

GAMING BAROMETER

Hello!



&



GAMING

1



Business model (r)evolution

2



A promising success story

3



E-sport as a driver

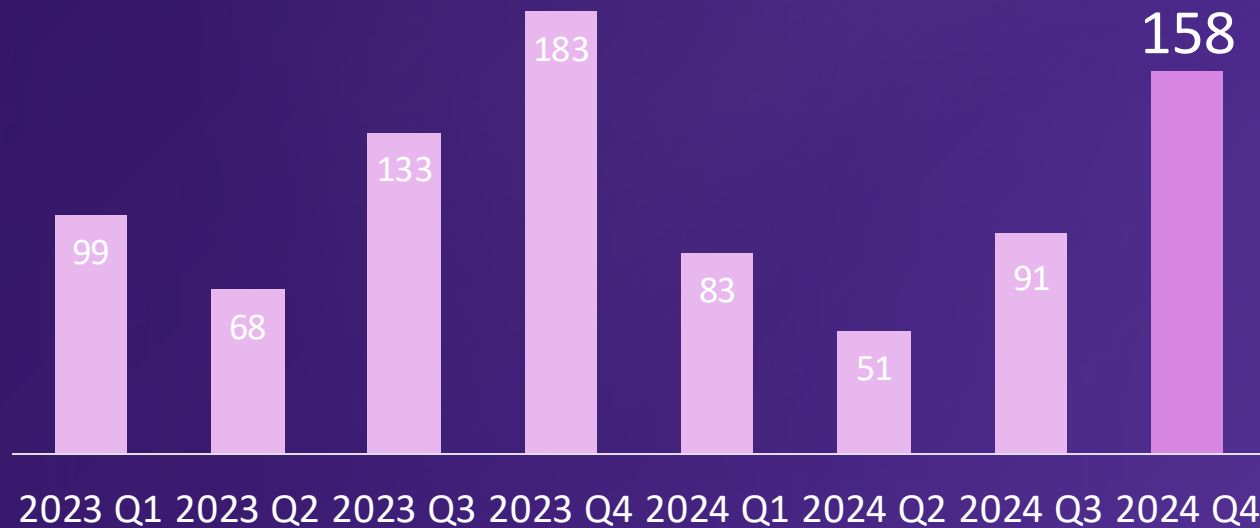
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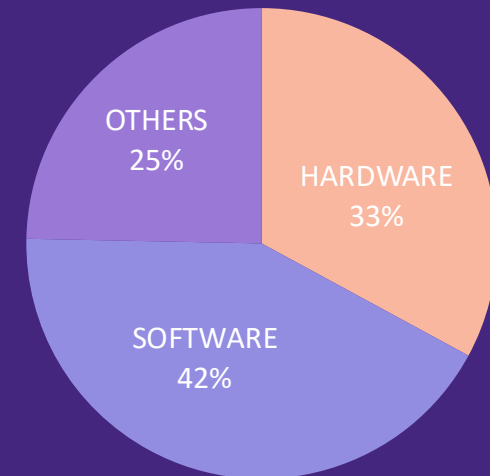
What about Belgium ?

Sales are decreasing in Belgium compared to 2023

Total Sales (millions €)



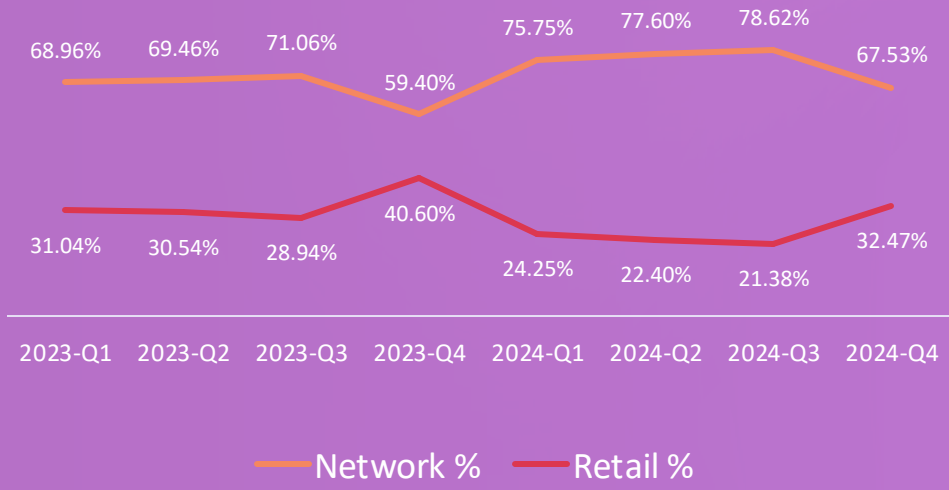
By category Q4 2024



Others : Wallet, Peripherals, etc

Digitalization declines in last quarter, when most sales occur

Unit software



Network : fully digital distribution platforms such as PlayStation Network and Xbox Live, Steam ...

Retail : retail owned webshops and brick and mortar stores such as Carrefour

Belgian gamers are **MAINSTREAM** gamers

KPI
Barometer

	Title	Release	Digitalization	Revenue (€)
01	EA SPORTS FC 25	09/2024	Medium	13,641,525
02	CALL OF DUTY: BLACK OPS 6	10/2024	High	12,187,697
03	EA SPORTS FC 24	09/2023	Medium	3,217,389
04	DRAGON BALL: SPARKLING! ZERO	10/2024	High	2,751,850
05	CALL OF DUTY: MODERN WARFARE III	11/2023	High	2,494,357
06	HOGWARTS LEGACY	06/2023	High	2,288,259
07	HELLDIVERS 2	02/2024	High	2,049,721
08	MARIO KART 8 DELUXE	04/2017	Low	1,881,730
09	GRAND THEFT AUTO V	09/2013	High	1,747,744
10	ELDEN RING	02/2022	High	1,509,183

Football lovers, even in gaming

TOP 3 by category Selling Game

Belgium

General Action
Ex : DRAGON BALL: SPARKING! ZERO

1

First Person Shooter
Ex : CALL OF DUTY: BLACK OPS 6

2

Football
Ex : EA SPORTS FC 25

3

Worldwide

Same

Same

RPG
Ex : ELDEN RING



LIVE STREAMING

Total

- Unique viewers : 745.000
- Hours watched : 67.245.000

Daily

Unique viewers : on average, 158.000 Belgians log on every day to watch a live stream
Average viewers at any moment in time : 46.800



VOD

Total

- Total views : 587.561.000
- Total likes : 24.935.000

Daily

Total views : 1.609.000
On average, almost one Belgian out of six watches a video every day

KPI
Barometer

Top live streamed games (2024)

	Title	Hours watched
01	LEAGUE OF LEGENDS	7.113.855
02	GTA V	5.795.092
03	FORTNITE	2.977.566
04	VALORANT	2.856.675
05	CALL OF DUTY: WARZONE	1.904.734
06	MINECRAFT	1.493.762
07	ROCKET LEAGUE	1.302.806
08	TEAMFIGHT TACTICS	1.016.575
09	WORLD OF WARCRAFT	988.369
10	ELDEN RING	874.073

Belgian channels VOD most watched games (2024)

	Title	Views
01	MINECRAFT	46.981.877
02	FORTNITE	43.159.933
03	BEAMNG.DRIVE	37.773.352
04	ROCKET LEAGUE	21.090.200
05	VALORANT	10.544.745
06	HEARTS OF IRON IV	8.470.719
07	HEARTHSTONE	7.041.661
08	FARMING SIMULATOR 22	6.029.802
09	MAGIC: THE GATHERING ARENA	5.667.601
10	GTA V	4.329.219

Most watched Belgian VOD

KPI
Barometer

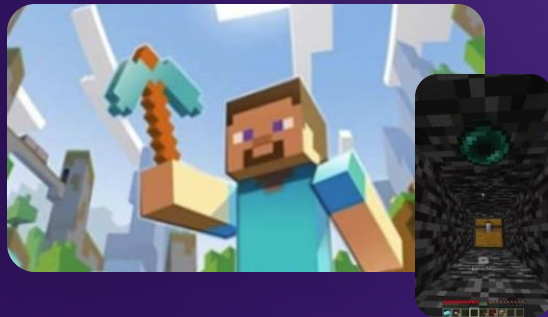
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Release 15/07/2024

MINECRAFT

"Minecraft That Was Close... 🤩 (はいよろこんで) #shorts" shorts

Channel : Error



2024 Views **9.408.793**

122.192 views/day

2

Release 19/07/2024

MINECRAFT

"How High Can You Fall In Minecraft 🤩 (はいよろこんで) #shorts" shorts

Channel : Error



2024 Views **5.258.228**

72.030 views/day

3

Release 09/08/2024

SONIC THE HEDGEHOG

"Like bro 🦇 #sonic #funny" shorts

Channel : Agent Jaysøn!



2024 Views **4.957.285**

141.637 views/day

Most watched Belgian channels

1

LE COYOTTE PILOTE

Subscribers : 597.000
Cumulated Views : 119.113.396
Cumulated Likes : 5.646.927



2

WAZZ

Subscribers : 1.600.000
Cumulated Views : 73.416.331
Cumulated Likes : 4.808.152



3

ERROR

Subscribers : 949.000
Cumulated Views : 49.776.486
Cumulated Likes : 1.015.095



Twitch's highest number of concurrent viewers was reached in Q3 2024

Streamer: IBAI

Title: VELADA DEL AÑO IV | DESDE EL SANTIAGO BERNABÉU

Peak Concurrent Viewers: 3.781.719

Hours Watched: 25.019.100

Category: Special Events (boxing matches)

Language: Spanish

Date: 13/07/2024



Takeaways ...

Move
ahead



Gaming stands as the largest form of digital entertainment platform

Gaming industry boasts vast, highly engaged communities, offering unique demographic diversity across markets

Gaming introduces innovative opportunities for immersive audience engagement

Gaming content represents the most effective channels for directly connecting with and captivating these audiences