

## December 2022

### Gaming-inspired Entertainment - US

"Gaming is already an entertainment industry juggernaut, and gaming-inspired entertainment serves to further reinforce that appeal for fans. Film production studios need to be mindful of fans' expectations, but those fans will happily ignore negative critics to go see their favorite characters on the big screen."

– Brian Benway ...

## November 2022

### Women's Sports: Spotlight on Fans - US

"Women's sports are an important and growing segment of today's sports industry. Women's sports fans are among the most passionate, yet are an underestimated and overlooked element of modern sports fans. Emerging from the 50th Anniversary of Title IX, women's sports are set to achieve the next level of success ...

### Women and Gaming - US

"While they may not be as eager to claim the gamer label, women gamers are a major demographic that has been historically neglected by the gaming community. That's been changing in recent years, and women gamers are ready to tell the haters to either get on board or get out ...

## September 2022

### Football - US

"Football continues to dominate the American sport landscape and is among one of the last appointment-viewing broadcasts. Brands pay a premium to be attached to the emotions surrounding the sport, leagues, teams and players. NIL deals within college football have also provided opportunities for local and regional businesses to enhance ...

### Mobile Gaming - US

"Mobile gaming is for everyone, it's always on hand and provides entertainment for the widest audience of gamers. Advertising and monetization strategies are changing, but it looks like the mobile gaming industry is moving in a positive direction for consumers and brands."

### Sports Betting - US

"Once considered taboo, sports betting is now widely accepted and here to stay. Across the US, sports betting is legal in 37 states and Washington DC – and counting. As consumers are interested in betting across sports, the sports and sports betting industries will continue to look to optimize their ...

## August 2022

## Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

## July 2022

### Esports - US

“Esports is a billion-dollar industry that continues to grow and create new opportunities. At this rate, developing young gamer skills will soon be as common as pee-wee league football. Even parents seem to have come around and learned to accept that playing video games professionally can be a legitimate career ...

## June 2022

### Teen & Tween Sports - US

“With more sports to play and more ways to follow, youth sports are coming out of the pandemic with a strong growth potential. Teens are connected to their teams, athletes and brands in deeper ways than ever before. They are eager to return to play, but the field-of-play has evolved ...

## May 2022

### Teen & Tween Gaming - US

“Teens and Tweens love gaming, and they’re likely to carry their hobby into adulthood. Young gamers look to gaming as a social opportunity, brands that facilitate that type of play can attract gamers at a young age, potentially finding passionate fans for life.”

– **Brian Benway, Gaming and Entertainment ...**

## April 2022

### Gaming Merchandising Opportunities - US

“The power of fandom that propelled Pikachu to superstardom is a force all video game brands should look to capture. As the internet evolves into Web 3.0, new opportunities and channels for merchandising are sure to emerge; successful brands are already making moves to ensure they will be ready ...

### March 2022

#### Sports Merchandising - US

“US spending on sports merchandise accounts for nearly a quarter of the entire global market. Sports fandom is pervasive and the US hosts a majority of the world’s top sports leagues, making it ripe for merchandising. Purchasing appears poised to remain strong going forward while the industry struggles to meet ...

#### Diversity in Gaming - US

“Overall, gamers feel that representation and diversity is a positive force. For brands, this also represents an opportunity to give players what they want and gain goodwill, as inclusivity only seems to increase players’ likelihood to purchase games if done in a respectful and authentic manner.”

– Brian Benway ...

### February 2022

#### Fighting Sports - US

“Fighting sports have several reasons for optimism. Its fandom appeals strongly to certain demographics often sought out by brands – namely Gen Z and multicultural consumers. Boxing and MMA are growing and create destination events for fans. Combat sports are open to new types of partnerships and sponsorships across a ...

#### Gaming Trends: 2022 - US

“The gaming industry continues to grow even as COVID-19 variants shut down major industry events and hardware shortages limit stock in stores. Gamers themselves remain interested as both players and as viewers, motivated by their desire to see gaming crossover with other forms of entertainment.”

– Brian Benway, Gaming ...

### January 2022

#### Sponsorships & Sports Marketing - US

“Sports sponsorship opportunities remain in high demand from brands and advertisers. Sports fans present a massive audience of deeply engaged consumers, well suited for brand integration and marketing. Sports sponsorships will continue to utilize star players, ethical and charitable components and reach fans across a variety of mediums in the ...

#### Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...