Competitors

IGN

Pros

* Has guides for all of the most popular games not just fighting games.
* Guides can have contributions from the community. As can our site.
* IGN creates their own video guides for some games. Our videos are all community sourced.
* Lots of articles on gaming news. We do not have articles.

Cons

* Lots of advertisements. Our sites will not have standard advertisements.
* Majority of site lacks polish. Our site will be perfect.
* IGN has too broad of a focus. We plan to target specific types of individuals.

A screenshot of a video game

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KOTAKU

Pros

* Has tips and guides but they are all in the form of articles.
* Covers gaming news. We do not outside of new strategies.
* Has game reviews. We do not review games.

Cons

* Lots of advertisements. Our sites will not have standard advertisements.
* Lacks user generated content.
* A screenshot of a computer

  Description automatically generatedA screenshot of a car

  Description automatically generatedDoes not cover controls. Our site will.

YouTube

Pros

* Very clean interface. Our site will also be clean.
* Videos for any game imaginable.
* Limited number of advertisements. Our site will also have very few.
* Everything is user generated.

Cons

* This site does not have information in text format.
* The type of videos on the site are very broad.
* Controls and information may not be covered in a way that helps a user.

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