2022 Gaming Industry Assessment
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

Note: This is not an exhaustive list
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.
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
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.

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.

1671
Video games are my main source of entertainment
(23% Multicultural vs. 14% Non-Hispanic White)

~50%
of UK/US gamers find diversity, equity, and inclusion important

>50%
of UK/US gamers want game brands to take a stance on social causes

Sources: 1. Newzoo, 2. MRI, 3. Newzoo (1), 4. CNBC

Awarding Accessibility

Adaptive Controllers  Audio & Visual Scales

Adjustable UIs  Alternative Controls

Innovation in Accessibility

Annual award highlighting the strides developers are making to improve accessibility

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% respectively.

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

- PlayStation Plus
- Xbox Game Pass
- Ubisoft+
- EA Play
- Apple Arcade

IP Expansion

- ARCANE (Best-reviewed show on Netflix in 2021)
- Spider-Man: Miles Morales (Flagship Sony release for the PS5)
Prioritizing Portfolio and IP

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Adapting Online Models

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

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.

Sources: PRNewswire

$5.99 Monthly GTA+ Subscription Service with premium rewards & content.

Predicted CAGR of In-Game Ad Spend 2022-2030: 11%
Across generations, gaming is increasingly becoming a primary social destination over social media.¹

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 friends¹.

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)

Sources: 1. Newzoo 2. Mintel: Multicultural Young Adults & Social Media

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
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
## NBCUNIVERSAL
### Gaming Strategic Considerations

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<td>Authenticity is key when speaking to the gaming audience – align your brand with authentic, relevant content</td>
<td>Leveraging brand IP across media supports awareness and growth, a critical advantage in an industry driven by IP</td>
<td>As consumer journeys and business models evolve, brands will need more than traditional marketing campaigns to drive impactful reach</td>
<td>Brands need to embrace gaming’s diversity via highly targeted campaigns and gaming-centric demos for evergreen reach</td>
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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

**Own Key Content Spaces**
Endemic Gaming Content
- SYFY
- anzu

Live Sports
- NFL
- Premier League
- NASCAR

Emerging Areas of Interest
- TELEMUNDN
- 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

**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

**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.

**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

*Note: Activation feasibility would require further discussion*
Brands can bring their audiences to match to NBCU IDs or partner to develop custom audiences.

NBCU can create new custom audiences by combining a client's or agency's data with ours.

Audiences can be further expanded through lookalike modeling.

AdSmart provides seamless connection to NBCU inventory for audience targeting.

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

Example Marketing Industry Insights
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
2022 Gaming Industry Assessment

NBCUniversal

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