

LEVEL UP

Harnessing the Power of
Gaming Audiences



Agenda

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**The Gaming
Landscape
in 2024**

2

**Advertising
& Gaming**

New Formats &
New Opportunities

3

**Q&A with Anzu
Co-Founder and
CEO, Itamar Benedy**

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**Key
Takeaways**

Hours Spent 2023

January - December

201B

Hours Live+
Year-to-Date

LINEAR
TV

ONLINE
VIDEO

210B

Hours Year-to-Date

1.6B

Hours in Movie
Theaters Year-
to-Date

MOVIES

62B

Hours
Year-to-Date

SOCIAL

45B

Hours

GAMING
SITES/APPS

Video Games Are Mainstream with Ongoing Success at the Box Office

Top Five Video Game Inspired Movies Since 2021: By Cumulative Box Office Total



#1

\$574.9M



#2

\$190.9M



#3

\$148.6M



#4

\$137.3M



#5

\$42.3M

A Few Definitions...

Focus on this report is

U.S. data



Gamers

18-65 year olds who actively play video gamers. Playing a game was defined as 'normally' playing on a device multiple times a week and at least once in the past month.

PC Gamer

Mainly plays games on PC

Console Gamer

Mainly plays games on console
(including PS4, PS5, Xbox One, X or S, and Nintendo Switch)

Mobile-only Gamer

Plays games only on a mobile device (phone or tablet)

Esports

Competitive gaming events with casting, commentary, and prizes

Livestreaming

All types of streaming (most esports are also streamed)

Survey sample collected in March 2024 is
among **ages 18-65** (n=4,570)

The Gaming Landscape in 2024

Continuing to Grow: The Online Gaming Landscape Encompasses Millions of Homes and Devices.



62%

of adults (18+) play
video games

40%

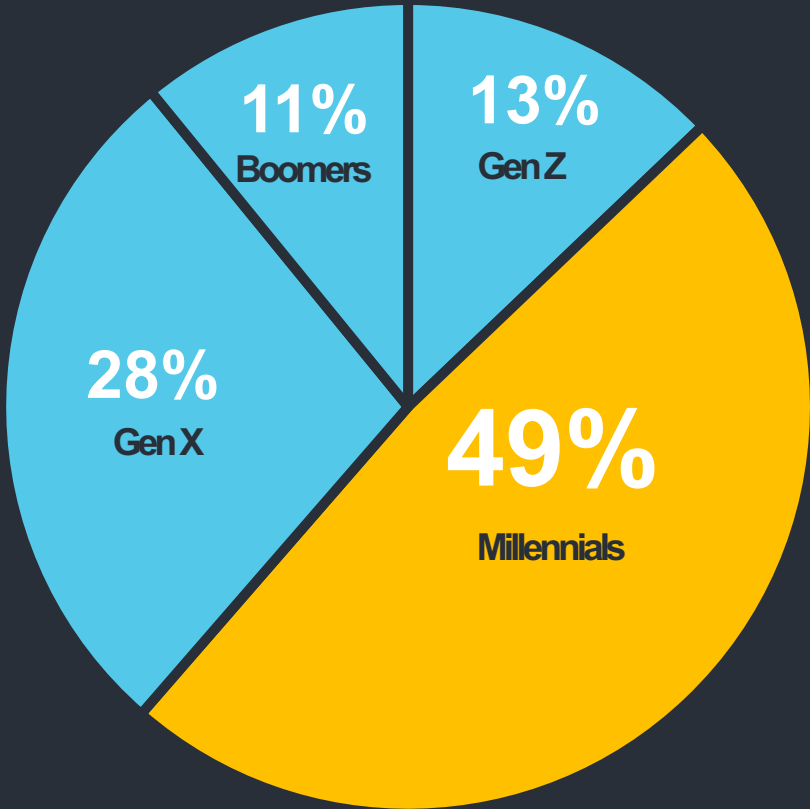
U.S. households are
active on a gaming
console in a month

77%

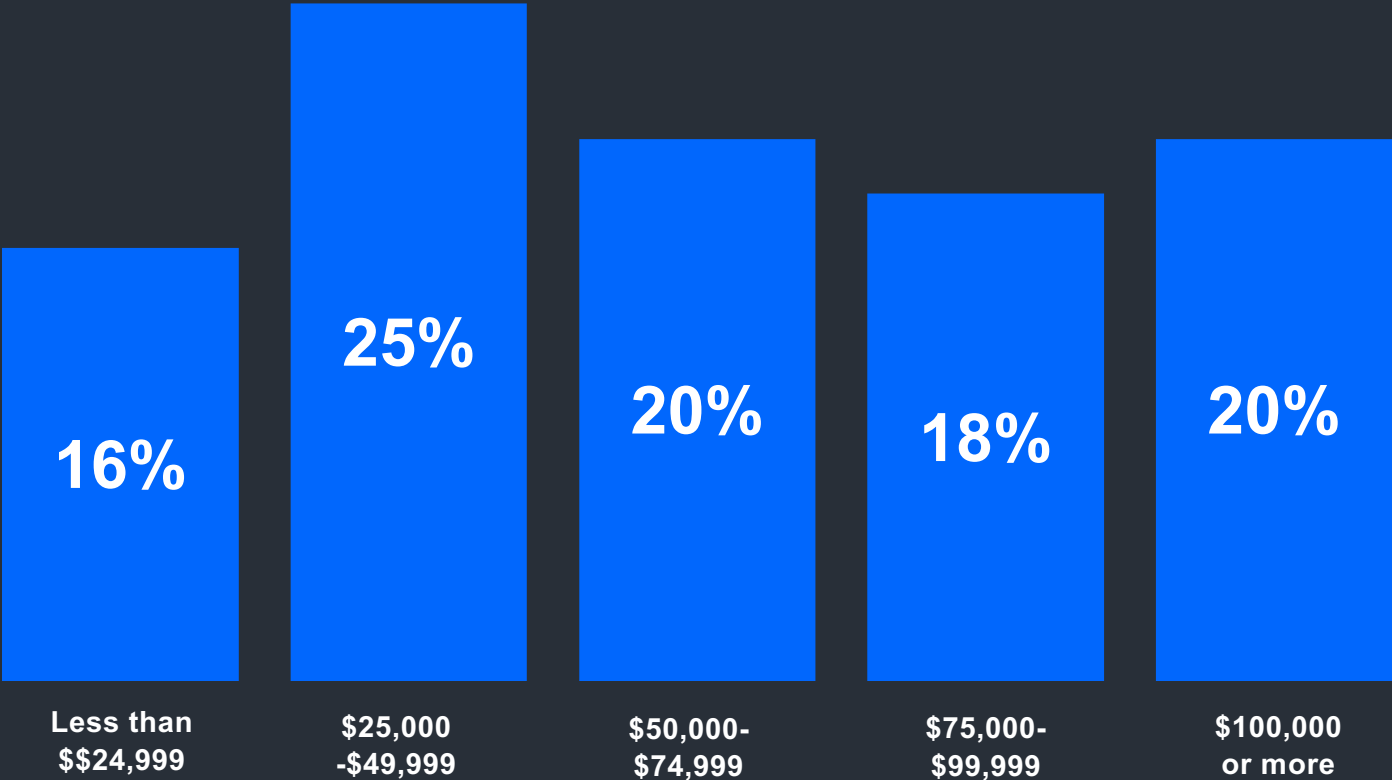
Of gamers are playing on
more than one platform
(PC, console, or mobile).

The Online Gamers Skew to Millennials and Represent a Wide Variety of Annual Household Income Ranges.

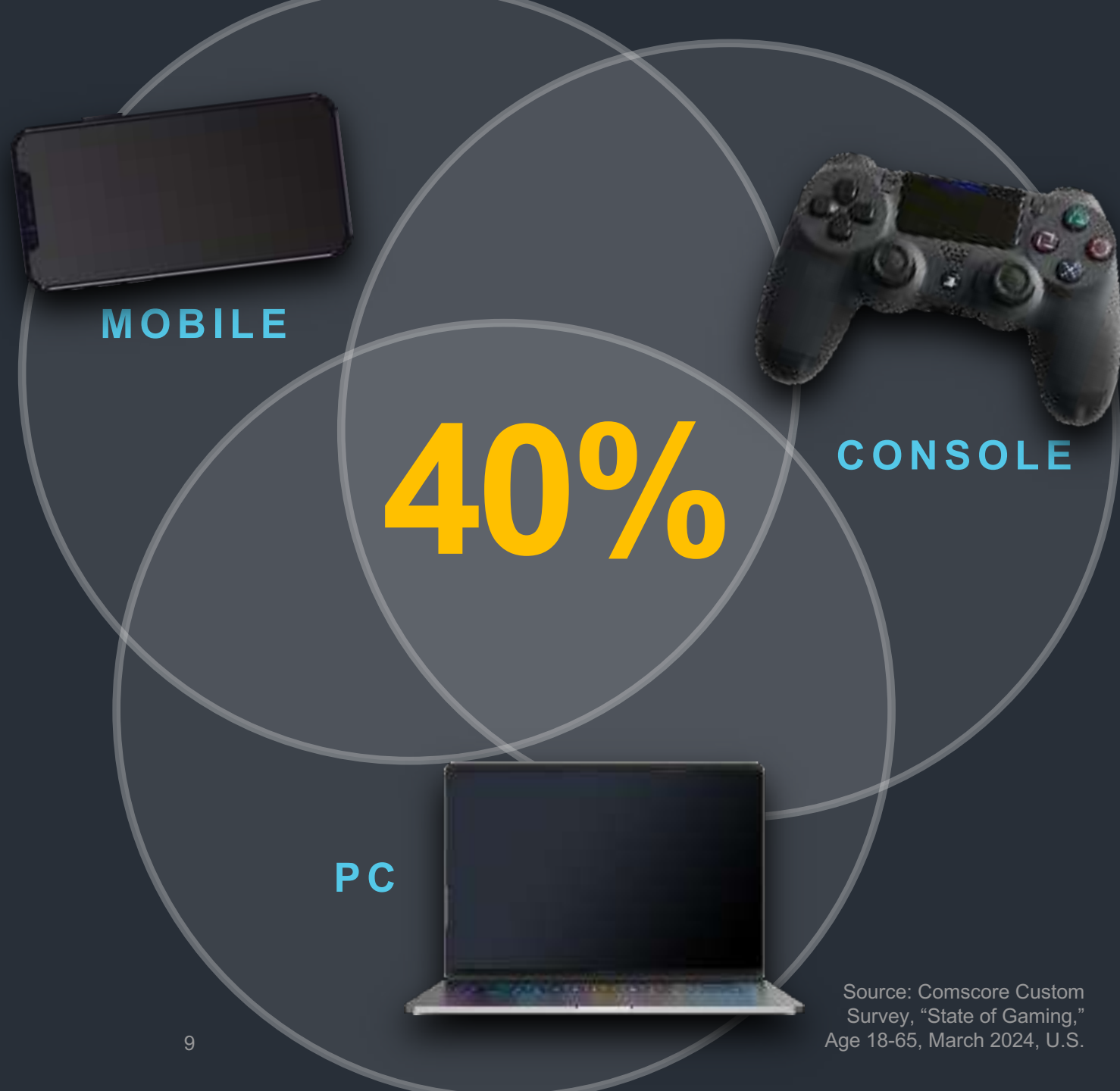
% Gamers by Generation



% Gamers by Annual Household Income



Gaming does not exist in a platform silo - most gamers (77%) play across multiple platforms and 40% play on ALL platforms



Source: Comscore Custom Survey, "State of Gaming," Age 18-65, March 2024, U.S.

While Mobile-only Gamers Tend to Stick To Free Games, **Console Gamers Show the Highest Acceptance of Higher-dollar Games.**

What is the most you are willing to spend on a video game?

45%

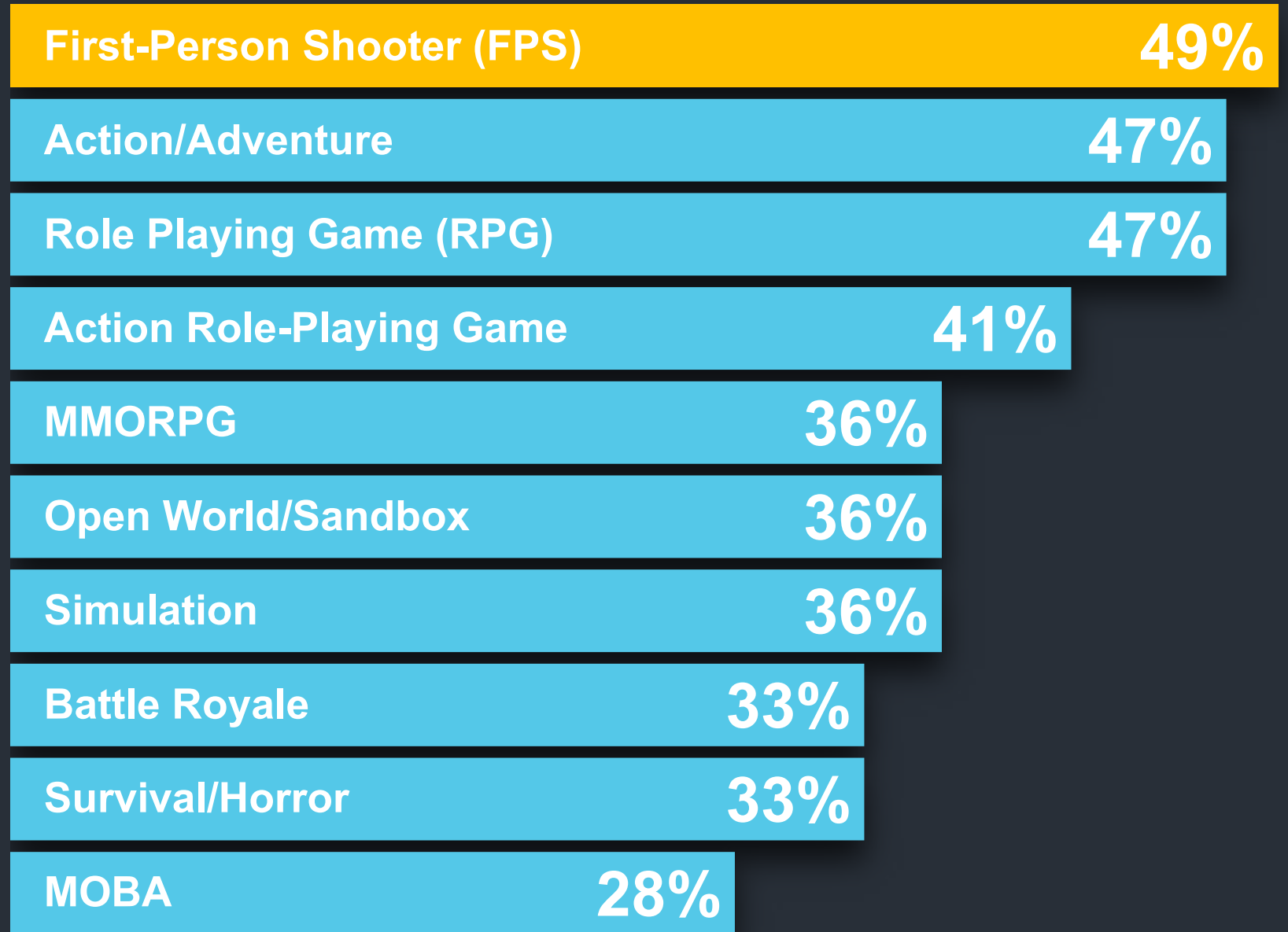
**of gamers spent
at least \$41
on the most
recent video game
they bought**

	GAMERS (Ex. Mobile Only)	PC ¹	Console ²	Mobile Only
Over \$60	32%	31%	37%	5%
\$41-\$60	39%	38%	42%	19%
\$21-\$40	17%	17%	15%	16%
\$6-\$20	7%	8%	4%	16%
Under \$5	1%	2%	1%	12%
Only Free	3%	4%	<1%	32%

% Of **Primarily PC Gamers**
Who Stated They Regularly
Play Each Genre



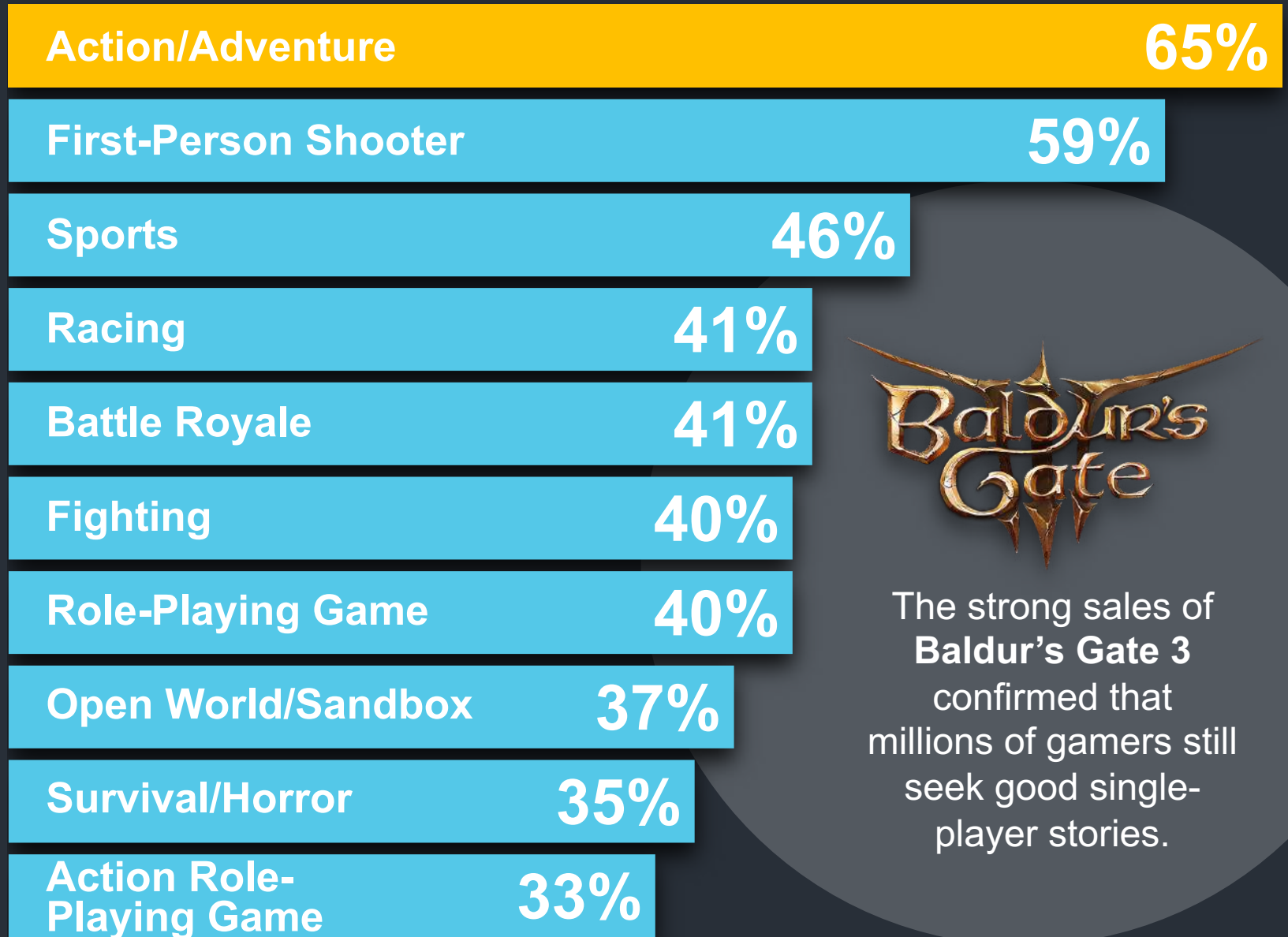
FPS, Action, And RPG Were the Top-played
Genre by Primarily PC Gamers in The Survey



% Of Primarily Console Gamers Who Stated They Regularly Play Each Genre



Action/Adventure And FPS Genres Are the Most Popular Among Primarily Console Gamers.



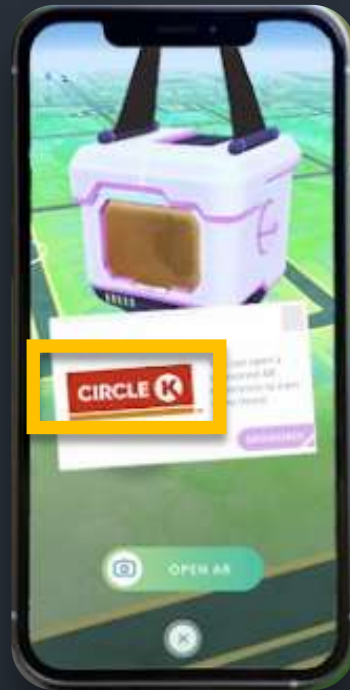
The strong sales of **Baldur's Gate 3** confirmed that millions of gamers still seek good single-player stories.

ADVERTISING & GAMING

New Formats & New Opportunities

Gaming Presents Many Opportunities For Advertisers & Marketers, Given Unique Formats and Ad Types

In-Game / Product Placement



Rewarded Advertisement/Livestreams



About 2 in 3 Say Advertisements Positively/Neutrally Impact Their Game Experience.

“Advertisements positively/neutrally impact my game experience”



64%

Primarily PC Gamers



75%

Primarily Console Gamers



75%

Primarily Mobile Gamers

Games Present Multiple Formats for Advertising, Including Sponsorships, In-game, and Rewarded



% Of Gamers Who Have Seen Product Placement Ads in Games Agreed...

34%

"Product placement in games makes the experience more real."



% Of Gamers Who Have Seen Regular Or Pop-up Ads In Games Agreed...

45%

"If I get rewarded to watch ads, I don't mind them."

3109148.932413466
2633984.1011525095
36097.77617643069

an zu

691459607261107.2

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Itamar Benedy



Co-Founder and Chief Executive Officer, Anzu



Joseph Delfino



Vice President, Strategy and Business Development, Comscore

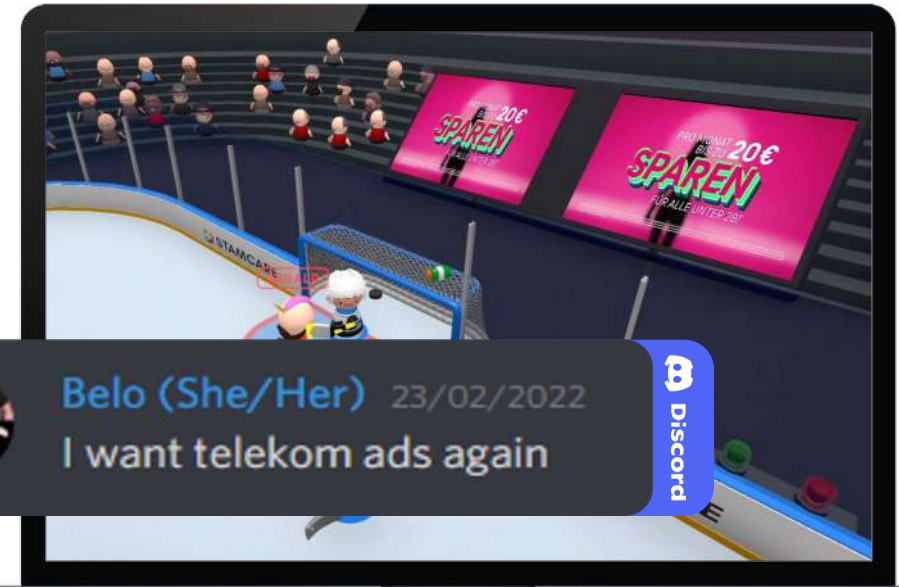


HIGH ATTENTION & AFFINITY ADS THAT GET POSITIVE REVIEWS ACROSS GAMING COMMUNITIES



← r/SCBuildIt · 1 yr. ago
mahdroo

The Levi's advertisement on my billboard is not a link?! But I got a hole in my jeans today & need to buy new pants!!! What do?!!!



Belo (She/Her) 23/02/2022
I want telekom ads again



Arau_

Agreed with what most people are saying about the ads - the way they're implemented are non-intrusive, doesn't get in the way of the game, and in my opinion, adds a bit of variety instead of seeing the default billboards and banners every day.



3



Reply



Share



TOMMY HILFIGER USES IN-GAME ADS TO SHOWCASE ITS LATEST DESIGNS

GOAL

Drive awareness of Tommy Hilfiger amongst a new untapped audience to generate buzz and promote their Classics Reborn Spring campaign.

TARGET AUDIENCE



14_{PT}

LIFT IN AD RECALL AFTER EXPOSURE

20_{PT}

LIFT IN BRAND FAVORABILITY



24_{PT}

LIFT IN BRAND RECOMMENDATION

23_{PT}

LIFT IN PURCHASE INTENT



comscore

JUNE 11, 2024 | BY [Anzu](#)

TOPICS: [News](#)

ANZU PARTNERS WITH COMSCORE'S FLAGSHIP CROSS-PLATFORM SOLUTION FOR INCREMENTAL AUDIENCE MEASUREMENT OF INTRINSIC IN-GAME AD CAMPAIGNS

Key Takeaways



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Advertising in Gaming offers **a variety of opportunities** to help brands and publishers reach gaming audiences

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Targeting gaming audiences across devices is the key since **77%** of gamers play on more than one platform and **40%** play on ALL platforms

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Through the **Comscore** and **Anzu** partnership, advertisers can now prove the incremental reach that can only be achieved through in-game advertising.



Scan the QR code to get the
complete Comscore 2024
State of Gaming Report

