

## Brand Report

# FORTNITE

Australia  
September 2020





**This report is a snapshot of Fortnite players in Australia. We take a look at their profile and identify their key music behaviours.**

**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

### Australian Artists Measured

1975  
Billie Eilish  
Coldplay  
Dean Lewis  
Diplo  
Drake  
Fleetwood Mac  
Flume  
Foo Fighters  
Guy Sebastian  
Hilltop Hoods  
Justin Bieber  
Kasey Chambers

Khalid  
Lewis Capaldi  
Morgan Evans  
onefour  
Post Malone  
Rüfüs Du Sol  
Selena Gomez  
Shawn Mendes  
Tame Impala  
Tones + I  
Travis Scott  
Twenty One Pilots

### Data Timestamp

July 2020

### Sample Size

16,000

### Got Questions?

Connect with **Laura Newman**  
our Global Head of Research ...  
[Laura@audienceprecision.com](mailto:Laura@audienceprecision.com)

# Key Takeaways

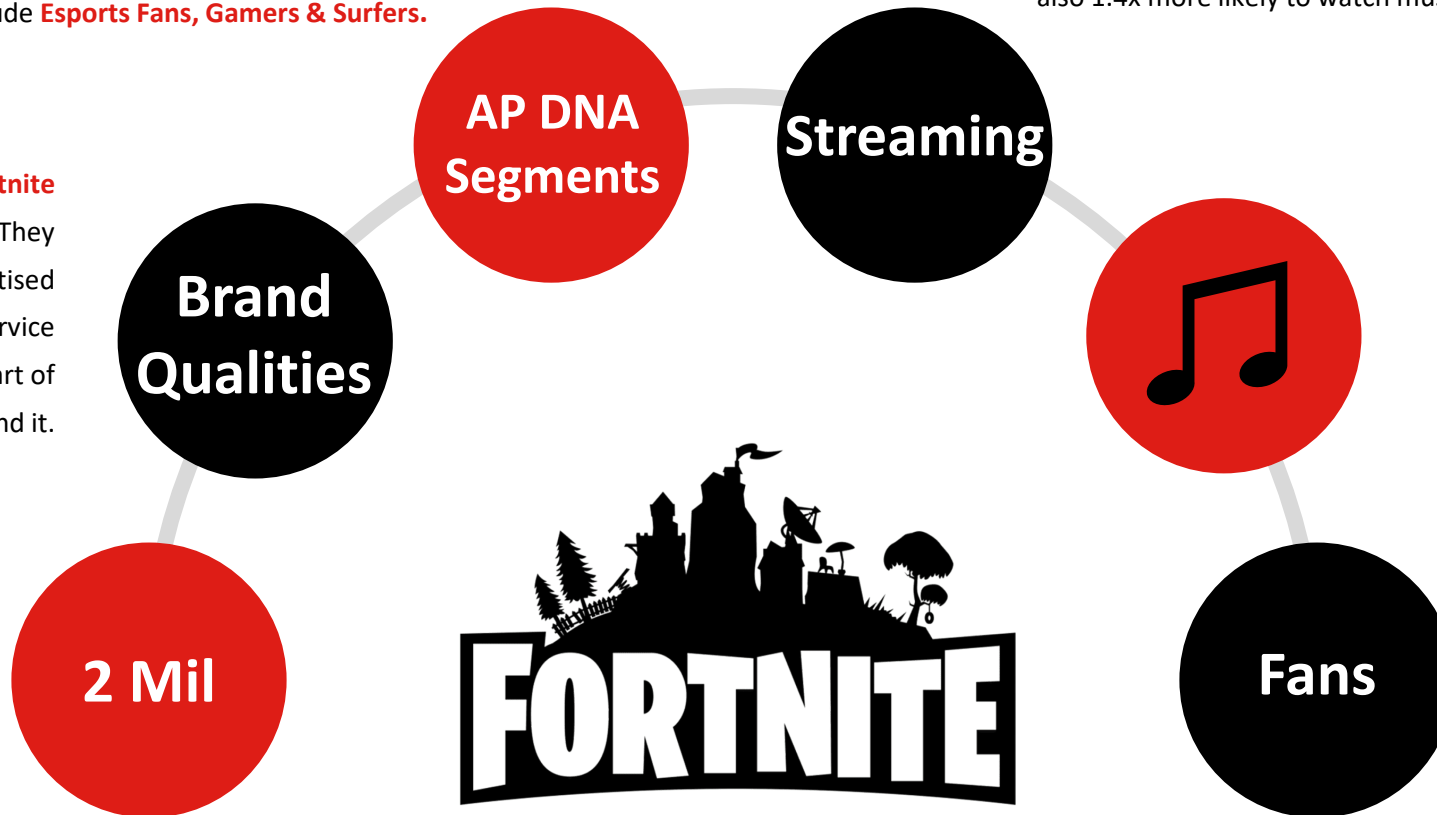
**Almost two thirds of Fortnite players are male.**

When we look at the AP DNA Segment affinities, a diverse range of male skewed DNA Segments appear as the closest matches. These include **Esports Fans, Gamers & Surfers.**

**64% of Fortnite players stream music regularly.** Their preferred music streaming platforms are Spotify. They are also 1.4x more likely to watch music videos on YouTube.

**Brand qualities that appeal to a Fortnite player are Bold, Young & Exclusive.** They tend to buy brands they see advertised and will simply buy a product/ service simply for the experience of being part of a community built around it.

**2 million people aged 16-64** in Australia play Fortnite, They skew 16-34 and male, VIC is a sweet spot region for Fortnight fans.



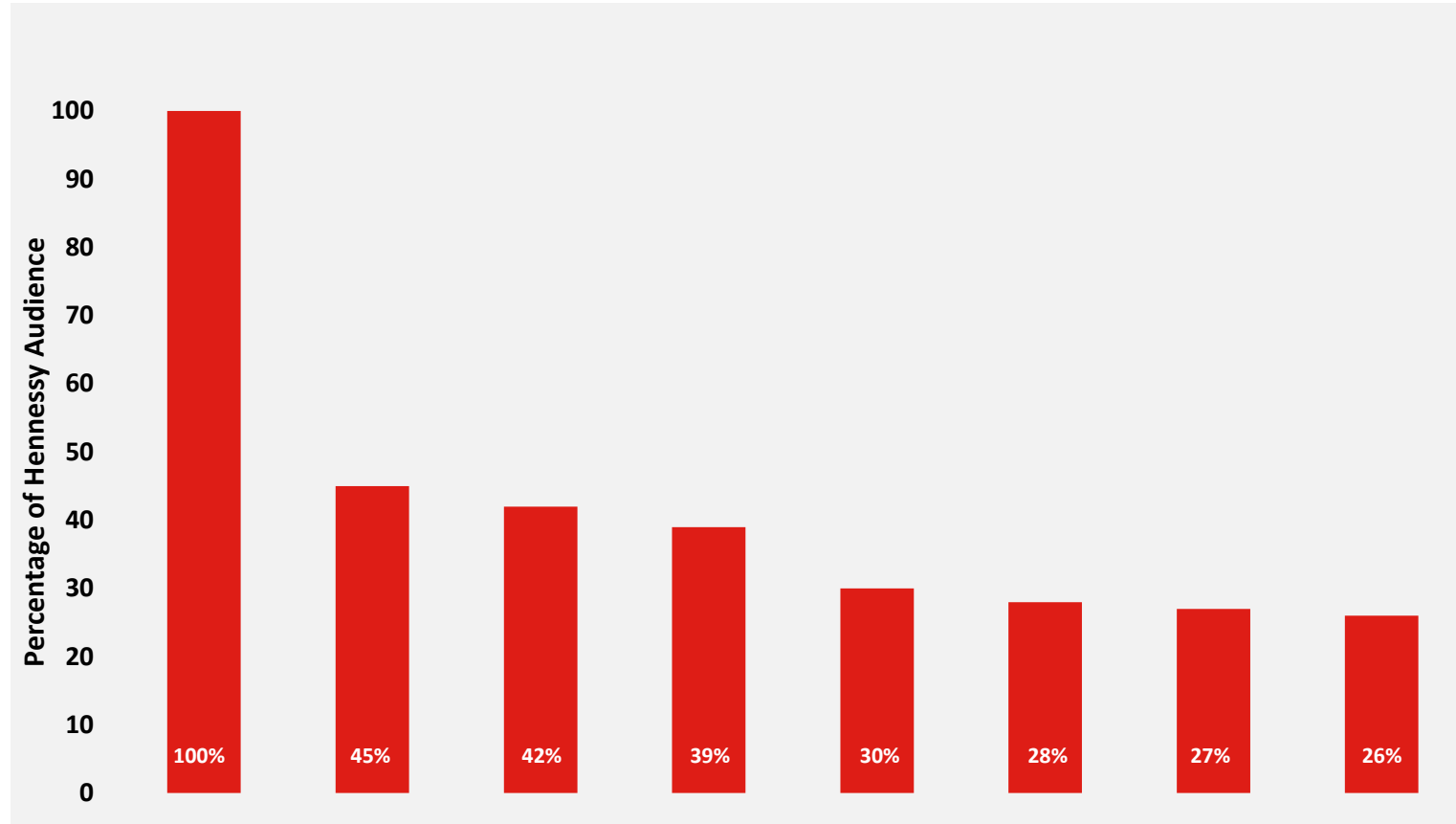
**Fortnite players enjoy listening to Rap, Hip Hop and Indie Pop more than the general population.** They mainly listen to artists that are well-known/ popular and are usually one of the first people to discover new music artists. (trendsetters vs followers)

**Ava Max, Diplo & Cardi B** are artists that Fortnite players are fans of, more so than the general population.

Let look at the...

# BRAND OVERVIEW.

# Gaming Franchises



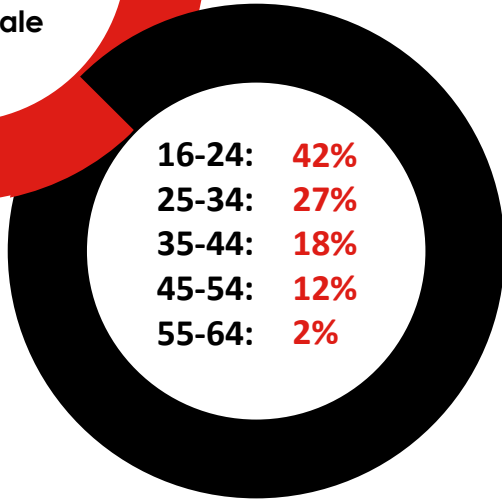
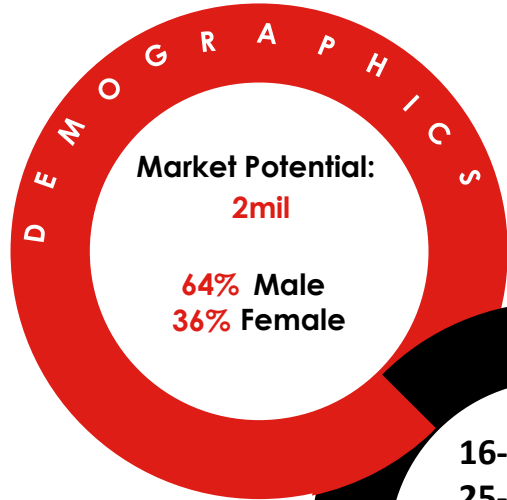
45% of  
Australians  
who play  
Fortnite also  
play Call of  
Duty



dna



# Fortnite



Highest Volume

VIC  
NSW  
QLD



Highest Propensity

TAS  
VIC  
WA



## Attitudes

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

I am a risk taker

I like to keep up with the latest fashions

I tend to buy brands I see advertised



## Top 5 DNA Segments



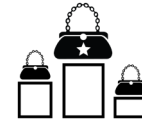
E-Sports Fans



Gaming Streamers



Gamers



Prestige Purchasers



Surfers

## Household Income

High	29%
Medium	34%
Low	30%

## High Reach Media Channels

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

## They enjoy

Gaming  
Adventure / extreme sports  
Playing sport  
Computers / coding

## What do they want brands to be?





dna

# Fortnite Music Map



Fans of:

Ava Max	2.2x
Diplo	2.2x
Cardi B	2x
Charli XCX	1.8x
Dean Lewis	1.8x

Genres:

Rap	1.8x
Hip-Hop	1.6x
Indie Pop	1.4x
Dance	1.3x
R'n'B	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



## Why they follow their favourite artists

I share common interests with them

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

## Music related activities

	Reach	Index
Watched music video on YouTube	55%	1.4x
Stream Music	64%	1.6x
Songkick	18%	2.3x
Live Stream Concert or Festival	25%	1.6x
Attend Live Concert	24%	1.7x
Follow Band on Social Media	49%	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](mailto:APinsights@audienceprecision.com)