



A Comprehensive
Guide To Digital
Media Channels

GAMING EDITION



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Overview

What's The Deal?

The **advertising landscape** can be a daunting place for someone with different priorities (such as creating the next best kick-ass game).

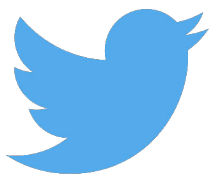
That's why we created this easy-to-digest guide to the **best advertising channels on the market** - giving you the ammunition to investigate further or help you plan your upcoming game release. That's right! We've pulled together historic averaged data for **CPM** (*cost per thousand impressions*), **CPC** (*cost per click*) and **CTR** (*click through rate*) across digital advertising channels along with available **ad placements, creative formats** and **targeting options** to sink your teeth into - because at the end of the day - the most important aspect of choosing your advertising channels is knowing EXACTLY where your potential gamers spend their time.

Here at Blackmilk Gaming, we've got TONS of experience in planning and executing new game releases, as well as pushing evergreen titles to **increase user acquisition**. With 100% client satisfaction, our consultancy approach to marketing helps scale up video game communities whilst we integrate ourselves at part of your internal marketing team.

That's it! **It's time to dig in.** If you have any questions or want to arrange a call to chat about your digital strategy on your upcoming release please don't hesitate to contact me on: nick@blackmilkmedia.com or reach out through our website: www.blackmilkgaming.com.

Some Of Our Trusted Partners:





Twitter

Joining The Conversation

People are coming to Twitter to discuss the biggest releases, and the latest trends. Gamers are connecting with each other, all while engaging with the brands that they love, demonstrating a desire to discover more as they lean into the conversations.

330 million

monthly active users



Benchmarks

CPM	CPC	CTR
\$3.88	\$0.33	1.17%

2 billion

tweets about **gaming** throughout 2020

▲ **75%**

(compared to 2019)

Ad Placements: Home Timeline, Profile, Search Results



Ad Formats: Premium (First View, Promoted Trend, Promoted Trend Spotlight), Promoted Tweets, Carousel Ads, Videos



Targeting Options: Location, Language, Device/Platform/Wifi, Age, Gender, Conversion, Event, Tweet Engager, Keyword, Movies & TV, Interest, Follower Lookalike, 1st party: Followers, Custom Audiences



80%

of users are 'affluent millennials'

40%

reported purchasing something after seeing it on Twitter

Low CPM costs on average with granular targeting options



Facebook & Instagram

Be Seen Where Everyone Is Watching

Facebook's advertising offers plenty of solutions tailored specifically to help PC and console game marketers meet their goals - with the ability to scale UA accordingly.

Over **2 billion**

monthly active users



Benchmarks

CPM	CPC	CTR
\$5.46	\$0.29	1.90%

Ad Placements: News Feeds, Marketplace, Video feeds, Right column, Explore, Messenger Inbox, Stories, In-stream videos, IGTV, Search results, Sponsored messages, Instant Articles, Audience Network native, Banner and interstitial, Rewarded videos



230 million

people are active in over **630,000** gaming Groups each month

Ad Formats: Image, Video, Carousel, Collection



Targeting Options: Location, Device, Demographics (Age, gender, education, job title), Interests, Behaviour, Connections, Custom (Contact lists, Site visitors, App users, Page Engagers, Lookalike Audiences), Lookalikes (same as custom)



3.3 billion

people used at least one of Facebook's services in December 2020

18%

more of Facebook user's time spent on gaming consoles since March 2020.

350 million

people play instant games each month on Facebook



Reddit

Harness The Community

Reddit advertising is cheap, low-funnel traffic with a highly-engaged audience and wildly specific targeting with an array of gaming specific communities to tap into.

430 million

monthly active users

Over **1.4 Billion**

native videos on the platform every month



Benchmarks

CPM	CPC	CTR
\$1.04	\$0.26	0.40%



Ad Placements: Feed, Conversation

Ad Formats: Promoted Post , Promoted Video, Category Takeover, Front Page Takeover. Trending, Takeover, Reddit Takeover, First View Unit



Targeting Options:

Location, Age, Gender, Interest, Communities (subreddits), Custom audiences (retargeting), Device

42%

Internet users 18-24 in the US use Reddit

130,000+

active communities on the platform

Lowest CPM rates and **9x faster** purchase decisions



Tik Tok

Unleash Your Creative Side

Basically, if Instagram and Snapchat hooked up behind Facebook's back, it would probably result in something a lot like TikTok.



Benchmarks

689 million

monthly active users

CPM

CPC

CTR

\$2.13

\$0.18

1.16%

90%

of all TikTok users access the app **on a daily basis**

spending an average of **52 minutes per day** on the app

Ad Placements: 'For You' page, News Feed apps (TopBuzz, BuzzVideo, News Republic, and Babe), Pangle (selected countries)



Ad Formats: Auto-play vertical video



Targeting Options:

Custom audience, Lookalike Audience, Location, Gender, Age, Language, Interest, Behaviour (Video interactions, Creator interactions), Device

62%

TikTok users in the US between 10-29

\$1 billion

Estimated Tik Tok revenue in 2020



downloaded app of 2020



YouTube

Be Seen Where Everyone Is Watching

Gaming has gone mainstream—so much so that, according to gaming trends analyst Newzoo, it's one of the most-watched content categories on YouTube today.



Benchmarks

40 million

active gaming channels

CPM

CPC

CTR

\$8.00

\$2.33

0.38%

Ad Placements: Video player, Watch feed



Ad Formats: Skippable video ads, Non-skippable video ads, Bumper ads, Overlay Ads



100 billion hours

of gaming content viewed in 2020

Targeting Options: Age, Gender, Parental status, Household income, Interests (Affinity, Life events, In-market, Custom intent, Retargeting (Video, website, app), Similar Audiences, Placements (websites), Topics, Keyword, Device



56%

gamers say YouTube is where they connect with their gaming community

20 million

gaming how-to videos uploaded to YouTube

40 million

hours of gaming unboxing videos watched on YouTube on mobile





Display

Utilizing Display and Native Advertising

Serve your ads to users who fit your specifications and visit relevant websites that have opted into specific display networks.



Benchmarks

CPM	CPC	CTR
\$0.87	\$0.15	0.72%

2.7 billion

gamers in the world that we can target

7 exabytes

Monthly consumer data traffic In 2020, in the gaming segment is, up from 1 EB in 2017. (That'll take 7m household computers to store this amount of data)



Ad Placements: Various websites, articles, channels, blogs etc

Ad Formats: Small square, Vertical rectangle, Square, Triple widescreen, Inline rectangle, Large rectangle, Netboard, Skyscraper, Wide skyscraper, Half-page ad, Portrait, Leaderboard, Banner, Leaderboard, Top banner, Large leaderboard, Billboard, Panorama, Mobile, Mobile banner, Mobile banner, Large mobile banner, Full page takeover, Responsive HTML, Rich media, Dynamic creative optimisation (DCO)



Targeting Options: Age, gender, parental status, household income, Interests, Affinity, Life events, In-market, Custom intent, Retargeting, Similar Audiences, Placements, Topics, Keyword, Device

Highly visual inventory opportunity

1,000's of display networks (Google, Yahoo, Taboola etc)

Lower CPC rates whilst using relevant placements



Xbox

Premium Visibility on Xbox Dashboard

Ads fit seamlessly within the Xbox dashboard, enticing users to interact with ad content in deeper and more meaningful ways. Tailored executions that provide the flexibility to achieve both Branding and Direct Response KPIs.

90 million

monthly active users

100%

of users sign-in, allowing unique and unparalleled targeting leveraging unique **1st party Xbox data**



Benchmarks

CPM	CPC	CTR
\$11.17	\$1.31	0.85%

Ad Placements: Homepage, Store



Ad Formats:

Click to store, Landing Experience

Targeting Options: Gameplay segments (Action & Adventure, Card & Board, Family, Fighting, Puzzle & Trivia, Racing & Flying, Role Playing, Shooter, Sports, Strategy), Bespoke Custom (Previous title players, Exclude pre-orders and purchasers, Lapsed players, High in-game purchasers, Competitive titles)

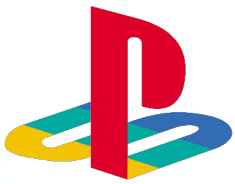


Premium Visibility

on Xbox Dashboard

Conversion tracking allows for **performance optimisations**

Allows us to target based on **competitor games and game genres**



PlayStation

Play Advertising Has No Limits

Direct response advertising on the Playstation store can increase direct return on investment, whilst amplifying our voice in front of highly relevant gamers. Contact us to get special agency rates on all Playstation advertising.

109 million

active users on
Playstation Network



Benchmarks

CPM	CPC	CTR
\$18-\$52	\$1.88	1.42%



Ad Placements: Featured, Showcase, Main Line Tile, Grid Hero, Store Live Hero, What's New Social Feed, Featured on PlayStation, Branded Story Line

Ad Formats: Full Screen takeover (Tenancy placements), Static Image, Video



2.7%

of global internet
traffic comes from
PS4 downloads.

Targeting Options: Gender, age, Custom, Game Ownership, Off the shelf behaviour (genre preference, software, past purchase, movies & TV, subscriptions, personas)



68.5%

Console market share
worldwide (as of March
2021)

100%

Share Of Voice for
Tenancy Placements

**Premium Store
Positioning**

on ad products



Twitch

Display Advertising - But Make It Gaming

Capture your audience's attention with high-impact display units and unskippable ads that weave directly into live broadcasts.

3.8 million

unique broadcasters
over February 2020

62%

of viewers engage with
esports and gaming
personalities daily

with

64%

purchasing products
recommended by
them



Benchmarks

CPM	CPC	CTR
\$35	\$4.59	0.40%

Ad Placements: Homepage, Content page,
Streams



Ad Formats:

Homepage Carousel, Homepage takeover, Homepage
Headliner, Medium Rectangle, Super Leaderboard,
Premium Video



Targeting Options: Platform, Genre, Games

73%

of Twitch users are
under 35

Most popular

gaming stream
platform

65% share of **hours
viewed** (3.1 billion), and
72% hours (121 million)
streamed against game
streaming rivals in Q1
2020



Influencers

Utilizing Display and Native Advertising

Gaming influencers have a big impact on the purchasing behavior of their followers. As gamers live-stream themselves playing popular video games on platforms like Twitch, and YouTube Gaming, they are able to show off the games they enjoy.

CPM

CPC

CPV



\$100

\$4.04

\$0.10

CPVH

CPC

CPE

\$1.09

\$4.04

\$0.50



YOUTUBE AD SPACE

1

Part sponsored let's play content

2-3 minutes gameplay content combined in a social video

2

Mentions

Shout out to brand for sponsoring the selected video and taking points about the game and the link

3

Video Title

Game title featured in the video title

4

Video Description with Call to Action

Description and Call to Action link in the video description



TWITCH AD SPACE

1

Let's Play

Gameplay showcasing the game

2

Sponsored Stream Title

A sponsored title featuring a chatbot command

3

Description Banner

An engaging banner to push the message and call to action

4

Chatbot Message

An automated sponsored chatbot message to push a call to action link

CPVH = cost per viewer hour

CPE = cost per engagement

CPV = Cost per View





**THANK
YOU!**

Visit our website and get in contact today for a bespoke strategy plan from leading marketing professionals in the gaming industry:

www.blackmilkgaming.com



CONTACT ME: nick@blackmilkmedia.com