

# Audio In Games Is Critical



This Apex Gaming Network (AGN) report serves as an analysis for in-game digital advertising which uses statistical data from global reports on audiophiles, audio technology, and global forecasts. In addition, it uses information from studies and surveys presented by our partner AudioMob which presented collaborations with third-party organizations; market research and data analytics firm YouGov which survey 2,200 respondents on attitudes to mobile game monetization, while digital assurance service Go Live Test conducted through focus group behavioral testing.

The report features insights on gamers that use sound on during their user experience in Canada and globally and will focus on the following topics:

- > The impact of audio on gamers
- > The Canadian gaming opportunity
- > Audio advertising in video games
- > Audio as the link between brand and consumers
- > Engagement and recall for in-game audio advertising



# The Impact of Audio On Gamers

Audio in video games is critical. Regardless of where or how the game is being played. The feedback which audio provides to gamers, along with the immersive music, can really add value to the overall user experience. Which is why **73% of mobile gamers play with the sound on at 10% or higher.**

Sound in gaming can be what brings the experience together and for mobile users, gaming on your phone is still as much of an intimate experience as texting or video chatting, which is why many are doing it with headphones on. This trend in mobile user behavior can also be attributed to the exponential global growth of the earphone and headphone market which is expected to grow **at a compound annual growth rate of 5.9% from 2019 to 2025 and reach USD 15,804 million by 2025.**

For brands this means that gamers of all kinds are playing with sound on. This group of tech savvy audiophiles presents a new opportunity for advertisers to reach and engage with consumers using in-app audio advertising.



# The Canadian Gaming Community: Strength in Diversity

All over the globe, more and more people are playing video games, and although they are fun, many existing and new game titles require uninterrupted concentration and focus.

When considering how engaged gamers are, it is easy to determine that they are immersed in a unique and uninterrupted experience that demands 100% of their attention. This makes in-game advertising a great opportunity for brands to connect with already engaged users.

In Canada, this means connecting with diverse audience of gamers. From Gen Z to boomers, there is a game type that is fitting for each age group and person of diverse backgrounds. In numbers, this means brands can connect with 23 million or 61% of Canadians actively playing video games.

## Total number of Canadians playing video games



## Percentage of Canadians playing video games



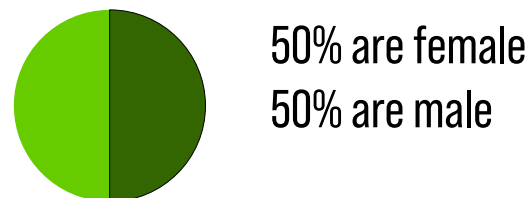
## Age breakdown of Canadian Gamers



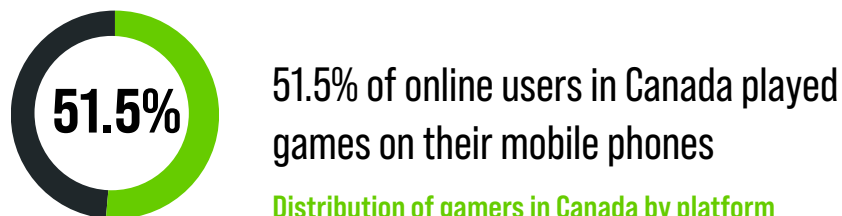
## Average age of Canadian gamer

34 Years

## Across all Canadian gamers

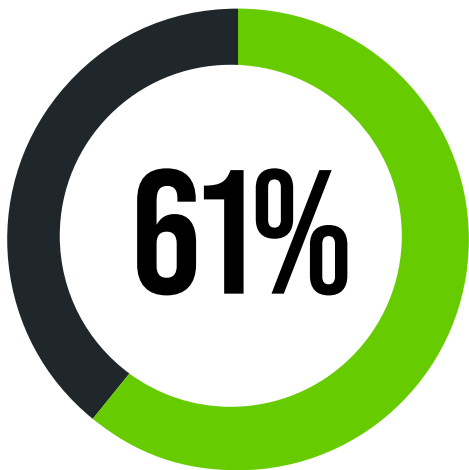


A 2020 Global index study of Canadian internet users also found that 75.5% of the respondents played video games on any device, however mobile gaming was the most popular.



# Audio Advertising in Video Games

With so many gamers choosing to play with the sound on, audio has become the new advertising format that is providing brands with the opportunity to reach a potential audience of nearly 1 billion people in Canada. This audience is made of a diverse and engaged audience that continues to grow across a variety of game genres.



*61% of these gamers played with the sound on.*

In a recent [YouGov study](#) of 2,200 gamers, it was confirmed that 86% of gamers rejected full screen advertising and 67% preferred advertisements that did not force the game to pause. In addition, 61% of these gamers played with the sound on.

The study confirmed that audio can help address many challenges for advertisers who have longed to reduce the negative impact of ad insertion during the user experience. It also confirmed that ads in gaming are here to stay and continue to improve on the way brands are inserting messaging to audiences in a non-intrusive manner.

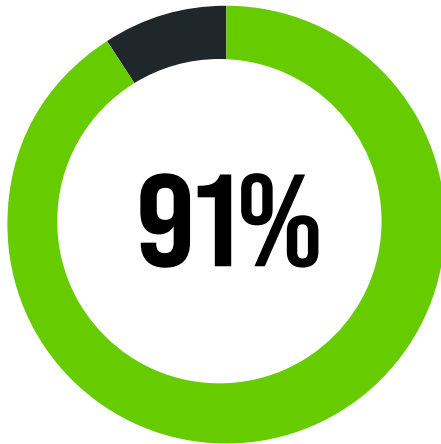
For brands there has been no better time to capitalize on the digital audio advertising channel and making it a part of a planned ad strategy.



*Audio ads reach a potential audience of nearly 1 billion people in Canada.*

# Audio Ads: The Link Between Brand and Consumer

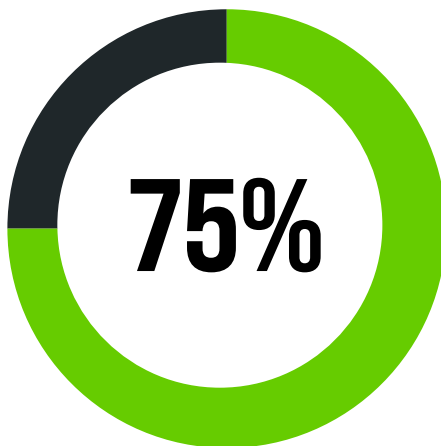
Outside of radio advertising, sound can be an important part of advertising design that gets overlooked by planners. In gaming, polished audio and soundtracks elevate great games to new heights and are the reason why gamers play with sound on. For advertisers this means that re-purposing ads from other channels from audio may not be the best idea. Brands that successfully build audio ads that seamlessly integrate into gaming audio environments are the ones that



***91% of people believe ads are more intrusive now compared to two or three years ago***

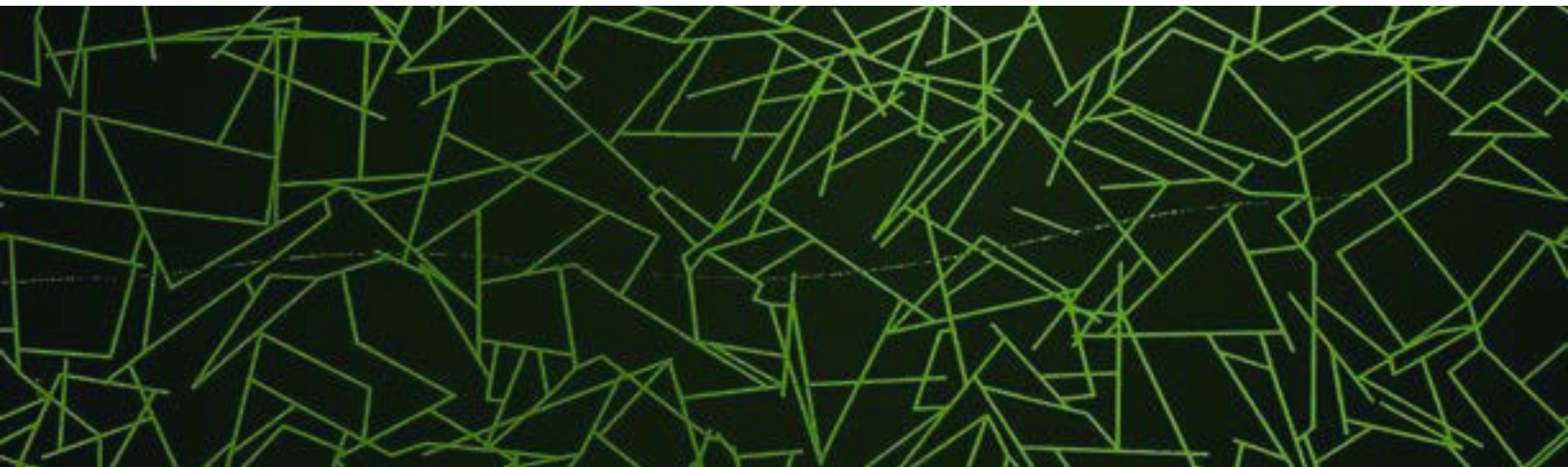
91% of people believe ads are more intrusive now compared to two or three years ago

re-mix or re-create audio only advertising spots specifically for games. This process can help brands stay out of the way of gamers user experience while staying relevant and memorable in the background. When done correctly, in-game audio advertising becomes a new non-intrusive form of advertising that possesses high recall and is favored by gamers worldwide.



***75% of consumers prefer to have audio ads within their gaming experiences.***

75% of consumers prefer to have audio ads within their gaming experiences



# AGN Audio Ads Drive Engagement and Ad Recall

With in-game audio ads, user click through rates are 1000% higher than other ad formats. This number is a result of the high percentage of users that find audio advertising to not intrude on the gaming experience, and the number of users that were still able to notice the banner ads and actioned on them.

**100%** of participants carried on playing the game while the audio ad played

**100%** of participants noticed the banner and could recall the audio ad

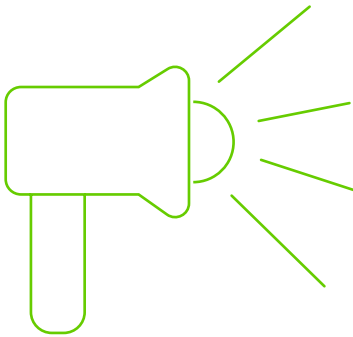
**87.5%** of participants realised they could press the banner

**50%** of participants pressed the banner



With AGN your brand can begin to build trust with consumers by accurately targeting users and placing engaging and creatively driven audio ads across a large library of premium game environments.

## How we do it



Brands provide creative assets to APEX for set up



APEX hosts, sets up, and manages campaigns, exclusively through our partnership with AUDIO MOB in Canada



Campaigns are delivered to hundreds of millions of mobile gamers in Canada



*Learn how you can start advertising to gamers using digital audio in Canada. Get in touch and learn more about in-game audio advertising and how it can help you better engage consumers on mobile without interruption.*



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