



The World's Most Active Computer Games Professionals on Social - July 2021

Industry at a glance:

Average Score:	Total Companies:	Average No. Employees:
5.2%	32	2,916

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.dsmn8.com

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Massive Entertainment	https://www.linkedin.co	Sweden	701	93	13.27%
2	Amber	https://www.linkedin.co	Romania	663	71	10.71%
3	Creative Assembly	https://www.linkedin.co	United Kingdom	751	63	8.39%
4	2K	https://www.linkedin.co	United States	1,215	98	8.07%
5	Behaviour Interactive	https://www.linkedin.co	Canada	837	66	7.89%
6	Riot Games	https://www.linkedin.co	United States	5,169	384	7.43%
7	Sumo Digital	https://www.linkedin.co	United Kingdom	744	52	6.99%
8	Cloud Imperium	https://www.linkedin.co	United States	594	40	6.73%
9	Zynga	https://www.linkedin.co	United States	2,390	157	6.57%
10	DICE	https://www.linkedin.co	Sweden	595	39	6.55%
11	CD Projekt	https://www.linkedin.co	Poland	875	57	6.51%
12	BioWare	https://www.linkedin.co	Canada	523	34	6.50%
13	Ubisoft Toronto	https://www.linkedin.co	Canada	685	43	6.28%
14	Ubisoft Montréal	https://www.linkedin.co	Canada	2,173	131	6.03%
15	Epic Games	https://www.linkedin.co	United States	5,366	309	5.76%
16	PTW	https://www.linkedin.co	United States	1,646	79	4.80%
17	Square Enix	https://www.linkedin.co	United Kingdom	1,103	49	4.44%
18	Rockstar Games	https://www.linkedin.co	United States	4,087	177	4.33%
19	Keywords Studios	https://www.linkedin.co	Ireland	4309	182	4.22%
20	Playrix	https://www.linkedin.co	Ireland	1131	44	3.89%
21	Koch Media	https://www.linkedin.co	Germany	1219	45	3.69%
22	Electronic Arts	https://www.linkedin.co	United States	24,646	902	3.66%
23	Keywords Studios - Montréal	https://www.linkedin.co	Canada	575	20	3.48%
24	Gameloft	https://www.linkedin.co	France	4831	160	3.31%

25	Ubisoft	https://www.linkedin.co	France	21442	703	3.28%
26	Glu Mobile	https://www.linkedin.co	United States	795	25	3.14%
27	Codemasters	https://www.linkedin.co	United Kingdom	747	22	2.95%
28	FunPlus	https://www.linkedin.co	Switzerland	706	17	2.41%
29	Capcom	https://www.linkedin.co	United States	790	17	2.15%
30	SEGA	https://www.linkedin.co	United Kingdom	793	10	1.26%
31	GameStop Italy	https://www.linkedin.co	Italy	520	6	1.15%
32	THQ	https://www.linkedin.co	United States	683	4	0.59%

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](#) [our contact us at support@dsmn8.com](#)



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