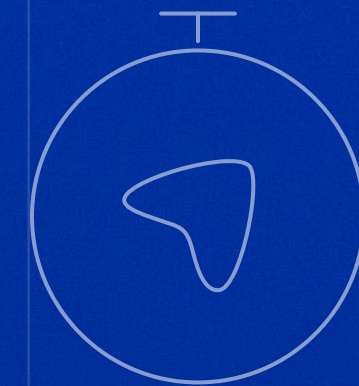


CATEGORY: VIDEO GAMES

The Brand Intelligence Quadrant.


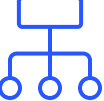




A weekly, category-level diagnostic
and compass for businesses

250,000+ data points.
500+ brands. 200+ sources.

Our Methodology

Brand Intelligence System

-  Monitors 200+ sources daily: from search signals to specialist communities.
-  Normalizes signals across brands using a consistent sectorial framework, not keyword volume or free inference.
-  Interprets signals through four scored pillars: Reputation, Relevance, Interactions, and Backend, mapped to two axes: Brand Authority and Market Presence.
-  Produces one clear read on where a brand stands and what leadership should do next.

Disclosure

The Quadrant is informed by continuous large-scale data collection and proprietary analytical modeling. Hatch Omni's framework applies expert-defined weighting and normalization models developed from decades of category leadership experience. This process delivers quantifiable comparability, and consistent evaluation of brand performance across sentiment, positioning, presence, authority, and overall brand efficacy. Daily ingestion of millions of new data points maintains both real-time accuracy and historical tracking across all measured pillars.

The Quadrant Framework

Each report is built on a two-axis framework

Market Presence Score (X-Axis)

What real people see and feel: content clarity, engagement, community, and narrative consistency.

Brand Authority Score (Y-Axis)

What AI systems and institutions actually perceive: SEO structure, PR citations, domain authority, and institutional trust signals.

Data Collection

The system continuously monitors 200+ sources selected for sectorial relevance and recency.

Source types include:

- Industry and trade publications
- News outlets and editorial content
- Search and keyword signals
- Social platforms and community forums
- Early adopter and specialist communities
- Sector reports and institutional references

Signal Interpretation

Raw signals are not taken **at face value**. The model identifies current trends (present, stable, widely adopted) separately from emerging trends (early signals, growing in niche communities, not yet consolidated).

A trend is considered **emerging** when it shows recent growth in mentions, repetition across independent sources, and adoption by relevant early actors, but has not yet reached broad market consolidation. The model functions as a synthesis layer. It interprets signals; it does not replace data quality.



Best business process automation to1...



top ten safest cars



What brands are actually good for sensitive skin?



Best skincare routine for acne-pr



Category Quadrant





The Quadrant identifies where competitive ground is undefended and where category position is at risk, before the market makes the shift visible.

How to read it

X-axis (Market Presence Score): how strongly does this brand show up in the market? Content, engagement, community, narrative. What people see.

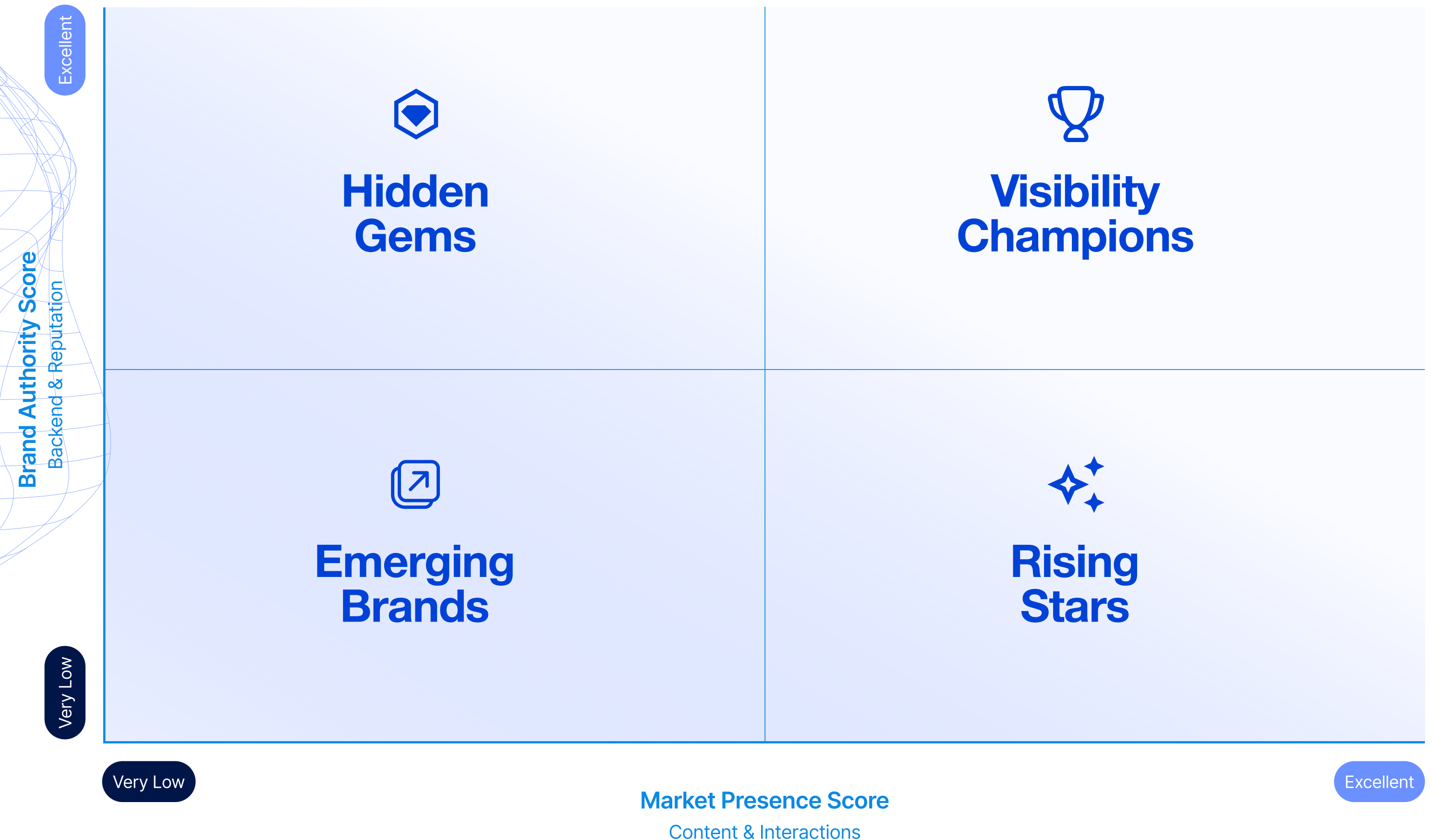
Y-axis (Brand Authority Score): how credible is this brand behind the scenes? Reputation, structure, institutional trust. What AI systems perceive.

The four positions

-  **Visibility Champions:** strong on both axes. Position is aligned and compounding.
-  **Hidden Gems:** strong Authority, lower Presence. Foundation is solid; activation is the gap.
-  **Rising Stars:** strong Presence, lower Authority. Visibility is working; structure needs to catch up.
-  **Emerging Brands:** earlier across both. Direction of movement matters most.

Each week, HatchOmni AI publishes a category-level diagnostic. This report is a lite version. A more robust version of this report is also published once monthly with an in-depth analysis of a category-specific HatchOmni AI Quadrant.

Brand Intelligence Quadrant



Key Observations from the Quadrant

The following observations highlight how leading brands in this category are currently positioned, based on their Brand Intelligence signals and relative balance between activation and foundation.



About the category: Video Games

This category captures the platforms, subscription services, and digital storefronts shaping how players access and engage with games today. Brands here compete on catalog depth, community trust, and the perceived value of their access models, with reputation and relevance increasingly tied to how well they serve both players and developers.

Xbox Game Pass

Business Intelligence Score: 7.7

The category leader by a clear margin, with catalog quality and reputation comparisons both landing at the top position. Community engagement is consistently positive and the subscription model reads as genuinely credible across player and critic conversations alike. The work ahead is in developer relations and long-term value perception, where sentiment stays neutral and the story still needs to firm up.

Epic Games Store

Business Intelligence Score: 6.7

Strong visibility in platform engagement and digital distribution conversations, with market mention presence a genuine standout at the top position. Reputation and relevance hold steady, and the brand earns its place in competitive comparisons. The ecosystem depth to match that visibility is still catching up, and sustainability and backend conversations remain thin.

Nintendo Switch Online

Business Intelligence Score: 6.3

Its retro library is a real asset, earning top placement and very positive sentiment in quality comparisons. Community engagement is solid and the brand holds its own on reputation within the game subscription space. Outside that lane, presence thins considerably, and interactions lag the rest of the category. The brand resonates deeply with a narrow base, with broader relevance still ahead.

From Category Insight to Brand Direction

Knowing your position is the first step.
Knowing your direction is
what drives growth.

In a **30-minute conversation**, we can assess where your brand stands in this quadrant and identify your highest-impact growth opportunities.

If you'd like to understand your Brand Intelligence position, and where to move next

LET'S TALK.



TRY HATCHOMNI