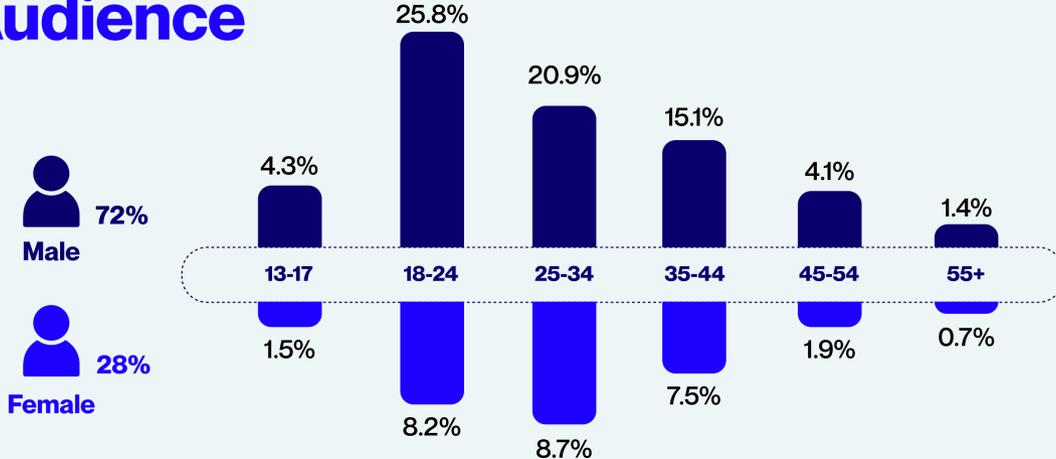


# Gaming

In order to understand gaming consumers, we compare the audience demographics, content preferences, and ecommerce behaviors of the gaming audience on social video.

## Audience



## Content

Year Over Year Views

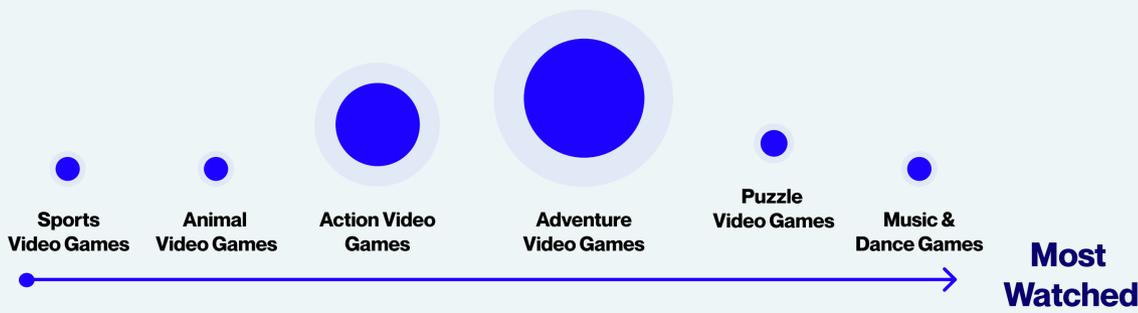
+8%

687B

Last 365 Days (August 2022)

634B

365 Days Year Prior



The size of the dot indicates the number of videos in each category on YouTube. Categories with high viewership and low supply represent areas of opportunity for brands and creators. Data available upon request.

## Behavior

What they watch:

Gaming Content

Other Content

- |                       |                    |
|-----------------------|--------------------|
| Announcement Trailers | TVs                |
| Video Game Consoles   | Wearable Devices   |
| Action Video Games    | College Basketball |
| VR Games              | Travel             |
| Video Game Events     | Star Wars          |

What they buy on Walmart.com:

Products

Brands

- |                              |  |
|------------------------------|--|
| Gaming Gift Cards            |  |
| Graphic Cards                |  |
| Comic Books & Graphic Novels |  |
| Gaming Mice                  |  |
| Collectible Figures          |  |

Websites they visit:

- |                       |                     |                    |
|-----------------------|---------------------|--------------------|
| <br>gamerdigest.com   | <br>asiatoday.co.kr | <br>teamliquid.com |
| <br>onepunchmanga.net | <br>aerosoft.com    |                    |

These insights stem from an analysis conducted using Tubular data on thousands of social videos. Behavior data connects social video viewership to ecommerce activity on Walmart.com. Data available upon request.



Males from 18-34yrs are the dominant gaming audience by a long shot, but the 13-17 group is rapidly growing into a new generation of gamers who will be even more receptive to emerging tech like VR and AR.



Music and Dance Games or Puzzle Games are growing in demand while remaining undersaturated. This trend presents an opportunity to attract audiences beyond traditional gamers.



Gaming viewers bought electronics brands like Oculus and Razer, but were also interested in digital-first food brands like Hot Ones and Gaming sponsor, Mountain Dew. They also visit esports websites and read Manga.

Interested in supercharging your social video strategy?

Get in touch