
CLEAR YOUR SH*T
How GTA 6 is becoming the kind of cultural event people cancel plans for, build nights around and keep feeding long after launch.
This is what that means for brands and industries.
grand theft auto VI
HAVAS Play



The game is the starting point.

We're following what happens around it, what sticks, and where it starts changing things outside gaming.

01

THE RELEASE

Why GTA 6 is behaving like more than a game launch.

02

WHAT PEOPLE DO WITH IT

How people watch, protect, remix, search, talk and build.

03

WHAT COULD LAST

What repeats after launch and what GTA V teaches us about longevity.

04

THE BRAND QUESTION

Which categories start moving, and whether a brand has a real role.

GTA 6 could shape what people WATCH, HEAR, MAKE AND TALK ABOUT for years.

Rockstar launches the game on Nov. 19. From there, people will decide what it becomes: what gets streamed, clipped, remixed, replayed, argued over and brought into real life.



THE BIG PICTURE

- GTA 6 is becoming a media market, not just a game launch.
- Behavior will spill beyond the screen and into real life.
- The opportunity for brands is in what people keep doing with it, not just the IP itself.

THE GAME

GTA 6 is an open-world crime story following Lucia and Jason across Vice City and the wider state of Leonida. It launches Nov. 19 on PlayStation 5 and Xbox Series X|S.

THE QUESTION WE'RE ASKING

What happens when one of the biggest entertainment releases in years lands inside a culture built to keep making things from it?

WHY WE SHOULD CARE

That behavior will influence where people spend time, who they follow and what brands can credibly contribute.

THIS POV FOLLOWS IT THROUGH:

GAMEPLAY | STREAMS + VIDEO | MUSIC | CREATORS | GROUP CHATS | REAL LIFE

HAVAS Play

Grand Theft Auto 6 is launching with its own MEDIA MARKET.

You don't have to play GTA 6 to spend time with it.

The game sits at the center while Netflix, YouTube, radio, podcasts, music, retail and live events become different ways into Leonida.



THE GAME AT THE CENTER



Netflix Extended Look

SOUTH PARK · OCT. 28

NEW GTA VI GAMEPLAY

About 20 seconds of previously unseen GTA VI gameplay appeared in the Oct. 28 episode, with Rockstar credited in the program.



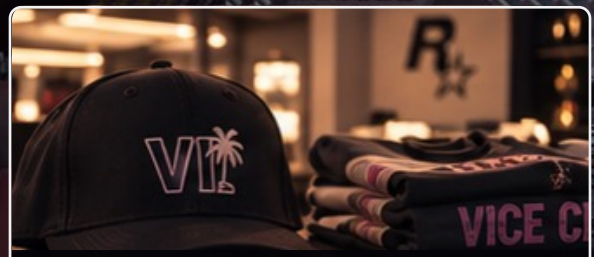
CHESS.COM · GRAND CHESS AUTO



GTA VI: The Album



A NIGHT IN VICE CITY | MIAMI HEAT



ROCKSTAR STORE | MERCH, MAP + POSTER

Free printable Leonida map and cover-art poster from Nov. 19. Physical version follows shortly after launch.

PLAY WATCH · Sports + live experiences

A 27-MINUTE GAME REVEAL TOPPED NETFLIX'S GLOBAL ENGLISH FILMS CHART.

VICE CITY

31.1M
Netflix Extended Look views in four days

93M+
official Trailer 1 views in 24 hours

250M+
GTA 6-related YouTube views Dec. 4–5, 2023

TOP 10 IN ALL 93
countries tracked by Netflix

$1B+
GTA V retail sales estimated in three days

230M+
GTA V units sold-in

29%
of U.S. console + PC gamers intend to buy GTA VI

Circana's highest recorded video-game purchase intent

"Add together the global box office of The Odyssey, Spider-Man: Brand New Day and Toy Story 5 and you're probably just about getting the same scale. It will without a doubt be the largest entertainment product that's ever existed."

MIKE MURPHY O'REILLY
Chief Revenue Officer, Dexerto

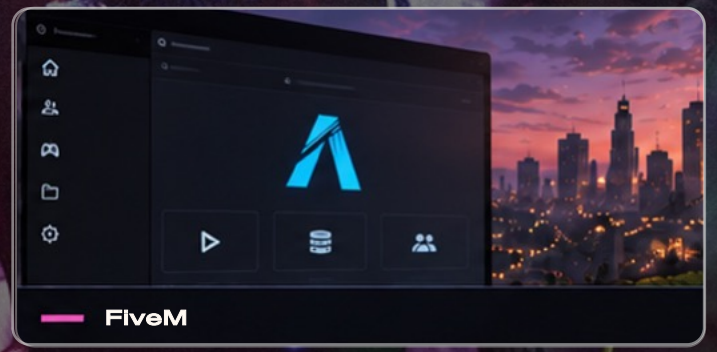
Grand Theft Auto V became a hangout, a stage, a studio and a career path.

People kept finding new things to do with GTA V. GTA Online, roleplay, mods, car meets, music videos and livestreams kept giving people new reasons to come back.

PLAY READ What keeps GTA V culturally active is the behavior people built around it, not just the original release.

1.89B
live-stream watch hours in 2025


GTA Online


FiveM


NoPixel V • GTA V RP


Grand Theft Hamlet


Car Meets


Creator Careers

$1B+
in three days
2013 launch proof

230M+
GTA V units sold-in
publisher reported

NEARLY 475M
Grand Theft Auto series units sold-in
publisher reported

PLAY WATCH · Creator work · car culture · creative tools

Rockstar gives people just enough.
THEN EVERYONE ELSE GOES TO WORK.

5.6M mentions | **712K** unique authors | **242M** engagements

ROCKSTAR'S OFFICIAL DROPS

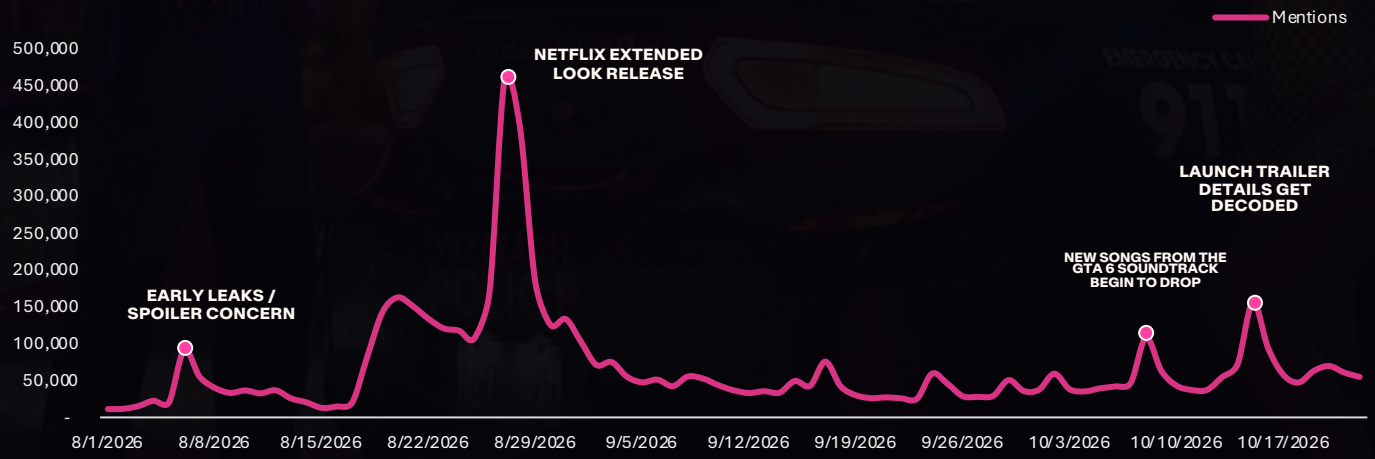




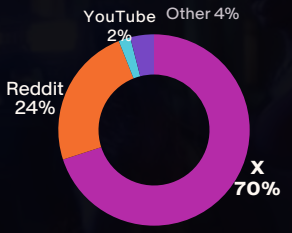

- **TRAILER 1** — DEC. 2023
- **TRAILER 2** — MAY 2025
- **PREORDERS** — JUN. 2026
- **EXTENDED LOOK** — AUG. 2026
- **LAUNCH TRAILER** — OCT. 15

CONVERSATION BUILDS WITH EVERY RELEASE MOMENT

Mentions of GTA 6 across social platforms



WHERE THE CONVERSATION LIVES



TOP AUTHORS

- @dexerto
- @charlieintel
- @synthpotato
- @niktek

TOP HASHTAGS

- #GTA6
- #GTA6Leaks
- #cyberleek
- #LUCIA

X carried most tracked mentions. Reddit held the deeper discussion.

WHAT PEOPLE ARE TALKING ABOUT



01 DETAILS DRIVE CREDIBILITY

Fans scrutinize realism, graphics and tiny details.



02 LUCIA AND JASON DRIVE STORY DEBATE

Their relationship keeps fueling theories and arguments.



03 THE SOUNDTRACK IS PART OF THE STORY

Artists and songs widen the audience.



04 SPOILER CONTROL IS PART OF THE LAUNCH

Mute lists and viewing rules shape how people prepare.

PLAY READ | The conversation is organizing around different parts of the game before launch

Source: U.S. social listening, Aug. 1–Oct. 22, 2026. Daily trace reconstructed from the supplied Intelligence visualization; directional, not point-precise.

One launch becomes HUNDREDS OF LOCAL VERSIONS.

The same launch won't land the same way everywhere. Language, access, time zones, creators, music scenes and spoiler habits turn one official drop into local versions.

EXTENDED LOOK



Different worlds in one game.

Extended look. Local language options now available on Netflix.

Watch now | Português (Brasil)

SEARCH

gta 6 sem spoilers

gta 6 sem spoilers	BR
gta 6 sin spoilers	LATAM
gta 6 ネタバレなし	JP
gta 6 스포 없음	KR
gta 6 no spoilers	GLOBAL

GROUP CHAT — NO SPOILERS

Alyssa	Já viu o trailer?	2m ago
Mateo	Sin spoilers por favor!	5m ago
ハル	ネタバレなしで！🙏	8m ago
Jisoo	Same here. Let's all enjoy it together.	12m ago

LOCAL PERSPECTIVE



How Vice City sounds around the world.

Local music commentary, creators and culture from across the globe.

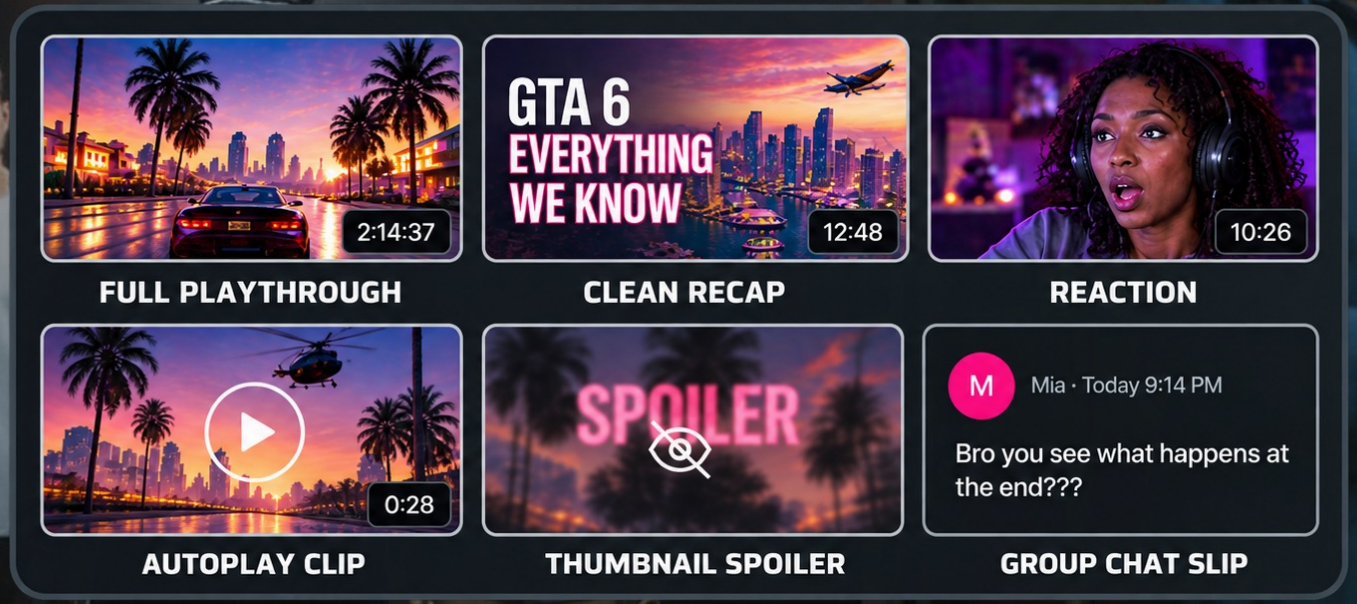
Illustrative search, creator and group-chat examples. They are not representative audience data.

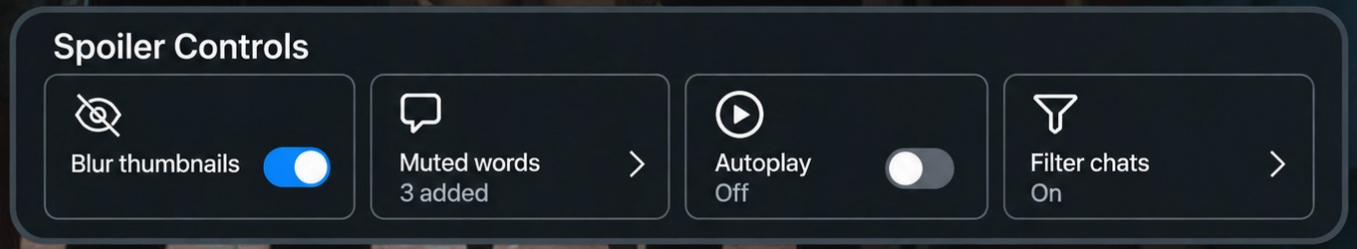
PLAY READ | Language, creators and spoiler habits will shape how the same release lands differently by market.

The first playthrough HAS RULES.

GTA stories will show up as full streams, clean recaps, reactions, autoplay clips, thumbnail spoilers and group chat slips.

Plan for what people want to watch, what they're trying to avoid and what needs to stay muted.





No single platform offers every control shown. The group-chat example is an internal Havas editorial composition, not documented fan behavior.

Launch night becomes A HOUSEHOLD OCCASION.

Preordering is only the first decision. Then come storage, the good screen, sound, food, delivery, gift cards, last-minute fixes and whose place becomes the gathering point.

ROCKSTAR STORE

ILLUSTRATIVE PREORDER RECEIPT

ORDER #111926 · 09:17 PM

$79.99 STANDARD · US

$99.99 ULTIMATE · US

DIGITAL PRELOAD FROM NOV. 10

DOWNLOAD CODE INSIDE*

*Physical Standard listing. Product and region vary.

No PC launch version announced as of Oct. 30.

GETTING THE ROOM READY

- [ ] CONSOLE
- [ ] STORAGE · UP TO 212 GB
- [ ] SCREEN
- [ ] SOUND
- [ ] ROUTER
- [ ] CONTROLLERS
- [ ] PRELOAD
- [ ] WHO GETS THE ROOM?

THE NIGHT AROUND IT

- [ ] FOOD
- [ ] DELIVERY
- [ ] HOSTING
- [ ] GIFT CARDS
- [ ] LAST-MINUTE FIXES

PLAY WATCH Orders · basket mix · hosting cues · gift cards · setup fixes

Lucia and Jason are the emotional hook.

THE WIDER CAST GIVES FANS MORE STORY TO BUILD ON.

The relationship pulls attention early. The surrounding cast gives fans more to speculate on, meme, ship and follow across nightlife, music, status, paranoia and side stories.

PLAY WATCH · Looks · saves · recreations · style references · who gets credited



BOOBIE IKE
nightlife, status and side hustle energy



REAL DIMEZ
music, friendship and performance culture



RAUL BAUTISTA
crew politics, power and paranoia



CAL HAMPTON
comic relief, conspiracy and fringe fandom

THE REAL CITY BEHIND VICE CITY

Vice City pulls from a Miami that already has its own cultural language.

Rockstar's Vice City is fictional and draws from a real city shaped by distinct neighborhoods, communities and scenes. From street art and nightlife to music, cars and local identity, the references people recognize in the game come from a culture that has been developing since long before GTA 6.

Understanding that influence means paying attention to the people and places shaping Miami itself, especially if brands want to participate in the culture around the game.

PLAY WATCH · Searches · itineraries · neighborhood interest · local response



Street art and nightlife give Miami a visual identity people recognize instantly.



Community and creativity keep Miami's influence rooted in the people shaping it.



MIAMI-DADE · OCT. 28

THE LAUNCH IS MOVING THROUGH THE REAL CITY

Miami-Dade announced a **$3.9M GTA VI** marketing and advertising package across MIA, PortMiami and County transportation surfaces.

GTA 6 is turning music into its own RELEASE SYSTEM.

Rockstar is building several ways into the game through music: an original soundtrack album, an adaptive score by Justice, radio previews, in-game podcasts and artist-led discovery before launch.

34
ORIGINAL TRACKS

GTA VI: The Album · Nov. 19 Rockstar Games

30
SCORE TRACKS

Original Score by Justice · Dec. 11

9
SOUNDTRACK SINGLES

Currently listed on Rockstar's music page

6
RADIO STATIONS AVAILABLE TO PREVIEW

Cocoteo, Back Country, Afro Bank FM, The Chamber, Flash FM and Dirty South Classics

1,800x+
STREAM LIFT

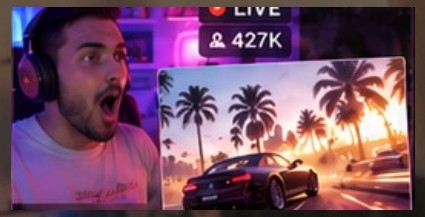
Spotify-reported lift for The Pointer Sisters' "Hot Together" after Trailer 2

PLAY WATCH · Saves · artist searches · catalog movement · follows · ticket interest

Source: Rockstar Games music page and Oct. 29 Newswire; Spotify reporting cited by NME. Accessed Oct. 30, 2026.

The first weekend may be the hardest part to own, but it won't tell you what lasts.

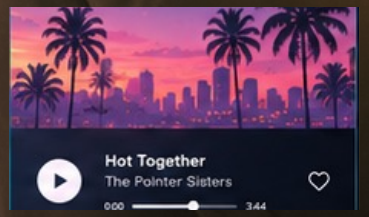
LAUNCH PERIOD



First playthroughs

Reactions, setup and spoiler rules hit at once.

EARLY DISCOVERY



Finding a way in

Music, characters and explainers help people find an entry point.

CULTURE SPREADS



Style + local interpretation

The game starts showing up in real-world references and conversations.

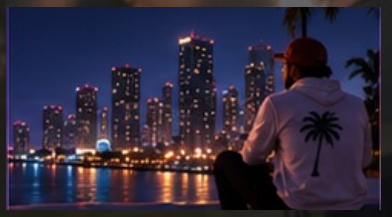
RETURNING BEHAVIOR



What people repeat

Watching, making and community habits show what lasts.

LONGER-RUN OPPORTUNITY



Follow proof, not hope

GTA V is the precedent. GTA 6's next formats are still unannounced.

LAUNCH CONTEXT

ROCKSTAR UK UNION-RECOGNITION BALLOT · NOV. 12–26: Launch week will also sit alongside a conversation about the labor behind the game.

PLAY READ What repeats after launch matters more than what spikes during it.

THE PLAY LENS

FIND YOUR WAY IN
Start with the culture, not the IP.

Rockstar controls what happens inside the game, and its world has always satirized brands and consumerism. For most brands, the opportunity is around the culture, not inside the IP. Start with the behavior, decide whether there's a credible role, then build from there.

01 READ THE BEHAVIOR

What are people watching, making, buying, avoiding and repeating?

02 DECIDE THE ROLE

Is there something useful the brand can add without forcing itself into the IP?

03 BUILD AROUND IT

Connect creators, content, social and live experiences around the behavior, without relying on access to the IP.

04 PROVE WHAT CARRIES

Follow what people keep doing after the initial attention moves on.

BEFORE YOU GET CLOSE

- ✓ Are we clear on what we can and can't use?
- ✓ Does the community want us here?
- ✓ Can the brand stand behind it?
- ✓ Have local voices shaped it?

MATURE 17+ ESRB

OFFICIAL NORTH AMERICAN RATING

Selected descriptors:

Blood and gore
Intense violence
Strong sexual content
Use of drugs and alcohol

CHECK THE RULES

Rockstar's IP, creator and fan-content rules are narrow. Assume direct in-game access is limited. Every idea still needs legal, platform, community and safety review.

IF WE'RE THERE, PEOPLE SHOULD GET SOMETHING FROM IT.

Watch what the game MAKES PEOPLE WANT NEXT.

The opportunity is in what starts carrying into real life. These behaviors give client teams a cleaner way to see where their category may have a role.

PLAY WATCH · Signals worth following after the initial attention moves on.

WEAR

Fashion + Beauty

Watch: Looks, saves, recreations and who gets credited.

GO

Travel + Hospitality

Watch: Searches, itineraries, destination comparisons and local response.

LISTEN

Audio + Music

Watch: Saves, artist searches, catalog movement, follows and ticket interest.

GATHER

Food + Retail

Watch: Orders, basket mix, hosting cues, gift cards and setup fixes.



SHOW UP

Sports + Live

Watch: Athlete crossover, event demand, merch, team content and city response.



BUILD

Finance + Creator Business + Automotive + Creative Tools

Watch: Creator income, gear spend, custom builds, wraps, editing workflows and production needs.

XBOX SERIES X-BITE · NOV. 3
Florida-inspired console giveaway, promoted without naming GTA VI.

HOW BRANDS COULD CREDIBLY SHOW UP

GATHER – Launch-night utility.

Snack bundles, delivery tie-ins, hosting help and setup kits.

GO – City utility.

Local guides, neighborhood recommendations, nightlife routes and Miami travel content around Vice City interest.

LISTEN – Soundtrack momentum.

Artist discovery, catalog playlists, live music tie-ins and music conversation.



COME BACK WHEN SOMETHING REAL STARTS HAPPENING IN YOUR CATEGORY.

Attention gets us interested. Repeated behavior tells us when there's something to act on.

People keep doing it.

It starts changing behavior outside the game.

The brand has something useful to add.

NOVEMBER 19

KEY CONTRIBUTORS

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Research current through Oct. 30, 2026, with selected updates through Nov. 3, 2026. Individual data periods are noted where applicable.

HAVAS Play