



IPSOS IMMERSIVE3E SURVEY

Enthusiasm, Experience and Evolution.

Tracking the Opinions and Behaviors of Teens and Adults around Immersive Experiences, Gaming and Web3.

HOW IT'S USED

Designed to help the Next Generation media platform businesses understand, reach and engage with the most important consumer segment around the world— Young Consumers.

Although the gaming platforms market is HUGE, nearing \$200 billion in 2022, is already bigger than global movies and music combined, the fast-growing industry owns one of the hardest to reach audiences for research, The Young (13 years+).

Insights from the study will illuminate your brand strategy through: Market Sizing, Profiling, A&U, Brand Positioning & Strategy, and NPD.

FOR MORE INFORMATION, PLEASE CONTACT

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SURVEY CONTENT



- Market Sizing
- Reasons to Buy/Use
- Attitudes & Personas



- ✓ Emotions
- ✓ Activities
- ✓ Concerns



- ✓ Habits
- ✓ Preferences



- Recency/Frequency
- Community Connections
- Purchase Behavior



- Metaverse/Web3
- Crypto/NFT

HOW WE DO IT

Four waves per year

Online recruit & Data delivery

N = 12k per year/region

WE PROVIDE

- Robust results
- Data access via web-portal
- 6 releases per year
- Ability to tack-on Qs
- Annual roll up report
- Hot topic deep dives
- Global coverage
- Online data platform

WHO ARE THE NEXTGEN?



Age 13-55



Early Adopters



Tech Savvy



Big Spenders

DATA PLATFORM

