



ACTIVISION® | BLIZZARD®
M E D I A

GAMING'S NEXT LEVEL:

Harnessing the Power of Platforms
to Engage Players Everywhere

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Gaming's Reach and Scale:

A Global Audience Ready for Engagement

Gaming is more than just an entertainment category—it's a global cultural force that offers brands unparalleled opportunities to engage with audiences in ways that are both immersive and meaningful. With 3.4 billion players worldwide¹, gaming has evolved into one of the largest, most dynamic media channels, capturing attention across generations, platforms, and play styles.

In the U.S. alone, 86% of the population plays video games², a testament to gaming's mainstream appeal. Whether on mobile, console, or PC, players interact with gaming throughout their day, creating a rich ecosystem of engagement that extends far beyond the game itself. For brands, this presents a unique and scalable opportunity to connect with consumers when they are actively engaged, rather than competing for fleeting attention in more passive media environments.

A Diverse, Multi-Generational Audience

Gaming's widespread adoption means it reaches nearly every demographic, from Gen Alpha to Baby Boomers. Players engage across multiple platforms, making gaming an essential touchpoint for brands seeking broad yet meaningful connections.

We wanted to better understand how today's players are engaging across multiple platforms, and how gaming fits into daily life. To do this, we partnered with Toluna to conduct two quantitative studies among adults in the U.S. over the age of 18 who played video games, watched TV, used social media, and/or watched online videos in the past month.

The results underscore just how deeply gaming is embedded in daily life:



of gamers play or watch
video games daily³



of gamers play or watch
video games weekly⁴

The average weekly gamer engages across 3 platforms⁵, seamlessly moving between mobile, console, PC, gaming streams, VR, and so on.

This habitual engagement sets gaming apart, offering brands the opportunity to reach consumers during highly attentive and interactive moments—something other digital media struggles to provide.

1 - NewZoo, Global Games Market Report, July 2024

2 - GlobalWebIndex, GWI Core, Q4 2023 - Q3 2024 (Base: US Internet Users 18+)

3 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

4 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

5 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024

Note: Number of platforms calculated across 10 in total (mobile, console, handheld, PC, watching game streams, social media gaming, gaming via TV streaming service or device, watching esports, cloud gaming, VR / AR gaming)

The Power of Always-On Engagement

Gaming is an "always-on" medium with players interacting across different times of the day and in diverse contexts. This creates multiple opportunities for brands to align their messaging with the right moments:

Players engage with gaming across different platforms:

77% of weekly gamers play on mobile, 52% on console, and 34% on PC⁶.

Players don't just game—they multitask:

75% of weekly gamers play while watching TV or video⁷, offering cross-screen engagement possibilities.

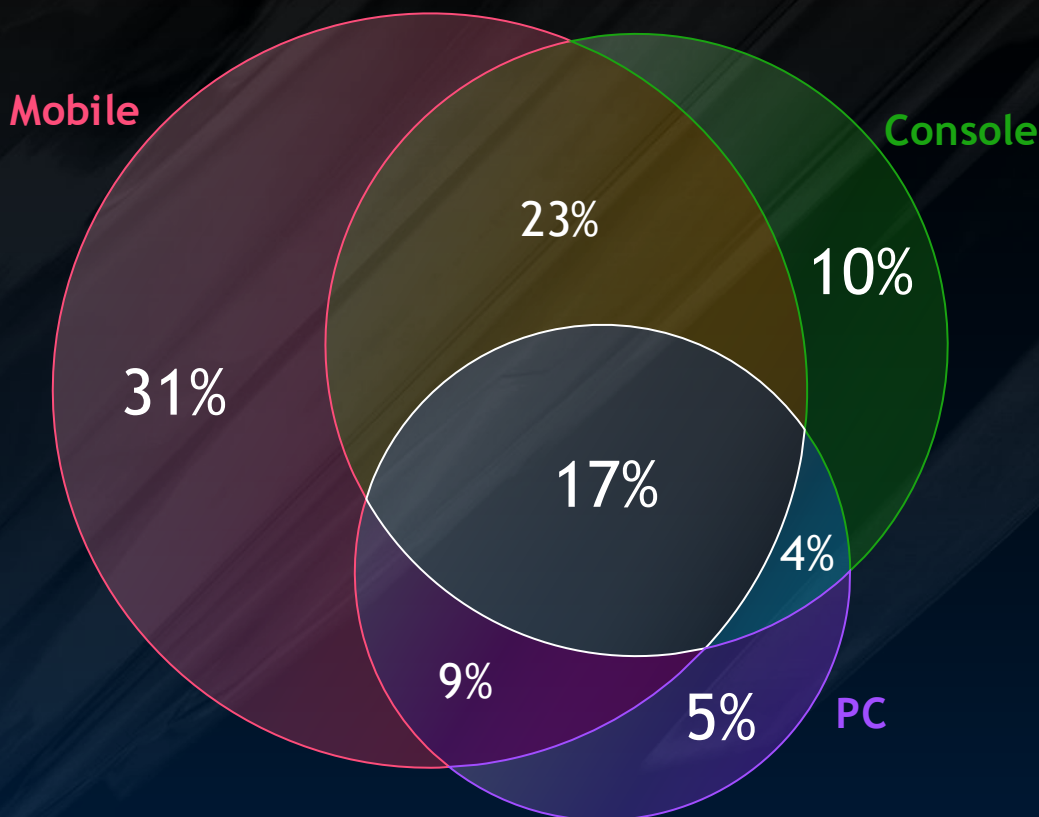
Gaming spans the day:

Weekly gamers engage across three different dayparts on average⁸, meaning brands can tailor their approach based on when and how players are interacting with their favorite games.

With gaming's reach and deep player investment, the opportunity for brands is bigger than ever. The next step? Understanding how to activate in ways that feel native, valuable, and aligned with how players experience gaming in their daily lives.

Weekly Gaming Activities Among Users

Across *Mobile*, *Console*, or *PC*



6 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

7 - Activision Blizzard Media Daypart Study via Toluna, Jan 2025 (Base: US Adults 18+)

8 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

Chart - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

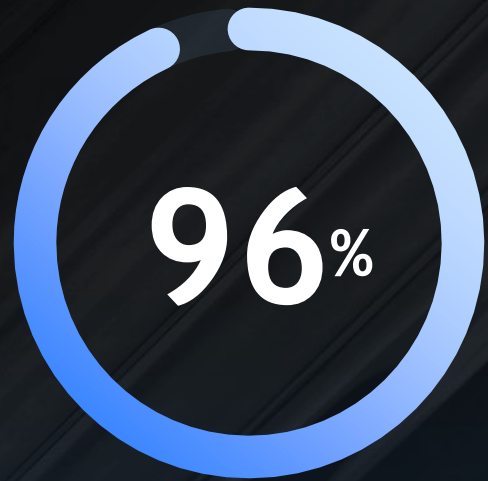
Multiplatform Engagement: Reaching Players Wherever They Play

Gaming today is seamless, flexible, and multiplatform. Players no longer limit themselves to a single device—instead, they move fluidly across mobile, console, and PC, engaging with different experiences at different times. For brands, this multiplatform behavior means more opportunities to reach players in diverse settings, each with unique engagement patterns and advertising possibilities.

Cross-platform play has become deeply embedded in player behavior:



of weekly gamers play across two or more platforms⁹.



of weekly gamers engage with at least one major platform—Mobile, console, or PC¹⁰.

This cross-platform behavior expands the number of brand touchpoints, allowing advertisers to tailor messaging to the unique strengths of each platform while maintaining consistency across the player's journey.

Cross-platform players within the Microsoft ecosystem:

Almost **1 in 3** King, Xbox, and Microsoft Casual Games players play across more than one Microsoft property¹¹

9 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+) Note: Number of platforms calculated across 10 in total (mobile, console, handheld, PC, watching game streams, social media gaming, gaming via TV streaming service or device, watching esports, cloud gaming, VR / AR gaming)

10 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

11 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

Why Multiplatform Engagement Matters for Brands

Unlike other digital channels where attention is fleeting, gaming commands sustained, active participation. However, not all platforms serve the same purpose—each offers distinct player mindsets, behaviors, and opportunities for brand engagement.

The key for brands is to understand where and how players engage with gaming throughout their day and to activate accordingly.



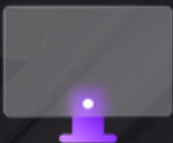
Mobile:

The most accessible platform, offering high-frequency, bite-sized engagement. Perfect for Rewarded Video, interactive ad formats, and short-form content.



Console:

Delivers immersive, high-impact engagement, particularly in the evening. Best suited for cinematic brand storytelling, sponsorships, and in-game integrations.



PC:

Appeals to deeply engaged, high-investment players who tend to have higher household incomes. Ideal for high-value brand messaging, display, and video ads in strategic environments.

Gaming as a Daily Activity:

How Players Engage Throughout Their Day

Gaming is an integral part of daily life, with players engaging throughout the day. Rather than being confined to a single platform or fixed schedule, players move fluidly between mobile, console, and PC, choosing the device that best fits their needs and available time.

Unlike passive media consumption, gaming commands active attention with different platforms serving different purposes. Whether during a short mobile session in the morning, a PC gaming break in the afternoon, or an immersive console experience at night, players are consistently engaged, receptive, and interacting.

Recent research reveals just how deeply embedded gaming is across daily routines:

52% of weekly gamers play **across some combination of mobile, PC, and console**, adapting their playstyle throughout the day¹².

78% of weekly gamers engage **across two or more dayparts**¹³.

Session durations **increase as the day progresses**, with the longest playtimes occurring in the evening and late night¹⁴.

Players **shift platforms based on their needs**¹⁵, moving from mobile for quick engagement to console or PC for longer, more immersive play.

For advertisers, this presents an opportunity to align campaigns with player mindsets throughout the day, tailoring messaging based on when and how players engage.

12 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

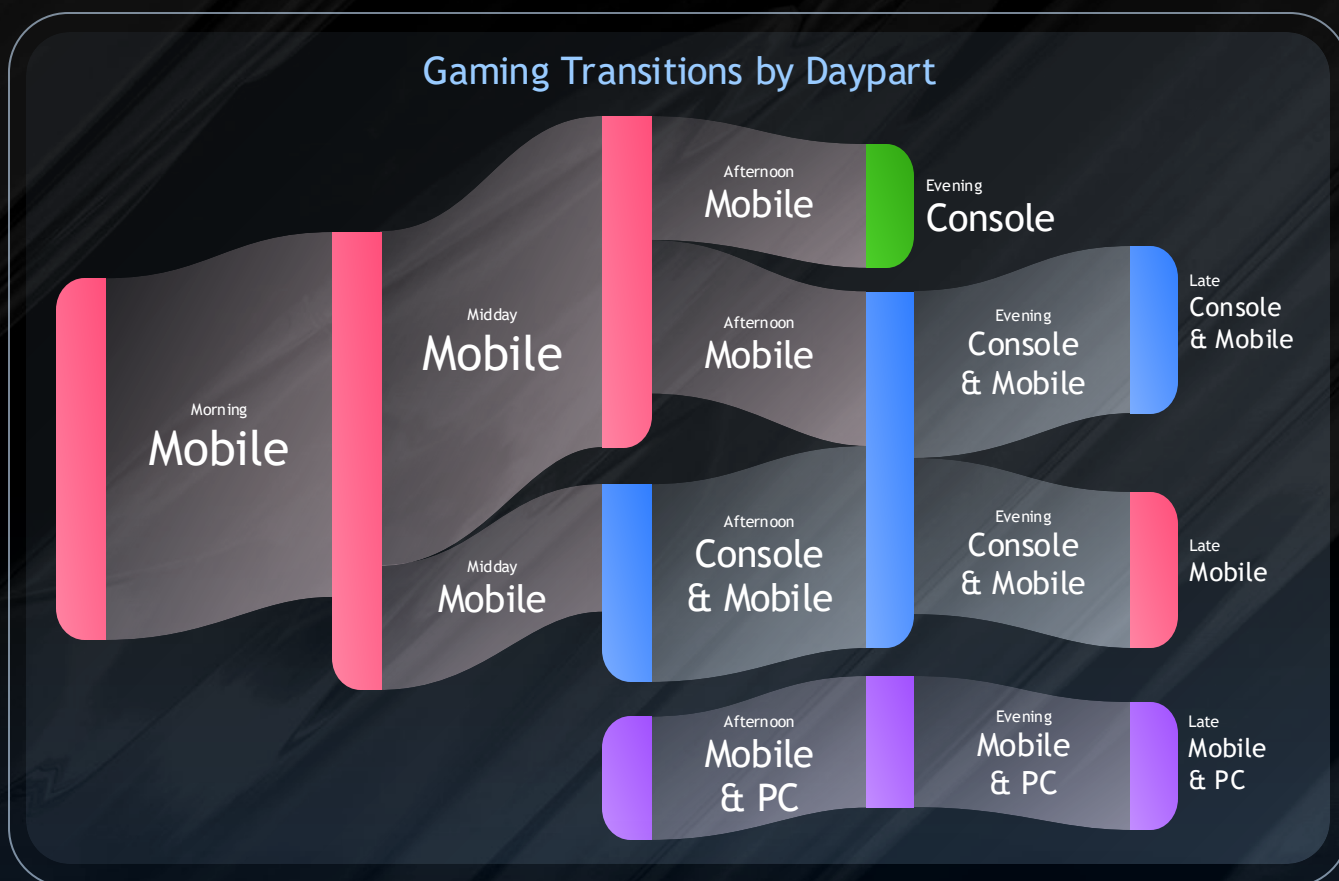
13 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

14 - Activision Blizzard Media Daypart Study via Toluna, Jan 2025 (Base: US Adults 18+)

15 - Activision Blizzard Media Daypart Study via Toluna, Jan 2025 (Base: US Adults 18+)

How Players Engage With Gaming at Different Times of Day

Player motivations evolve throughout the day, and their engagement with gaming reflects different needs and emotions. Brands that recognize these shifts can create more relevant, effective marketing strategies that align with the natural rhythm of play.

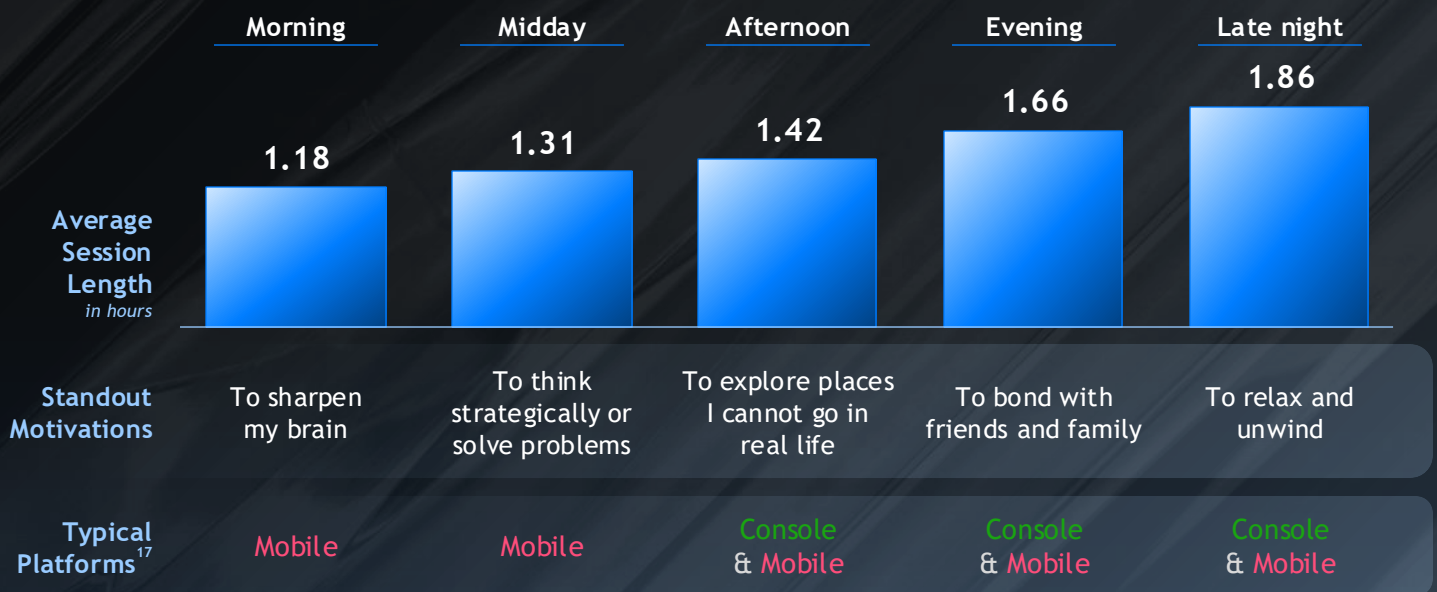


These insights reveal a strategic window for brands:

- Morning gaming moments are great for quick, engaging ad formats like Rewarded Video.
- Midday and afternoon sessions provide space for more immersive formats like Playable Ads or branded in-game experiences.
- Evening and late-night gaming offer prime opportunities for deeper storytelling through sponsorships, in-game integrations, and longer-form brand engagement.

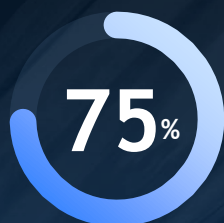
By aligning advertising strategies with player intent, brands can enhance the player experience rather than disrupt it.

Player Engagement by Daypart¹⁶



Gaming Doesn't Happen in Isolation—It Happens Alongside Other Media

While gaming is highly immersive, it also occurs in tandem with other activities, creating opportunities for cross-media engagement.



of weekly gamers play games while watching TV or video¹⁸, making gaming a prime companion to other advertising channels.

Players frequently engage in gaming during moments of waiting, commuting, or studying¹⁹, providing brands with moments of high attention without competition from other distractions.

This multi-tasking behavior means that gaming is not a competing medium—it's a complementary channel that brands can use to reinforce messaging already deployed across TV, digital, and social campaigns.

¹⁶ - Activision Blizzard Media Daypart Study via Toluna, Jan 2025 (Base: US Adults 18+)

¹⁷ - Activision Blizzard Media Daypart Study via Toluna, Jan 2025 (Base: US Adults 18+) Note: Typical platform is determined via a transition analysis conducted among multi-platform users across mobile, PC, and console.

¹⁸ - Activision Blizzard Media Daypart Study via Toluna, Jan 2025 (Base: US Adults 18+)

¹⁹ - Activision Blizzard Media Daypart Study via Toluna, Jan 2025 (Base: US Adults 18+)

Platform-Specific Insights:

How Players Engage Across Mobile, Console, and PC

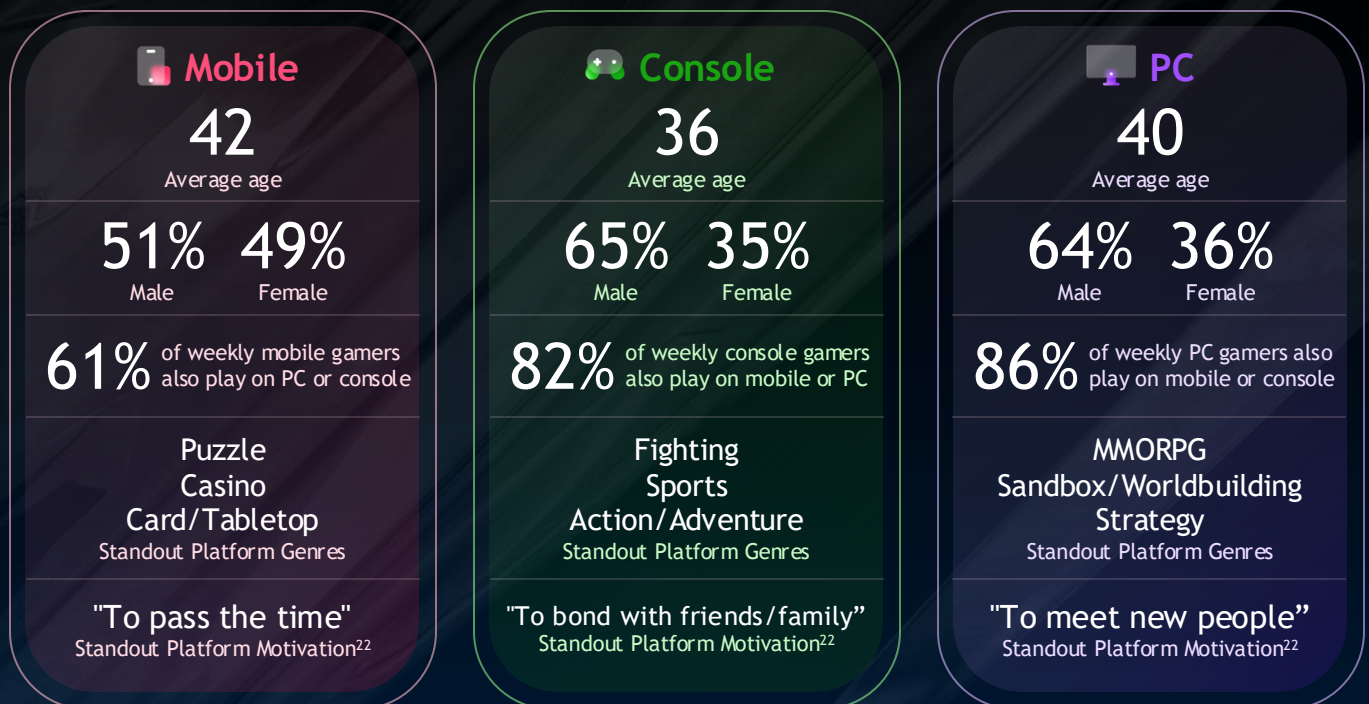
Each gaming platform offers distinct engagement patterns, player demographics, and advertising opportunities. By understanding how mobile, console, and PC gamers interact with content, brands can tailor their strategies to maximize impact and resonance across different audiences.

Research highlights that 96% of weekly gamers engage on at least one major platform²⁰—Mobile, Console, or PC. However, each platform serves unique player needs:

- **Mobile** delivers high-frequency, quick-play engagement.
- **Console** offers immersive, appointment-based experiences.
- **PC** fosters deep, strategic engagement with high-value audiences.

By aligning brand activations to where and how players engage, advertisers can unlock gaming's full potential while maintaining a seamless player experience.

Breaking Down the Gaming Audience by Platform²¹



Each platform presents a distinct advertising opportunity, allowing brands to meet players where they are most engaged.

20 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

21 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)

22 - Activision Blizzard Media Daypart Study via Toluna, Jan 2025 (Base: US Adults 18+)

How to Activate on Each Platform

Mobile: The Always-Accessible Engagement Hub

Mobile is the largest and most accessible gaming platform, with 77% of weekly gamers playing on mobile²⁸. Its strength lies in high-frequency, short-form engagement, making it an ideal space for brands looking to reach players during moments of downtime or quick entertainment.

Key Advertising Opportunities:

Rewarded Video Ads

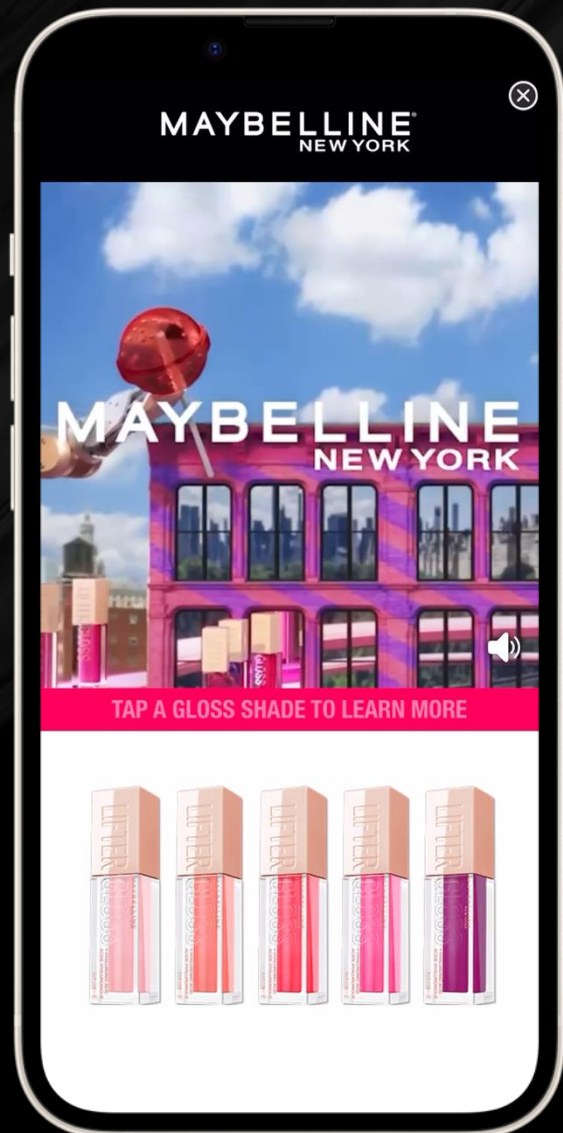
Engages players with value-driven, opt-in experiences.

Interactive Playables

Drives engagement by allowing players to interact with branded content.

In-Game Display Ads

Seamlessly integrated into the gaming experience.



How to Activate on Each Platform

Console: The Big-Screen, Immersive Experience

Console gaming thrives on deep engagement and high-impact storytelling. With 52% of weekly gamers playing on consoles²⁹, it is a prime space for premium brand activations. Players are leaned-in and invested, making console gaming ideal for cinematic, immersive campaigns.

Key Advertising Opportunities:

Landing Experiences

Full-screen, interactive brand showcases that captivate players and create memorable engagements.

Click-to-Engage

High-impact placements that drive players directly to video content, apps, stores, or digital experiences.

Branded Content & Custom Activations

Integrated placements within gaming-related content, delivering organic brand storytelling.



How to Activate on Each Platform

PC: The Strategic, High-Value Audience

PC gamers play the longest, are highly engaged, and tend to have higher household incomes, making them a valuable audience for premium brands (with 34% gaming on PC weekly³⁰). PC gaming is often strategic, social, and community-driven, presenting unique opportunities for long-form engagement.

Key Advertising Opportunities:

Opt-In Rewarded Video

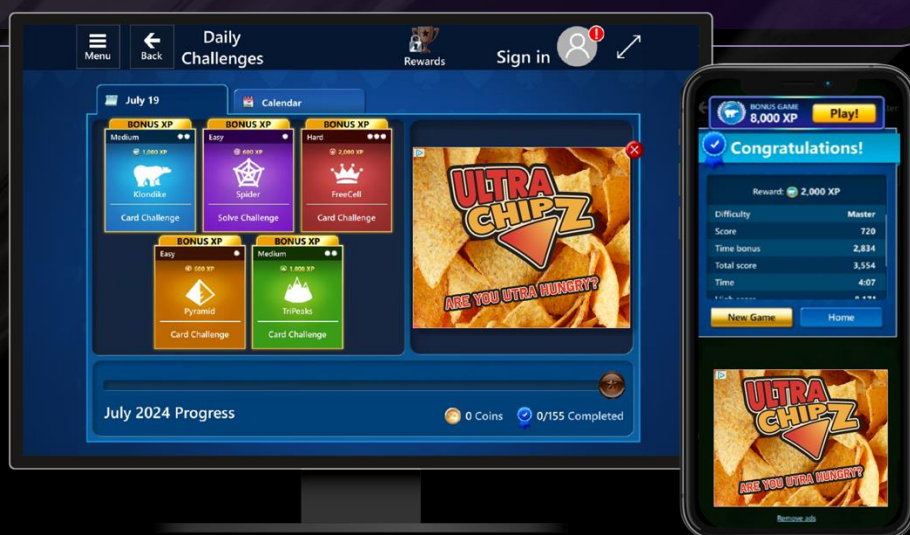
Player-initiated, high-viewability video ads that enhance engagement while maintaining a seamless experience.

Display Ads

Integrated placements that reach players at key moments without disruption.

Custom Activations

Authentic brand integrations that drive engagement and a leading share of voice without interrupting gameplay.



How Players Perceive Advertising:

How Players Engage Across Mobile, Console, and PC

Advertising in gaming is most effective when it enhances, rather than interrupts, the player experience. Unlike other digital media, where ad fatigue and banner blindness can reduce effectiveness, gaming offers a unique leaned-in environment where players are deeply engaged.

However, player receptivity is key. Research shows that when advertising respects the gaming experience—by being non-intrusive, relevant, and rewarding—players pay attention, take action, and convert.

The Three Stages of Player Ad Engagement

1. They Pay Attention

Players actively notice ads in gaming environments.

2. They Take Action

When ads align with their interests, players engage.

3. They Convert

Players are likely to make a purchase after seeing a well-integrated ad.

This presents a significant opportunity for brands: Instead of competing for fragmented attention across digital channels, advertisers can engage a highly attentive audience in moments where they are already invested.

What Players Want from In-Game Advertising³¹

Players are not resistant to advertising—they simply expect it to add value rather than disrupt their experience. Research reveals clear preferences that brands should consider when activating in gaming environments:

When brands align with these preferences, they build trust and long-term engagement—leading to better ad recall, higher click-through rates, and greater overall campaign success.

54%

of players prefer
opt-in ad formats.

Players respond positively to
Rewarded Video and other voluntary
ad experiences that provide value.

51%

favor ads that are
not too long.

Shorter, more concise ad formats
enhance engagement without
disrupting gameplay.

47%

prefer non-disruptive
ad placements.

Ads that blend naturally into the game
environment increase receptivity and
effectiveness.

The Shift to Seamless Integration from Interruption

According to players, premium gaming advertising must be non-interruptive, or else risk alienating and frustrating end users³². Players are highly engaged and actively participating, which means disruptive ads can negatively impact their experience. Instead, the most successful advertising strategies in gaming are those that:

- **Respect player choice**
(opt-in and rewarded formats)
- **Are contextually relevant**
(aligned with the game environment)
- **Feel native and immersive**
(seamlessly integrated into the experience)

This approach benefits both brands and players:

- **For brands:** Higher engagement, better ad recall, and stronger performance metrics.
- **For players:** A smoother, more enjoyable gaming experience without forced interruptions.

31 - Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)
note: Factors ranked Top 3 in importance to in-game advertising among weekly players

32 - Activision Blizzard Media Premium Gaming Study via Alter Agents, December 2022 (Base: US Adults 18+)

Unlocking Gaming's Full Potential with Activision Blizzard Media

Gaming is a daily, immersive experience for billions of players worldwide. Across mobile, console, and PC, audiences engage deeply with their favorite games, creating unparalleled opportunities for brands to connect in meaningful, high-impact ways.

However, the gaming ecosystem is complex and fragmented. Reaching players effectively requires more than just access to inventory—it demands a strategic, cross-platform approach that aligns with how, when, and where players engage.

Where Brands Win: Aligning Ad Formats with Player Expectations

The success of in-game advertising depends on meeting players where they are with formats that align with their engagement patterns.

Mobile

Engage During High-Frequency Moments

- Best for snackable, interactive ad formats like Rewarded Video and Playables.
- Works well for performance marketing campaigns due to mobile's massive reach and frequent engagement.

Console

Create Impact Through Immersion

- Best for cinematic brand storytelling, native in-game sponsorships, and premium display ads.
- Ideal for high-impact branding campaigns looking to engage players in leaned-in entertainment environments.

PC

Capture the Desktop-First Audience

- Best for high-value brand messaging, including display, video, and sponsorships in strategic gaming environments.
- Great for longer-form engagement, especially in strategy and MMO games where session times are high.

For maximum impact, brands should consider where gaming best aligns with their objectives, whether that's reaching players in high-frequency mobile moments, immersive console experiences, or deeply engaged PC sessions. Gaming is not monolithic; rather the opportunity lies in activating where it makes the most sense, leveraging the strengths of each platform to create meaningful, contextually relevant brand interactions.

Reaching Players Everywhere They Play

Activision Blizzard Media is the only gaming advertising platform that enables brands to activate across mobile, console, and PC seamlessly—leveraging our industry-leading portfolio to turn attention into action:



Mobile



Key Advertising Opportunities

Display, Video, Playables, and Custom Integrations that reach players during “me-time” moments.



Console



Key Advertising Opportunities

Seamless, immersive ad experiences that integrate into the biggest screen in the home.



PC



Microsoft
Casual Games

Key Advertising Opportunities

Display and video ad solutions that reach a desktop-first gaming audience.

The Future of Advertising is in Play

This is an exciting moment for gaming and advertising alike. Brands that embrace gaming today will be the ones shaping the future of consumer engagement. Activision Blizzard Media’s unified gaming platform, premium environments, and deep player insights ensure that advertisers can navigate the gaming landscape with confidence—activating across platforms in a way that is both strategic and scalable.

Gaming’s reach is vast, but real impact comes from working with the right partner. With Activision Blizzard Media, brands aren’t just present in gaming—they lead the way.

Research Methodology

Activision Blizzard Media partnered with Toluna to conduct two quantitative research studies in the United States. For each of the two studies, 3,000 adults 18+ answered an online survey. All respondents engaged with media in the past 30 days (i.e., played video games, watched TV, used social media, and/or watched online videos) and did not work in related industries (i.e., advertising, media, gaming, or market research).

About Activision Blizzard Media

Activision Blizzard Media Ltd is the gateway for brands to the leading interactive entertainment company with hundreds of millions of monthly active users around the world. Our legendary portfolio includes iconic mobile game franchises such as Candy Crush™, esports like the Call of Duty League™, the Overwatch League™ and some of the top PC and console gaming franchises such as Call of Duty®, World of Warcraft®, and StarCraft®. The idea is simple: great game experiences offer great marketing experiences.

Learn more at:

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