

> FPS

> RPG

> SIM

Ipsos Gamer Insight



Gamer Understanding

The gaming world has evolved. So too has your need for quality research at every stage of the product life cycle.

The Ipsos Game Lifecycle Marketing Dimensions:

▶ **GAMER UNDERSTANDING**

GAME DEVELOPMENT

GAME MARKETING

To make a winning game, you need to first know your player. Ipsos' research experts have extensive experience in studying and identifying market segments, and identifying the behaviors and attitudes of both existing and potential players. We also have tools and research solutions to identify market trends – from the way people are using technology, to the way they spend their entertainment dollars, to what brings them back for more.

Your bets (and risks) are bigger than ever before.

There's a powerful 'phase change' happening in the gaming space. The factors at play are many – all combining to drive the next major wave of consumer appetite and technology innovation in gaming.

It is a time to be both wary and opportunistic; the unstable mix of factors is radically increasing **business volatility** for gaming hardware and software marketers. These risk factors include:

- Splintering of gamer segments and preferences across genres
- Fragmentation by platform, as mobile and hybrid device formats impact consumers' choice space
- Console expansion into video entertainment
- Increasing costs and success hurdles tied to innovation investments
- The accelerated proliferation of "X factors" like Wii, Natal, iPad, 3D, holographic, etc.

Understanding and anticipating gamer trends, wants, mindsets, and perceptions helps you manage these risks, and magnify innovation opportunities.

Approached strategically, market research enhances the reach and impact of gaming *innovation investments*. Ipsos helps clients really understand:

- **Who** is gaming, and **how**?
- What games do people want to **play**?
- What's **hot** (not just hype)?
- Where are the high-potential **growth** opportunities?
- What gamer audience trends can you anticipate...exploit...**own**?
- Where are the "cheat codes" in the torrent of evolving gamer demand that will help you **unlock hidden potential**?
- How can you uncover the **unspoken** wants and "wish-for's" in the gamer audience?

Ipsos' time-tested quantitative and qualitative research approaches can help your team keenly understand what matters to gamers – so you're best positioned to engage their passion for gaming.





Gaming is evolving into a new species of consumer entertainment experience...

To address these critical questions, Ipsos helps clients in gaming (and elsewhere in the media and entertainment world)...

- **Deep-dive** into the lives of real gamers with up-close-and-personal qualitative approaches – such as friends-and-family gamer groups, ethnographic sessions, trend tours, virtual gaming interviews, video diaries, and other immersive approaches to uncovering insights...

[Click to view our "Are You Game?" video](#)

- **Market size** the evolving gamer audience – and critically in this next phase – quantify linkage to other media, entertainment, and discretionary spend – via syndicated Ipsos research (MOTION Digital Video, TEMPO Digital Music, and Mendelsohn Affluent Studies)...

[Click to view our MediaCT syndicated studies](#)

- **Segment and prioritize** forward-looking opportunities via rigorous market landscaping and segmentation research. The key is to move beyond "what titles they play," to anticipate **what game themes and experiences** they'll want, buy and play **next**...

[Click to view our "Are You Game?" white paper](#)

- **Stay close** to target gamer audiences via customized gamer panels that **you own**, and can use to pose questions and get audience reactions quickly and cost-effectively.

[Click to view our Custom Panels web page](#)

The End Game is Your game

Every gamer wants to win. And so do you. Ipsos' focused yet flexible research services offer you the holistic approach you need to secure that win. From start to sale and beyond, we help create and build winning products and brands, and have demonstrated that with hundreds of cases in this realm. What is your research need? With our comprehensive and scalable array of research solutions, Ipsos is the research partner you want playing on your side.

About Ipsos' Video Game Lifecycle Research Group

Ipsos, a leading global survey-based market research company, offers a video gaming-focused research practice 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 video gaming experience, this practice group provides a unique end-to-end suite of research tools and expertise to the video gaming sector. Research tools and approaches include market segmentation initiatives, co-creation tools with Ipsos InnoCreation, qualitative concept development using Ipsos GameStorm Ideation or GamerLink Workshops, concept screening, database development, volumetric forecasting, advertising research, and loyalty and satisfaction programs.

For More Information

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