



**ARCADE**  
Antstream

# Q2-Q3 2023 Summary Newsletter



*Winners*



MCV  
DEVELOP  
AWARDS 2022



Develop:Star  
AWARDS  
17 JULY 2023 | ILLUSTRATION BY GEMMA PATERSON



UKBAA  
UK Business Angels Association



TIGA



TIGA

# Q2-Q3 2023 Summary Newsletter



It has been an incredibly busy few months since our last newsletter. As you are aware, we launched on Xbox late July which has seen a fantastic uplift to our subscriber base, breathing new life into the Antstream community.

Our heavy investment continues into Antstream 2.0, a complete revamp of our UI and many back end features. Dubbed Project Vision, we cover a full update in our latest Antstream Connect video we will share with you here.

Our event diary ramped up, featuring Antstream at Formula E London Fan Expo, Nottingham Video Games Expo, Gamescom, GamesAid Charity Gala, Format.gg and Crash Live. We built incredible bespoke Arcade cabinets to grab attention at events which have been extremely effective.

We also very much look forward to welcoming Tatsujin to Antstream, as we continue to release 2 more games to the platform every week. The team have continued their travels to Japan and the US to meet with many of our partners and visit the Portland Retro Gaming Show and Tokyo Games Festival.





Announced July 14th we launched our marketing campaign launch across a substantial PR, Media, Influencer and Social campaigns. The campaign was a huge success, and the fans raved about the Antstream exclusive features which drive up game play.

We also released Playstation 1 to Anstream and a new feature Daily Challenges which encourages users to log in everyday to complete a challenge against 4 other players to obtain a trophy for best in the week.

It is worth noting that it's very difficult for Xbox users to obtain classic/retro game IP through non-official means, which channels their interest through legitimate sources including Antstream. We are looking forward to discussing yet more platforms with our partners soon.



Through our combined promotion across press, ads, influencers and social media we reached over 200m





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OCTOBER CONNECT

