

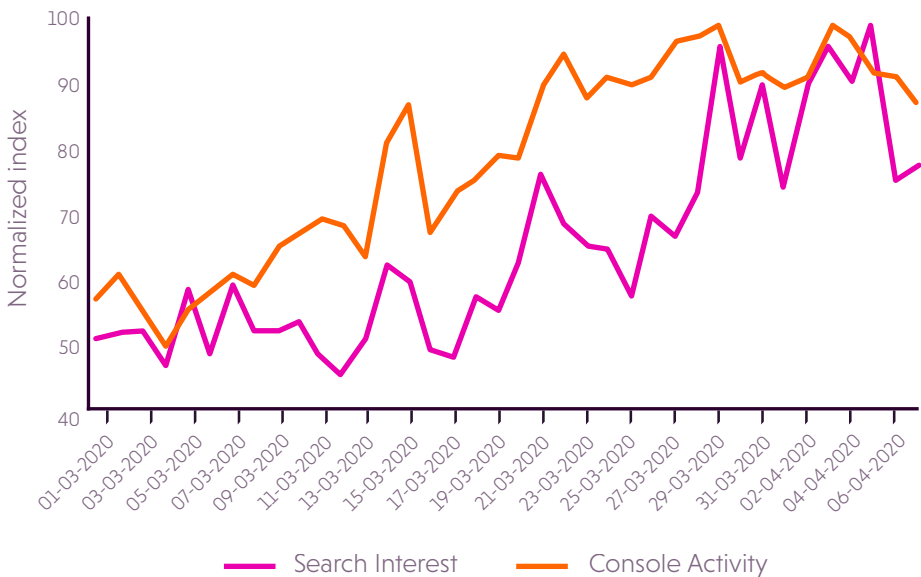
# MiQ INSIGHTS: UK GAMING AUDIENCES

As the world rapidly shifts into lockdown mode, consumers are reassessing their priorities in this new reality.

Entertainment and connectivity are seen as necessities and audiences who once looked to cinema or live sports for entertainment are switching to online gaming and TV. To see what this means for advertisers, we analysed UK data from the last 45 days, since social distancing became more prevalent. What we saw was a surge in gaming interest and a huge opportunity for marketers to use these popular platforms to get their message out with new channels, granular targeting and engaging creative.

The average daily sessions on gaming domains have doubled from 2 to 4 during the pandemic and interest in gaming has increased 147% across the UK.

## CHANGING INTEREST IN GAMING



- +83%** increase in the volume of activity on gaming consoles
- +230%** increase in online search interest around gaming
- +28%** growth in available impressions to reach relevant consumers

**DOUBLE**

the number of gaming consoles bought since lockdown

**180%**

increase in gaming subscriptions for platforms like Uplay+, EA origin Access & the Xbox game pass

**300%**

spike in search interest for Nintendo compared to general Q1 2020 averages

The streaming audience demographic and streaming patterns have seen some major changes as a consequence of the lockdown.

### GAMING AUDIENCES ARE WATCHING MORE STREAMS THAN EVER BEFORE

- Audiences in the UK aren't just playing more games, they're also consuming more gaming-related content
- **8% increase** in the audience streaming and watching gameplays
- **14% increase** in average viewing times

### YOUTUBE GAMING HAS CONTINUED TO GROW AS A KEY PLATFORM FOR WATCHING GAMEPLAY VIDEO

- YouTube Gaming user base has grown 14%
- The audience for pre-recorded and live gaming streams has **increased 21%**
- Time spent on the video streams has **increased 27.4%**

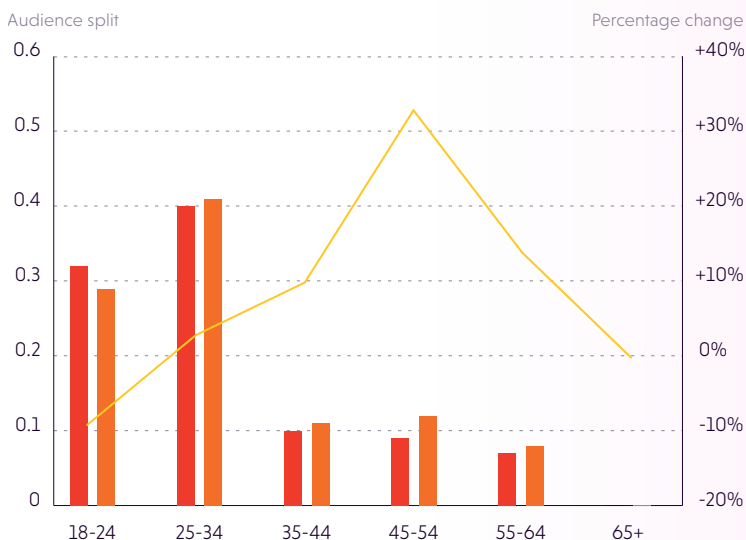


The lack of physical and social contact during the pandemic has given rise to more online interaction, both with friends, family and strangers. Online card and board games are providing people with not just entertainment, but another way to interact.

This is especially true for people in the **18 to 34 age group**, who have been **1.4x** more likely to engage with online card and board games.

### CHANGE IN AUDIENCE DEMOGRAPHICS OF THE STREAMING AUDIENCE

Pre-Covid 19 split    Post-Covid 19 split    Percentage change



### PRIME GAME TIME

Similar to what we've seen for TV, streaming of games on weekdays has also seen a lift of about **13%** compared to the **7%** increase seen over the weekends as people watch streams while they work.

### WHO'S GAMING

While gaming audiences have been getting older, streaming gameplays is still a young person's activity. People ages 18 to 34 account for almost **72%** of the audience. Over the last 30 days we've seen an **increase of 13%** in the number of people **over 35**.

Over the last 30 days we've seen an increase of 13% in the number of people over 35 joining in too.

Over the past month, the growth we've seen in online gaming is web based, however, in-app audiences still account for higher dwell times and likelihood of return users.

This suggests consumers are spending more time in front of PCs and laptops, and shifting to ad-supported experiences on those, rather than their mobile devices.



## WHEN IT COMES TO GAMING, THERE ARE 3 DISTINCT AUDIENCE SEGMENTS

	Hardcore gamers	Casuals	PC warriors
Overview	<ul style="list-style-type: none"> <li>Highest propensity for gaming across different platforms</li> <li>Accounting for only 3.2% of the entire gaming community we captured, but they account for close to 13% of all gaming sessions captured</li> <li>In a week they return to a gaming domain an average 6 times and average 4 hours game time, with a majority of the sessions on gaming consoles</li> </ul>	<ul style="list-style-type: none"> <li>Largest gaming audience, accounting for 68% of all gamers captured</li> <li>Tuning in to about 1.3 sessions a week, close to 72% of this segment engage in less than 1 hour of gaming everyday</li> <li>This segment is erratic, with returning audiences sees them consuming different types of games across a multitude of categories</li> </ul>	<ul style="list-style-type: none"> <li>Majority of this audiences gaming activity happens on PC's</li> <li>They make up only a 1/3 of the gaming audience captured, but have the highest spending potential</li> <li>They are likely to consume anywhere between 3-4 gaming sessions a week and consume close to 2 hours of gaming content a week</li> </ul>
Demographic	The millennial audience forms 68% of the segment audience under consideration with male gamers over indexing their female counterparts 2:1.	The audience in this segment is evenly distributed across the entire set of demog with no major disparities in terms of age and gender. A majority of the audience in this segment are employed.	The audience in the age group of P25-44 forms a major chunk of this audience cluster with an equitable distribution of gamers across different genders.
Preferred platform	Gaming consoles	Mobile apps and online games	PC and gaming consoles
Popular gaming categories	Sports and battle-royale games	Online multiplayer games and card/betting games are popular	Strategy and role playing games
Other online interests	News and entertainment domains are extremely popular amongst this segment	News and Sports domains are extremely popular in this segment.	Arts and entertainment domains and finance domains are extremely popular within this audience segment.

## MAPPING THE ADVERTISING OPPORTUNITY

There are significant differences between console, PC games and casual games played online in browsers or in-apps.

Only 7% of British gamers who play on a gaming console also play online games, so reaching gamers online who aren't actively engaging with games online can be difficult.

### TIP

Console gamers, mostly the hardcore gamers, spend a lot of time browsing the same news and entertainment content as everyone else. The amount of content they browse before hooking onto a game indicates their interest in the games storyline and their tendency to make in-app purchases or consume in-game ad content for rewards.

## GROWTH IN GAMING CONTENT HAS GONE UP 136%

The general amount of content around gaming in the UK, be it blogs, hacks, or gameplays, has **grown by 1.36 times** over the past 4 weeks. People are not only playing, they're writing about their gameplay experiences. The loads on these domains have **increased by 72%** since last month.

*Tip: Contextually, review sites and social platforms hosting reviews play an important role in the gaming ecosystem, and there's a very high correlation ( $r=0.72$ ) between social sentiment and engagement around a game.*

## REACH YOUR GAMING AUDIENCE PROGRAMMATICALLY

### 1 TAILORED INSIGHTS

- Contextual insights
- Keyword analysis
- 3rd party audiences
- Sentiment analysis
- Social trends

### 2 GAMING & ENTERTAINMENT TARGETING STRATEGIES

- In-game ads
- YouTube game stream targeting
- Gaming app & content consumption segments for prospecting
- Reddit & Twitter API activation

### 3 CREATIVE SOLUTIONS

- High-impact formats including video overlays & in-unit games
- Social boost display to quickly turn creative you already have into engaging ads

Powered by our partnerships



Reach out to your MiQ representative or contact [info-uk@miqdigital.com](mailto:info-uk@miqdigital.com) for more information.



#### SUCCESS STORY

MiQ were asked to help a multinational video game and digital entertainment company raise awareness around the launch of their new game.

#### GOAL

Attract new gamers to the video game website while driving engagement and purchase intent.

#### SOLUTIONS

To capture new consumers, we created lookalike audiences based on current website visitors. We targeted these new audiences while leveraging high-performing data segments to reach gamers.

#### RESULTS

We surpassed CTR benchmarks by 3.3x and VCR benchmarks by 1.2x. We brought invaluable new insights to the client regarding the online user journey of their site visitors, as well as an understanding of audience sentiment towards the game.