

## Retention, Revenue, Reputation:

# What Trust and Safety in Gaming Mean for Players — and Your Bottom Line

## The Growing Need for Safer Gaming Communities

The gaming industry's revenue is set to hit US\$266<sup>1</sup> billion by 2028, but this growth comes with trade-offs. Major mergers and acquisitions signal a shift toward long-term ecosystems and engagement-driven business models. At the same time, user acquisition costs have surged by 60%<sup>2</sup>, yet more than half of new players quit on day one, and 75.4%<sup>3</sup> churn within 30 days on one platform alone.

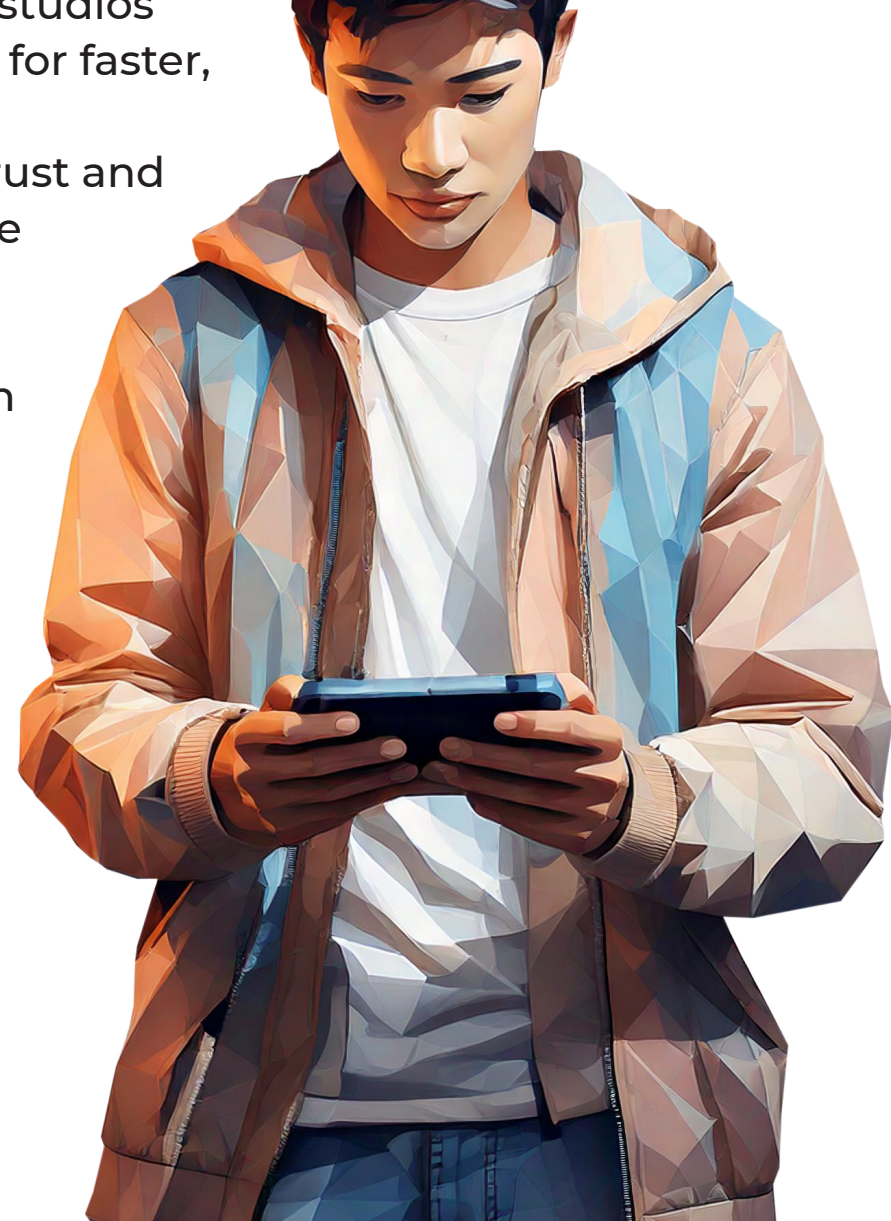
For emerging studios, cutting through a crowded market is an uphill battle. For larger publishers, justifying billion-dollar investments means proving players will stick around. With rising development and ad costs, relentless competition, and evolving monetization models, player retention can make or break the game.

Retention, however, isn't just about content. It's about the experience. If players don't feel safe or welcome, they leave — and when they go, so does their spending power.

Our survey reinforces this: More than three in five (65%) players have quit or are likely to quit a game due to player behaviors that disrupt, harm, or degrade the experience for others.

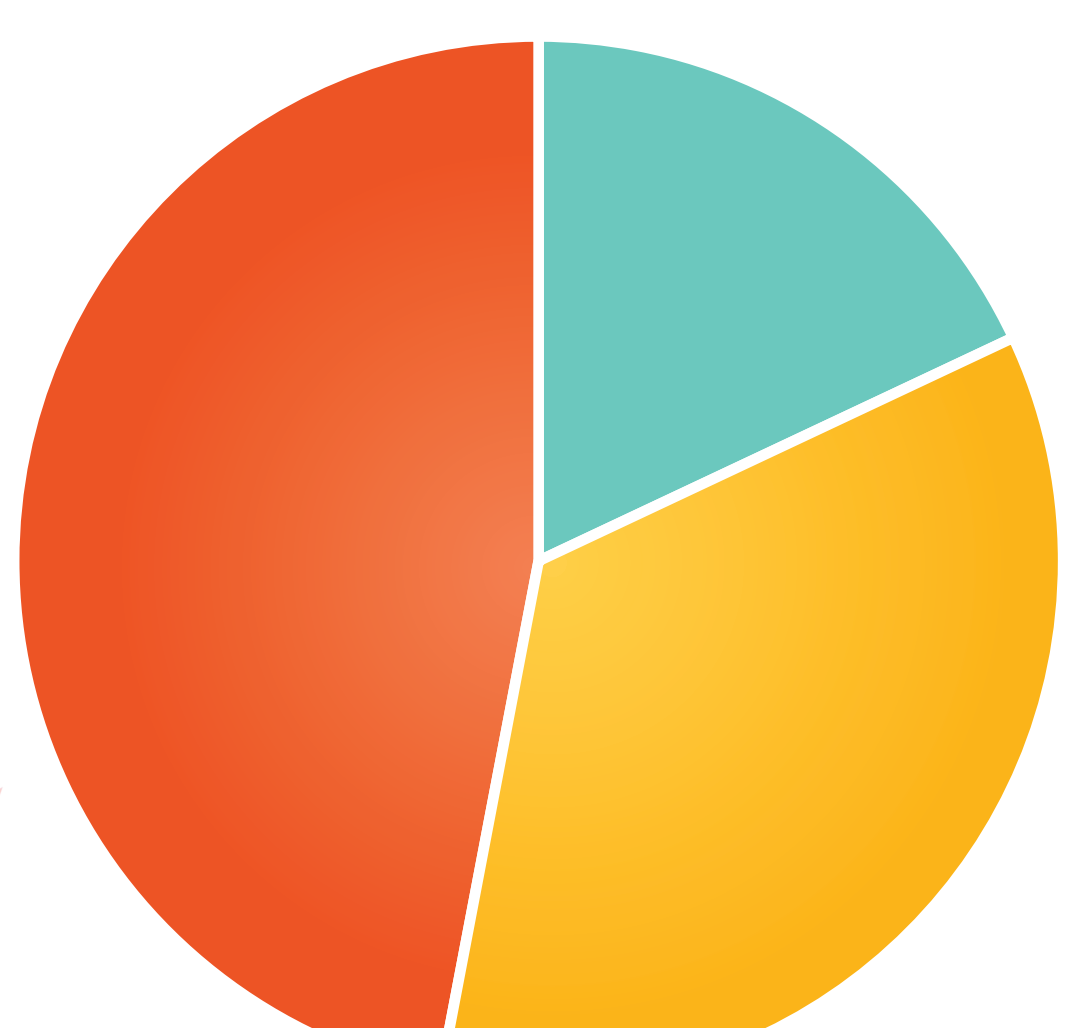
Cultural and language differences shape these experiences, too. The gamers we surveyed in South Korea, Germany, and China voiced frustration over how studios handle disruptive behavior, calling for faster, more localized solutions. Gaming communities may be global, but trust and safety expectations aren't the same everywhere.

Our report breaks down how churn can cut into revenue and the regionally nuanced strategies that companies can use to create safer, more engaged gaming communities.



## Safety concerns affect almost half of all players and contribute to player churn.

**47%** of players quit a game due to safety concerns.



**17%** are on the verge of quitting, meaning the issue is escalating, and without intervention this number could rise.

**35%** haven't quit yet, but frustration can build. A poor experience today could turn them into tomorrow's churn.

## High-interaction games and regional differences influence quit rates.

### Key Factors:

#### More correlated with risk



Game genre played



Region

#### Less correlated with risk



Gender



Age

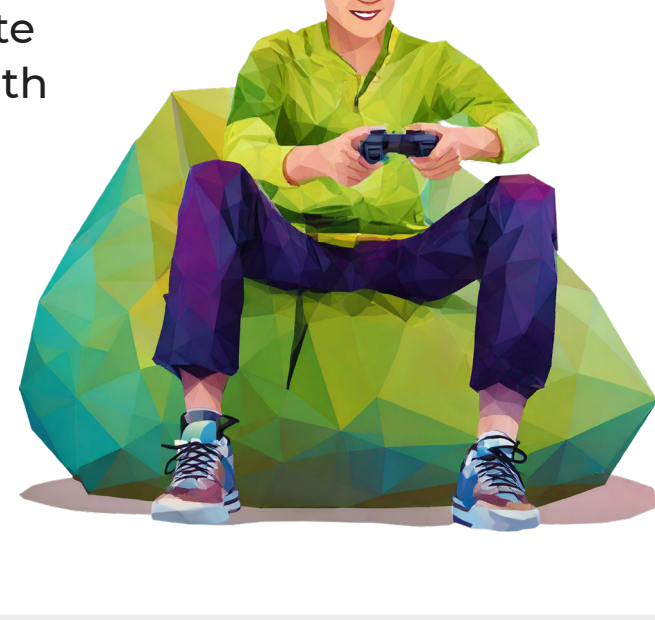


Device used

Game genre is among the strongest predictors of player churn due to the prevalence of negative experiences and safety concerns.

Regional differences also shape how players perceive community behavior and moderation effectiveness.

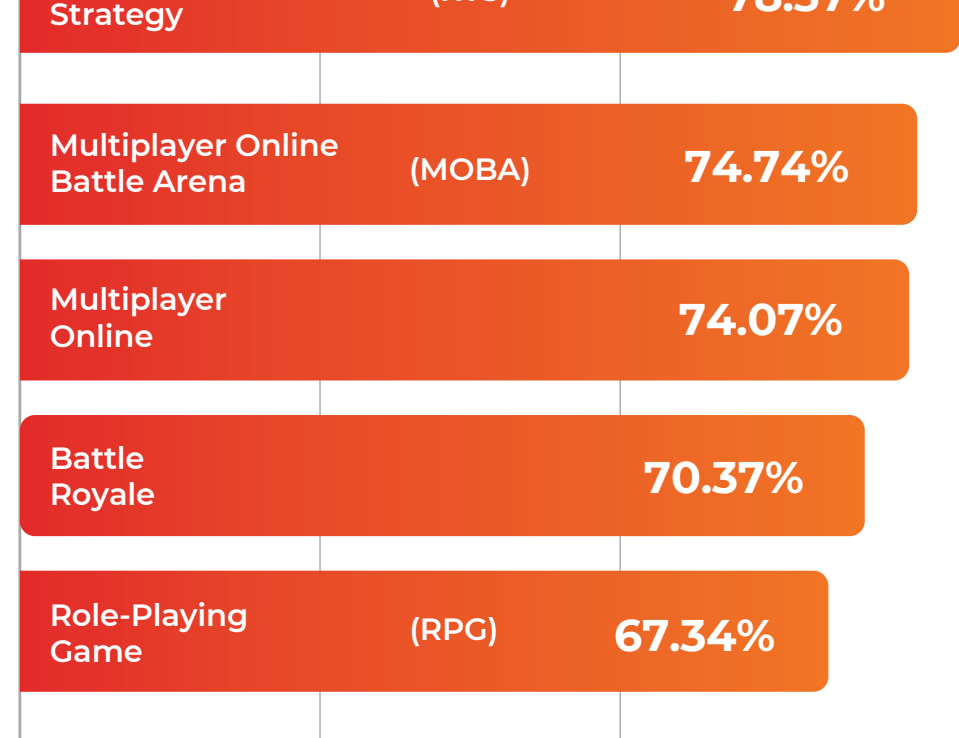
While game genre alone doesn't dictate churn, certain genres are correlated with higher risks. Instead of avoiding these high-engagement spaces, companies can use these insights to reinforce trust and safety where it matters most — among their most active players.



## Retention starts with understanding who's most likely to quit — and why.

### Likelihood of Stopping

Per Type of Game Genre



Strategy-heavy and competitive genres are more prone to disruptive behavior and see the highest churn rates, likely due to high-pressure team dynamics and community interactions.

Cultural and social expectations can also influence how players experience gaming environments and affect their likelihood of quitting.

### Likelihood of Stopping

Per At-Risk Genre, At-Risk Region, and Gender

At-Risk Genre	At-Risk Region	% At-Risk Male	% At-Risk Female	At-Risk Genre	At-Risk Region	% At-Risk Male	% At-Risk Female
RTS	CN	70.27%	29.73%	MMO	US	54.55%	45.45%
	KR	72.73%	27.27%		CN	50.00%	50.00%
	US	57.50%	42.50%		US	51.35%	48.65%
MOBA	US	58.33%	41.67%	Battle Royale	CN	50.00%	50.00%
	DE	16.67%	83.33%		CN	73.57%	26.47%
	CN	42.11%	57.89%		KR	68.42%	31.58%
				RPG	CN	56.41%	43.59%
					US	56.41%	43.59%

Gender-based risks vary by region. Female MOBA players, particularly in Germany and China, are more likely to quit due to safety concerns. This aligns with broader research showing that nearly 60%<sup>4</sup> of women gamers in the US, China, and Germany have masked their gender online to avoid conflict.

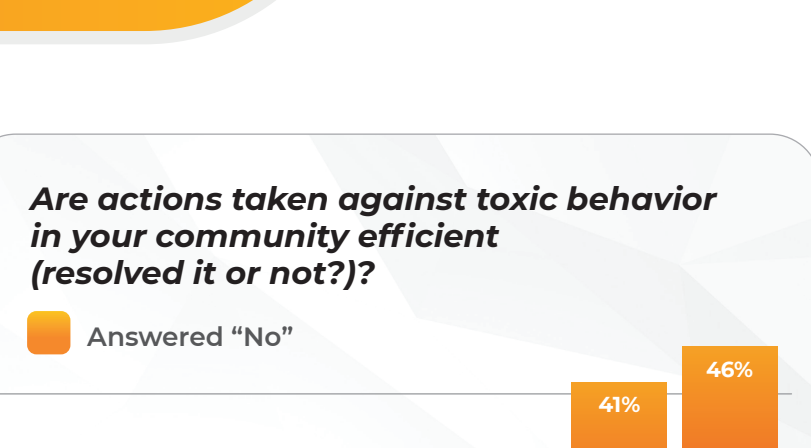
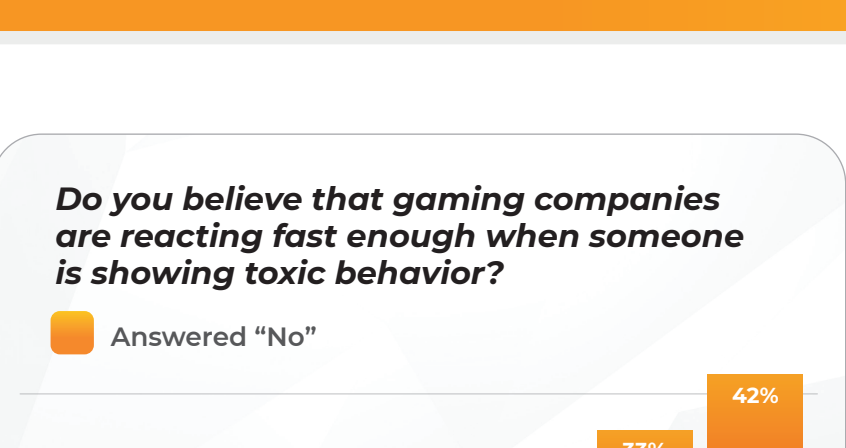
Male RTS and RPG players, especially in China, also report higher quit rates due to negative experiences. This might be influenced<sup>5</sup> by genre demographics<sup>6</sup>, with more men preferring<sup>7</sup> these games<sup>8</sup> and contributing<sup>9</sup> to a player base where pressure and expectations play a larger role in churn.



## Gaming companies aren't doing enough, and the distrust has regional nuance.

**46%** of South Korean players say companies aren't doing enough to keep communities safe.

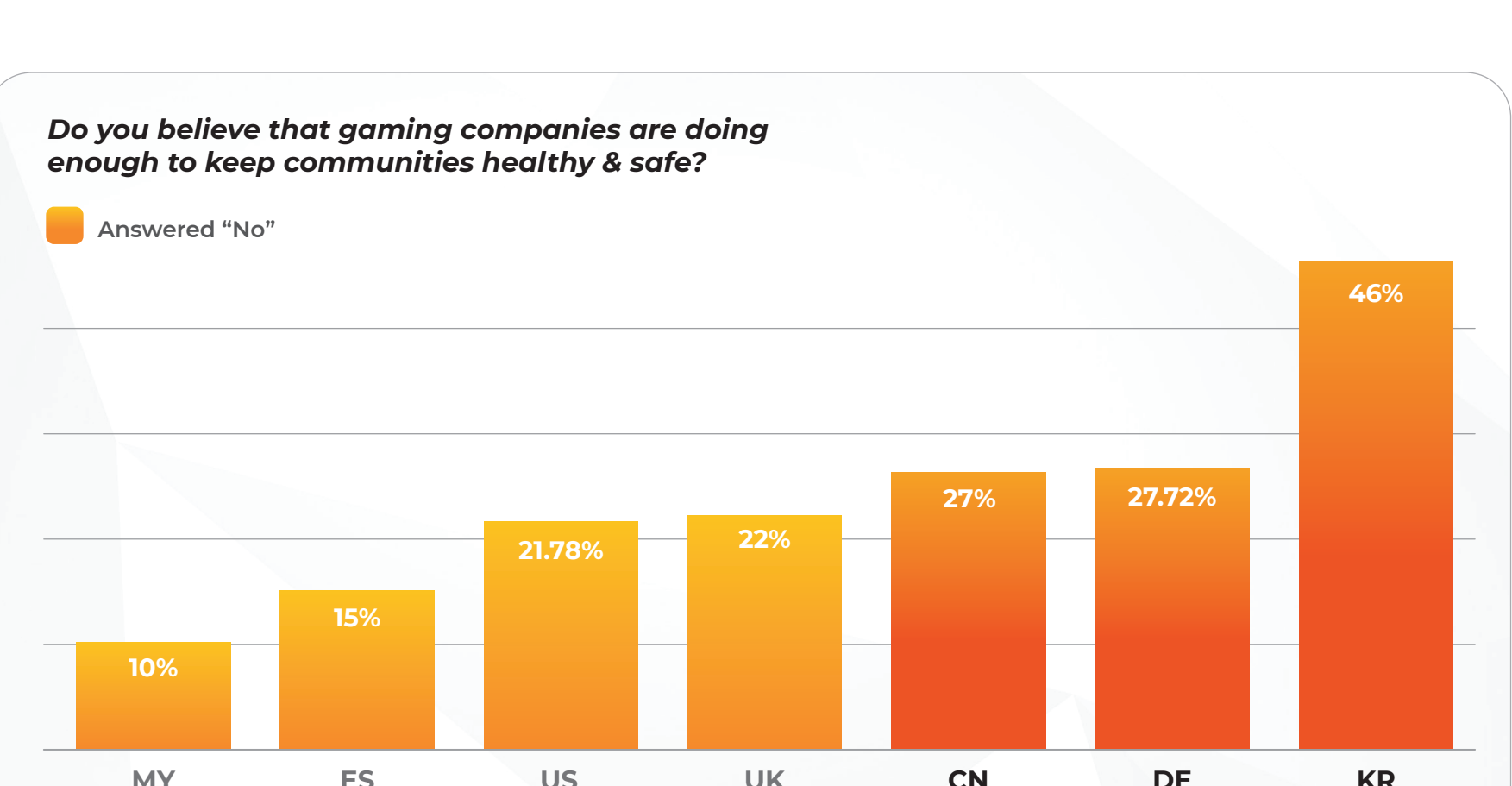
**33%** of German players believe moderation isn't fast enough.



Even when action is taken, players in South Korea, Germany, and China feel it's ineffective.

South Korean players expect swift, decisive enforcement, while German players value transparency in processes.

Regional differences highlight the need for localized strategies in moderation, enforcement, and community management.



## Trust and safety concerns put nearly US\$300 billion in player spending at risk.

**\$447.31B**  
Forecasted market value<sup>1</sup> of the industry in 2024<sup>2</sup>

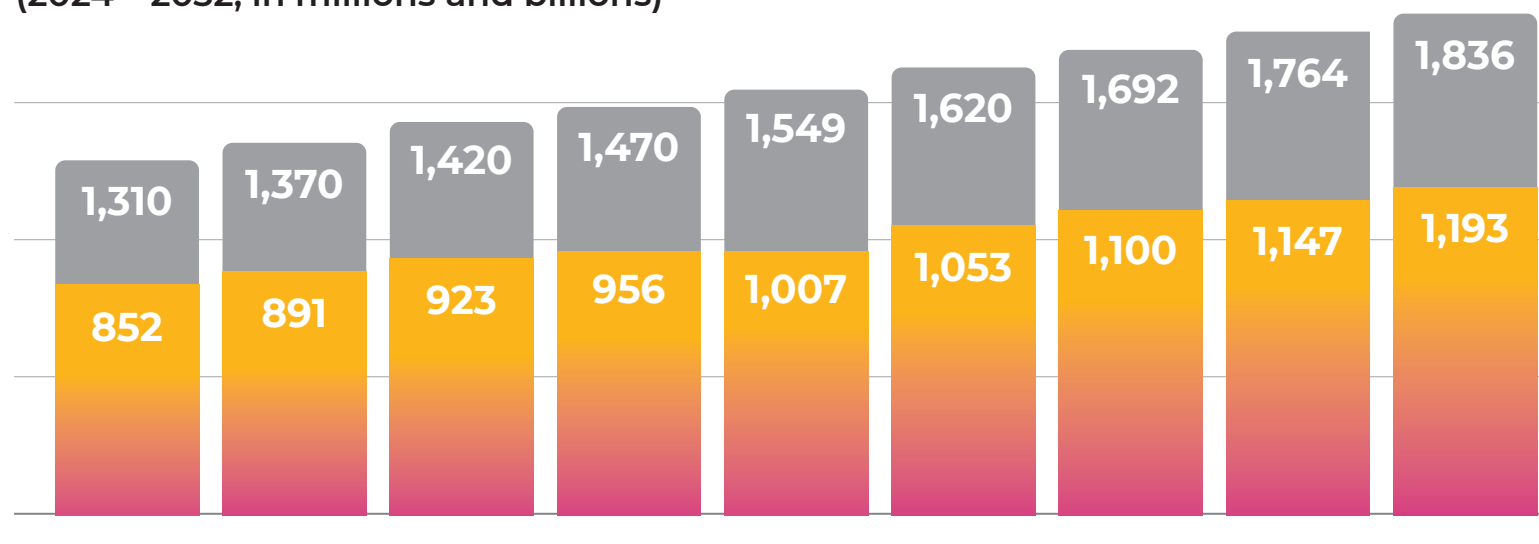
**852M**  
Projected number of gamers at risk of quitting due to trust and safety concerns<sup>3</sup>

**1.31B**  
Estimated number of digital gamers worldwide in 2024<sup>4</sup>

**\$290.92B**  
Estimated total spending at risk due to player churn<sup>5</sup>

**\$341.46**  
Estimated average annual spending per gamer<sup>6</sup>

### Projected Number of Gamers at Risk of Quitting Due to Trust and Safety Concerns (2024 – 2032, in millions and billions)



Adapting a 65% player churn risk to the global gaming population highlights the scale of potential losses.

Previous research<sup>10</sup> already showed that 61% of players who experience negative behavior reduce their in-game spending, while 24% avoid spending entirely because of how other players behave.

## In the spotlight: Taking a gamer-led approach to enhance an esports company's player experience

### Challenges

- Expanding operations to support rapid growth in Asia and the Americas
- Enhancing the quality of player experience with personalized support
- Building a CX team that speaks the players' language — both linguistically and culturally

### Strategically

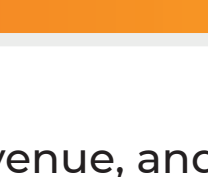
- "For-players-by-players" approach with active players providing gaming-native support for the community
- Cultural immersion program that brands the CX team with the company's brand identity, gaming culture, and values the players' language — both linguistically and culturally

### Impact

- Expanded capacity of CX frontlines by 4x in four months
- Surpassed average wait time (AWT) targets and consistently exceeded weekly quality assurance (QA) and customer satisfaction (CSAT) benchmarks
- Launched a greenfield site that enabled further growth, scaling operations into Turkey, Vietnam, Japan, South Korea, and Brazil players' language — both linguistically and culturally

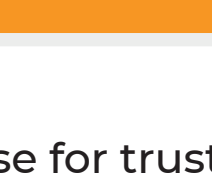
## The gaming communities that thrive level up their trust and safety alongside their players.

Retention, revenue, and reputation are your business case for trust and safety. Keeping them in sync requires a winning CX strategy:



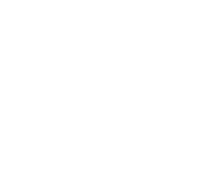
### Culturally adapted player behavior management

Player experiences and expectations are shaped by culture, language, and regional norms. TDCX's multilingual trust and safety teams help implement regionally attuned moderation strategies to foster fair, engaging, and inclusive spaces.



### Empathy-focused, player-centric support

Players want support from people who understand their world and speak their language. TDCX's "for-players-by-players" approach puts gamers and enthusiasts at the forefront of delivering player experiences, ensuring fast, authentic, and community-savvy support that customers trust.



### Agile, proactive solutions built for scale

Negative behaviors don't operate on a schedule. AI-assisted detection and human expertise help anticipate risks and keep communities safe as they scale. TDCX's content moderation capabilities enable companies to respond at the speed of play.

## Survey Methodology

The study was based on an online survey conducted from September 5 to 9, 2024, gathering 652 responses from participants across seven countries. The survey explored player behavior, perceptions of gaming communities, and attitudes toward trust and safety. Some questions were measured on a 0 – 10 scale, covering:

- Types of games played
- Sense of safety and respect in gaming communities
- Confidence in companies maintaining healthy communities
- Perceptions of companies response time and effectiveness in handling disruptive behaviors
- Frequency of reporting negative behavior
- Impact of player safety concerns on player retention
- Importance of clear community guidelines
- Perceptions of whether safety and inclusivity have improved in gaming communities
- Open-ended feedback on what gaming companies should do to create safer environments

### References

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### Respondent Profiles

Casual Players 62.58%  
Competitive Players 37.42%

### Age

18 – 29 33.79%  
30 – 44 55.45%

### Gender

Male 51.63%  
Female 48.37%

### Platform/Device Type

Android 57.91%  
iOS 25.96%  
Windows 14.9%

### Region

US 15.49%  
China 15.49%  
Germany 15.34%  
Spain 15.34%  
Malaysia 15.34%  
UK 15.34%  
South Korea 7.67%