

Gaming & New Media Audiences

powered by **interpret**

Stop us if you've heard this before: **Media consumption is changing.**

Interpret tracks and forecasts these changes as the preeminent global video game insights firm. By applying incisive research at every stage of a game's development via proprietary methods, datasets, and communities, they help clients navigate one of the most dynamic business categories.

With **RevOptimal**, advertisers can now turn these insights into specific audience segments across Retail, CPG, and more to power campaigns that require higher quality data, more efficient spend, and improved performance.



Deliver your message with the highest quality data, spanning **gaming habits, hardware preferences and purchase intent**

800+

games, platforms, and franchises tracked

32K

gamers and consumers surveyed each year

270M

US individuals ready for activation

28B

resolved device linkages



Syndicated and Custom Audiences

From early VR adopters to WoW enthusiasts, select from pre-built segments or build a custom audience fit for your needs



Identity-First, Privacy-Forward

All audiences are built from known online and offline identifiers - ensuring maximum reach and privacy while never using 3rd-party cookies



Refreshingly Up to Date

Ditch data that hasn't been refreshed since 2024 and maximize ad spend with audiences that leverage quarterly updates

Available on dozens of activation channels



Segment List

Games / Gaming > Console / PC / Desktop > Device Used >

- Microsoft Xbox One
- Microsoft Xbox One S
- Microsoft Xbox One X
- Xbox Series X / Xbox Series S
- Nintendo 3DS
- Nintendo Switch
- Nintendo Wii U
- Nintendo Switch Lite
- Sony PlayStation 4 (PS4)
- Sony PlayStation 4 Slim (PS4 Slim)
- Sony PlayStation 4 Pro (PS4 Pro)
- Sony PlayStation 5 (PS5)
- PC / Windows Laptop or Desktop
- Mac / Apple Laptop or Desktop
- Smartphone or Tablet Computer
- Internet Browser on a Computer

Games / Gaming > Console / PC / Desktop > Platform Purchase Past 3 Months >

- Xbox Series X / Xbox Series S
- Nintendo Switch
- Sony PlayStation 4 (PS4)
- Sony PlayStation 5
- PC Laptop or Desktop
- Smartphone or Tablet Computer
- Social Networking Sites on a Computer

Games / Gaming > Console / PC / Desktop > Game Retailer Purchased From >

- Amazon.com (online)
- GameStop (physical store)
- Wal-Mart (physical store)
- Walmart.com (online)

Games / Gaming > Console / PC / Desktop > Game Website Purchased From >

- Nintendo eShop
- PlayStation Store
- Steam by Valve Corporation
- Xbox Store

Games / Gaming > Console / PC / Desktop > In Market >

- New gaming PC
- Nintendo Switch (any version)
- PlayStation 5
- VR / Virtual Reality Headset
- Amazon Prime Gaming
- Gaming accessory or peripheral
- An Xbox Series X
- Apple Arcade
- Netflix Gaming
- Nintendo Switch Online
- PlayStation Plus
- Xbox Game Pass
- Xbox Live Gold

Games / Gaming > Console / PC / Desktop > Game Franchise Played Ever >

- Animal Crossing
- Apex Legends
- Assassins Creed
- Batman Arkham Series
- Battlefield
- Bejeweled
- Borderlands
- Call of Duty
- Counter Strike
- Crash Bandicoot
- Dark Souls
- Destiny
- Diablo
- EA Sports FIFA
- EA SPORTS Madden NFL
- EA SPORTS NHL
- Elder Scrolls (Online, Skyrim, Morrowind)
- Far Cry
- Final Fantasy
- Forza
- Gears of War
- Ghost Recon
- God of War
- Gran Turismo
- Grand Theft Auto
- Halo
- Harry Potter
- Kingdom Hearts
- Kirby
- LEGO Games



Segment List

Games / Gaming > Console / PC / Desktop > Game Franchise Played Ever > (cont)

- Mass Effect
- Metal Gear Solid
- Metroid
- Minecraft
- MLB The Show
- Monster Hunter
- Mortal Kombat
- NBA 2K
- Need For Speed
- Overwatch
- Pac-Man
- Plants vs Zombies
- Rainbow Six
- Red Dead Redemption
- Resident Evil
- Sonic The Hedgehog
- Star Wars
- Street Fighter
- Super Mario Games
- Tetris
- The Sims
- The Witcher
- Tomb Raider
- Uncharted
- Warcraft
- Zelda

Games / Gaming > Console / PC / Desktop > Game Peripherals or Accessories Owned >

- Gaming Headset
- Controller Charging Stations
- Virtual Reality (VR) Headset / System
- Additional First Party Controller
- Third Party Controller
- Premium Controllers (SCUF, Xbox Elite)

Games / Gaming > Console / PC / Desktop > Game Purchase Types >

- Microtransactions
- Lootboxes
- Season Passes / Battlepasses
- DLC / Expansion Packs

Games / Gaming > Console / PC / Desktop > Game Interested in Playing >

- Animal Crossing
- Apex Legends
- Assassins Creed
- Batman Arkham Series
- Battlefield
- Bejeweled
- Borderlands
- Call of Duty
- Crash Bandicoot
- Dark Souls
- Diablo
- EA Sports FIFA
- EA SPORTS Madden NFL
- Elder Scrolls (Online, Skyrim, Morrowind)
- Fallout
- Final Fantasy
- God of War
- Grand Theft Auto
- Halo
- Harry Potter
- LEGO Games
- Minecraft
- MLB The Show
- Mortal Kombat
- NBA 2K
- Need For Speed
- Overwatch
- Pac-Man
- Plants vs Zombies
- Red Dead Redemption
- Resident Evil
- Sonic The Hedgehog
- Star Wars
- Street Fighter
- Super Mario Games
- Tetris
- The Sims
- The Witcher
- Tomb Raider
- Zelda

Games / Gaming > Console / PC / Desktop > Game Purchase Method Past 3 Months >

- Physical Copy Purchase
- Digital Download



Segment List

Games / Gaming > Console / PC / Desktop > Game Genre Played Past 3 Months >

- First-Person Shooter (Call of Duty, Counter Strike, Overwatch)
- Third Person Shooters (Gears of War, Mafia III, Warframe, The Division, Star Wars Battlefront)
- Action-Adventure Games (Batman, Uncharted, Tomb Raider, Assassin's Creed)
- Strategy Games (Starcraft II, Civilization 6, Total War)
- Role-Playing Games (The Elder Scrolls, Dragon Age, Final Fantasy, The Witcher)
- MMO (World of Warcraft, RuneScape, Star Wars, World of Tanks)
- MOBA (Multiplayer Online Battle Arena) Games (League of Legends, DOTA 2, Heroes of Newarth, SMITE)
- Platform Games (Rayman Legends, Super Mario, Sonic)
- Sports Games (Madden NFL, FIFA, NBA 2K)
- Racing Games (Need for Speed, Gran Turismo, Project CARS)
- Fighting Games (Mortal Kombat, Street Fighter, Injustice, Tekken)
- Open-World Action Games (Grand Theft Auto, Assassin's Creed, Saints Row)
- Life / Pet Simulation Games (The Sims, Stardew Valley, Dogz/Catz)
- Horror Games (Resident Evil, Silent Hill, The Evil Within)
- Battle Royale Games (PUBG, Fortnite, Apex Legends)
- Arcade Games (Namco Museum, Pac-Man)
- Puzzle Games (Bejeweled, Tetris)
- Party Games (Jackbox Party Pack, Town of Salem)
- Music / Rhythm / Singing / Dancing Games (Bit.Trip Beats, Audiosurf, Osu)
- Casual Games (Farmville, Candy Crush Saga)
- World Building Games (Minecraft, Terraria, ROBLOX)
- Survival Crafting Games (H1Z1, ARK: Survival Evolved, Rust)
- Card / Casino Games (Zynga Poker)
- Interactive Story Games (Telltale's The Walking Dead, Firewatch, Life is Strange)
- Collectible Card Games (Hearthstone, Magic Duels, Pokemon TCG Online)
- Digital Board / Card Games (Gloomhaven, Ticket to Ride, Uno, Inscryption, Slay the Spire)

Games / Gaming > Console / PC / Desktop > Current or Past Membership / Subscription in Past 3 Months >

- Amazon Prime Gaming
- Call of Duty - Season Pass
- EA Play / EA Play Pro
- Fortnite - Battle Pass
- Google Play Pass
- Nintendo Switch Online
- Playstation Plus Premium Tier
- Playstation Plus
- Roblox - Builders Club
- Xbox Game Pass
- Xbox Live Gold

Games / Gaming > Console / PC / Desktop > Gaming Laptop Brand Owned >

- Dell
- HP
- Microsoft

Games / Gaming > Console / PC / Desktop > Game Playing / Purchasing Motivation >

- Same Developer / Studio as a Previous Game I Enjoy
- Same Publisher as a Previous Game I Enjoy (Nintendo, Activision, Take-Two)
- It's a Sequel or Part of a Game Franchise that I Already Enjoy
- Based on an IP I Enjoy (Marvel, Star Wars, Dragon Ball)
- Favorable Critic Reviews (IGN, GameSpot)
- Favorable User Reviews (Metacritic User Score, Steam User Reviews)
- Creators / Influencers I Trust Recommend it (Streamers, YouTubers)
- Friends / Family I Trust Recommend It
- A Genre I Already Enjoy (Shooter, FPS, RPG, Puzzle)
- Enjoyed Playing the Demo / Preview
- Plot / Premise Looks Interesting
- Appears on Social Channels I Engage With (Reddit, Discord)
- Looks Innovative / Unique
- Free to Play / Discounted / On Sale

Segment List

Games / Gaming > Console / PC / Desktop > Game Played Ever >

- Among Us
- Animal Crossing: New Horizons
- Apex Legends
- Battlefield 2042
- Battlefield V
- Borderlands 3
- Call of Duty Vanguard
- Call of Duty: Black Ops Cold War
- Call of Duty: Modern Warfare 2 Remastered
- Call of Duty: Modern Warfare II
- Call of Duty: Modern Warfare III
- Call of Duty: Warzone
- Elden Ring
- Fall Guys
- Far Cry 6
- FIFA 23
- Final Fantasy VII Remake
- Final Fantasy XIV
- Fortnite
- God of War: Ragnarok
- Grand Theft Auto V
- Grand Theft Auto The Trilogy
- Halo Infinite
- Hogwarts Legacy
- Just Dance
- League of Legends
- LEGO Star Wars: The Skywalker Saga
- Mario Kart 8 Deluxe
- Mario Party Superstars
- Marvel's Guardians of the Galaxy
- Minecraft
- Need for Speed Unbound
- Pac-Man
- Pokemon Legends: Arceus
- Pokemon Scarlet/Violet
- PUBG/Player Unknown's Battlegrounds
- Red Dead Redemption 2
- Resident Evil 4: Remake
- Resident Evil Village
- Roblox
- Rocket League
- Sonic Frontiers
- Sonic Origins
- Star Wars Jedi: Fallen Order
- Super Mario Odyssey
- Super Smash Bros
- The Elder Scrolls Online: Elsweyr
- The Last of Us II
- The Legend of Zelda: Tears of the Kingdom
- The Sims 4

Games / Gaming > Console / PC / Desktop > Game Played Past 3 Months >

- Call of Duty: Black Ops Cold War
- Call of Duty: Modern Warfare II
- Call of Duty: Warzone
- Fortnite
- Grand Theft Auto V
- Minecraft
- Roblox

Games / Gaming > Mobile > Game Genre Played Past 3 Months >

- AR / Location Based
- Arcade (Fruit Ninja, Temple Run, Subway Surfer)
- Card / Casino (Slotomania, House of Fun Slots, Bingo Blitz, Solitaire, Poker)
- Collectable Card Battler (Hearthstone, Yu-Gi-Oh! Duel Links, Magic Duels)
- Idler (Idle Miner Tycoon, Adventure Capitalist, AFK Arena, Non-Stop Knight)
- Lifestyle (Design This Home, Design Home, Covet Fashion, Choices, Chapters, Episode)
- Puzzle (Candy Crush Saga, RPG Match-3 Puzzles, Agent Alice, Words with Friends, Angry Birds, Empires and Puzzles)
- Racing (CSR Racing, Real Racing)
- RPG (Eternium, Mobius Final Fantasy, Marvel: Contest of Champions, Game of Heroes, Star Wars: Galaxy of Heroes)
- Shooter (Call of Duty Mobile, Fortnite, PUBG Mobile, Sniper 3D, Pixel Gun 3D, Guns of Boom)
- Simulation (Simpsons Tapped Out, Hay Day, SimCity Farmville, Minecraft, Roblox, Terraria, Diner Dash, Cooking Fever)
- Sports (Madden NFL, Golf Clash, Basketball Stars)
- Strategy (Marvel, Mortal Kombat X, Vainglory, Brawl Stars, Mobile Legends, Clash of Clans, Plants vs Zombies, Tower Defense)
- Digital Board / Card Games (Ticket to Ride, Root, Uno)

Segment List

Games / Gaming > Mobile > Game Played Past 3 Months >

- Angry Birds Dream Blast
- Bejeweled Blitz
- Bejeweled Classic
- Call of Duty: Mobile
- Candy Crush Friends Saga
- Candy Crush Saga
- Candy Crush Soda Saga
- Coin Master
- Family Island - Farming Game
- Fortnite
- Merge Dragons
- Minecraft
- Monopoly GO!
- Pokémon Go
- ROBLOX
- Words With Friends 2
- Wordscapes

Games / Gaming > Mobile > Game Subcategory Played Past 3 Months >

- Card / Casino (Slotomania, House of Fun Slots, Bingo Blitz, Solitaire)
- Word / Brain / Board (Words with Friends, Scrabble, Sudoku, Monopoly)
- Shooter (Call of Duty, Sniper 3D, Pixel Gun 3D, Guns of Boom)
- Matching Puzzle (Candy Crush Saga, Gardenscapes, Toy Blast)

Games / Gaming > Behavior > Game Player Engagement Windows / Daily Habits >

- After Waking Up
- During Breakfast
- During Downtime at Work
- On Commute Home from Work
- During Dinner
- Before Bedtime
- While in Bed

Games / Gaming > Behavior > Reason for Playing Video Game >

- To Relax or Unwind / De-Stress / Get Destimulated
- To Relieve Boredom / Get Stimulated
- To Feel the Flow of Honing New Skills
- To Confirm Mastery of Established Skills
- To Take Time Thinking of the Best Move or Strategy
- To Test their Reflexes Making Fast Moves
- To Enjoy Breaking Apart or Destroying Things
- To Enjoy Collecting / Completing Things
- To Enjoy Building / Creating / Crafting Things
- To Enjoy Decorating / Customizing Things
- To Get Immersed in Exploring a Whole World
- To Get Immersed in a Story
- To Show off to Other Players / Achieve Status
- To Get in Touch with Childhood / Nostalgia
- To Serve / Help Others in the Game
- To Bond with a Romantic Partner
- To Bond with Friend / Family
- To Feel Like Part of a Whole Group / Team
- To Mentor / Teach Another Player
- To Lead a Whole Group / Team
- To Get out Some Aggression Directly
- To Surprise / Trick / Troll / Camp / Get out Some Aggression Indirectly
- To Feel a Part of Something Bigger than Myself

Games / Gaming > Behavior > Game Multitasking Habits >

- While Watching TV
- When Hanging out with Friends
- While Doing Cleaning / House Chores
- While Listening to Music
- While Scrolling through Social Media