

Did you know? **35% of adults in Australia own a game console**<sup>1</sup>. In 2020, 54% of Australians downloaded video streaming apps and 53% downloaded gaming apps on their mobile devices<sup>2</sup>. With **gaming emerging as the next dominant tech platform**, it is more important than ever for brands to understand gaming audiences and engage them through the right channels, at the right time.

**Brands targeting AU/NZ gaming audiences can identify, reach and engage the right online consumers** by integrating audience segments into their cross-device campaigns. Speak to our audience specialists today at [datadesk@eyeota.com](mailto:datadesk@eyeota.com) to find out more.

Download our Gaming audience playbook for a complete list of attitudes, personas, and profiles to reach your best future customers.



## Connect with **Gaming Fanatics**

### Sample segments to reach this audience:

- Eyeota - Entertainment - Interest - eSports
- ComScore - Interest - Game Console Users - Heavy
- Experian - Games - Interest - Preorder & New Release
- Lifesight - Sports and Leisure - Location Visited - Video Game Centres
- Ziff Davis - IGN - Interests - Gaming and Video Games



## Connect with **Players by Game Console**

### Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Owner - Video Games - Consoles - Playstation
- Eyeota - Consumer Electronics - Owner - Video Games - Consoles - Xbox
- ShareThis - Intent - Shopping - Consumer Electronics - Video Games - PC
- Ziff Davis - IGN - Interests - Gaming and Video Games - Platforms and Consoles - Sony PlayStation 4 (PS4)
- Ziff Davis - Mashable - Interests - Gaming and Video Games - Platforms and Consoles - Mobile App Based Gaming



## Connect with **Consumers In-Market for Games and Accessories**

### Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Intent - Video Games - Games
- Eyeota - Consumer Electronics - Intent - Video Games - Accessories
- Affinity Answers - Intent - Online Retailer - Video Games
- ShareThis - Intent - Shopping - Consumer Electronics - Video Game Consoles
- ShareThis - Intent - Shopping - Consumer Electronics - Video Games - Nintendo DS

Sources: <sup>1</sup>eMarketer; <sup>2</sup>eMarketer.



## Connect with **Gaming Spenders**

### Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Past Purchase - Video Games
- Eyeota - Consumer Electronics - Intent - Video Games - Price - Premium
- Experian - Digital Audiences - Gamers - Pre-order and New Release
- Lifesight - Sports and Leisure - Location Visited - Indoor Game Centres
- ShareThis - Intent - Shopping - Consumer Electronics - Video Game Consoles



## Connect with **Game Genre and Franchise Players**

### Sample segments to reach this audience:

- Eyeota - Consumer Electronics - Interest - Video Games - Genre - Action and Adventure
- Eyeota - Consumer Electronics - Interest - Video Games - Genre - Racing
- Future Plc - Brands / Products - Epic Games
- ShareThis - Games - Computer and Video Games - Strategy Games
- Ziff Davis - IGN - Interests - Gaming and Video Games - Franchises - Assassins Creed

Want more gaming audience segments? [Click here](#) for our complete list of gaming consumer-type segments, buyer personas and profiles.

Audience profiles sourced from premium **Branded Data Partners**

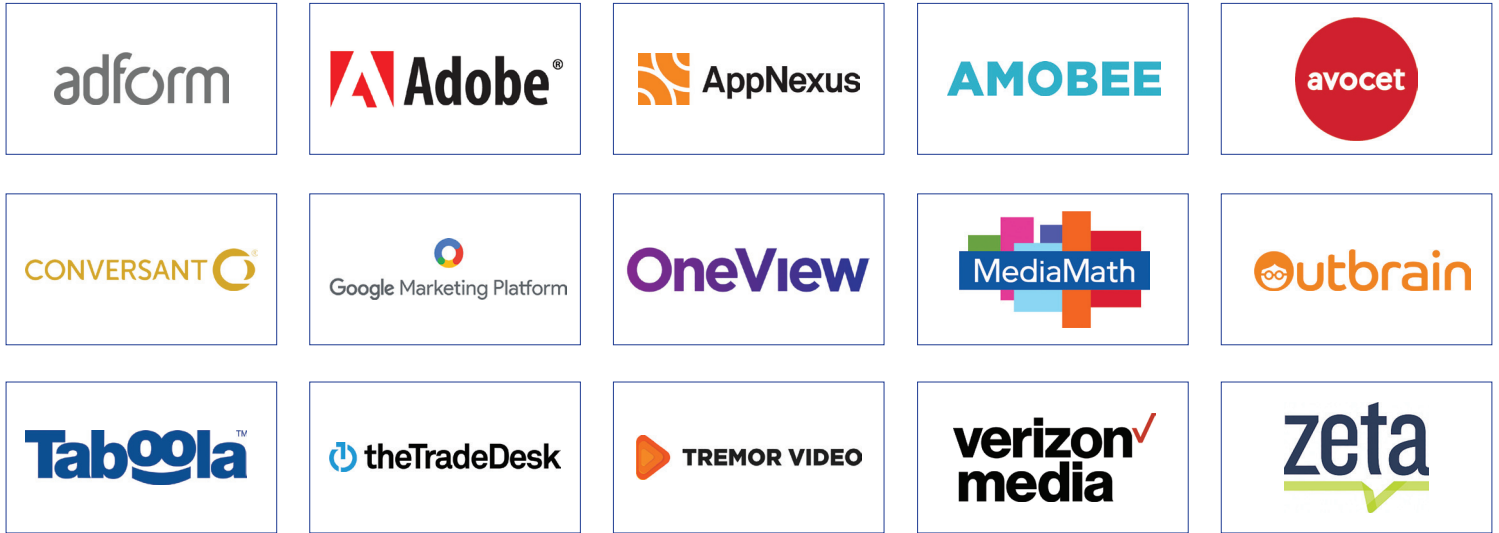


FUTURE



Available for **display, mobile and social campaign activation**

### Demand Side Platforms



### Data Management Platforms (available on request)



### Social Networking Platforms (available on request)



**datadesk**

Ready to activate? Contact our dedicated team at [datadesk@eyeota.com](mailto:datadesk@eyeota.com) to find out more.

**Commitment to Data Quality**  
Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.

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iab TECH LAB VERIFIED

CERTIFIED BY  
Neutronian