# Live-Service Games Community Performance Report 2025

This comprehensive benchmark report provides game developers and studio executives with vital insights into live-service game performance metrics, community dynamics, and economic impact. Exploring everything from player motivation to event cadence benchmarks, this data-driven analysis helps studios optimize their LiveOps strategies for maximum engagement and revenue generation.

by Aidan Wilson

Why Community Matters

Community engagement has emerged as the primary driver of player retention and lifetime value in live-service games. Our research reveals that community-focused touch points account for more than half of all player motivation, significantly outweighing content, progression, and rewards mechanisms.

- Community Touch-points
- Content
- Progression
- Rewards
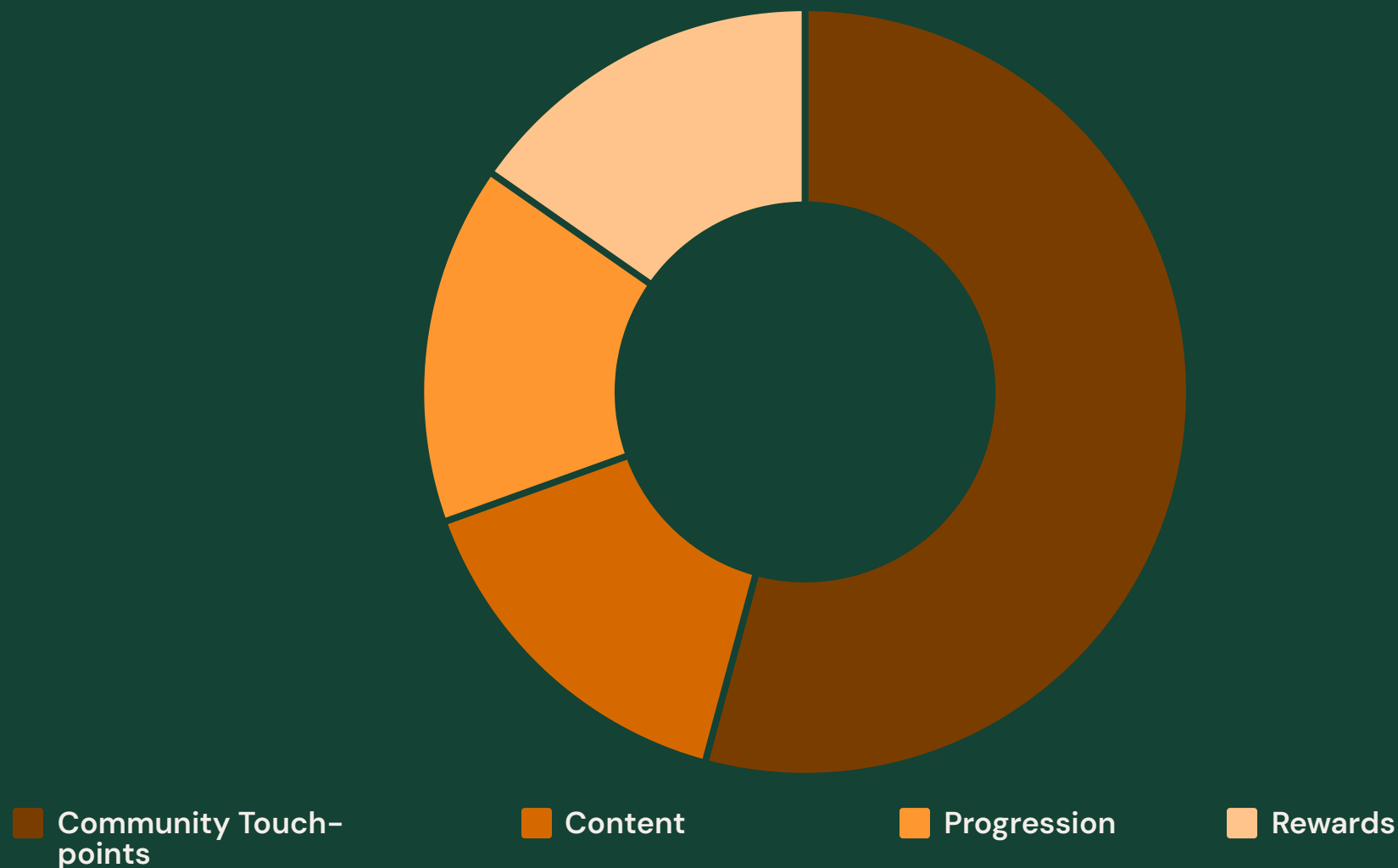
This shift toward community-centric game design has not gone unnoticed among studios. An overwhelming 95% of game development studios now have a live-service title either already launched or in active development. This industry-wide pivot underscores the recognition that sustainable player engagement—and by extension, revenue—hinges on cultivating vibrant player communities.

LiveOps Economics

The financial impact of well-executed LiveOps strategies is dramatic and undeniable. Our analysis of revenue performance reveals a staggering differential between games implementing AI-assisted LiveOps versus those using traditional approaches.
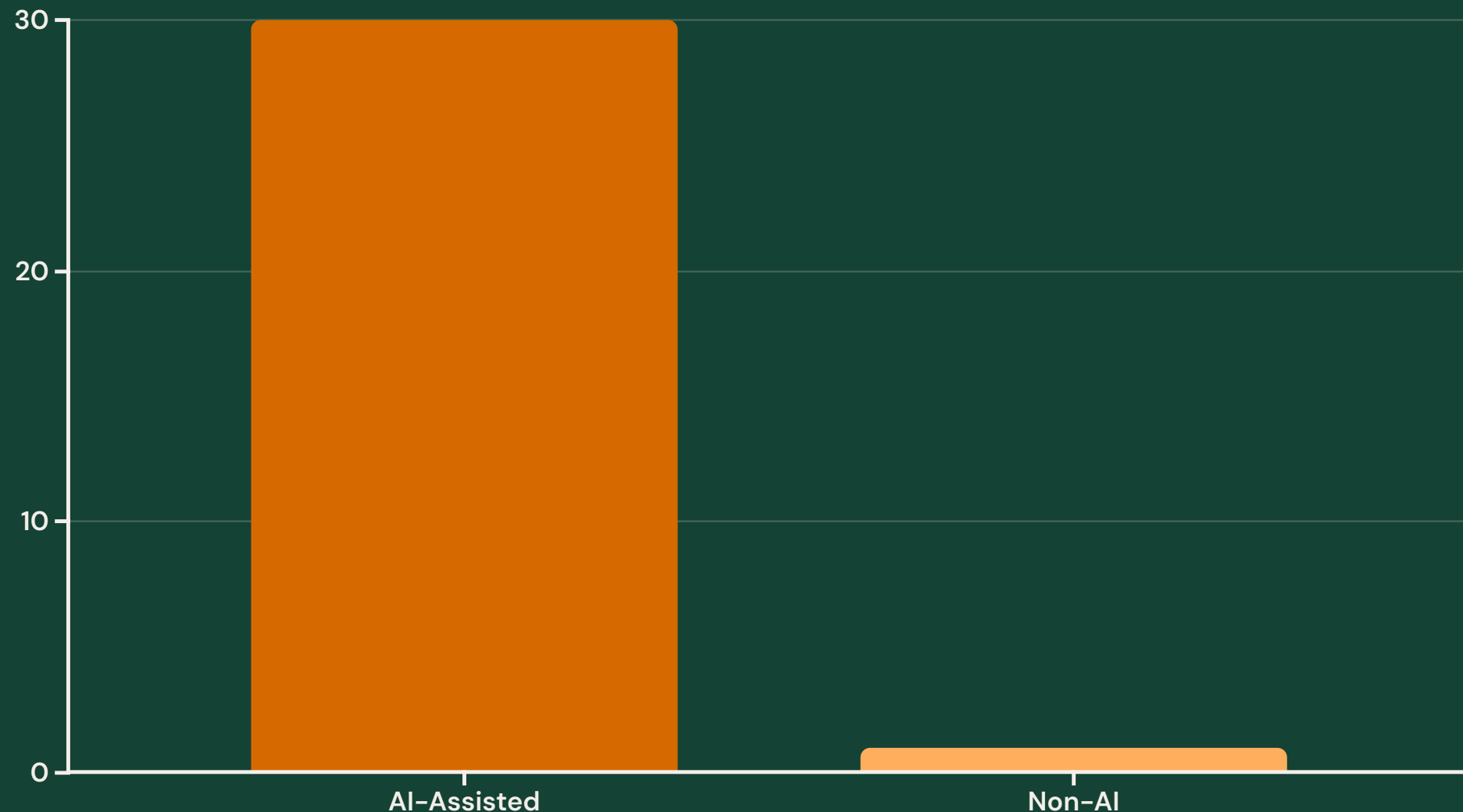
The case of Monopoly GO! exemplifies the extraordinary revenue potential of optimized LiveOps. The title achieved an unprecedented $3 billion in revenue within just 15 months of launch, with Q1 2024 alone generating $340 million in in-app purchases. This accelerated growth trajectory demonstrates how effectively-managed live operations can transform even established IPs into revenue powerhouses.

Event Cadence Benchmarks

Analysis of top-performing mobile games reveals a strong correlation between regular event cadence and sustained revenue performance. The following data showcases the 2023 in-app purchase (IAP) revenue leaders and highlights how their event strategies contribute to financial success.
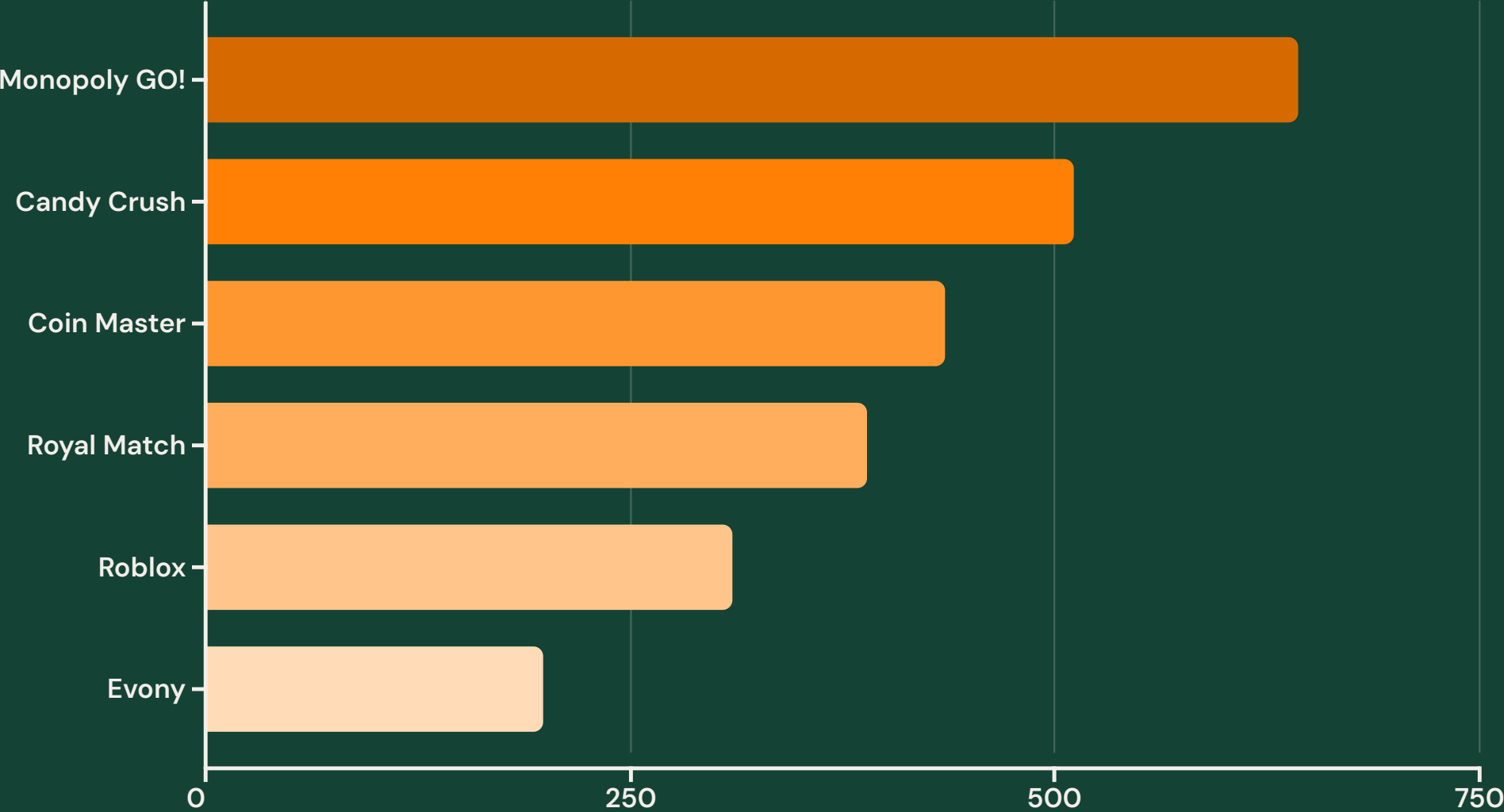
Event Name	Revenue Impact
Baking Partners!	+250% → $2.3M
Cinnamon Star Cookie	+80% → $4M
Spring Collection	+175% → $3.1M
Winter Festival	+120% → $2.8M

The data demonstrates that specially-themed events can dramatically boost revenue, with some events generating uplifts of over 250% compared to baseline periods. Successful studios maintain a consistent event cadence while introducing novel mechanics and themes to prevent player fatigue.

Collaboration Impact

Cross-IP collaborations represent one of the most effective strategies for driving player acquisition and re-engagement in live-service games. On average, well-executed IP collaborations deliver an 11% increase in Daily Active Users (DAU) during the first week of implementation.

11%

Average DAU Lift

Increase in daily active users during first 7 days of IP collaborations

Resident Evil Collaboration

Dead by Daylight's Resident Evil week drove a remarkable 31% increase in DAU, demonstrating how iconic horror IP can amplify engagement in thematically compatible games.

Ringu Collaboration

The Ringu collaboration week achieved nearly identical results with a 29% DAU increase, confirming that Japanese horror IP resonates strongly with the Dead by Daylight community.

These examples highlight how strategic IP collaborations can breathe new life into established games, introducing fresh content while attracting new player segments who follow the guest IP.

KPI Cheat-Sheet

Effective LiveOps management requires monitoring a balanced set of key performance indicators (KPIs) that provide insights across engagement, monetization, and player satisfaction dimensions. This cheat-sheet highlights the most critical metrics for live-service games.

KPI	Definition / Note
DAU / MAU ratio	Stickiness; aim > 0.2
Event participation rate	% of active players joining each micro-event
ARPDAU	Avg. revenue per daily active user – core monetisation lens
Churn rate	% of players lost per time window; primary retention alarm
Issue-resolution time	Support + LiveOps turnaround; ties directly to sentiment

Progressive studios are increasingly supplementing these traditional metrics with community health indicators like Discord server activity, user-generated content volume, and sentiment analysis scores. These social metrics often serve as leading indicators of changes in commercial performance.

How to Use This Kit

Benchmark Your Metrics

Compare your community engagement and LiveOps performance metrics against industry standards. Identify potential gaps in your event cadence, community activation strategy, or collaboration pipeline.

Implement Discord Activations

Address performance gaps with targeted Discord community initiatives. Deploy role-gated channels, event reminders, UGC galleries, and community challenges to strengthen player connections.

For optimal results, we recommend conducting quarterly benchmarking exercises to track progress and adjust strategies as needed. Our team is available for personalized Discord audit sessions to help identify specific opportunities for your community. Book a call here.

Conclusion: The Community-First Future

Community as Competitive Advantage

Studios that prioritize community cultivation consistently outperform competitors in retention, monetization, and player satisfaction metrics. The data clearly shows that community is no longer just a marketing channel—it's the core foundation of sustainable live-service games.

AI-Powered LiveOps

The staggering 30× revenue advantage enjoyed by games leveraging AI-assisted LiveOps indicates a clear direction for future investment. Predictive analytics, personalized event targeting, and automated community management represent the next frontier.

Collaboration Ecosystem

As the live-service model matures, we anticipate increased cross-game collaboration opportunities extending beyond traditional IP licensing into shared in-game economies, cross-progression systems, and multi-game community hubs.

The most successful studios will be those that view their games not as isolated products but as dynamic community platforms. By implementing the benchmarks and strategies outlined in this report, developers can position themselves at the forefront of this community-first future, driving both player engagement and sustained revenue growth.

Sources & References

This report consolidates data from multiple authoritative sources in the gaming industry, ensuring comprehensive and reliable insights for studios developing live-service games.

Citation	What it supports
Global State of Live-Service Gaming 2025 (Amber Studio, Apr 2025)	All community-motivation, LiveOps, and event-lift statistics
Hasbro Q2-2024 Earnings Call Transcript (25 Jul 2024)	Monopoly GO! cumulative revenue milestone (>$3B in 15 months)
Sensor Tower Digital Market Index Q1-2024	Monopoly GO! record ≈$770M IAP for the quarter
Sensor Tower "AI-Assisted LiveOps" Benchmark (Nov 2024)	30× revenue uplift vs. non-AI titles
Newzoo "IP Crossover Impact on DAU" Report (Mar 2024)	+11% average DAU in first 7 days of collaborations
Behaviour Interactive press releases (Jun 2023, Feb 2024)	Dead by Daylight +31% (Resident Evil) and +29% (Ringu) DAU spikes
Partner-Event cadence list, Monopoly GO! in-game news feed (Apr 2023 – May 2025)	Evidence of continuous micro-events driving retention
Discord Community Hub analytics snapshots (internal dashboards, 2024-2025)	Examples of role-gated channels, event reminders, UGC galleries