

***Grand Theft Auto VI* trailer drives 100,000 Netflix sign-ups in the US on launch day**

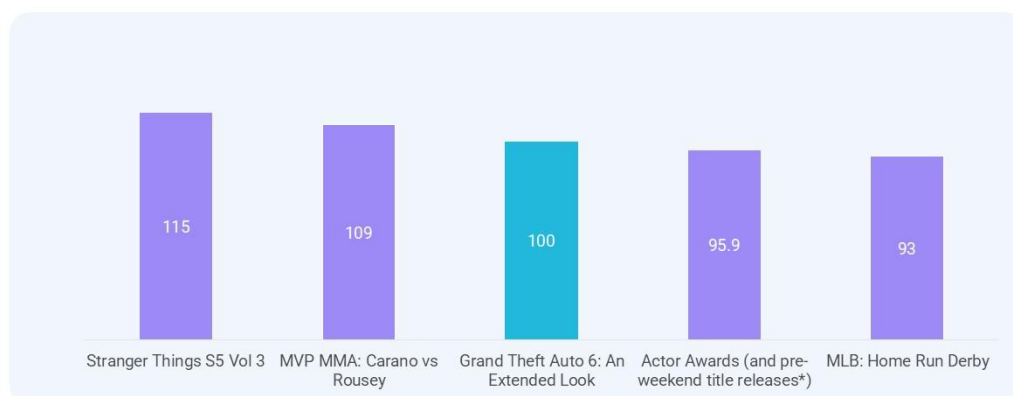
The six-hour exclusive outperformed almost every Netflix live sports event in 2026 in terms of subscriber acquisition

London, 10th September 2026: A six-hour Netflix exclusive for *Grand Theft Auto VI: An Extended Look* drove more than 100,000 US sign-ups on launch day, making it Netflix's third-highest subscriber acquisition peak of 2026, according to Ampere Analysis. The 27th August launch of the gameplay-focused trailer for the much-anticipated Rockstar Games title outperformed almost every live sports event on Netflix so far this year. The collaboration puts Netflix alongside what Ampere expects to be the year's biggest gaming launch, as the streamer expands further into games-related video and events.

Katie Holt, Senior Research Analyst at Ampere Analysis, says: "Netflix may not be able to compete directly with the biggest AAA game franchises, but it can vie for the attention around them. Trailers, reveals, and adaptations give Netflix a way into gaming culture without owning the games themselves. *GTA VI* is a particularly powerful example, given the scale of the franchise and the anticipation around its launch."



Top 5 Netflix US subscription-driving events, by number of sign-ups (000s), January – August 2026



Source: Ampere SVoD Economics US, supported by YipitData
*Bridgerton S4 Part 2 and Drive to Survive S8

Key findings

- **GTA VI delivered more than 100,000 US Netflix sign-ups on launch day**, making it Netflix's third-highest sign-up peak of 2026. Only the final instalment of *Stranger Things* and the Rousey vs Carano MMA fight generated more.
- **Ampere's PlumResearch data shows strong reactivation among lapsed viewers.** More than 5% of US users who hadn't watched Netflix in the previous 30 days returned to the platform and viewed *Grand Theft Auto VI: An Extended Look* before anything else. This reactivation rate was higher than that of any series or movie on Netflix during the measured period.
- **Netflix is using major gaming moments to compete for consumer attention.** As the global gamer population continues to grow, gaming represents an increasingly important competitor for Netflix. Netflix's focus on mobile games means it is not competing in the AAA space, even though these franchises pose the greatest threat to its share of attention, but it can use its strength in video to show complementary content for gamers. *Grand Theft Auto VI: An Extended Look* follows this strategy, along with adaptations such as *Cyberpunk: Edgerunners 2*. Amazon has also used gaming events to drive engagement, streaming *The Game Awards* on Prime Video in 2025.
- **The partnership gives Netflix a new way to compete with YouTube for gamer attention.** Ampere's Media Consumer survey shows that 84% of gamers watch YouTube at least once a month, compared with 62% who watch Netflix. Major gameplay reveals and trailers have traditionally launched on YouTube, making the six-hour Netflix exclusive a way to draw some of that viewing onto Netflix.
- **The deal also extends GTA VI beyond its core gaming audience.** Ampere forecasts Netflix will reach nearly 343m subscribers globally by the end of 2026, while 16% of Netflix subscribers do not play games.
- **Netflix offers Rockstar access to a more gender-balanced audience.** Netflix subscribers are 49% male, compared with 72% of *Grand Theft Auto* franchise fans. With *Grand Theft Auto V* already one of the bestselling games of all time, Ampere argues that broadening the franchise beyond its core gamer audience will be key to extending *GTA VI*'s commercial reach.

Louise Wooldridge, Senior Research Manager at Ampere Analysis, says: "More than 100,000 sign-ups from a six-hour exclusive window shows the pulling power of a major gaming event. For Netflix, it also offers a way to compete with YouTube for gamer

attention and to bring lapsed viewers back to the platform. For Rockstar, Netflix opens *GTA VI* up to audiences beyond the franchise's traditional core."

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to games publishers, the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

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