



Ipsos MediaCT

The Media, Content and Technology Research Specialists



Consumers

An example of our syndicated consumer research is a global online study, **Connections**, carried out in early 2009.

We polled 6,500 people in twelve countries and asked them about the kinds of games they liked to play, the gaming platforms they preferred to play on and how often they played.

This has provided useful insights on the games consumers use, but also about how and where they find out about new games.

We have also helped clients with more in-depth, custom analyses of video gaming behaviour.

An example of this was work we carried out for IGN in the United States in 2008.

Our study, **Are You Game?**, confirmed not only that video gaming is now a majority activity, but that gamers are more active, more social, more influential and more affluent than non-gamers.

Brands

Using a proprietary methodology, EquityMCT, which has been proven in a large number of product categories, Ipsos can help you to understand the power of your brand across different platforms. It also assists in identifying where the strong and the weak spots are.

We provide a service enabling you to track comments and posts about different video games titles and how internet chatter may be impacting perceptions and behaviours.

Products

Game Development

Ipsos MediaCT has built a set of tools that help take a product from

the earliest stages of developing an idea and a concept through to fine-tuning it before going to market.

We approach the innovation process as a series of stages, for each of which we have developed specific approaches under the umbrella name of **PERFORM** (Product Evaluation and Research For Optimising Returns in-Market).

These tools help clients prioritise the components for new game concepts, understand where new game ideas fit into existing games titles, generate ideas for new games concepts and build a consumer-centric genre classification for video games.

Concept testing

Using a tried and tested approach, we are able to assess the potential for your video game concept, help focus the concept to the next stage and work toward a market forecast.

Pricing and optimisation

We can also address questions about pricing. What are consumers willing to pay for and what is the optimal pricing structure and level?

Multiple platform integration

Other questions we help to address include:

- Determining which platforms offer games brands the most potential?
- Evaluating brand partnerships with other games publishers or equipment.
- Assessing the fit between activities on one platform and another.

Consumer
MCT

PERFORM
MCT

Equity
MCT

Video Games

Global sales of games hardware and software reached close to \$50 billion in 2008 according to *Screen Digest*.

Players access games via dedicated consoles, handheld devices, PCs and mobile phones. It is a fast-changing, rapidly growing market driven by technology improvements and new content.

Ipsos MediaCT helps hardware and software producers identify growth opportunities through closer understanding of consumers, brands and products



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About Ipsos MediaCT

Ipsos MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behaviour, the value of brands across different platforms and how they can minimise risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information, please connect with us at:

www.ipsos.com/mediact



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