FRAMEPLAY

**NETWORK INSIGHTS
SUMMARY**

2022 Highlights

Frameplay is a proud **gumgum** *partner*

Foreword.

Thanks for reading our first-to-market Frameplay Network Insights summary! In these pages, you'll find a high level summary of Frameplay's audience network, analyzed by genre. The data in this report will help paint a full picture of our US audience network, one that shatters the stereotypes of gamers that have followed the industry since its inception.

This report shows a modern depiction of who gamers are. They're people who own houses, drive cars, buy goods and services, and have passions outside of gaming that matter to all brands. This data gives us valuable insight to who gamers truly are, providing context within the types of games they play, and helps brands in their journey to authentically connect to gamers.

This report is a first of its kind. Although there are insights from a few industry research companies on gamers and gaming, Frameplay's analysis is specifically for Frameplay's intrinsic in-game advertising network and ecosystem, with insights powered by TransUnion.

Interested in utilizing Frameplay's in-game ad ecosystem for your next campaign?
*Contact:* contextualadvertising@gumgum.com

Table of Contents.

Demographics.

» The Frameplay network is split evenly between game players that identify as Male (50%) or Female (50%).

» There is a fairly even spread across age ranges, with no one range standing out significantly. If we step back a bit, we could say that our US network comprises of players primarily ranging from the ages of 30-64 and we are over-indexing against the US population for the age ranges of 30-59: the sweet spot for consumer purchasing power. While the graph indicates there is a large group within the age range of 75+, we believe this may be due to multiple generations living in a single household.

» When looking at age ranges for gamers that identify as Male or Female, Females are over-indexing across the age ranges between 30-64, and significantly over-indexing between the ages of 35-44 when compared to the US population.

» 85% of our game players live in a household where the estimated income is between $30K-125K. 66% are between $40K-100K, for the most part over-indexing when compared to the US population.

» Roughly 70% of our game players reside in a residence that is owned, where as ~30% live in a rental (which over-indexes against US population).

GENDER

- Female
- Male

RENTER/OWNER HOUSEHOLDS

74.1%
73.4%
25.9%
26.6%

Owner   Renter

- Frameplay - US

AGE

- Frameplay   - US Population

FEMALE

- Frameplay   - US Population

MALE

- Frameplay   - US Population
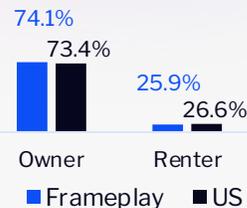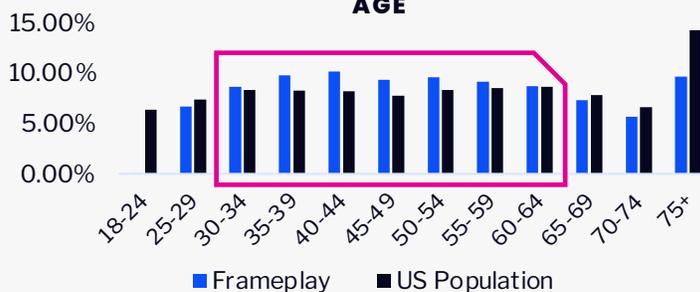
ESTIMATED INCOME
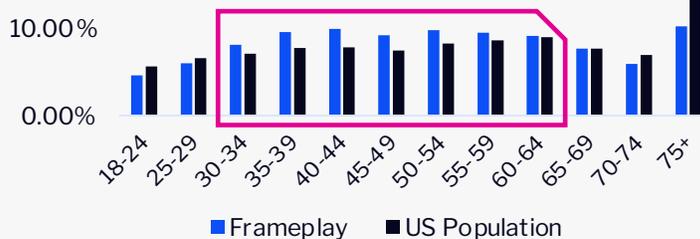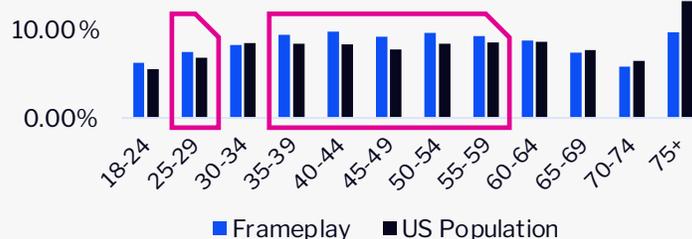
- Frameplay   - US Population

Financials.

» 50% of the Frameplay network is over-indexing vs the US population, among users with subprime financial health (low credit scores).

» However, despite the lower credit scores, slightly over 50% of our game players have lower or minimal credit card balances.

» 86% of the Frameplay network has some form of discretionary income. Over 75% of those game players have discretionary income amounts between $15K-50K, which is about on par with the US population.

» A majority (~80%) of mortgage types leveraged by our game players fall into the category of Conforming/Conventional and Fixed.

» Our game players that secure auto loans and leases average a balance around $21,000 which is comparable to the US population (this does not consider the down payment).

ESTIMATED FINANCIAL HEALTH

	Frameplay	US Population
Subprime	28.1%	23.9%
Subprime to Near-Prime	25.0%	23.7%
Near-Prime to Prime	26.4%	28.6%
Prime to Super-Prime	20.5%	23.8%

■ Frameplay   ■ US Population

AVG. CREDIT CARD BALANCE

	Frameplay	US Population
1st quartile	35.8%	31.8%
2nd quartile	25.5%	26.9%
3rd quartile	21.4%	23.4%
4th quartile	17.3%	18.0%

■ Frameplay   ■ US Population
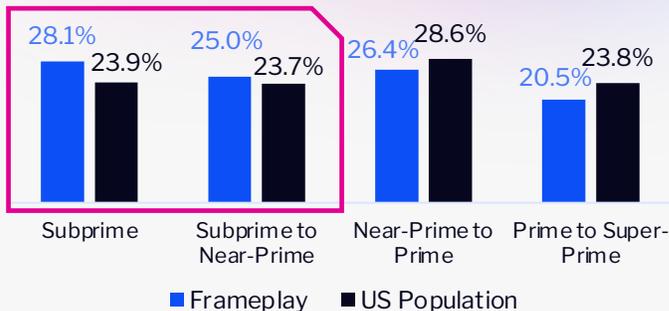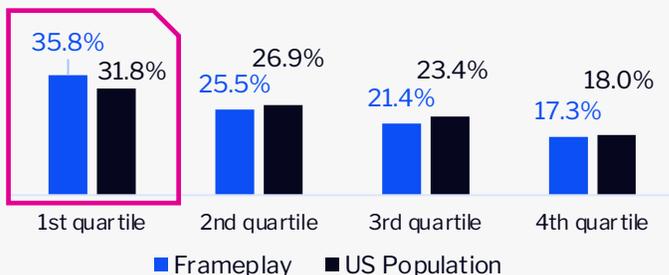
Insight: *Financial planners, consolidation services, or fintech companies could resonate well with Frameplay's audience network.*

DISCRETIONARY INCOME

	Frameplay	US Population
0-$15K	9.4%	9.0%
$15K-$30K	33.6%	32.4%
$30K-$50K	43.5%	44.8%
$50K-$75K	10.4%	10.6%
$75K-$100K	1.9%	2.0%
$100K +	1.2%	1.3%

■ Frameplay   ■ US Population
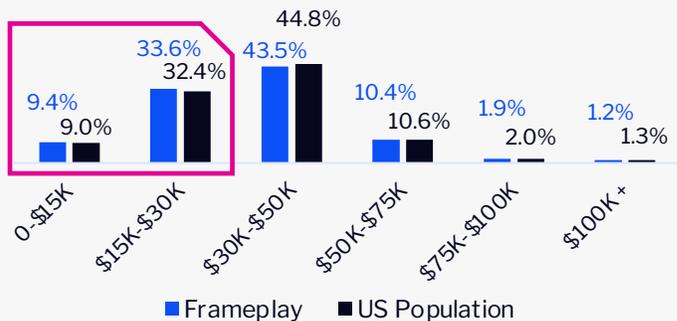
Insight: *Brands and advertisers with product price points matching average American incomes could be a great fit.*

MORTGAGE TYPE

|	Frameplay	US Population
Conforming	38.5%	39.9%
FHA	7.1%	6.2%
Fixed	39.8%	39.3%
Reverse Mortgage	0.4%	0.4%
VA Mortgage	3.6%	3.1%
Variable	10.6%	11.0%

■ Frameplay   ■ US Population
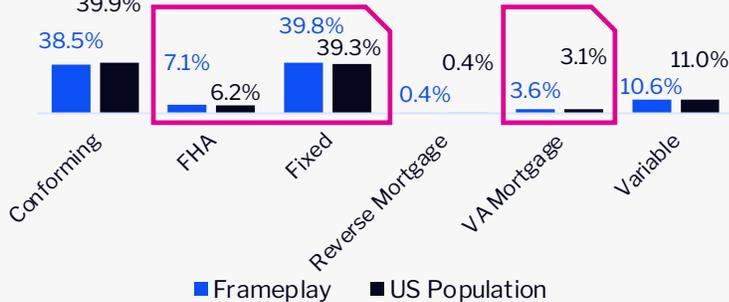
Purchases.

» Frameplay gamers over-index on spending towards Children's Products, Electronics, Health, Home and Garden and Personal Care, spending between 0.5%-5% more than the average US consumer.

» Their spending on Apparel, Automotive, Crafts and Hobbies, Pets, Sports and Leisure is relatively on par with the US population.

» When making online purchases, our game players tend to over-index when compared to the US population on higher dollar purchases (between $250-$999). Where their offline purchases over-index at lower price points ($0-$49) but also higher priced purchases ($100-$499 and $1,000).

» Purchase amounts indicate the average spent across the past six months.

PURCHASE CATEGORY

Categories (top to bottom): Apparel, Automotive, Children's Products, Collectibles, Crafts and Hobbies, Electronics, Entertainment, Food and Beverage, Gifts and Holiday Items, Health, Home and Garden, Personal Care, Pets, Sports and Leisure, Travel

X-axis: $0, $500, $1,000

Legend: ■ Frameplay ■ US Population

AVG. ONLINE PURCHASE

	$0 - $49	$50 - $99	$100 - $249	$250 - $499	$500 - $999	$1000+
Frameplay	30.7%	29.6%	24.7%	9.5%	3.6%	1.8%
US Population	30.8%	29.9%	24.7%	9.3%	3.5%	1.8%

Legend: ■ Frameplay ■ US Population

AVG. OFFLINE PURCHASE

	$0 - $49	$50 - $99	$100 - $249	$250 - $499	$500 - $999	$1000+
Frameplay	39.3%	28.4%	23.0%	5.5%	2.1%	1.8%
US Population	39.2%	28.8%	22.7%	5.4%	2.1%	1.7%

Legend: ■ Frameplay ■ US Population

Insight: *Gamers have full lives with spending habits well outside of gaming—they're not spending all of their income on gaming.*

Automotive.

» A majority (62%) of the Frameplay US network that indicated they own a vehicle own a Sedan, SUV, or Pickup Truck.

» The Frameplay network significantly over-indexes against the US population with Motorcycle owners. In fact, there are almost as many Motorcycle owners on the network as there are Luxury vehicle owners and Wagon/Hatchback owners.

» When reviewing specific automotive makes, those on our network that indicated they own a vehicle, over-index across the following vehicle makes: Acura, Fiat, Land Rover, Kia, Infiniti, Chrysler, Nissan, Dodge, Mercedes, BMW, Volkswagen, Jeep, Hyundai, Mazda, and Pontiac.

» With larger numbers of Ford, Chevrolet, Toyota, Honda, Dodge (Ram), and Nissan owners.

AUTOMOTIVE BODY STYLE

Categories (top to bottom): Convertible, Coupe, Crossover, Luxury, Motorcycle, Pickup Truck, SUV, Sedan, Sports Car, Vans, Wagon / Hatchback

X-axis: 0%, 10%, 20%, 30%

Legend: ■ Frameplay ■ US population

AUTOMOTIVE MAKE

Categories (top to bottom): Acura, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, Ford, GMC, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Land Rover, Lexus, Lincoln, Mazda, Mercedes, Mini, Nissan, Pontiac, Porsche, Saab, Saturn, Subaru, Toyota, Volkswagen, Volvo

X-axis: 0%, 5%, 10%, 15%

Legend: ■ Frameplay ■ US population

Insight: Motor vehicles of all types, but especially Motorcycles and Luxury, have an opportunity to reach their existing customer base and generate brand awareness.

Interests.

» Frameplay game players exhibit interests across a variety of categories such as Pets, DIY, Fitness, Shopping, and more.

» While there are several interest categories where our game players may not be over-indexing across the US population, we can still confidently say that they are on our network in large volumes and can be reached with specific audience targeting capability.

» From a general interest perspective, each one of these categories individually represents 25-50% of our network: DIY, Music, Outdoors, Reading, Collecting, Sports, Entertainment and Movies, Gardening, Cooking, Travel, and Electronics.

» The most popular sports across our network each represent 10-20% of our player space: Basketball, Baseball, Walking, Golf, Football, Fishing, and Hunting.

GENERAL INTERESTS

■ Frameplay ■ US population

### SPORTS

■ Frameplay ■ US population
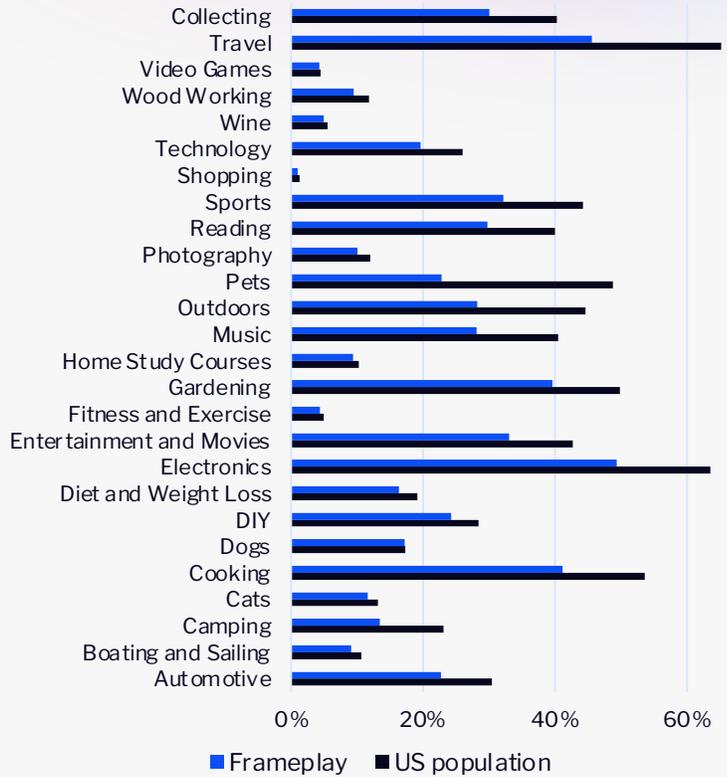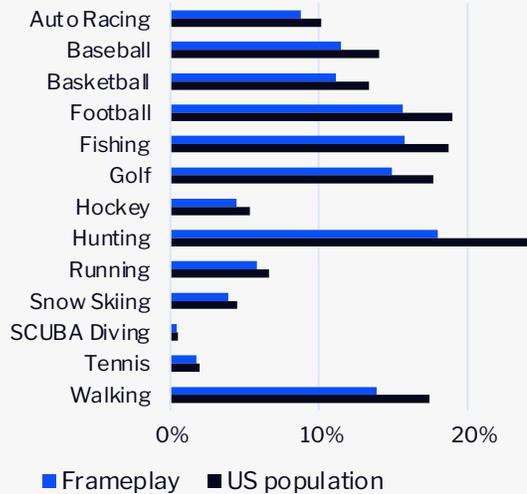
Political.

» While the majority of our network is of voting age, only 26% are known registered voters.

» When Frameplay game players donate, they over-index in supporting causes related to Children, Veterans, Animals and the Environment.

DONATIONS

Animal Welfare
Arts and Culture
Children's Causes
Conservative
Environmental Causes
Liberal
Veterans Causes
Wildlife Preservation

0%   20%   40%

■ Frameplay   ■ US Population
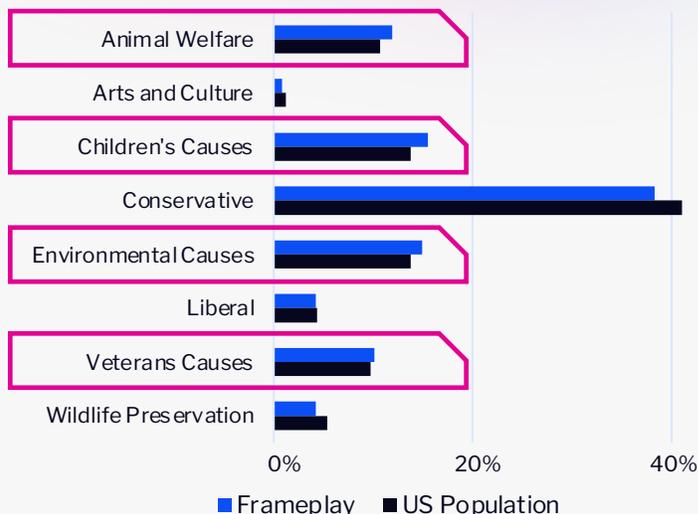
Insight: Partnerships that encourage voting, or non-profits focused on the causes in the pink boxes in the graph above, could resonate with Frameplay's audience network.

Employment.

» The Frameplay game players that are employed over-index when compared to the US population in the following job areas: General Management, Sales, Government, Technology, Medical/Health, Finance/Accounting, Information Technology, Administration, Operations, Education, Research/Development, and Consulting.

JOB AREA

Administrative
Consultants
Education
Engineering
Finance
Finance and Accounting
General Management
Government
HR
Information Technology
Legal
Marketing
Medical / Health
Mid Management / Other
Operations
Research and Development
Sales
Scientists
Technology

0%   20%   40%

■ Frameplay   ■ US Population
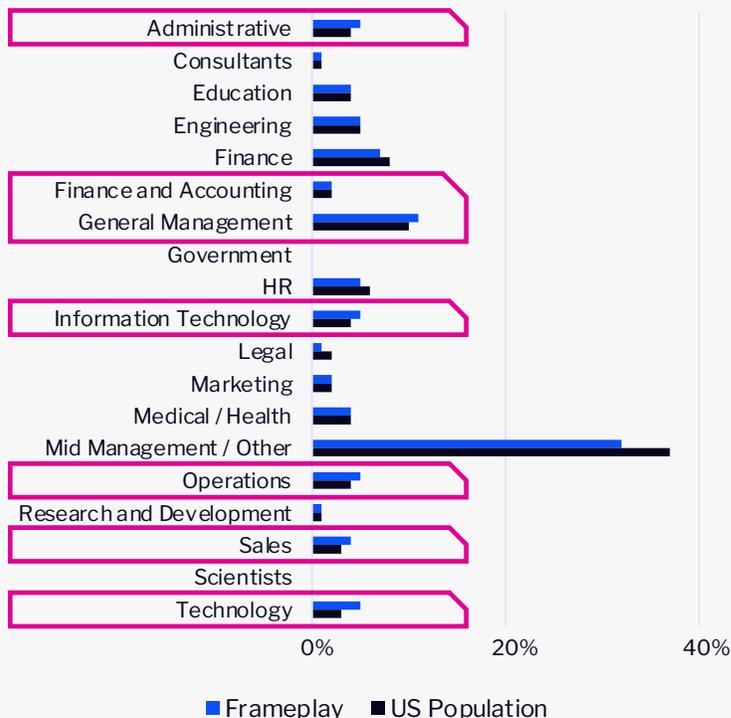
Methodology.

» In the context of this report, over-indexing refers to how the Frameplay US audience network compares to the average US population. For example, Frameplay's US audience network over-indexes with motorcycle owners, meaning our network (on average) has more motorcycle owners compared to the overall US population.

» Frameplay audience insights are based on Frameplay's network audience over the span of one year (2022) and analyzed by TransUnion.

» Records are based on IP addresses, with insights at the household level, allowing a direct comparison to other media analyzed by TransUnion.

» Insights are US game player only and 18+ older and exclude game players who have opt-ed out of targeted advertising (analyses on countries outside of the US are not yet available from TransUnion and information on minors is not available).

For additional information on this report, please contact insights@frameplay.gg
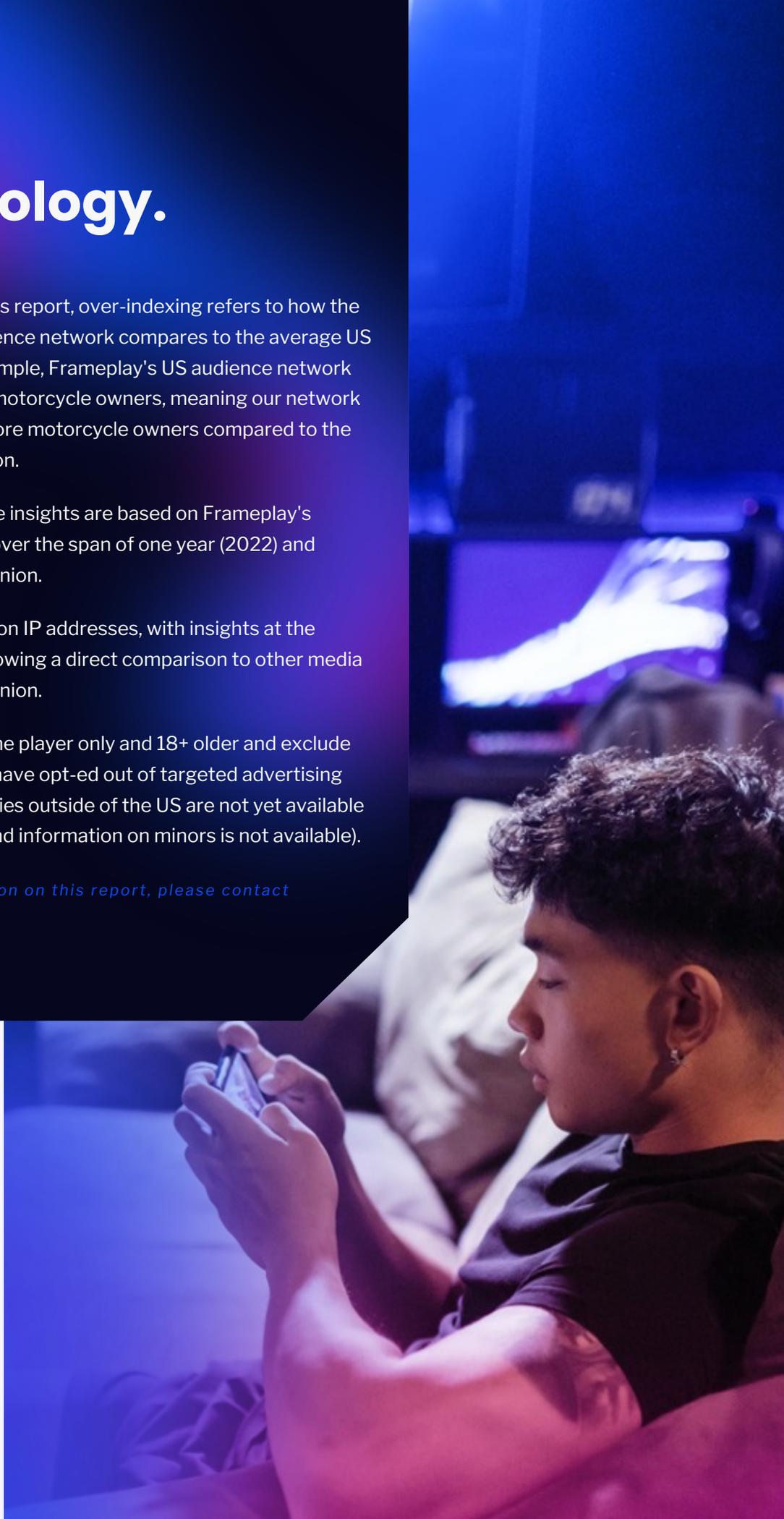
FRAMEPLAY

Frameplay is a proud gumgum partner