

Brand Report

FORTNITE

United States
September 2020





This report is a snapshot of Fortnite players in the United States. We take a look at their profile and identify their key music behaviors.

The Report will cover

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



Research **Methodology**



Research Methodology

The figures in this report are from research conducted by our research provider GlobalWebIndex.

Below are the key points on the research methodology:

- Online-based syndicated research study
- Measures people aged 16-64
- 46 countries
- Single Source
- Updated 4x per year
- Representative of a country's online population
- Quotas set on age, gender, and education
- Over 35,000 data points
- Historical data available dating back to 2009
- Custom Recontact Survey captures detailed questions on music in five countries: Australia, Canada, Japan, UK, USA

Insights Methodology

The insights in this report have been selected from a rule set which includes a combination of index and reach.

Artists Measured in this survey

Global Artists Measured

A Boogie wit da Hoodie
Ava Max
Bruno Mars
Camila Cabello
Cardi B
Charli XCX
Charlie Puth
Dan + Shay
David Guetta
Dua Lipa
Ed Sheeran
Green Day
Halsey

Jason Derulo
Jonas Brothers
Lady Gaga
Lana Del Rey
Led Zeppelin
Lizzo
Miley Cyrus
Pearl Jam
Red Hot Chili Peppers
Rihanna
Royal Blood
Taylor Swift

USA Artists Measured

Alec Benjamin
Andra Day
Bazzi
Billie Eilish
Brandi Carlile
Brett Eldredge
Coldplay
David Byrne
Grateful Dead
Hunter Hayes
Josh Groban
Kehlani
Khalid

Mastodon
Michael Bublé
Muse
Notorious B.I.G.
PartyNextDoor
Post Malone
Skrillex
Tegan and Sara
Trey Songz
Why Don't We
Wiz Khalifa
Zion & Lennox

Data Timestamp

July 2020

Sample Size

100,000

Got Questions?

Connect with **Laura Newman**
our Global Head of Research ...
Laura@audienceprecision.com



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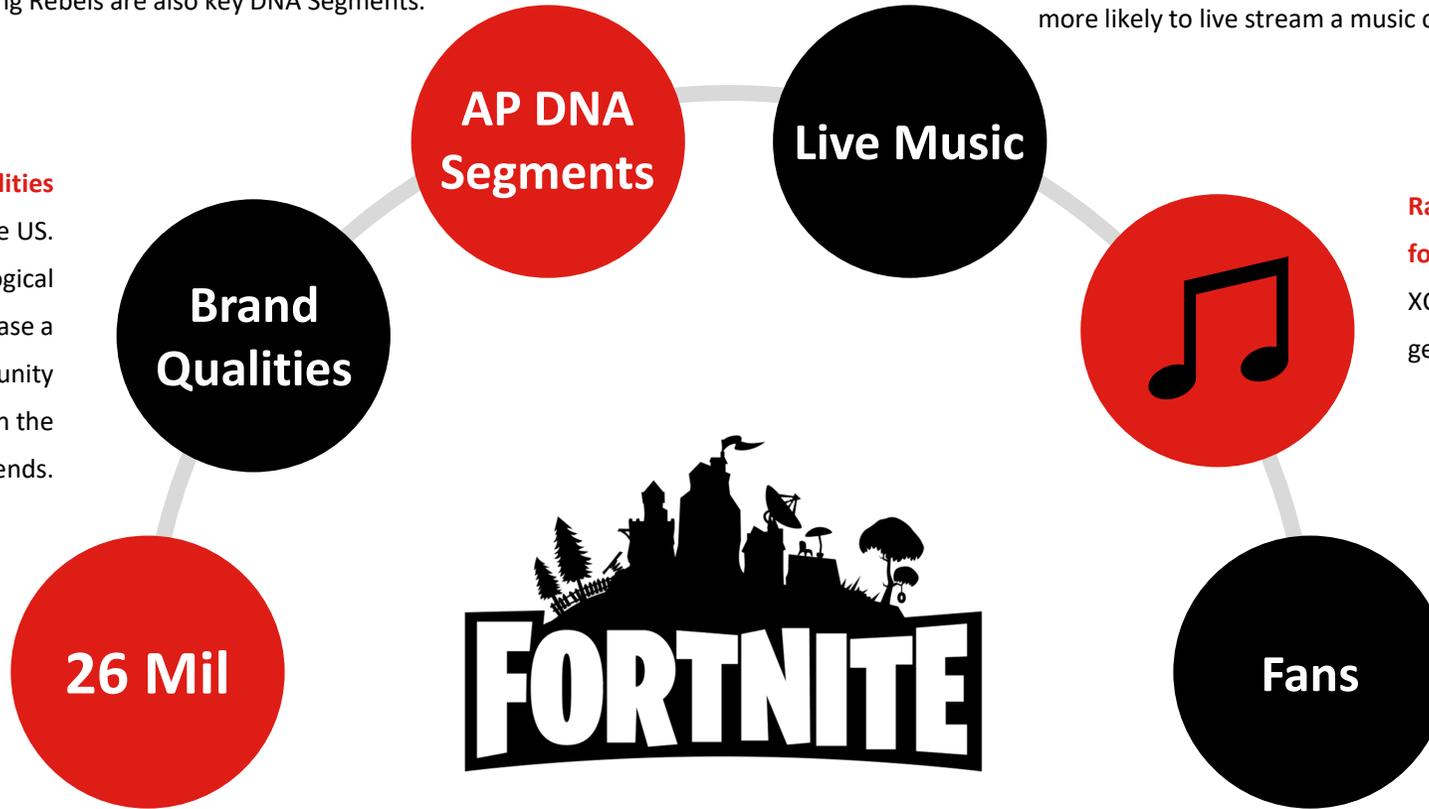
Key Takeaways



The top DNA Segments for the Fortnite audience in the US have a strong online-gaming skew, unsurprisingly. E-sports Fans, Gaming Streamers and Gamers are Segments to consider when trying to reach this audience. While, Prestige Purchasers and Young Rebels are also key DNA Segments.

Exclusive, young & funny are brand qualities that appeal to the Fortnite audience in the US. They believe that having the latest technological product is very important and would purchase a product, simply for being part of the community built around it. They also like to keep up with the latest fashion trends.

26 Million people aged 16-64 play Fortnite in the United States. Almost two thirds are males and are younger, with more than two thirds being aged 16-34. They are also more likely to live in California, Alabama and Florida.



Fortnite fans are also fans of live music. When they could they regularly attended live gigs and were 1.9x more likely to use Songkick to find out what was on around them. They are 1.7x more likely to live stream a music concert or festival.

Rap, Hip-Hop and R'n'B are favored music genres for Fortnite fans in the US. They are fans Charli XCX, Skrillex and Wiz Khalifa, more so than the general population.

Fortnite fans mainly listen to artists that are less well-known/popular. They are music discoverers as they are 1.6x more likely to enjoy the process of looking for new artists or music. 57% of the audience follow a band on social media and are likely to follow artists, to get a peek into their personal lives.

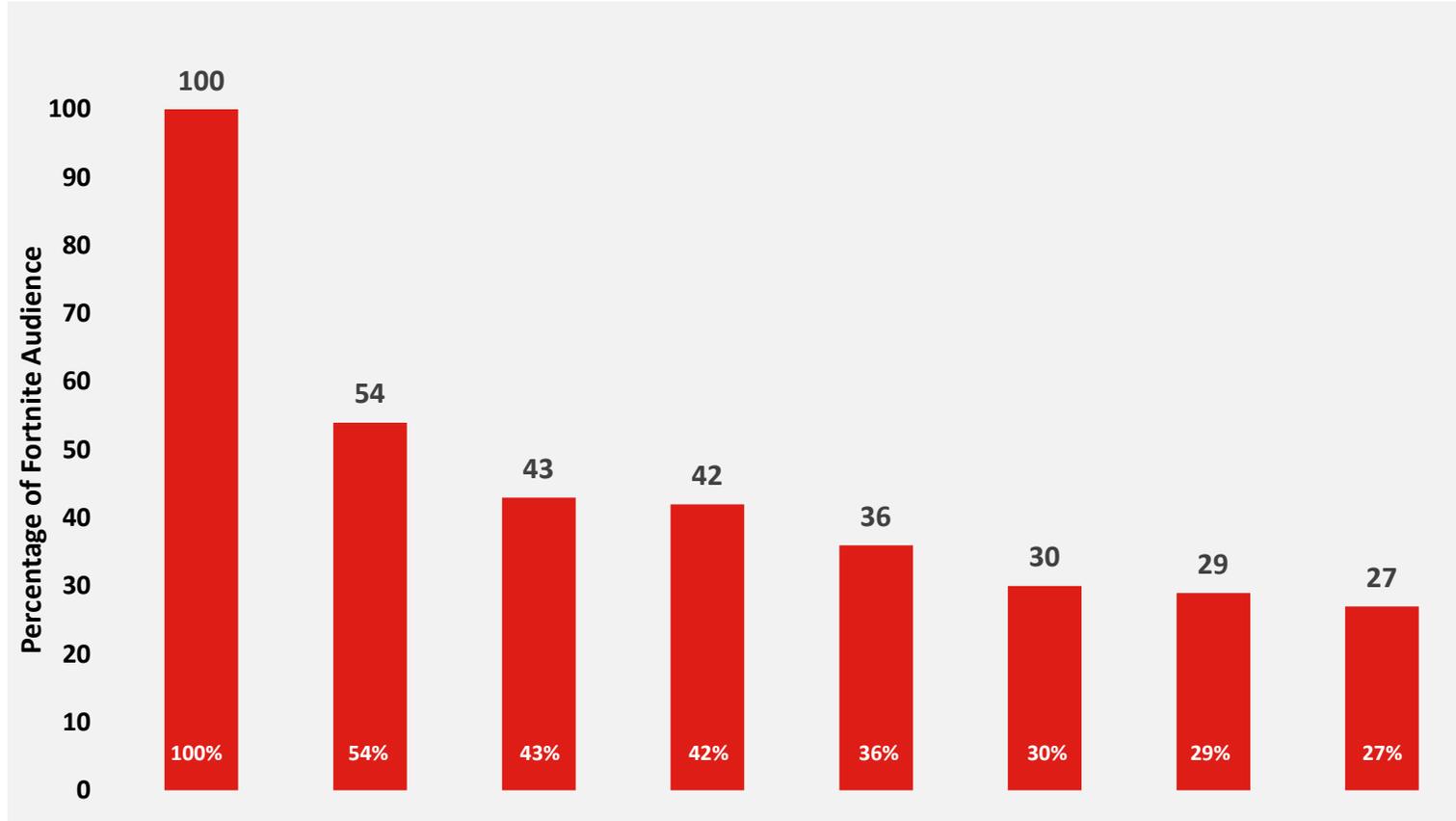
Let look at the...

BRAND OVERVIEW.



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Gaming Franchises



CALL OF DUTY



MINECRAFT



SUPER SMASH BROS. ULTIMATE

ASSASSIN'S CREED

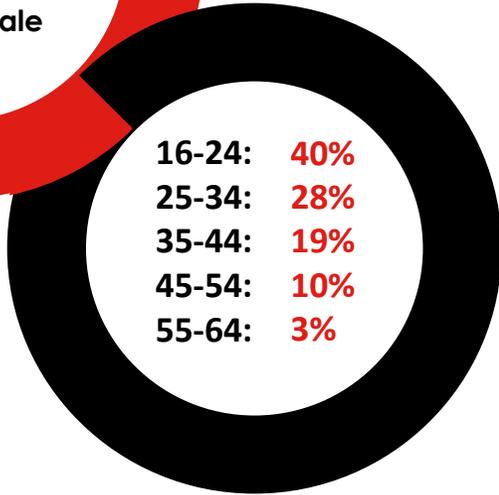
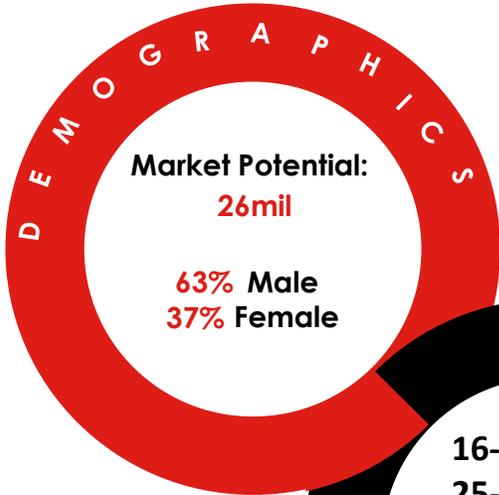
RED DEAD REDEMPTION

54% of Americans who play Fortnite also play Call of Duty



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Fortnite



Highest Volume

California
Florida
Texas



Highest Propensity

Alabama
Florida
California



Attitudes

Having the latest technological products is very important to me

I would buy a product / service simply for the experience of being part of the community built around it

I'd rather sign up for a membership to a product / service than pay extra to own it

I like to keep up with the latest fashions



Top 5 DNA Segments



E-Sports Fans



Gaming Streamers



Gamers



Prestige Purchasers



Young Rebels

Household Income

High	28%
Medium	30%
Low	36%

High Reach Media Channels

Online on Mobile
Online on PC Laptop Tablet
Social Media
TV
Music Streaming

They enjoy

Gaming
Playing sport
Computers / coding
Gadgets

What do they want brands to be?





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Fortnite Music Map



Fans of:

Charli XCX	1.8x
Skrillex	1.7x
Wiz Khalifa	1.7x
David Guetta	1.7x
Post Malone	1.7x

Genres:

Rap	1.9x
Hip-Hop	1.7x
R'n'B	1.3x
Dance	1.3x
Heavy Metal	1.2x

Music Attitudes

I mainly listen to music artists that are less well-known / popular

I'm usually one of the first people to discover new music artists

Streaming Platforms



amazon prime music

Why they follow their favorite artists

I trust them when they comment on or recommend products, services, content, other people to check-out, etc.

I love getting a peek into their personal lives

Music related activities

	Reach	Index
Watched music video on YouTube	54%	1.4x
Stream Music	71%	1.4x
Songkick	18%	1.9x
Live Stream Concert or Festival	36%	1.7x
Attend Live Concert	30%	1.9x
Follow Band on Social Media	57%	1.7x

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.

Thank you.

Reach out if you have any questions
APinsights@audienceprecision.com