



# GAMING IN IRELAND

A GUIDE FOR MARKETERS WHO  
WANT TO MASTER THE GAME

# INDEX

1. INTRODUCTION
2. GAMING IS BIG BUSINESS
3. IRELAND IS AN ISLAND OF GAMERS
4. GAME OVER FOR GAMING MYTHS
5. IRELAND: A GAMING POWERHOUSE
6. NEXT LEVEL: CLOUD GAMING
7. HOW BRANDS CAN JOIN THE PARTY
8. REFERENCES
9. CONTACT US

# HOW WE DEVELOPED THIS STUDY:

## 1. QUANTITATIVE RESEARCH



Primary data collected in partnership with Bounce Insights. 307 people from Dublin, Leinster, Munster, Connacht, and Ulster, who identify as gamers, answered a questionnaire about their attitudes and behaviours. The respondents were both male and female, aged 18 to 64.

(This sample size gives us a 95% confidence level with a 6% margin of error)

## 2. DESK RESEARCH

Research into the available data on gaming in the world and in Ireland, including trends over time, the data underpinning them, and how Irish benchmarks compare to those of other peer nations.

## 3. INTERVIEWS WITH EXPERTS



**LAUREN KAVANAGH**

Innovation and Partnership  
Director at Omnicom Media  
Group Dublin



**DAVID MADDEN**

CEO of PlayerWON



**BARRY O'ROURKE**

Journalist with a passion for gaming  
and technology



**BEN FINNEGAN**

Head of Esports & Gaming and  
Founding Member at  
Epic Global



**SINEAD HOSEY**

Co-founder and COO at Epic  
Global



**TREV KEANE**

Group Commercial  
Director and Founder at  
Epic Global



**ALAN SWAN**

Leading Branded Content  
Partnerships for RTE

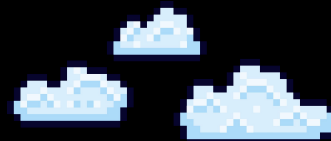


**MANUEL CORREIA**

Senior Game Designer at Resolution  
Games



# HIGHLIGHTS



Gaming isn't just for kids as **over 50% all adults in Ireland play video games.**



**66%** of all adult gamers in Ireland are **over 35.**



**Cloud gaming will further increase the penetration** of video games and allow for **more opportunities to interact** with audiences.



The Game Awards had **6 times more viewers** than the Academy Awards in 2023.



Ireland has the **third highest penetration** of video games in Europe.



Contrary to the cliché, gamers are **more physically active** than the overall population.



In its first 2 weeks, *Hogwarts Legacy* generated **double the global revenue** of *Avatar: The Way of Water*'s opening weekend.



Gamers spend **more hours per week playing video games than watching TV.**



Gaming is not just for guys as **48% of gamers in Ireland are female.**



**GAMING**  
**IS BIG BUSINESS**

The image features a central black rounded rectangle on a yellow background. Inside the rectangle, the text "GAMING IS BIG BUSINESS" is displayed in a pixelated font. "GAMING" is in white, and "IS BIG BUSINESS" is in yellow. Above and below the text are three gold coins each, arranged horizontally.

# LOOKING BACK TO 1950S FROM 2024

## WE CAME HERE FROM PAC-MAN

The history of video games began in the 1950s and 1960s when computer scientists started creating simple games and simulations. Back then, video games were a niche within a niche. By the mid-1970s and early 1980s, video games began to gain mainstream attention thanks to affordable microprocessors that enabled large-scale production and commercialisation.

In homes and high street arcades, the likes of *Pac-Man*, *Mario* and *Sonic the Hedgehog*, Atari, Nintendo, and Sega became global brands and commercial phenomena.

The teens who played these first generations of video games are now in their 50s. Subsequent generations, growing up in the late 1980s and 1990s, increasingly viewed games consoles and computers as standard household items, as essential as a TV or stereo.

As the technology advanced, so too did the ambitions of video game developers. Today, a video game often feature visuals that are indistinguishable from real life, and feature storylines that rival anything offered by on TV or in cinemas.

There are games available to cater any mood or interest, from the profound narrative storytelling of *The Last of Us* to to mind bending puzzle games like *Viewfinder*.



## A BATTLE OF GIANTS

IN ITS FIRST 2 WEEKS, HOGWARTS LEGACY GENERATED DOUBLE THE GLOBAL REVENUE OF AVATAR: THE WAY OF WATER'S OPENING WEEKEND.

Video games have become the latest cultural revolution.

Thirty years ago, when parents chided their children for spending too much time playing on their Sega or Nintendo, they couldn't have imagined that those same children would, three decades later, be managing multi-million-dollar strategic plans aimed at making their companies relevant to adult video-game players.

Gaming now stands at the intersection of entertainment and technology, serving as a cultural touchstone that influences and often eclipses other sectors like music and sports.

Titles such as *Red Dead Redemption 2* and *Grand Theft Auto V* had development costs that surpassed those of many of the top 10 most expensive movies ever produced. And those investments have paid off handsomely.

*Hogwarts Legacy*, the 2023 Harry Potter game, amassed \$850 million in global sales in its first week. This exceeds the opening figures for some of Hollywood's highest-grossing openings, including A-List franchise instalments such as *Avatar: The Way of Water*, *Avengers: Infinity War*, *Spider-Man: No Way Home* and *Star Wars: The Force Awakens*.

(Source: Variety.com 2023)



## ESPORTS

Beyond the at-home experience, various esports championship finals and events are filling large arenas and stadiums in both Eastern and Western countries.

## THE GAME AWARDS

Forbes has reported that, for the second year in a row, **The Game Awards is growing at 20% annually, boasting 103 million viewers**. By contrast, the Academy Awards - or **Oscars** - attracted just **18.7 million US viewers in 2023**, and a mere 10.5 million in 2021.

(Source: Forbes)

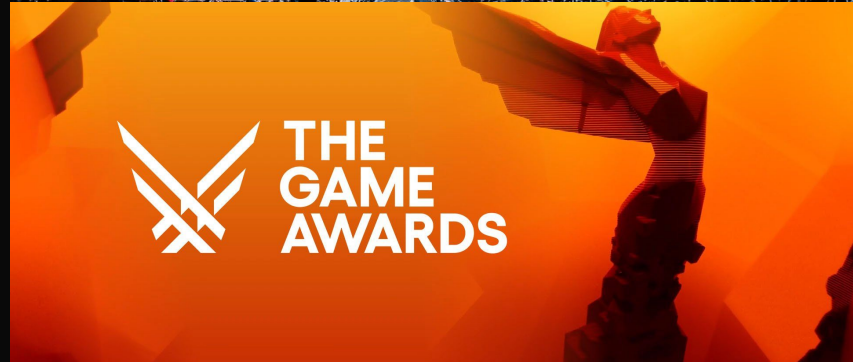
## RESHAPING GIFT-GIVING IN THE US

Video games have become a source of real excitement for adults, often a very assuming a special place in their purchase behaviours. In the United States, where over 60% of the population identify as gamers, **one out of every three adults (32%) intends to purchase video game gifts during the holiday season**, either for themselves or others. This percentage increases to 57% among parents. Those adults planning to buy video game-related gifts anticipate spending an average of \$485.

In just a few years, we'll see an emerging generation of adults with an even deeper interest in video games.

A significant portion of American children, including 59% of girls and 86% of boys, express their intentions to request video game-related items as holiday gifts. The top five desired items include game subscriptions (39%), gaming consoles (38%), gaming gear/accessories (32%), in-game currency (29%), and physical video games (22%).

(Source: Entertainment Software Association 2023)







IRELAND

IS AN ISLAND OF GAMERS

# IRELAND: AN ISLAND OF GAMERS

GAME-RELATED ACTIVITIES IS EXPECTED TO GENERATE MORE THAN €700 MILLION BY THE END OF 2024.

Ireland is no outlier in the massive growth trend that video games have been experiencing.

## REVENUE IS HUGE

Games and game-related activities, such as live streaming, are expected to generate over US\$700 million (€637.84 million) in Ireland by the end of 2024.

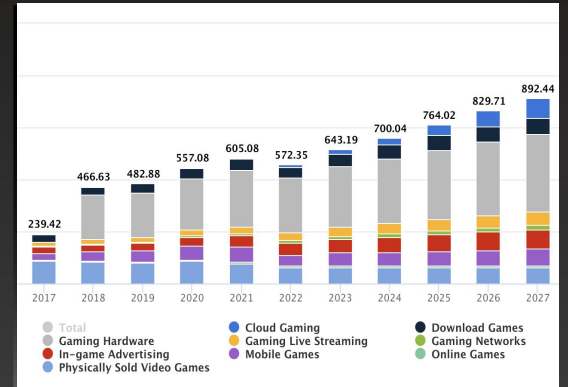
## GROWTH WILL COME FROM CLOUD GAMING

With the rise of cloud gaming (addressed in detail later in this study) and the subsequent elimination of costly barriers-to-entry, the market is projected to grow by 27.5% in the next three years, reaching almost US\$892.44 million (€813.19 million) by 2027.

## STREAMING

A key driver of this growth is streaming. Streaming is an area of the gaming world that should be of particular importance to marketers, as opportunities abound for businesses and brands to partner with some of the most popular creators in that space. We will explore the opportunities within both cloud gaming and streaming throughout this report.

(Source: Statista Market Insights 2024)



# IRELAND: GAMING IN THE MAINSTREAM

IRELAND HAS THE 3RD LARGEST  
USER PENETRATION OF VIDEO GAMES  
IN EUROPE, 7TH IN THE WORLD.

Video games have a penetration rate of 53% in the population of Ireland. This is greater than in mature markets such as the United States, and also in progressive Scandinavian countries like Finland and Norway. This fact might come as a surprise to many people, and it's easy to understand why.

The growth of video games in the country has been mostly a silent phenomenon, with the majority of people playing single-player games. Gaming, therefore, is something that happens mostly inside the home, away from the public gaze.

Gamers tend to talk about games mostly with other gamers, keeping the conversation in something of a closed loop. The sizeable minority who have yet to explore gaming as a leisure activity, therefore, may simply not know what they're missing.

## User Penetration:

United Kingdom: 64.5 / Japan: 60.2 / South Korea: 58.3 / Sweden: 56.6 /  
Mexico: 55.7 / Dominican Republic: 54.1 / Ireland: 53.6

(Source: Statista Market Insights 2023)

# TBWA



# GAMING AS ENTERTAINMENT

GAMERS SPEND MORE HOURS PER WEEK  
PLAYING GAMES THAN WATCHING TV.

## A WAY TO UNWIND

According to a research conducted by Censuswide on behalf of Pure Telecom in 2024, 50% of adults in Ireland play online games. Pure Telecom's survey also found that adults in Ireland who play online games do so as a way to relax, with 35% finding that it helps with their mental health.

This shows that gaming has become as commonplace as watching TV. Just as a person might unwind after a long day by watching Netflix, another might choose to pick up their Nintendo Switch & spend a few relaxing hours playing the latest *Zelda*.

## UNLIKE TV, THE GAMING AUDIENCE IS ACTIVE

While both forms of entertainment offer a means of escape, video games provide a more interactive, immersive and mentally stimulating experience. Players are not just passive observers, instead becoming active participants in the narratives presented by the games.

## UP TO 20 HOURS SPENT GAMING

This sizeable majority of people, playing about 19 hours a week, are driving a shift in entertainment preferences and the nature of how we spend our leisure time.

(Source: Kantar TGI 2022)



TBWA



# GAMING AT SCALE

IRELAND'S GAMING POPULATION IS DOUBLE  
THE TV AUDIENCE OF THE GAA  
ALL-IRELAND FINAL.

We must start looking at video games as a mainstream form of entertainment, alongside the likes of video streaming and music streaming platforms, broadcast TV, and radio.

Comparisons with well-known entertainment platforms might help us to comprehend the size of the prize.

In 2022, it was estimated that around 2 million people in Ireland played video games. 2023 data pointing to a 53% penetration of video games, with that number rising each year.

Specialists in the industry speculate that the real number of gamers may be even higher.

*“There are a lot of people out there playing games frequently with friends, or maybe playing casual games like Candy Crush, and not necessarily declaring themselves as gamers,”* says Manuel Correia, Senior Game Designer at Resolution Games and former board member of IMIRT (Irish Game Makers).

Leisure time is finite. And so as more people spend more time gaming, brands must consider how to reach their audiences in this new frontier.

(Source: Statista Market Insights 2023)  
(Source: CSO)  
(Source: RTE)



OVER 2M  
PLAYERS



1.085M  
VIEWERSHIP ON  
ALL-IRELAND  
SENIOR FOOTBALL  
FINAL

GAME OVER  
FOR GAMING MYTHS

# BREAKING THE MYTHS: GENDER

IT'S A NEAR-50/50 SPLIT BETWEEN  
FEMALE AND MALE GAMERS.

Gaming is associated with a number of unhelpful myths; myths that we'll unpick over the next few pages.

## GAMING'S LEVEL PLAYING FIELD

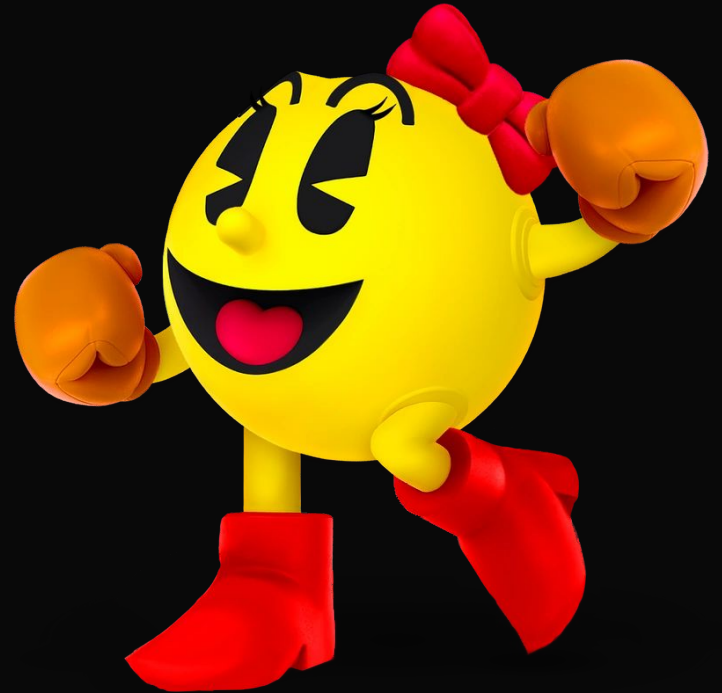
Gaming's gender imbalance is far less pronounced in reality than in perception. While there remains a male-skew when it comes to gaming professionals, the player landscape is close to parity.

**Research conduct with Bounce Insights in August 2023 revealed that the gender split amongst casual gamers is 52% male to 48% female in ROI. This is similar to the US where in 2023 46% were female.**

This is driven in part by a rise of mobile gaming, and a proliferation of titles that offer a communal experience that inspires sharing in mainstream social media conversations.

Female voices in gaming are growing quickly in influence, and gaming culture is infinitely richer for it.

(Source: Statista 2024)



# BREAKING THE MYTHS: PHYSICAL ACTIVITY

CONTRARY TO THE CLICHÉ, GAMERS  
ARE MORE PHYSICALLY ACTIVE THAN  
THE OVERALL POPULATION.

There's a persistent myth of the sedentary gamer. However, a YouGov survey from February 2023 revealed that gamers in Australia, Britain, India, UAE, and USA all visited the gym more often than their non-gaming counterparts. This supports the notion that gamers generally prefer active pursuits over passive ones.

Our own research supports this fact. **As almost half of Irish gamers (45%) hit the gym, a huge 72% of them exercise regularly outdoors, and more than half (52%) exercise at home at least once a week.**

Not only are gamers active, they're also more health-conscious than the myth might suggest - **just 3 out of 10 gamers eat junk food while gaming.**

## OPPORTUNITIES FOR BRANDS

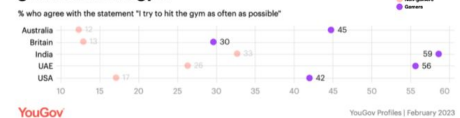
For brands, this raises two immediate opportunities.

Firstly, gamers can be reached via media channels far beyond the games themselves. Gaming-centric messages are likely to resonate at the gym, on the street and on TV, not just on Twitch.

Secondly, gamers may respond well to brand initiatives that are more active and participatory. It's an audience to engage with, not one to talk at.

# TBWA

### Gamers tend to have a much higher inclination than non-gamers to hit the gym





# BREAKING THE MYTHS: AGE

## GAMERS ARE OLDER THAN YOU THINK

Let's challenge the age-old notion that gamers are predominantly teenagers and students. The reality paints a very different picture.

Our survey from 2023 shows that only 13% of adult gamers are aged 18 to 24.

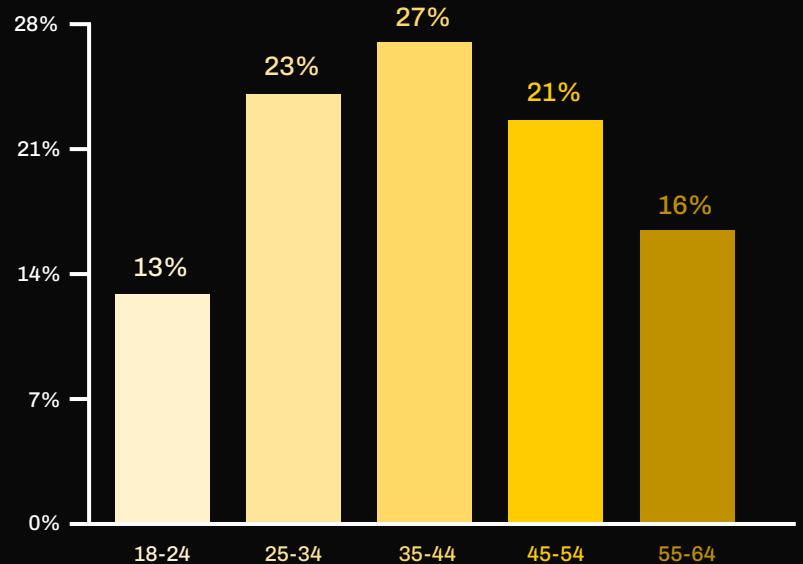
**The highest percentage of adult gamers in Ireland are aged between 35 and 44 (27%), with 66% of adult gamers being aged over 35.**

In fact, the global average age of a video game player is 35.

Gamers span across various age groups. In fact, for many adults in their 30s and early 40s video games are as much a part of their cultural landscape as going to the cinema, listening to the radio, or watching live sport.

In other words, gamers are potential car buyers, mortgage customers and household decisions makers.

(Source: Playtoday.com & Statista)



# BREAKING THE MYTHS: SOCIALISING

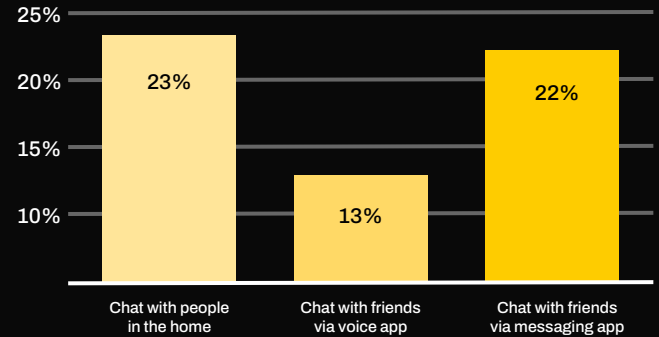
## THEY HAVE ACTIVE SOCIAL LIVES, FILLED WITH OTHER HOBBIES AND INTERESTS

The other myth we'll debunk is the idea that gamers are isolated or insular, engrossed solely in their gaming worlds and oblivious to other market categories. This couldn't be further from the truth.

**Our research showed that 23% chat with other people in the home while gaming; 22% chat with friends via messaging, and 13% chat with friends via voice apps.** This suggests that gaming is, for many, a highly social pursuit.

The gaming community don't stray too far from some of the general consumption habits and behaviour of the rest of the population. According to Kantar (2023), 73% of people who play video games in Ireland also own cars, and 45% plan to buy one in 2 years. Over one quarter (26%) already have a mortgage, and a third (33%) have credit cards. Given that gamers represent half of the population, this data perhaps comes as no surprise.

Rather than dismiss gaming as a fringe activity, the data suggests that gaming is a powerful cultural force that sits at the centre of the mainstream consumer's world.



### People who play video games also:



**73% own cars**  
(45% plan to buy one  
in 2 years)



**26% own  
mortgages**



**33% have  
credit cards**

# BREAKING THE MYTHS: CELEBRITIES

## GAMING INTERSECTS WITH A-LIST CELEBRITY CULTURE

The intersection of celebrity culture with the gaming world has played a significant role in shifting public perceptions. High-profile figures who are proudly enthusiastic about gaming help to dissolve any lingering stigmas about gaming as a pastime. In turn, this is influencing a new generation of adults to proudly and openly celebrate their passion for gaming.



### HENRY CAVILL: AN AVID WORLD OF WARCRAFT PLAYER

One of the most vocal celebrity gamers is Henry Cavill, known for his roles as *Superman* and in Netflix's *The Witcher*. Cavill is an avid gamer whose passion for the *World of Warcraft* was so intense that he almost missed the call that he'd been cast as Superman.

### DRAKE: FORTNITE FAN

Another prominent figure is musician Drake, who famously broke Twitch streaming records when he played *Fortnite* with streamer Ninja. The collaboration helped put gaming personalities on a equal footing to chart-topping recording artists.

### MILA KUNIS: ALSO A WORLD OF WARCRAFT FAN

Similarly, actress Mila Kunis has spoken about being a die-hard *World of Warcraft* player, illustrating that the appeal of across gender lines.

# BREAKING THE MYTHS: PUBLICATIONS

PUBLICATIONS LIKE THE GUARDIAN AND NEW YORK TIMES FREQUENTLY DISCUSS CULTURAL, ARTISTIC AND ECONOMIC IMPACT OF VIDEO GAMES.

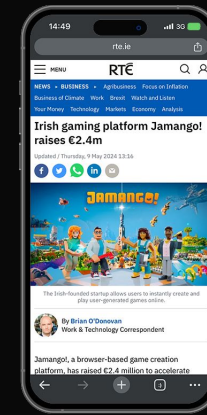
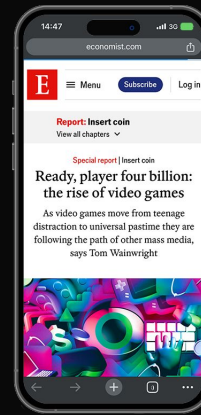
## GAMING IS NOW SCRUTINISED BY WELL-REGARDED PUBLICATIONS

The evolution of video games into a mainstream pastime has also been reinforced not only by celebrities embracing the hobby, but also by the coverage of gaming in major mainstream publications.

The Guardian, the New York Times, Forbes and many others frequently discuss the cultural, artistic, and economic impact of video-games. They offer reviews and think-pieces on the latest releases, delve into the influence of gaming on society, and even cover flagship industry events such as the Electronic Entertainment Expo (E3).

On a local level, RTÉ, The Irish Times and the Irish Independent and BBC all publishes pieces on video-games on an ongoing basis. *"The majority of gaming pieces on rte.ie become the Most Read in Culture section on release."* says Alan Swan, Branded Content Partnerships for RTÉ.

Additionally, The Economist has featured articles that explore the economic aspects of gaming, including the rise of esports and its potential for growth. Meanwhile, "Forbes regularly highlights the business and innovation side of the gaming industry, profiling influential figures and examining how video games impact the larger media landscape. This broad coverage from respected sources reassures adults that their interest in video games is shared by serious, well-regarded commentators and analysts.



As gaming continues to be discussed alongside more traditional subjects of journalistic scrutiny, the topic undergoes a cultural shift.

This mainstream coverage affirms that gaming is a multifaceted activity with broad relevance to contemporary life. This helps to dispel old notions of gamers as antisocial teenagers... or immature adults.

The media's widespread acceptance and celebration of gaming should, perhaps, serve as inspiration for marketing to follow suit.

IRELAND  
IS A GAMING  
POWERHOUSE



# GAMING GROWS HERE

IRELAND'S VIDEO GAME INDUSTRY IS THRIVING DUE TO A SYNERGISTIC BLEND OF GOVERNMENT INCENTIVES, EDUCATIONAL EXCELLENCE, INTERNATIONAL COLLABORATION, AND CULTURAL HERITAGE. THIS POTENT COMBINATION NOT ONLY UNDERSCORES THE CURRENT SUCCESS OF IRELAND'S GAMING SECTOR, BUT ALSO POINTS TO OUR POTENTIAL TO BECOME EUROPE'S GAMING POWERHOUSE.

Ireland is rapidly emerging as a significant player in the European gaming industry. This growth is powered by a unique combination of government support, high levels of educational attainment in tech, and rich cultural heritage in the creative arts. Combined, this creates the conditions that make Ireland a key hub for the gaming industry today, and a region with enormous potential for expansion into the future.

## GOVERNMENT EFFORTS PAYING OFF

One of the pivotal factors driving this growth is the Irish government's proactive stance towards the gaming industry. The Digital Games Relief offers a refundable corporation tax credit of 32% on qualifying expenditures related to game development. This move incentivises local developers while also attracting foreign investment, thereby aiding commercial growth and fostering an environment conducive to ongoing innovation.

## EDUCATION HELPS PEOPLE SPECIALISE IN GAMING

Education plays a critical role in the sector's development. Irish educational institutions are increasingly offering specialised courses in game development and design, cultivating a homegrown talent pool adept in the latest gaming technologies and creative processes. This educational infrastructure ensures a steady supply of skilled professionals, essential for sustaining and expanding the industry.

## NATURE OF IRISH BUSINESS LANDSCAPE IS A HUGE PLUS

Ireland's gaming industry also benefits significantly from its thriving ecosystem of both multinational and indigenous companies. The presence of major international studios such as Activision Blizzard, Riot Games, and Electronic Arts has established Ireland as a hospitable and dynamic environment for game development.

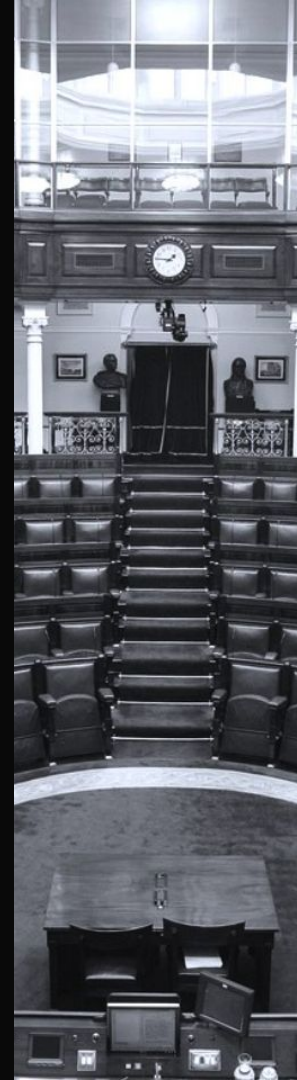
Moreover, these world class studios offer expose local talent to global best practices, and help underline Ireland's status as one of the leading players in the gaming world.

## HOME OF NATURAL STORYTELLERS

The cultural influence of Ireland also plays a substantial role in its gaming success. Renowned for its rich storytelling tradition, Ireland brings a unique narrative depth to the gaming industry. This 'soft power' infuses Irish-developed games with a distinctive character, enhancing their appeal in the global market and further establishing Ireland as a location for narrative-rich game development.

It's perhaps of little surprise, then, that the multi award-winning *Baldur's Gate* was co-created by Larian Studios' Dublin office.

While the Irish gaming industry is still in its nascent stages compared to global gaming hubs in the US, our current trajectory points to a very a bright future. The conditions exist to create sustainable growth, as Ireland continues a path towards becoming leading player in this fast-growing sector.



# HOME-GROWN GAMES

BIGGEST GAME OF 2023  
PARTIALLY PRODUCED IN  
DUBLIN: BALDUR'S GATE BY  
LARIAN STUDIOS

*Baldur's Gate 3*, developed by Larian Studios, is a critically acclaimed role-playing video game that was partially produced in Dublin. The game, which is the third installment of the Baldur's Gate series, is based on the legendary *Dungeons & Dragons* tabletop role-playing system.

Although Larian Studios is headquartered in Ghent, Belgium, it carries out a significant amount of work at its Dublin offices where it employs more than 130 people.

*Baldur's Gate 3* is known for its intricate gameplay and storytelling, featuring thousands of lines of dialogue. This offers players a vast universe to explore, with a menagerie of characters to encounter.

*Baldur's Gate 3* received critical acclaim, with praise for its gameplay, narrative, and production quality. It won several Game of the Year awards, including the prestigious Golden Joystick.

(Source: The Game Awards 2023)



# GAMERFEST

## ONE OF THE LARGEST GAMING FESTIVALS IN EUROPE

Gamerfest is a lively tribute to Irish gaming culture, drawing in gamers of various backgrounds and ages from all corners of the country. Around 25,000 have visited Gamerfest since its inception in 2017, and the event grows bigger and better each year.

Held over two days in the RDS, the festival boasts a diverse array of activities and attractions, catering to a broad spectrum of gaming interests. From competitive esports tournaments spotlighting elite players to relaxed gaming zones where attendees can sample new titles, Gamerfest ensures there's something to engage every attendee.

A standout aspect of Gamerfest is the chance to connect with fellow gamers, industry experts, and content creators. Whether it's exchanging strategies with peers, seeking advice from seasoned gamers, or meeting beloved YouTube or Twitch personalities, Gamerfest cultivates a sense of community and friendship among participants.

(Source: Gamerfest.ie)

Moreover, Gamerfest often hosts panels, workshops, and keynote speeches featuring notable figures from the gaming industry. These sessions provide valuable insights into the latest gaming trends, advancements, and innovations, transforming Gamerfest into not just a celebration of gaming culture but also an enriching and enlightening experience.

Naturally, no gaming festival would be complete without a showcase of the newest and upcoming games. Gamerfest typically includes an expo area where attendees can test unreleased titles, try out new gaming hardware and accessories, and even engage with developers to learn about the creative process behind their favorite games.

This year's Gamerfest took place on the 24th and 25th of May, and was supported by TBWA\Dublin clients eir and Dublin Simon, together with Cupra, Red Bull, Mooju and Pringles among others.

The event offers those brands the change to show up in new, active and engaging ways in front a diverse audience of 9,000 enthusiasts.

Gamerfest is a dynamic and inclusive tribute to gaming in all its forms, uniting a broad church of attendees through the power of play.



# GAMER FEST



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**NEXT LEVEL:  
CLOUD GAMING**

# NETFLIX FOR GAMING

CLOUD GAMING WILL FURTHER INCREASE THE PENETRATION OF VIDEO GAMES, WHILE ALSO CREATING A BROAD CANVAS FOR BRANDS TO ENGAGE THEIR AUDIENCES.

Cloud gaming - also known as on-demand gaming or Gaming as a Service (GaaS) - is set to become the next big thing in the gaming world. Brands should take note, it's a form of gaming that greatly increases opportunities to engage with customers.

Cloud gaming allow users to play top-tier games without needing to buy a console or PC. The games can be streamed to a variety of smart devices wherever there's a fast internet connection - much like video streaming services.

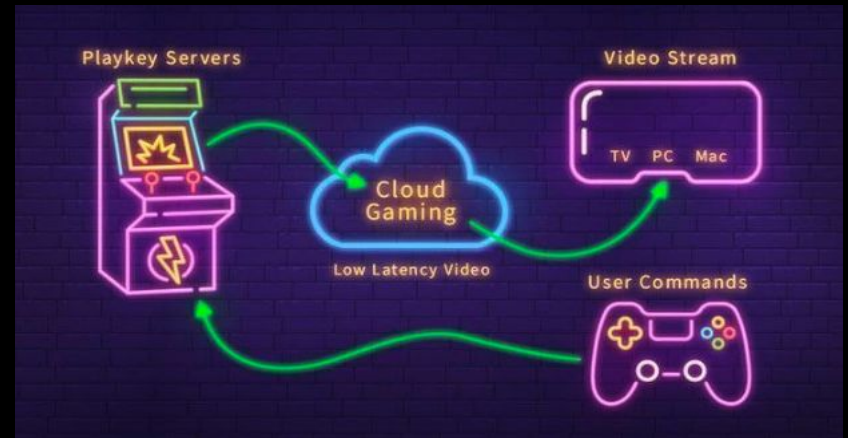
While the technology is not yet widely available, cloud gaming has the potential to become to video game consoles and gaming PCs what Netflix was to DVD players.

## HOW CLOUD-GAMING BENEFITS BRANDS

A person playing single player games can currently do so without an internet connection. With cloud gaming, the processing of games will be done via remote GPUs, meaning that even single-player sessions happen online.

This means that Gaming Providers will have the opportunity to overlay messages of any type at any moment, such as during loading screens, menu screens or on virtual ad formats within the game itself. This offers brands the opportunity of show up seamlessly in front of people while they play, all without going through laborious and costly modification to the game itself.

The models are still being refined and tested, but research from AdExchanger has already confirmed that players are happy with the presence of brands in-game if it unlocks additional perks or discounts. This opens the possibility to take inspiration from the music and video streaming services and offer advertising-subsidised 'freemium' plans.



# 5 CLOUD-GAMING PLATFORMS TO KNOW ABOUT

## NETFLIX

Netflix is seriously exploring a cloud gaming offering and has opened a new gaming studio in Southern California.

The company aims to offer a value-add service, rather than a console-killer. Netflix has dozens of games in development in its own studios, and almost 100 games already on the service.

While the majority of titles are mobile games, often inspired by Netflix shows, the library also includes classic blockbusters such as *Grand Theft Auto III* and modern hits such as *Hades*.



Amazon Luna is a cloud gaming platform developed and operated by Amazon.

Powered by Amazon Web Services (AWS), Luna makes it easy to stream high-quality games, immersive games without lengthy downloads or updates, expensive hardware, or complicated configurations.

As part of a special offer, Amazon Prime members receive access to a rotating selection of free games through the new Prime Gaming Channel on Luna.



## CLOUD GAMING

Xbox Cloud Gaming is currently considered the most robust video-game streaming service. That's because it's premium tier not only offers a very generous library of Xbox and PC games, but also a reliably strong and stable performance.

It connects to PC game stores so users can stream the games they already own. Plus, game purchases made on personal store accounts will always stay with the user.

Microsoft has also announced a partnership with cloud-gaming provider Boosteroid to bring more games to more players around the world.



GeForce NOW is one of the many initiatives responsible for skyrocketing NVIDIA's stock prices in the latest years.

Players can stream PC games they already own on game stores. While not all games are available, GeForce support for over 1,500 puts them ahead of the competition by a wide margin.

Apart from its premium subscriptions, GeForce Now's free tier allows people to play for an hour at a time on servers that sometimes have queues, which is an attractive proposition for casual gamers.



PlayStation Plus was restructured into three distinct tiers, with PS Plus Premium being the priciest option. This tier grants access to over 300 streamable titles from the PS1, PS2, PS3, PS4, and PSP eras.

Games can be played on a PlayStation console or on a PC, but not yet on other smart devices like many of its competitors.

The main attraction of PlayStation Plus Premium lies in its extensive library of games, many of which are unavailable for streaming elsewhere. This includes titles like the 2005 version of *God of War*, *Ratchet & Clank: A Crack in Time* and a variety of other Sony exclusives.



# HOW BRANDS CAN JOIN THE PARTY



# WHERE SHOULD MY BRAND START?



The following essay is based on a conversation with Trev Keane, Group Commercial Director and Founder at Epic Global.

Trev also advises and judges for Stadia Ventures, a US venture fund for sports and esports technology, and serve on the board sports and tech conference, One Zero.

Imagine the gaming world as a massive playground where your brand can be one of the cool kids. But to hang with this crowd, you've got to know the ropes.

Think of it like those early days when everyone was figuring out Facebook and Twitter. If you want your brand to click with gamers, you've got to jump in and play a bit yourself. It's not about nailing high scores but about getting the feel of the space.

Choosing where to hang out in this playground is key. You've got the big, noisy fields of general gaming or the specialist zones of Esports. Each space has its vibe, and where you choose to set up shop depends on what your brand stands for. If you resonate with the gaming brand, everyone else will too.

Think of it like choosing between movies or TV for your adverts. Movies let you sneak products into the scenes, while TV is about catching eyes during the ad breaks.

For brands taking it slow, the first step is like looking in the mirror. What's your brand's personality? If you're all about family-friendly fun, then the battlefields of *CS: GO* might not be your scene. Instead, you might want to play in the sandboxes of *Fortnite* or *Roblox*.

The smart mover may start with ads in the games themselves. This is where you get to know who's playing and what they like. Next up, team up with gamers who make videos and stream. They're like the friends who introduce you to the cool kids — if they like you.

Ireland is a great place to get into this game. It's like being the first to claim a spot on the beach.

Mooju milk did just that with *Rocket League*, starting with small moves and working up to big tournaments. They became a part of the community and even threw a real-life bash in Cork that had everyone talking.

Ireland has a winning edge for gaming. It's filled with big names in tech and is the perfect testing ground for brands to try out new gaming moves without causing a world scene.

And let's not forget the indie game scene, where the magic happens. In Ireland, game makers receive a sweet tax deal to create the next big thing.

*The Finals* is a prime example. Made by a small crew, not the usual gaming giants, and designed from the ground up for brands to blend into the gameplay.

So there you have it. Gaming is the new frontier, and it's all about finding your spot, making friends, and becoming part of the fun.

**"IF YOU  
RESONATE  
WITH THE  
GAMING  
BRAND,  
EVERYONE  
ELSE WILL  
TOO".**

# WELL-KNOWN METRICS IN A NEW MEDIUM



*David Madden is the CEO of PlayerWON, and one of the creators of highly successful monetisation methods for games, such as rewarded-ads.*

*The following is based on a conversation with David and his team.*

As gamers go into cloud services, there has to be more opportunities for players to get their hands on more game content without having to spend US \$75 or more on a full game, or to pay the monthly fee or battle passes.

PlayerWON, in partnership in the UK and Ireland with Venatus, have worked with companies such as Warner Bros, Universal, Pringles, Kellogg and others to monetise and optimise their content, while helping advertisers to connect with audiences through custom creative executions.

The core of PlayerWON's business is focused on serving PC and console gamers with premium, well produced brand-sponsored videos in exchange for valuable gaming rewards they would otherwise have to pay for.

The experience is never interruptive. Instead, it's controlled by players who choose to watch the ads to unlock cool in-game rewards.

Because the opportunity to watch sponsored videos only appear during downtime, such as pauses or loading screens, the advertising opportunity complements gameplay instead of competing with it. That allows PlayerWON to boast a 97% completion rate of the videos.

The in-game advertising solutions pioneered by PlayerWON represent immediate opportunities for brands that previously haven't engaged with gaming audiences to brave their first adventures into the world of video-games, while having the convenience of operating with familiar CTV metrics and purchase models, such as impressions, watched time, completion rates, cost per completed view and view-through conversions.

**"AN EXISTING AND SUCCESSFUL SOLUTION TO CONNECT WITH YOUR AUDIENCE INSIDE THEIR FAVOURITE GAME AND REWARD THEM FOR ENGAGING WITH YOUR VIDEO MESSAGE".**

# A SYSTEM FOR GAMING ACTIVATIONS





When we think of activations in the context of video games, it's easy to think of digital versions of your real-world brand experience - your products or retail environment transposed into a virtual world.

But in the limitless world of gaming, we don't have to stick to such straight-line thinking.

The following system is designed to help you to understand how your brand can be present in the gaming world in more unexpected ways. We've included inspiration from brands from around the world to help illustrate what's possible.

The system is tied in terms of 'levels of interference' - in other words, how much you'd need to modify the game itself in order to integrate your brand.

Intense interference typically requires bigger budgets and longer lead times, but it doesn't necessarily follow that intense interference is required to make a big impact. Over the following pages we've collected examples that occupy different parts of the system's spectrum.

- 
- 
1. INTENSE GAME INTERFERENCE
  2. PARTIAL GAME INTERFERENCE
  3. PARALLEL GAME INTERFERENCE
  4. GAME INTERACTION W/O INTERFERENCE
  5. NO INTERACTION, NO INTERFERENCE



A character with white hair, a red bow, and a large purple and black scythe. They have large, translucent butterfly wings with yellow crescent moons and are surrounded by blue flames and white butterflies. The character is holding the scythe with both hands.

# THE COST OF BULLYING

WHEN GAMERS BULLY, THEY PAY THE PRICE

# 1.

## INTENSE GAME INTERFERENCE

THIS INVOLVES DEEP BRAND INTEGRATION INTO GAMEPLAY OR STORY, SUCH AS BRANDED MISSIONS OR UNIQUE CHARACTER ITEMS. THESE ACTIVATIONS ARE IMMERSIVE, SIGNIFICANTLY AFFECTING THE IN-GAME EXPERIENCE, BUT MAY DISRUPT GAME BALANCE.



Click [here](#) to watch the video

In China, the advent of online gaming has led to a significant increase in bullying, with half of the gamers having claiming to have experienced bullying while playing games online.

To address this issue, Samsung, in collaboration with a major game developer, implemented a unique solution in the game *Magic Quest* to combat bullying. They linked an 'Abusive Language Detection System' to the game's pricing database, so that whenever bullying behaviour was detected, the price for in-game purchases would increase in real-time.

This initiative, known as '*The Cost of Bullying*', resulted in over one million bullies paying the price during the two-week period, leading to a 40% reduction in in-game bullying. The campaign's success made it the most effective anti-bullying effort in China to date, sending a clear message that there are real consequences to online bullying.

**HEINZ**  
ESTD 1869

**HIDDEN  
SPOTS**



CALL-DUTY  
**WARZONE™**  
**PACIFIC**  
EDITION

# PARTIAL GAME INTERFERENCE

HERE, BRANDS SUBTLY APPEAR IN-GAME THROUGH PRODUCT PLACEMENTS OR SPONSORED EVENTS. THESE ACTIVATIONS CREATE AN ENGAGING AND DIVERTING BRAND PRESENCE BUT WITHOUT MAJOR GAMEPLAY CHANGES, THEREBY PRESERVING THE GAME'S CORE ESSENCE.



Click [here](#) to watch the video

Unlike single-player gamers, online gamers don't have the option to pause their game. If you pause for a snack during an online game, you become an easy target for your opponents.

This is a problem for gamers, and also a problem for a food brand like Heinz. And so, Heinz developed Heinz Hidden Spots - a map of hidden spots in *Call of Duty* where gamers can hide from their rivals during battles... and snack safely.

The campaign was developed in partnership between Heinz and the game's developers, helping the initiative to quickly gain acceptance within the gaming community.

GREENPEACE

# LOS SANTOS

+3°C 

MEET THE GREENPEACE'S IMMERSIVE IN THE METAVERSE

[GREENPEACE.ORG.BR/LOSSANTOSTRESGRAUS](https://www.greenpeace.org.br/lossantostresgraus)

# PARALLEL GAME INTERFERENCE

THIS CATEGORY FEATURES BRANDS INFLUENCING THE GAME'S ENVIRONMENT OR CONTEXT WITHOUT DIRECTLY CHANGING GAMEPLAY. EXAMPLES INCLUDE THEMED IN-GAME ADVERTISING, OR AMBIENT BRANDING THAT ENHANCES THE GAME WORLD'S ATMOSPHERE.



Click [here](#) to watch the video

Greenpeace created a temporarily transformed area within Grand Theft Auto V, all in aid of a very important message. Los Santos - the game's fictionalised version of Los Angeles - was modified to simulate the effects of a 3 degree increase in global temperature. Gamers found their familiar virtual landscape destroyed by flooding, pollution and destruction of flora and fauna.

Gamers were invited to explore this altered city wearing protective clothing, where they experienced extreme weather events and participated in unique missions with a socio-environmental focus. Gamers were then invited to support those affected by real-world climate events through donations and petitions. The campaign also included a webpage where users could learn about the effects of climate change and support the cause on an ongoing basis.



# GIVE HOME ADVANTAGE

CHALLENGE



# 4.

## GAME INTERACTION W/O INTERFERENCE

BRANDS ENGAGE PLAYERS THROUGH INTERACTIVE ADS OR MINI-GAMES ADJACENT TO THE MAIN GAME. THESE ACTIVATIONS OFFER OPTIONAL BRAND EXPERIENCES, RESPECTING PLAYER AUTONOMY AND PRESERVING GAME INTEGRITY.



Click [here](#) to watch the how to play video

TBWA\Dublin created the #GiveHomeAdvantage Dublin Simon Community at Gamerfest 2024. For this challenge, streamers played EA FC on a modified difficulty level that made winning impossible, reflecting the extreme difficulties faced by those living in homelessness every day.

The only way streamers could improve their fortunes was via donations from their followers. This raised vital funds for Dublin Simon, while also showcasing how the service helps people navigate a path out of homelessness

As the official charity partner of Gamerfest, Give Home Advantage took place on stage at the event, introducing Dublin Simon to a new audience of passionate gamers.

*"WE'VE BEEN KEENLY AWARE OF THE GROWING POPULARITY OF GAMING WITHIN IRELAND AND THE DIVERSITY OF THE GAMING COMMUNITY. WE ARE SO EXCITED TO BE PARTNERING WITH GAMERFEST THIS YEAR AND GRATEFUL TO TBWA WHO CREATED THE DUBLIN SIMON #GIVEHOMEADVANTAGE ACTIVATION.*

*WE HOPE OUR FIRST STEP IN TO THE GAMING UNIVERSE WILL ALLOW US TO ENGAGE WITH A WHOLE NEW AUDIENCE WHO WE KNOW BELIEVE THAT EVERYONE DESERVES THE ADVANTAGE OF HAVING A HOME." -*

Emma Kilkenny,  
Director of Fundraising and Marketing at Dublin Simon  
Community





HOME

INFO

INDEX

CALCULATOR

# THE GAMER LOAN<sup>↑</sup>

TRANSFORM THE VALUE OF YOUR VIDEO GAME ACCOUNTS INTO A BANK LOAN

ESTIMATE NOW >

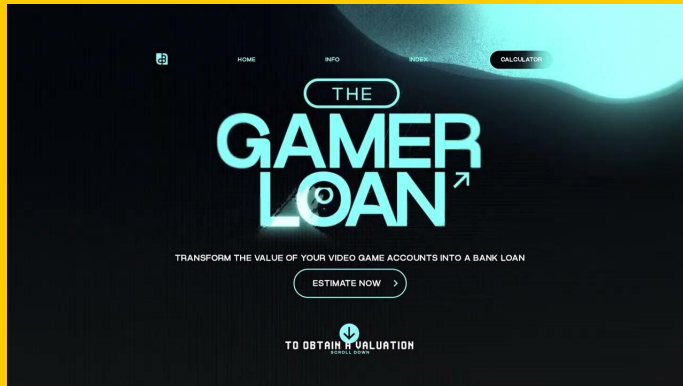


TO OBTAIN A VALUATION  
SCROLL DOWN



# NO INTERACTION NO INTERFERENCE

BRANDS ENGAGE WITH GAMING CULTURE THROUGH SPONSORSHIPS OF EVENTS OR PLATFORMS, INFLUENCING AUDIENCE BEHAVIOUR AND CULTURE. THIS APPROACH ALIGNS BRANDS WITH GAMERS' INTERESTS, ENHANCING PRESENCE IN THE GAMING COMMUNITY WITHOUT AFFECTING THE GAME ITSELF.



Click [here](#) to watch the video

Traditional banks ask for assets like cars or real estate as loan collateral, which most young people don't have. Consequently, only 2 out of 10 young Ecuadorians can qualify for a loan, keeping the majority of them stuck in a cycle of financial struggle. This outdated system is holding back both personal and national economic growth.

Recognizing this issue, Banco del Pacifico is dedicated to promoting financial inclusion by making loans more accessible to Ecuador's youth.

Banco del Pacifico, introduces a revolutionary concept by using gaming accounts as legitimate collateral for loans. Understanding the worth of virtual assets stored in gaming accounts, Banco del Pacifico introduces BancaGamer.com, a platform empowering players to unlock the real-world value of their gaming assets. Through this initiative, gamers can leverage their virtual assets to secure loans, marking a significant shift in lending practices.

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RONÁN JENNINGS

EMAIL: [RONAN.JENNINGS@TBWA.COM](mailto:RONAN.JENNINGS@TBWA.COM)

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