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BANDAI NAMCO Entertainment Inc.

To All Media

3D Fighting Game Series TEKKEN Home Console Version Surpasses 50 Million Units in Sales Worldwide!

- TEKKEN 7 surpasses 6 million with more than 95% sold overseas -

BANDAI NAMCO Entertainment Inc. (headquarters: Minato-ku, Tokyo; President & Representative Director: Yasuo Miyakawa) has made an announcement that the home console version of the TEKKEN series has sold more than 50 million units worldwide. TEKKEN 7, which was released in June 2017 on PlayStation®4, Xbox One®, and STEAM®, has sold more than 6 million units. We will be releasing the downloadable content, Season Pass 4 for TEKKEN 7 in autumn 2020 for all to enjoy.



50 Million Series Sales & 6 Million TEKKEN 7 Sales Commemorative Illustration

■What is the TEKKEN series?

The TEKKEN series is a series of 3D fighting games that dates back to 1994 as an arcade game that made its way to home gaming consoles. The games are known for their in-depth fighting mechanics and exhilarating gameplay, bringing about strategic player versus player bouts. The games have been supported for more than 25 years by a wide demographic of players, with core players comprised of males in their late teens to 40s. The series has been recognized by Guinness World Records™ as the “Longest-running 3D fighting videogame franchise” (21 years and 179 days), and the “Longest-running videogame storyline” (20 years and 99 days). The series has also made its way across many mediums as an IP such as in a full-length CG movie, in pachinko and pachislot machines, among others.

■TEKKEN series promoting esports, and building communities



Scene from TEKKEN World Tour

The TEKKEN series has proactively taken part in the esports movement (*2). Official TEKKEN world tournaments started from 2015 with prize pools for top placers, and from 2017, the home console version of TEKKEN 7 was used for the game’s official international tournament series, “TEKKEN World Tour” (*3). The game series also takes center stage in many world-class fighting game events.

The series is also committed to building and supporting game communities worldwide. Starting from May 2018, TEKKEN 7 official tournaments are periodically held in Japan (*4) that consistently gather more than 100 fans on each occasion to challenge and communicate with one another. From 2019, the series has adopted community-based tournaments into the official world tournament schedule, which brought heated TEKKEN 7 battles across the communities worldwide, further expanding the breadth of TEKKEN communities. With the help of all the fans and the communities, the game series has reached the staggering 50 million unit sales mark.

■More than 95% of sales from overseas; TEKKEN 7 sells 6 million units

TEKKEN 7, which was released in June 2017 for the PlayStation4, Xbox One, and STEAM, has sold more than 6 million units and counting. The game supports 12 different languages (*5), with more than 95% of the game sales coming from outside of Japan, breaking down to 4% in Japan, approximately 6% in Asia, approximately 30% in North America and LATAM, and approximately 60% in EU and Australia.



TEKKEN 7 has been designed with esports in mind, with features and effects that are enticing to players and spectators. Players with low health can unleash Rage Art through a specific command to deal crushing damage to their opponents, and spectators can enjoy seeing finisher moves through the game's Super Slow feature where the players go into slow motion before the deciding blow is dealt when both sides are low on health. These and many other features that cinematically bring out the action have been well received, bringing the excitement to players and spectators alike.



It has been well over 3 years since the release of TEKKEN 7, and the game continues to sell well, even to this day. The ascension of esports offering greater spectating opportunities, player posted bouts bringing newcomers to the franchise, timely delivered downloadable contents, free feature updates, among others, have kept the game on player radars, leading to boosts in sales, which can be seen with sales in 2019 surpassing sales in 2018. We will continue our analysis of worldwide gameplay data and trends, development to community communication and direct interactions, communication with players through social media, and more, so that we can seek ways to bring more fun to everyone.

■Activities to support the fighting game market

In an effort to support and invigorate the fighting game market, BANDAI NAMCO Entertainment held an online, live stream program in August 2020 known as the "Japan Fighting Game Publishers Roundtable" where 6 Japanese game companies joined in a roundtable meeting to discuss pre-selected player suggested themes.

We will continue to promote the TEKKEN series for all to enjoy. BANDAI NAMCO Entertainment follows its corporate slogan to the word - more fun for everyone. We will strive to bring the fun to everyone throughout the world.

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*1: Includes the downloadable versions, and download from the PC platform, "STEAM".
*2: "Esports" is short for "electronic sports," and is a terminology used for entertainment and competitive sport competitions using computer games, video games, and electronic devices.
*3: The tournament has been cancelled for this year to prevent the spread of COVID-19 ("TEKKEN Online Challenge" to begin in September 2020).
*4: The tournament takes place at the Red Bull Gaming Sphere Tokyo under the event name, "Fighting Tuesday", which held every week Tuesday, and dedicated to fighting games. Currently, the location and event is closed to prevent the spread of COVID-19.
*5: Supported languages are Japanese, English, Brazilian Portuguese, Neutral Spanish, French, Italian, German, Spanish, Russian, Traditional Chinese, Korean, and Arabic.

*The information herein represents the information according to the date of the press release. Information may be updated without notice after release.
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