



NBCUniversal

2022

Gaming Industry Assessment



Welcome!



Introduction

Explore NBCUniversal's latest perspectives and insights into the Gaming industry. This report provides an overview of recent marketplace dynamics, our prediction of key future trends impacting the industry, and strategic recommendations for Healthcare & Pharma brands and marketers as they navigate what's next.

Our Approach

At NBCUniversal, we have a legacy of working with a diverse range of Gaming partners to build their brands. This report has been created based on NBCU's:

- Ongoing Industry Evaluation
 - Conversations with Gaming Advertisers and Agencies
 - Continual Marketplace Analysis
 - Examination of Consumer Attitudes towards the Gaming Industry
-



NBCUniversal Has a Unique Perspective

In 2022, NBCU worked with the biggest
names in gaming



Consoles



Mobile Gaming



PC Gaming



Developers



Retail Platforms

Contents

2022 Landscape

Gaming Forward-Looking Trends

NBCU Gaming Strategic
Considerations

NBCU Relevant Materials



2022 Landscape

Overview Of Key Gaming Marketplace Dynamics



For Gaming brands, 2022 has been the time to

Expand Portfolios & Offerings

For as the competitive landscape rapidly
evolves and moves beyond traditional mediums



Gaming's Expanding Portfolios & Offerings in 2022



Console War to Content War

2022 has been a year of acquisitions and exclusivity deals as the biggest gaming platforms build out their portfolios as a means of differentiation



Diversifying Audience Base

Gaming continues to drive culture as it grows to mass media and combats audience misconceptions. Consequently, brands are acknowledging gaming's vast diversity.



New Technology Unlocking New Experiences

In addition to VR/AR and metaverses, brands are increasing software and hardware accessibility options to make gaming as inclusive and immersive as possible



Evolving Business Models

As gaming grows mainstream, brands have invested in new business models including microtransactions, portfolio subscription services, and in-game advertising for further monetization

Gaming Forward-Looking Trends

Key Trends We Expect to Influence Gaming
Marketing & Media Strategies



LOOKING AHEAD,

Key Gaming Trends We Expect to Influence Marketing & Media Strategies



Turning Down
the Difficulty



New
Challengers Emerge



Prioritizing
Portfolio and IP



Gassing Up
GaaS



Entering
Multiplayer Mode

Turning Down the Difficulty

While historically considered non-inclusive & homogenous, gaming is prioritizing inclusivity & accessibility to combat this challenge

Gaming has shifted from a niche pastime to a full-fledged part of the zeitgeist – **half of U.S. gamers are female and multicultural gamers officially outnumber the white audience**¹

Consequently, the industry has prioritized accessibility and inclusivity to safely nurture their growing communities, improve perception, and become more attractive to advertising brands

Demonstrating Diversity

Gamers are both a diverse audience and an audience who understands the importance of diversity

167i

Video games are my **main source of entertainment**

(23% Multicultural vs. 14% Non-Hispanic White)²

~50%

of UK/US gamers find **diversity, equity, and inclusion important**³

>50%

of UK/US gamers want game brands to **take a stance on social causes**³

Awarding Accessibility

Adaptive Controllers

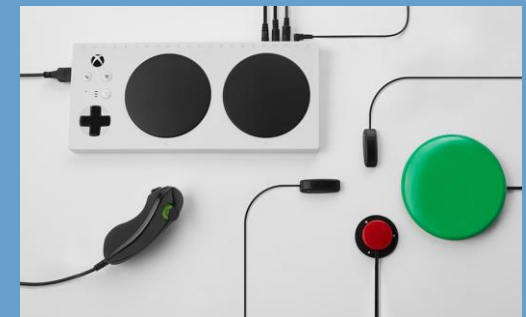
Audio & Visual Scales

Adjustable UIs

Alternative Controls

Innovation in Accessibility

Annual award highlighting the strides developers are making to improve accessibility⁴



Xbox Adaptive Controller
for Gamers with limited mobility

New Challengers Emerge

Recognizing the value of gaming as an entertainment medium, non-endemic media brands are making moves into the market

As an entertainment source, gaming has grown substantially with Americans spending **16% of their leisure time playing videogames**, while online videos and social media accounted for only 12% and 9% respectively²

Non-endemic powerhouses are betting big on new gaming services, from hiring industry veterans and acquiring various studios, but have yet to gain steam, resulting in more competition and need for advertising



Netflix Games

"We compete with (and lose to) Fortnite more than HBO."

–Netflix Shareholder Letter¹

1%

Low share of subscribers playing Netflix Games³

2x

Netflix to double gaming catalogue by the end of 2022



Horizon Worlds

"You're also going to be able to access the worlds from your Facebook or Instagram apps as well, and probably more over time."

–Mark Zuckerberg⁴

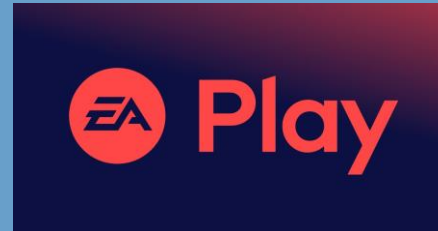
Prioritizing Portfolio and IP

Subscription services will forever change gaming with the largest brands acquiring developers/publishers to fill out their subscription portfolios

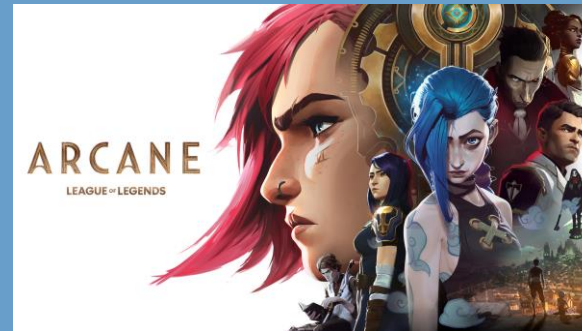
As gaming giants build out subscription portfolios, marketing will shift from being title release-driven to a more “always-on” approach

Additionally, major game IP titles will continue expanding beyond videogames into other forms of popular media for growth and monetization. Conversely, non-videogame IP will increasingly be adapted into gaming offerings

Subscription Services



IP Expansion



Best-reviewed show on Netflix in 2021



Flagship Sony release for the PS5

Prioritizing Portfolio and IP

Subscription services will forever change gaming with the largest brands acquiring developers/publishers to fill out their subscription portfolios

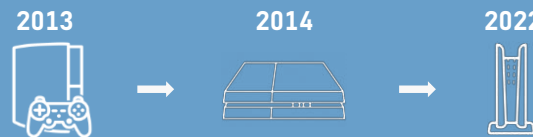
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Adapting Online Models



Historically, Rockstar supported GTA 5 for 9 years across 3 console generations



\$5.99

Monthly GTA+ Subscription Service with premium rewards & content

Rise of In-Game Advertising



1st Ever IAB Playfronts in 2022, dedicated to advertising's potential in videogames



NBCU & Anzu's partnership highlighted **traditional media's recognition of in-game advertising potential**

11%

Predicted CAGR of In-Game Ad Spend 2022-2030¹

Entering Multiplayer Mode

Across generations, gaming is increasingly becoming a primary social destination over social media¹

As the pandemic accelerated wellness considerations, younger audiences identified traditional social media as a key stressor² and instead turned to gaming – **77% of gamers use games to socialize with friends**¹

In turn, games are allowing consumers an outlet to positively develop identities and experience events & activities to explore these identities socially

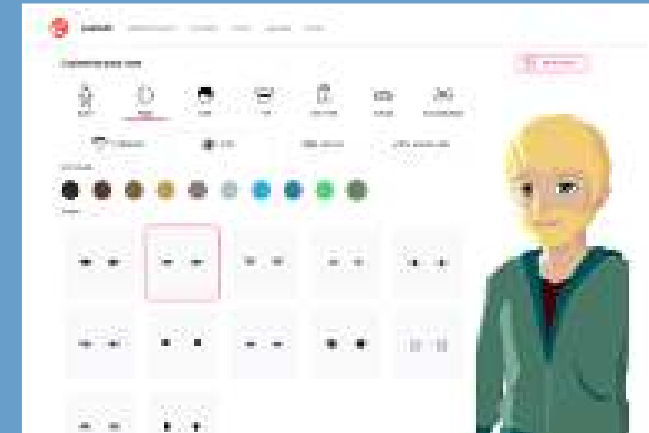
“Games are the social networks of the future.”

–Andrew Wilson, CEO @ Electronic Arts (EA)



Encourages Connection

25% of US gamers attended in-game social events last year



Supports Identity

60% of US gamers say character customization helps them express themselves

LOOKING AHEAD,
**Key Gaming
Trends We Expect
to Influence
Marketing & Media
Strategies**



Turning Down the Difficulty

While historically considered toxic & homogenous, gaming is prioritizing inclusivity & accessibility to combat this challenge



New Challengers Emerge

Recognizing the value of gaming as an entertainment medium, non-endemic media brands are making moves into the market



Prioritizing Portfolio and IP

Subscription services will forever change gaming with the largest brands acquiring developers/publishers to fill out their subscription portfolios



Gassing Up GaaS

New advancements around in-game monetization are reshaping the future of the industry



Entering Multiplayer Mode

Across generations, gaming is increasingly becoming a primary social destination over social media

NBCU Gaming Strategic Considerations

Key Considerations for Driving Growth for Gaming Brands



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Gaming Strategic Considerations



01. Breakthrough in Key Content Spaces

Take a brand-safe cross-platform approach across key content spaces and generate excitement with lean-in storytelling

02. Reimagine IP Approach & Collaboration

Leverage IP and talent to create new products, campaigns, content, and fan connections to compete in the increasingly IP-driven gaming environment

03. Drive Gamer (Inter)action

Get closer to point of purchase through actionable content fueling discovery and triggers consumer behavior

04. Engage Diverse Audiences

Leverage data to relevantly reach audiences across platforms and reinforce brand messaging with existing or prospective customers

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Gaming Strategic Considerations



01. Breakthrough in Key Content Spaces

Why

Authenticity is key when speaking to the gaming audience – align your brand with authentic, relevant content

Good For

Awareness | Consideration |
Brand Perception |
Incremental Reach | Ad Recall

02. Reimagine IP Approach & Collaboration

Why

Leveraging brand IP across media supports awareness and growth, a critical advantage in an industry driven by IP

Good For

Awareness | Consideration |
Familiarity | Purchase Intent |
Loyalty | Perception

03. Drive Gamer (Inter)action

Why

As consumer journeys and business models evolve, brands will need more than traditional marketing campaigns to drive impactful reach

Good For

Consideration | Discovery |
Engagement | Conversion |
CRM/Lead Generation

04. Engage Diverse Audiences

Why

Brands need to embrace gaming's diversity via highly targeted campaigns and gaming-centric demos for evergreen reach

Good For

Awareness | Targeted Reach |
Incremental Reach |
Conversion | Acquisition (CPA)

01. Breakthrough in Key Content Spaces

Best practices for maintaining and creating connections with key growth audiences, such as Hispanics

Leverage Brand-Safe Platforms

Across All Screens



Linear



Mobile



Digital



Peacock

Through Digital Partnerships



YouTube

twitch



FANDANGO



Own Key Content Spaces

Endemic Gaming Content

SYFY

anzu

Live Sports



NASCAR

Emerging Areas of Interest

TELEMUNDO

SATURDAY NIGHT LIVE

CNBC

E!

Level-Up Creatives To Breakthrough



Talent & IP



Commercial Innovation,
Rewards & LTOs



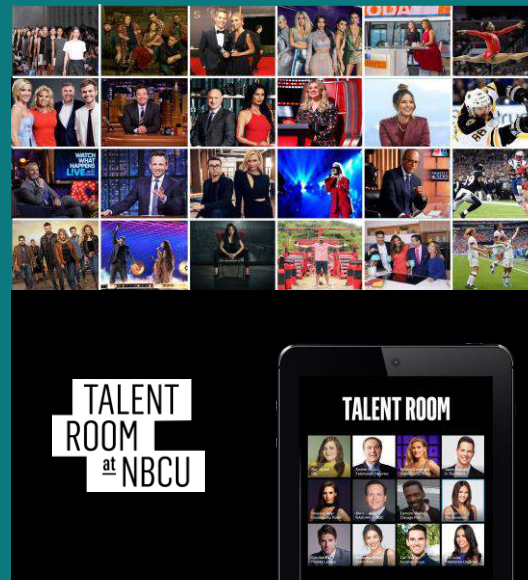
Content Production
Capabilities



Cultural Moments &
Sponsorships

02. Reimagine IP Approach & Collaboration

Leverage IP and talent to create new products, campaigns, content, and fan connections to compete in the increasingly IP-driven gaming environment



Leverage NBCU IP & Talent

Align your brand with NBCU's premium, brand-safe, passion point content



Licensing Our IP for Gaming Content



Integrating Our IP as Collectables In-Game



Our Talent and Premier Live Events as Megaphones



Extend Your IP

Leverage NBCU's entertainment ecosystem and expertise to bring your IP to life in new ways for fans



Production Capabilities



Content Integrations



Your Talent

03. Drive Gamer (Inter)action

Get closer to point of purchase through actionable content fueling discovery and triggers consumer behavior

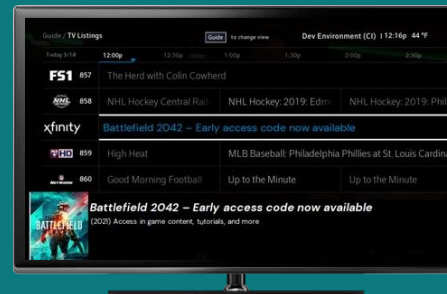
Shoppable TV



- Invite viewers to shop or learn when watching your ad creative within contextually aligned programming environments
- Create an immediate connection from the TV screen to your website or app via scannable code

Linear + Digital CTV

X1 Ecosystem



- Engage viewers in-grid within X1 cable environment
- Offer viewers perks, LTOs, and invitations to apps and events via Xfinity Rewards
- Leverage Xfinity X1 Voice Remote+ interactive features to drive exclusive offers
- Deliver high engagement via embedded QR codes

Linear + Digital CTV

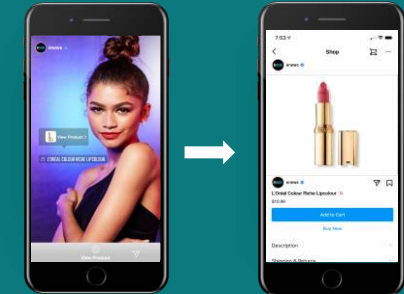
Apple News Capabilities



- Reinforce messaging and generate quality leads via Apple News engaging ad solutions
- Tap-to capabilities can drive users to site, app download, deep link within app, email, chat, map, wallet etc.

Mobile

Social Extension

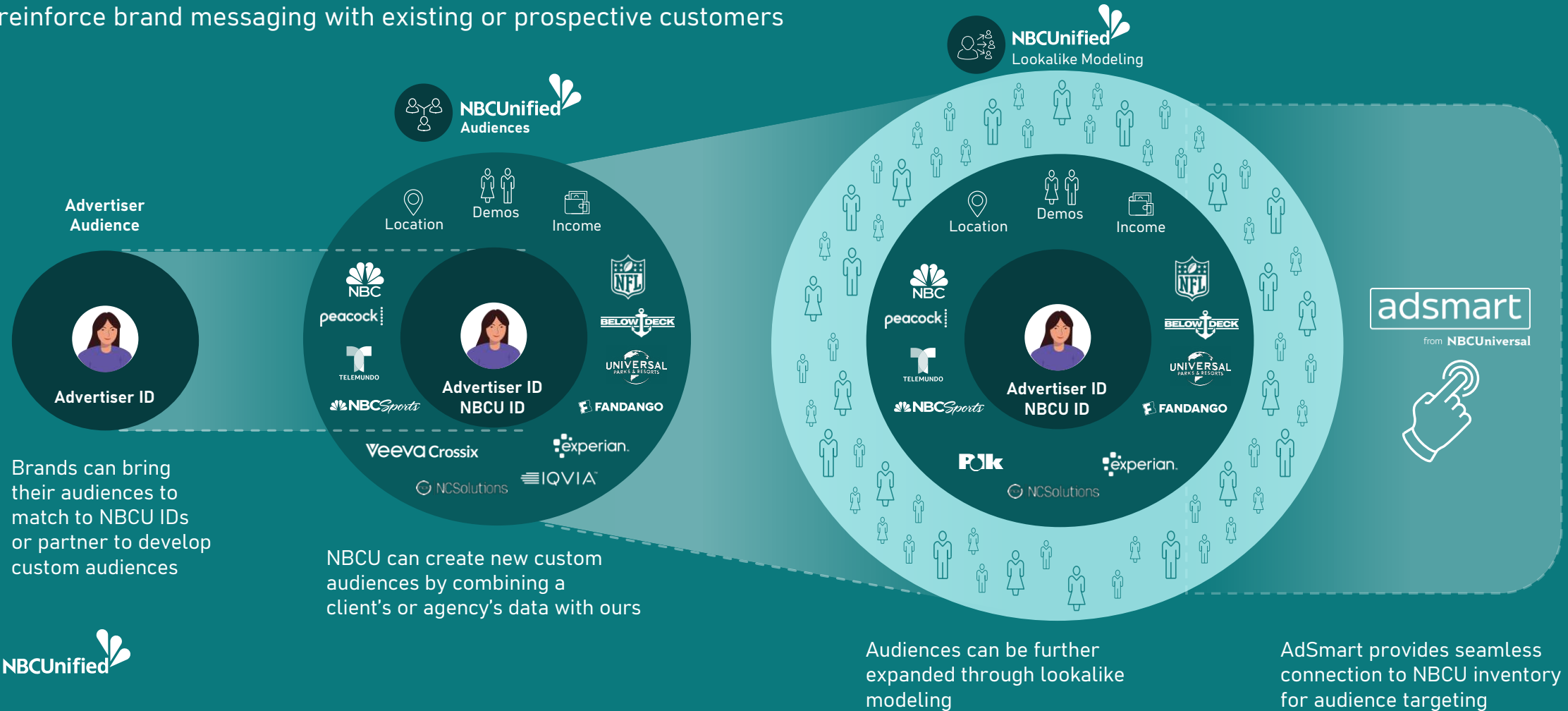


- Utilize Social Synch to amplify and optimize campaigns across channels through actionable content such as rewards offerings
- Inspire fans to shop through unique social commerce opportunities experienced through premium IP

Mobile

04. Engage Diverse Audiences

Leverage data to relevantly reach audiences across platforms and reinforce brand messaging with existing or prospective customers



NBCU Relevant Materials

Example Marketing Industry Insights



NBCU Industry Content

TOGETHER SITE

Category Content & Strategies



A Marketer's Guide to the Metaverse



Effectiveness: Using Context to Take Planning From Great to Amazing



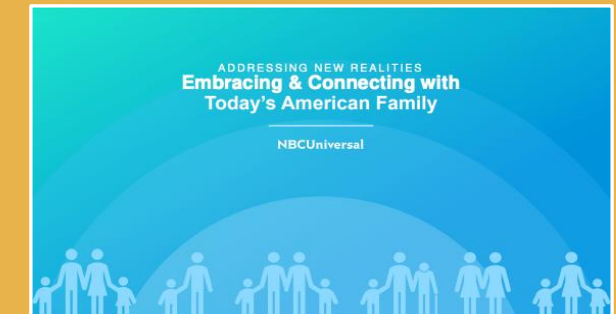
Fueling the Cultural Conversation: Premier Live Events



Blending of Worlds: Rise of a Global Culture



How Brands & Consumers Are Addressing Today's Challenges for a Healthier Planet Tomorrow



Embracing & Connecting with Today's American Family

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NBCUniversal

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