Brand Integrations and the U.S. Esports Audience (Woman Breakout)

A Study Commissioned by the Esports Ad Bureau and Conducted by Magid Advisors

June 2017
STUDY BACKGROUND
This Study’s Objectives

1. Determine the value of the esports audience to brands
2. Understand which brand categories could be most effective to promote to the esports audience
3. Explore current and potential brand engagements at live esports events
4. These slides are a breakout and deeper dive on the woman demographic
This Study’s Audience Profile

Ethnicity/Background

- White, Caucasian, European, European-American: 60%
- Hispanic, Latino, Latin American: 11%
- Asian-American, Asian, Pacific Islander: 12%
- Other: 4%

Gender

- Male: 61%
- Female: 39%
- Prefer not to say: 2%

Weekly Activities

- Watching scripted TV: 84%
- Playing video games: 82%
- Watching movies at home: 74%
- Reading news/info about video games: 70%
- Watching live sports: 70%
- Playing sports: 57%

Age

- 16-24: 34%
- 25-34: 34%
- 35-45: 35%

Income

- <$35,000: 30%
- $35-$75,000: 40%
- $75,000+: 30%

Magid
Base: Total Sample, N=1000
WOMEN VIEWING
Almost half of the people who play electronic games in the US are women.

Therefore, gaming, in general, is not foreign to this cut of the population.

But they are starting to discover specifically esports more and more...

Source: NewZoo Consumer Intelligence 2016
Women are a Key Factor for Future Esports Growth

- Nearly 1/3 of the US esports audience is currently comprised of women, age 16 to 45, with an average age of 31 *

- 78% of these women began following esports within the past year

- Nearly 50% of the audience most interested in watching esports in the near future are women

Source: Esports Ad Bureau/Magid: Brand Integrations and the U.S. Esports Audience, April 2017; Sample N = 1000, Women N = 385

* Current esports audience defined as having watched live or recorded esports content in the past 3 months
72% of Women Discovered Esports Through Passive Means

- Passive includes word of mouth, social media, advertisement, or a general news website

- 28% discovered through Active means, including active game play, video streaming and related platforms, or reading gaming websites

- Contrast this with men who discovered esports through a 50% Passive, 50% Active mix

Source: Esports Ad Bureau /Magid : Brand Integrations and the U.S. Esports Audience, April 2017; Sample N = 1000, Women N = 385
Like Other Mediums, Women View Non-Endemic Categories a “Good Fit” in Esports

We asked “How Well Does Each “Fit” in esports?”

- Soft drinks: Female 71%, Male 68%
- Movies: Female 66%, Male 61%
- Chain restaurants: Female 66%, Male 58%
- Athletic equipment: Female 68%, Male 53%
- Cars: Female 66%, Male 52%
- Personal care products: Female 54%, Male 45%

Source: Esports Ad Bureau /Magid: Brand Integrations and the U.S. Esports Audience, April 2017; Sample N = 1000, Women N = 385
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