



Advertisers losing out on big game potential

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[Media](#)

English

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Dear editor,

What was the hot topic at Cannes this week? Was it Steven King reminding us that we need to move beyond measuring within media and start measuring across media?

Was it Susannah Outfin's revelation that 'new media' was really 'now media'?

Was it the MRM+McCann view that it is better to personalise and make relevant digital messages while tapping into content created by consumers?

Was it the Neo@Ogilvy panel discussion on research, that online search is at the heart of most shopping journeys most advertisers should be interested in?

To me it was none of these. To me it was the revelations of two 15- to 44-year-old employees from Proximity who told us it's time to play. Simon Bond and Reza Ghaem-Maghani warmed up the audience with some jaw-lowering facts.

The gaming industry is 2.5 times bigger than Hollywood at US\$25 billion. Sony's Playstation out sells all other Sony products, combined.

Halo 2, a game launched in 2004, outsold Spiderman by a factor of 2.5 to one on its first day of release. Lara Croft is worth more than Tom Cruise.

Gaming is the number 1 past time in Korea, where internet penetration is 72 per cent.

There are four TV channels in Korea dedicated to gaming. More than one in six 15- to 44-year-olds around the world play games regularly.

Samsung sponsored the last global gaming championship in Singapore, where 40,000 people game to watch two people play computer games.

Lucozade and Mini were two examples given where stunning results were achieved using in game advertising or in game commerce.

They concluded with a sobering thought.

While playing games is at the heart of what many 15- to 44-year-olds with cash are doing nowadays, less than a fraction of a fraction of one per cent of the US\$600 million global ad market is invested in gaming.

They predict advertisers will start playing seriously within five years. The hot topic at Cannes was playing games and the time to play, I say, is today.

Jamie Lord

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