## **Bibliography**

## Media Analysis of Earnings -

- (2024, January 30). Electronic Arts Inc (EA) Delivers Solid Q3 FY24 Results with Record Live Services Net

  Bookings. Guru Focus. <a href="https://finance.yahoo.com/news/electronic-arts-inc-ea-delivers-215707620.html">https://finance.yahoo.com/news/electronic-arts-inc-ea-delivers-215707620.html</a>
- Calvin, A. (2024, January 31). EA Sports FC 24 drives Electronic Arts growth. PCGamesInsider.

  https://www.pcgamesinsider.biz/news/74272/ea-sports-fc-24-drives-electronic-arts-growth/
- Kachwala, Z. (2024, January 30). Electronic Arts misses quarterly bookings estimates on lower consumer spending. Reuters. <a href="https://www.reuters.com/technology/electronic-arts-beats-quarterly-profit-estimates-strong-fc-24-demand-2024-01-30/">https://www.reuters.com/technology/electronic-arts-beats-quarterly-profit-estimates-strong-fc-24-demand-2024-01-30/</a>
- Maas, J. (2024, January 30). 'EA Sports FC' Pushes Electronic Arts to Record \$1.7 Billion in Live Services

  Net Bookings in Year-End Quarter. Variety. <a href="https://variety.com/2024/gaming/news/ea-sports-fc-electronic-arts-earnings-1235890705/">https://variety.com/2024/gaming/news/ea-sports-fc-electronic-arts-earnings-1235890705/</a>
- Rajan, R. (2024, February 6). Electronic Arts stock PT raised at Deutsche Bank on growth prospects.

  Investing.com. <a href="https://www.investing.com/news/stock-market-news/electronic-arts-stock-pt-raised-at-deutsche-bank-on-growth-prospects-93CH-3294264">https://www.investing.com/news/stock-market-news/electronic-arts-stock-pt-raised-at-deutsche-bank-on-growth-prospects-93CH-3294264</a>
- Sinclair, B. (2024, January 30). EA Sports FC 24 beats expectations, leads EA to Q3 growth.

  GamesIndustry.biz. <a href="https://www.gamesindustry.biz/ea-sports-fc-24-beats-expectations-leads-ea-to-q3-growth">https://www.gamesindustry.biz/ea-sports-fc-24-beats-expectations-leads-ea-to-q3-growth</a>
- Takahashi, D. (2024, January 30). EA earnings get boost from EA Sports FC with bookings hitting \$2.36B.

  VentureBeat. https://venturebeat.com/games/ea-earnings-get-boost-from-ea-sports-fc/

## Audience Profiling and SWOT Analysis -

- (2023, February 17). Embark on an Epic New Adventure Today in WILD HEARTS™, EA and KOEI TECMO's AAA Hunting Game Set in Fantasy Feudal Japan. EA.com. https://news.ea.com/press-releases/press-releases-details/2023/Embark-on-an-Epic-New-Adventure-Today-in-WILD-HEARTS-EA-and-KOEI-TECMOs-AAA-Hunting-Game-Set-in-Fantasy-Feudal-Japan/default.aspx (2024, February 1). Ea.Com. Similarweb. <a href="https://www.similarweb.com/website/ea.com/#overview">https://www.similarweb.com/website/ea.com/#overview</a> (n.d.). Q3 2024 Earnings Call Transcript. EA.com. <a href="https://ir.ea.com/financial-information/quarterly-results/default.aspx">https://ir.ea.com/financial-information/quarterly-results/default.aspx</a>
- (n.d.). What are the Strengths, Weaknesses, Opportunities and Threats of Electronic Arts Inc. (EA). SWOT

  Analysis. Discounted Cash Flow. <a href="https://dcf.fm/blogs/blog/ea-swot-analysis">https://dcf.fm/blogs/blog/ea-swot-analysis</a>