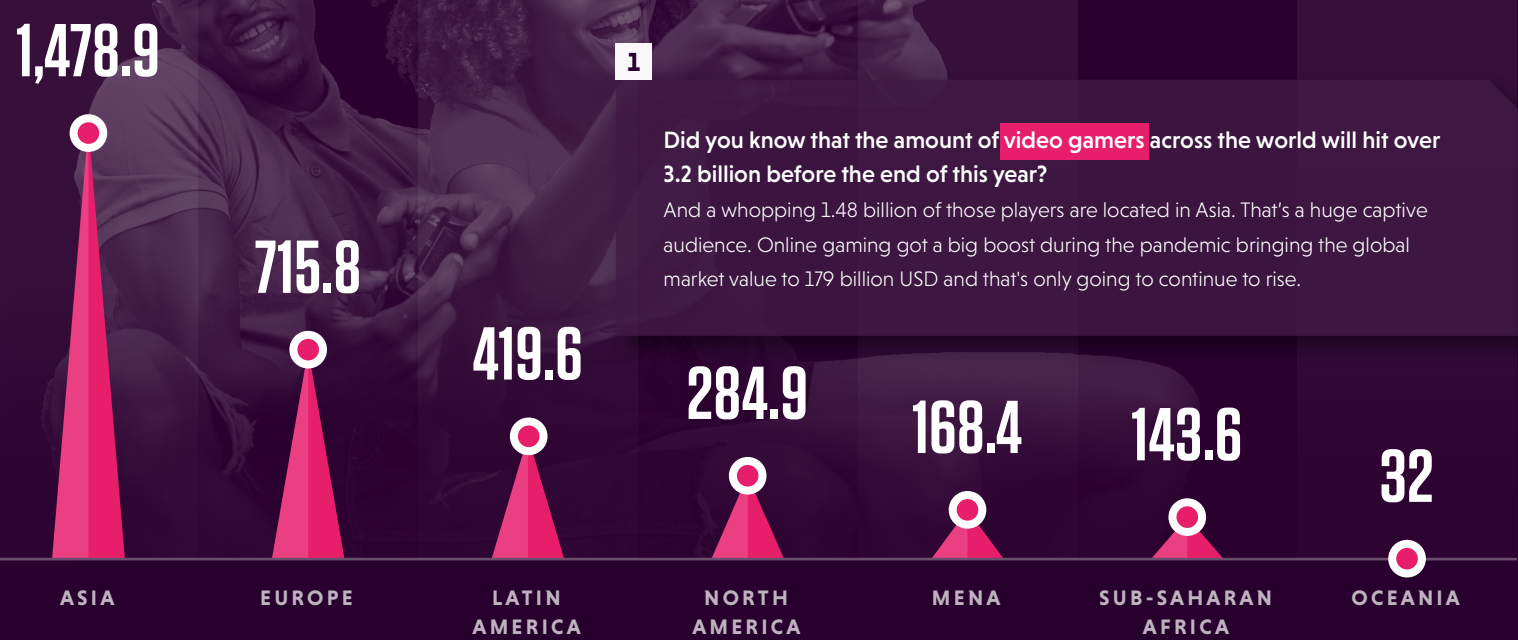


The game winning opportunity globally ▾

Video gamers in millions in 2021



The streaming effect ▾

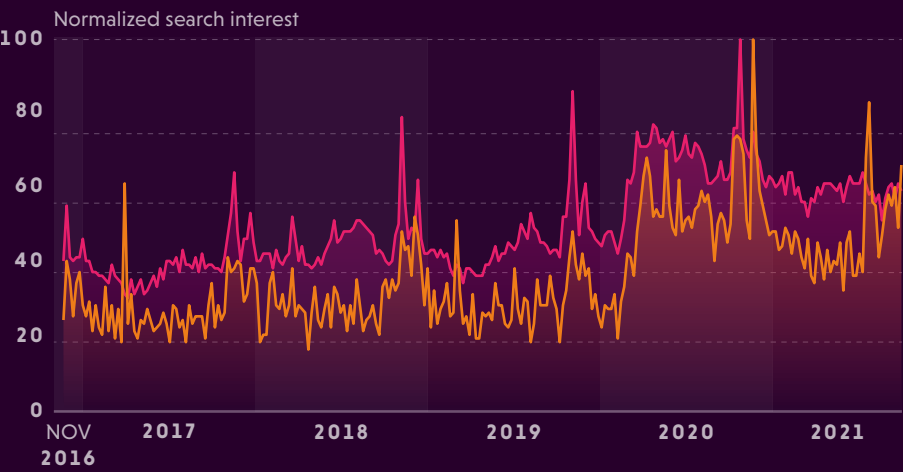
since pre-pandemic



Gamers love to play but they also love to stream. Streaming viewership on platforms like Twitch and Mixer doubled last year globally during the lockdowns and is continuing to grow.

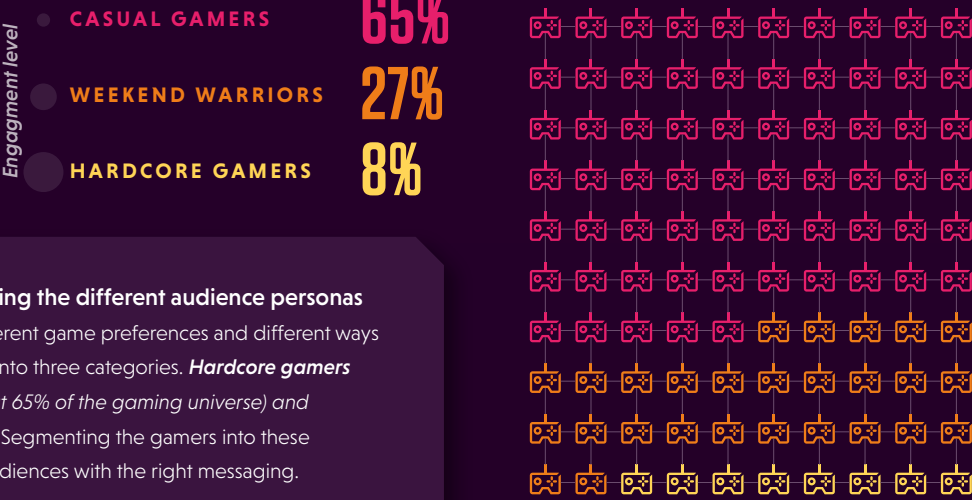
We see that viewership is 82% higher than it was pre-pandemic with the number of active streamers almost doubling in 2020 and it's not slowing down. An effective way to reach the global gaming community is in-stream ads.

Continued demand **gaming laptops, consoles** and accessories ▾



Gamers want the latest top-of-the-line accessories and their online interest for them grew to 147% during lockdowns. That number has normalized but we still see really high demand for the upcoming holidays and shopping events. Despite supply chain woes and chip shortages, one in two consumers globally are looking to shop for consumer electronics.

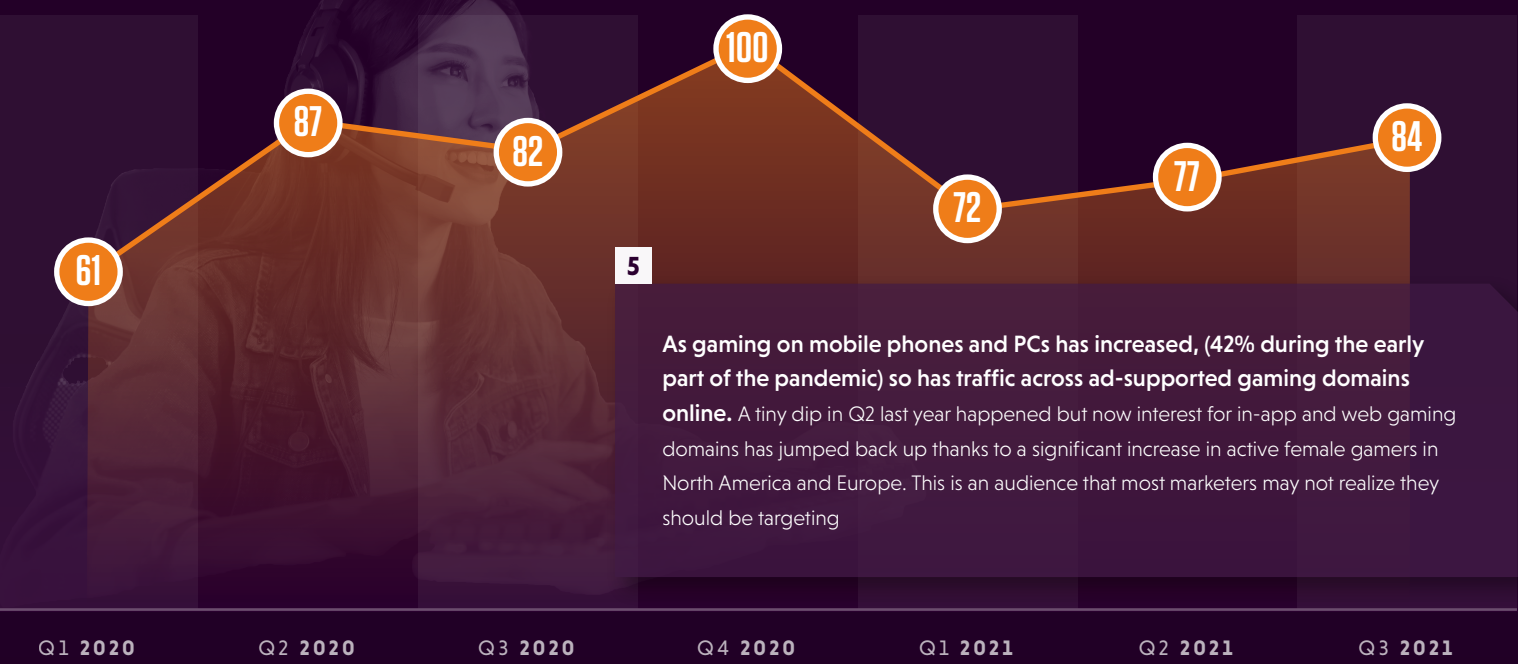
Segmenting the gaming audience ▾



The term 'gamer' does not come close to explaining the different audience personas that exist in the gaming community. There are different game preferences and different ways of engaging with those gamers. We break them down into three categories. **Hardcore gamers** (about 8% of the entire segment), **Casual gamers** (about 65% of the gaming universe) and **Weekend warriors** (about 27% of the gaming universe). Segmenting the gamers into these categories can help you effectively to reach the right audiences with the right messaging.

The online gaming platform programmatic opportunity ▾

Normalized audited impression opportunity



Reaching gamers is a huge opportunity since eight in ten gaming households have more than three connected devices. Using programmatic media can offer the perfect opportunity to reach the right audience at the right time and in the right place. And that's how you can win the game.

TESTIMONIAL

NAME

Nick Timms

JOB TITLE

Global Chief Commercial Strategy Officer, MiQ

PRODUCT/MODEL

Legion 7 RTX 3080

WHY YOU USE A LENOVO PRODUCT FOR GAMING

The Legion 7 is a savage machine. A guilty pleasure of mine is playing Call of Duty - and the Legion runs it beautifully at over 150 fps at QHD. The speakers are really impressive for a laptop and the LEDs with the 3080 is a thing of beauty. At least for a gaming geek anyway.