



The Gaming Playbook

5 Key Insights

THERE ARE MORE GAMERS AROUND THAN YOU MIGHT THINK

The pandemic didn't create a legion of new gamers; it made us appreciate just how many people spend their time playing video games. But the last few years have seen some audiences picking up controllers in greater numbers, including women, family units, and those living in MEA.

FAMILY UNITS MAKE FOR MULTI-CONSOLE OWNERS

With exclusive franchises found on different games consoles, multi-console adoption is becoming more commonplace; gamers don't want to be limited in the games they play. Console gamers with children, however, are 24% more likely to own 2 or more consoles, showing the appeal of different brands among select gaming demographics. The Switch is prevalent in this regard, despite PS4 ownership leading outright, Nintendo's device has seized on the "second-console" slot in a record-breaking year.

VIDEO GAMES ARE THE INITIAL HOOK – IN-APP PURCHASES AND ADD-ONS KEEP THEM THERE

Microtransactions and DLCs have emerged as prominent sources of revenue in recent years. Many free-to-play games like Fortnite and League of Legends have made serious bucks off in-app purchases. But for any publisher looking to land with these more premium gamers, they firstly need a grasp on who's buying what. Did you know that female gamers purchase more microtransactions than other add-ons? This is likely due in part to their interest in brands offering customized/personalized products. Meanwhile, Xbox and Switch gamers are more likely to purchase any type of add-on compared to PS gamers. Understanding who's buying what, and why, matters.

GAMERS WITH AN ACTIVE SOCIAL PRESENCE WILL HELP SPREAD THE WORD

Gaming is a highly communal activity, even among the most casual gamers (those playing less than once a month) 31% say they did any of the gaming related actions we track. Because gamers like to share or discuss their experiences with each other, those with the most active social media presence can prove important advocates for brands without historical ties to gaming.

ESPORTS CONTINUES TO GRAB GAMERS' INTEREST AND INVESTMENT DOLLARS

As engagement with esports grows, so do the opportunities for brands. But to play in this space, it's crucial to firstly understand the esports audience. They're far more diverse than you might expect; extremely community-oriented; and want brands to make them feel involved. The good news for brands is they're welcome of sponsorship – around 2 in 5 say it's OK for brands not related to esports to sponsor teams or events. Sponsorship stands to pay off, but to really engage this group, brands need to understand their unique culture and what matters to them.