

GAME AUDIENCE DASHBOARD

MAIN FEATURES

WE COMBINED PSYCHOMETRIC METHODS AND A WEB APP TO COLLECT **MOTIVATION DATA FROM OVER 300,000 GAMERS**



An Empirical Model

Our motivation model (next slide) was developed via established psychometric techniques, such as factor analysis—a statistical method that identifies how variables cluster together.



A Unique Data Set

Over 300,000 gamers worldwide have participated in our Gamer Motivation Profile, providing data on their motivations, demographics, and their favorite games.



Actionable Insights

Our data links game titles/franchises with demographic and motivation variables, allowing us to analyze the motivations of game audiences to produce data-driven insights.

Our Expertise in Gamer Motivation Research

For over a decade, Nick Yee and Nic Ducheneaut have been studying the motivations and behavior of gamers. They have over 40 peer-reviewed papers on gaming and virtual worlds. Nick Yee's paper on the motivations of online gamers has been cited over 1,400 times.

QUANTIC FOUNDRY'S **GAMER MOTIVATION MODEL** BASED ON DATA FROM OVER 300,000 VIDEO GAMERS REVEALED 6 KEY PAIRS OF MOTIVATIONS



Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges.	Completion Get All Collectibles. Complete All Missions.	Fantasy Being someone else, somewhere else.	Design Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	Community Being on Team. Chatting. Interacting.	Strategy Thinking Ahead. Making Decisions.	Power Powerful Character. Powerful Equipment.	Story Elaborate plots. Interesting characters.	Discovery Explore. Tinker. Experiment.



GAME AUDIENCE DASHBOARD

The dashboard provides real-time online access to our full data set.

When gamers fill out the profile survey, we also ask them to list specific game titles they enjoy. The dashboard provides a way to pivot between gamer motivations, demographics, and specific game titles/franchises.

LOOK UP OVER 2,100 GAME TITLES

Audience Profile

DEMOGRAPHICS, MOTIVATIONS AND POPULAR GAMES FOR ANY GAME TITLE
TITLES CAN BE COMBINED TO CREATE COMPOSITE PROFILES (E.G. TO AGGREGATE BY GENRE)

Game Title(s)

Demographics

Age Range

Gamer Categories

Audience Demographics

Audience Motivations

Popular Games

- Civilization
- Civilization: Beyond Earth
- Civilization II
- Civilization III
- Civilization IV
- Civilization Revolution
- Civilization (series)**
- Civilization V
- Civilization VI
- Galactic Civilizations III

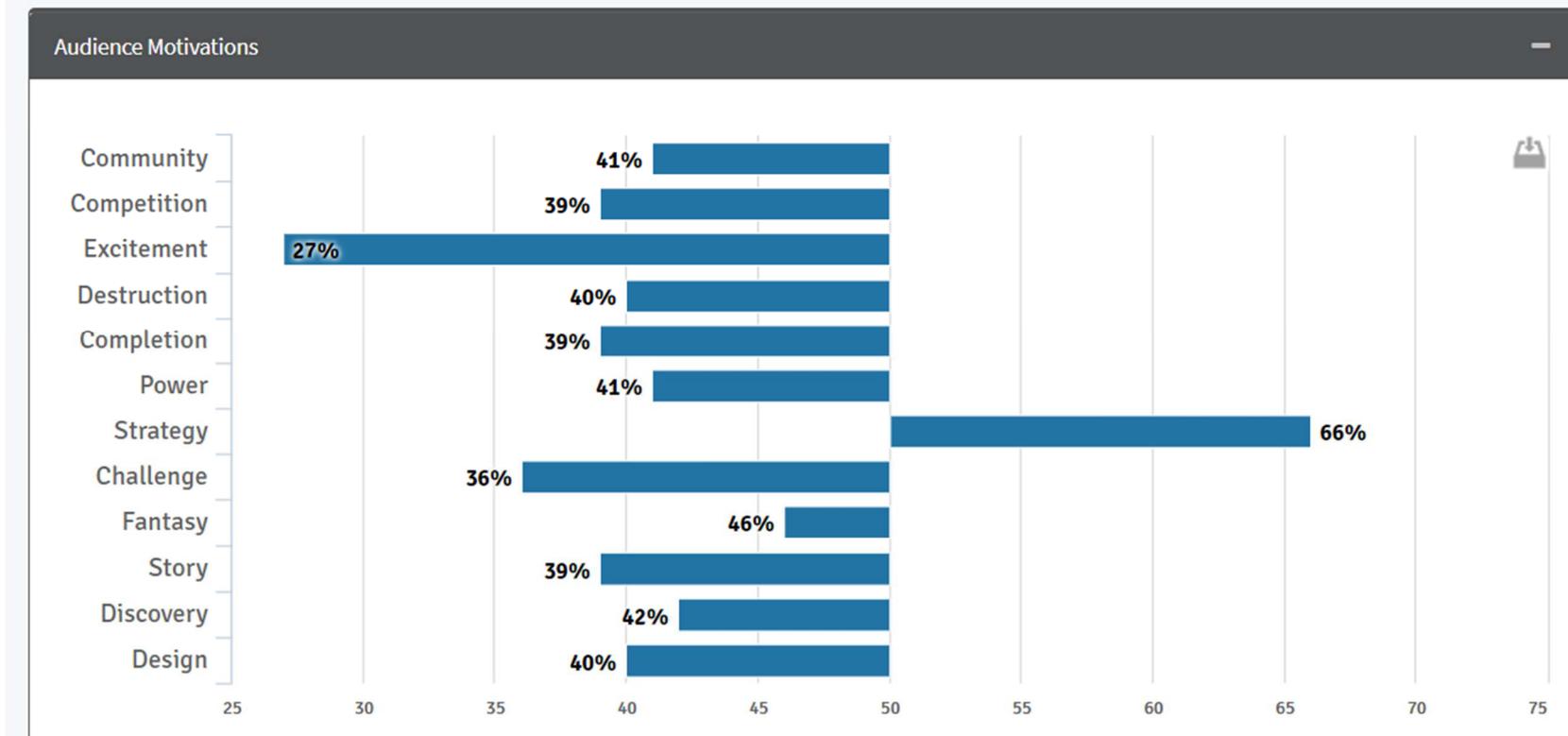
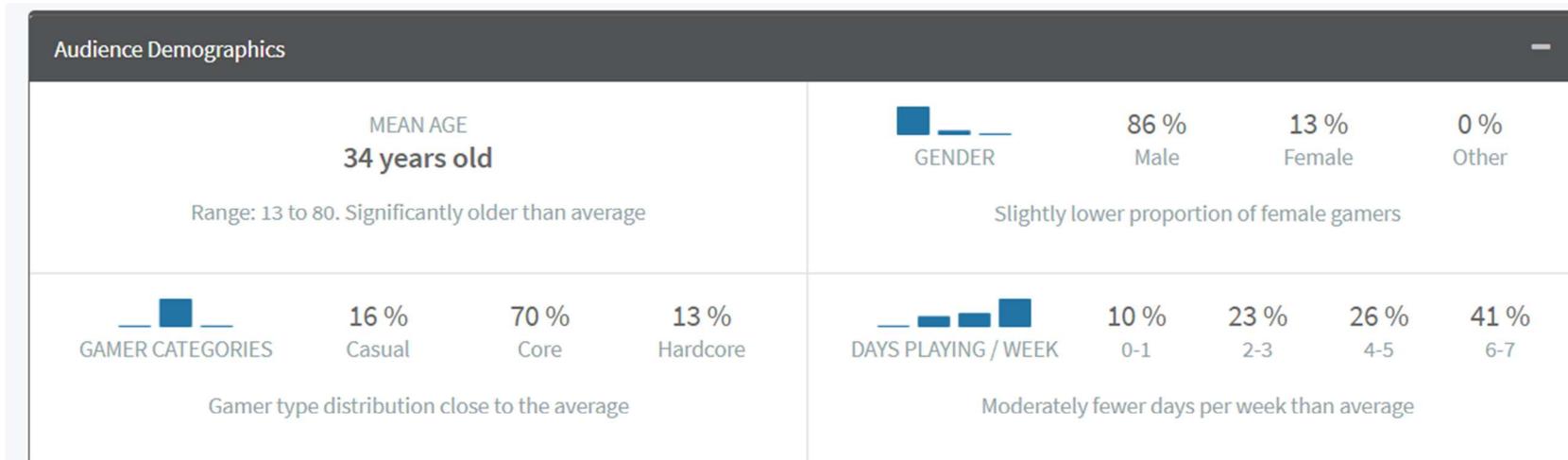
Easy and Quick Title Searches

Not sure of the exact name of a game or its spelling? Just type in a word fragment, and the dashboard will show you what's available.

Live Access

The dashboard is connected to the live database. As soon as a gamer fills out the profile survey, their data is accessible to the dashboard.

GAME AUDIENCE PROFILES AT A GLANCE



Quick Demographics

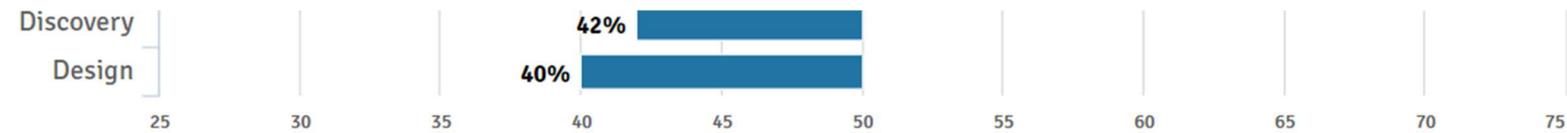
See the overall demographic profile and how it compares to gamers in our full dataset. Is this audience less active than gamers in general?

A Chart of What This Game Audience Cares About

The chart shows how this audience compares with the average gamer—the 50th %-tile represents the average.

Quickly get a sense of what's most and least important for this game audience. Use that information to prioritize development, allocate resources, and tailor marketing messaging.

EXPLORE SIMILAR GAME TITLES



Most interested in strategy (planning, thinking, making decisions)
Least interested in excitement (fast-paced, thrilling, surprises) and challenge (high difficulty, practice, mastery)

[Reference PDF](#) containing more detailed descriptions of the 12 motivations in our model

Popular Games

Title	QF Score
Civilization VI [View / Add]	21.14
Master of Orion (series) [View / Add]	9.86
Europa Universalis (series) [View / Add]	9.15
SimCity (series) [View / Add]	8.28
Heroes of Might and Magic (series) [View / Add]	6.72
X-COM (series) [View / Add]	5.56
Total War (series) [View / Add]	5.16
Football Manager (series) [View / Add]	4.71
Stellaris [View / Add]	3.17
Age of Empires (series) [View / Add]	3.03

First Previous **1** 2 3 4 5 Next Last

Find Other Games Popular with This Audience

Identify other game titles that target similar gaming motivations and are disproportionately popular among this audience. Easily cross-reference the audience profiles of those games with one click.

Use This List for Competition and Feature Analysis

The list surfaces common themes, features, and mechanics that are particularly appealing with this audience.

It also helps identify competitors for this game audience, even if those game titles fall in a different game genre.

FINE-TUNE YOUR TARGET AUDIENCE

Audience Profile

DEMOGRAPHICS, MOTIVATIONS AND POPULAR GAMES FOR ANY GAME TITLE
TITLES CAN BE COMBINED TO CREATE COMPOSITE PROFILES (E.G. TO AGGREGATE BY GENRE)

Game Title(s)

Civilization (series) x Stellaris x

Europa Universalis (series) x

Cities: Skylines x Type a game title...

Civilization (series)

Sample Size: 6,301

Demographics

Age Range	25	35	Genders	None Selected ▾
Gamer Categories	None Selected ▾		Days Playing	Female
				Male
				Other

Get Profile Reset Filters

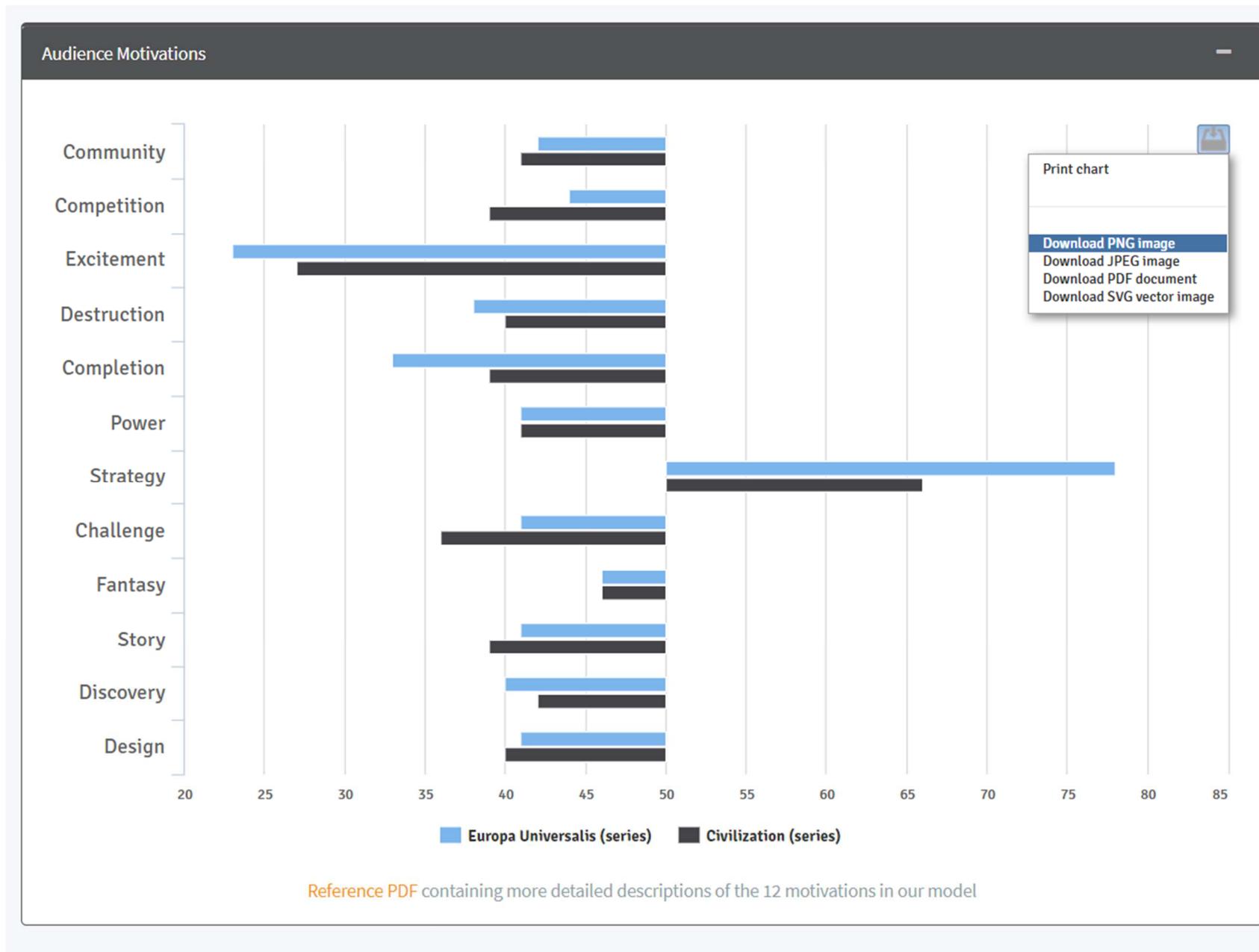
Create a Custom Basket of Game Titles

Want to explore the profile of a set of similar game titles? Just add them to the game title list.

Filter the Sample Using Demographics

Isolate younger/older gamers in a genre or casual/core gamers using the demographic filters.

EASILY COMPARE GAMES



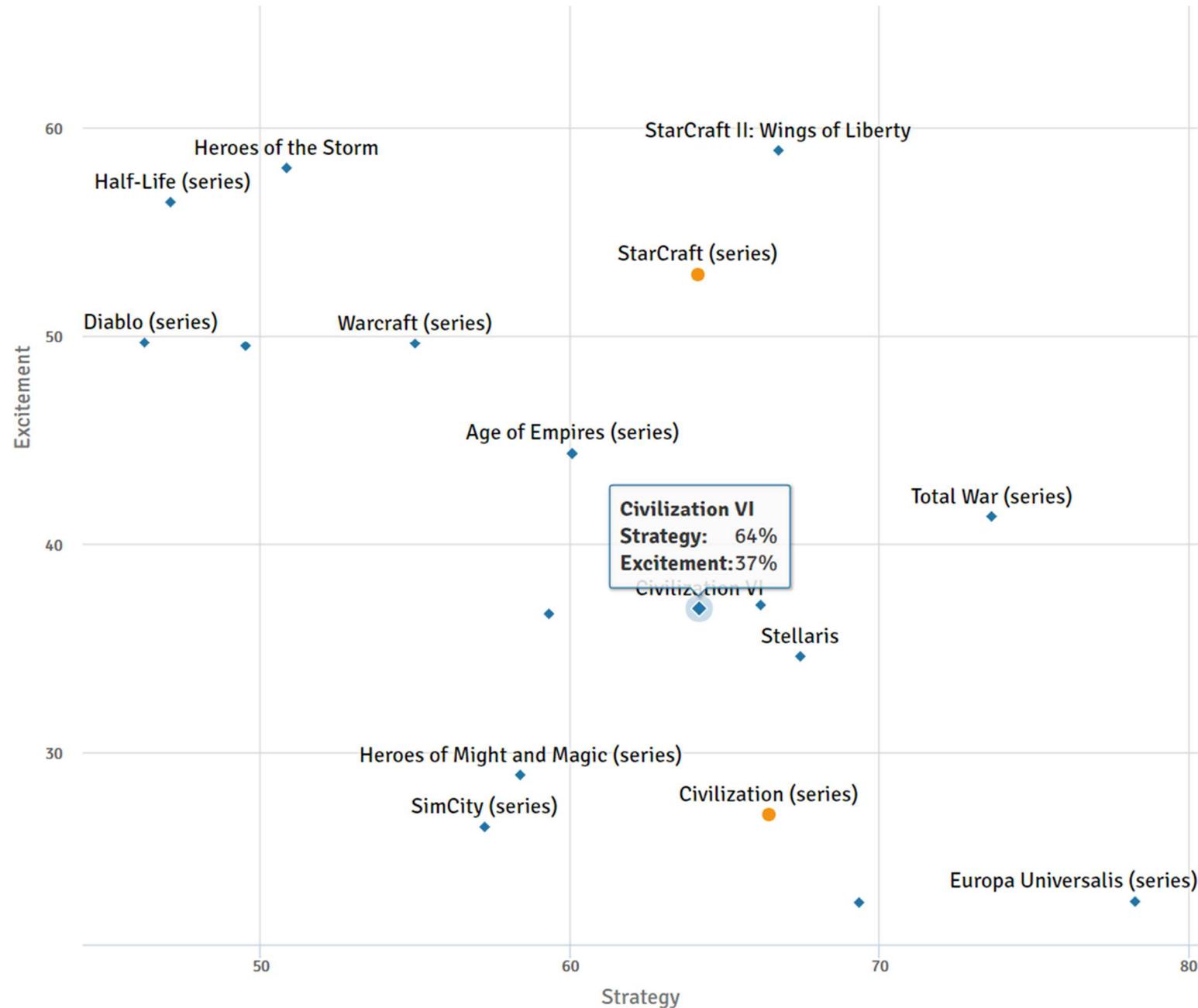
Side-by-Side Comparisons

Need to compare the motivations of different games? Use our comparison feature to put 2 or more games side by side.

Export Graphs For Slides

All the charts in the dashboard have a button for exporting as an image for easy inclusion in slides or documents.

VISUALIZE A GAME NEIGHBORHOOD



Identify Most Similar Games

Pick one or more games, and the dashboard will find the 20 most similar games and generate a map of the game neighborhood. Visualize how games are related to each other and how they vary on specific motivations.

Identify Design and Acquisition Opportunities

The map helps marketers understand where they might acquire new players for an existing franchise. It can also help designers understand areas that are crowded vs. those that may be underserved.



QUESTIONS/COMMENTS?

If you have any questions or would like a live demo of the dashboard, contact us at:

TEAM@QUANTICFOUNDRY.COM



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