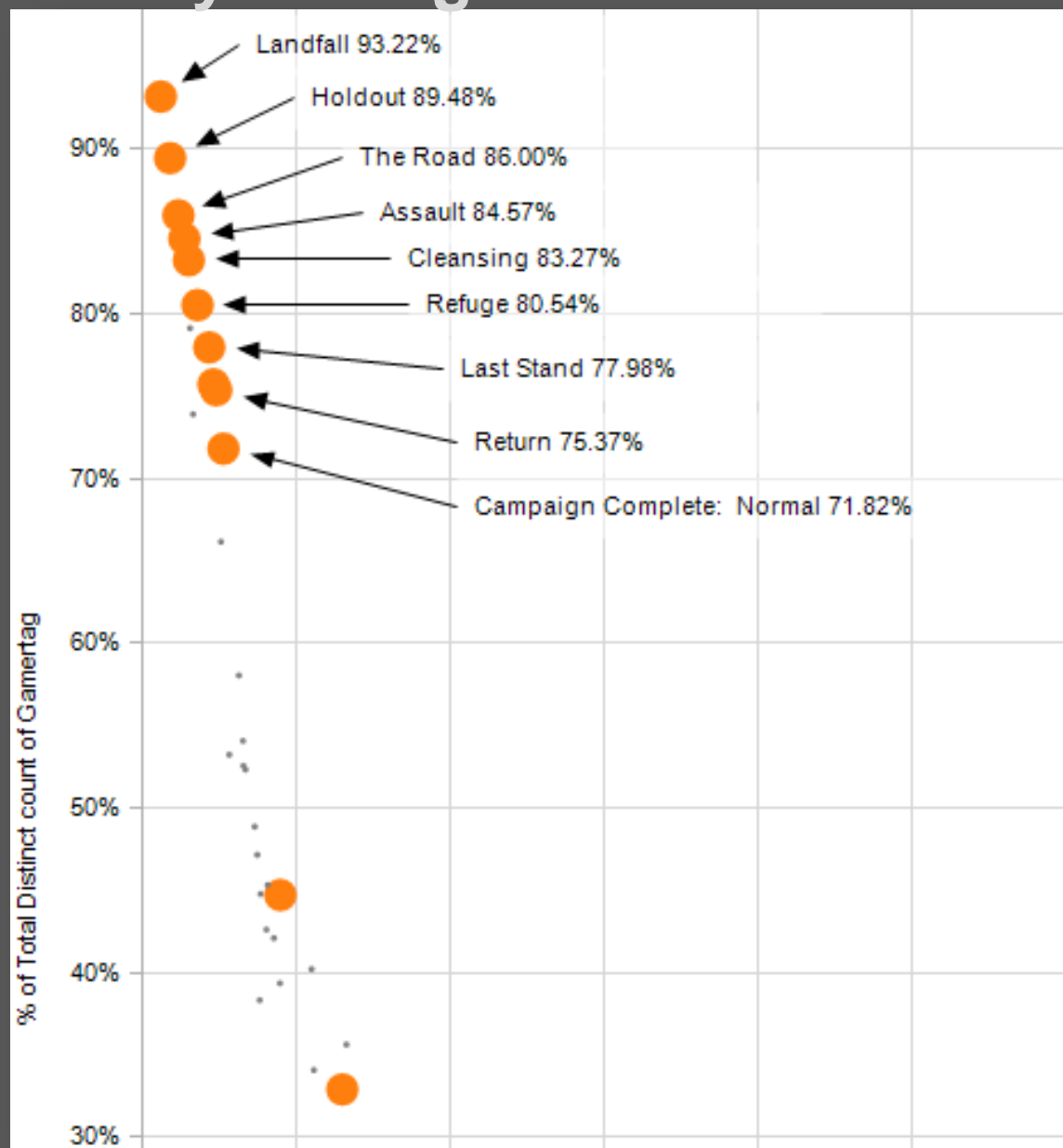


Campaign Completion and Metacritic Scores

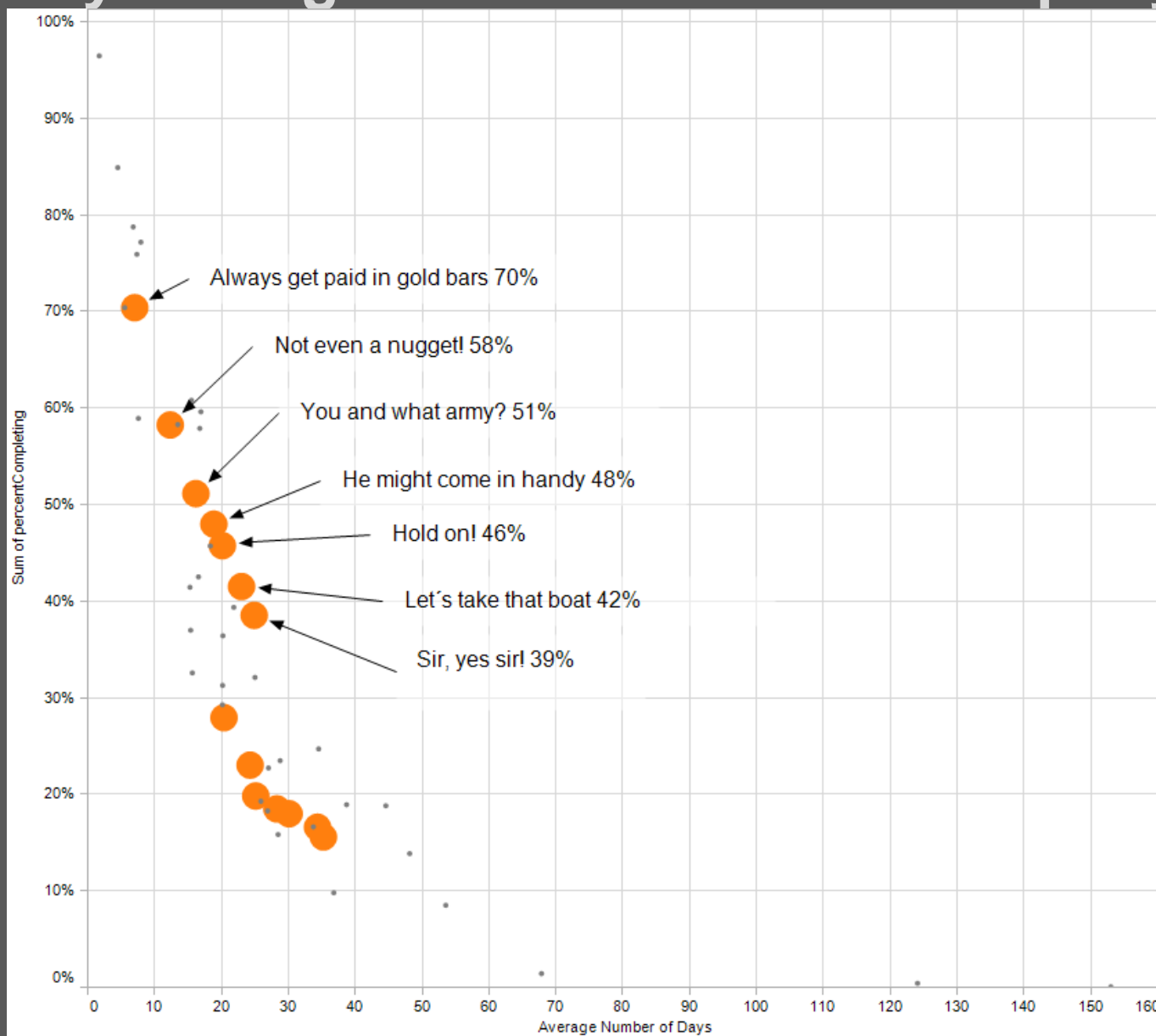




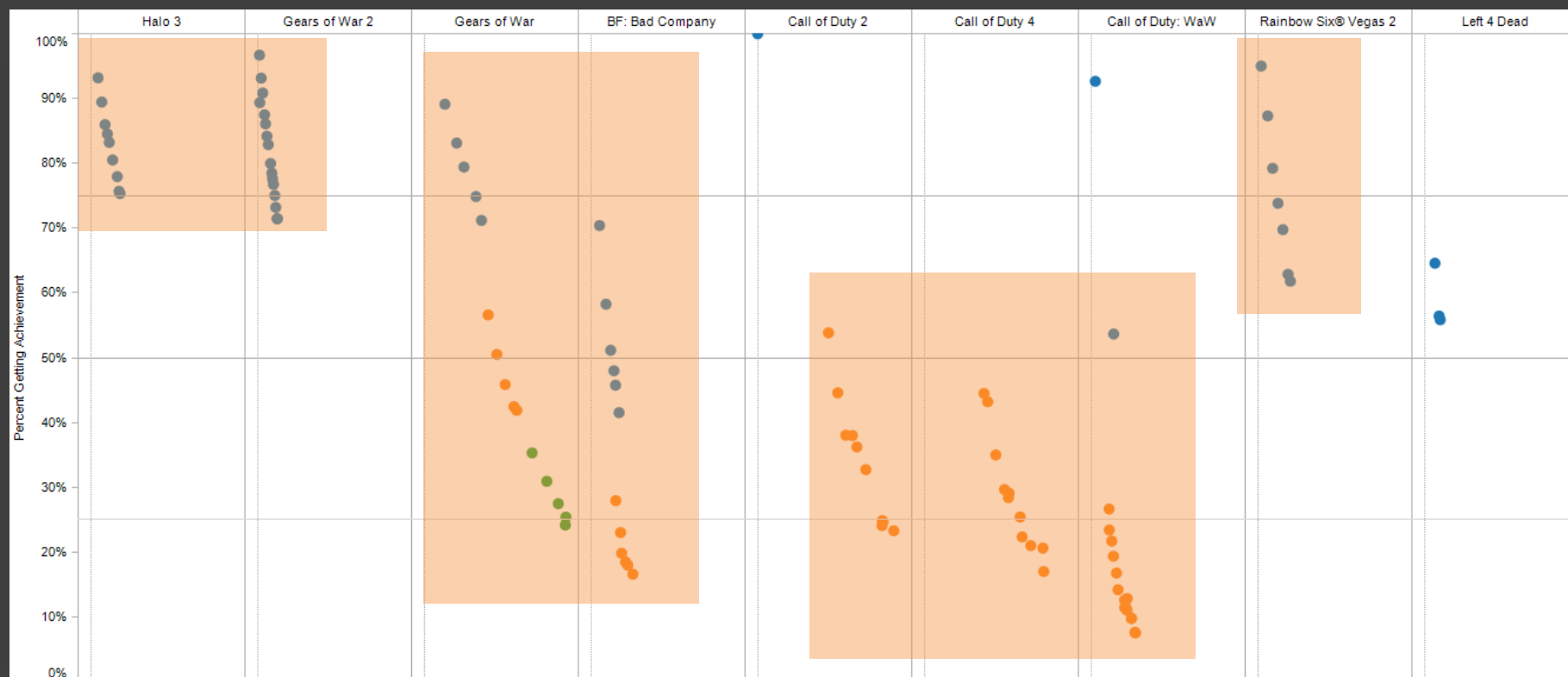
Player Progression– Halo 3



Player Progression – BF: Bad Company



Campaign Attrition



Presence

Call of Duty: WaW Presence

Co-op Campaign Bathing in Nazi zombie blood

Co-op Campaign Beneath Berlin

Co-op Campaign Killing the undead Imperial Army

Co-op Campaign Slaughtering undead lunatics

Playing Capture the Flag on Dome

Solo Campaign In the trenches of Peleliu

Playing Sabotage on Banzai

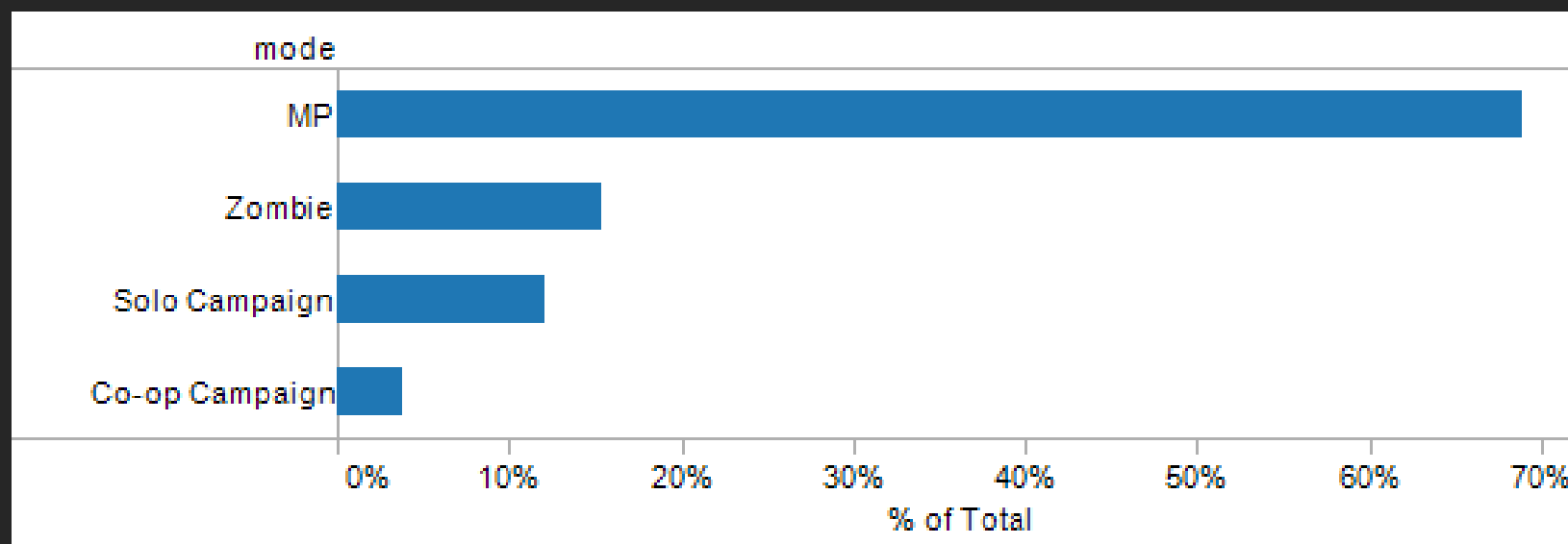
Playing Headquarters on Roundhouse

Presence

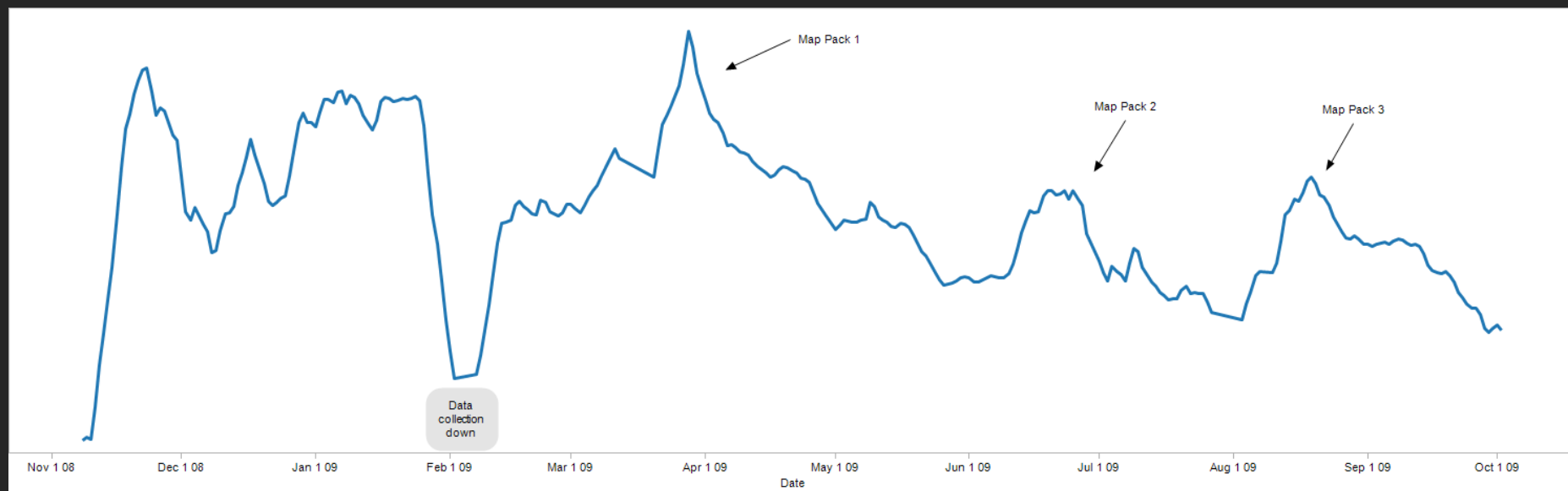
Presence	Mode	MP Type	DLC	MP Map
Co-op Campaign Bathing in Nazi zombie blood	Zombie	NULL	DLC3	NULL
Co-op Campaign Beneath Berlin	Co-op Campaign	NULL	Box	NULL
Co-op Campaign Killing the undead Imperial Army	Zombie	NULL	DLC2	NULL
Co-op Campaign Slaughtering undead lunatics	Co-op Campaign	NULL	DLC1	NULL
Playing Capture the Flag on Dome	MP	CTF	Box	Dome
Solo Campaign In the trenches of Peleliu	Solo Campaign	NULL	Box	NULL
Playing Sabotage on Banzai	MP	Sabotage	DLC2	Banzai
Playing Headquarters on Roundhouse	MP	Headquarters	Box	Roundhouse

Game Mode Popularity

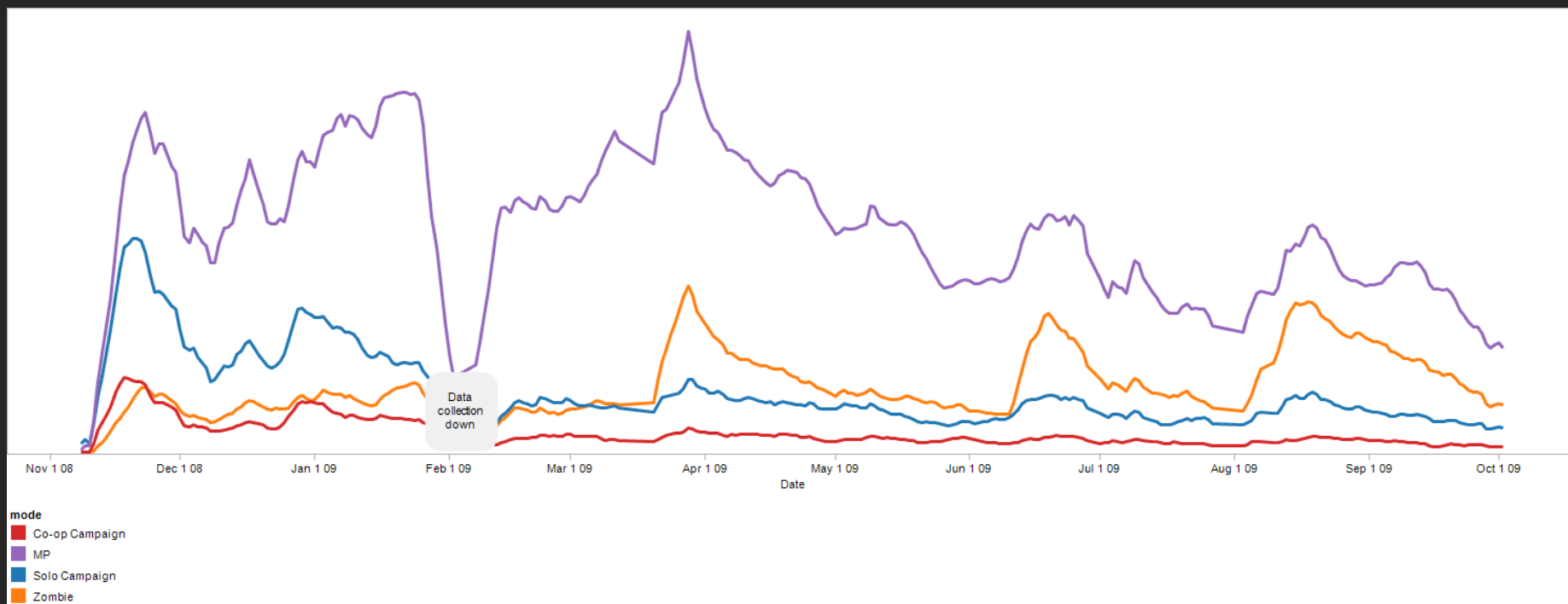
CoD: World at War



Presence Activity

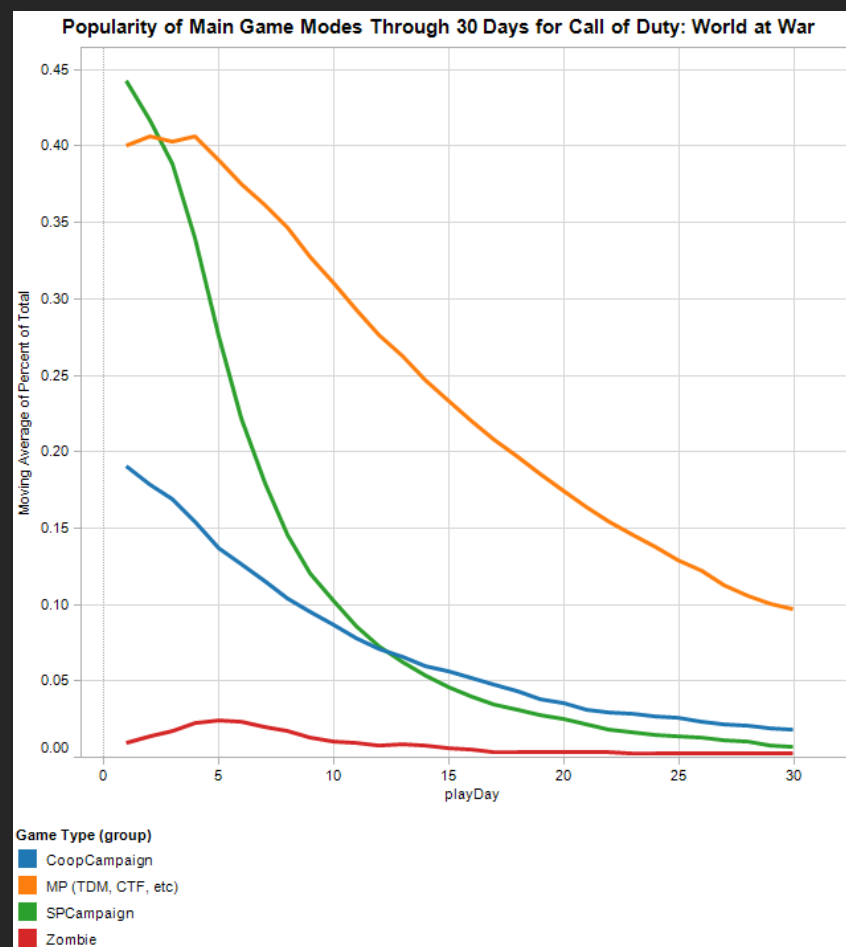


Presence Activity



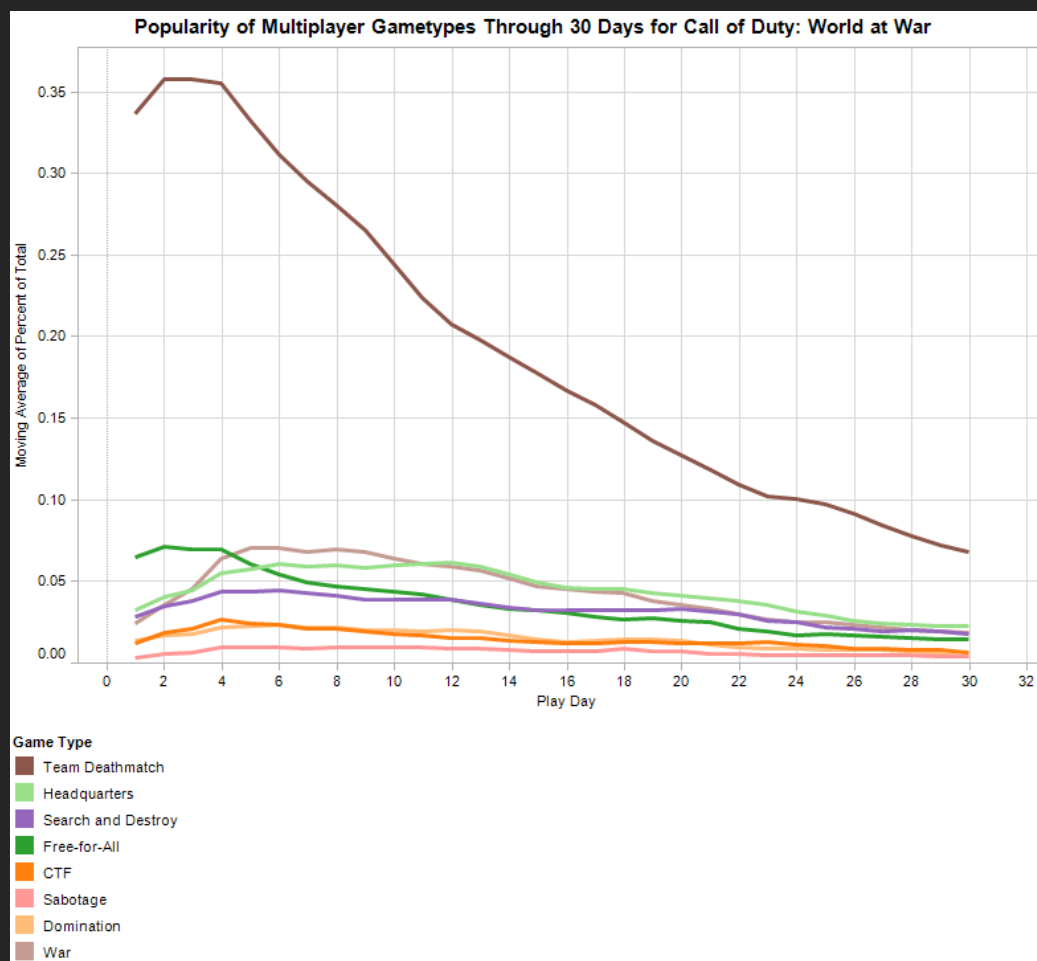
Game Mode Popularity

CoD: World at War



Multiplayer Game Type Popularity

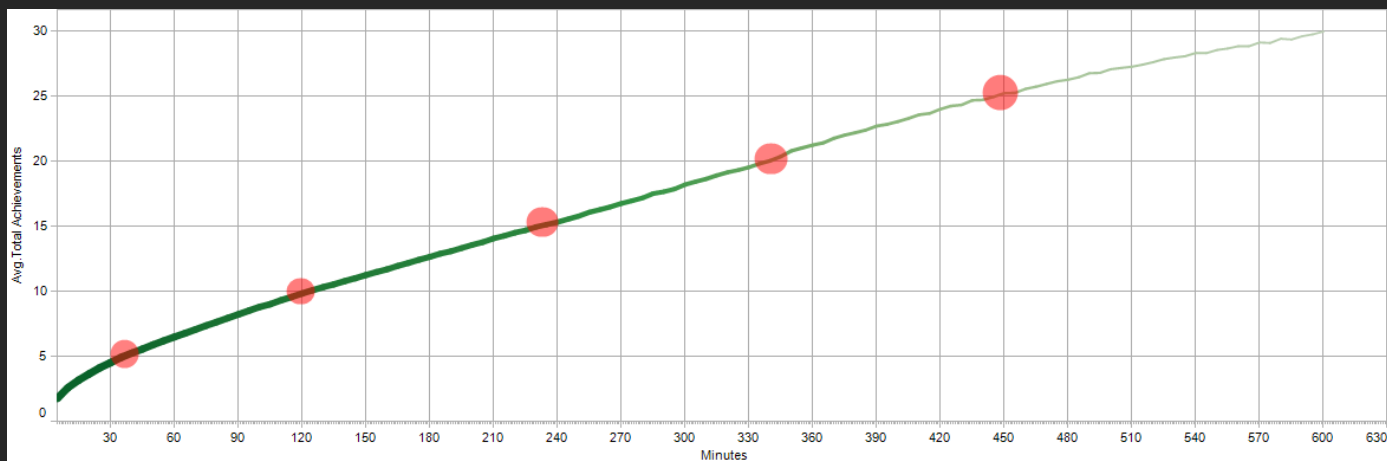
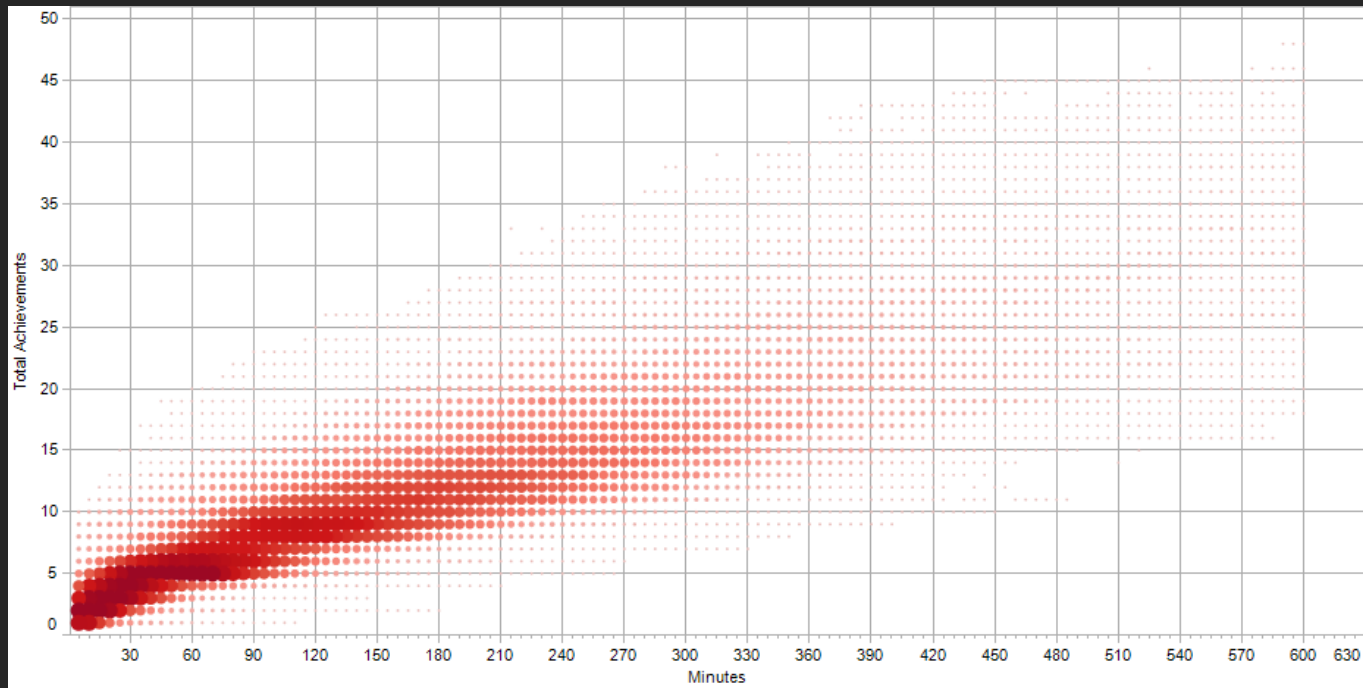
CoD: World at War



Game Type / Map

map	CTF	Domination	FFA	Headquarters	Sabotage	SaD	TDM	War
Airfield	6.22%	6.09%	0.65%	6.42%	5.40%	6.84%	7.15%	9.21%
Asylum	5.74%	6.62%	10.54%	7.39%	3.03%	6.65%	6.02%	3.90%
Banzai	1.47%	1.59%	1.18%	0.82%	3.04%	1.49%	1.53%	0.82%
Battery	0.97%	1.05%	0.70%	0.62%	1.18%	0.92%	1.12%	0.52%
Breach	0.93%	0.99%	0.25%	0.46%	1.72%	0.95%	1.15%	0.60%
Castle	8.12%	7.32%	14.61%	7.79%	6.88%	7.56%	7.72%	8.52%
Cliffside	7.46%	6.76%	2.36%	7.54%	8.54%	6.69%	7.22%	10.19%
Corrosion	1.15%	1.39%	1.14%	0.87%	1.37%	1.31%	1.23%	0.42%
Courtyard	6.05%	6.96%	10.28%	8.33%	5.74%	5.76%	5.48%	2.15%
Dome	5.23%	7.21%	14.46%	10.12%	5.31%	4.31%	4.92%	1.49%
Downfall	4.50%	4.93%	0.51%	4.52%	3.91%	5.60%	6.02%	9.94%
Hangar	6.81%	7.26%	10.91%	7.47%	4.54%	7.25%	6.45%	3.49%
Knee Deep	3.08%	2.92%	2.04%	1.85%	2.91%	2.97%	2.64%	1.88%
Makin	6.14%	5.26%	8.52%	5.38%	7.61%	5.51%	5.41%	2.48%
Makin Day	3.76%	2.76%	4.05%	2.89%	3.38%	2.51%	2.53%	1.47%
Nightfire	2.91%	2.91%	2.08%	1.60%	5.01%	2.60%	2.49%	1.95%
Outskirts	5.72%	4.95%	0.80%	5.04%	4.23%	7.04%	6.86%	10.34%
Revolution	0.94%	1.04%	0.58%	0.53%	1.42%	0.89%	1.20%	0.58%
Roundhouse	6.34%	6.09%	4.43%	5.91%	7.29%	5.97%	6.34%	7.85%
Seelow	5.19%	4.55%	0.67%	4.03%	3.70%	6.44%	6.30%	9.21%
Station	2.23%	2.73%	2.04%	1.74%	4.17%	2.16%	2.03%	1.01%
Sub Pens	1.39%	1.52%	1.06%	0.99%	1.36%	1.44%	1.26%	0.63%
Upheaval	7.62%	7.11%	6.13%	7.70%	8.25%	7.15%	6.93%	11.36%

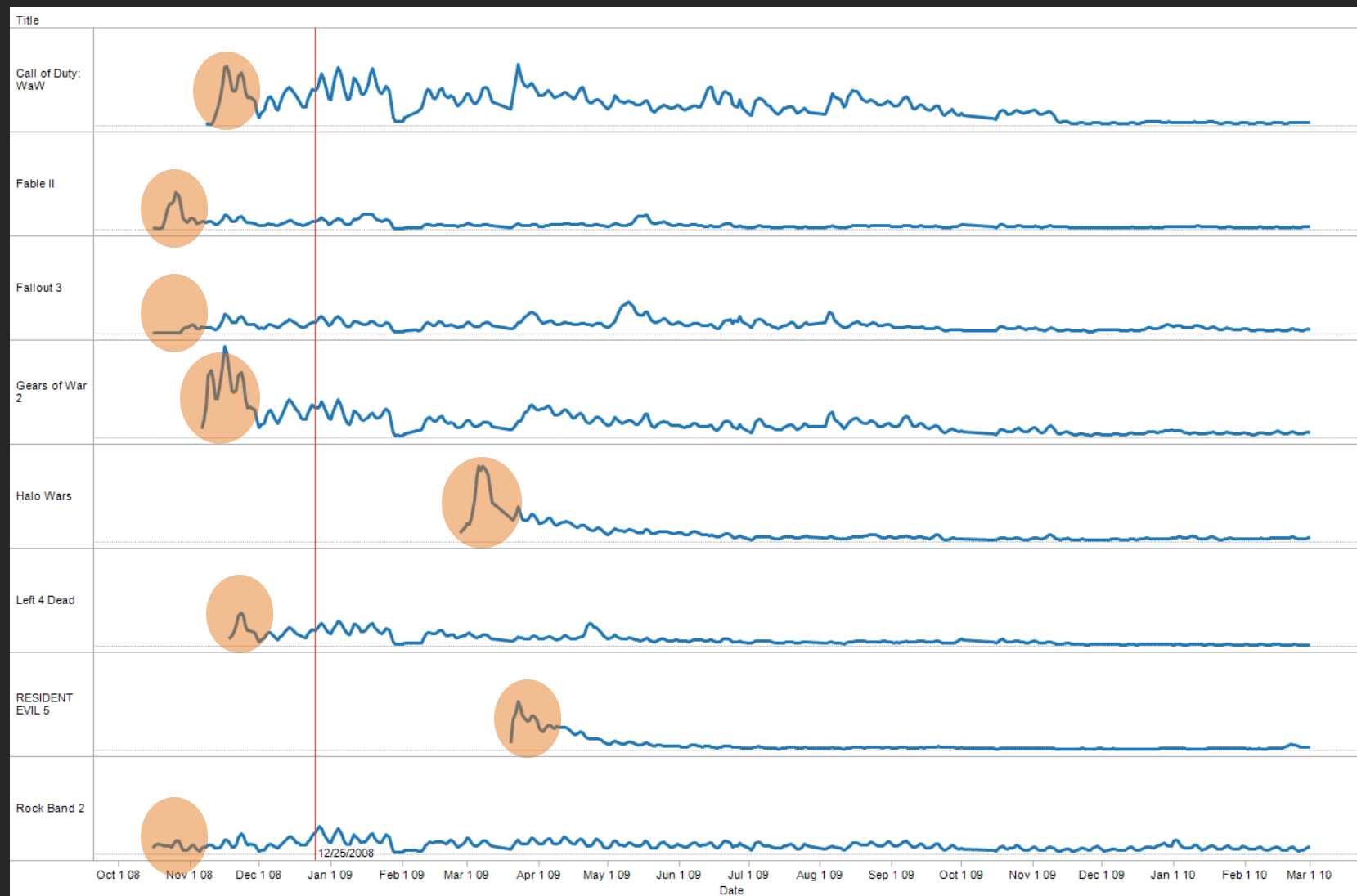
Achievement Rate: MW2



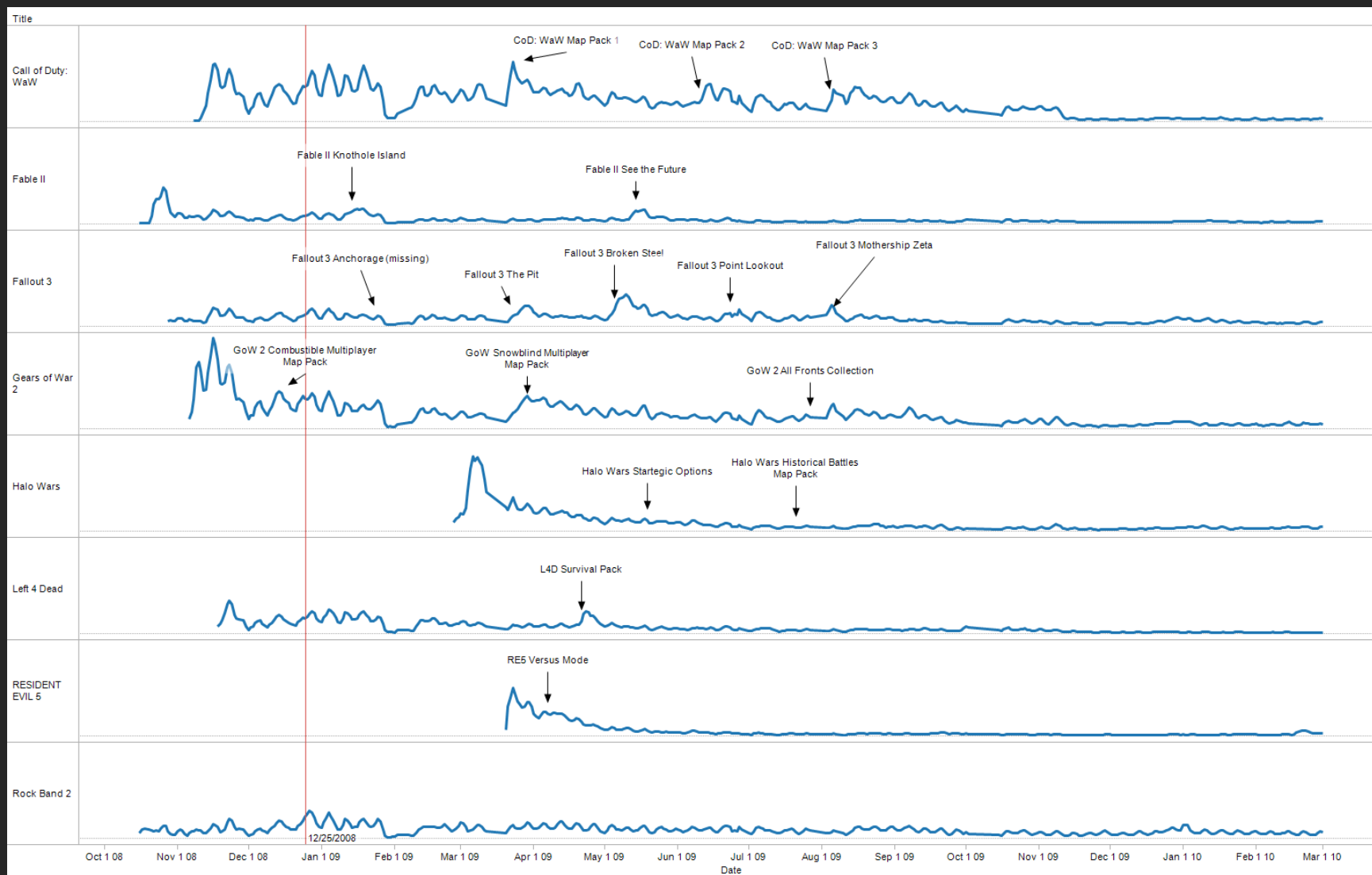
Downloadable Content

- What types of DLC are popular?
- Who's purchasing DLC?
- When is the best time to release DLC?
- Etc

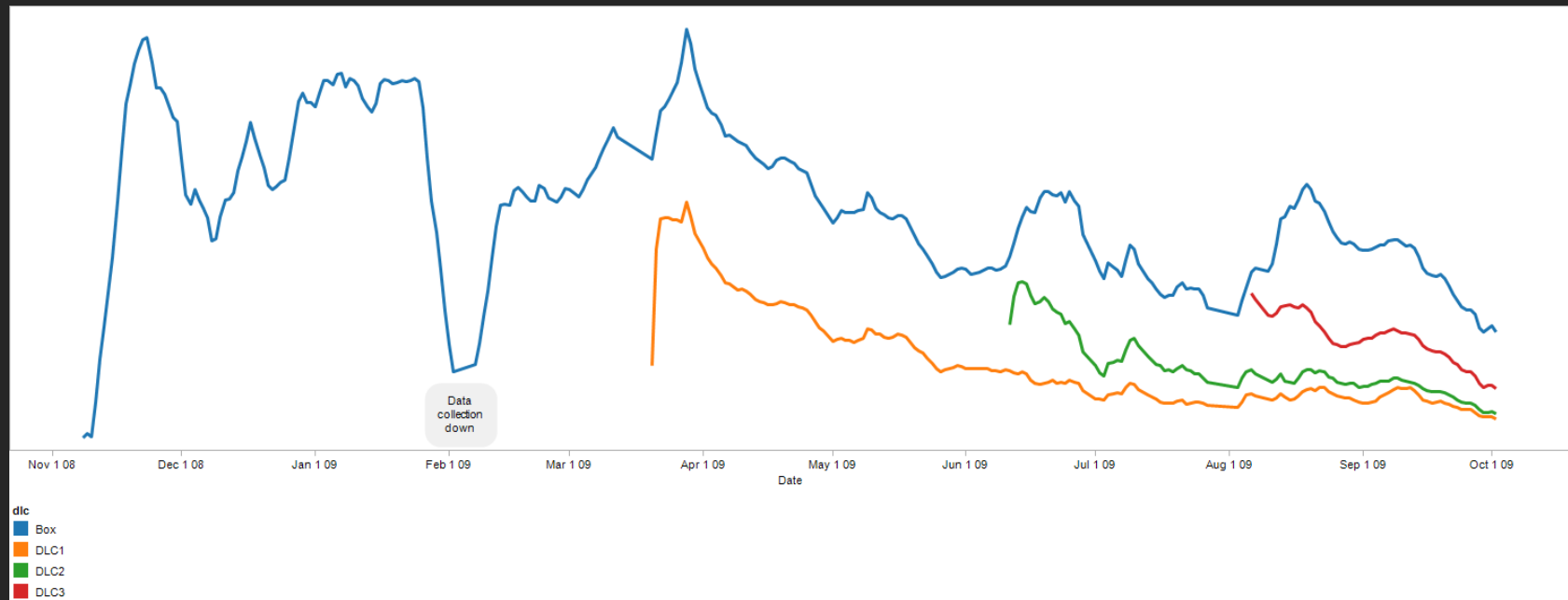
Game Activity



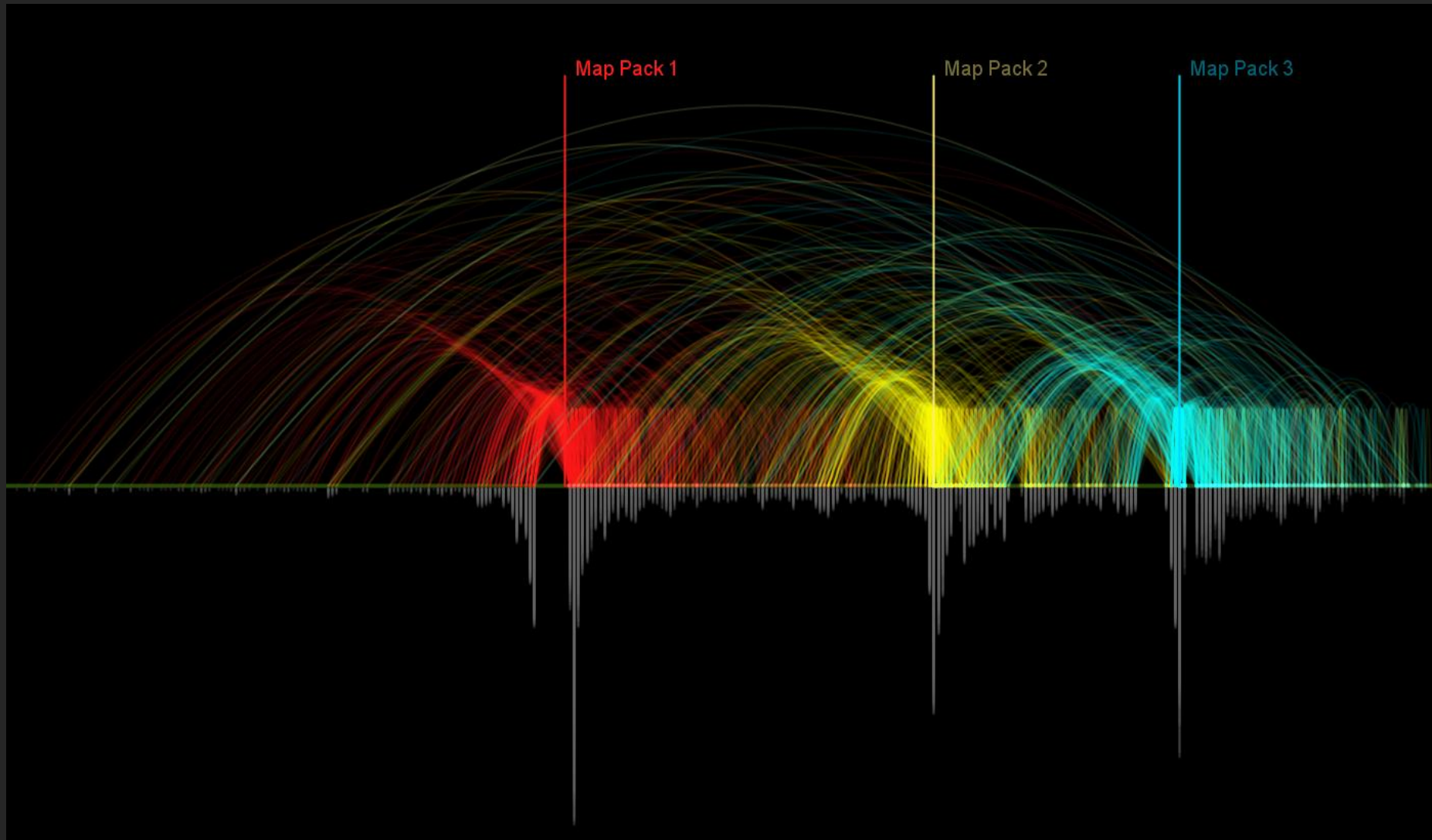
Game Activity with DLC Dates



Presence Activity: CoD: WaW

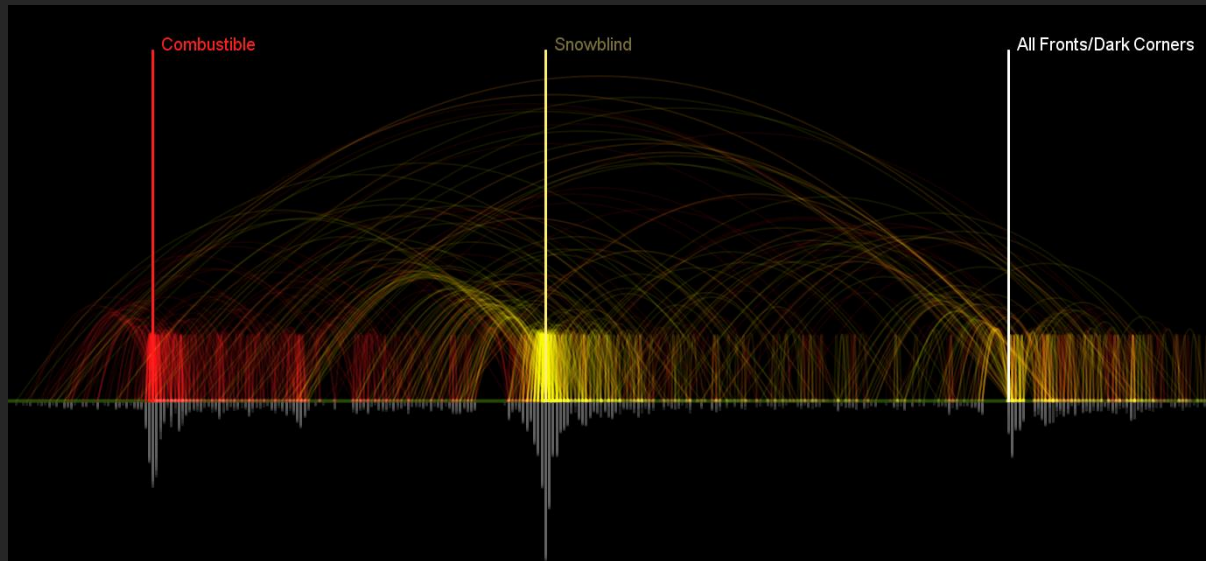


CoD: WaW DLC Activity

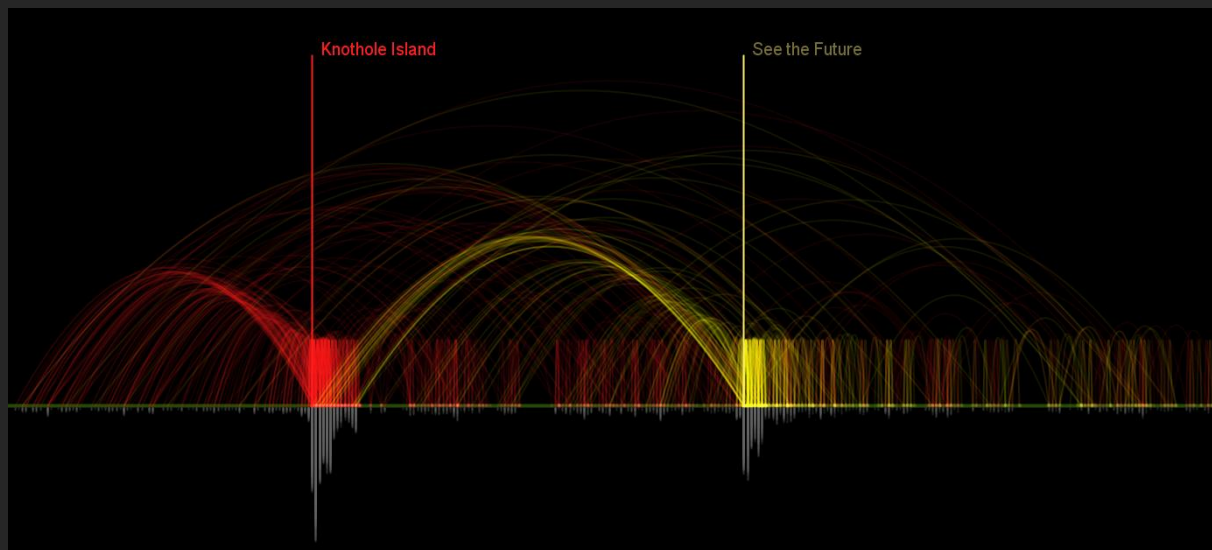


Game Type / Map

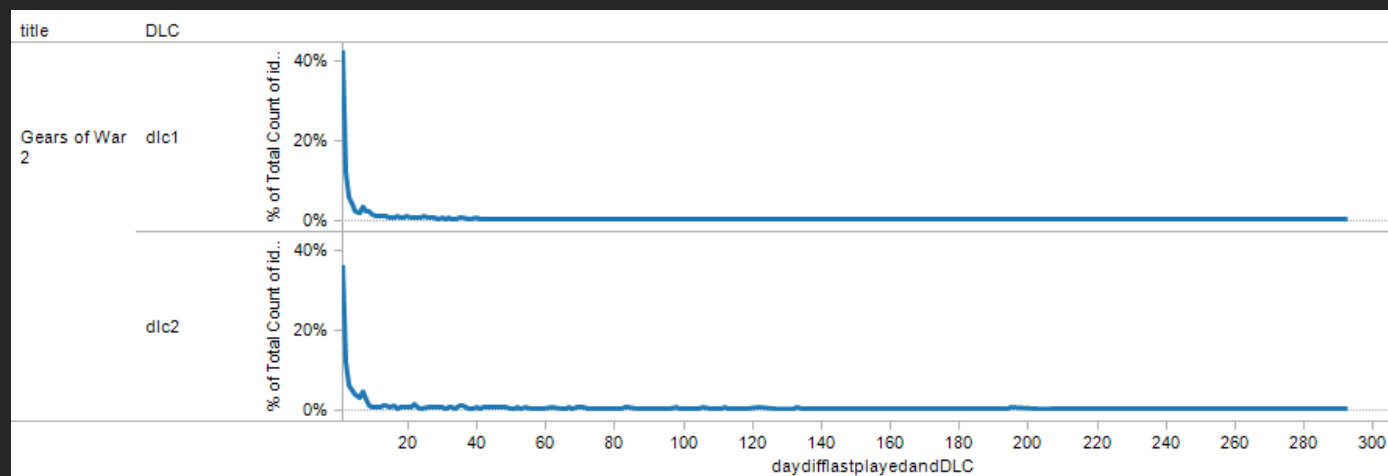
Gears of War 2



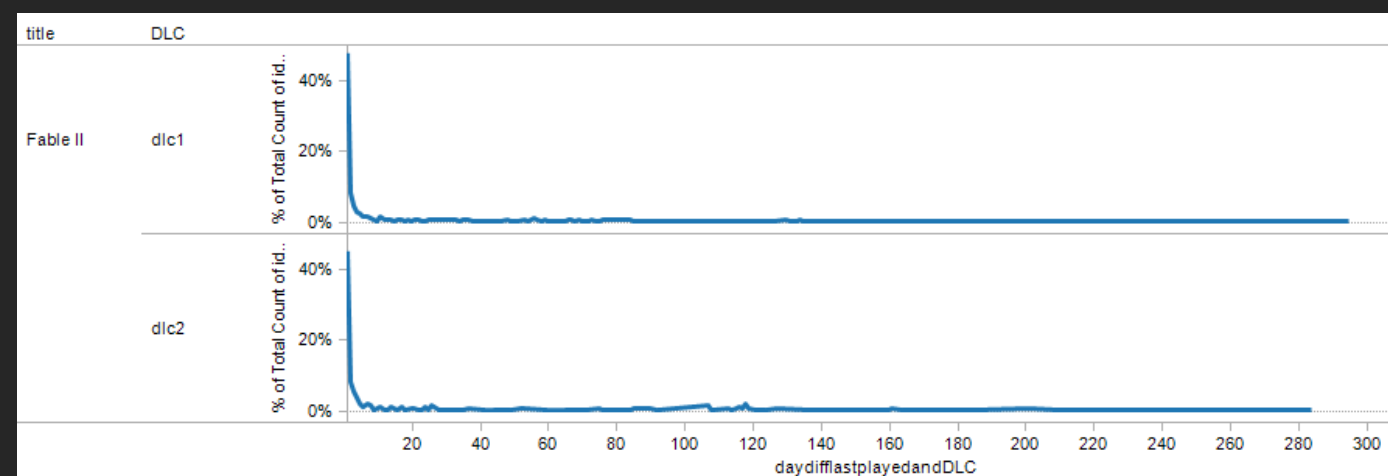
Fable II



Game Type / Map

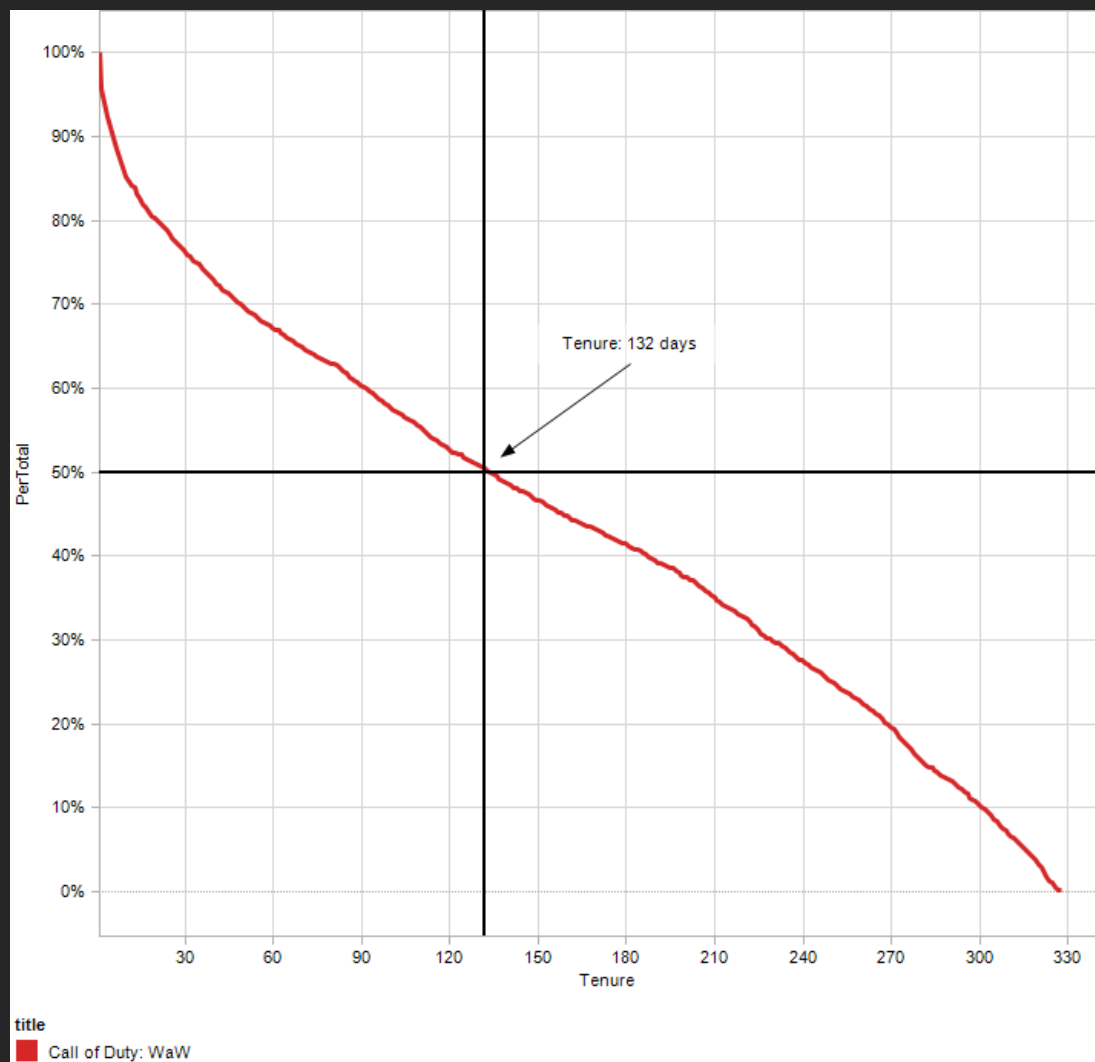


Gears of War 2

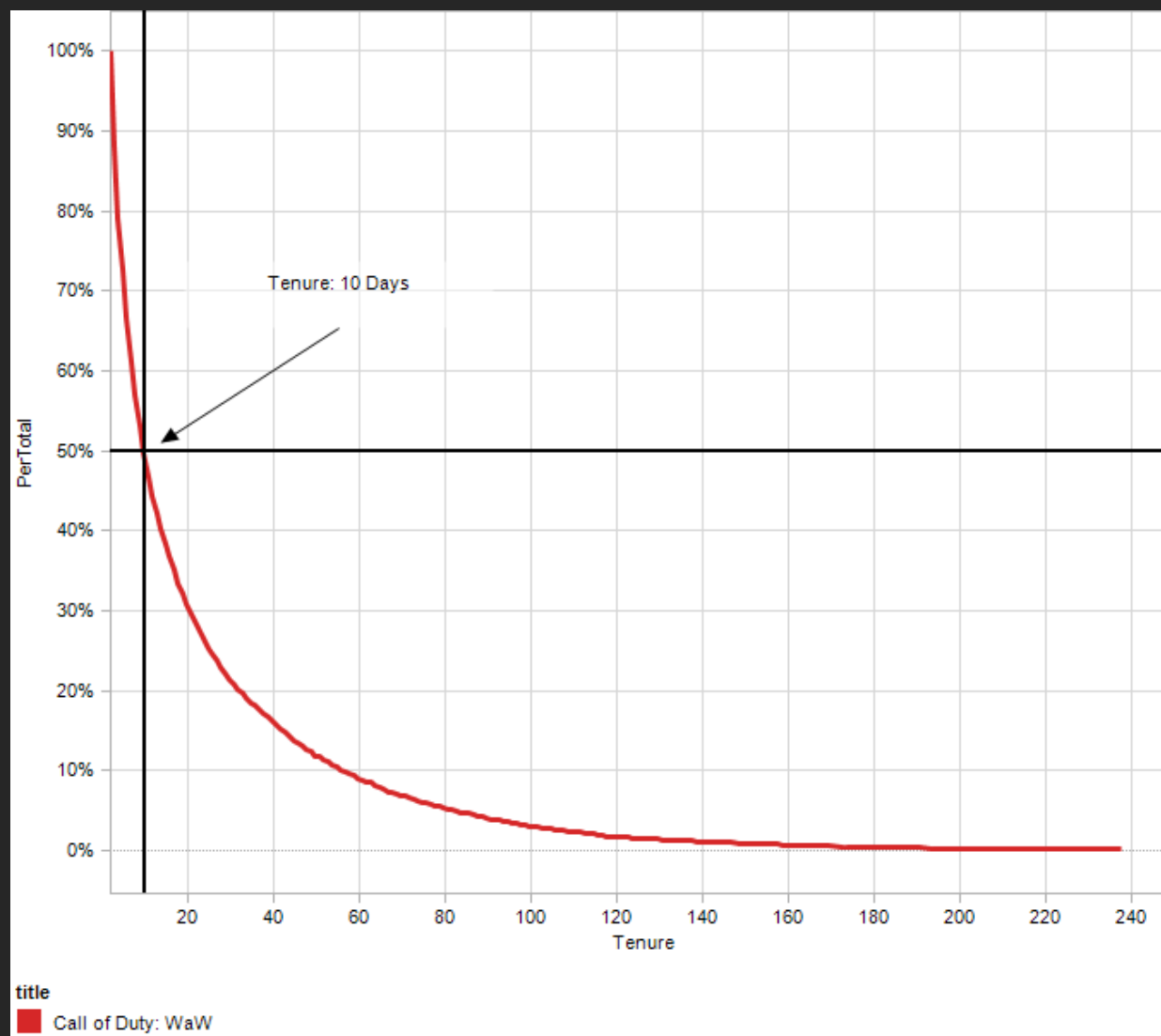


Fable II

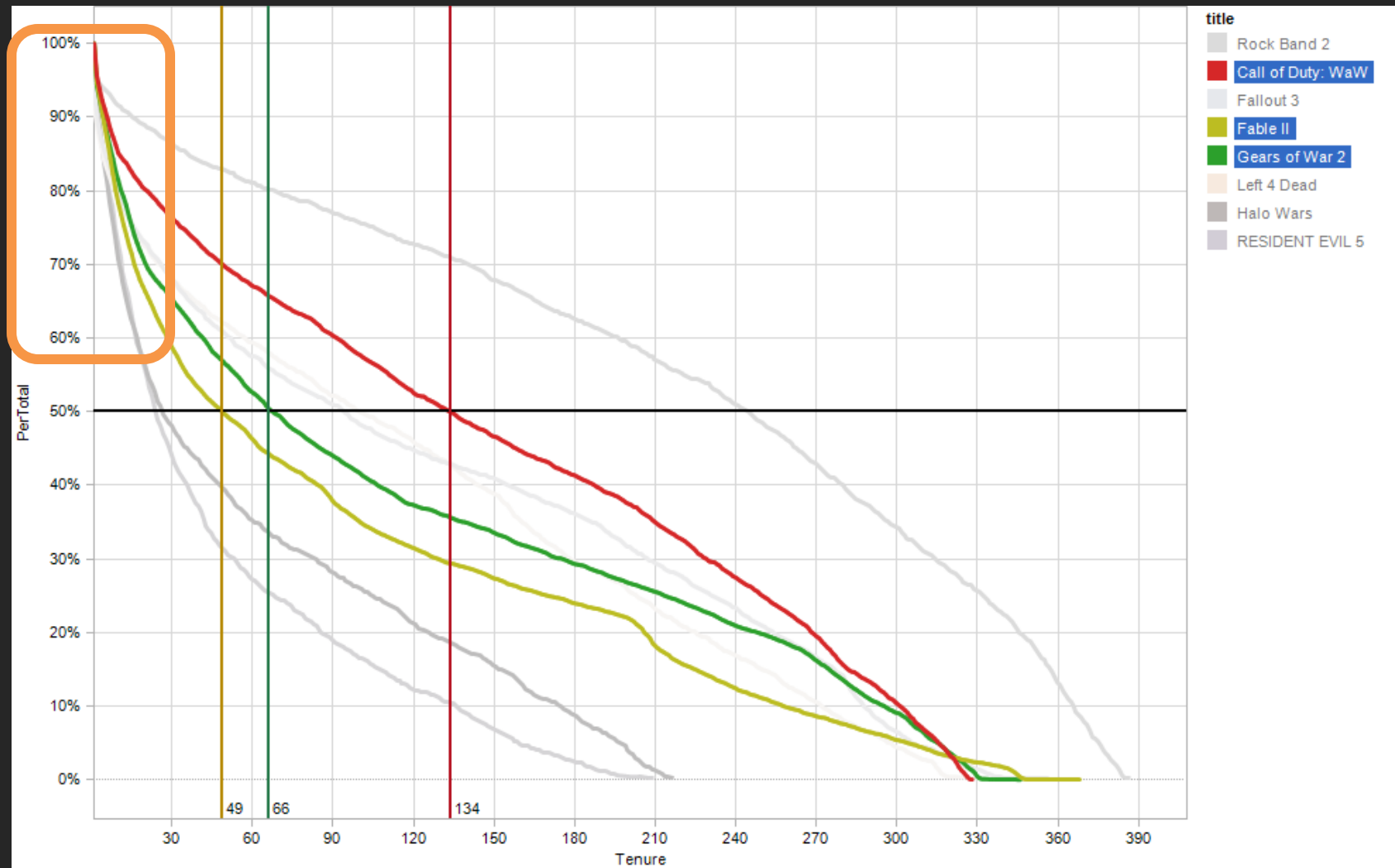
Game Tenure: CoD: World at War



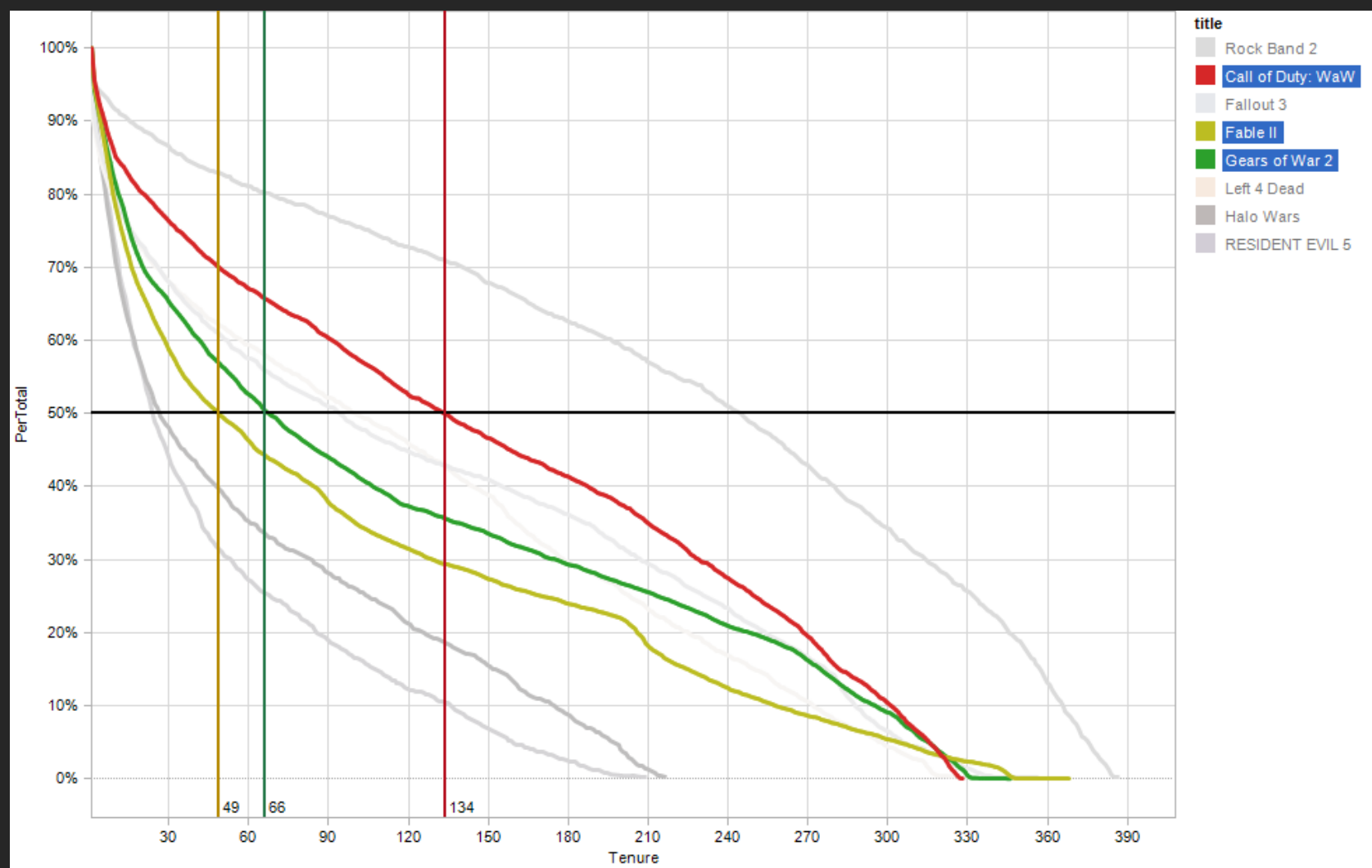
Days Played: Cod: WaW



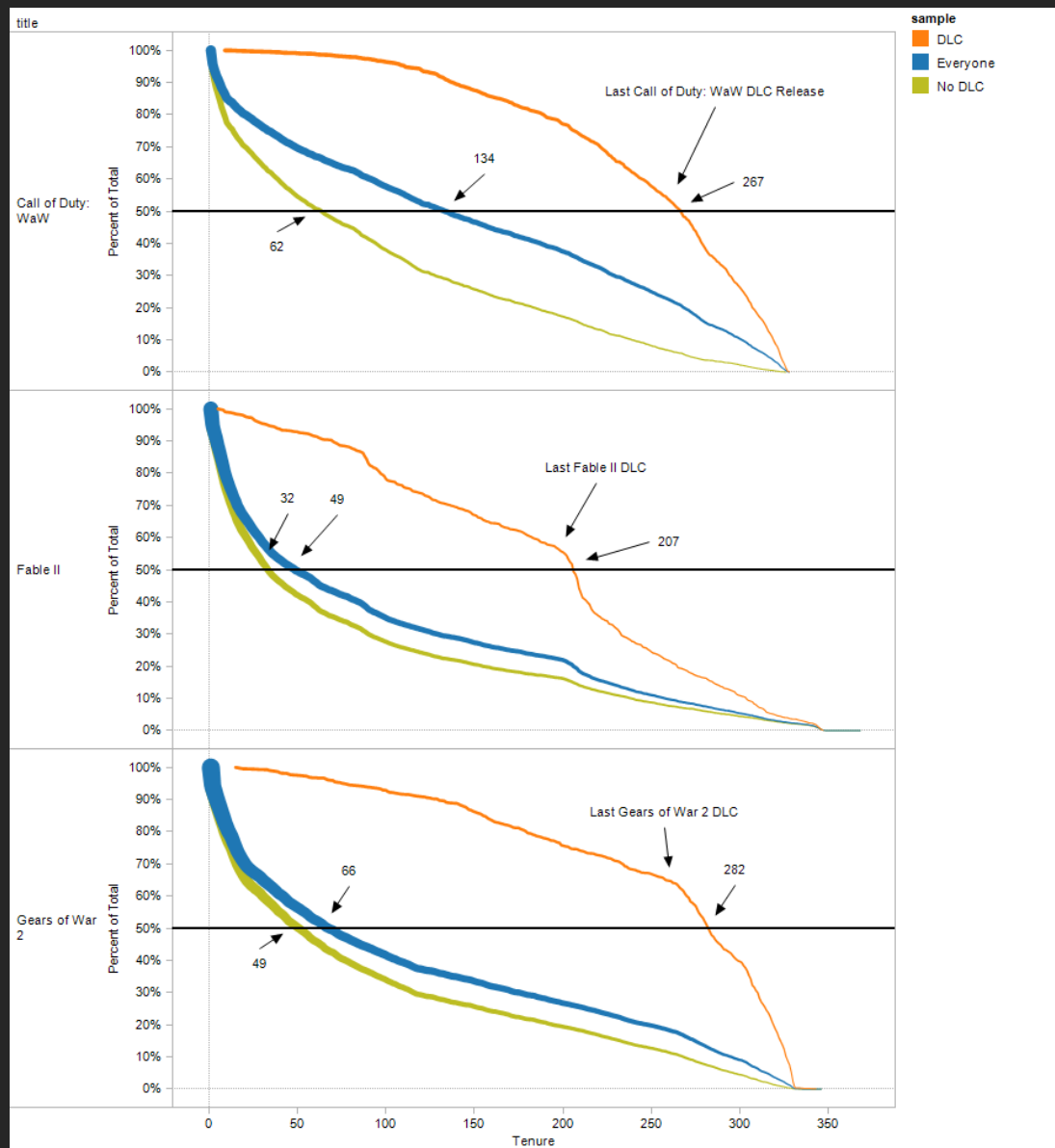
Game Tenure



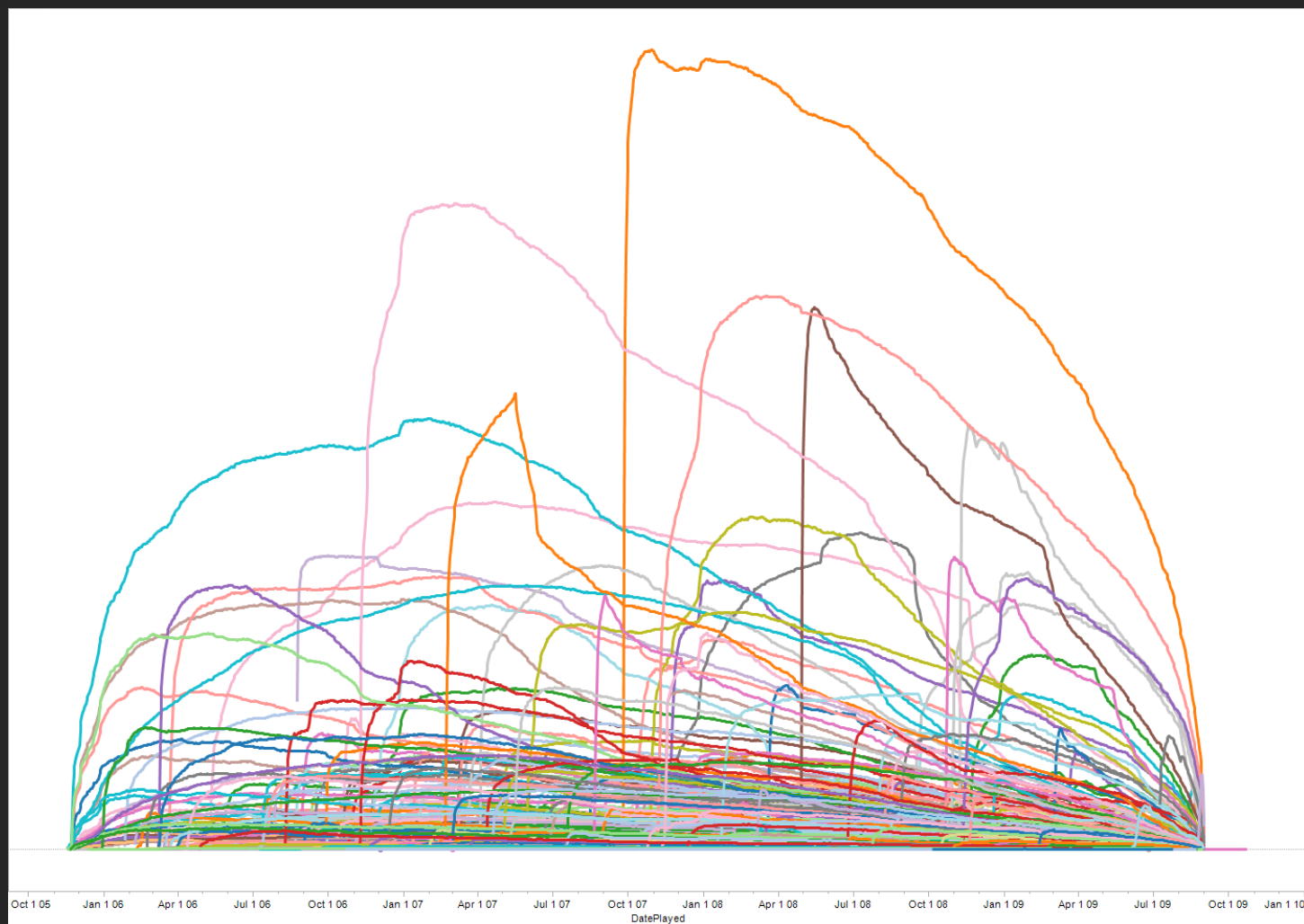
Game Tenure



Game Tenure



Game Activity



The Why

Advantages of Behaviorally Targeted Surveys

- Avoid the traditional method of asking: “did you do X?” This can result in shorter surveys. *We already know if the user did “X”.*
- Automate, schedule and send out surveys based on user behavior.
- Understand how the user “feels” about features, interactions, etc.

The End