

Leveraging gaming as an engagement channel

[Research on the world of gaming](#) indicates that 81% of internet users game on at least one device each month. Amongst 16-24 year olds, the number rises to 91%. The increase in online multiplayer games that put the gamer at the heart of the experience (like [Overwatch](#) and [Fortnite](#)) has accelerated interest.

4 in 10 gamers actively follow esports, watching both live streams and tournaments and broadcasting their own gameplay. The individuals at the forefront of esports, dubbed "E-Athletes", are influential celebrities in their own right. Tyler Blevins, a leading E-athlete, accumulated 22 million subscribers on his YouTube channel in 2019, and signed with Adidas as a brand ambassador in 2020.

No wonder then that brands like Amazon, Google, Facebook and Apple are making big bets on gaming as an [engagement channel](#) for delivering live streaming, sponsorships and product placements.

In January 2021, the United Nations Development Group (UNDP) and University of Oxford published the the results of the [Peoples' Climate Vote](#), a survey of public opinion on climate change. Poll questions were distributed through advertisements in mobile game apps in 17 languages, which resulted in a huge, unique, and random sample of people of all genders, ages, and educational backgrounds. 1.2 million people from 50 countries responded, making it the largest survey on opinion on climate change ever conducted.