

# HOW GAMERS DISCOVER WHAT TO PLAY IN 2024

BIG GAMES MACHINE



# INTRODUCTION

**As we write this, there's debate in the global video games industry on whether video game marketing is dead. So we surveyed 1000 console and PC gamers in the USA to test this hypothesis and see if it was true.**

The good news is that rumours of the demise of video game marketing have been greatly exaggerated. Things have just changed as they are bound to. Over the last few years, we've seen the rise of 'authentic' marketing in which consumers dislike being overtly sold to because they can smell spin a mile away. Instead, gamers crave advice and insight from multiple sources and real people like themselves.

If you're a games marketing professional reading this, some things may surprise you, but your main takeaway is that there is no magic bullet. As ever, marketing campaigns are a 'mix' of channels; gamers demand news and insight from more and more sources, so it's no longer sufficient to bet the farm on one or two big-hitting channels when launching your game.

Happy reading!

**The Big Games Machine Team**

**GAMERS LOOK FOR  
AUTHENTICITY AND  
INSIGHTS FROM  
MULTIPLE SOURCES.  
THEY PREFER SOURCES  
AND CHANNELS THEY  
FEEL THEY CAN TRUST.**



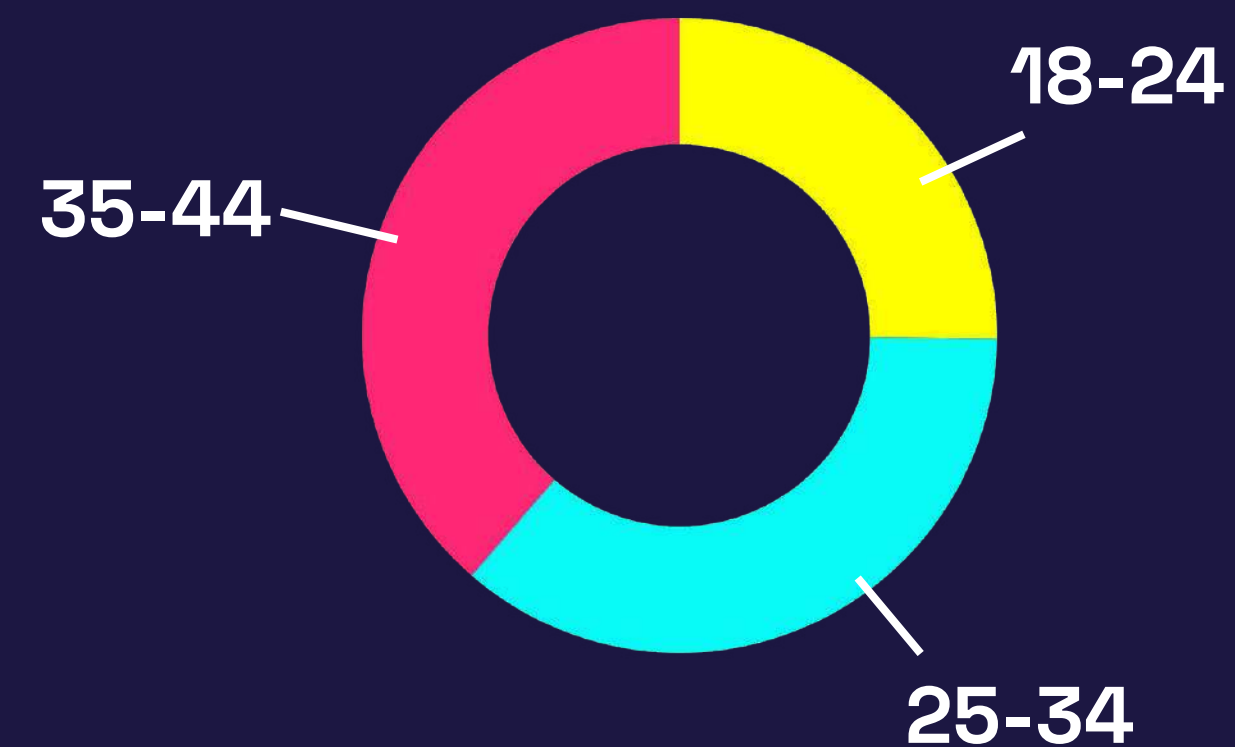
# ABOUT THIS SURVEY

The data was collected across the US between the 2nd – 3rd May 2024.

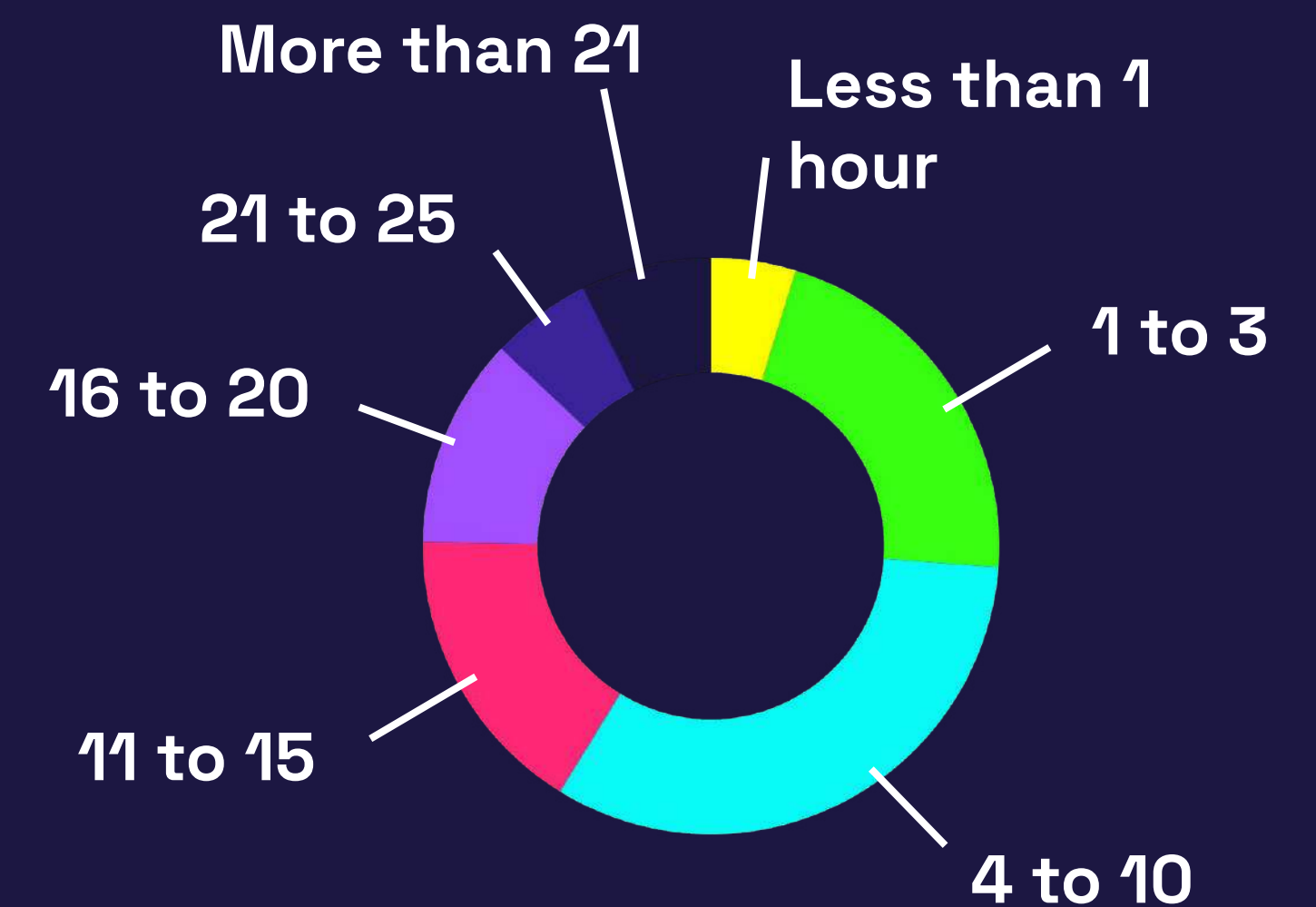
The survey was taken by 1,009 respondents to allow for a robust sample size. We then ran with a 50/50 breakdown on gender within the US\*.

Additional profiling was collected in the screening questions, including what platforms respondents played games on (two-way split between PC and console device used to play video Games), and hours spent playing. These questions were then used to cut the data.

\*1% of respondents identified as non-binary.



Respondents' Age



Time spent playing games per week



What do you play on?

# HOW GAMERS DISCOVER NEW GAMES

## Most respondents use YouTube and Social Media sites as discovery tools

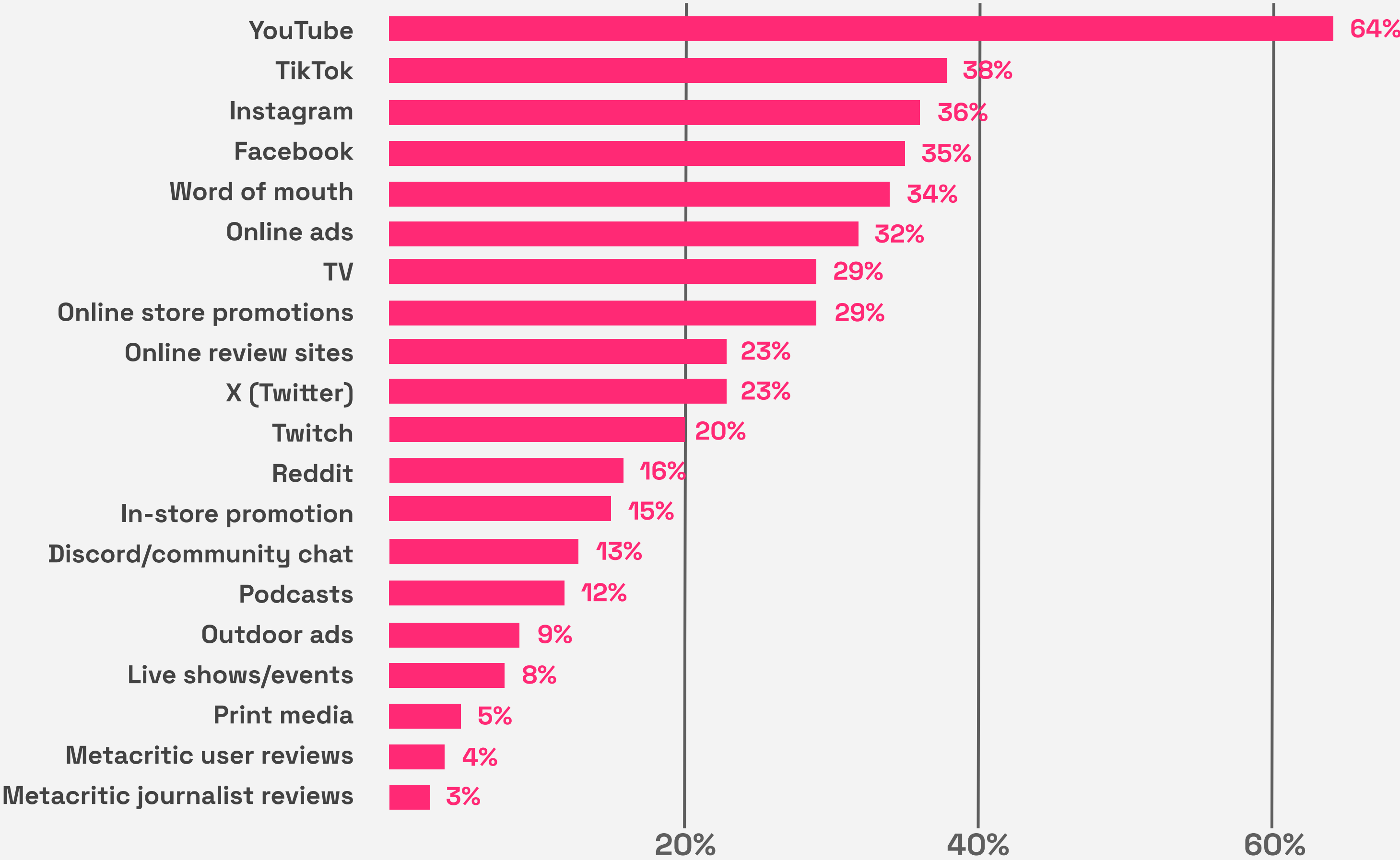
Compared to all other platforms, most respondents turn to YouTube for their gaming information.

YouTube is 26% more likely to be used than the next most popular source, TikTok.

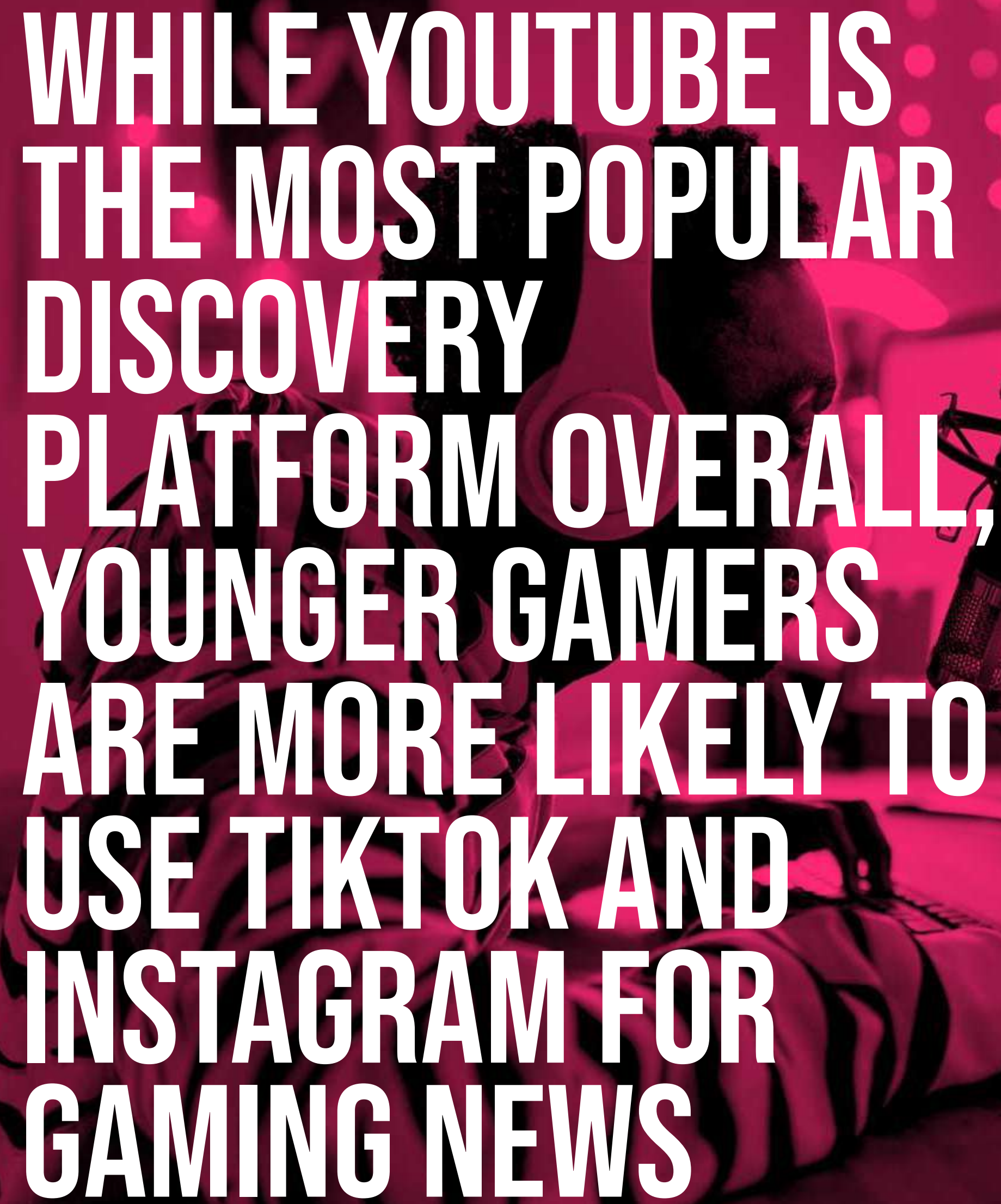
Social media sites, including TikTok, continue to be highly popular as sources of gaming information, further highlighting the influence of social media in the gaming sphere.

On average, gamers use **four** to **five** sources of information when it comes to finding out about games they're interested in.

How do you discover new games, gaming news and updates?







**WHILE YOUTUBE IS  
THE MOST POPULAR  
DISCOVERY  
PLATFORM OVERALL,  
YOUNGER GAMERS  
ARE MORE LIKELY TO  
USE TIKTOK AND  
INSTAGRAM FOR  
GAMING NEWS**

**Younger people are  
more likely to use  
TikTok and  
Instagram as a  
game discovery  
tool**

More 18–24-year-olds use TikTok to discover gaming information vs 34–44-year-olds (58% vs 29%).

More of this younger group use Instagram as a discovery tool vs the older group (49% vs 29%).

**Twitch and  
YouTube are more  
popular with men**

Compared with women, men use Twitch 8% more (24% vs 16%) and YouTube 11% more (69% vs 58%) as a gaming discovery tool.

**Women are more  
likely to use TikTok  
than men to  
discover gaming  
information**

13% more women utilise TikTok as a gaming discovery tool than men (45% vs 32%).

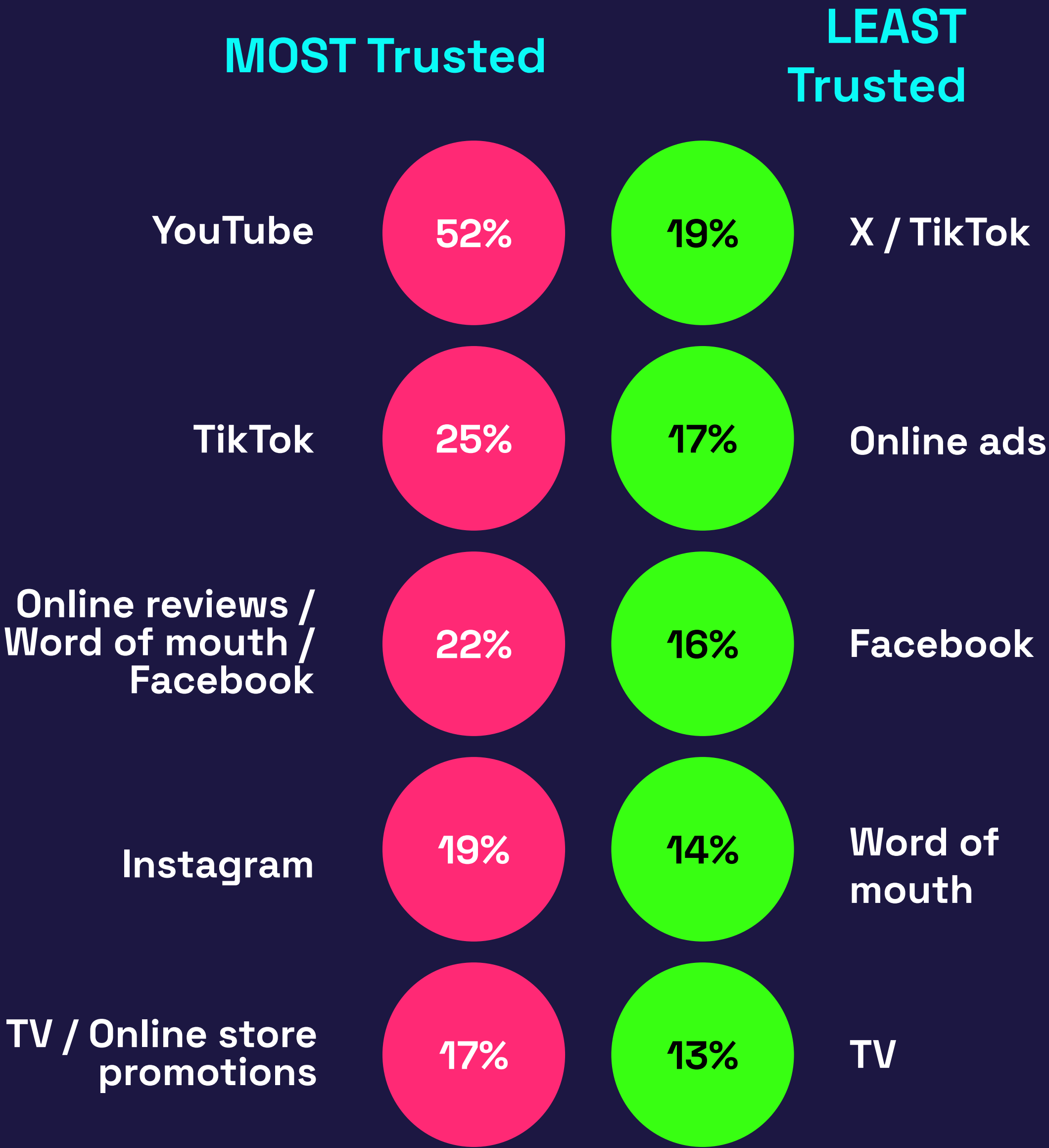
Gamers appear to have trust issues; **YouTube is the most trusted source** - but only by 52% of gamers. Other channels are trusted and distrusted almost equally.

.When asked which channels were the most and least trusted as a source of video game information, YouTube was by far the most trusted source - but that was still only by 52% of respondents.

Social media elicited mixed feedback. Some respondents ranked TikTok and Instagram as highly trusted, whilst others stated TikTok / X Twitter and Facebook were the least trustworthy.

Equally, ‘word of mouth’ was seen as both trustworthy and not.

Trust in a particular medium or platform is likely less important than trust in the specific channel, publication, journalist or influencer from which our gamers get their news.





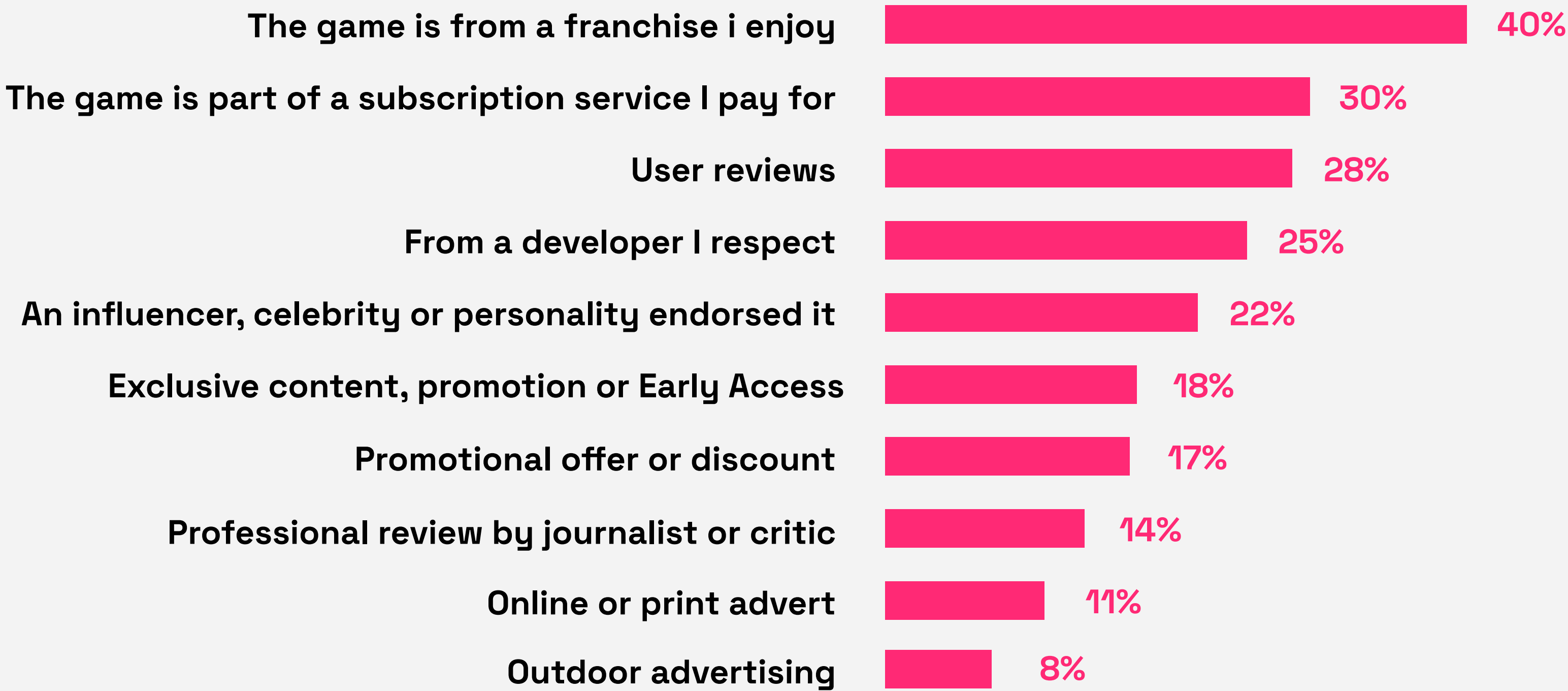
# HOW DO YOU CHOOSE WHICH GAMES TO SPEND YOUR MONEY ON?

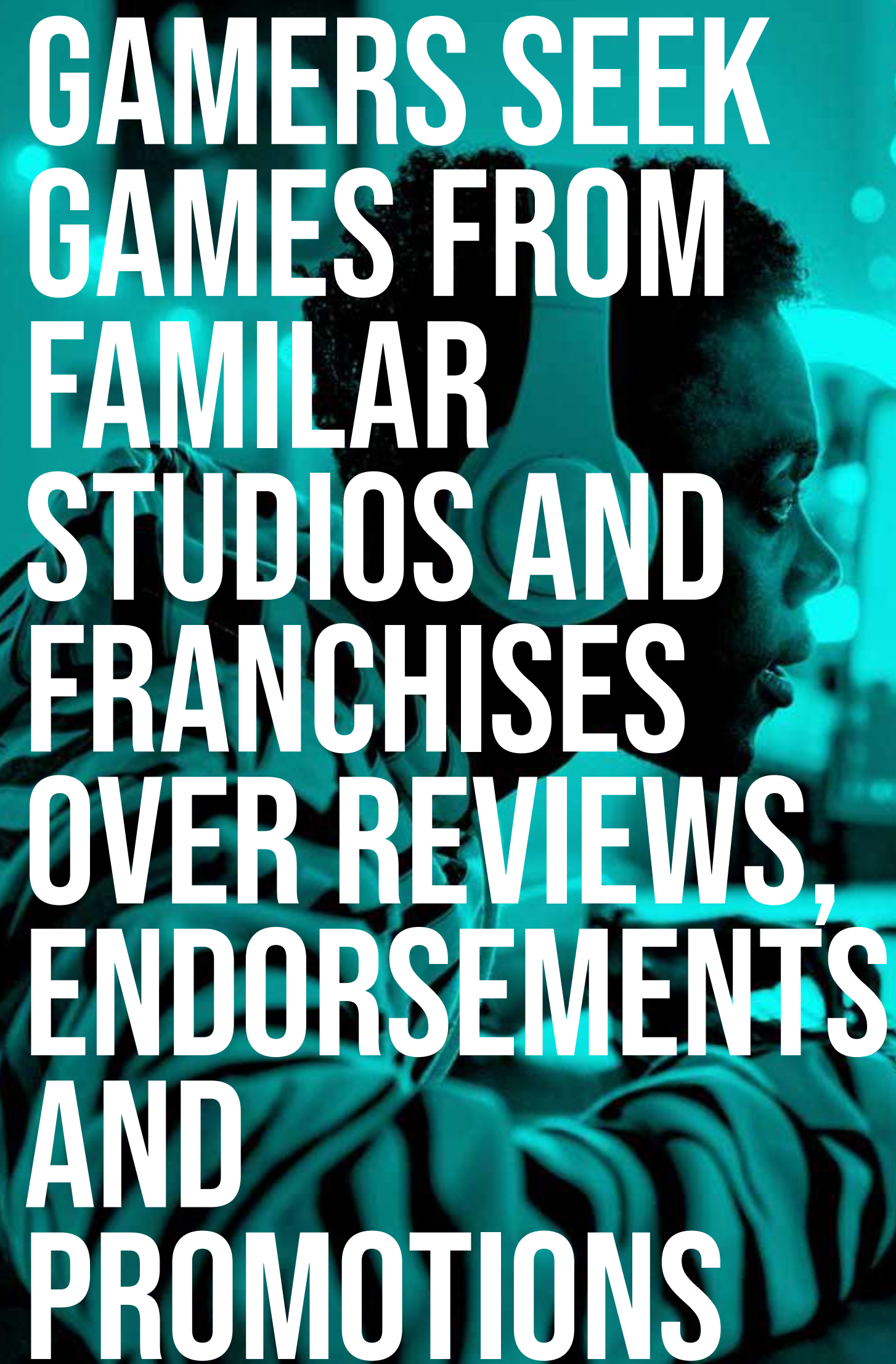
To minimise the risk of disappointment, gamers look for a combination of factors when choosing which games to play and/or buy.

From the answers we received, it looks as though gamers like to prioritise studios and IPs that they are already familiar with when deciding what to play. Recommendations and reviews are also important, although more gamers cited the opinions of influencers over games journalists.

Cost is also an factor, with subscription services and price promotions helping discovery.

When a new game is released, what prompts you to play it/buy it?





# GAMERS SEEK GAMES FROM FAMILAR STUDIOS AND FRANCHISES OVER REVIEWS, ENDORSEMENTS AND PROMOTIONS

40%...

...of people stated that they are most likely to play/purchase a game if it is **part of a franchise they enjoy**

28%...

...of respondents are most likely to buy the game **based on reviews**

22%...

...would play a new game if it was **endorsed by an influencer, celebrity, or gaming personality**

30%...

...of people would be more likely to play/purchase if it was **part of subscription-based service** they have access to

25%...

...would purchase or play the game if it was **created by a respected developer**

18%...

...of respondents would purchase the game if there was **exclusive content, promotions, or early access**





# THANKS FOR YOUR ATTENTION.

WE EAT, SLEEP AND BREATHE  
GAMES; WHY NOT ASK HOW WE CAN  
HELP YOU WITH YOUR  
GAMES-RELATED PR & MARKETING  
NEEDS?

WHETHER YOU'RE A DEVELOPER  
WITH A MULTI-PLATFORM GAME  
LAUNCH OR A COMPANY LOOKING TO  
TARGET THE GAMES INDUSTRY WITH  
YOUR LATEST PRODUCT OR SERVICE,  
WE CAN HELP YOU.

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