

Metaverse Analysis: Ad Revenue (Social Media X Gender)

Source of data: Users by social media platforms (Statista and TNW (2019)). Pew Research Center (2019). BOND Interest Trends (2019). Distribution of mobile gaming app users in the United States as of January 2021, by gender. eMarketer; Jun Group. <https://www-statista-com.eu1.proxy.openathens.net/statistics/124340/us-mobile-gaming-users-gender>. Distribution of video game users in the United States in 2021, by gender. Statista; Statista Advertising & Media Outlook. <https://www-statista-com.eu1.proxy.openathens.net/forecasts/494867/distribution-of-gamers-by-gender-us>

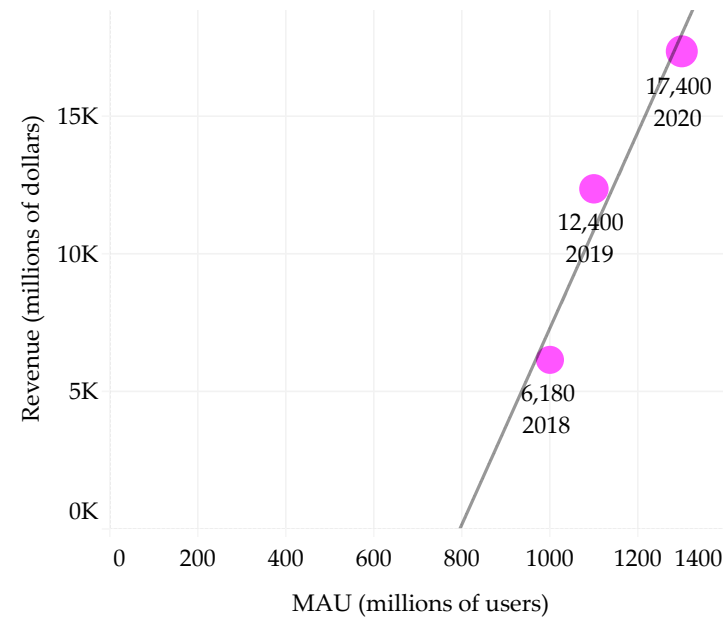
LOGICS:

- Determine whether we should incorporate advertisement business into our metaverse design
- Examine gender distribution to improve our advertisement business

Social Media Ad Revenue and MAU (monthly active users)

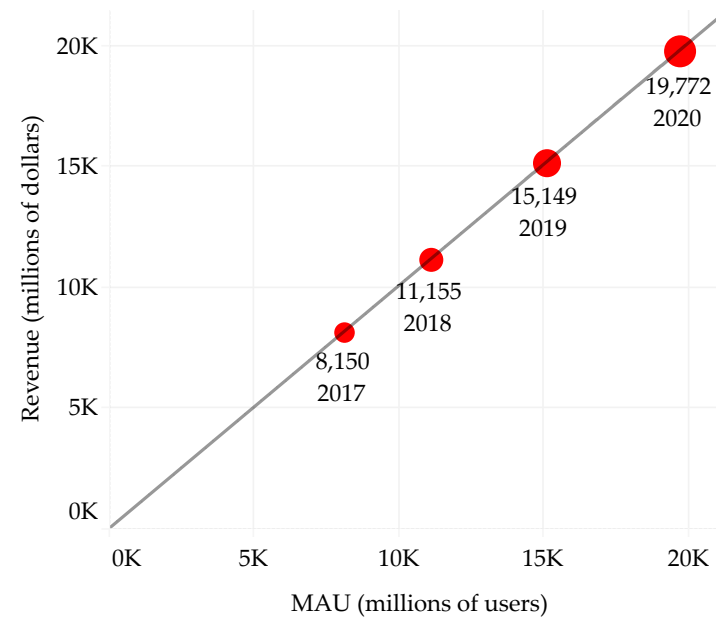
Insights: We can expand Microsoft's ad business in the metaverse with increasing number of users to increase our revenue from the ads. We can utilize Activision Blizzard' 3D design skills to enable 3D advertisement features in our metaverse design.

Instagram Ad Revenue and MAU



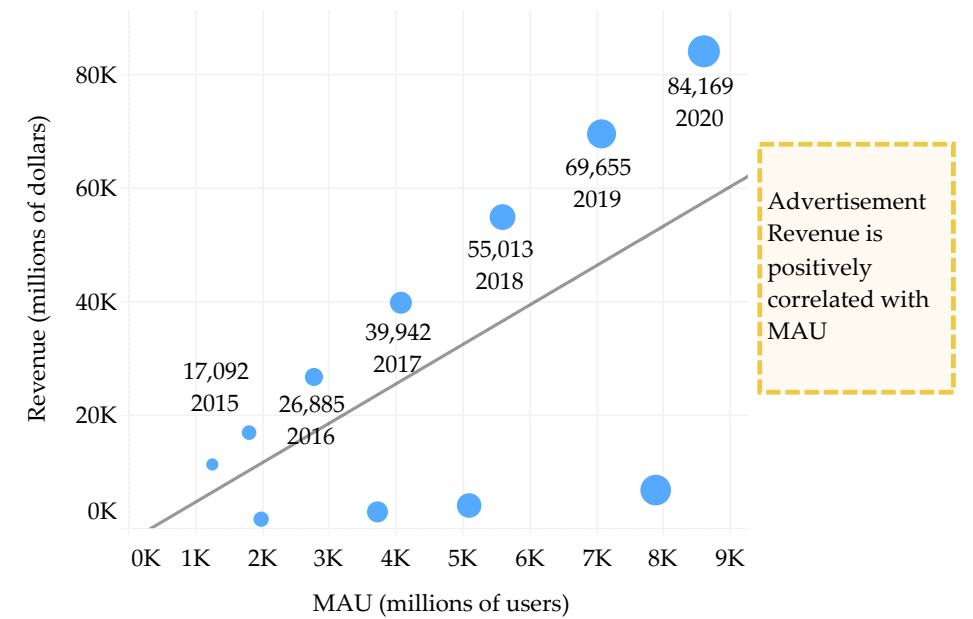
Instagram Ads Revenue = $-28385.7 + 35.629 \cdot \text{MAU}$
(p-value = 0.161)

Youtube Ad Revenue and MAU



Facebook Ads Revenue = $-2216.37 + 6.939 \cdot \text{MAU}$
(p-value = 0.048)

Facebook Ad Revenue and MAU

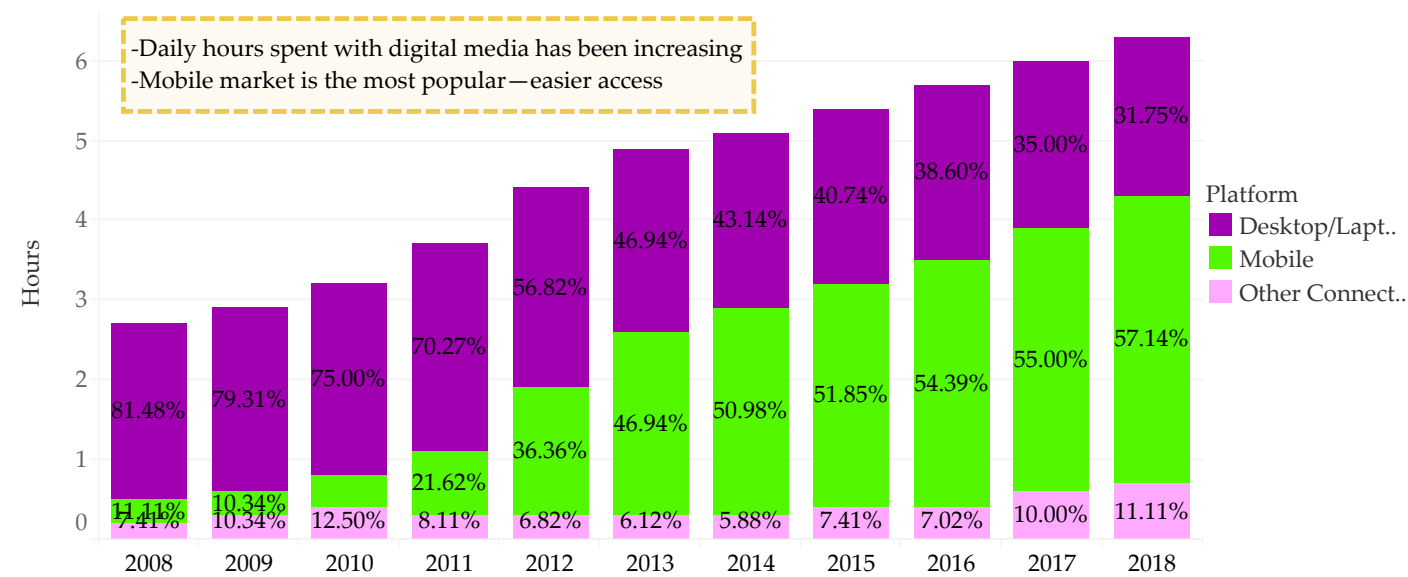


YouTube Ads Revenue = $34.664 + 1.001 \cdot \text{MAU}$
(p-value < 0.001)

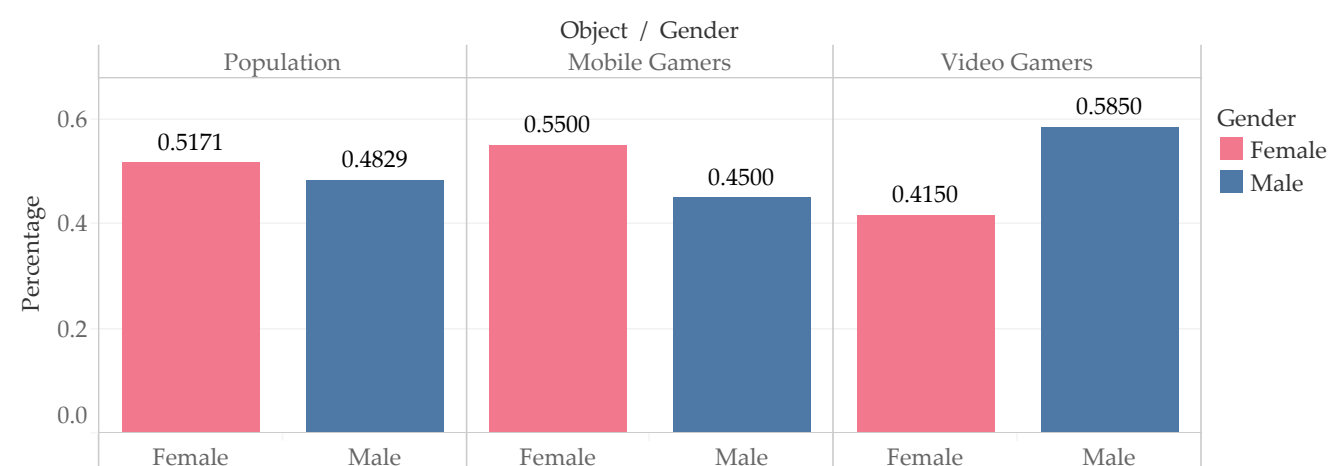
Gender Distribution (population, gaming, social media platforms)

Insights: According to our analysis, to increase our MAU, if we launch new games or products, we can easily approach male gamers; but for women, who engage in more mobile games and life sharing social media platforms, we need to develop Activision Blizzard's mobile games more in favor of the female gamers, adding socializing/event-sharing features to maximize the utility of ads and emphasizing the "One Microsoft Platform" idea (increase the loyalty and the willingness to share of our customers). **We need to expand our metaverse market by connecting to the mobile market, improving our ability to attract businesses to create ads on our platforms and create new user behaviors through attachment to game IP.**

Daily hours spent with digital media, United States, 2008 to 2018

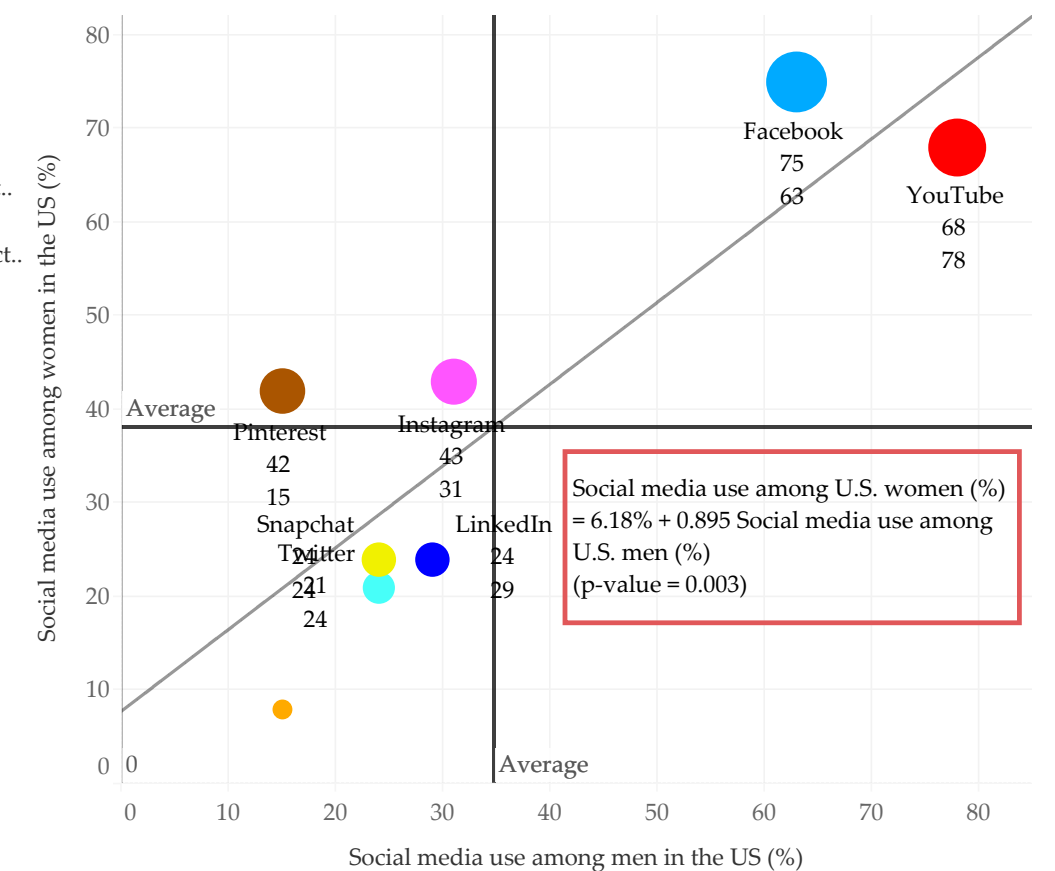


Distribution of video game users, mobile gaming app users, adult population in the U.S. in 2021, by gender, adults



U.S. female adult population > male adult population
Female mobile gamers are 11 percentage points higher than male mobile gamers
Male video gamers are 17 percentage points higher than female mobile gamers

Percent of men and women using social media platforms in the US, 2019



-On average, more women use social media platforms than men do, especially the life sharing platforms such as Instagram, Pinterest, and Facebook.

-Men tend to use gaming and Esports related social media platforms more, such as YouTube.