

GAMING - THE ULTIMATE ENTERTAINER

GAMER INSIGHTS STUDY



The recent pandemic is captivating consumer's all over the world, spurred the digitalization path in many ways: consumers started to adapt their daily routine, shifting their behavior from the real life habits leaning towards an online world. The new reality has energized the world of gaming further and the ones who learn how consumers are adapting to the changing environment would win a larger share of the gaming pie. With the recent study we will deep dive into gamer behaviour and will give you vital insights to unlock undiscovered opportunities in the gaming industry.

WHAT QUESTIONS WILL WE ANSWER?



SEGMENTATION OF GAMERS

How to **segment gamers** based on their profile and behaviour.



UNDERSTAND GAMING HABITS

By platform and content. Incidence of **gaming occasions** and types (competitive vs casual, multiplayer vs single player)



DEVICE USAGE

Ownership, usage and cross platform interaction



PURCHASE AND SPENDS

Purchase decision making process, current **spends across platforms** and content types, future intentions



CONTENT AND GENRE

Preferences and habits of content by platforms and devices

Country level benchmarks on preferred genres and platforms across participating countries

WHAT DECISIONS CAN YOU MAKE?

COMMUNICATION

- Precise targeted communications customized for each segment

PROPOSITION

- Create the right gaming related offers by learning the content usage and preference.

COLLABORATION

- Collaborate with the right partners by understanding device usage and gaming related behaviour

DEVELOPMENT

- Create impactful gaming related content by understanding the needs fulfilled by gaming.

RESEARCH DESIGN



Target Respondent: Gamers on any platform between 15 and 40 years of age. Demographic quotas will vary by country.



Methodology: Online Self-Completion

Sample Size: 600 - 2000



Confirmed Markets: Indonesia, Philippines, UAE



To-be Confirmed Markets: Egypt, Kenya, UAE, KSA, India, Pakistan, China, Russia and others
Subject to Expressions of Interest



Investment starts from USD 6000

Varies by country



FOR MORE INFORMATION

Please contact your local Nielsen Consumer Insights representative or souvik.chakrabarty@nielsen.com