

Gaming: It's Personal!



THE 2024 INSIDE GAMING REPORT OVERVIEW & METHODOLOGY



OVERVIEW

From character customization to cosplay and content creation, video games have taken on an important role in helping players define and express their identity - nearly two thirds of gamers claim it's easier to be themselves with a controller in their hands. We'll preview Inside Gaming 2024, which studies the growing significance of gaming as a canvas for self-expression and authenticity and explores how brands can tap into this consumer motivation to help gamers bring the best version of themselves into the real world.

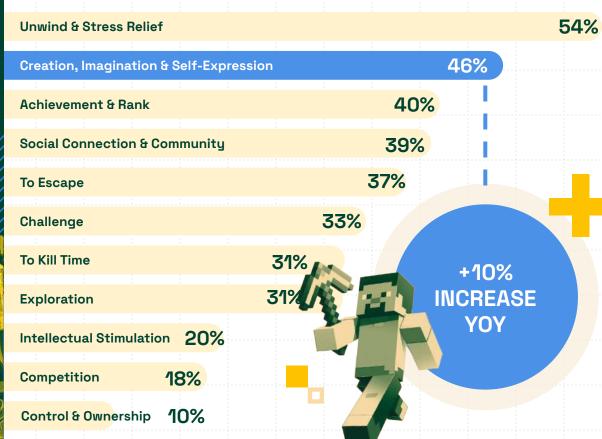
METHODOLOGY

- Survey of 5,000 entertainment and gaming globally
- Analysis of Fandom's proprietary, first-party data from 2024

While all of those are true....



Top Reasons Why People Game





Players who look at gaming as a place that allows them to be their true self are +30%

more likely to want to spend more time gaming than in previous years

Games that enable self-expression



IN-GAME PERSONALIZATIONS

Allows players to become creators, fostering a sense of ownership and community

VAST OPEN-WORLDS

Offers endless exploration and discovery, making every player's journey unique

CONSTANT UPDATES

Keep the game dynamic and maintain player interest over time

78%

of Fandom's top 50 games align with at least 1 of these criteria

+60%

higher engagement compared to Fandom gaming norms















69%
claim self-expression
through gameplay is a
more active decision
now than ever before



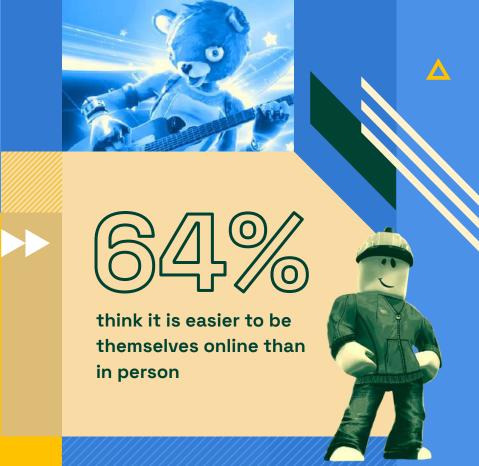
Top-5 in-game customizations players use for self-expression?

Character Personalization	76%
Gamertags & Usernames	48%
Gamer Communication	35%
Signatures & Emblems	31%
Emotions & Gestures	30%

There is a Big Gap Between Who People Are When GAMING VS. IRL



claim that their gamer personality is different than their IRL personality





A Large Opportunity for Marketers to Bridge the Gap

46%

Players would like their IRL presence to be more like their gaming presence



Would think more favorably of brands that helped them do so

especially...

Multicultural (specifically Black & Hispanic) +39%

Women & Non-Binary +59%

18-34 year olds +47%

How can a brand help players express themselves by cosplaying their avatars IRL?





Would like their physical appearance to be more like their gaming presence



How can brands create opportunities to enhance players' real life skills through a gaming alignment?



Would like their IRL skills to be as strong as their gaming skills









IN SUMMARY





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Self-expression through gaming is a large motivational driver for players, fueling growth in gaming engagement. 2

Gaming communities act as a safe space for players to be their true selves leaving many players yearning for their IRL presence to better match their gaming one

3

Marketing towards the motivation of self-expression will result in positive brand perception creating a meaningful opportunity for advertisers with a gaming alignment



Fandom

5th Annual Study