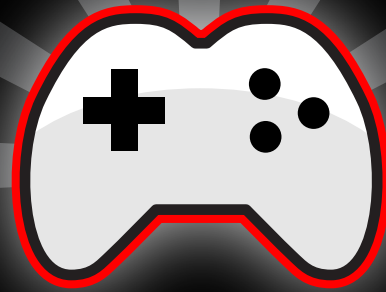


# YOU GAME?



**Entertainment Consumers Association**



**Gaming** is the dominant form of entertainment.

If you want to **reach young adults, gaming** is the most effective way.

– NPD 2009

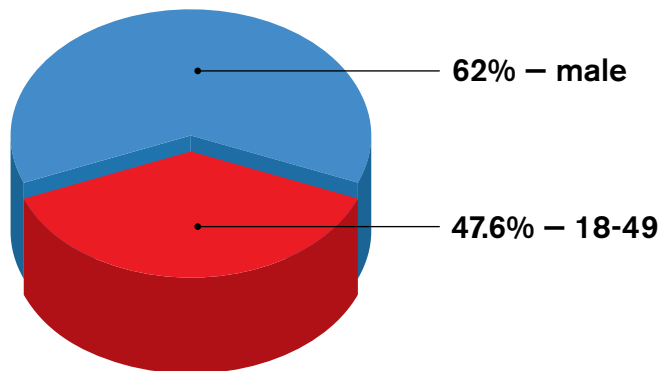
# What is the ECA?

The **Entertainment Consumers Association** is the association that represents consumers who play computer and video games. Think “AAA”, but for gamers. Members pay an annual dues fee for membership and receive substantial benefits and discounts in return. ECA also tackles State and Federal legislation, re-defining the mass market’s perception of gamers and negative stereotypes, while educating it’s members on topically-important issues.

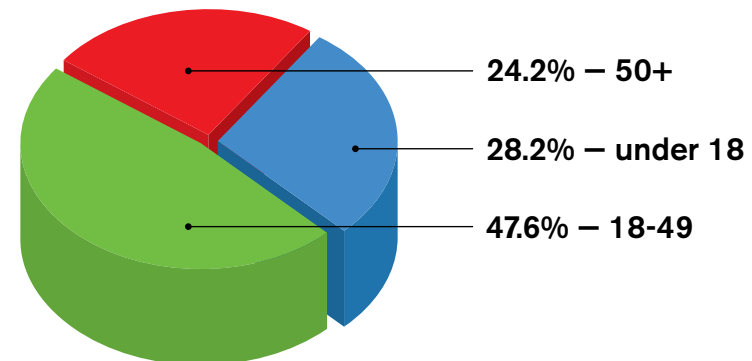
## Who Play’s Games?

- Gaming is a behavior practiced widely across the U.S., with gamers representing nearly 50% of the United States and Canada population while spending the \$12 billion annually on interactive entertainment.
- The average gamer is 33 years old.
- Only 31% of gamers are under the age of 18.

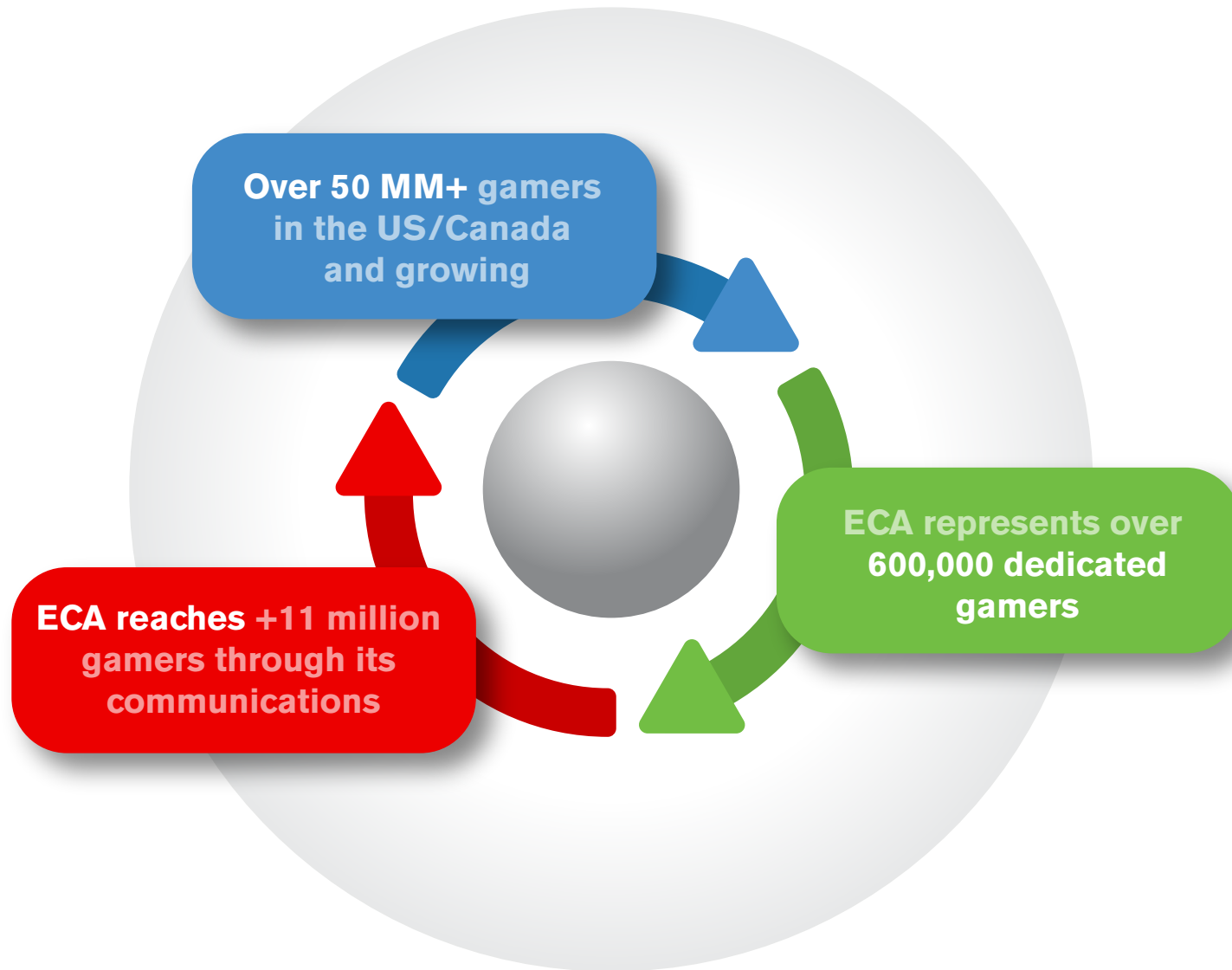
## Gender of Game Players



## Age of Game Players



# ECA gaming audience



The **Entertainment Consumers Association's** dynamic partnership platform has been designed to provide marketers with the following benefits, aimed at taking brands outside the game and immersing and authenticating brands into the consumers daily lifestyle.

## **Consumer Authenticity**

- Brands are positioned as enablers of the gaming lifestyle-providing consumer validation-targeting the most influential gamers/consumers.

## **Agnostic Platform Reach**

- Opportunity to engage the mass-market gaming community as a whole and create relevant agnostic partnership programs and promotions.

## **Communicate**

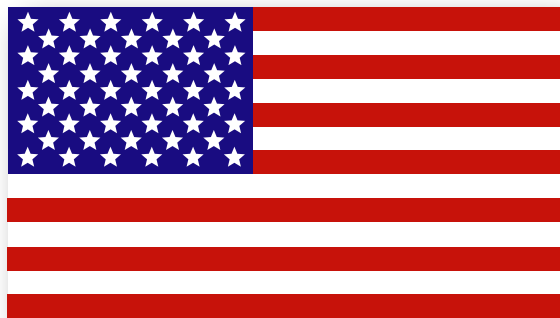
- ECA ad and marketing campaigns reach over 11 million gamers, through online and print campaigns.

## **ECA has over 60 chapters across the US and Canada.**

ECA's chapters consist of regional, state and college-based chapters. Chapters get involved with charities, community work, membership drives, LAN centers and hold special events.

Our chapters offer a wealth of versatility and fun, from spearheading ECA advocacy campaigns to fragging with fellow gamers during ECA Game Nights, being involved in a chapter brings you closer to the action.

Chapters are occasionally used for focus groups within the industry to test new products before they hit the shelves (in the industry for testing games, or beta testing new products).



Marketers are looking to the video game industry for partnership opportunities which can help them target and engage with consumers:

- Video Gaming is #1 activity of the 18-34 demo. 55% of all 18-34 play video games on average 2.5 hours a night – [NPD Group 2009](#)
- Video games sales exceeded over \$11.7 billion, which is more than both the movie box office and music industries combined – [Entertainment Software Association 2008](#)
- 190 million households will use a next-generation video game console in 2012 – [The Diffusion Group](#)
- The average gamer spends 8 hours per week playing video games – [The Entertainment Software Rating Board \(ESRB\)](#)

## Younger

- 18-34 ..... 91%
- Full-time college ..... 74%

## Social

- Friends more important than family ..... 33%
- Go to bars/nightclubs ..... 33%

## Gizmo Obsessed

- First among friends to have new electronics ..... 95%
- Pay anything for electronic product they want ..... 85%
- Full-time college students who purchase electronics ..... 74%

## Tech-Savvy

- Friends ask advice about electronics ... 83%
- Keep up with tech ..... 65%

## Fast Food

- Fast food fits busy lifestye ..... 23%
- Prefer fast food to home cooking ..... 29%

## Internet Active

- Socialize online ..... 65%
- Watch streaming video ..... 71%



## Events

ECA participates in over 100 events\* annually and reaches over 3 million gamers face-to-face. This is in part to connect with members and provide opportunities to interact with each other and staff, as well as to offer a safe haven within the venue for members to congregate, sample sponsors products and services and relax. ECA offers opportunities to all partners with each event and different strategies for each partner.

\* Complete event listing available upon request.



## Social Networking

ECA believes that social networking allows users to make an impactful and tangible difference, often on a global scale. Through these social outlets, ECA reaches millions of users. Offering daily contests and dynamic interaction, ECA's social networking profiles have proven to be a fantastic method of delivering anything and everything to our core audience.

# ECA Sponsorships/Partners

## Sponsorships

ECA sponsorships are crafted to meet each partner's specific marketing, interactive and promotional goals.

## Partners

ECA partners receive inside-style incremental exposure on all relevant marketing pieces. Partners will receive representation at all events ECA attends. Partners will also receive space on our website and newsletters.

## Sample of Brands Supportive of ECA



Any campaign can claim that brand X cares about their customers; saying so is easy.

Showing it however, is both meaningful and profound.

Saying it is expensive. Proving it – in partnership with ECA – isn't.