

LOADING...

# GAMING ATLAS



TOAN NGUYEN



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# THE BASICS:



**A BIG GAMING NATION:**

ALMOST HALF OF THE GERMAN POPULATION CALL THEMSELVES GAMER.

46%

**GAMER**

People who play video games for at least 5 hours a week or during weekends.



18%

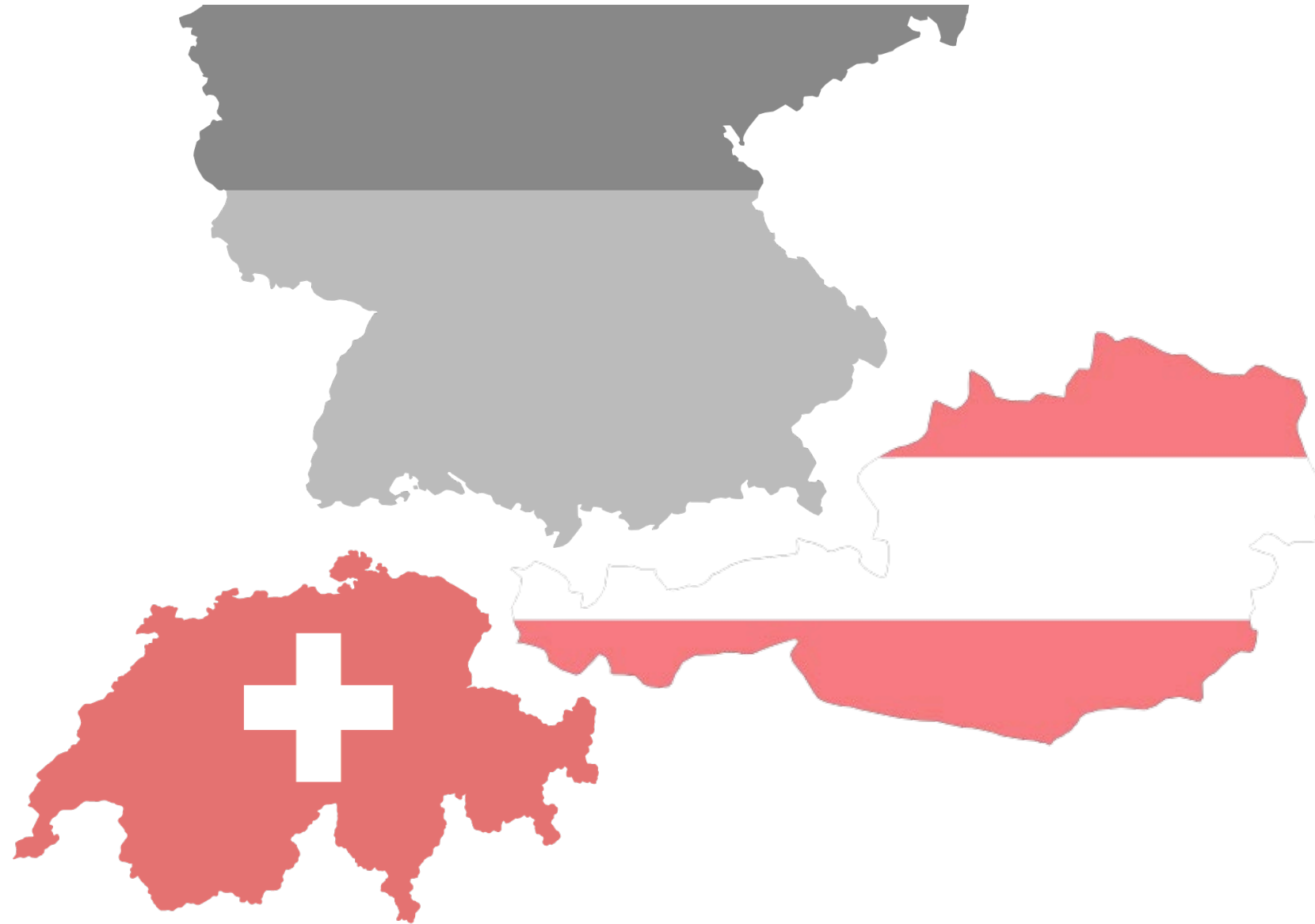
**COMPETITIVE**

A focus on gamers that participate in competitions or tournaments.

NOTE: These numbers are calculated from the study design and the proportion of the participants.

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

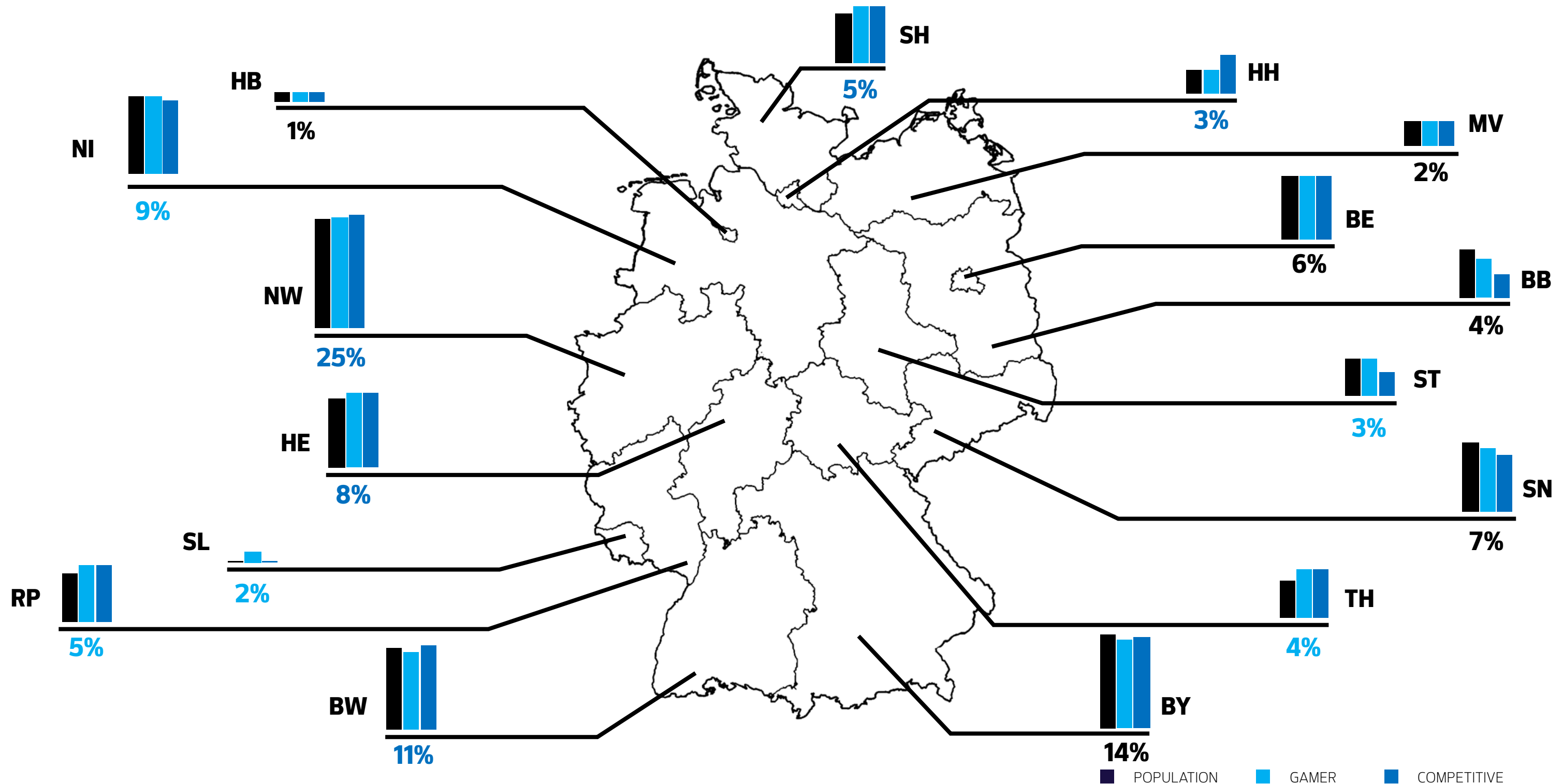
**44%**  
GAMERS



**44%**  
GAMERS

# GAMING IS NOT THE SAME EVERYWHERE:

WITH EXCEPTIONS THE GAMERS SPREAD EVENLY ACROSS GERMANY BASED ON THE POPULATION.

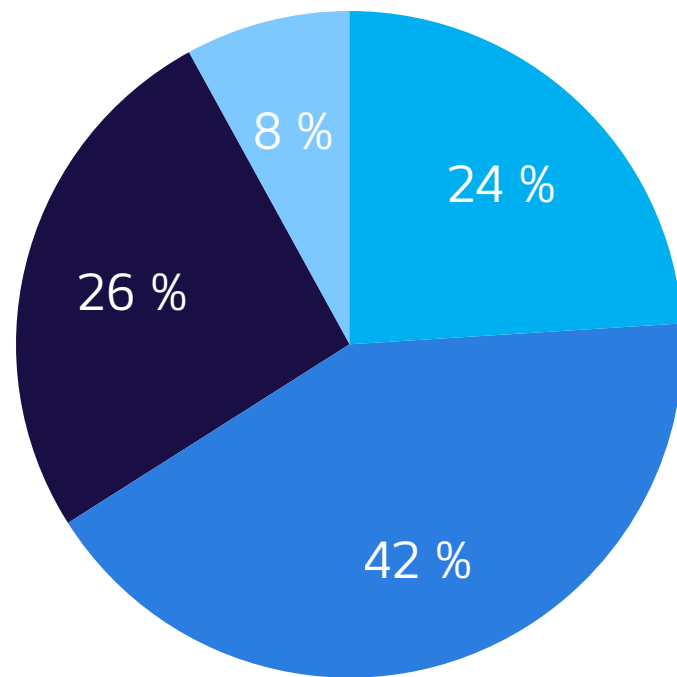


Q: Region code of German Population/Gamers and Competitives  
 German Population: 2000 - German Gamers: 856 - German Competitives: 363

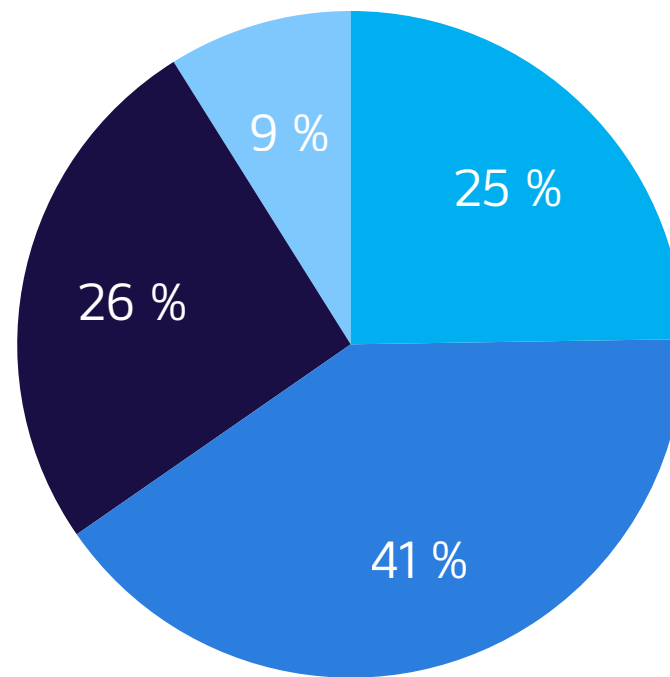
# LOTS OF BUYING POWER: GERMAN GAMERS AND COMPETITORS REFLECT THE (UPPER) MIDDLE CLASS OF GERMANY.

## WHAT IS YOUR COMBINED HOUSEHOLD INCOME EACH YEAR?

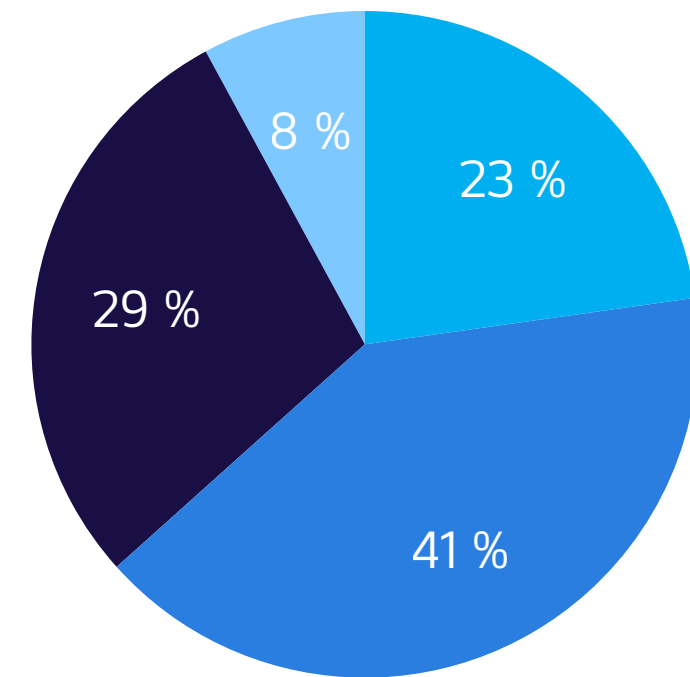
■ HIGH   ■ MEDIUM   ■ LOW   ■ PREFER NOT TO ANSWER



GERMAN POPULATION



GERMAN GAMERS



GERMAN COMPETITIVE

Q: What is your combined household income each YEAR?  
German Population: 2000 - German Gamers: 856 - German Competitives: 363

# GAMES & DEVICES:

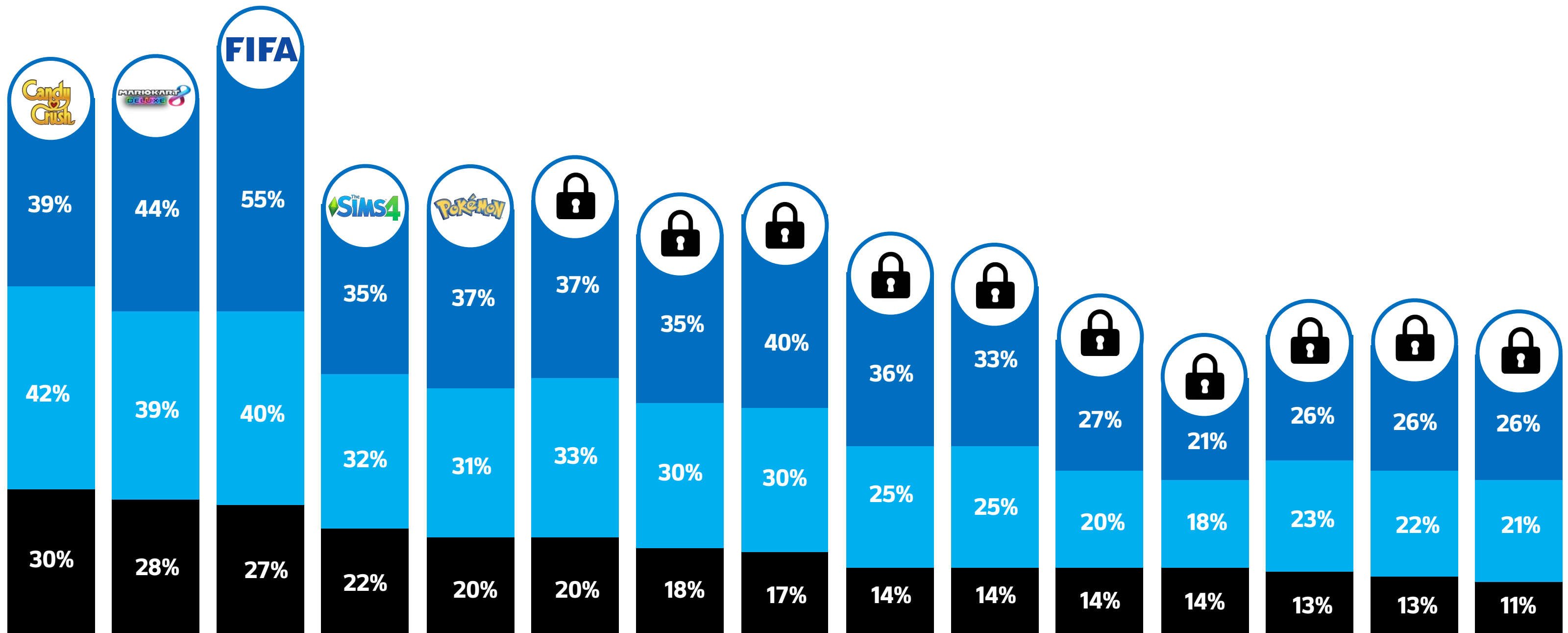


# A WIDE RANGE OF GAMES:

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

## WHICH OF THESE GAMES HAVE YOU PLAYED?

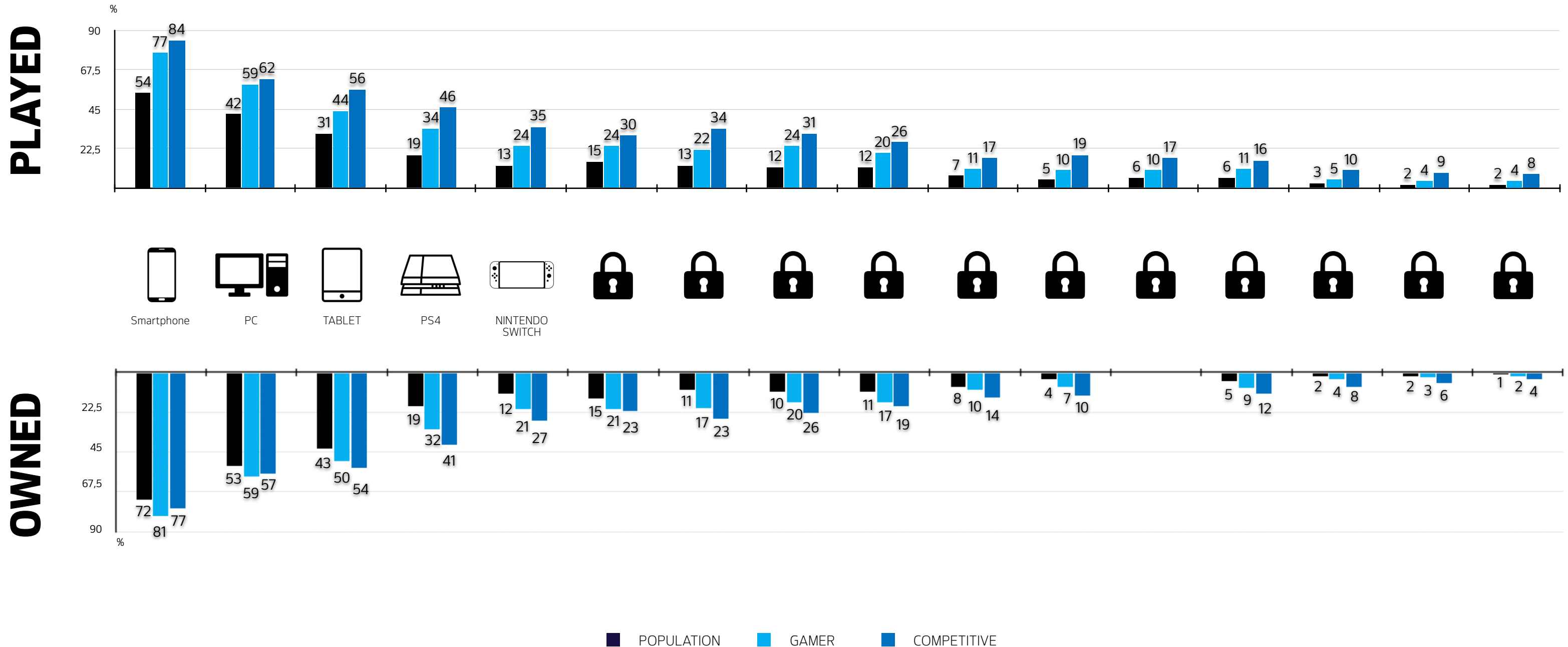
POPULATION GAMER COMPETITIVE



Q: Which of these games have you played?  
 German Population: 2000 - German Gamers: 865 - German Competitors: 363



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

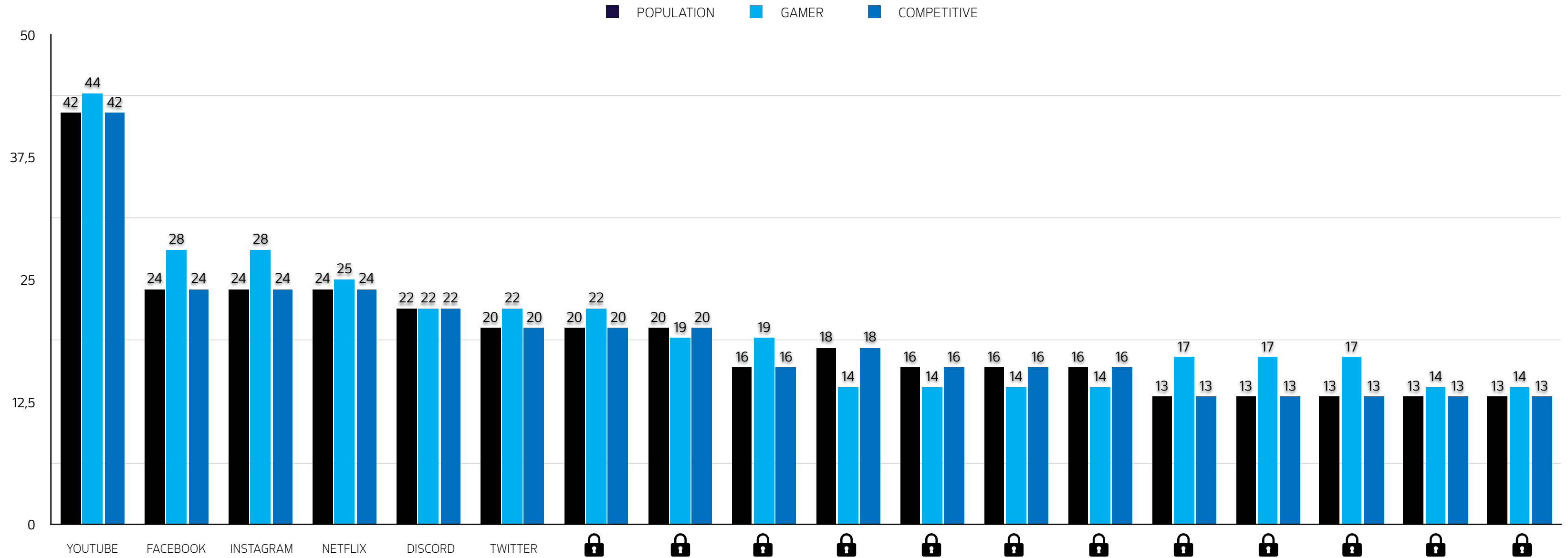


Q: Which of the following consoles or handhelds do you own / played on?  
German Population: 2000 - German Gamers: 856 - German Competitors: 363

# 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?



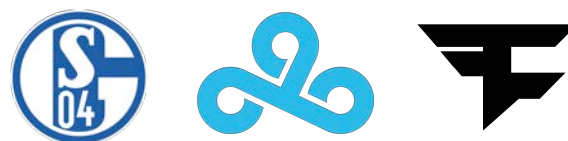
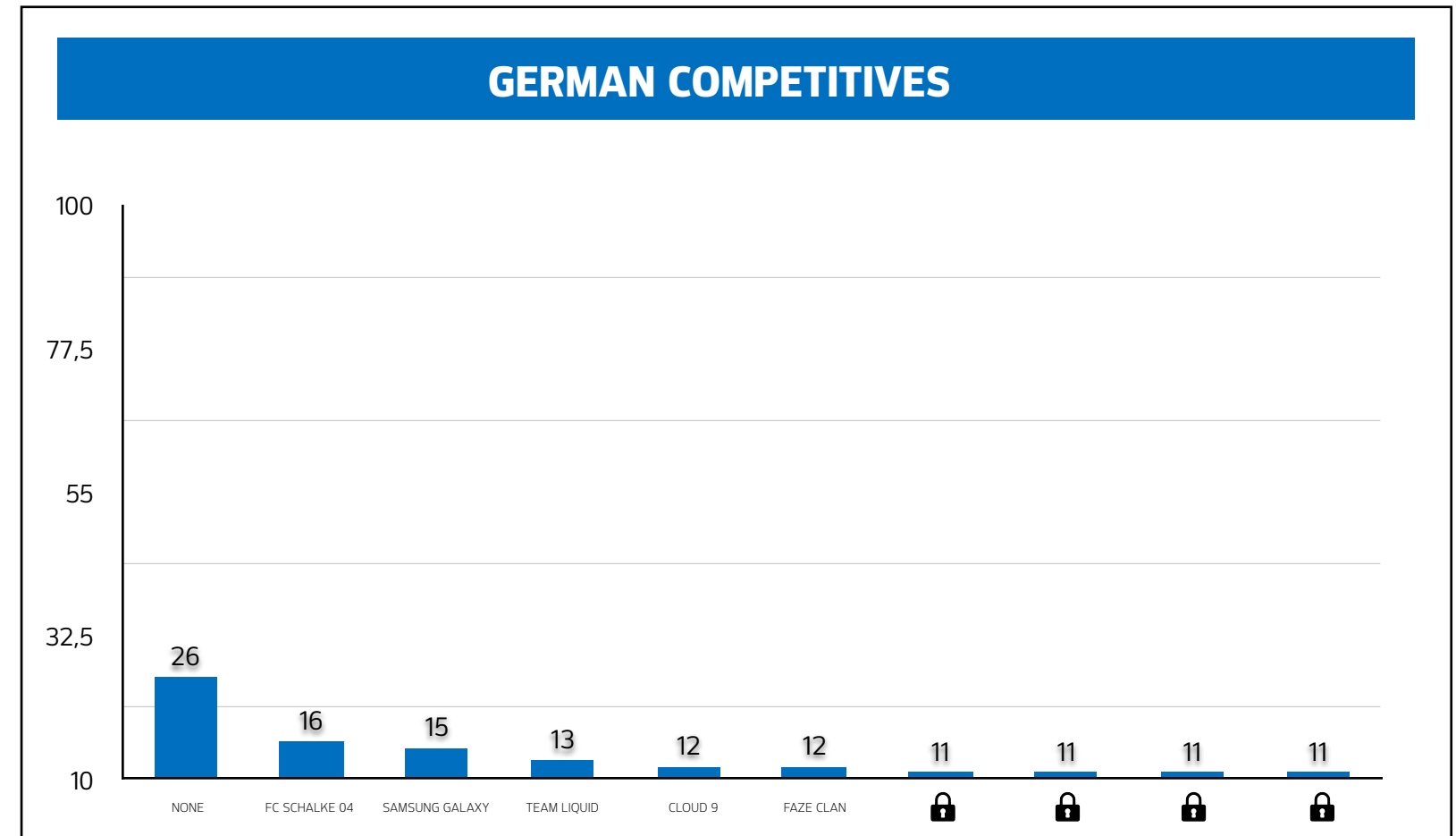
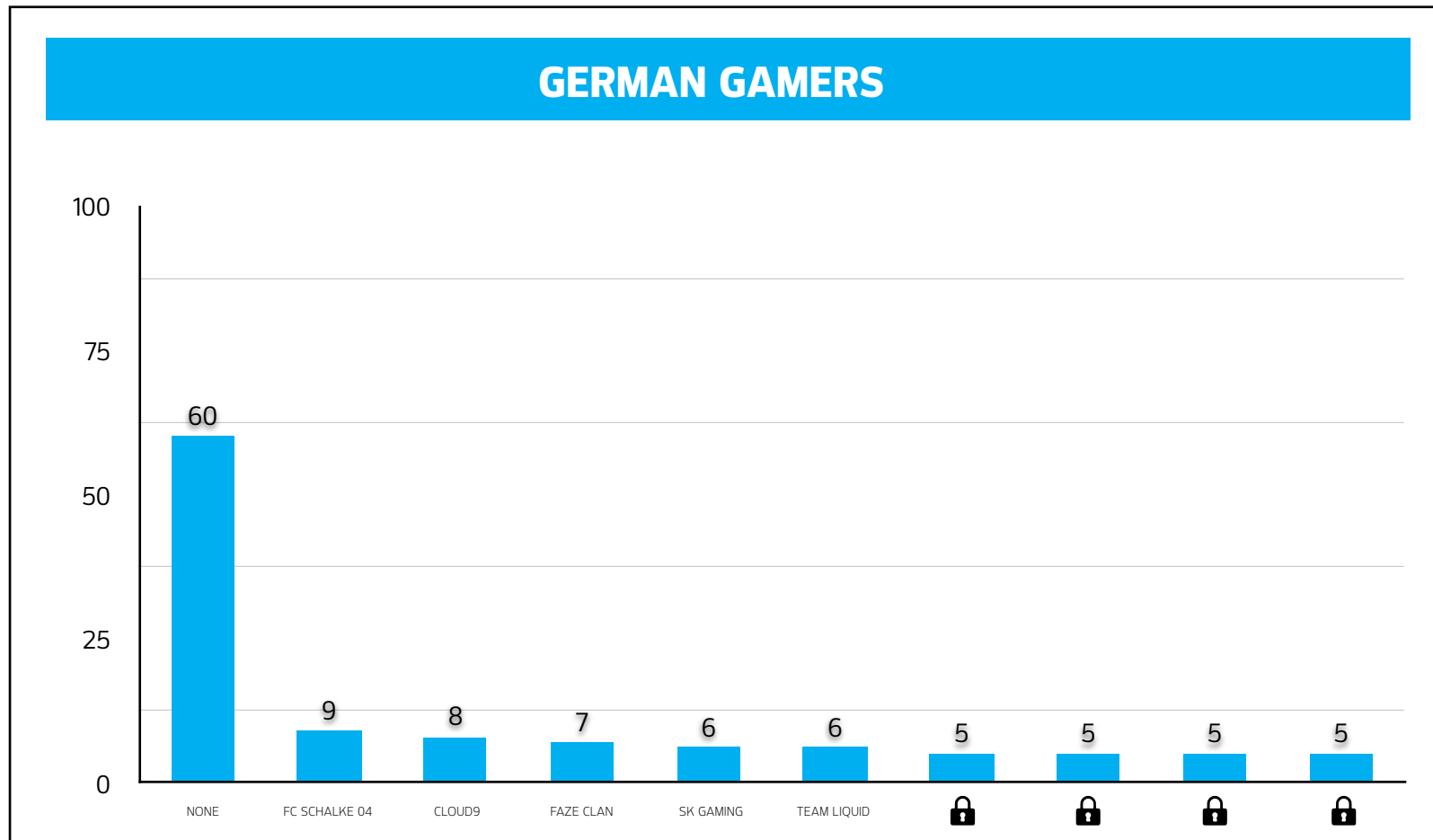
Q: Which media do you use to follow and learn about esports?  
German Population: 45 - German Gamers: 45 - German Competitors: 58



# LOW TEAM AWARENESS:

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

WHICH OF THE FOLLOWING ESPORTS TEAMS HAVE YOU HEARD OF?



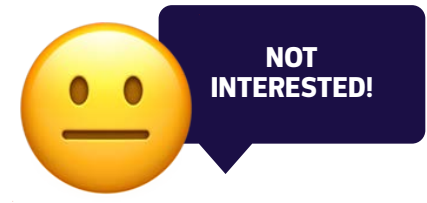
Q: Which of the following esports teams have you heard of?  
 German Gamers: 225 - German Competitives: 72

# COMPETITION & ENTERTAINMENT:

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

**2%** of the **gamers** say, they are prof. Esporter.

## INTEREST IN GAMING TOURNAMENTS AND/OR COMPETITIONS?



	VERY INTERESTED!	INTERESTED!	A LITTLE INTERESTED!	NOT INTERESTED!
POPULATION	6%	14%	33%	46%
GAMER	<b>9%</b>	<b>20%</b>	<b>36%</b>	34%
COMPETITIVE	3%	20%	<b>40%</b>	38%

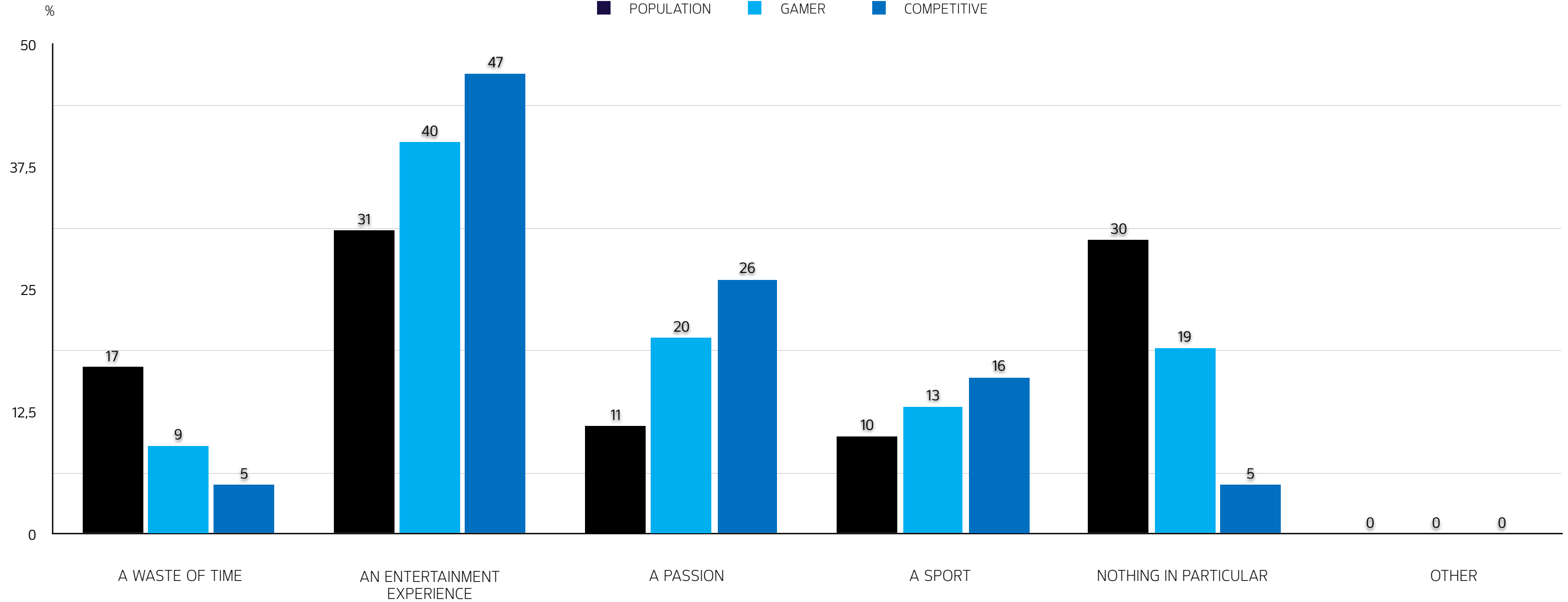
Q: Which of the following statements BEST describes your interest in gaming tournaments?  
German Population: 1495 - German Gamers: 856 - German Competitives: 363



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

## WHAT DOES ESPORTS MEAN TO YOU?

POPULATION GAMER COMPETITIVE

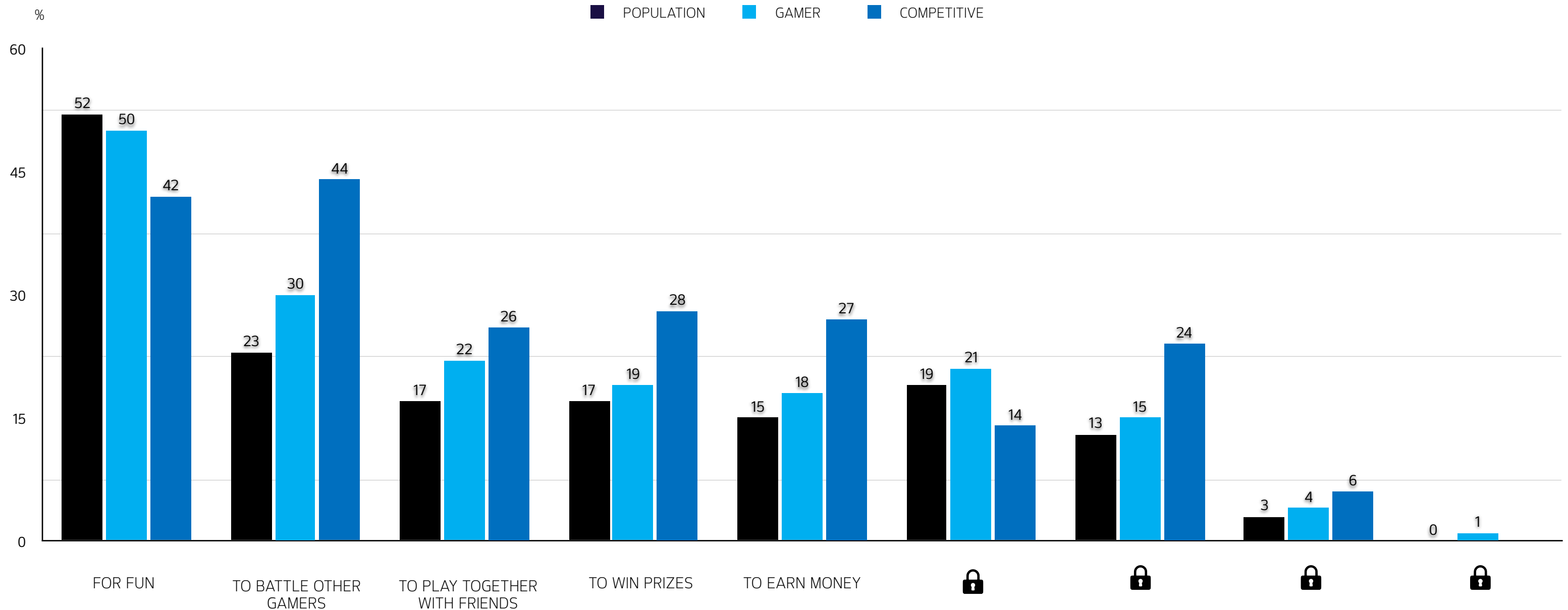


Q: What does esports mean to you?  
German Population: 1574 - German Gamers: 492 - German Competitives: 225

# FOR FUN, FOR THE COMPETITION:

FUN IS A MAIN DRIVER FOR PARTICIPATION, ESPECIALLY THE COMPETITION AGAINST OTHERS.

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



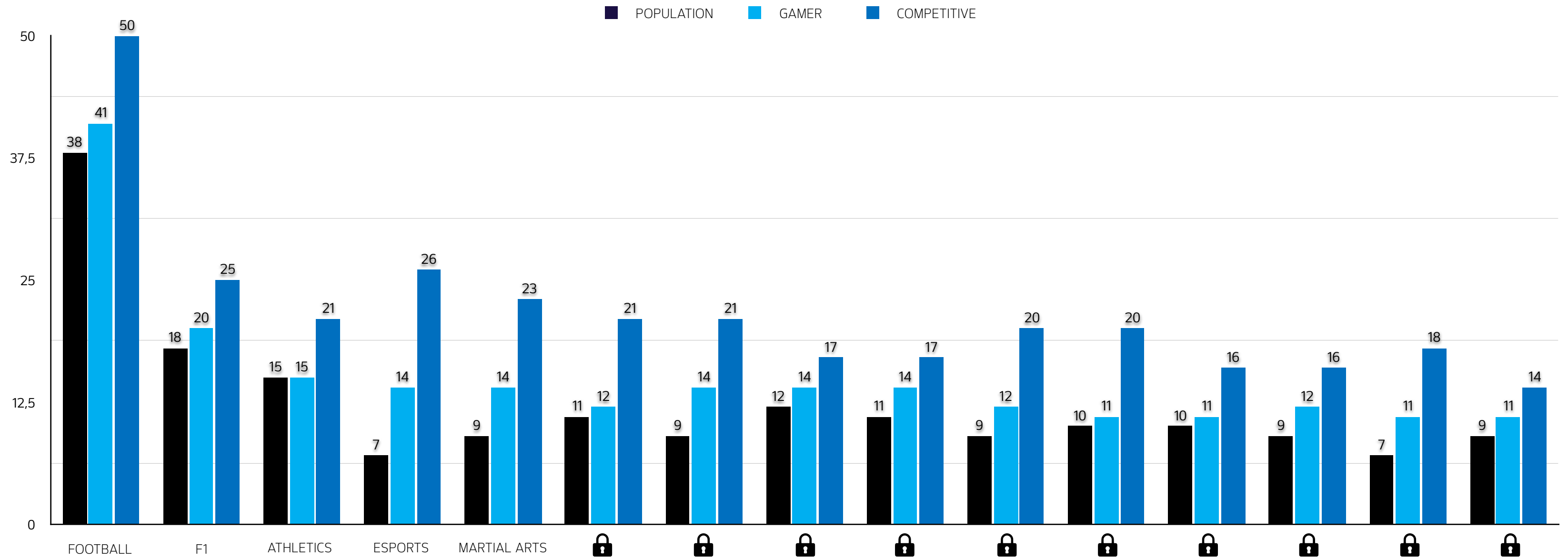
Q: You have indicated you take part in video game tournaments. What are the main reasons?  
 German Population: 289 - German Gamers: 106 - German Competitives: 80

# ESPORTS & SPORTS:



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

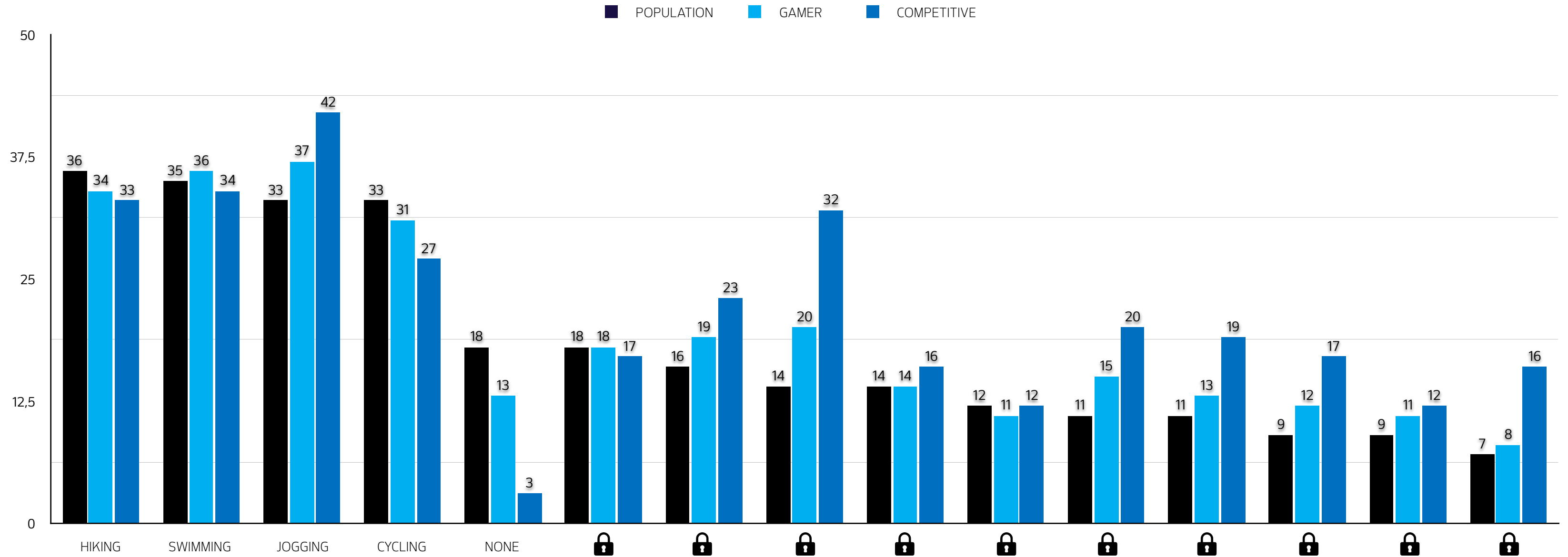
INTEREST IN FOLLOWING SPORTS - HIGH INTEREST.



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?  
German Population: 2000 - German Gamers: 856 - German Competitors: 363

**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.  
German Population: 2000 - German Gamers: 856 - German Competitors: 363

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

**SPONSORSHIP & BRAND PERCEPTION**







	COMPLETELY AGREE!	RATHER AGREE!	RATHER DISAGREE!	COMPLETELY DISAGREE!
POPULATION	9%	28%	33%	30%
GAMER	17%	38%	28%	18%
COMPETITIVE	<b>31%</b>	<b>46%</b>	17%	5%

Q:if a brand decides to play a role in esports, how would you respond to the following statements?  
German Population: 2000 - German Gamers: 856 - German Competitors: 363



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

**SPONSORSHIP & BRAND PREFERENCE**

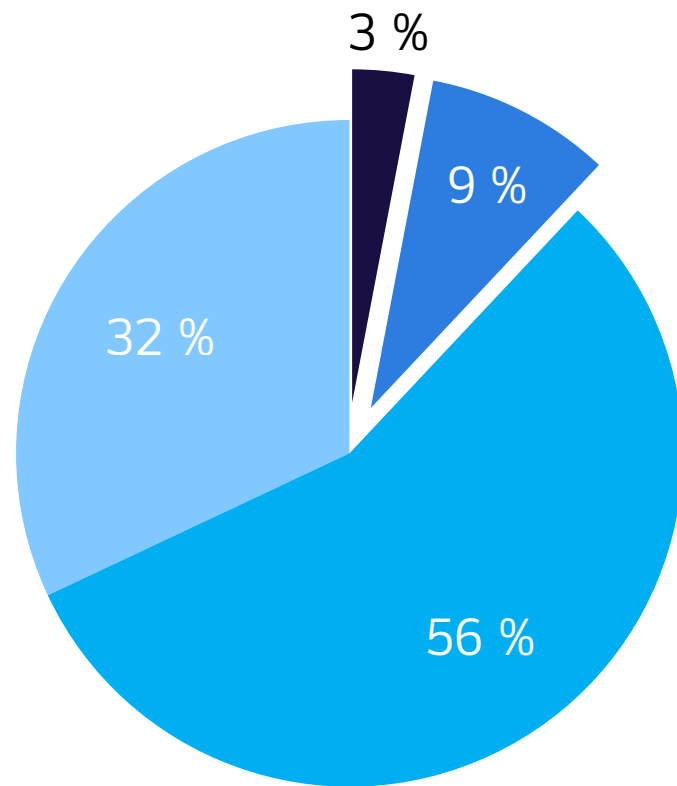
	 <b>COMPLETELY AGREE!</b>	 <b>RATHER AGREE!</b>	 <b>RATHER DISAGREE!</b>	 <b>COMPLETELY DISAGREE!</b>
POPULATION	7%	17%	37%	39%
GAMER	12%	25%	38%	25%
COMPETITIVE	<b>23%</b>	<b>37%</b>	30%	10%

Q:if a brand decides to play a role in esports, how would you respond to the following statements?  
German Population: 2000 - German Gamers: 856 - German Competitors: 363

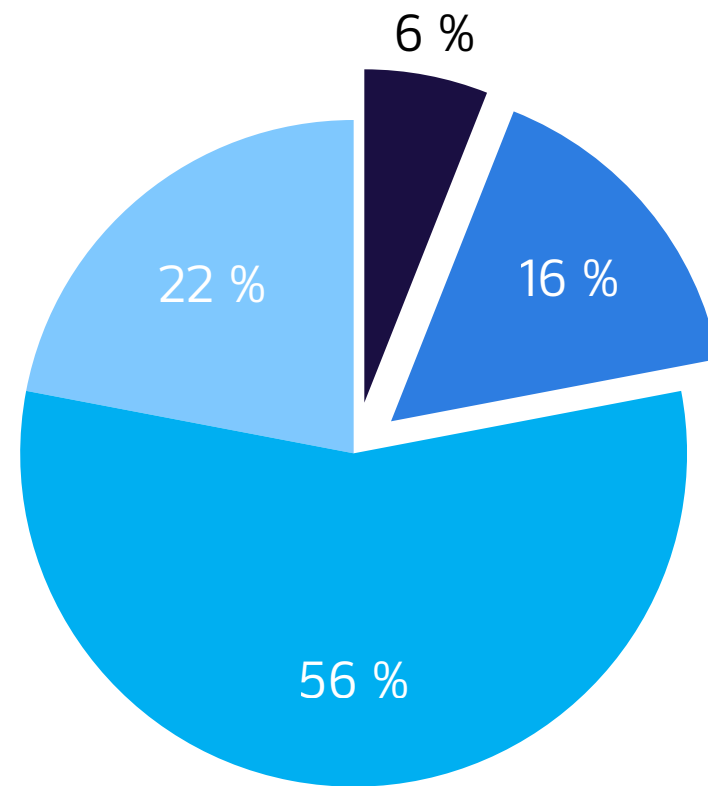
# MORE MONEY FOR GEAR : COMPETITORS HAVE SPENT MORE MONEY DURING THE CORONA LOCKDOWN THAN OTHERS.

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

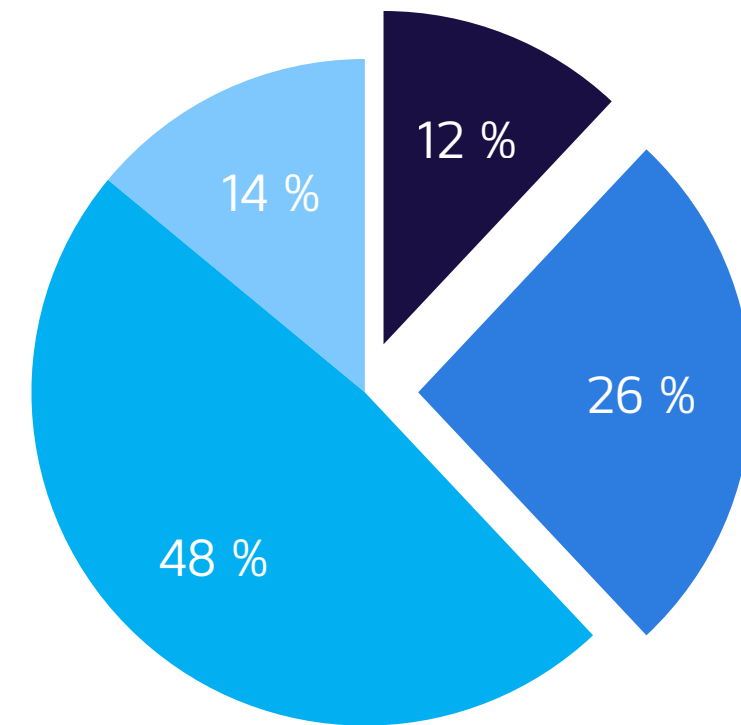
■ YES, MUCH MORE   ■ YES, A LITTLE BIT   ■ NO, THE SAME   ■ NO, LESS



GERMAN POPULATION



GERMAN GAMERS



GERMAN COMPETITIVE

Q: Did you spend more money on gaming during lockdown (games, hardware ...)?  
German Population: 2000 - German Gamers: 856 - German Competitives: 363

# SAMPLE & METHODOLOGY:

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

## 2,000 German population

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

## 856 Gamers

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

## 363 Competitive Gamers

A focus on gamers that participate in competitions or tournaments.





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



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