

Metaverse Segmentation: Gamer Personas

Source of Data: Gallery of the Gamer-Modern Gamer Personas. Activision Blizzard Media. https://www.activisionblizzardmedia.com/content/dam/activisionblizzardmedia/gamer-identity/gallery_of_the_gamer_-_modern_gamer_personas.pdf

About the report:

This consumer research defines holistic gamer personas based on demographics, platforms, motivations, attitudes, and psychographics. To better understand the gaming audience, Activision Blizzard Media conducted a quantitative study among adults over the age of 18 who played, watched, or engaged with video games at least once in the past month. Gower's Distance clustering was used to identify unique subsets of gamers by analyzing survey responses and creating grouping distinctions based on maximal differences. The online-based study surveyed 21,168 gamers split across the United States, the United Kingdom, France, and Germany.

LOGICS:

- How can gamers be segmented beyond gender? Determine 6 gamer personas
- Which gamer personas should we target? How do we attract different gamer personas? (We need to expand our metaverse market by connecting to the mobile market, improving our ability to create new user behaviors through attachment to game IP.)

Super Swipers

have the highest share, age & the lowest gaming spending

Only 40%

of gamers identify as gamers

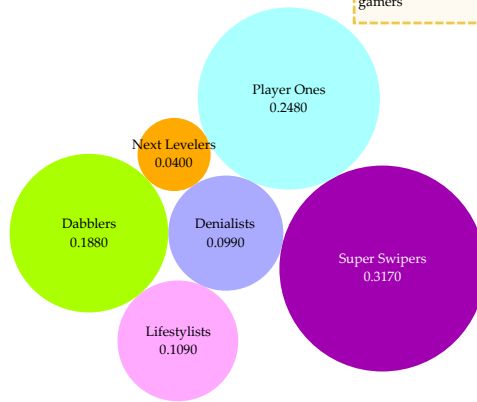
Next Levelers

have the lowest share, age & the highest gaming spending

6 Gamer Personas & Descriptions

Gamer?	Personas	Description
Does not identify as a gamer	Dabblers	They dabble in non-mobile gaming platforms, but their comfort zone is in the popular mobile titles they know and love.
	Denialists	They're all about gaming but not the gamer title. If you call them a gamer, they'll shoo you away with one hand while getting a high score with the other.
	Super Swipers	Their love for gaming comes from the simple enjoyment of quick, accessible word and tile-matching games. Gaming might not be their priority or identity, but their love of the game is real.
Identifies as a gamer	Lifestylists	They have an affinity for playing the latest and greatest games. Find them reading gaming news, watching esports, and playing the newest releases.
	Next Levelers	They play more, spend more, view more, and have deeper motivational ties to gaming content than any other gaming persona. And that's saying something.
	Player Ones	They touch all things gaming and spend a majority of their free time learning, watching, or playing games.

% of each Gamer Persona



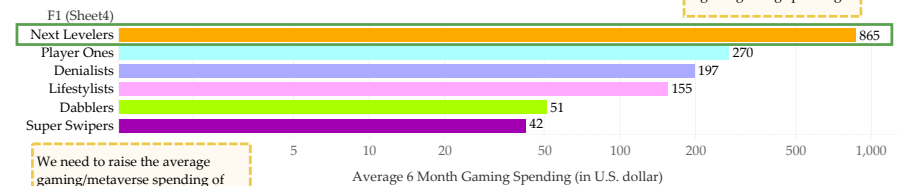
Average Age by Gamer Persona

Gamer Personas	Average Age
Super Swipers	50
Dabblers	46
Denialists	41
Lifestylists	36
Next Levelers	35
Player Ones	35

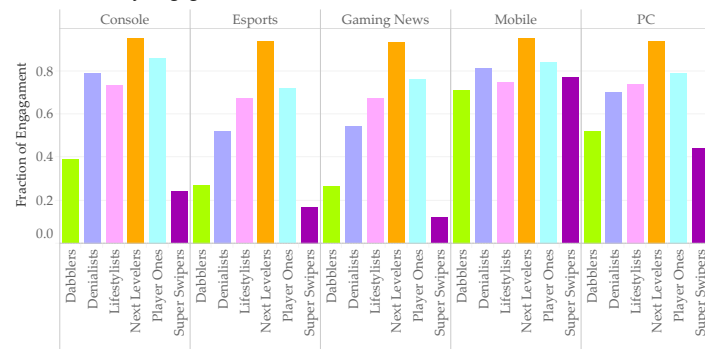
Average Age
35 50

On average, the gamers who identify with the gamer label tend to be younger

Average 6 Month Gaming Spending



Persona Weekly Engagement



Next Levelers consistently have the highest weekly engagement on all platforms in comparison to the other gaming personas. They pay more attention to new gaming activities and metaverse news, and we should instead promote in-game purchases to other personas, especially in the mobile market that all personas highly engage in.

Where Gamers Spend Their Gaming Time

