



COMMUNITIES TO WATCH

GAMING REFORMERS

A progressively-minded community seeking to reform the gaming landscape and create a more inclusive, fun and equal 'third place' online.

EXEC SUMMARY

Get the full report at: blog.codec.ai/gaming

GAMING REFORMERS

Connecting to a rapidly-growing cultural community,
based on AI-driven content engagement data

This new report from Codec shares research identifying one of the fastest-growing communities within gaming - the Gaming Reformers.

The gaming landscape has become a hot topic for the advertising industry, seeking to connect to new growth audiences through their passions and interests.

Video gaming has exploded over the last year - a global market worth \$180 billion and projected to reach \$287 billion by 2026.

Based on +1.8M content engagements analysed over 12 months on the Codec platform, and a survey of 1000 community members (UK + US), we blend quantitative cultural data and survey data with quotes from Gaming Reformers to bring this community to life.

Progressively-minded and diverse, spanning gender and demographic lines, this emerging group aim to create a more inclusive, fun and equal 'third place' online.

+15%

Gaming Reformer community growth over 12 months.

Download the full report at blog.codec.ai/gaming to understand:

- 01 Who are the Gaming Reformers**, and what are they passionate about?
- 02 Three key themes that resonate**: barriers to access, toxicity & stereotypes and purposeful play.
- 03 How brands can connect** to this growth audience with authenticity.



INTRODUCING: GAMING REFORMERS

A progressively-minded community seeking to reform the gaming landscape and create a more inclusive, fun and equal 'third place' online.

United by what they stand for and against, Gaming Reformers are challenging the status quo. Their core desire is to create a space that champions and celebrates the joy of gaming. A space that's accessible and welcoming to all.

Whilst we've seen growth across all gaming communities tracking on the Codec platform over the past 12 months, this community stood out for three key reasons:

01 Fast-growing: increasing +15% over the past 12 months

02 Unexpected demographic: representation across age groups, including older gamers

03 Progressive themes: engagement topics mirror broader shifts in society.

Size
291M

Global audience (GWI)

Growth
+15%

Prev. 12 months (GWI)

COMMUNITY OVERVIEW

GAMING REFORMERS

A progressively-minded community seeking to reform the gaming landscape and create a more inclusive, fun and equal 'third place' online.

United by what they stand for and against, Gaming Reformers are challenging the status-quo.

Their core desire is to create a space that champions and celebrates the joy of gaming.

A space that's accessible and welcoming to all.

Size

291M

Global audience (GWI)

Growth

+15%

Prev. 12 months (GWI)

60% Male

40% Female

18-34 - **54%**

35 - 54 - **37%**

55+ - **9%**

Avg. age 36

\$40 avg.
monthly
gaming
spend*

Key engagement themes:



Removing
**barriers to
access**



Tackling
**toxicity and
stereotypes**



Promoting
**purposeful
play**

Gaming motivations:

1. Excitement (70%)
2. For the challenge (61%)
3. To learn new skills (58%)

+50% play games to **socialise
with like-minded people**

65%

describe
themselves as
**'play fair win or
lose' gamers**

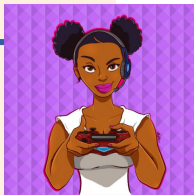
Key influencers / media



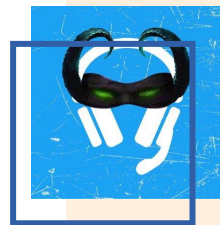
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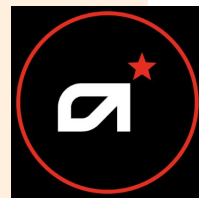
TWITCH



BLACK GIRL
GAMERS



TWITTER GAMING



ASTRO GAMING
codect

* based on UK/US survey respondents



READ ON TO FIND OUT MORE
**DOWNLOAD THE
FULL REPORT**

HOW TO ENGAGE GAMING REFORMERS

Diving in to the three key topics Gaming Reformers are passionate about. Featuring AI-driven content engagement analysis from the Codec platform highlighting big community needs.

- 01 Removing barriers to access**
- 02 Tackling toxicity and stereotypes**
- 03 Promoting purposeful play**

58%

of Gaming Reformers believe a **lack of accessibility** is an issue in gaming

HOW CAN BRANDS CONNECT

Approaching this community with authenticity - Codec cultural strategists detail winning brand behaviours and rules of engagement with the Gaming Reformers.

- 01 Work with the community**
- 02 Focus on scaleable actions**
- 03 Promote positive experiences**

80%

of Gaming Reformers are **excited to see brands entering** the gaming space.

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WE ARE A CULTURAL INTELLIGENCE PLATFORM

Fusing AI-driven cultural intelligence with human imagination, Codec helps brands to discover and tap into the pockets of culture that drive growth.

We harness cultural data to inform every step of the marketing process - from brand strategy through to creative approaches, to activating in media.



2 x increase
in sales



51% engagement
rate increase



3 x brand awareness
increase

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GET IN TOUCH



Speak to a
strategist

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