



THE US IN-GAME ADVERTISING REPORT 2022

RESEARCH HIGHLIGHTS FOR US
ADVERTISING AUDIENCES





FOREWORD

Advertising and video games have had a strange history. In the past, we've seen brand activations, hard-coded ads, and some brands even create their own games to entice new customers.

Technological advances from both sides, including programmatic advertising, the acceptance of cross-platform play, the rise of mobile, and the free-to-play model, have all culminated in a channel that's incredibly enticing for advertisers. However, channels like social, TV, and OOH continued to rule the roost due to how US brands and agencies perceived the video games industry.

The global pandemic changed all this. As extended lockdowns were rolled out across the country, players in their millions flocked to titles like Animal Crossing, Fortnite, Roblox, and Among Us to socialize, pass the time, and escape to a different reality. Suddenly everyone was a 'gamer', and brands and agencies across the US quickly realized the potential that this channel offered them, especially while other mediums like OOH became unavailable.

Fast-forward to 2022, and with over [226M](#) gamers in the US and the industry worth over [\\$95.4BN](#), gaming is still on everyone's lips.

To understand where players now stand and what their attitudes are towards seeing advertisements in their favorite games, Anzu, the most advanced in-game advertising platform, carried out a study in Q4 2021 to help drive advertisers' decisions around their approach to gaming in 2022 and help them understand gamers' mindsets, and what potential the channel offers.

This report highlights some of the key findings from the US survey, outlining what they indicate and how advertisers can use the information to help shape their approach to gaming throughout the coming year.



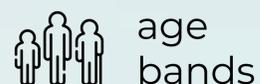
MATT JABLON
Sales Director US (West Coast)





RESEARCH DETAILS

Our US survey data is presented with a range of data splits including:



age bands



gender



gaming platform

Due to the limitation of the survey size, for age bands we have chosen to present robust, overlapping, audiences

18-34



25-44



35-54



45-64

These age bands allow us to provide strong gender splits, and comparisons with non-gamers, while broadly corresponding to advertiser needs.

Please also note that numbers have been rounded up and so all the totals may not add up to exactly 100%.

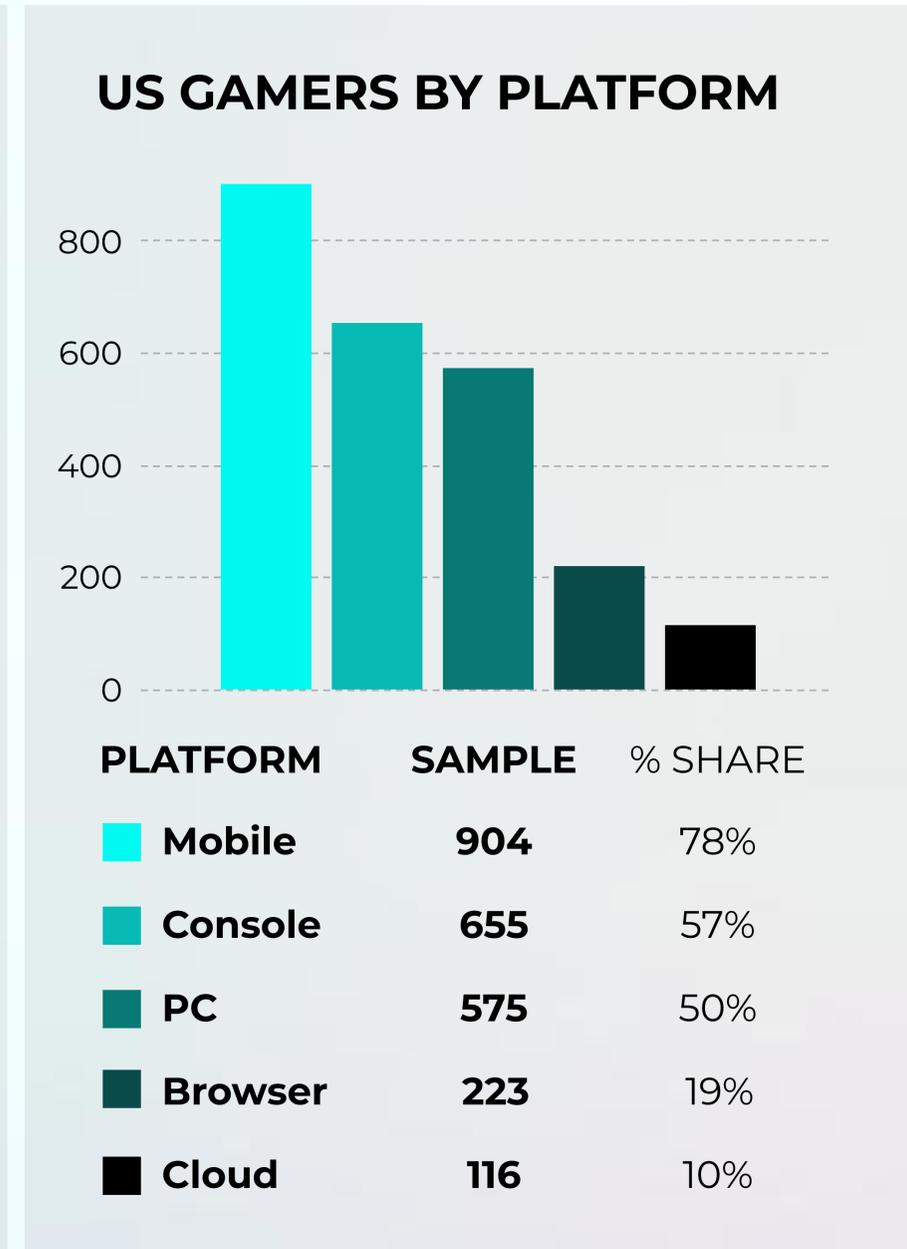
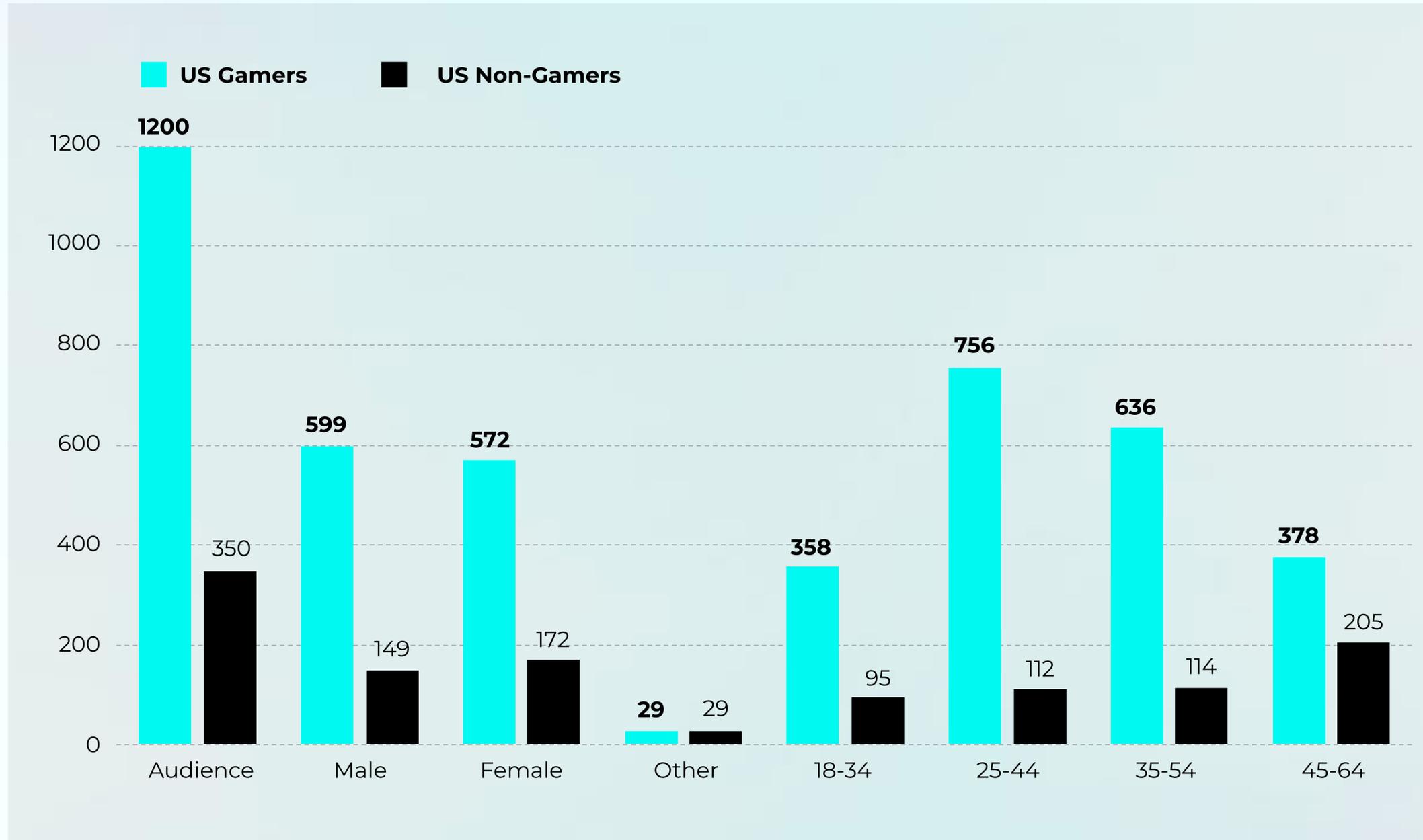
For more granular insights please do get in touch by emailing

marketing@anzu.io





US SAMPLE SIZES





IDENTITY AND LIFESTYLE

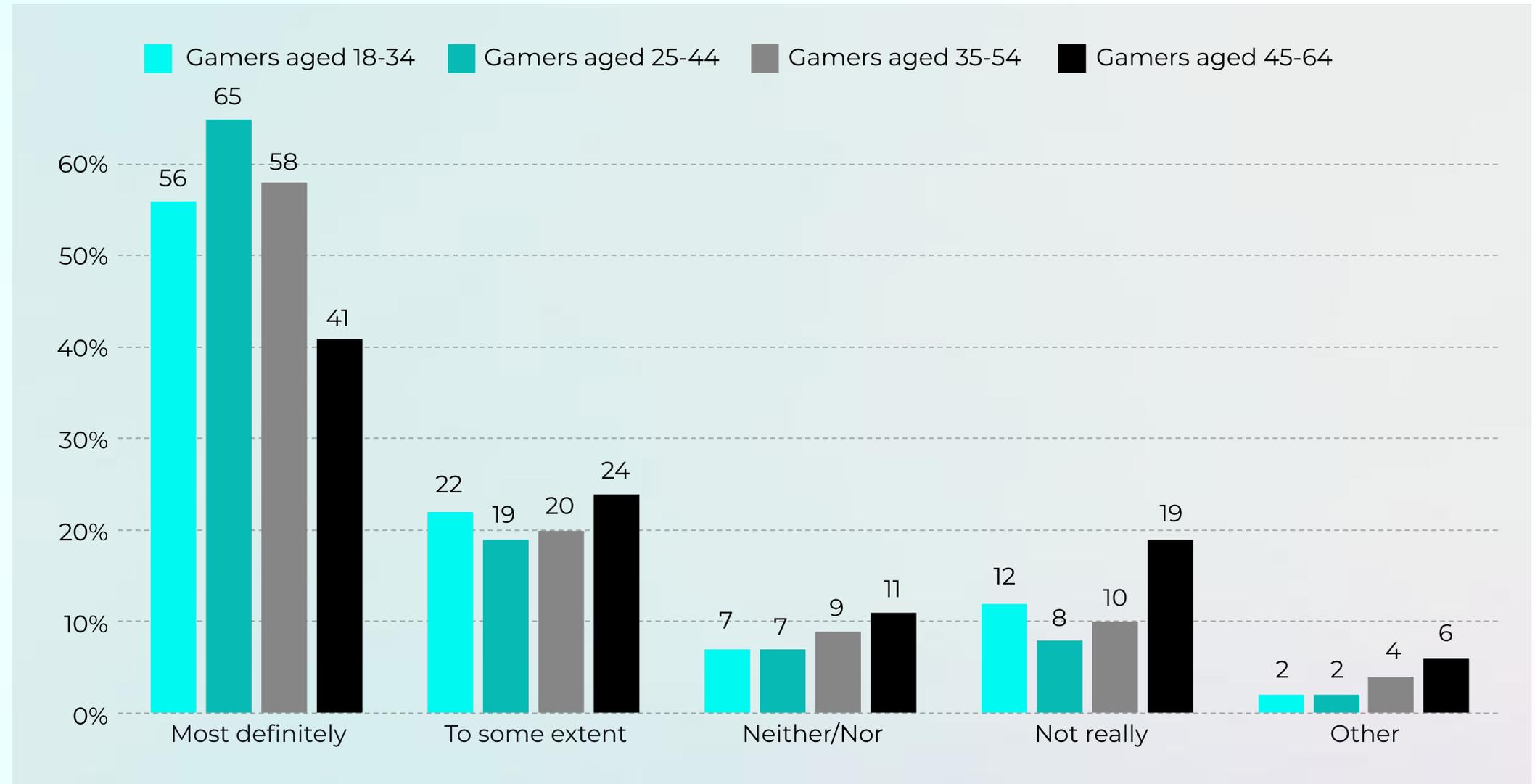


55% OF AMERICANS WHO PLAY GAMES 'MOST DEFINITELY' IDENTIFY AS GAMERS

Would you describe yourself as a gamer?

Over [226M people](#) play video games in the US. However, there still seems to be some reluctance amongst Americans to classify themselves as 'gamers'.

As gaming continues to grow and penetrate more areas of our lives and society, everyone will become a 'gamer', and calling yourself one will sound just as strange as labeling yourself a 'social media user'.





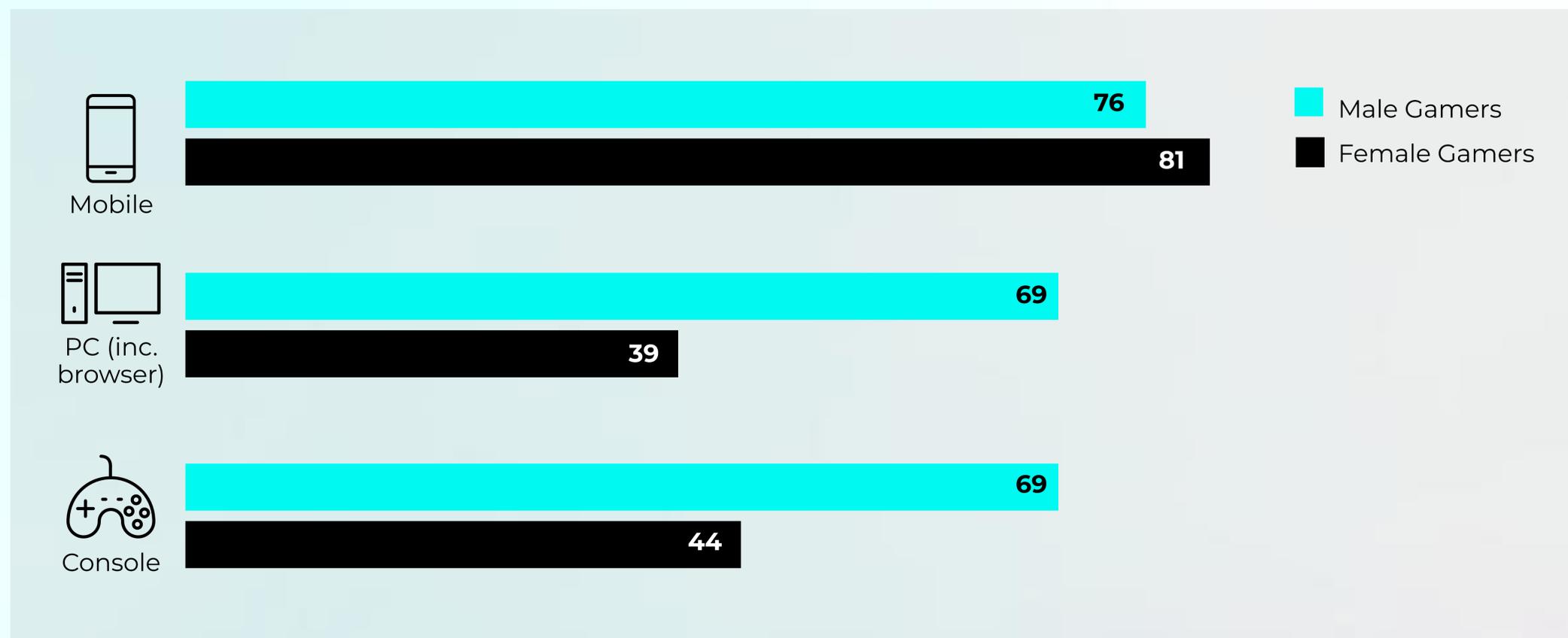
IDENTITY AND LIFESTYLE

MOBILE REMAINS MOST POPULAR BUT CONSOLE AND PC AREN'T FAR BEHIND

Which Platforms Do You Play On?

Although mobile continues to rule the roost overall, it's clear that US gamers enjoy playing across multiple platforms with no huge differences between devices.

The massive popularity of cross-platform titles like Fortnite, Roblox, and Genshin Impact have helped spur a cross-platform revolution. Advertisers should ensure they consider all of these platforms when planning advertising campaigns, rather than just focussing on mobile.



HOW CAN ANZU HELP? Anzu is the only in-game advertising platform to enable advertisers to programmatically serve ads across mobile, PC, and console.



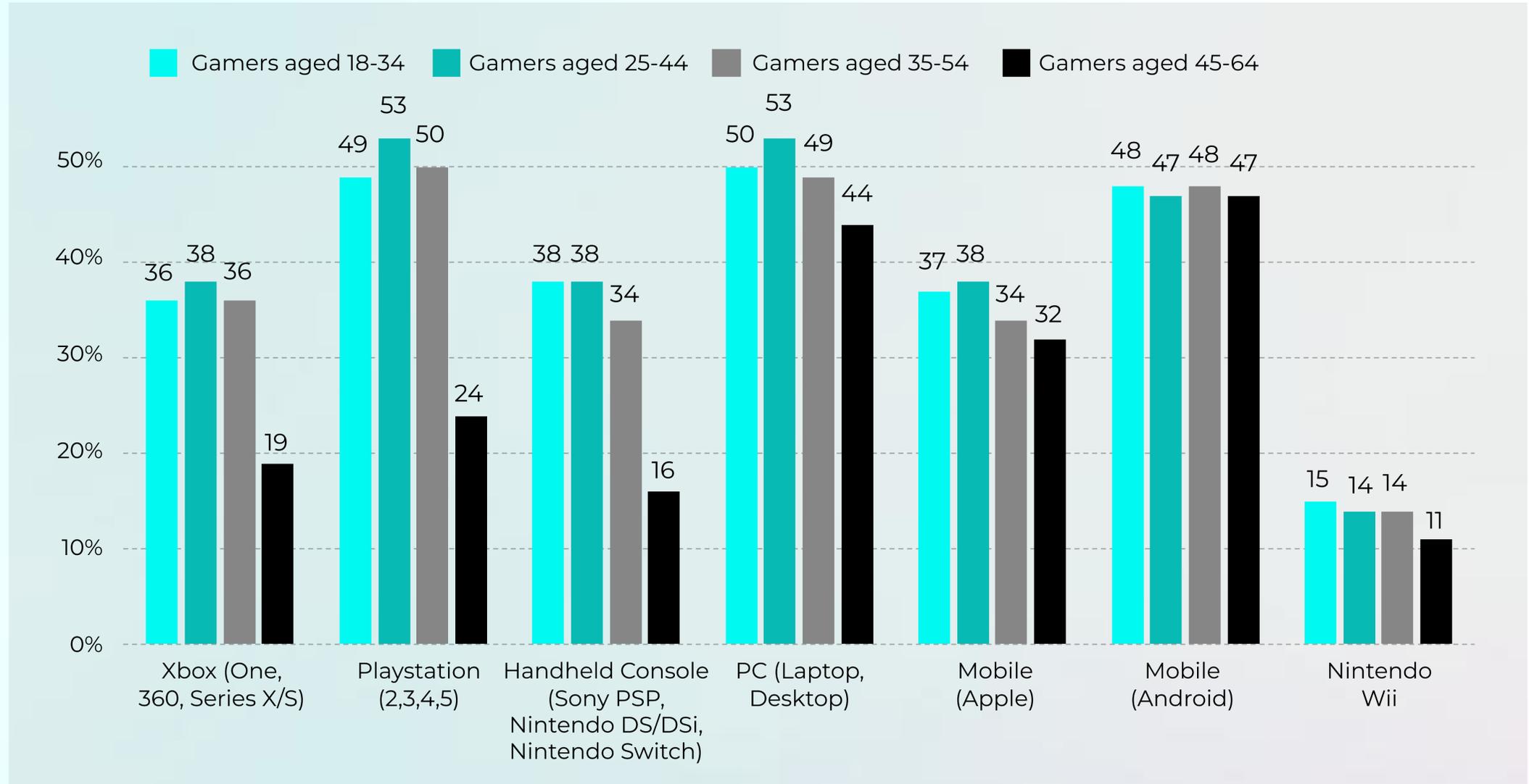
LOCKDOWN GAMERS ARE HERE TO STAY

How often do you play?

This graphs show which platforms players spend more than 6 hours per week on.

Many games companies saw a massive spike in traffic from new and returning gamers during the pandemic with Sony's PlayStation consoles and PCs taking the lead across most age ranges.

Being restricted to our homes, many of us turned to video games as an outlet to socialize, escape the headlines, and avoid boredom. It seems many of us have not dropped this habit, with a considerable percentage of Americans continuing to play games every day.



GAMING TIME — 6 HOURS+ PER WEEK — BY DEVICE

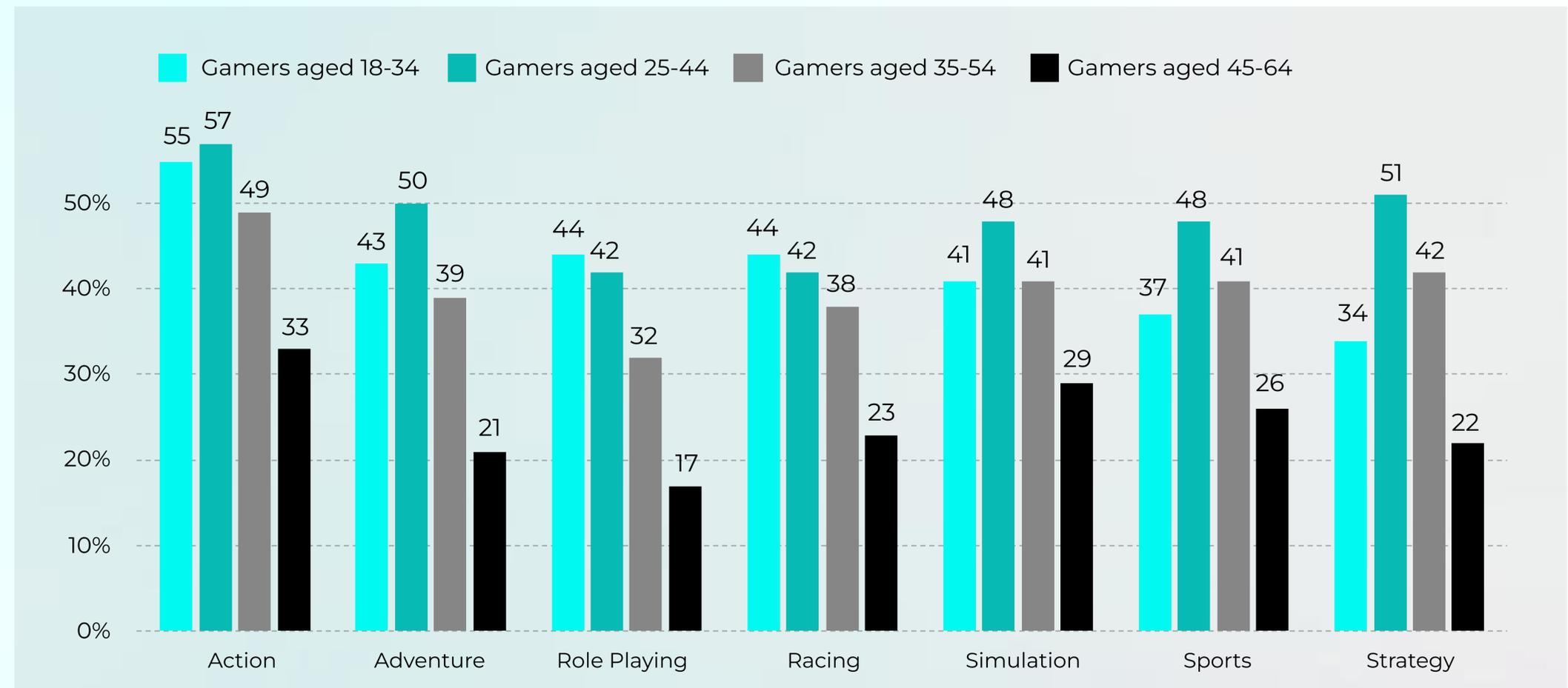


HALF OF ALL US GAMERS PLAY ACTION GAMES

Which genres do you like to play?

Even though action is the most popular genre amongst gamers, many advertisers avoid it because of concerns that action games often include some level of violence. This is an ongoing conversation, and by avoiding it, advertisers lose out on reaching a vast number of diverse and engaged players.

Brands should consider games on a contextual basis rather than violent or non-violent, much like they do with films and TV.



HOW CAN ANZU HELP? Anzu works with advertisers to walk them through the gaming environment and to help them understand how to optimize their ads to ensure they are getting the most out of them.

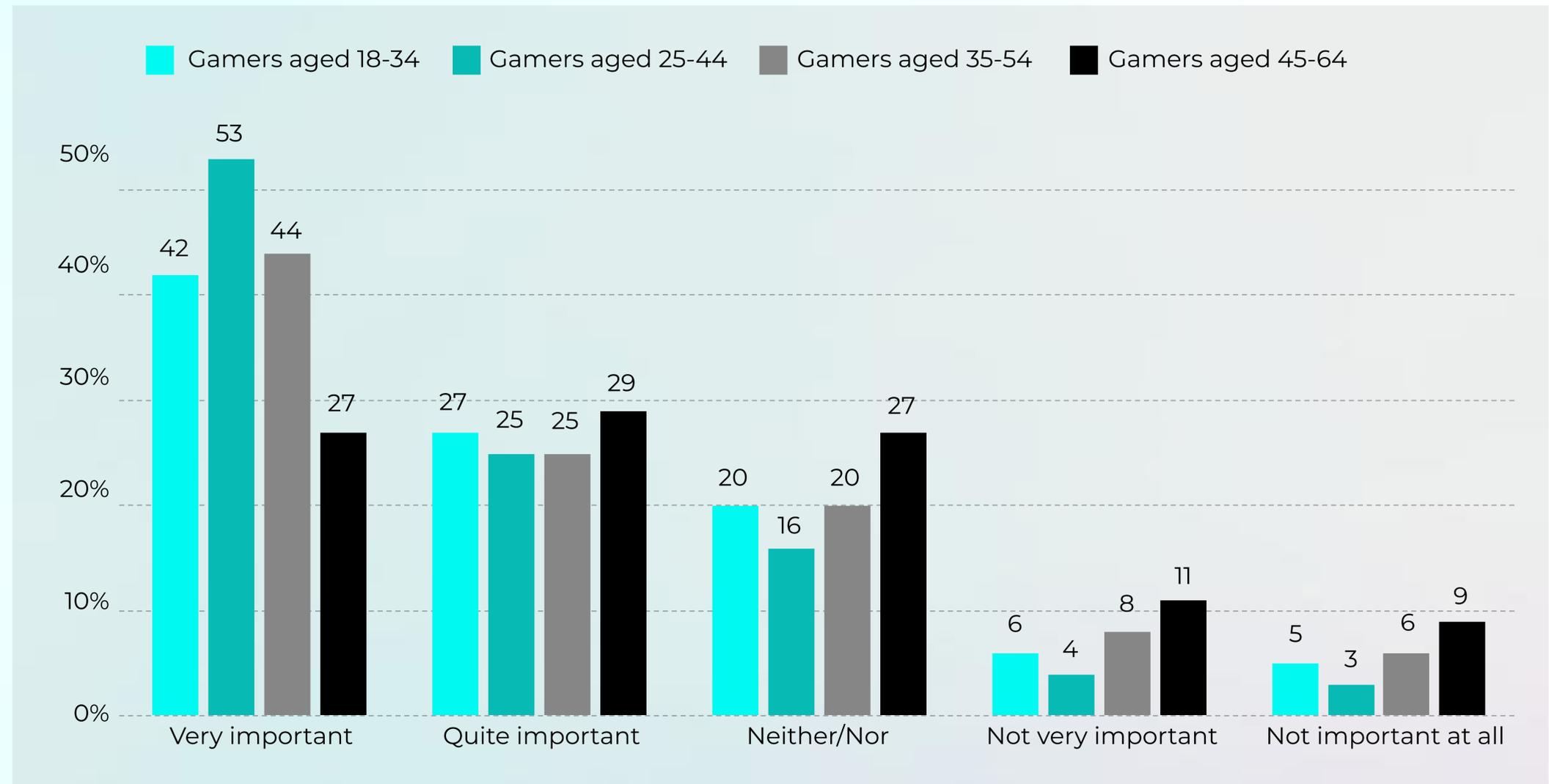


79% OF GAMERS SAY SOCIALIZING AND NEW EXPERIENCES ARE IMPORTANT TO THEM

How important are socializing and going out to you?

The traditional view of a gamer has been someone locked in a dark room hunched over a screen, having not seen daylight in weeks playing alone. However, this couldn't be further from the truth.

Here we see that most gamers are social beings that enjoy new experiences. Brands should keep this in mind when running in-game campaigns. A two for one offer with a friend, launching a new product or experience, and communicating in an engaging and friendly way are all things advertisers should consider when trying to reach players.





GAMER PROFILES



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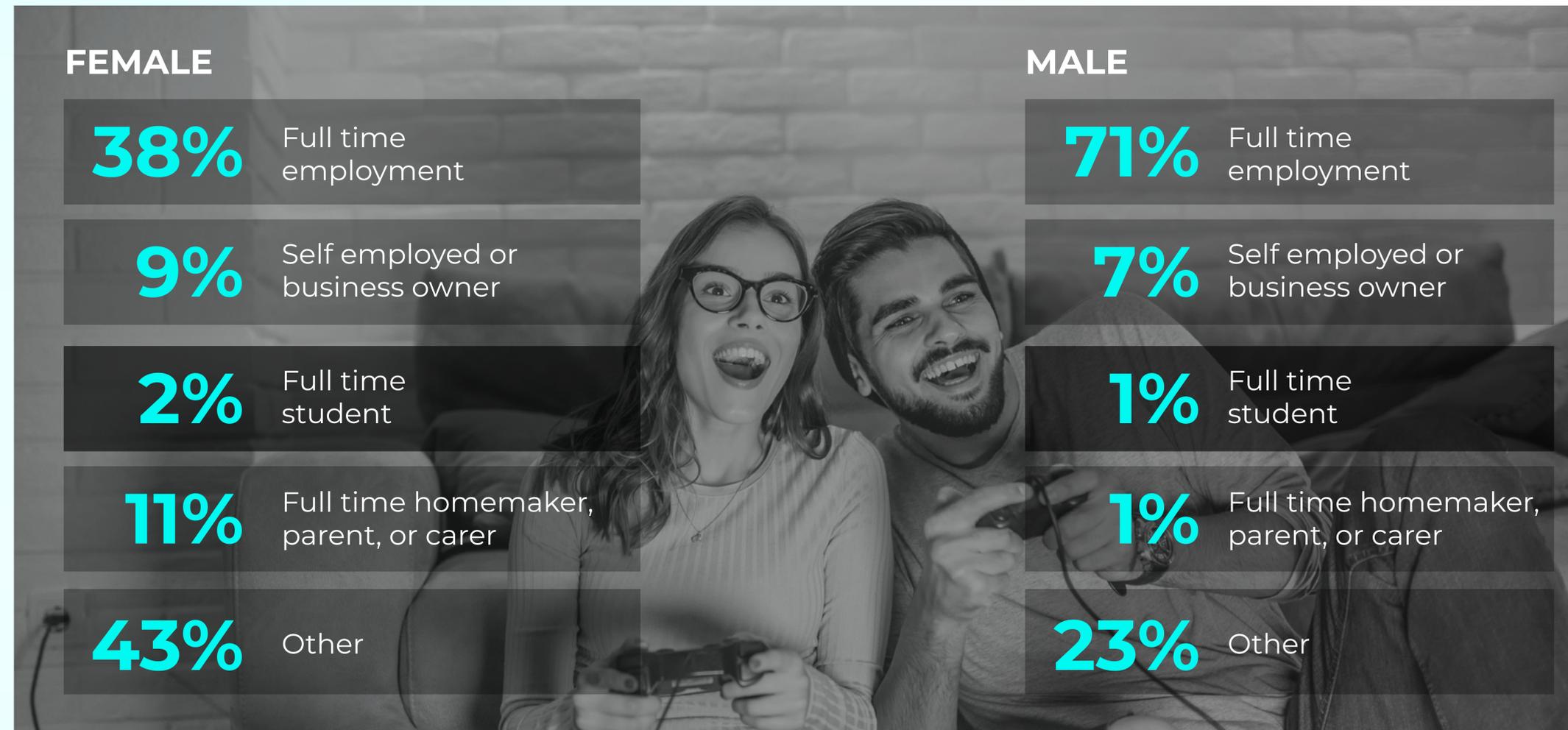
STUDENTS ONLY MAKE UP A VERY SMALL PERCENTAGE OF GAMERS

What do US gamers look like?

Here we see that the majority of gamers are in either full or part-time work. Bankers, lawyers, politicians, electricians, teachers - for many of us, these are not who we would immediately think of when we hear the term 'gamer'.

Gamers enjoy spending both time and money on video games, offering advertisers an opportunity to reach a rich and diverse audience with deep pockets.

Please note that totals may exceed 100 as individuals could choose multiple options e.g. part time student, part time employed.





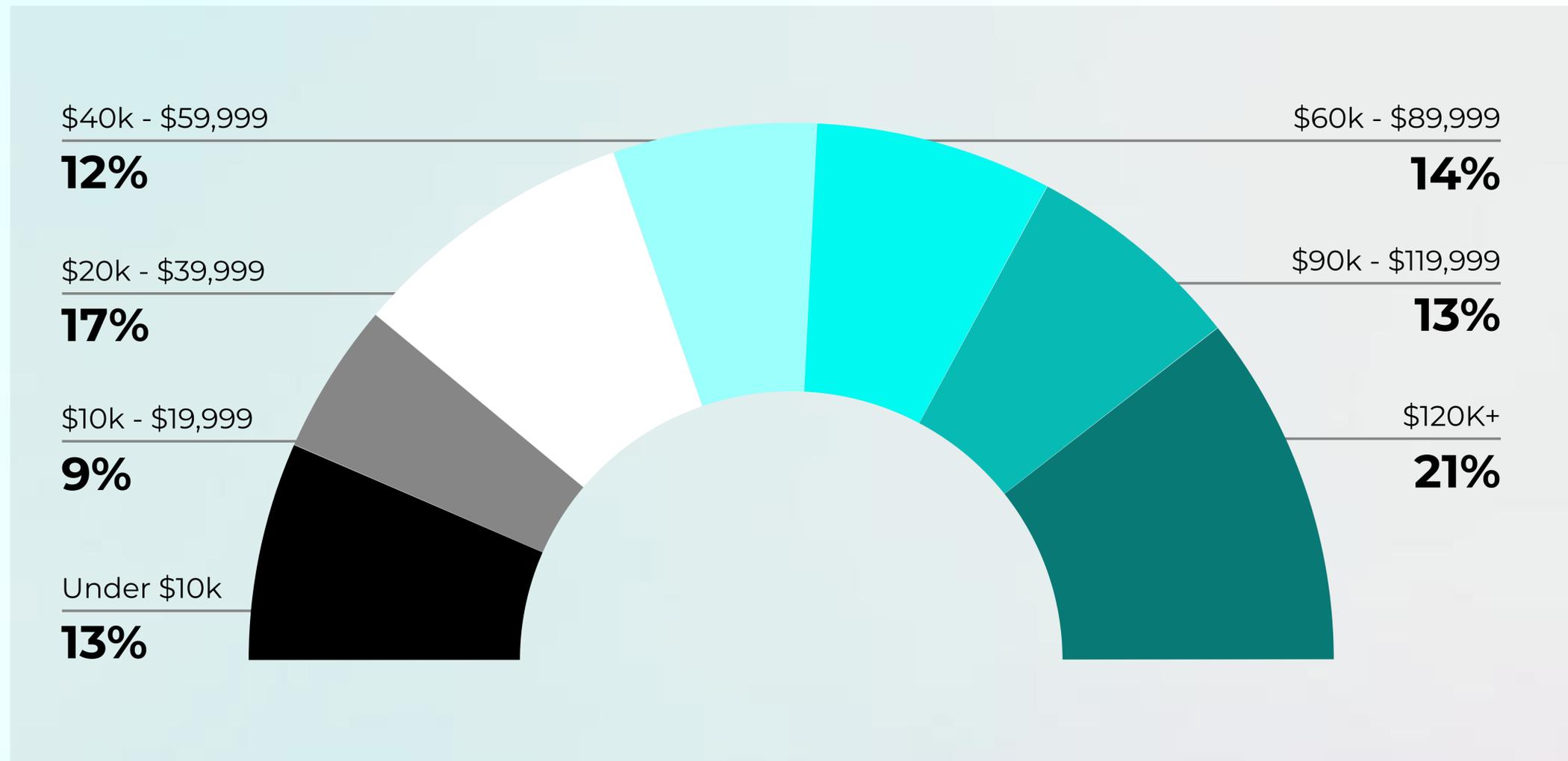
GAMER PROFILES

48% OF GAMERS EARN OVER \$60K PER YEAR

How much do US gamers earn?

There is a popular misconception that most gamers are either kids, students, or the unemployed with nothing better to do. These findings show that this couldn't be more wrong.

These results show that almost half of all gamers are earning over \$60k each year, reinforcing the fact that gaming is where advertisers should be if they want to reach a diverse audience who is engaged and has deep pockets.





PANDEMIC EFFECTS





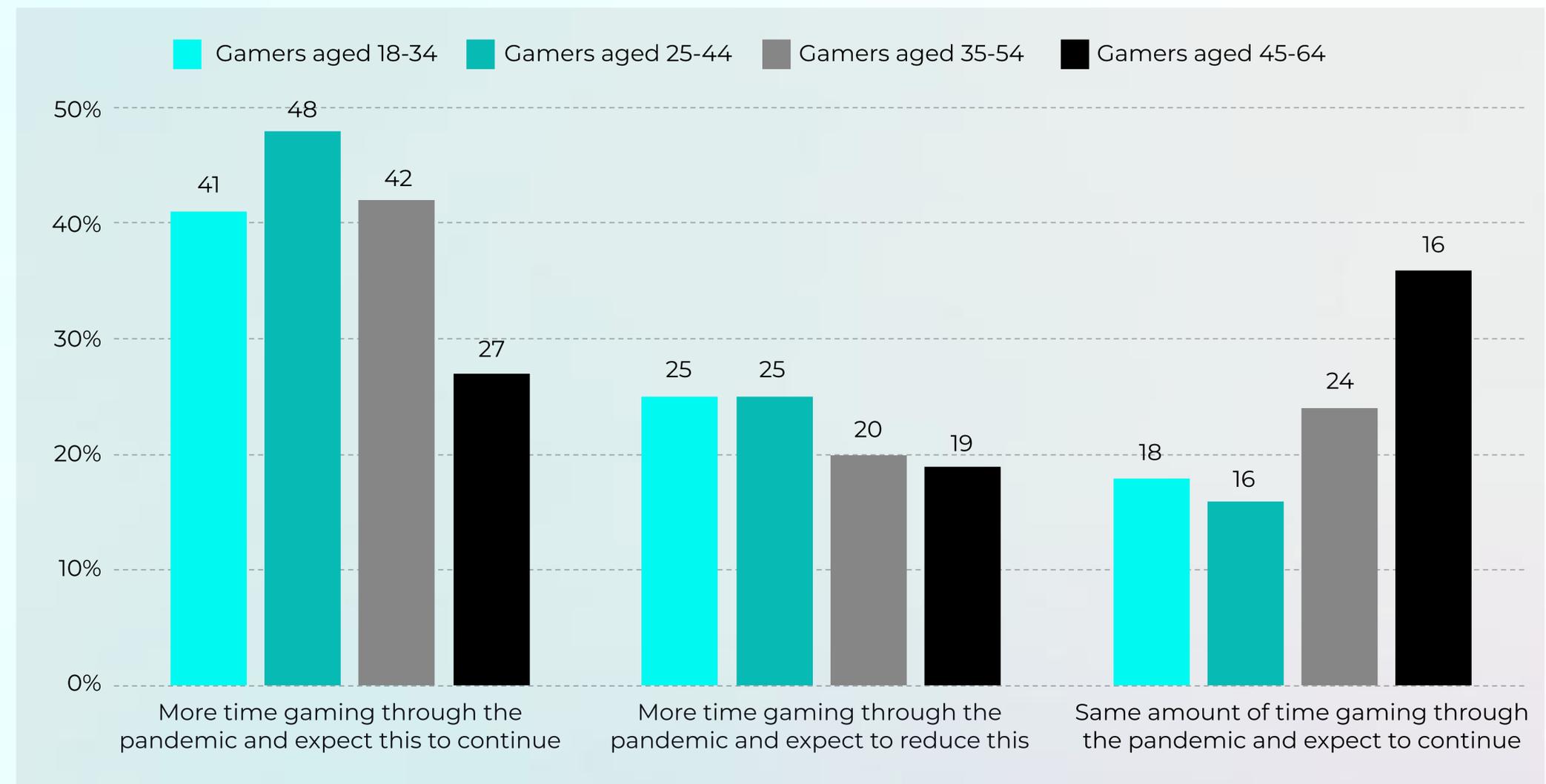
PANDEMIC EFFECTS

66% OF GAMERS SAY THEY PLAYED MORE DURING THE PANDEMIC, AND 41% EXPECT TO CARRY ON PLAYING THE SAME AMOUNT

How much did you game during the pandemic and will you continue?

The pandemic saw the games industry grow to new heights, and advertisers begin to realize the channel's potential. It's interesting to note that many of the players that sprung up during lockdowns are still playing.

As a result, gaming has become top of the agenda for brands and agencies everywhere, desperate to capitalize on the industry.





IN-GAME ADVERTISING



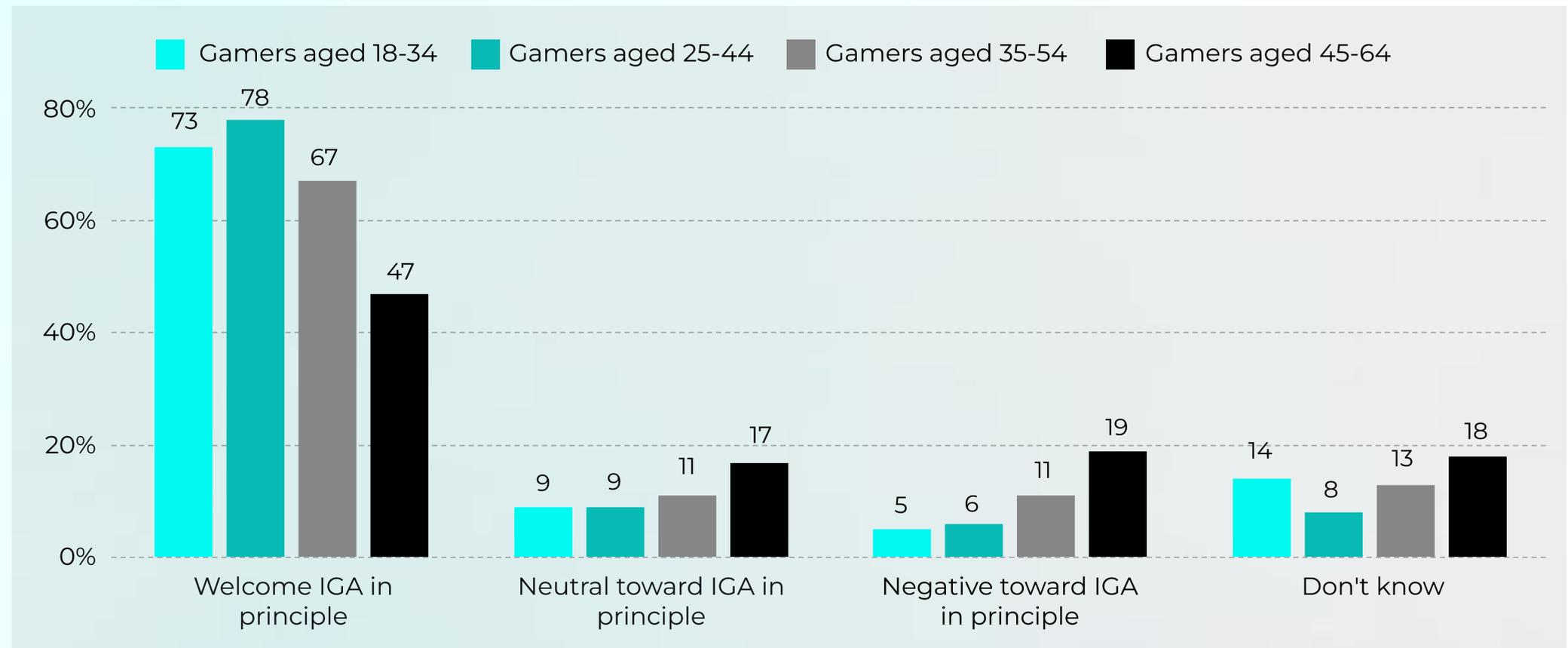


OVER TWO-THIRDS OF GAMERS SAY THEY WOULD WELCOME MORE ADVERTISING INTO THEIR GAMES

Would you welcome more advertisers into games?

Gamers don't hate ads. They hate bad ads! This data reveals that as long as in-game ads blend into the gaming environment, respect the content, and keep prices down, they are happy to have more of them in their games.

Advertisers need to work with the right partners to ensure their ads fit naturally with the gameplay; otherwise, they risk disrupting the gamer and devaluing their brand.



HOW CAN ANZU HELP? Anzu works with game developers to ensure the ad placements within their titles blend into the environment, complementing the experience, and in many cases, making the gameplay more realistic. Contextual targeting is then used to ensure ads reach the right audience within the right environment.

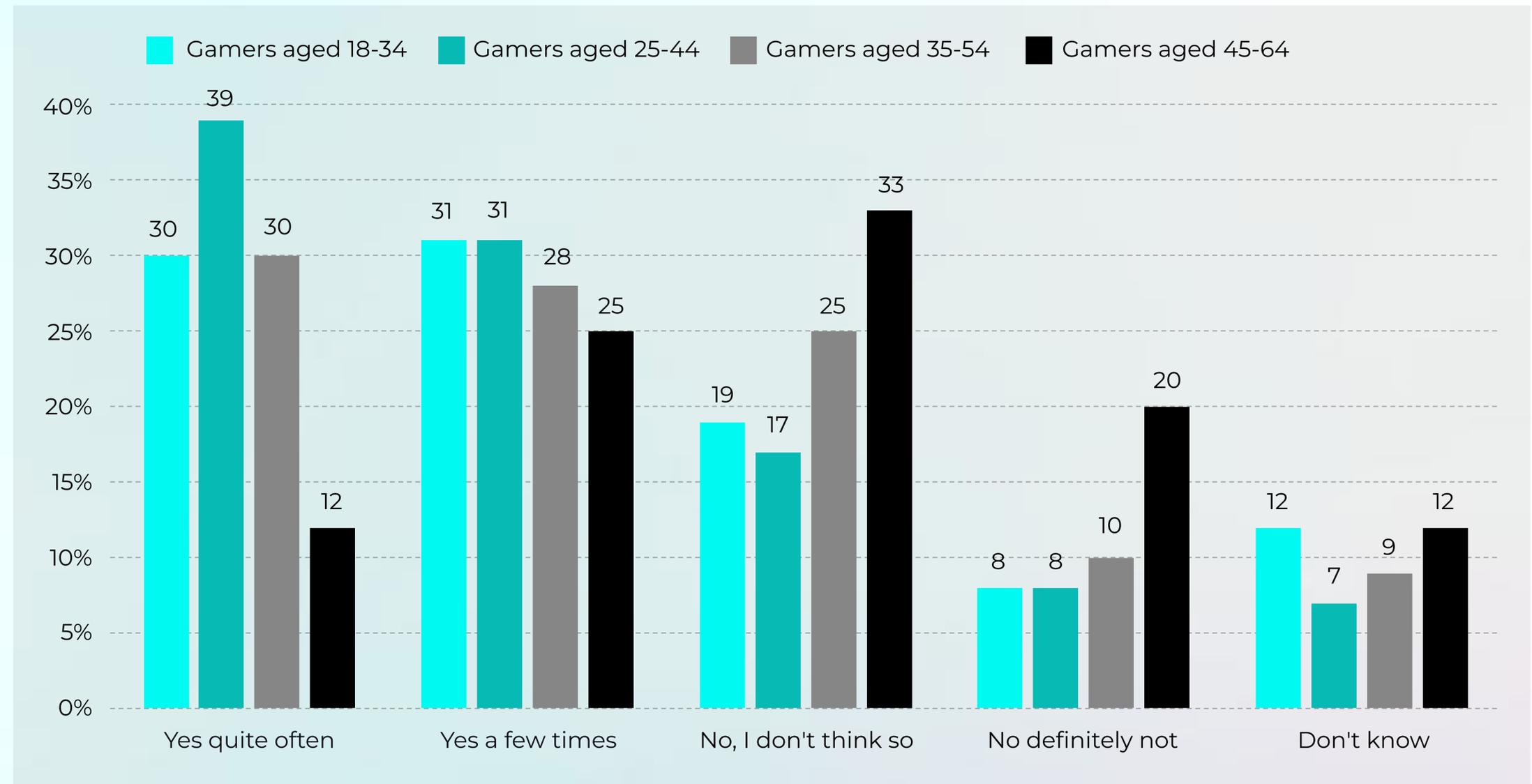


70% OF GAMERS ARE AWARE OF HAVING BEEN EXPOSED TO BRAND PLACEMENTS

Have you ever seen an in-game ad?

This data shows that there is a huge opportunity for advertisers to penetrate the gaming market and run in-game ads in some of their consumer's favorite titles.

As more developers continue to discover the benefits of in-game advertising, more and more titles will become available to advertisers.



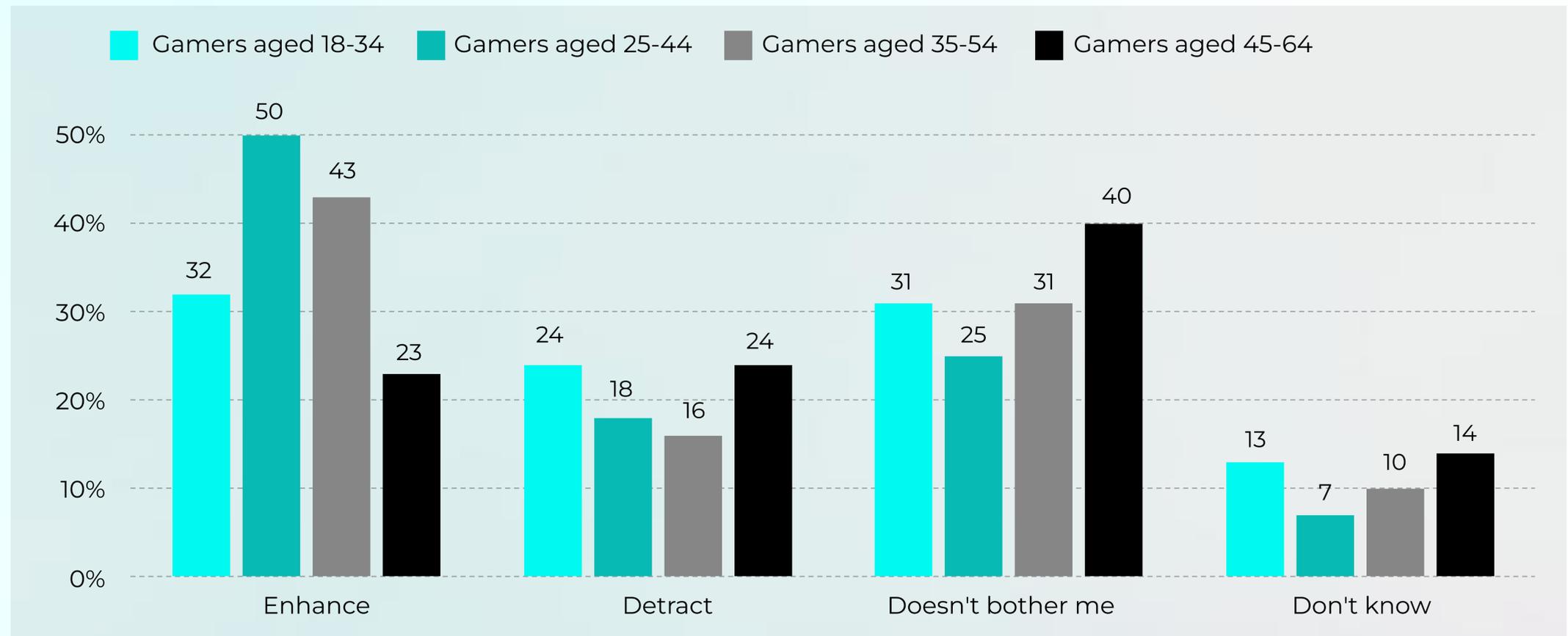


75% OF GAMERS ARE POSITIVE OR NEUTRAL TOWARDS IN-GAME ADVERTISING

Do you think in-game ads enhance or detract from the gaming experience?

These results reinforce that gamers don't hate ads they hate bad ads.

It's also interesting to note that younger gamers are generally more optimistic about in-game advertising, with 32% of 18-34s and 50% of 25-44s stating in-game ads enhance the gaming experience, compared to 23% amongst 45-64-year-olds.



HOW CAN ANZU HELP? Anzu works with developers to ensure their ad placements are perfectly positioned to enhance the gaming experience. Advertisers can then run their display and video ads within these spots to reach players within their favorite titles to reach players in a native non-disruptive and positive way.

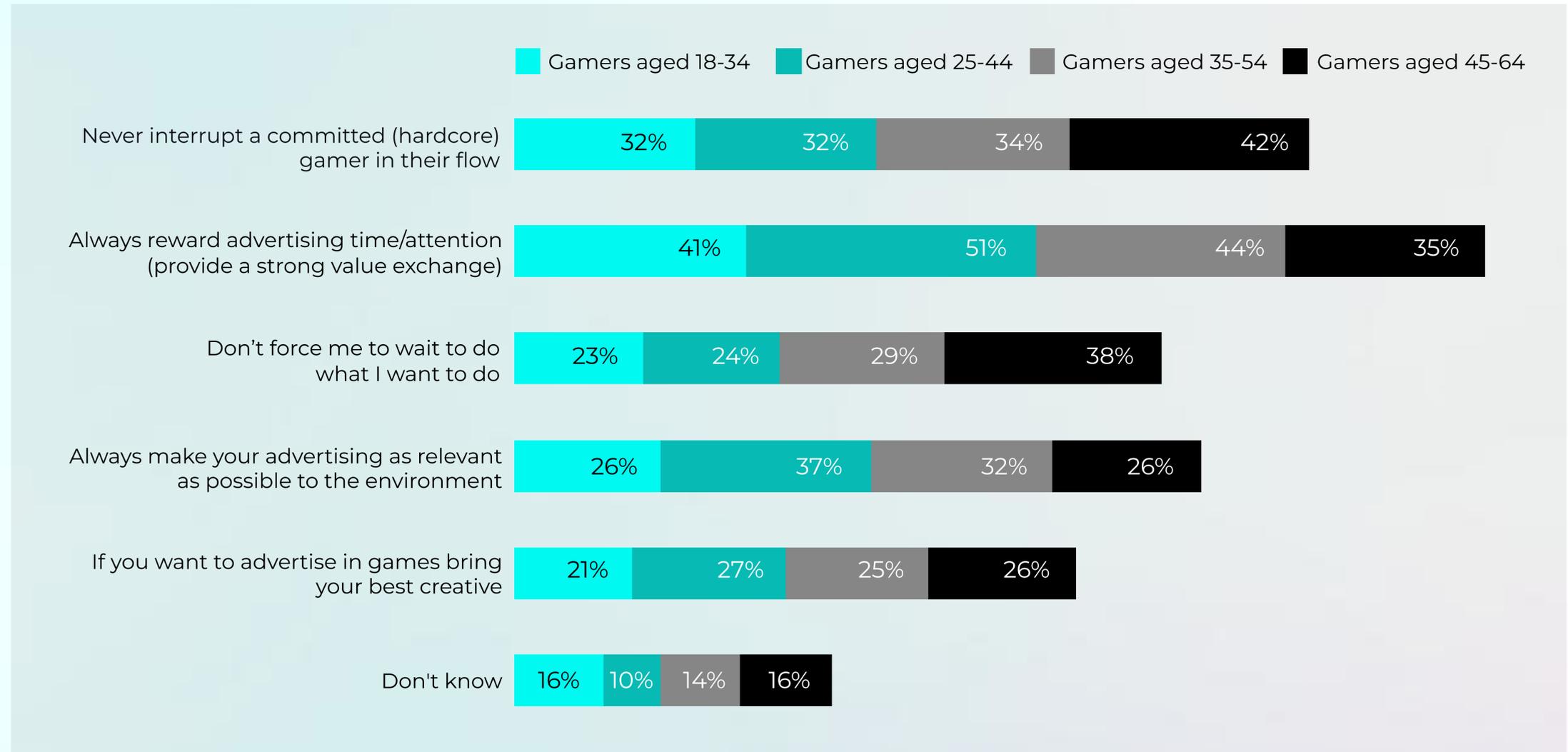


RELEVANCE IS THE GOLDEN RULE FOR ADVERTISING SUCCESS

What advice would you give to advertisers looking to advertise in-game?

These results indicate that relevance is key when it comes to in-game advertising. Advertisers should keep this in mind when planning in-game campaigns and ensure the content of their ads suits the environment they are being shown in and that they are targeted to the right audience of gamers.

As we have learned, gamers can be students, business owners, grandparents, and young kids, so advertisers should work with the right partners to ensure their ads resonate with the right audience.



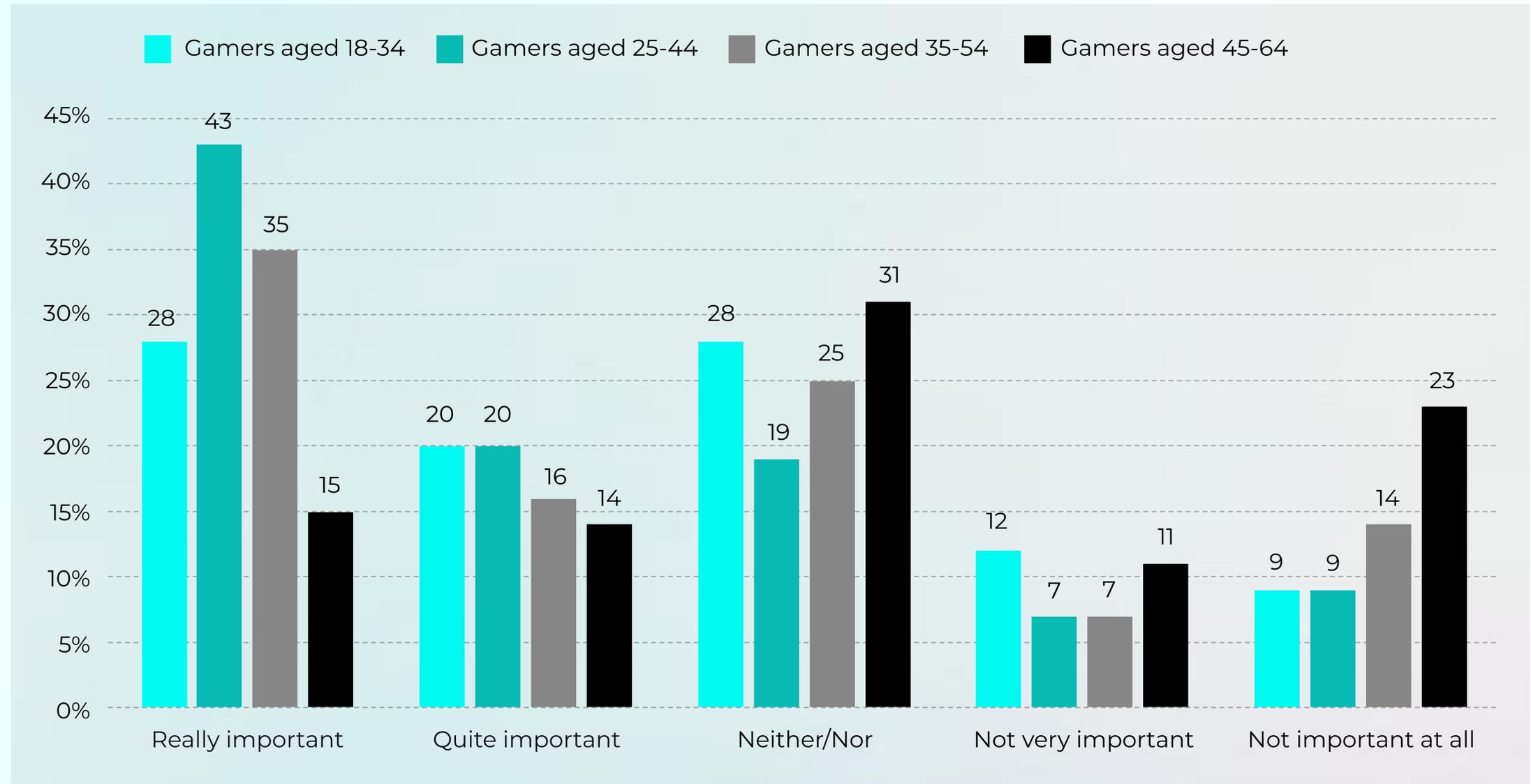


HALF OF ALL US GAMERS VALUE BRAND AFFINITY

How important is it to see your favourite brand in your games?

From these results, we can see that most gamers want to see their favorite brands within their games. Likewise, with many of these responses, older generations are less optimistic about seeing ads appear within the titles they play.

This demonstrates a shift in opinion towards ads between different generations, likely down to younger audiences having been exposed to more advertising from a young age.



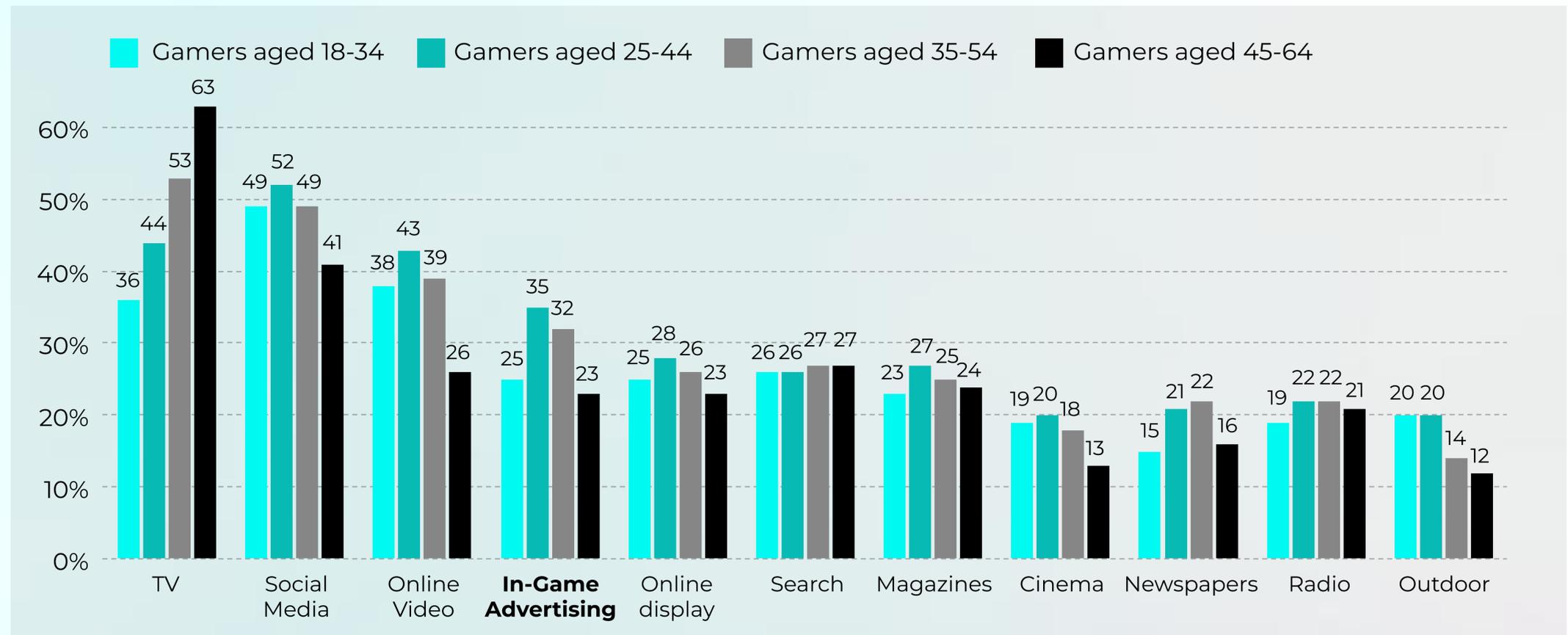


IN-GAME ADVERTISING IS VERY WELL POSITIONED COMPARED TO OTHER MEDIA

Where do you think you are most likely to take notice of an ad?

Although gaming is the youngest marketing channel out of all those mentioned, it is great to see how effective gamers believe it is in reaching them. It's also interesting to note that TV still rules the roost here.

Still, there's a stark difference between 25-44s and 45-64s, with the younger audience seeing digital channels like social media, gaming, and online video as more effective, and older favoring TV.



HOW CAN ANZU HELP? The non-disruptive nature and expert optimization of Anzu's ad placements mean brands benefit from extremely high engagement rates without disrupting the player experience. Advertisers also benefit from the extremely low fraud rates associated with in-game advertising.



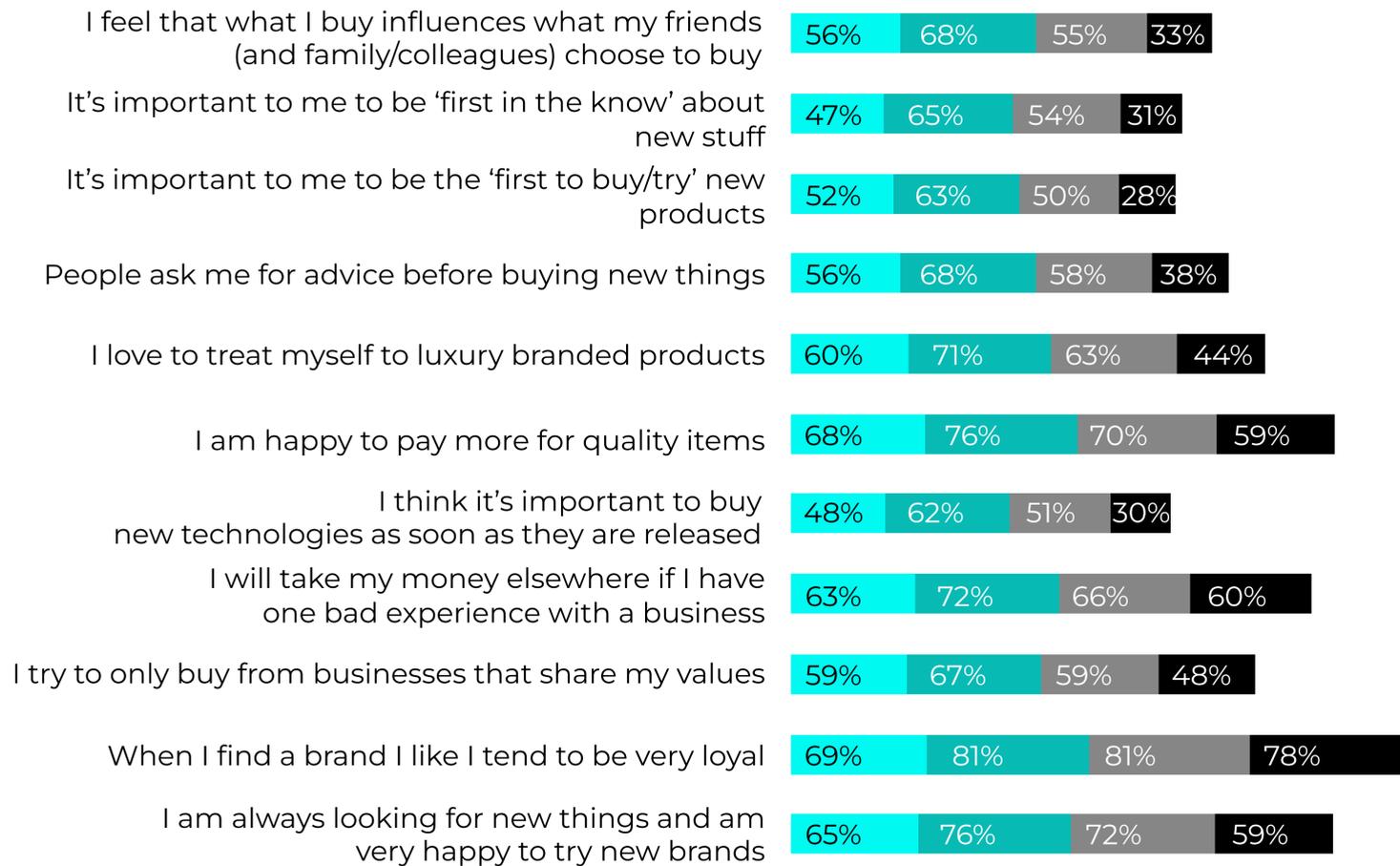
CONSUMER AND BRAND ATTITUDES



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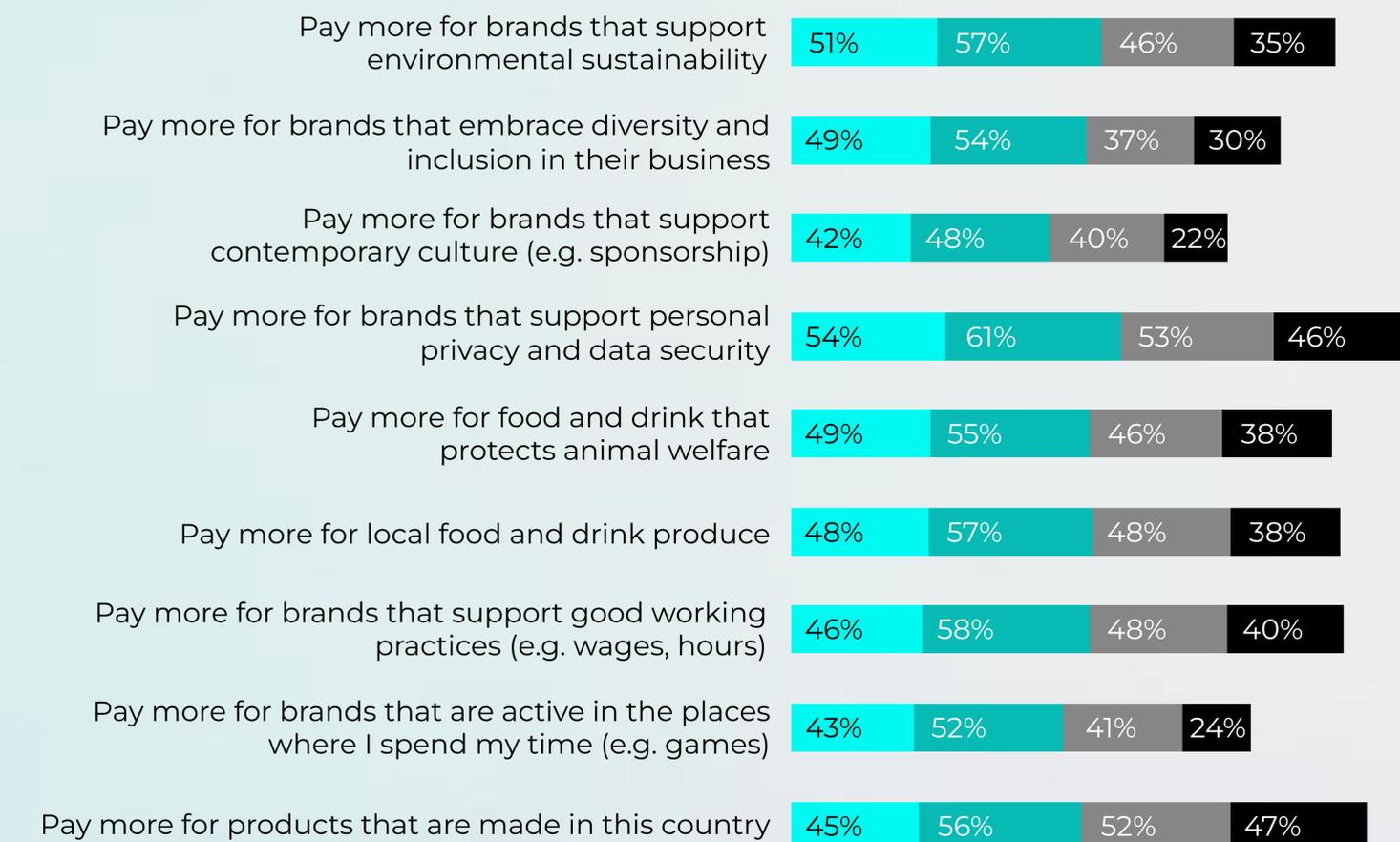
GAMERS ARE INFLUENTIAL, DEMANDING, EARLY ADOPTING CONSUMERS WILLING TO EMBRACE QUALITY AND LUXURY

■ Gamers aged 18-34 ■ Gamers aged 25-44 ■ Gamers aged 35-54 ■ Gamers aged 45-64



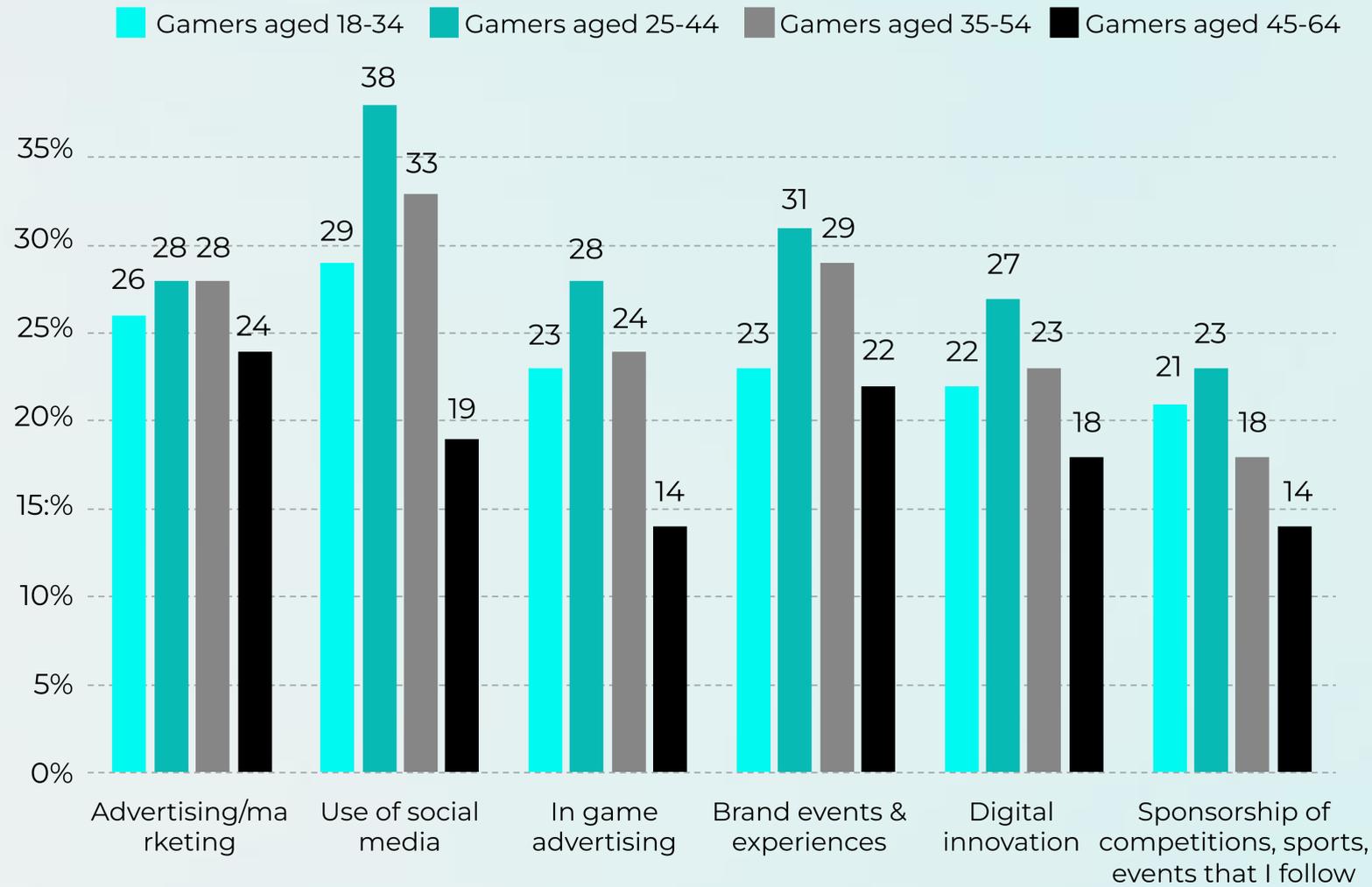
GAMERS ARE WILLING TO PAY FOR THEIR VALUES

■ Gamers aged 18-34 ■ Gamers aged 25-44 ■ Gamers aged 35-54 ■ Gamers aged 45-64

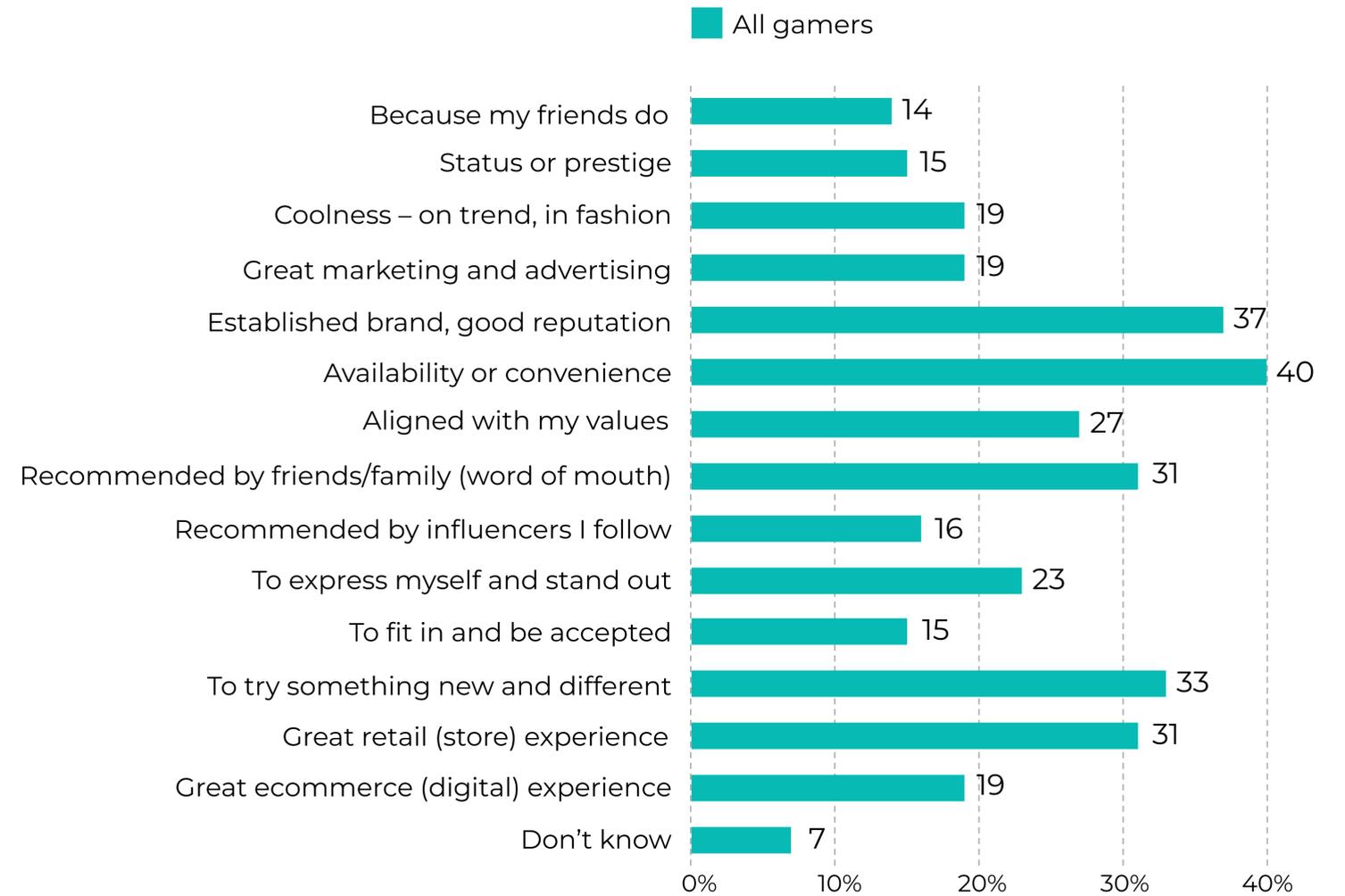




IN-GAME ADVERTISING IS POSITIONED ALONGSIDE DIGITAL INNOVATION AND BRAND EXPERIENCES



WHAT MAKES YOU CHOOSE A BRAND?





CLOSING REMARKS

Gaming is on course to become the world's biggest entertainment and media platform.

Gaming is already one of the world's most popular pastimes, and consumers are engaging with games and gaming platforms in more ways than ever before.

In fact, according to [Newzoo's Generations report](#), the share of leisure time spent on gaming increases with each new generation, and Gen Z and Millennials in the US already spend more time on gaming than any other form of media.

Now more multi-dimensional and diverse than ever, gamers are no longer just playing games or watching gameplay videos online; being part of gaming communities, following influencers and streamers, socializing in virtual game worlds, watching TV shows based on gaming IP, and buying gaming-related clothing and merchandise are now increasingly vital components of the fun.

With emerging technologies and the burgeoning metaverse trend, gaming is developing further into virtual spaces that empower entertainment and social interaction, further blurring the lines between traditional and contemporary forms of media.

This not only presents clear opportunities to advertisers and marketers for reaching a broad, diverse audience but also offers the perfect mix of elements and channels for brand and entertainment collaborations that are unique, creative, and impactful. Gaming is becoming an increasingly crucial part of the marketing mix and is shaking up the world of marketing and brand engagement.



JUTTA JAKOB
Head of Consumer Insights
newzoo





Want to learn more?

Contact us

marketing@anzu.io

www.anzu.io

