

The Newest Installment of the 3D Fighting Game “TEKKEN” Series, “TEKKEN 8” Sells Over 2 Million Copies Worldwide in the First Month After Launch

Measures to boost the fan community from both online and offline are in full swing

Bandai Namco Entertainment Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Nao Udagawa) announced today that “TEKKEN 8,” the newest installment in the “TEKKEN” series, which was released on Friday, January 26, 2024, surpassed a total of 1 million copies worldwide on its first day of release and 2 million copies (*1) in one month.

In addition, “TEKKEN 8” will continue updates and push out esports events, in order to increase the user base, and not only the game business but also through its music and license businesses, it will roll out measures both online and offline full-fledged.



Increased excitement in the “TEKKEN” series and within the fan community

Within an update that is scheduled soon in “TEKKEN 8,” “Tekken Shop,” an in-game store where in-game items such as costumes of playable characters used in the previous installments, and character skins for the avatars will be provided, is scheduled to launch within the “Tekken Fight Lounge,” a large-scale immersive online lobby. In the “Tekken Shop” and “Tekken Fight Lounge,” collaboration items with various IPs (Intellectual Properties, such as characters and brands) and brands will be available along with other various measures that will be implemented for an enjoyable in-game communication experience between users.



Moreover, the “TEKKEN WORLD TOUR 2024” will start on Saturday, April 13, 2024, as a measure to expand the offline fan community. The “TEKKEN WORLD TOUR,” which has been held continuously since 2017, is the most prestigious fighting game tournament circuit in the “TEKKEN” series esports scene, where players compete for ranking points through tournaments held by fighting game communities around the world to determine the “World's Best Player of the Year.” Together with these measures, the “TEKKEN WORLD TOUR” will expand its business beyond the game business and include the licensing and music businesses, aligning with the series’ 30-year anniversary.



The appeal of the “TEKKEN” series and “TEKKEN 8”

The “TEKKEN” series is a 3D fighting game on consoles that started out as an arcade game that was launched in December 1994. In August 2017, it was recognized by Guinness World Records as the “Longest-running 3D fighting videogame franchise (21 years 179 days)” and the “Longest-running videogame storyline (20 years 99 days).” This year, it celebrates its 30-year anniversary.

“TEKKEN 8” is the newest installment in about 7 years since “TEKKEN 7” was released as a console game in 2017 and first to be released on the latest hardware (PlayStation®5, Xbox Series X|S, PC). The story takes place six months after the previous installment and features an epic saga about the growth and determination of Jin Kazama, who defies his fate and challenges his father Kazuya Mishima. A total of 32 characters have undergone a graphical refresh with the latest hardware’s capabilities utilized for elaborate high-resolution modeling, destruction elements in the battle stages, and the new “Heat system” that encourages “aggressive” in battle to provide the most exciting exchange of offensive and defensive battle in the history of the series are featured.

In addition, several features were implemented to appeal to a wide range of players. In “Arcade Quest,” basic mechanics can be learned and practiced while playing along the story by running through various arcades with a customizable avatar designed to the player’s preferences. In “Super Ghost Battles,” players can battle ghost data that simulates the player’s movements through AI learning and “Special Style” is an operation style that allows players to perform various techniques such as air combos with one button. As a result of implementing such features, the game received a Metascore of 90 points on “Metacritic,” a score that greatly exceeds that of previous installments.

The sales of over 2 million copies in the first month of release greatly outpaces its predecessor, “TEKKEN 7,” which is still being played and has the series’ total highest sales record of over 11.8 million copies worldwide (*2).

* For any inquiries of the various in-game and external measures, please refer to the link below (this form is only for corporate entities).

<https://www.bandainamcoent.co.jp/english/contactus/esports.html>

Content overview

Product Name: TEKKEN 8
Release Date: January 26, 2024
Genre: 3D Fighting game Platforms: PlayStation®5, Xbox Series X|S, Steam®
Supported Japanese, English, French, Italian, German, Spanish, Brazilian Portuguese, Neutral
languages: Spanish, Polish, Russian, Traditional Chinese, Simplified Chinese, Korean, Thai,
Arabic
Official Website: <https://tk8.tekken-official.jp/> (Japanese)
<https://tk8.tekken-official.jp/en/> (English)
Legal Line: TEKKEN™8 & ©Bandai Namco Entertainment Inc.

Under the Bandai Namco Group's Purpose "Fun for All into the Future," Bandai Namco Entertainment is working to create a brighter future for everyone around the world by connecting people and societies through the enjoyment of entertainment.

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*1 Sales figures of the downloadable versions including those for the PC game platform "Steam."

*2 As of the end of December 2023

*Please note that the information in this press release is as of the date of release and subject to change without notice.

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