

A Deep Analysis Of PUBG



The Rise

PlayerUnknown's Battlegrounds came out of nowhere. It crept up from the shadows from a indie developer known as Blue Hole. This game shot to stardom even winning the best Multiplayer game award, but that's not even the impressive part. It won before it was even finished. It broke the Steam record for most concurrent players. Then being nominated for game of the year. As you can see it was almost certain that PUBG would be a runaway success. This indie game wasn't just on PC, but Xbox, Playstation, and mobile. You can play PUBG literally anywhere. The total revenue of this game is hard to find but with a current steam sales of above 30 million copies at \$30 each a rough estimate would place them above \$900 million in total steam sales.

The fall

Even with all those sales the player base seems to be dropping off.

https://twitter.com/ynakamura56/status/963666762582708224/photo/1?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E963666762582708224&ref_url=http%3A%2F%2Fwww.ign.com%2Farticles%2F2018%2F02%2F15%2Fpubg-sales-reach-30-million-but-active-player-base-drops-off-on-pc

This is due to the outrage by the fan base at the seemingly never ending excuses for a game that doesn't run well. It has mediocre graphics, bad early access for consoles, and terrible texture renderings.

Don't believe me? Take a look at this screenshot taken on 7/20/2018

All Games > Action Games > PLAYERUNKNOWN'S BATTLEGROUNDS

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Some of this may have spawned due to PUBG's developers threatened legal action against Fortnite, another battle royal game. It's true that Fortnite took inspiration from PUB but attacking another developer over similarities in a game is never going to be taken well by the fan base.

All these factors led to what is seemingly a game falling in popularity. Though still a great game with tons of potential, the developers seem to want to expand the games reach rather than fix glaring issues the fan base has been complaining about since what feels like the day one.