Prompt – Your task is to craft a media analysis report of no fewer than 500 words on the company's most recent quarterly earnings report, examine at least 5 articles/posts, from business media, for positive and negative sentiment and at least 2 financial analyst quotes.

Media Analysis of Electronic Arts' (EA) 2024 Q3 Earnings

Coverage grid –

Sr No.	Publication	Headline	Sentiment
1	Reuters	Electronic Arts misses quarterly bookings estimates on lower consumer spending	Negative
2	Variety	'EA Sports FC' Pushes Electronic Arts to Record $1.7 Billion in Live Services Net Bookings in Year-End Quarter	Positive
3	VentureBeat	EA earnings get boost from EA Sports FC with bookings hitting $2.36B	Positive
4	Simply Wall Street	Electronic Arts' (NASDAQ:EA) Earnings Seem To Be Promising	Positive
5	CNBC's Street Signs (Video clip)	It's all about the pipeline when it comes to Electronic Arts earnings and Jefferies' Andrew Uerkwitz says the EA faithful will have to wait till FY25. And, are they an acquisition target?	Neutral
6	Investing.com	Electronic Arts stock PT raised at Deutsche Bank on growth prospects	Positive
7	GamesIndusty.biz	EA Sports FC 24 beats expectations, leads EA to Q3 growth	Positive
8	GuruFocus	Electronic Arts Inc (EA) Delivers Solid Q3 FY24 Results with Record Live Services Net Bookings	Positive
9	PC Games Insider	EA Sports FC 24 drives Electronic Arts growth	Positive

Summary –

- In total, EA's 2024 Q3 earnings were covered by nine news platforms, prominent among them Reuters, Variety, VentureBeat, Simply Wall Street and Investing.com
- With the exception of Reuters, the reception to the 2024 Q3 earnings was positive
- However, prominent platforms like The Wall Street Journal, Bloomberg, CNBC, Forbes, Fortune and Business Insider either did not cover the earnings announcement or ran very short segments – as was the case with CNBC
- The coverage was also largely devoid of analyst quotes and perspectives. Out of the six analysts who attended the earnings call, only Andrew Uerkwitz of Jefferies was featured in the subsequent media coverage – a live segment on CNBC Street Sign. Out of the 25 analysts currently covering the company, Michael Pachter of Wedbush Securities was the only analyst whose commentary on the earnings was featured in an article – VentureBeat.

An analysis of the coverage in the prominent platforms

Reuters

The Reuters piece is predominantly negative.

Key points indicating negative sentiment:

- EA missed estimates for quarterly bookings, a crucial performance metric for the company. The article cites lower consumer spending and intense competition as reasons hurting demand for EA's gaming titles during the holiday quarter.
- It discussed the negative market reaction to the earnings as evidenced by the share price declining more than 2% in extended trading after the earnings announcement.
- It references the tough competition EA faced from major titles like "Call of Duty: Modern Warfare 3" and "Super Mario Bros. Wonder," which dominated holiday-season sales.

- Most concerningly, it talks about EA's forecast for next quarter's bookings range having a midpoint below analyst expectations.

The only potential positive point mentioned is the 7% year-over-year growth in bookings for EA's revamped soccer franchise "EA Sports FC 24."

Overall, the article's tone is negative; it emphasizes EA's missed expectations, underperformance of certain titles and the headwinds the company faced during the holiday quarter.

Variety

The sentiment of the Variety article is positive.

Here are the key points that indicate a positive sentiment:

- The article highlights that EA saw record live services sales, led by its flagship "EA Sports FC" franchise, in the final quarter of 2023. It states that the "EA Sports FC" platform "outperformed expectations again this quarter, delivering 7% year-over-year net bookings growth."
- EA reported $1.7 billion in total net bookings from live-service games during the quarter, which is framed as a positive achievement.
- Net income of $290 million and operating cash flow of $1.3 billion are presented as positive figures.
- While not explicitly stated, the article reports adjusted EPS of $2.96 on $2.4 billion in net bookings to have met or slightly exceeded Wall Street's forecasts.

The only potential negative point mentioned is the lower full game revenue of $618 million, compared to the live services revenue. However, this is not portrayed as a major concern.

The tone is overwhelmingly positive, emphasizing EA's strong performance across financial metrics and the strength of its live-services business model.

VentureBeat

The sentiment of the VentureBeat article is positive.

Key points that indicate positive sentiment:

- The article highlights that EA's results were driven by the strong performance of its flagship EA Sports FC franchise by stating that EA Sports FC "outperformed expectations, delivering 7% net bookings growth" compared to the previous year.
- Several key EA franchises like EA Sports FC, The Sims 4 and Battlefield 2042 are mentioned as having achieved positive engagement/player metrics.
- The live services and net bookings figures are portrayed positively, with live services accounting for 73% of EA's business on a trailing 12-month basis.

The only potential negatives mentioned are Apex Legends not meeting competitive expectations for the quarter, and the lack of a new Need for Speed game release impacting year-over-year comparisons.

Overall, the article's tone is decidedly positive, highlighting EA's successful quarter driven by its key franchises, engagement metrics, and financial figures like net bookings and live services growth.

Simply Wall Street

The sentiment of this article is positive.

Here are the key points that indicate a positive sentiment:

- The article suggests that the market may be missing some encouraging factors contained in EA's earnings announcement, implying there are positive elements that investors overlooked.
- It notes EA's free cash flow improved over the last year as "generally good to see."
- It points out that the unusual items of $201 million negatively impacting EA's profit were likely one-off in nature, suggesting profits could increase going forward if those items don't repeat.

Overall, the sentiment is decidedly positive, suggesting EA's earnings were better than they appeared at face value and that the company's underlying earnings power remains robust.

Investing.com

This article focuses on Deutsche Bank's outlook of EA's 2024 Q3 earnings. The sentiment of this Investing.com article is positive.

Here are the key points that indicate a positive sentiment:

- The bank maintained a "Hold" rating on EA's stock, suggesting they view the company favorably overall.
- The analysts praised EA's "core business" focused on annual game releases and live services as "a sustainable source of multi-year growth" with tailwinds from growing sports popularity globally.
- EA was commended for successfully managing the transition of its largest franchise to EA Sports FC this year.
- The bank noted signs of stability in EA's mobile business after overcoming challenges, and anticipates this segment will contribute to future revenue growth.

Like the VentureBeat article, this piece's only potential negative is the mention of Apex Legends facing "ongoing challenges" and being unlikely to contribute significantly to EA's pipeline in FY25.

Overall, the article portrays an optimistic outlook for EA, backed by Deutsche Bank's increased price target, positive commentary on the company's core franchises and business model and favorable adjustments to the bank's financial model.

Analyst Quotes

Andrew Uerkwitz of Jeffries in CNBC Street Sign (CNBC International)

Jeffries analyst Andrew Uerkwitz featured in a short segment, sharing his take on EA's 2024 Q3 results.

Here's a transcription of the segment –

"They were hesitant to call it an investment year, but they said they're going to grow; that it's a title-light year but if you look beyond that, they have a much more robust pipeline that will come in during CY

2025 and CY 2026. And you really try to time this with new hardware, so it really comes down to timing. EA was giving some hints in there, but not a lot of detail.

Mr. Uerkwitz also addressed the topic of should someone buy EA or would someone buy EA.

“Should someone buy it? Absolutely, there are a handful of companies out there that should buy EA if they’re interested in video games. Right now, in this regulatory environment, with what else is going on in streaming and video, and what not, the answer to the would question right now is no. A lot of potential buyers like Disney, Amazon, Netflix, you name it, have issues of their own or at least a history that says we don’t buy something as big as EA. I think it’s all about timing and right now we won’t see any imminent moves.”

The overall sentiment of Mr. Uerkwitz’s segment was neutral. However, he did discuss a potential sale, which was not a topic of discussion during the earnings call.

Michael Pachter of Wedbush Securities in VentureBeat

Michael Pachter, an analyst at Wedbush Securities, said in an email to GamesBeat that revenues were slightly below expectations (at $2.37 billion actual versus $2.4 billion consensus expected) and earnings per share of $2.96 a share versus expectations of $2.93 a share.

“Nothing special in there at all,” Pachter said. “No real news in there, other than that EA Sports FC grew 7% yoy and overall was pretty flat. That makes sense in the context of no Need for Speed this year.”

For the fourth quarter ending March 31, 2024, Pachter said EA guided to $1.625 billion to $1.925 billion in revenues, versus analyst consensus expectations of $1.83 billion. Earnings per share is expected to be $1.25 a share to $1.75 a share, versus expectations of $1.56 a share.

Mr. Pachter’s take on EA’s earnings seems largely neutral but leaning slightly toward the negative. He views EA Sports FC’s growth as expected, and the overall performance as uninspiring or slightly below expectations on the revenue side.