

Hello, we're Fullscreen

**WE CREATE
CULTURE
AT THE SPEED
OF SOCIAL**

AUDIENCE-FIRST
DATA-OBSESSED
GROWTH-FOCUSED
BRAND STORYTELLING

50K+
PIECES OF
CONTENT

10K+
TALENT
PARTNERSHIPS

450
EMPLOYEES



FULLSCREEN'S EXPERTISE



THE TRENDSETTERS



THE THOUGHT LEADERS



THE TRUSTED PARTNER



AUDIENCE SEGMENTATION & GAMMER PERSONAS



 FULLSCREEN



THE GAMER HAS EVOLVED

And is no longer dictated by platform alone

Segments have begun to blur but can be broken into three unique segments based on hours.

POWER



34%

OF GAMERS

Spend over **21+ hours** a week gaming

MAINSTREAM



28%

OF GAMERS

Spend between **11-20 hours** a week gaming

CASUAL



39%

OF GAMERS

Spend between **5-10 hours** a week gaming

Source: MRI Doublebase 2019

POWER GAMERS

Devoted gamers with a techie streak.

AS GAMERS

- ▶ Most likely to watch esports and play in an esports tournament
- ▶ Most likely to play MMO games

AS PEOPLE

- ▶ Most likely to be single and working part-time
- ▶ Most diverse segment

AS CONSUMERS

- ▶ Spend more on Apps, Cameras, Computers and Software
- ▶ Strong influence in New Technology, Home Electronics and Movies

SOCIAL
PLATFORMS
BY USE:



● INDICATES UNIQUE SEGMENT RANKING

34%

OF ALL GAMERS

55.2

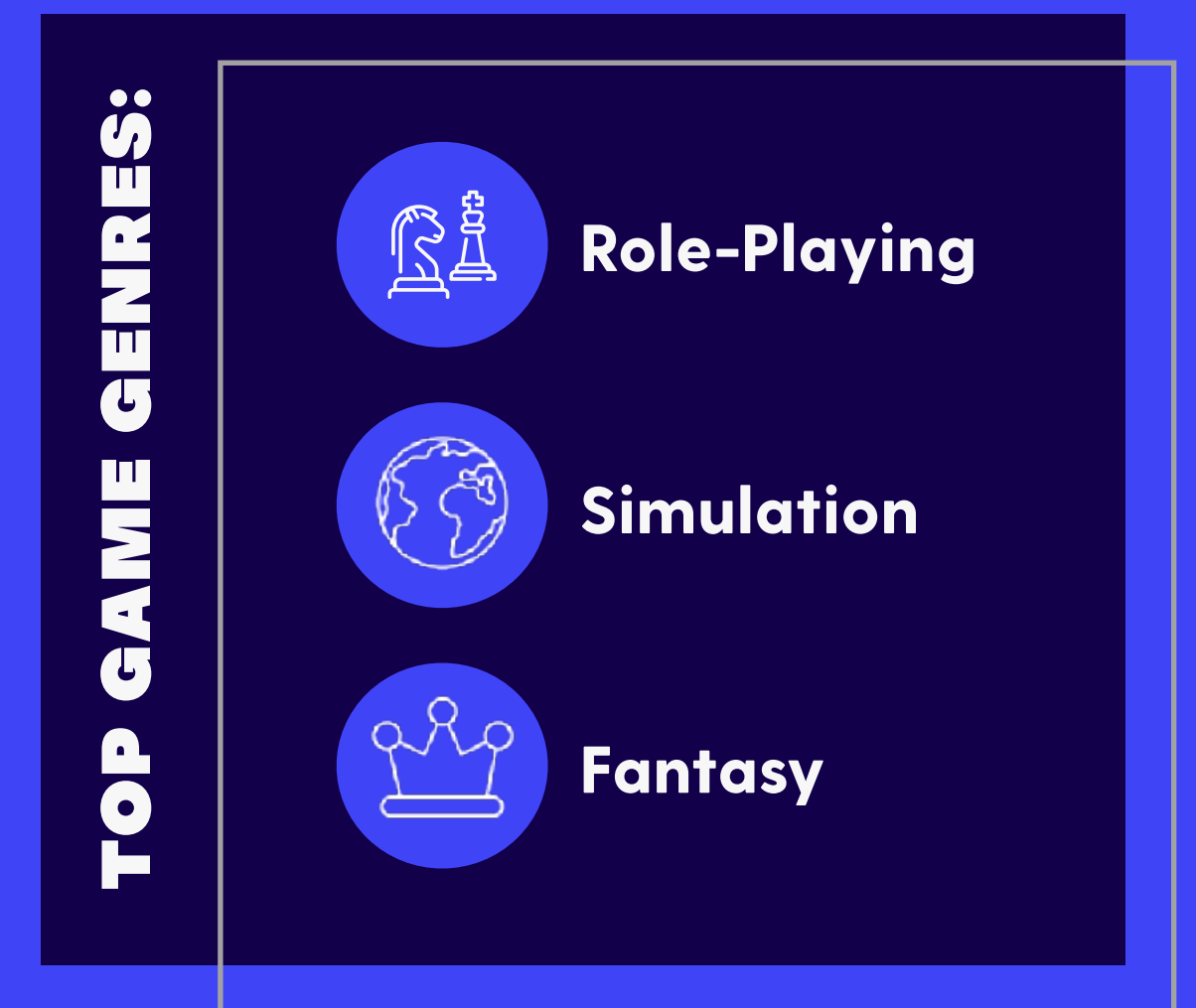
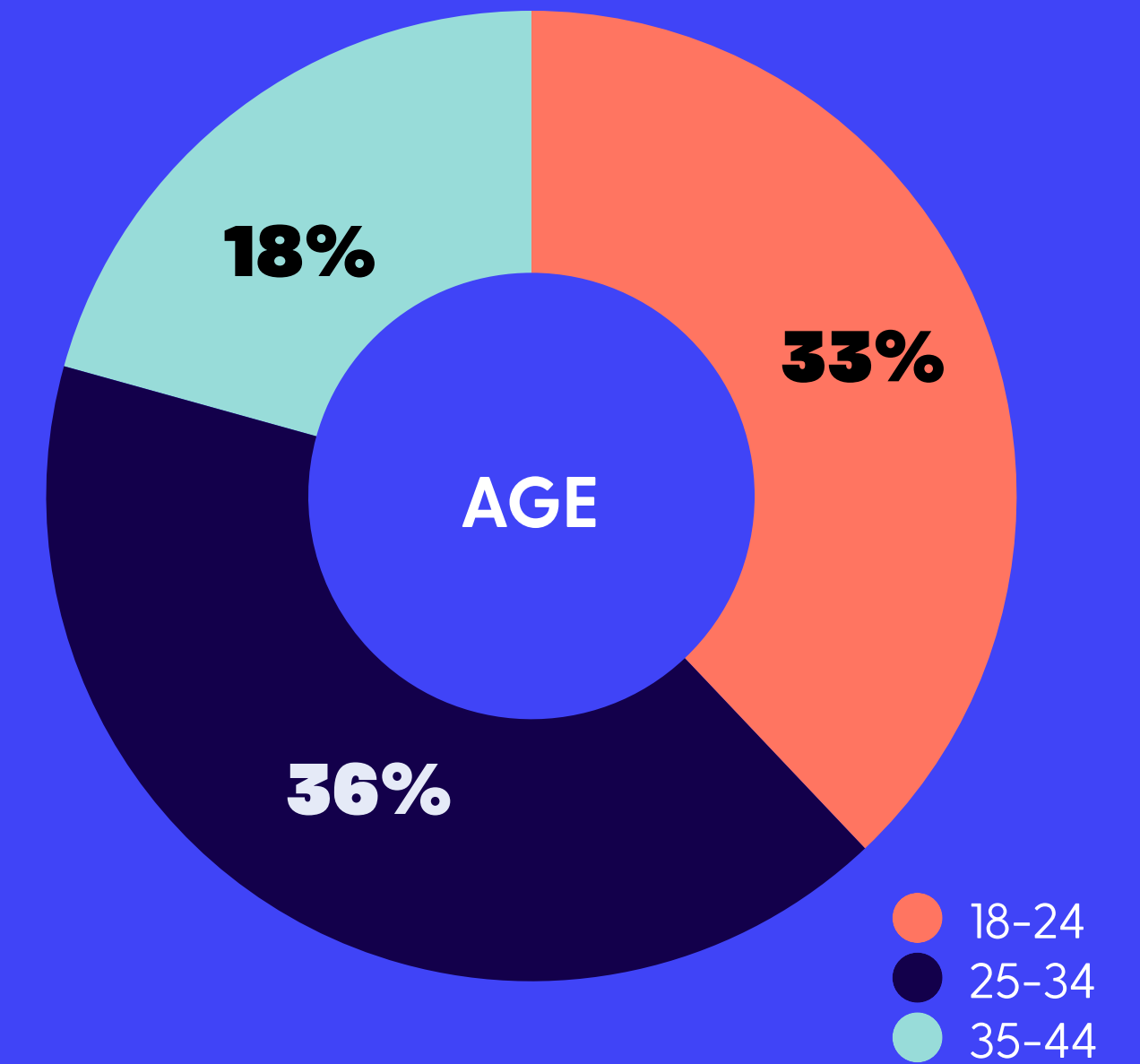
HOURS A WEEK
GAMING

80%

MALE

\$167

PER YEAR ON
VIDEO GAMES



Source: MRI Doublebase 2019, Fall 2019

MAINSTREAM GAMERS

Achievers with an assortment of interests.

AS GAMERS

- ▶ Strongest interest in esports events and most likely to attend an esports event
- ▶ Least likely to use a mobile / handheld devices to game

AS PEOPLE

- ▶ Skew towards full-time employment and are highly likely to have children

AS CONSUMERS

- ▶ Spend more on Cars, Big Ticket Home Furnishings, and Fast Food + Family Restaurants
- ▶ Strong influence in Physical Fitness, Cooking, Wine, Sports and TV Shows

SOCIAL PLATFORMS BY USE:



● INDICATES UNIQUE SEGMENT RANKING

28%

OF ALL GAMERS

15.8

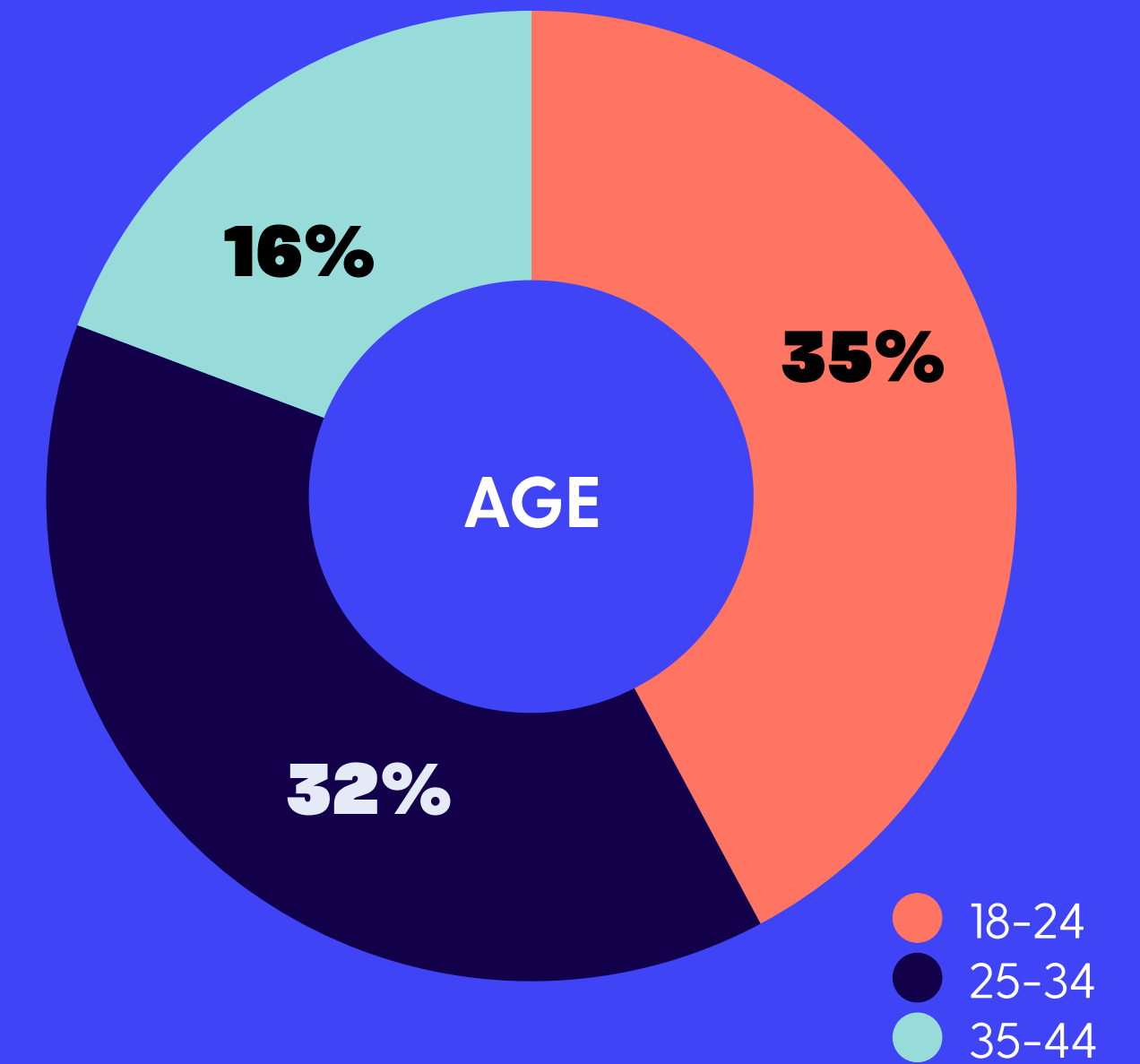
HOURS A WEEK GAMING

73%

MALE

\$163

PER YEAR ON VIDEO GAMES



Source: MRI Doublebase 2019, Fall 2019

CASUAL GAMERS

Busy balancers who grind and game.

AS GAMERS

- ▶ Least likely to use console or pc to game
- ▶ Least likely to play MMO games

AS PEOPLE

- ▶ Highest HHI and oldest skewing segment
- ▶ Most likely to be married, have children and to be working full-time

AS CONSUMERS

- ▶ Spend more on Clothing, Shoes, Cell Phones, Domestic and International Vacations
- ▶ Strong influence in Fashion + Beauty, Healthy Living, Coffee and Gardening

SOCIAL PLATFORMS BY USE:



● INDICATES UNIQUE SEGMENT RANKING

39%

OF ALL GAMERS

7.5

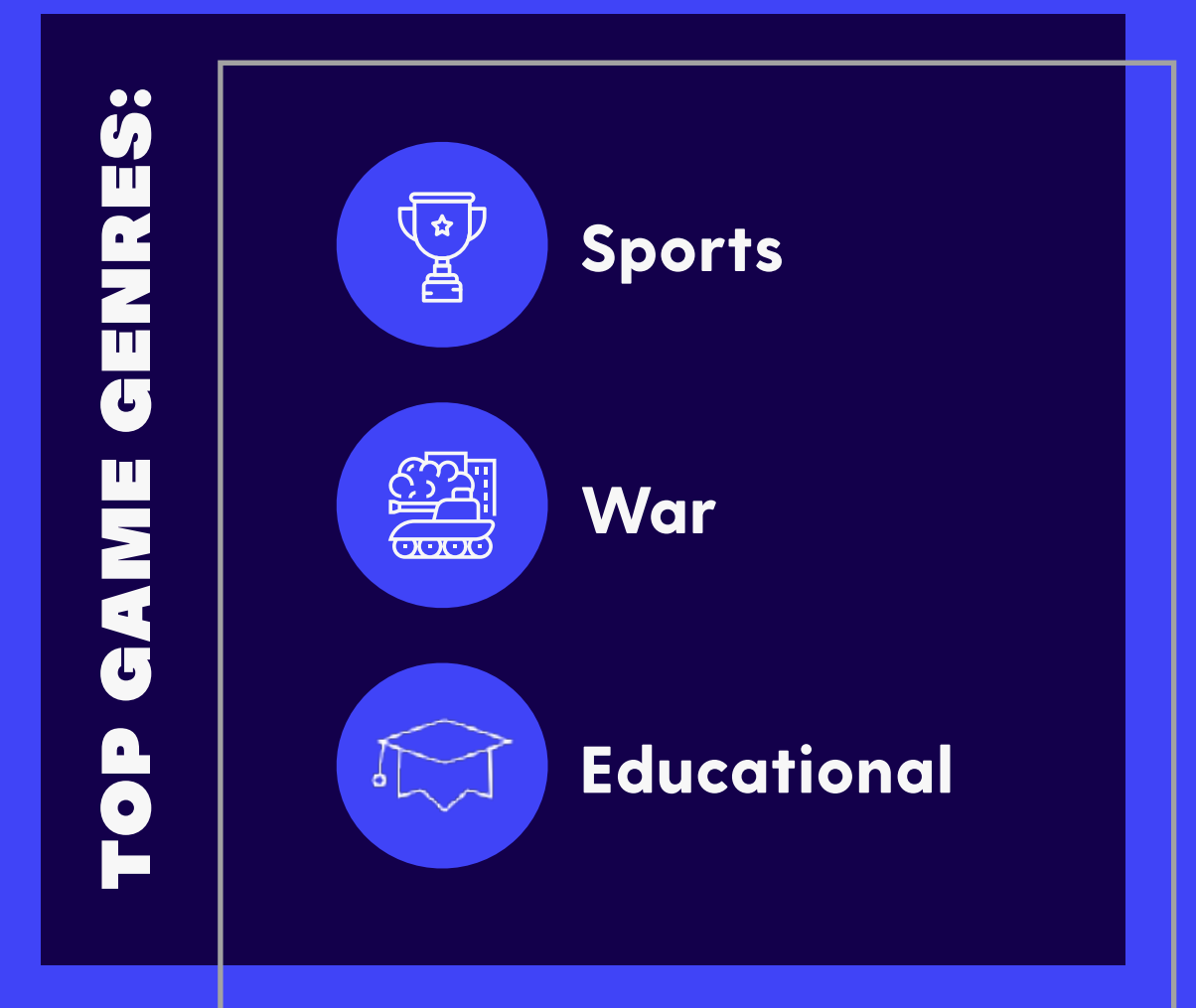
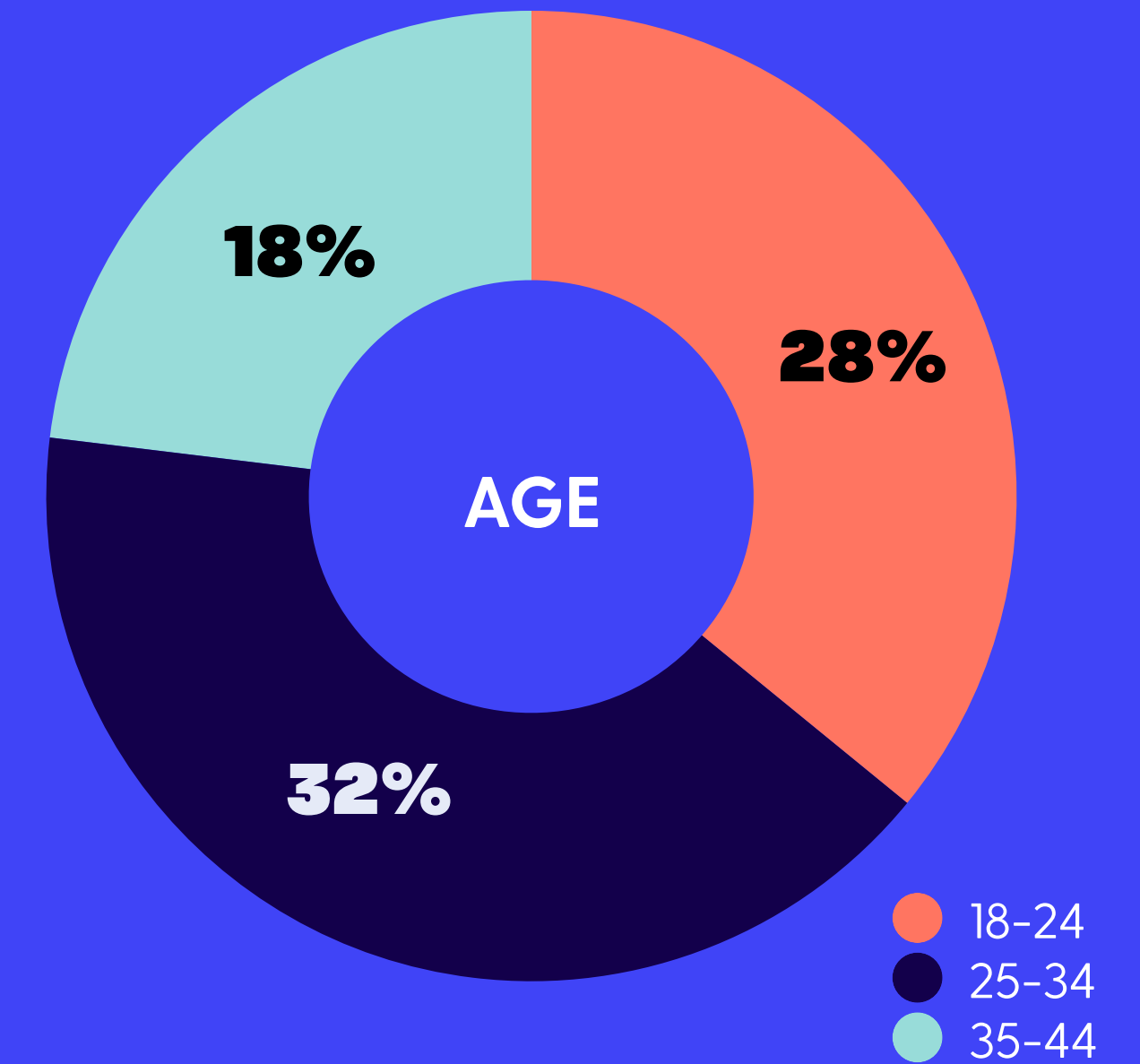
HOURS A WEEK GAMING

68%

MALE

\$136

PER YEAR ON VIDEO GAMES



Source: MRI Doublebase 2019, Fall 2019

IN RECENT MONTHS A NEW SEGMENT HAS EMERGED

Nielsen reports that globally, the US saw the largest growth (+46%) in video game engagement during the height of the COVID-19 pandemic.



THE QUARANTINE GAMER

GAMING PLATFORMS SURGE IN THE WAKE OF SOCIAL ISOLATION

- TUE 3/17** Verizon reports a **+75% INCREASE IN VIDEO GAME USAGE** during peak hours from the previous week
- THUR 3/19** Discord reports a **+200% INCREASE IN SIGN-UPS** after the app expanded use beyond gaming into distance learning for universities
- SUN 3/22** The eNASCAR iRacing Pro Invitational Series launches, and its broadcast was the most successful televised esports event to date with **900K VIEWERS**
- MON 3/23** Twitch sees **2.8M CONCURRENT VIEWERS**, the highest peak concurrent viewers the platform has seen in a single day since E3 2019 - the June PS5 livestream would go on to break this record with 3M.
- TUE 3/24** Steam hit a new peak of **22M CONCURRENT GAMERS**

Source: Nielsen VGT, June 2020 + Fullscreen COVID Gaming POV April 2020



THANK YOU

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