

# UGC Impact Study 2025



x



RESEARCHED DATA INCLUDES

# Top games with



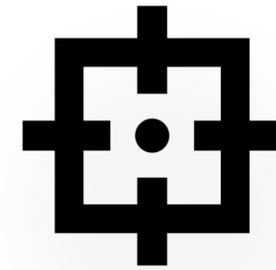
**\$1M+**

In first month  
revenue on PC



**100K+**

Copies sold in first  
month on Consoles



**1,000+**

Games meet criteria



**20%**

Feature UGC on PC  
(~3% on Consoles)



"We've enjoyed going even deeper into the UGC data in this latest report with mod.io, and we're struck by the fact that **games with UGC often have depth of content and breadth of overall player interest** which helps them outperform, long-term."



SIMON CARLESS  
FOUNDER, GAMEDISCOVERCO



"We witness the community impact and engagement generated by UGC support via our work with partners all year long, yet it's impressive to see the **level of commercial impact highlighted by GameDiscoverCo's research**. From our experience, we suspected we'd see good numbers when taking cross-platform support into account, and we're glad the research confirms it."



SCOTT REISMANIS  
CEO & FOUNDER, MOD.IO

**\$ REVENUE ADVANTAGE**

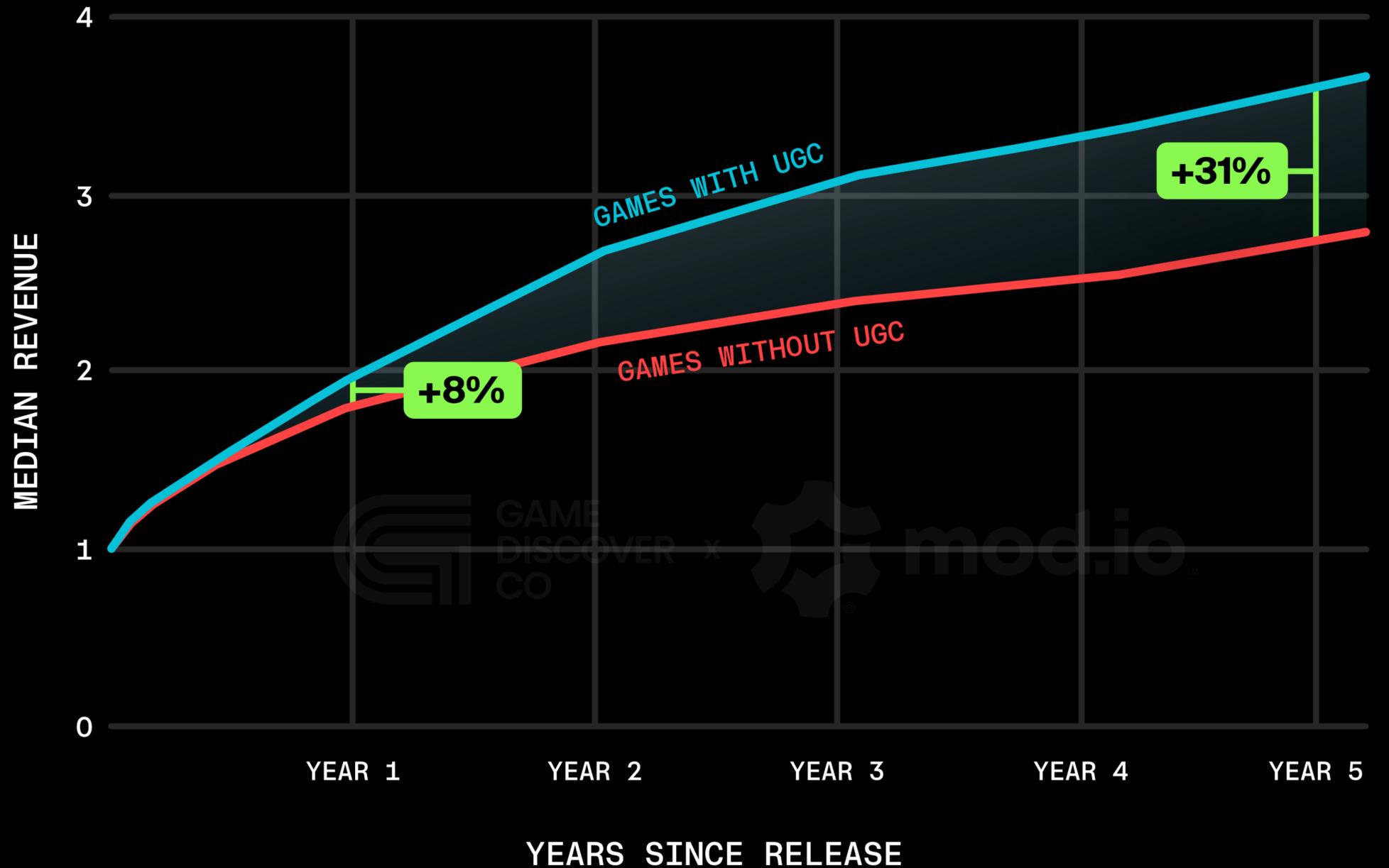
# 31% revenue advantage after 5 years

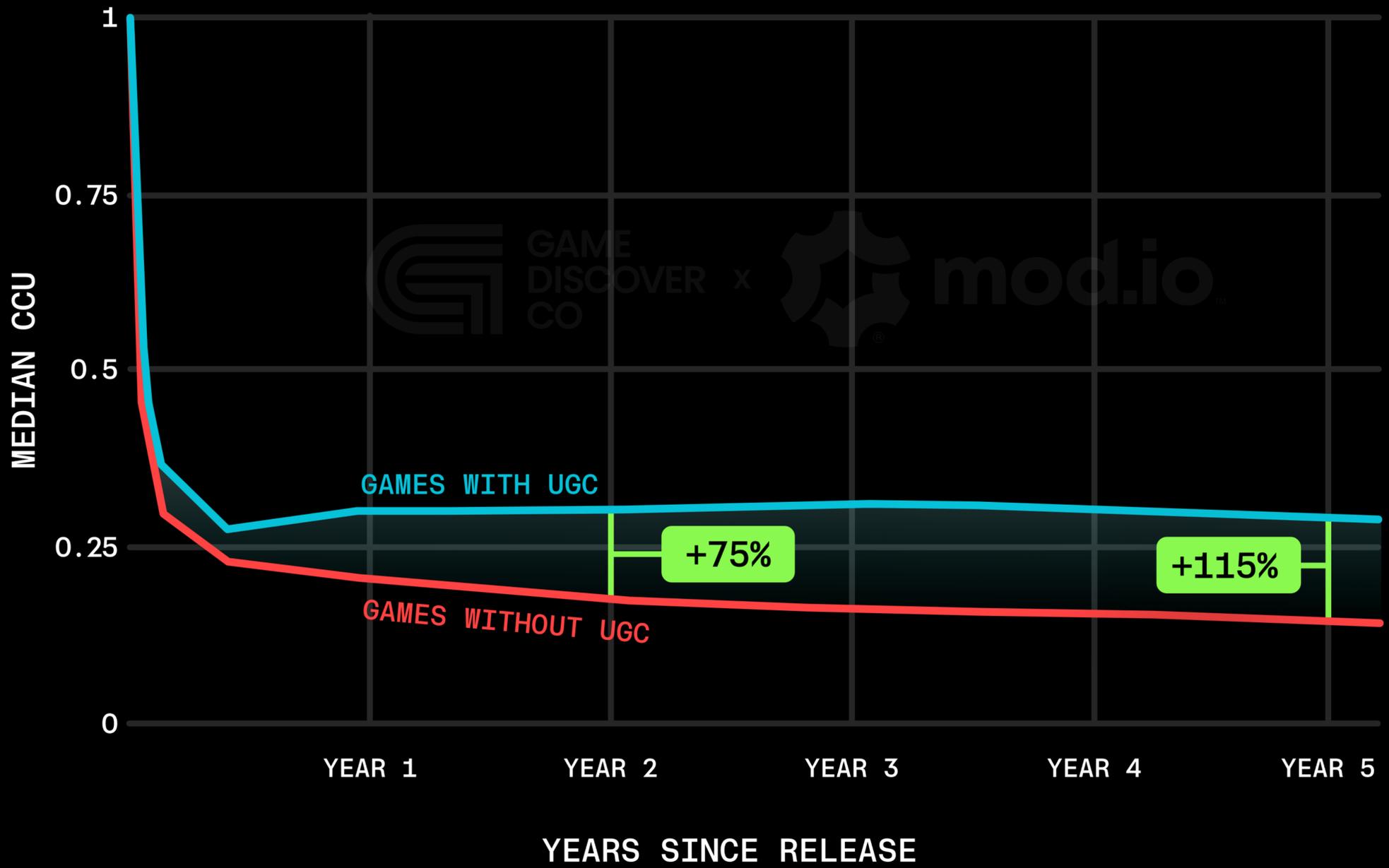
"We're struck by the fact that games with UGC often have depth of content and breadth of overall player interest which helps them outperform, long-term."



**SIMON CARLESS**  
GAMEDISCOVERCO

UGC IMPACT STUDY 2025™ |  x  | ALL DATA RESEARCHED BY GAMEDISCOVERCO, COMMISSIONED BY MOD.IO IN JULY 2025





PLAYER RETENTION

# 75% better retention after 2 years

"After implementing official mod support in 2024 for Baldur's Gate 3, we saw an increase of 20% DAU across all platforms."



MICHAEL DOUSE  
LARIAN STUDIOS

## DLC REVENUE

# 105% higher DLC revenue

"It turns out that no matter how many free mods there were, there was still growing interest from players in buying official content. Our players using mods proved 2.4 times more likely to buy official DLC."

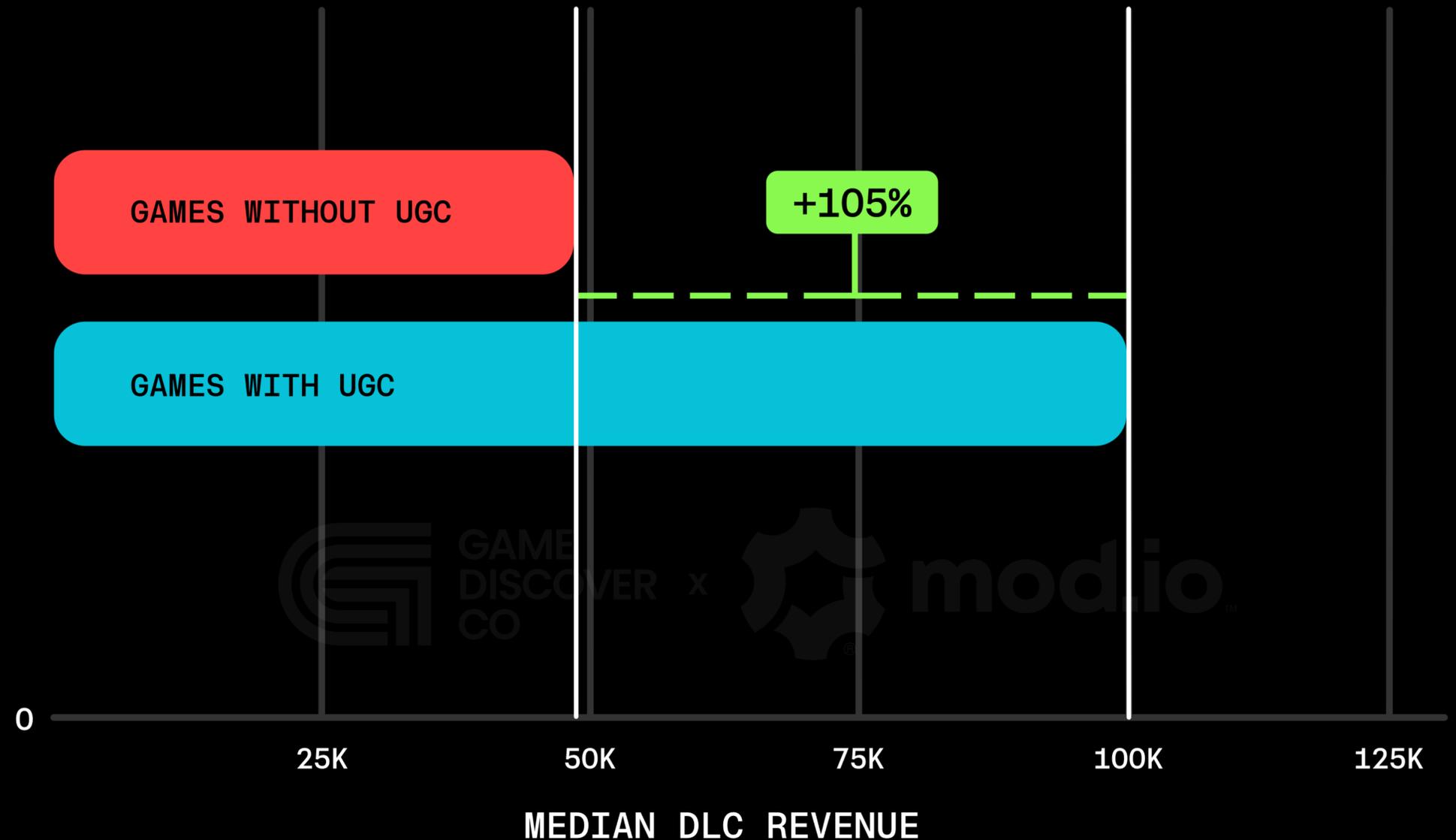


EVGENIY SOROKIN  
SABER INTERACTIVE

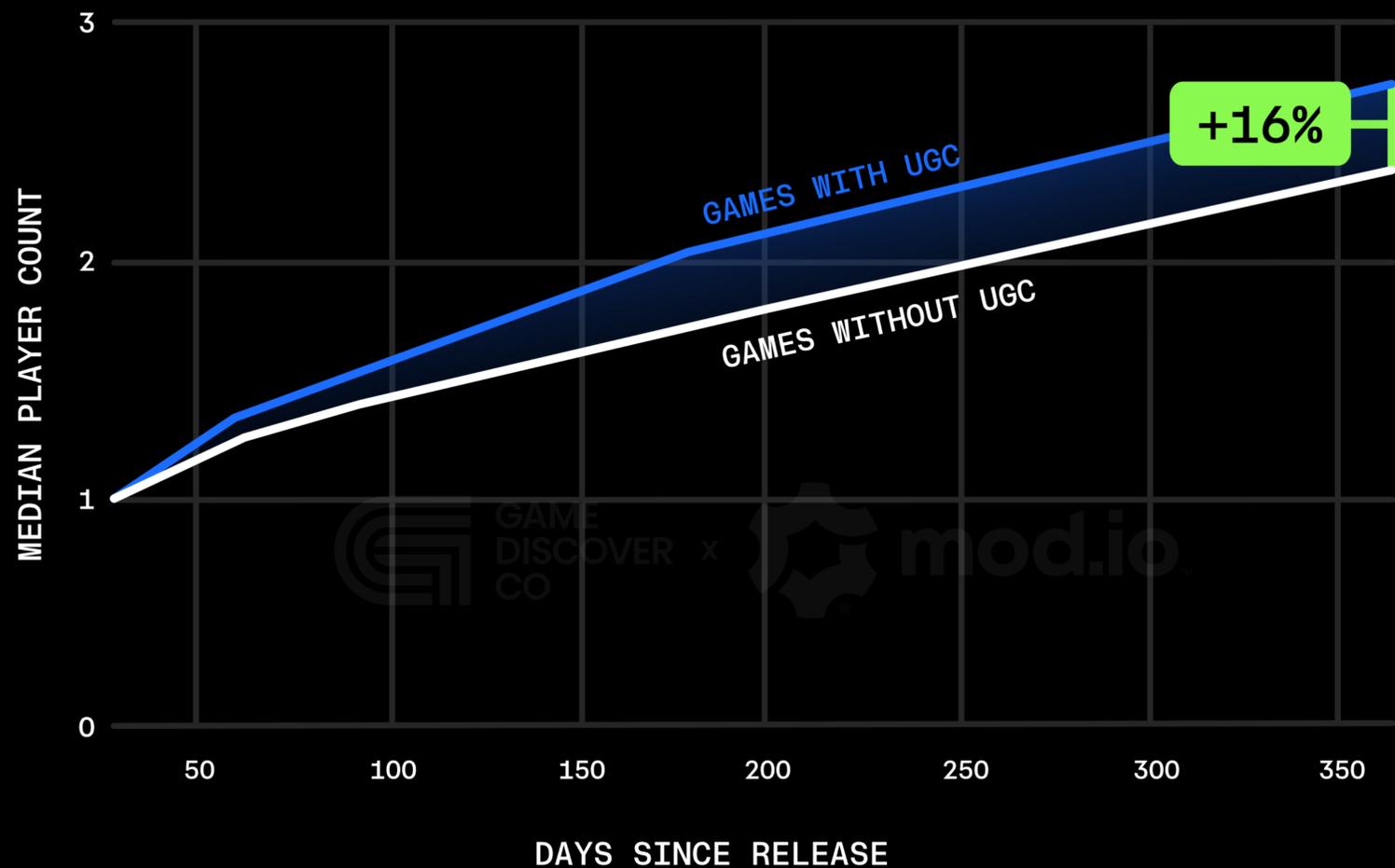
UGC IMPACT  
STUDY 2025™ | GAME DISCOVER CO x mod.io

ALL DATA RESEARCHED BY GAMEDISCOVERCO, COMMISSIONED BY MOD.IO IN JULY 2025

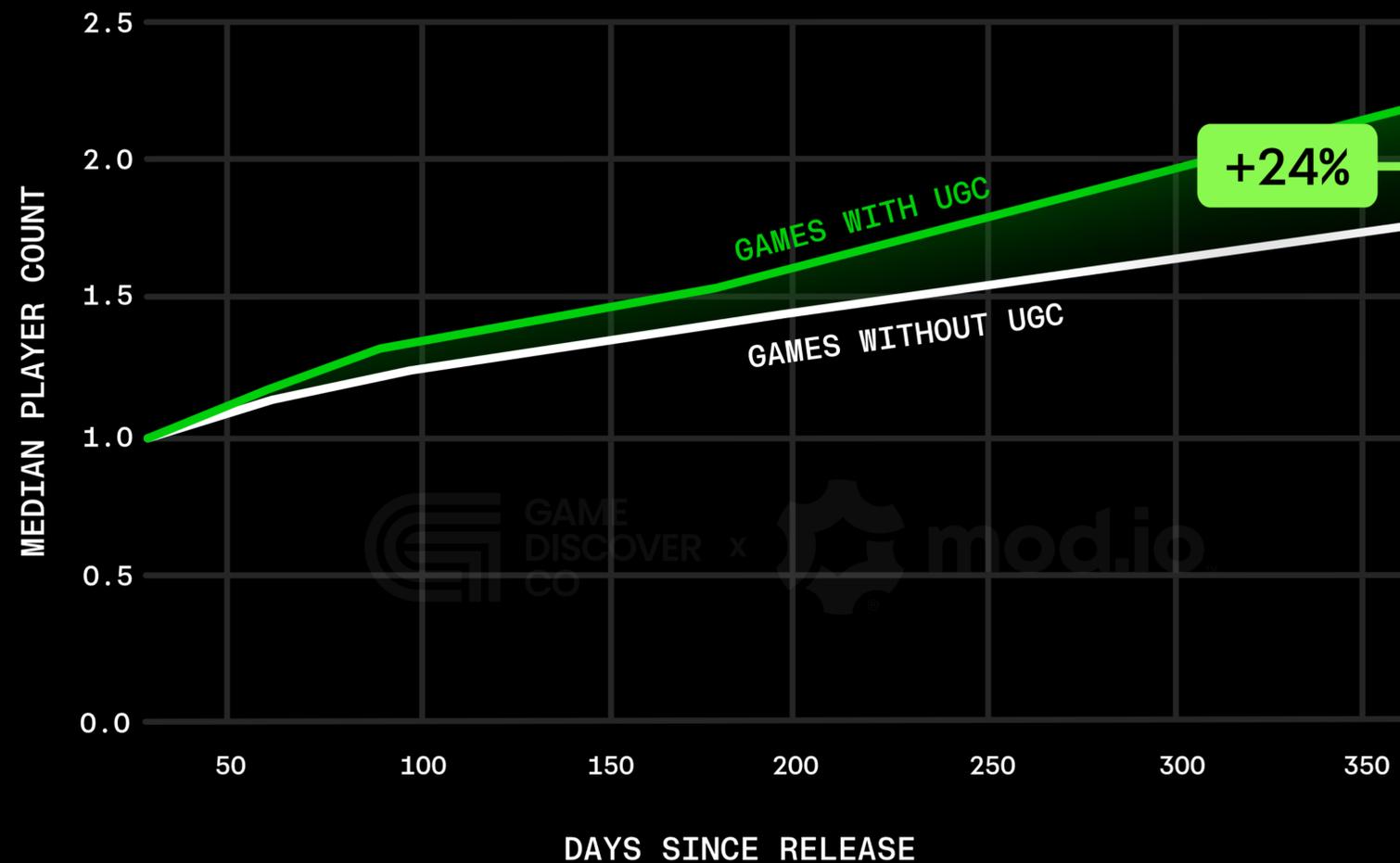
WITH OR WITHOUT UGC



## PLAYSTATION GAMES PERFORMANCE



## XBOX GAMES PERFORMANCE



### ✦ UGC ON CONSOLES

After one year, games with UGC support on PlayStation, had 16% better performance; and up to 24% on Xbox consoles.

# 30% more growth for VR games

"Checking games with more than 1,000 player ratings, we estimate that titles with UGC had 30% more growth in the last year than games without UGC."

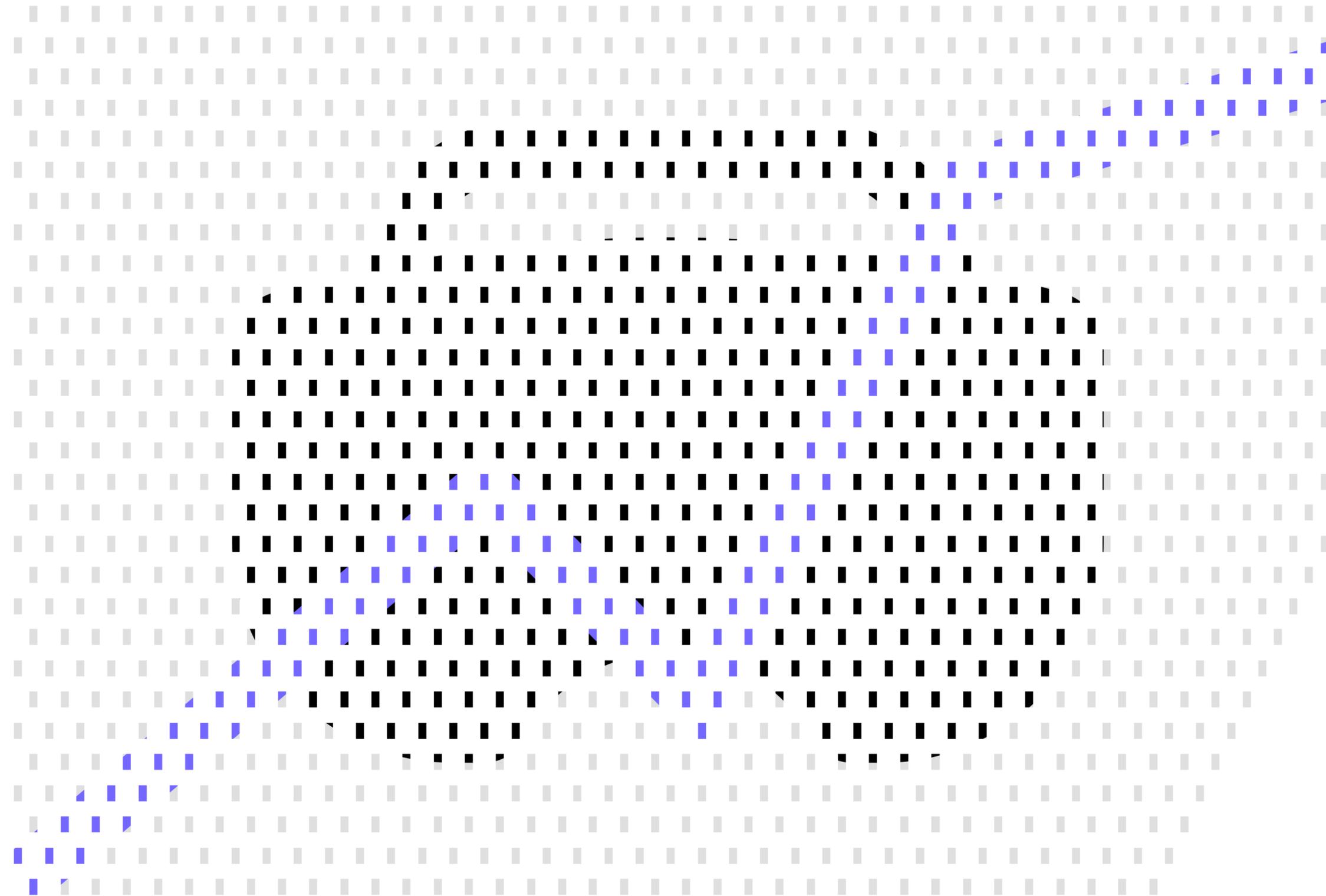


SIMON CARLESS  
GAMEDISCOVERCO

UGC IMPACT  
STUDY 2025™



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# Games with UGC, up to:

**+31%**  
REVENUE ADVANTAGE

**+115%**  
BETTER RETENTION

**+105%**  
DLC REVENUE

**+16%**  
PLAYERS ON PLAYSTATION

**+24%**  
PLAYERS ON XBOX

**+30%**  
GROWTH FOR VR



 [developers@mod.io](mailto:developers@mod.io)

 [gamediscover.co](https://gamediscover.co)

 [Full report](#)