

REAL-TIME INSIGHTS

FEB - APRIL 2020

GAMING ECONOMY

WHAT ARE THEY DOING RIGHT NOW?

nmp
INTERACTIVE

WHAT'S TRENDING IN THE WORLD OF GAMING?

33% 

SINCE THE UK WENT INTO LOCKDOWN WE'VE SEEN AN INCREASE OF 33% IN GAMING RELATED SEARCHES ACROSS OUR NETWORK



NINTENDO IS THE TOP CONSOLE SEARCHED FOLLOWED BY:
XBOX
PLAYSTATION
& Wii

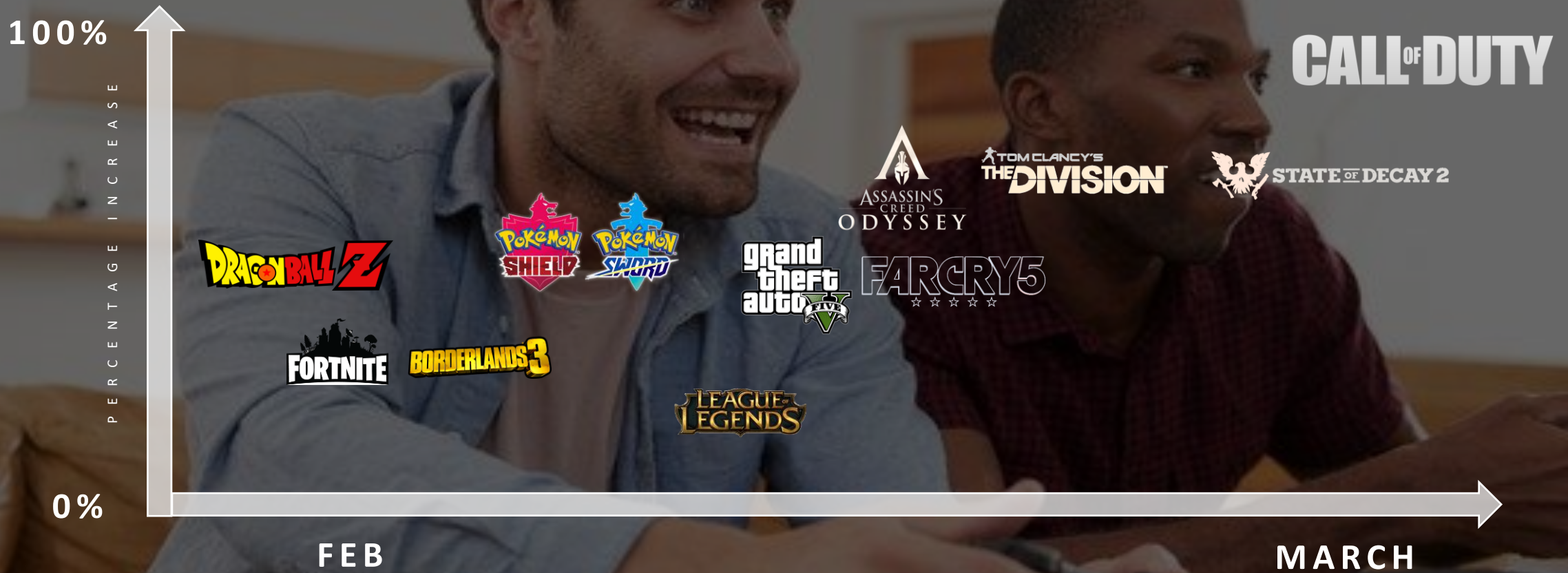
CALL OF DUTY



**TOM CLANCY'S
THE DIVISION**

SINCE COVID-19 TYPE OF GAME SEARCHES SHOW AN INCREASE IN 18+ GAMES. THIS INDICATES GAMING HAS BECOME A KEY HOBBY FOR ADULTS NOW AT HOME

AN OLDER GAMING AUDIENCE SINCE COVID-19



WE'VE SEEN AN INCREASE FROM FEB TO MARCH IN 18+ GAMING INDICATING IT HAS BECOME A KEY HOBBY FOR ADULTS NOW STAYING AT HOME.

MEANWHILE THERE HAS BEEN A MARKED DECREASE IN GAMING FOR YOUNGER AUDIENCES (16+) OVER THIS PERIOD.

REAL-TIME INSIGHTS

MOST POPULAR GAMING BRANDS SEARCHED

Nintendo[®] ↑ 132%

SQUARE ENIX ↑ 112%

EA ↑ 62%

UBISOFT[®] ↑ 60%

**ACTIVISION
BLIZZARD** ↑ 25%

UK TRAFFIC LAST 30 DAYS SHOWING
UPLIFT IN BRANDS SEARCHED
06/03 - 19/03 VS. 20/03 - 06/04

S P O T L I G H T

GAMING BRAND X SEES ENGAGEMENT GROW

COVID-19 HAS HAD A SIGNIFICANT IMPACT ON ENGAGEMENT LEVELS OF THE GAMING AUDIENCE. NANO RAN A CAMPAIGN FOR GAMING BRAND X FROM NOV 2019 – MARCH 2020. THIS IS WHAT WE FOUND...



3677%

UPLIFT

CTR UPLIFT FROM
NOVEMBER TO
MARCH



9.30

SECONDS

AVERAGE DWELL
TIMES HAVE
INCREASED 13%



OTHER INTERESTS

AUDIENCES ARE ALSO
INTERESTED IN HOME
IMPROVEMENT,
TECHNOLOGY &
FOOTBALL

A photograph of two men sitting on a brown leather couch, playing video games. The man on the left is wearing a light blue button-down shirt over a white t-shirt and is smiling broadly while holding a black game controller. The man on the right is wearing a maroon polo shirt and is also smiling while holding a game controller. The background is a blurred indoor setting with wooden accents. The entire image is framed by a white border and has a semi-transparent dark overlay.

FIND OUT MORE

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