

January 2022

Profiles of US Gamers - US

“Gamers play for more reasons than just to have fun and relax. Different groups each get something unique from the experience; accomplishment, narrative exploration, socialization or competition. Working with these gaming motivators can help brands and businesses apply themselves and their products in ways that effectively target an incredibly diverse ...

December 2021

Marketing to Sports Fans - US

“Sports remain a powerful unifying force, capable of bringing people of all different types of backgrounds together to feel part of the same community. Sports fans are a devoted and engaged audience, well suited for brand integration and marketing. Looking ahead, the future of fandom remains bright as sports continue ...

November 2021

Multicultural Young Adults and Gaming - US

“There are clear differences among multicultural young adult gamers and their view the gaming industry, with some feeling more accepted and welcome than others. Overall, increasing representation within the industry and improving tolerance online from other players are the biggest needs based on responses from all groups of young adult ...