

**Ipsos Launches “3D” Gaming Practice to Address
the Three Key Dimensions of Game Franchise
Success: Gamer Understanding, Game
Development, and Game Marketing**
*Global Market Research Leader Integrates Extensive Gaming
Experience and Research Toolbox for Gaming Sector*

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Ipsos MediaCT
The Media, Content and Technology Research Specialists

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Global Market Research Leader Integrates Extensive Gaming Experience and Research Toolbox for Gaming Sector

San Francisco, CA - Video gaming is morphing: breaking stereotypes, boundaries, and records. In such an environment, smart marketers change faster than the market, capitalizing on emerging opportunities, and changing the way in which they do things, including response to sudden shifts in demand or preference for current offers.

To meet the ever-evolving market demands and research needs of this sector, Ipsos has launched a new research practice focused on the needs of game developers, marketers and console manufacturers. The gaming practice integrates Ipsos’ research specializations, providing full-lifecycle support to gaming companies, tied to three key business dimensions of (1) gamer understanding, (2) game development, and (3) game marketing.

“Gaming is now a central focus across North America, wherever consumers can view a screen,” says Kevin Waters, President of Ipsos MediaCT. “And as gaming increases in entertainment value, it also increases in business value. That means game developers and marketers need better research targeted to their growing audiences, opportunities and risks.

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Ipsos has leveraged its methodological and sector expertise to create new tools and adapt existing offers that help guide game research through every step of the development process—and all under one roof. Our video gaming clients benefit tremendously from this breadth and depth of resources and solutions.”

While video gaming has long been stereotyped as a solitary activity, Ipsos’ own research indicates that is not the case anymore. Today’s videogame players are an evolving and increasingly diverse crowd, with all ages and demographics enjoying this uniquely high-engagement activity. Given this diversity, and the growth of the sector, Ipsos’ new gaming-focused research practice has been designed to meet the needs of game publishers, marketers and console manufacturers. Building on Ipsos’ long established research specializations (marketing, media/content/technology, loyalty, advertising, and public affairs) and the company’s robust gaming experience, this new practice provides a unique end-to-end suite of research tools and expertise to the gaming sector.

Peter Weylie, a senior vice president with Ipsos Understanding UnLtd, the company’s U.S.-based qualitative research branch, speaks to the benefits of the breadth of tools and flexibility available to clients: “Because we can combine the extensive research force of Ipsos, our approach focuses and helps game developers and marketers better understand and communicate with the people that play video games, what they want and expect in their gaming experience across any platform, and the best way to reach out to and market the games to key target audiences. It’s a multi-disciplinary approach that offers as holistic or as targeted a research strategy as the client needs.

A partial list of the new or adapted tools to support these services include market segmentation initiatives; co-creation tools with Ipsos InnoCreation; qualitative concept

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development using Ipsos GameStorm Ideation or GamerLink Workshops; concept screening, database development, and volumetric forecasting; advertising research; loyalty and satisfaction programs; and numerous ad hoc/custom approaches.

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