Dying light 2

Age rating – 18+

Gender – Boys and girls (mainly focused on men)

Quantitative data – Namely the game is more for the older population rather than for the younger side and mainly the male gender would be playing this game.

Numerical data – The game is made for 18+ but people at 15 and above most likely play this game

Brands – Techland

Sales – Due to its hype and because it was a highly anticipated game, a lot of people were willing to get it so the game ended up selling 1 million copies for just PC

Rating – 4.0 Stars

Views – according to the latest reviews the game is doing well for these reasons:

* Smooth-easy & addictive parkour
* Fun tactical combat
* Rewarding &extensive progression tree
* Graphically gorgeous

And the lists go on so the game is 100% going the right way

Research trends – There has been a lot research done on dying light to its popularity and its reviews and the hot demand on the game

Audience profiling – The game is mainly focusing on the male audience due to its nature and its contents and it wouldn’t be viewed as a game for females but of course anyone is free to play the game and the game also recommends the game to be played by an older audience.