



Level-Up Your Gaming Strategy:

How to Lock-In on Your Target Audience with Social Video





Gaming content continued to see incredible growth even as lockdowns eased throughout 2021. We break down Audience Ratings, Content Intelligence, and Consumer Insights to give our Tubular partners unprecedented insights into one of the largest social video industries.

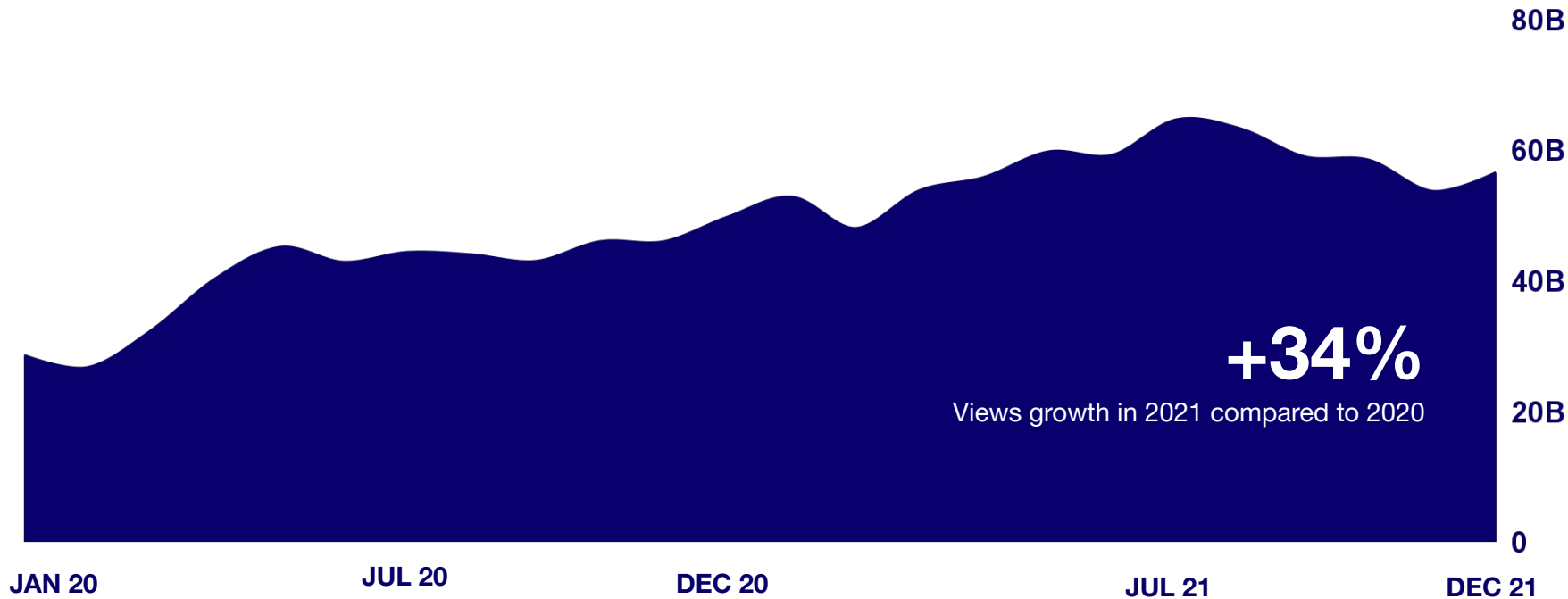
You'll unlock new ways to target gaming shoppers, cut through content clutter, and create a content strategy that actually impacts sales.



Gaming content views continue to rise



With many people hunkering down in their homes in 2020, the sudden ratings spike for gaming content was not surprising. Many people thought those numbers would fall to pre-COVID numbers, but in 2021, Tubular data showed a continued steady incline from loyal gamers.



VIDEO GAMES CATEGORY GLOBAL VIEWS ON YOUTUBE IN 2020 & 2021

Influencer content dominates the category



Influencers won the most total of views and engagements, with brands coming in second, and media companies in third.



Profile: Gaming audience

The typical gaming viewer is a 18-24 year old male who shops for electronics and also dabbles in food and drink categories and adjacent content categories.

Core demographic



Male
18-24

Products they shop for



Headphones



Tablets



Science-fiction movies



Pasta & noodles dishes

Brands they shop for

ASUS®

RAZER™

CORSAIR

Nintendo®

Microsoft

Content they watch



Video games speedruns



Video games events



FPS games



Food & drinks:
Frozen drinks,
yogurts



Unboxing videos

Lock-In On Your Content strategy

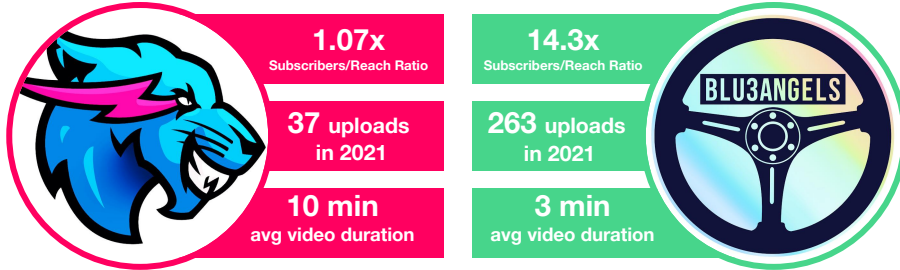
Tubular data identifies new ways that creators are cutting through the clutter online and reaching gaming audiences in unique ways.

These emerging trends present opportunities for brands to find up-and-comers in the industry and reach adjacent categories. Tubular's Consumer Insights shopper intelligence data identifies what gaming audiences are shopping for.



Short form content helps up-and-coming creators rival established creators

Despite a still low number of subscribers, creators like Blu3Angels or LSToast are reaching similar levels of viewers as established influencers like MrBeast or Markiplier by using a high frequency of posts and shorter video formats.



Ratio: Ratio of unique viewers reached compared to the number of subscribers
 Number of videos uploaded in 2021
 Avg video duration: Avg duration of videos posted in 2021








GAMING CREATORS GLOBAL REACH IN DECEMBER 2021

RANK	Tubular Creators / Properties	DEC '21 Unique Viewers	DEC '21 Minutes Watched / Unique Viewer
1	IGN Gaming	34M	9.8
2	Blu3Angels Gaming	32.9M	1.5
3	MrBeast Gaming Gaming	27.4M	37.4
4	LSToast Gaming	26.4M	1.8
5	King Games Gaming	24.5M	6.7
6	Mikecrack Gaming	24.3M	68.5
7	invictor Gaming	20M	114.0
8	Markiplier Gaming	18.7M	202.1
9	BabyZone Gaming	18.6M	7.9
10	Sublimator Gaming	18.3M	6.6

Consider adjacent influencers

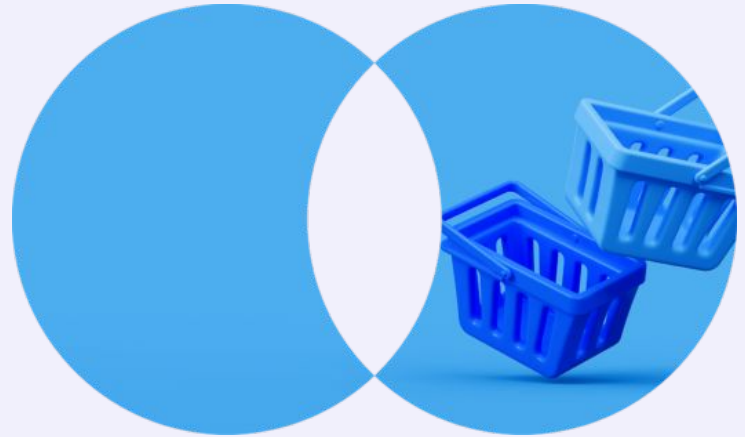
Science & tech creator, Marques Brownlee's audience is made up of 14.4% video games shoppers. This is higher than some top gaming influencers. Brands aiming to reach gaming shoppers while also reaching new audiences can leverage creators like this.

CREATOR	AUDIENCE SHARE	DEC21 UNIQUE VIEWERS CROSS-PLATFORM	ADDRESSABLE CUSTOMERS
 IGN GAMING	17.4%	38.2M	6.7M
 Marques Brownlee SCIENCE & TECH	14.4%	11.7M	1.7M
 MrBeast ENTERTAINMENT	11.6%	100.5M	11.7M
 PewDiePie GAMING	12.9%	19.4M	2.5M
 Markiplier GAMING	14.2%	18.7M	2.7M

Optimize Your Content Strategy with Consumer Insights

Whether you're a brand, marketer, or media company— you want to create and show audiences the content they actually want to watch.

Now, understand what audiences are buying so you can align your content with consumer shopping behaviors



What drives sales: Genres

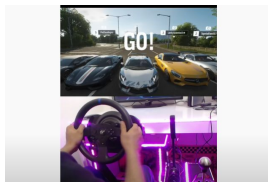
Audience Share represents the percentage of the audience that shops for gaming products. For example, 25% of people who watch racing content go on to shop for gaming products online.



Racing

Audience Share: **25%**

Views Per Video: 193K



Forza Horizon 4 Short
105M views



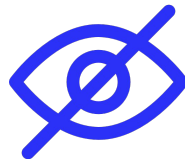
Apocalyptic

Audience Share: **20%**

Views Per Video: 89K



Half-Life: Alyx video
437K views



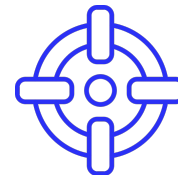
Stealth

Audience Share: **16%**

Views Per Video: 137K



Hitman 3 video
5.1M views



FPS

Audience Share: **15%**

Views Per Video: 112K



Call Of Duty Short
47.3M views

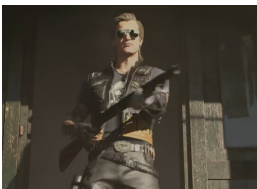
What drives sales: Content types

These content categories have high Audience Shares of gaming product consumers. 22% of game trailers audiences shop for gaming equipment and products online after viewing.

Game Trailers

Audience Share: **22%**

Views Per Video: 196K

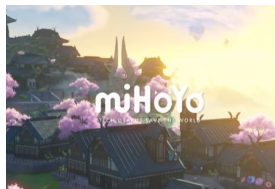


PUBG: New State Trailer
31.2M views

Video Games Events

Audience Share: **21%**

Views Per Video: 136K



The Gaming Award 2021
Genshin Impact video
14.1M views

Video Games Cheating

Audience Share: **14%**

Views Per Video: 195K



Minecraft Hacks
33.7M views

Speedrunning

Audience Share: **12%**

Views Per Video: 365K



Minecraft Speedrun
Short
16M views

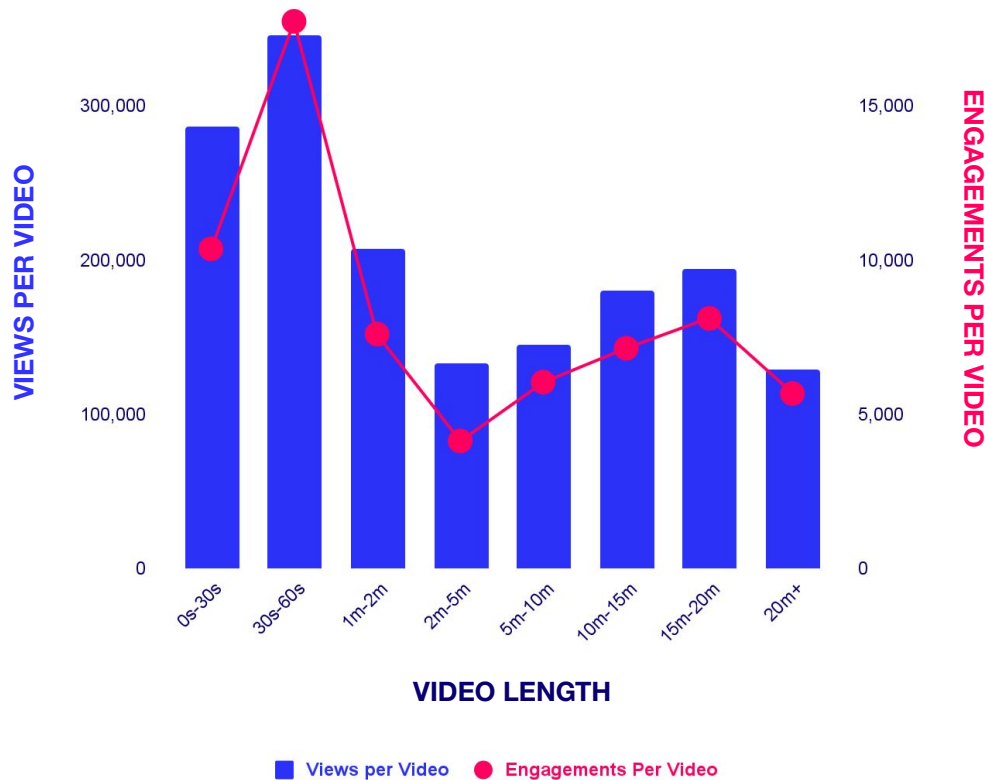
Short-form content wins big

Short form content offers creators and publishers the opportunity to pierce through the clutter.

Gaming videos between 30-60s attracted the most views (354k views) & engagements (18k engagements) per video. In comparison, videos longer than 5 min, averaged 162K views & 7k engagements per video in the same period.



PERFORMANCE OF VIDEO GAMES VIDEOS ON YOUTUBE IN 2021
BY VIEWS AND ENGAGEMENTS



Insights To Actions

Brand Partnerships

Know Your Customers

Typical gaming viewers don't only watch gaming - they also enjoy food and unboxing videos. This correlates with what else they're shopping for, pasta dishes, tablets and headphones. Redefine how you pick the best partners for your brand.

Partner Beyond Gaming

Gaming creators aren't the only ones driving gaming sales. Consider partnerships with adjacent influencers that drive sales while also broadening your reach outside of the gaming community.

Content Creation

Optimize Content For Gaming Consumers

Video game shoppers enjoy trailers and speedrunning videos, as well as genres like racing or apocalypse. Attract viewers with the content they prefer and target with consumer data.

Leverage #Shorts Format

#Shorts have been on a growth trajectory since YouTube launched the format, but there are still plenty of growth opportunities for creators to start leveraging #shorts.



[Learn More](#)

Know what audiences are watching - and how they're shopping

APPLY THESE LEARNINGS TO YOUR BUSINESS

Visit our Website, tubularlabs.com



Inspire What's Next

Tubular Labs believes the behavioral insights derived from the natural setting of social video is the **gold standard** for marketers looking to authentically engage their customers.

We take the guesswork out of your social video strategy.

By leveraging our proprietary AI, machine learning and humans expertise, we see what no one else sees: new content categories, new creators, and the passions that are driving what's next in culture. By tracking these shifting values, interests and consumer behaviors on a global scale, we ensure that our clients and partners are always on the forefront of what's next.



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