

Did you know? In Q4 2020, viewers watched **over 8 billion hours of livestream video game content**, compared to 4 billion hours in Q4 2019¹. APAC countries such as India (5.3 hours), South Korea (3.4 hours) and Indonesia (3 hours) are among the countries with the highest average weekly time spent watching others play video games digitally, compared to the worldwide average of 2.8 hours². 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 APAC 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 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
- Lifesight - Sports and Leisure - Location Visited - Indoor Game Centres
- Lifesight - Sports - Interest - eSports Enthusiasts
- YouGov - Magazine Types Read - Gaming



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
- Affinity Answers - Intent - Online Retailer - Video Games
- Affinity Answers - Intent - Video Games (Gaming) - Lost Saga
- Pricebook - Intent - Game Console - Microsoft
- ShareThis - Intent - Shopping - Consumer Electronics - Video Games - Nintendo DS

Sources: ¹eMarketer; ²eMarketer.



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 - Minecraft



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
- Affinity Answers - Intent - Online Retailer - Video Games
- Lifesight - Sports and Leisure - Location Visited - Video Game Centres
- ShareThis - Intent - Shopping - Consumer Electronics - Video Game Consoles

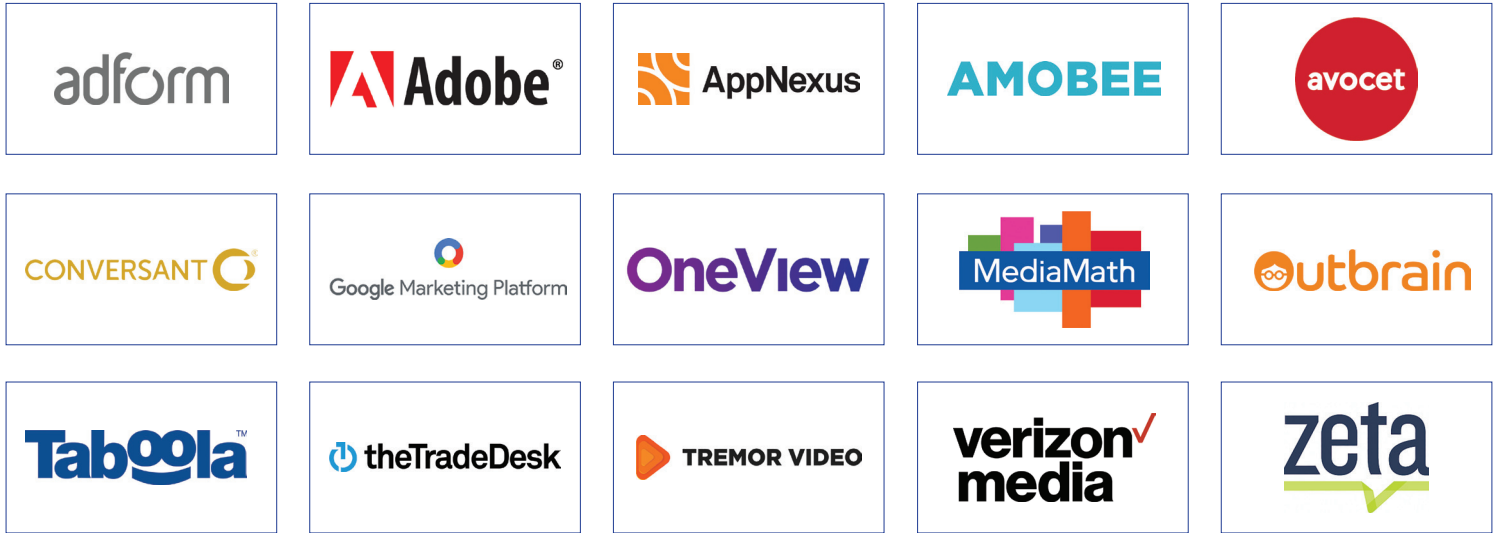
Want more gaming audience segments? [Click here](#) for our complete list of gaming consumer-type segments, buyer personas and profiles.

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



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 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