



Find Your Game(r)

Track video game users across multiple platforms with Nielsen Games

Analyze the who, what, where and when of video gaming with Nielsen Games. From customized insights to regular, rigorous tracking solutions and gameplay metrics, Nielsen Games will help you get on top of your game!

Nielsen Custom Research

Need video game insights customized to the needs of your specific brand, campaign or IP? Nielsen has the world's most comprehensive range of research solutions that can be utilized to tap into the insights and opinions of gamers. From standard pre and post campaign ad effectiveness studies to the latest in neural and/or ocular recognition technology, Nielsen can give you the insights you need.

Nielsen Custom Research capabilities include:

- Ad Effectiveness
- Brand/Creative Concept Testing
- Analytic and forecasting techniques
- Play Testing
- Shopper and Buyer Demographics

Nielsen Custom Research leverages our full suite of Nielsen assets for gaming clients such as game tracking data, console usage, consumer MegaPanel, consumer generated media (buzz), internet ratings, and global custom panel capabilities.

Nielsen Video Game Tracking

Monitor the competitive mindshare of casual, mainstream, moderate and hardcore gaming consumers across time—from pre-release right through to post release. Track consumer awareness, purchase intent, sources of awareness, first choice and perceived game ranking from the gamer community.

Publishers, developers and retailers can gain insight into market appeal segmented by demographics, purchase behavior and usage characteristics.

Marketers and sales planners can view Nielsen Video Game Tracking's weekly reporting to obtain Nielsen's proprietary view of competitive market dynamics to inform marketing and distribution planning.



Nielsen Video Game Tracking Benefits

- **Key Metrics in Perspective:** Track key metrics versus historical norms for consoles, PC and handhelds, with data starting in 2005; tapping into responses from 1,200 unique respondents per week aged 7-54.
- **360° View of Gamers:** Understand market appeal and competitive dynamics segmented by game play behavior, demographics and household characteristics; trend data over time.
- **Enhance Targeting on the Fly:** Determine if your marketing plan is resonating with your target audience
- **Consistent and Easy-to-Use Web Application:** Retrieve and customize data quickly through a user friendly web portal
- **Opportunity to infuse omnibus questions to pinpoint specific areas of interest**

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Nielsen GamePlay Metrics

Analyze the who, what, where and when of video gaming with Nielsen GamePlay Metrics™, an intuitive web-based application. Nielsen GamePlay Metrics provides video game usage for consoles and personal computers, and detailed person-level demographic information.

The Nielsen TV and Online panels are electronically metered to provide actual gameplay information for PCs and game consoles.

Nielsen GamePlay Metrics Benefits

- Data collected via electronic measurement vs. survey basis—reliable and accurate
- **Widely used Nielsen panels** – Nielsen's National TV Panel (17,000+ homes/30,000+ individuals) for console gaming measurement and Nielsen's MegaPanel for PC/Internet gaming measurement. (over 180,000 homes/300,000 individuals)
- **Cross-Media capabilities** – Same architecture and infrastructure that provides critical TV measurement information. Determine the top networks and shows for different types of console gamers. (Male Xbox 360 gamers aged 18-24, female Wii gamers aged 35-44, etc.) GamePlay Metrics helps in planning the media mix to reach these audiences.
- Consistent and easy-to-use web application – Retrieve, analyze and export data quickly with a user-friendly interface.

Nielsen Homescan

Discover more about video game consumers buying behaviors with Homescan® consumer panels, a nationally representative group of 125K households providing information about household purchases. With over 13K video game software UPCs tracked, data can be analyzed by video game retailers and key product segments, including:

- Platform
- Publisher
- Genre
- Franchise
- New Release / Catalog

Gain retailer and shopper insights from video game shoppers, specifically around their value, how much they spend, how frequently they shop and their habits beyond the video game category. Use this information to your advantage by gaining competitive insights around this shopper. Finally, learn about consumer demographics sorted by retail account, platform, genre, etc.



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