



Consumer Insights – Game Franchises

2020 Topic List

FRANCHISE POPULARITY

- Rank: total & per country
- Awareness: total & per country
- Other franchises played

THE FRANCHISE GAMER: DEMOGRAPHICS

- Age, Gender, Parental Status
- Work, Home situation, Income
- Streaming behavior
- Esports awareness & watching frequency
- Cloud gaming awareness & usage
- Purchase intent of upcoming titles

GENERAL FRANCHISE EXPERIENCE

- Version played
- Play frequency
- Quality improvement

THE FRANCHISE GAMER: PLAYING & SPENDING

- Players per platform
- Money spent per platform
- Game devices played on
- Favorite genres per platform
- Tendency to play boxed or downloaded games on PC or console
- Playing behaviour per platform
- Psychographic and purchase behavior statements
- Purchase and playing motivation
- Interest in AAA vs. Indie
- Purchase intent (and motivation) next gen consoles
 - + section on gaming intenders

DETAILED FRANCHISE EXPERIENCE

- Game device (most) used
- Money spent on base game or DLC/in-game items
- Types of in-game items and virtual goods bought
- Frequency watching esports content per franchise
- Net Promotor Score

NEWZOO'S GAMER SEGMENTATION™

Covering 9 unique personas based on viewing, gaming, and owning behavior

AVAILABLE FRANCHISES

- | | | |
|--|-----------------------------------|---------------------------------|
| • Age of Empires | • Final Fantasy | • Overwatch |
| • Animal Crossing | • Football Manager | • PlayerUnknown's Battlegrounds |
| • Apex Legends | • Fortnite | • Pokémon |
| • Assassin's Creed | • Forza Motorsport / Horizon | • Red Dead |
| • Baldur's Gate | • Gardenscapes | • Rust |
| • Beat Saber | • Gears of War | • Roblox |
| • Brawl Stars | • Golf Clash | • Rocket League |
| • Call of Duty | • Grand Theft Auto (GTA) | • Sea of Thieves |
| • Call of Duty: Warzone | • Half-Life | • Smite |
| • Candy Crush Saga | • Halo | • Star Wars |
| • Cities: Skylines | • Hyper Scape | • State of Decay |
| • Civilization | • Hearthstone: Heroes of Warcraft | • Street Fighter |
| • Clash of Clans | • Horizon Zero Dawn | • Subway Surfers |
| • Clash Royale | • iRacing | • Super Smash Bros. |
| • Coin Master | • League of Legends | • Team Fight Tactics |
| • Counter-Strike | • Legends of Runeterra | • The Elder Scrolls |
| • CrossFire | • Lego Franchise | • The Last of Us |
| • Dead by Daylight | • Life is Strange | • The Sims |
| • Destiny | • Madden NFL | • The Witcher |
| • Dota 2 | • Magic: The Gathering | • Tom Clancy's Rainbow Six |
| • DoubleDown Casino | • Magic Tiles 3 | • Tomb Raider |
| • Dungeons & Dragons | • Mario Kart | • Total War |
| • Dragonball | • Minecraft | • Valorant |
| • eFootball Pro Evolution Soccer (PES) | • MLB (Major League Baseball) | • Warframe |
| • Empires & Puzzles | • Monster Hunter | • World of Tanks |
| • Fall Guys: Ultimate Knockout | • Mortal Combat | • World of Warcraft |
| • F1 series | • NBA 2K | • Zynga Poker: Texas HoldEm |
| • FIFA | | |