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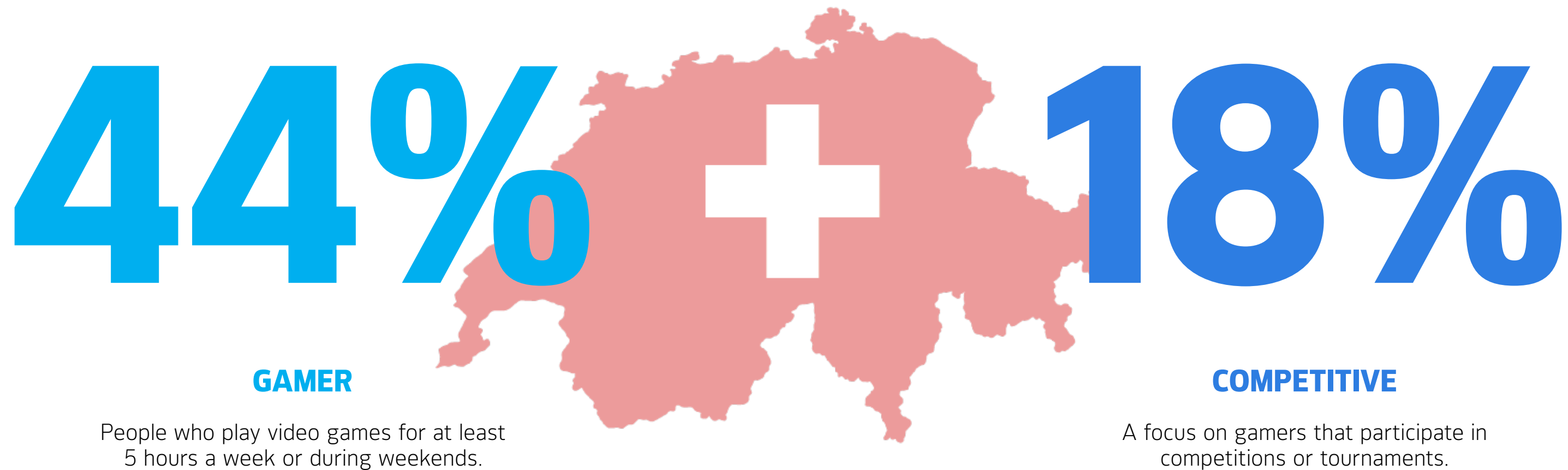
# GAMING ATLAS



# THE BASICS:

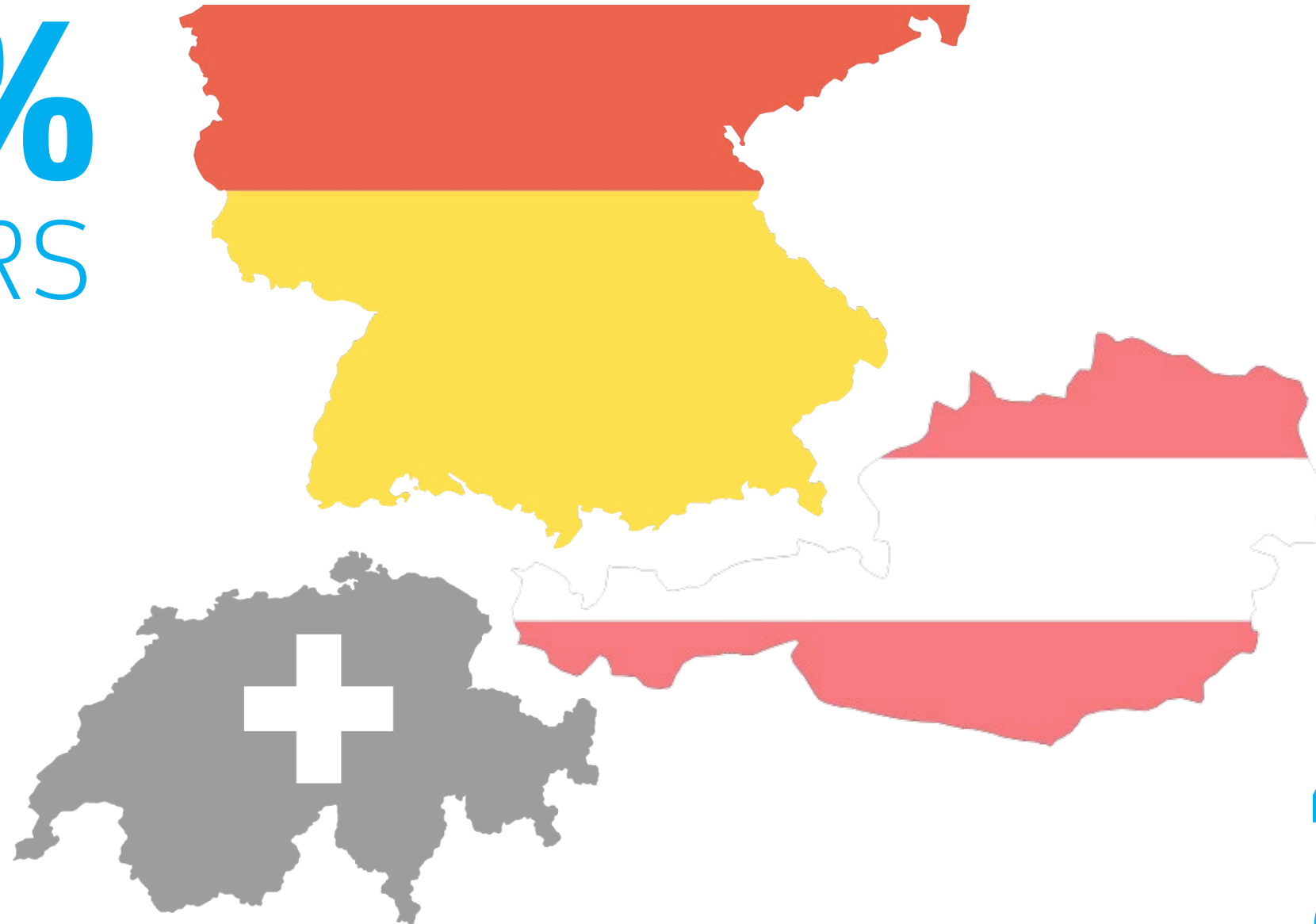
**A BIG GAMING NATION:**

ALMOST HALF OF THE SWISS POPULATION CALL THEMSELVES GAMER.



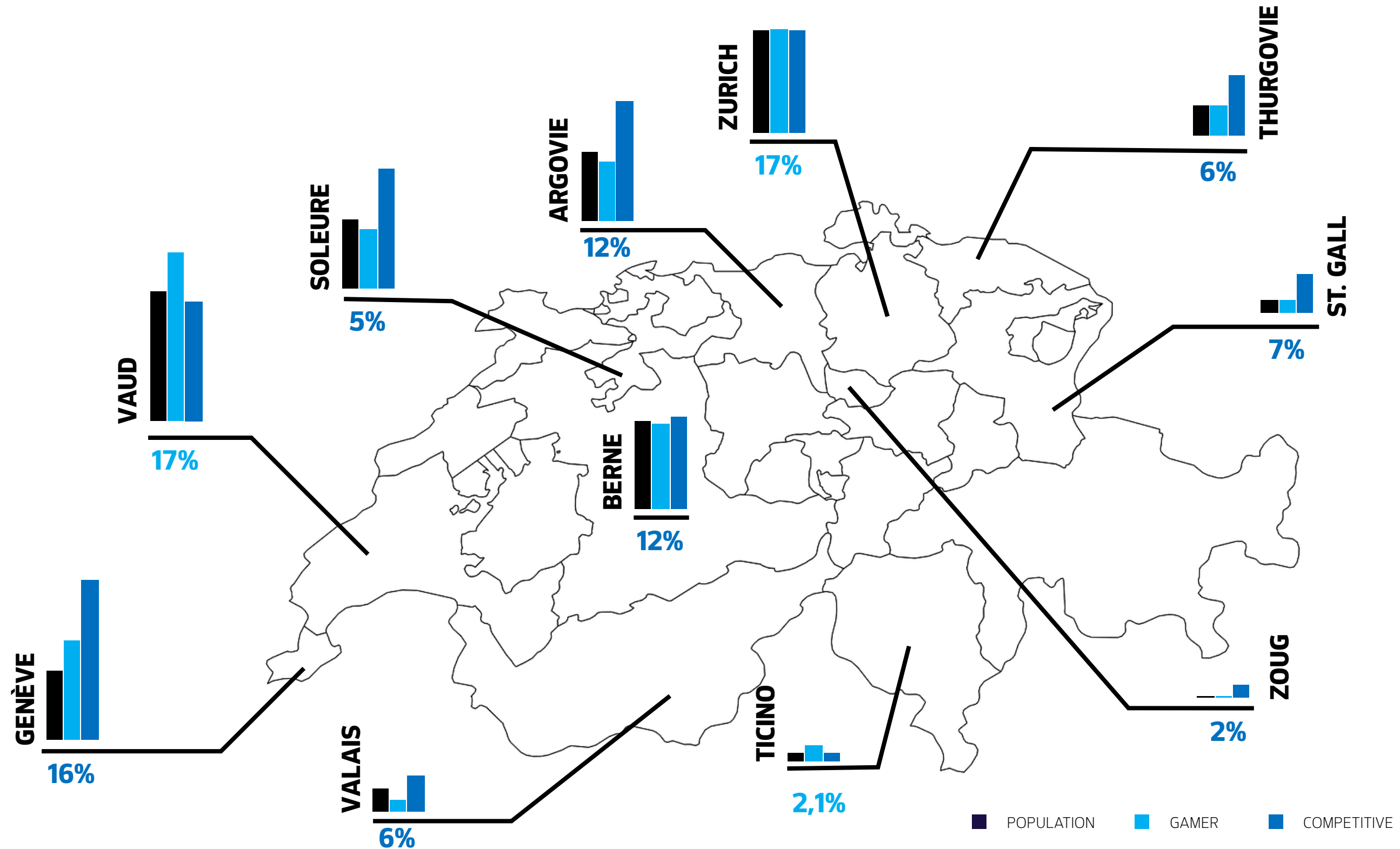
**ALSO POPULAR IN DACH:**  
GAMING HAS GROWN OUT OF THEIR NICHE INTO A MASS-MARKET.

**46%**  
GAMERS



**44%**  
GAMERS

# GAMING IS NOT THE SAME EVERYWHERE: THERE ARE REGIONAL DIFFERENCES IN SWITZERLAND FOR GAMERS AND COMPETITIVE GAMERS.

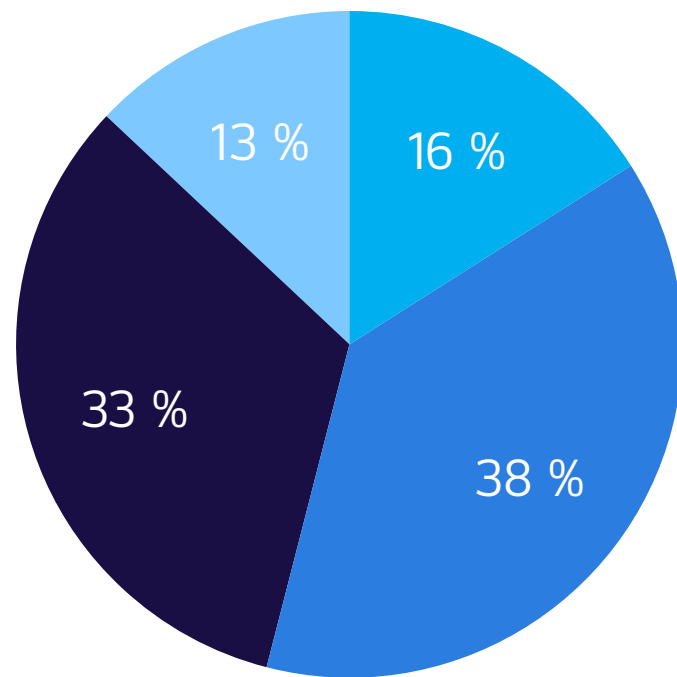


Q: Region code of SWISS Population/Gamers and Competitives  
SWISS Population: 2000 - SWISS Gamers: 878 - SWISS Competitors: 356

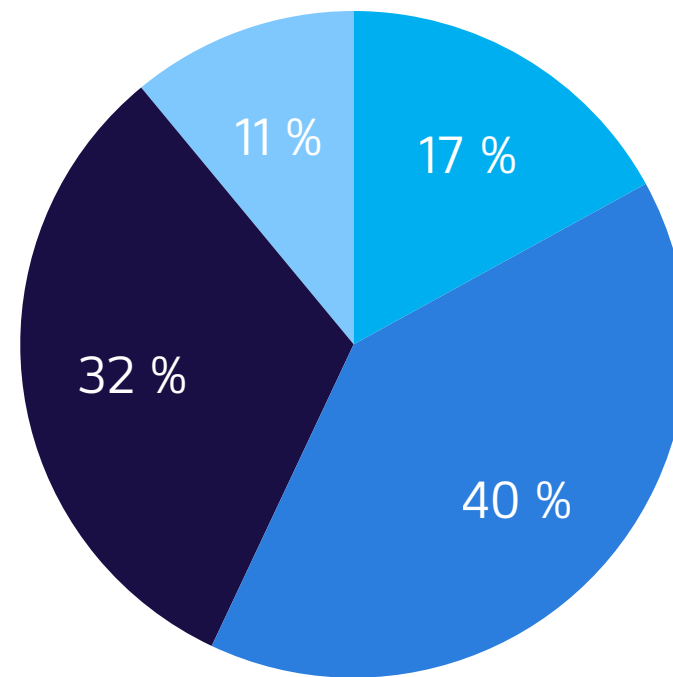
# LOTS OF BUYING POWER: SWISS GAMERS AND COMPETITORS REFLECT THE (UPPER) MIDDLE CLASS OF SWITZERLAND.

## WHAT IS YOUR COMBINED HOUSEHOLD INCOME EACH MONTH?

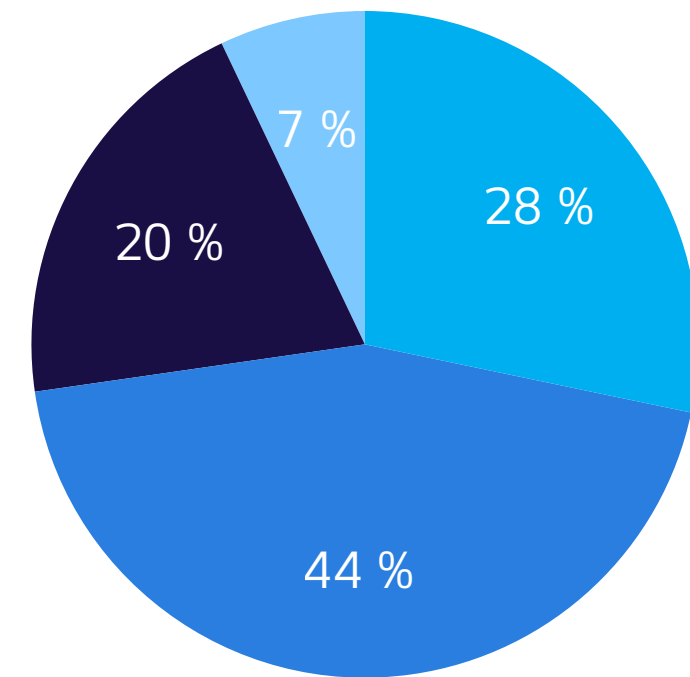
■ HIGH (>10k CHF) ■ MEDIUM (5-10k CHF) ■ LOW (<5k CHF) ■ PREFER NOT TO ANSWER



SWISS POPULATION



SWISS GAMERS



SWISS COMPETITIVE

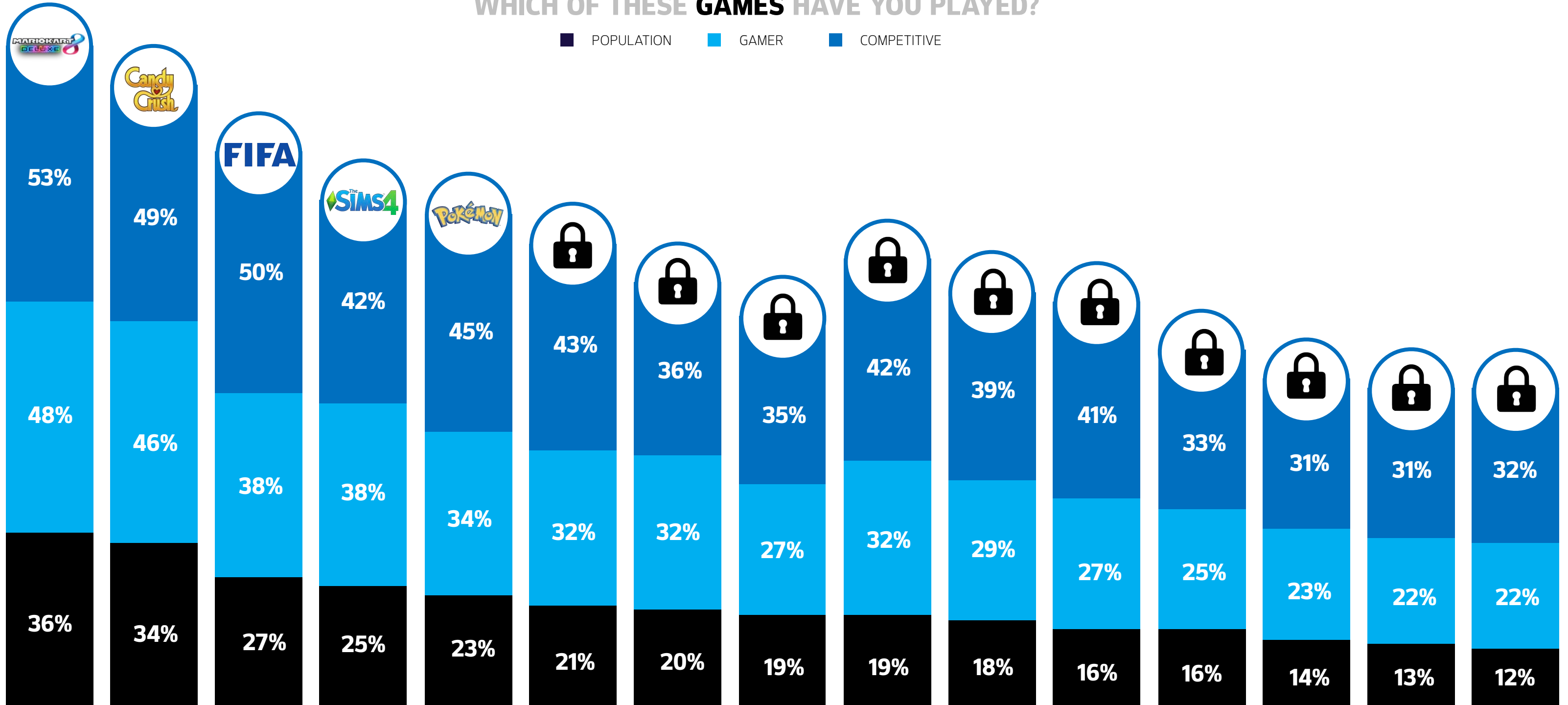
# GAMES AND DEVICES:

# A WIDE RANGE OF GAMES:

THERE IS NOT ONE GENRE ONLY, GAMING POPULARITY IS DIVERSE IN STYLE AND COMPLEXITY!

## WHICH OF THESE GAMES HAVE YOU PLAYED?

POPULATION GAMER COMPETITIVE



Q: Which of these games have you played?  
 SWISS Population: 2000 - SWISS Gamers: 878 - SWISS Competitors: 356



# MUCH TO CHOOSE FROM: GAMING HAS BECOME A PHENOMENA LONG BEYOND CONSOLE AND PC ONLY.

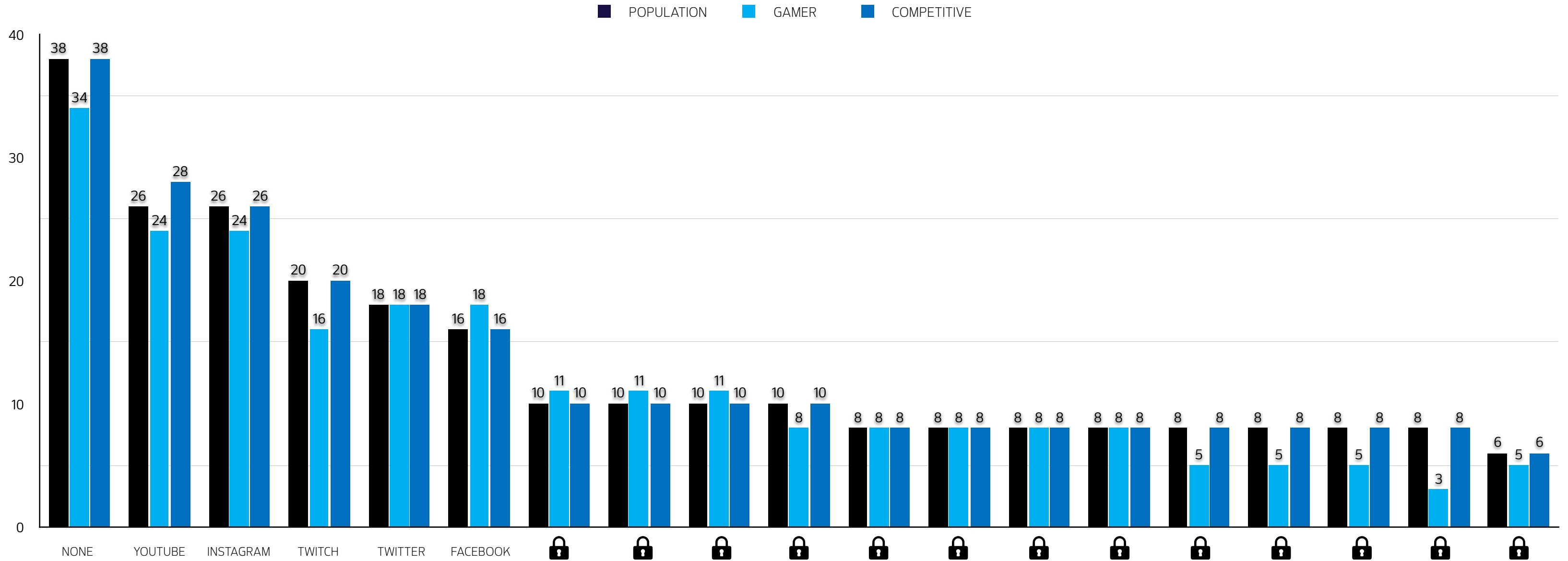


Q: Which of the following consoles or handhelds do you own / played on?  
SWISS Population: 2000 - SWISS Gamers: 878 - SWISS Competitors: 356

**CHANNELS & SUBSCRIPTIONS.**

# SOCIAL INTERACTIVITY AND VIDEO CONSUMPTION: THE COMBINATION OF A SOCIAL NETWORK AND VIDEO CONTENT IS THE PREFERRED WAY.

## WHICH MEDIA DO YOU USE TO FOLLOW AND LEARN ABOUT ESPORTS?

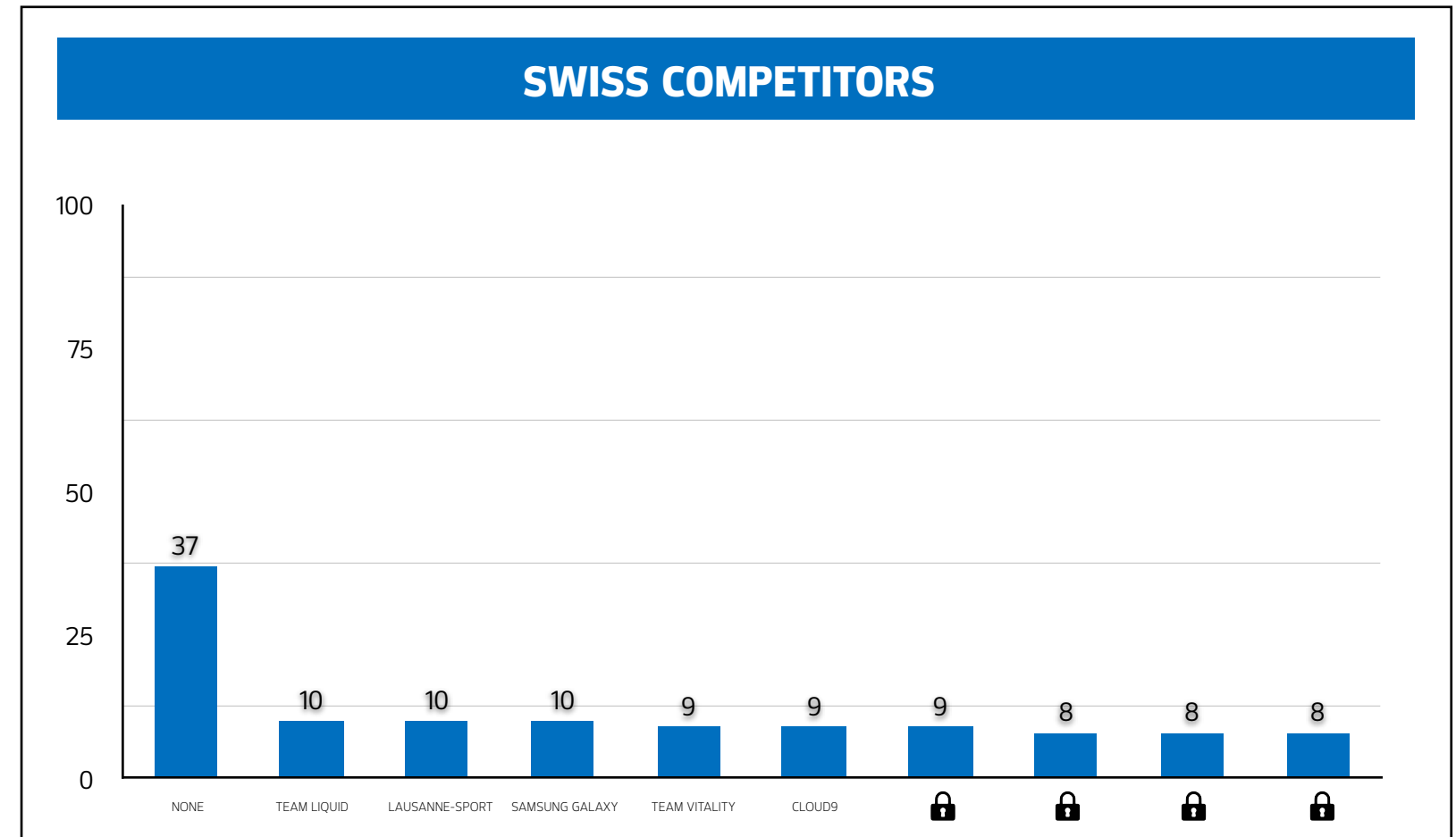
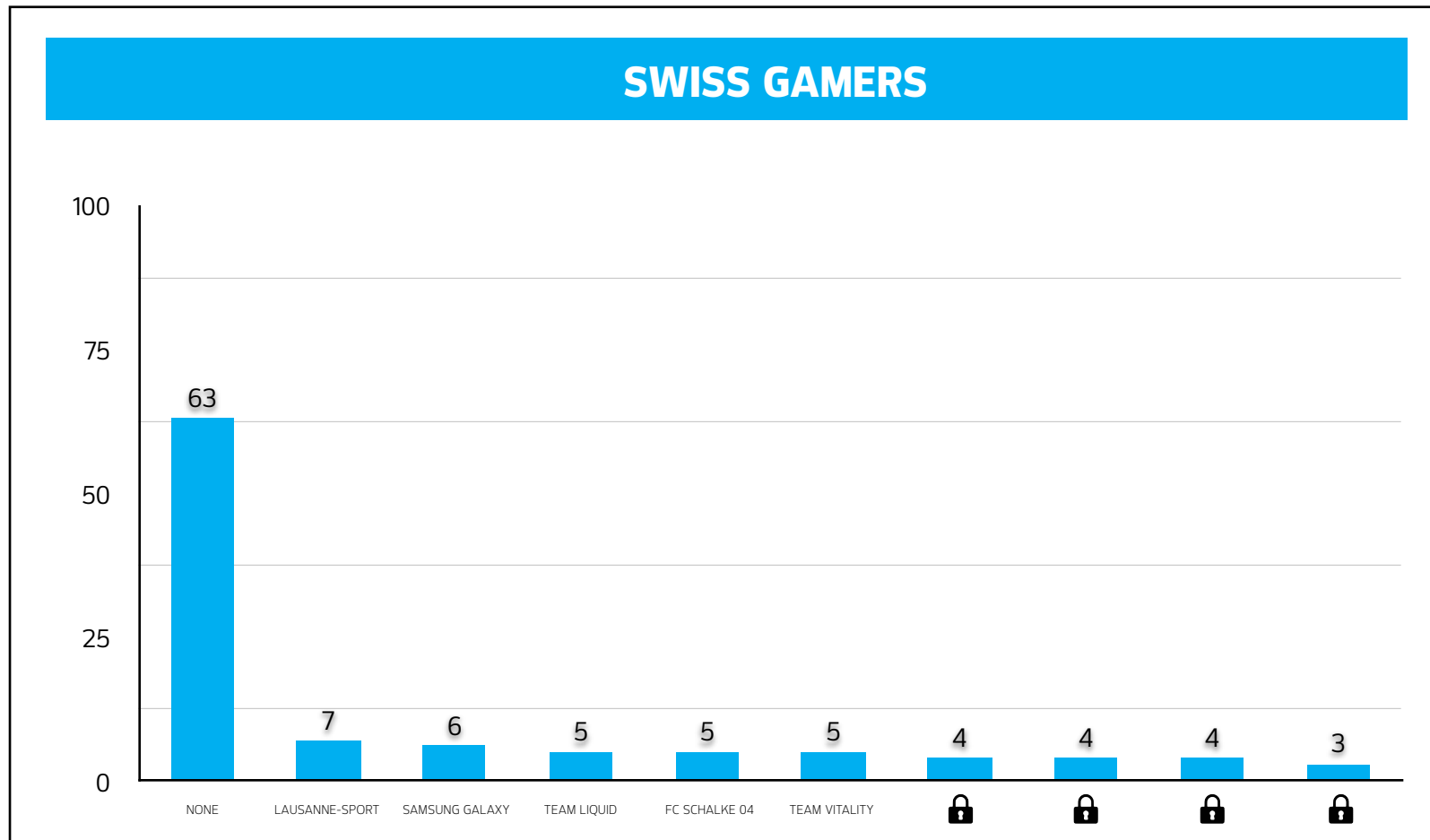


Q: Which media do you use to follow and learn about esports?  
SWISS Population: 50 - SWISS Gamers: 38 - SWISS Competitors: 50

**LOW TEAM AWARENESS:**

MOST SWISS GAMERS ARE NOT PARTICULARLY AWARE OF TEAMS - MOST LEVELS ARE QUITE LOW.

WHICH OF THE FOLLOWING ESPORTS TEAMS HAVE YOU HEARD OF?







# COMPETITION & ENTERTAINMENT.

# A GREAT COMPETITIVE SPIRIT: ESPECIALLY THE SWISS GAMERS ARE INTERESTED IN TOURNAMENTS.

**1%** of the **population** and **gamer** say, they are prof. Esporter.

## INTEREST IN GAMING TOURNAMENTS AND/OR COMPETITIONS?

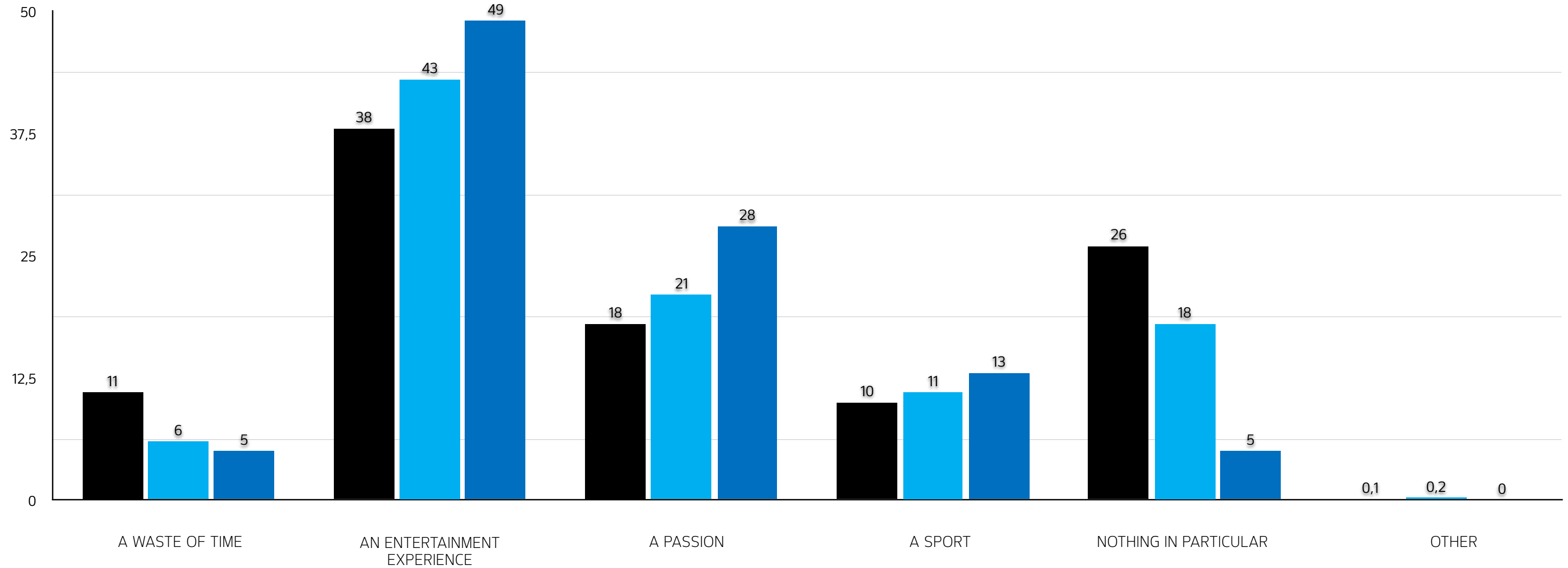
	 VERY INTERESTED!	 INTERESTED!	 A LITTLE INTERESTED!	 NOT INTERESTED!
POPULATION	3%	10%	37%	49%
GAMER	<b>6%</b>	<b>16%</b>	<b>42%</b>	15%
COMPETITIVE	1%	13%	36%	50%

Q: Which of the following statements BEST describes your interest in gaming tournaments?  
SWISS Population: 1698 - SWISS Gamers: 878 - SWISS Competitors: 356

# THE ENTERTAINMENT FACTOR: ESPORTS IS AN ENTERTAINMENT EXPERIENCE CONNECTED WITH PASSION.

## WHAT DOES ESSPORTS MEAN TO YOU?

POPULATION GAMER COMPETITIVE

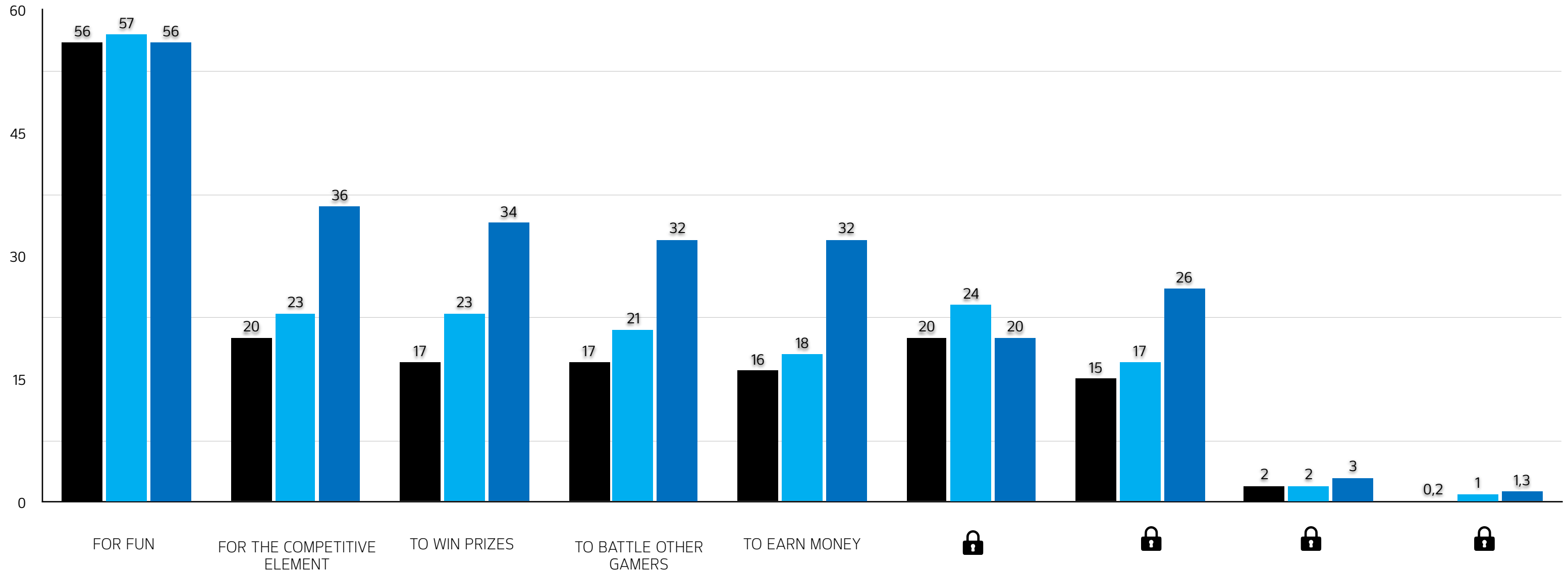


Q: What does esports mean to you?  
SWISS Population: 1281 - SWISS Gamers: 632 - SWISS Competitors: 263

# FOR FUN, FOR MONEY: FUN DOMINATES THE REASONS FOR TOURNAMENTS, BUT PRIZES AND MONEY MATTER TOO.

## WHAT ARE THE MAIN REASONS YOU TAKE PART IN TOURNAMENTS?

POPULATION GAMER COMPETITIVE



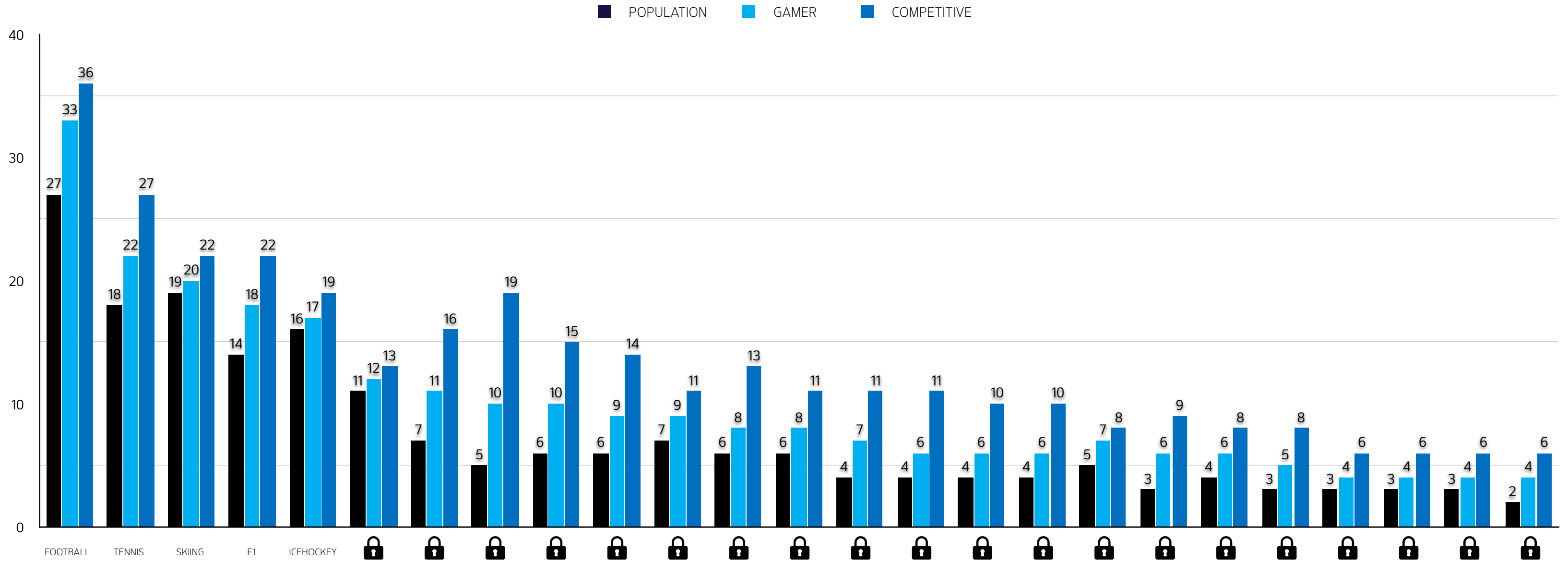
Q: You have indicated you take part in video game tournaments. What are the main reasons?  
 SWISS Population: 226 - SWISS Gamers: 145 - SWISS Competitors: 88



# ESPORTS AND SPORTS.

# GAMERS LIKE TO WATCH SPORTS: THE COMPETITORS ALSO HAVE A HIGH INTEREST IN FOLLOWING CLASSICAL SPORTS TOO.

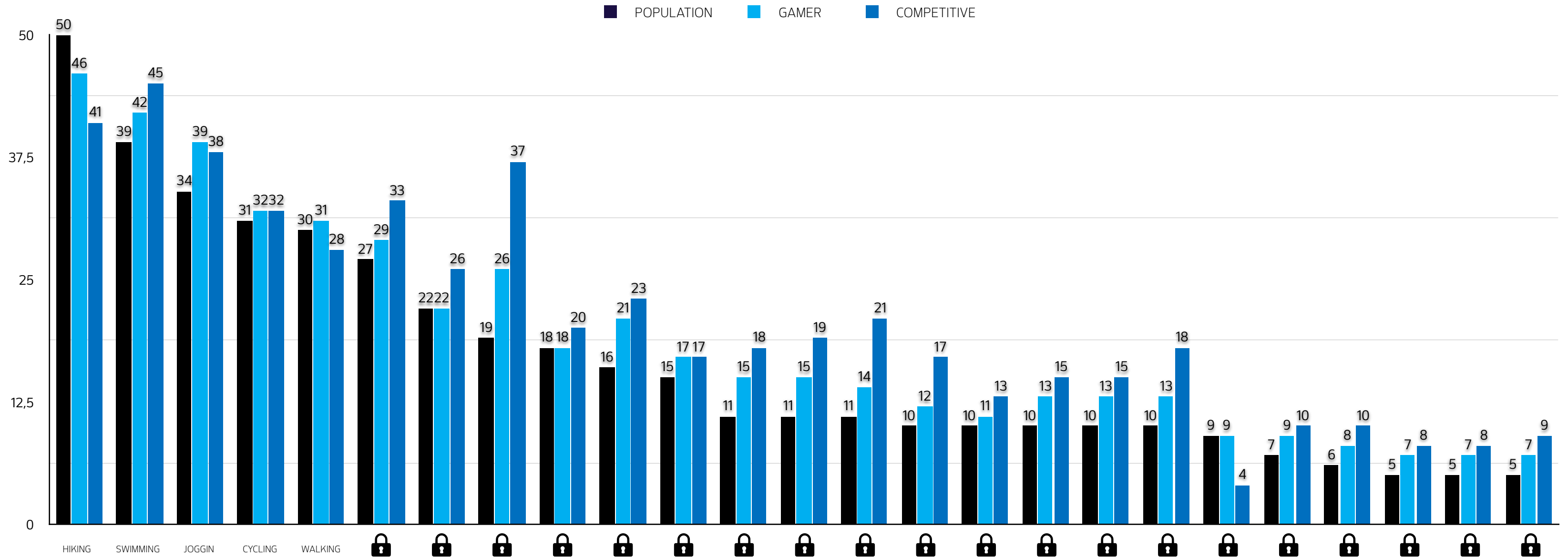
## INTEREST IN FOLLOWING SPORTS - HIGH INTEREST.



Q: Could you indicate if you follow these sports with a lot of interest, moderate or not much interest, bet it on TV, radio, the internet or at locations?  
 SWISS Population: 2000 - SWISS Gamers: 878 - SWISS Competitors: 356

# DESPITE ALL PREJUDICES: GAMERS ARE NOT LAZY, THEY ARE MORE PHYSICALLY ACTIVE THAN THE GENERAL POPULATION!

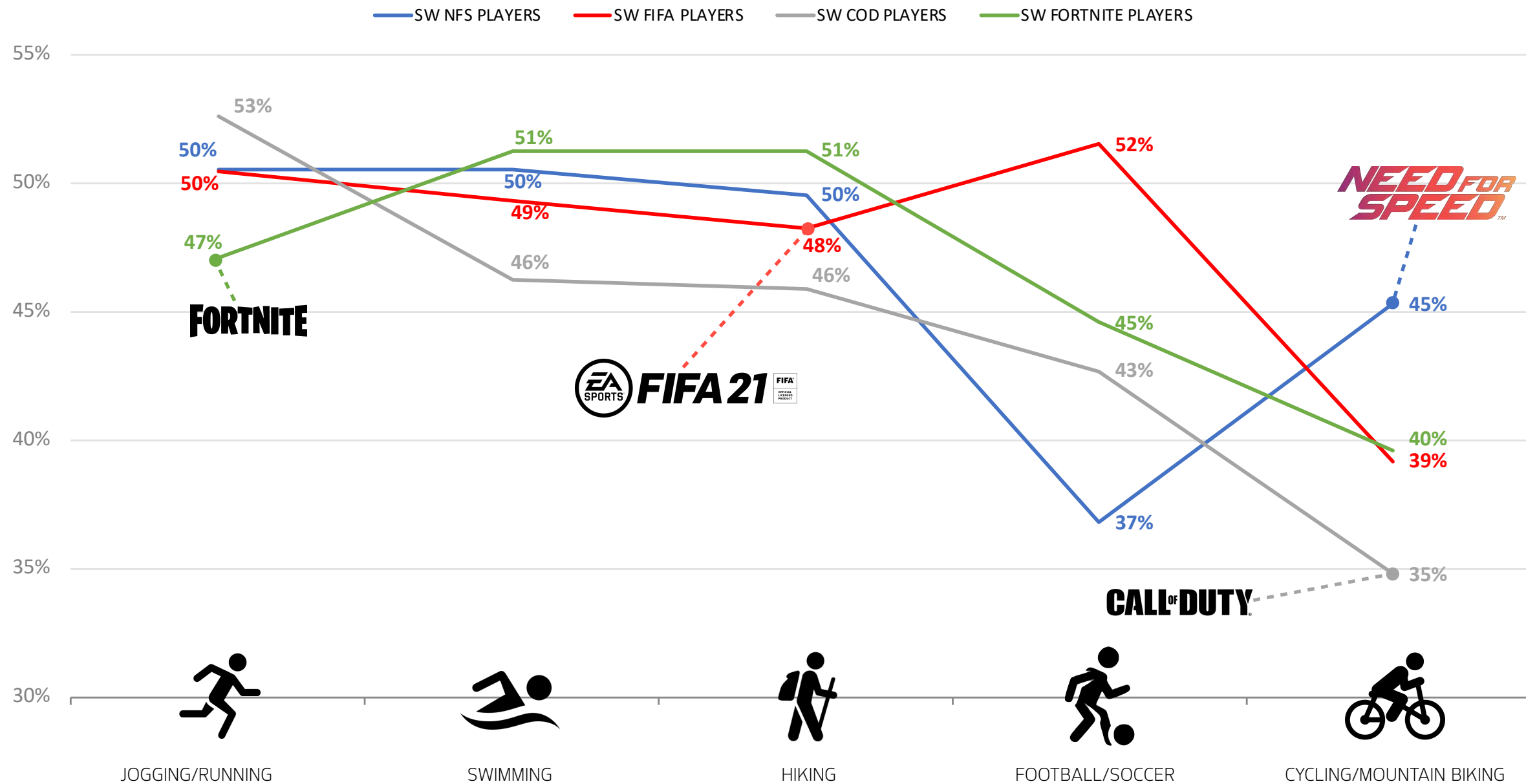
## SPORTS PRACTICE IN THE PAST 12 MONTHS.



Q: Please select all activities you performed the past 12 months, even if it only was once.  
 SWISS Population: 2000 - SWISS Gamers: 878 - SWISS Competitors: 356

# CROSS-HOBBIE-ANALYSIS: GAME CHARACTERISTICS TRANSFER INTO THE SPORTS ACTIVITIES AND VICE VERSA.

## PHYSICAL SPORTS ACTIVITY VERSUS TARGET DEMOGRAPHIC.



**A HIGH PERCEPTION:**  
BRANDS ARE PERCEIVED POSITIVELY IN ESPORTS, ESPECIALLY FOR GAMERS AND COMPETITORS.

**SPONSORSHIP & BRAND PERCEPTION**



	COMPLETELY AGREE!	RATHER AGREE!	RATHER DISAGREE!	COMPLETELY DISAGREE!
POPULATION	8%	35%	33%	24%
GAMER	13%	45%	27%	15%
COMPETITIVE	<b>24%</b>	<b>52%</b>	20%	4%

**BE PART OF IT:**  
SUPPORTING THE PASSION FOR ESPORTS HAS THE MOST POSITIVE EFFECT ON COMPETITORS.

**SPONSORSHIP & BRAND PREFERENCE**

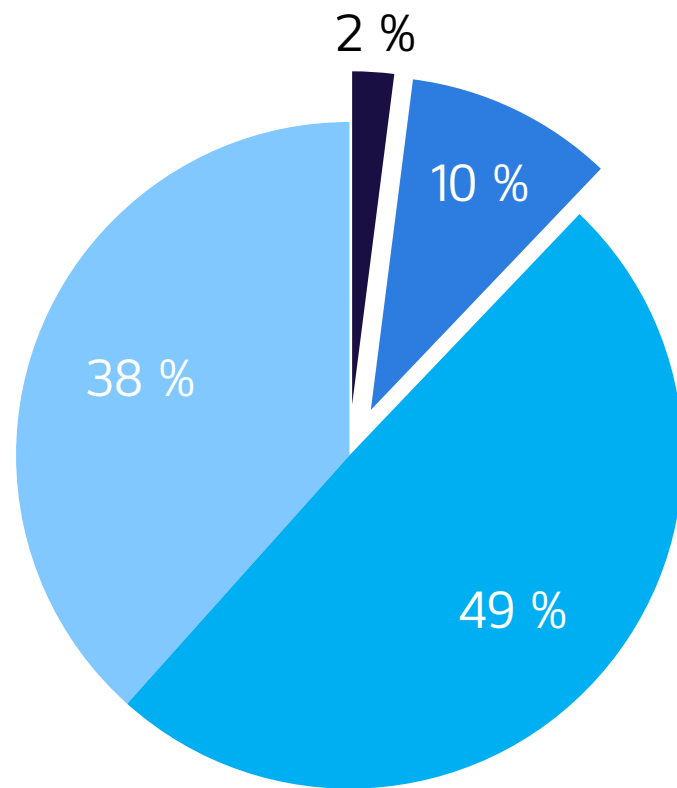


	COMPLETELY AGREE!	RATHER AGREE!	RATHER DISAGREE!	COMPLETELY DISAGREE!
POPULATION	5%	18%	40%	37%
GAMER	8%	25%	42%	26%
COMPETITIVE	<b>14%</b>	<b>37%</b>	40%	10%

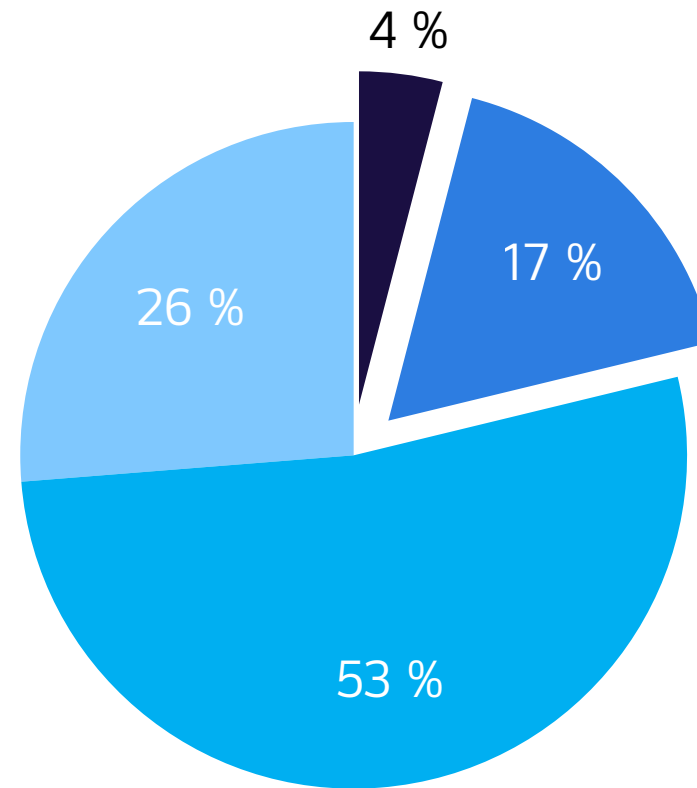
# MORE MONEY FOR GEAR : COMPETITORS HAVE SPENT MORE MONEY DURING THE LOCKDOWN FOR GAMING EQUIPMENT.

## DID YOU SPEND MORE MONEY ON GAMING DURING LOCKDOWN?

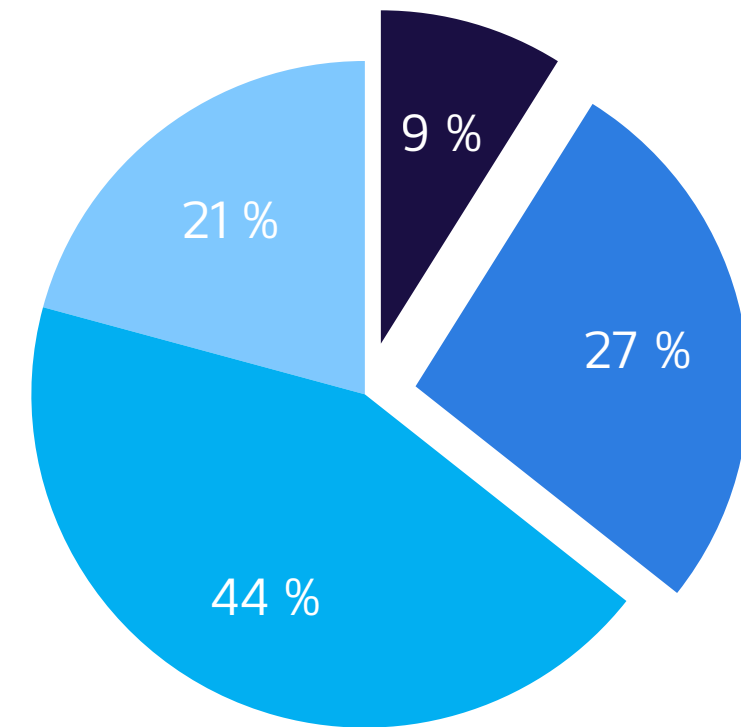
■ YES, MUCH MORE   ■ YES, A LITTLE BIT   ■ NO, THE SAME   ■ NO, LESS



SWISS POPULATION



SWISS GAMERS



SWISS COMPETITIVE

Q: Did you spend more money on gaming during lockdown (games, hardware ...)?  
SWISS Population: 2000 - SWISS Gamers: 878 - SWISS Competitors: 356

# SAMPLE & METHODOLOGY:



**This report features data of 2,000 people interviewed**

## 2,000 Swiss population

A representative sample of the Swiss population aged 16 and over, applying the quota method to the following variables: gender, age, region and PSC

## 878 Gamers

A focus on the gamers who play video games for at least 5 hours a week or during weekends

## 356 Competitive Gamers

A focus on gamers that participate in competitions or tournaments.



**DID JUNG VON MATT  
IMPRESS YOU?  
OVER TO YOU.**

## **IMPRINT**

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