Did you know? 35% of adults in Australia own a game console. In 2020, 54% of Australians downloaded video streaming apps and 53% downloaded gaming apps on their mobile devices. With gaming emerging as the next dominant tech platform, it is more important than ever for brands to understand gaming audiences and engage them through the right channels, at the right time.

Brands targeting AU/NZ gaming audiences can identify, reach and engage the right online consumers by integrating audience segments into their cross-device campaigns. Speak to our audience specialists today at datadesk@eyeota.com to find out more.

Connect with Gaming Fanatics

Sample segments to reach this audience:

• Eyeota - Entertainment - Interest - eSports
• ComScore - Interest - Game Console Users - Heavy
• Experian - Games - Interest - Preorder & New Release
• Lifesight - Sports and Leisure - Location Visited - Video Game Centres
• Ziff Davis - IGN - Interests - Gaming and Video Games

Connect with Players by Game Console

Sample segments to reach this audience:

• Eyeota - Consumer Electronics - Owner - Video Games - Consoles - Playstation
• Eyeota - Consumer Electronics - Owner - Video Games - Consoles - Xbox
• ShareThis - Intent - Shopping - Consumer Electronics - Video Games - PC
• Ziff Davis - IGN - Interests - Gaming and Video Games - Platforms and Consoles - Sony PlayStation 4 (PS4)
• Ziff Davis - Mashable - Interests - Gaming and Video Games - Platforms and Consoles - Mobile App Based Gaming

Connect with Consumers In-Market for Games and Accessories

Sample segments to reach this audience:

• Eyeota - Consumer Electronics - Intent - Video Games - Games
• Eyeota - Consumer Electronics - Intent - Video Games - Accessories
• Affinity Answers - Intent - Online Retailer - Video Games
• ShareThis - Intent - Shopping - Consumer Electronics - Video Game Consoles
• ShareThis - Intent - Shopping - Consumer Electronics - Video Games - Nintendo DS

Sources: 1 eMarketer; 2 eMarketer.
Connect with **Gaming Spenders**

Sample segments to reach this audience:
- Eyeota - Consumer Electronics - Past Purchase - Video Games
- Eyeota - Consumer Electronics - Intent - Video Games - Price - Premium
- Experian - Digital Audiences - Gamers - Pre-order and New Release
- Lifesight - Sports and Leisure - Location Visited - Indoor Game Centres
- ShareThis - Intent - Shopping - Consumer Electronics - Video Game Consoles

Connect with **Game Genre and Franchise Players**

Sample segments to reach this audience:
- Eyeota - Consumer Electronics - Interest - Video Games - Genre - Action and Adventure
- Eyeota - Consumer Electronics - Interest - Video Games - Genre - Racing
- Future Plc - Brands / Products - Epic Games
- ShareThis - Games - Computer and Video Games - Strategy Games
- Ziff Davis - IGN - Interests - Gaming and Video Games - Franchises - Assassins Creed

Want more gaming audience segments? Click here for our complete list of gaming consumer-type segments, buyer personas and profiles.
Available for **display, mobile and social campaign activation**

**Demand Side Platforms**

- adform
- Adobe
- AppNexus
- AMOBEE
- avocet
- CONVERSANT
- Google Marketing Platform
- OneView
- MediaMath
- Outbrain
- Taboola
- theTradeDesk
- Tremor Video
- verizon media
- zeta

**Data Management Platforms (available on request)**

- Adobe
- LOTAME
- Oracle Marketing Cloud
- Permutive
- salesforce audience studio

**Social Networking Platforms (available on request)**

- Facebook
- Instagram
- Pinterest
- Snapchat
- Twitter

**Commitment to Data Quality**

Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.

Ready to activate? Contact our dedicated team at datadesk@eyeota.com to find out more.