



GAMESPY

Combining lighthearted gaming humor steeped in nostalgia with entertaining features and in-depth editorial commentary, GameSpy's got something for every type of gamer. GameSpy provides opportunities for branding, credibility and word of mouth that are beyond compare.

GameSpy viewers are:

- > 1.6 times more likely than the online average to post product reviews online, last 30 days
- > 2.8 times more likely to provide frequent advice on video games
- > 2.0 times more likely than the online average to provide frequent advice on websites and Internet content, last 30 days
- > More than 3X more likely than the online average to own a Blu-Ray disc player (28% Comp)

To Find out More about GameSpy, contact your IGN Sales Executive

DEMOGRAPHICS

- > Male composition
69%
- > Average age in years
30.1
- > Average household income
\$66,660

STRENGTHS

- > **#1 for Male 25-34 video game influencers***
**Threshold of 50k reach+*
- > **#2 for Medium-Heavy spenders of video games online**



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