

Brand Report

FORTNITE

Canada
September 2020





This report is a snapshot of Fortnite players in Canada. 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

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		Canada Artists Measured	
A Boogie wit da Hoodie	Jason Derulo	Aaron Goodvin	Jim Cuddy
Ava Max	Jonas Brothers	Big Wreck	Just John x Dom Dias
Bruno Mars	Lady Gaga	Billy Talent	LB Spiffy
Camila Cabello	Lana Del Rey	Blue Rodeo	Matthew Good
Cardi B	Led Zeppelin	Brett Kissel	Meghan Patrick
Charli XCX	Lizzo	CARYS	Myles Castello
Charlie Puth	Miley Cyrus	Chantal Kreviazuk	Philip Sayce
Dan + Shay	Pearl Jam	CJ Flemings	Scott Helman
David Guetta	Red Hot Chili Peppers	Corb Lund	STN
Dua Lipa	Rihanna	Corey Hart	The Abrams
Ed Sheeran	Royal Blood	Courage My Love	The Sheepdogs
Green Day	Taylor Swift	Faouzia Ferraro	The Washboard Union
Halsey			

Data Timestamp

July 2020

Sample Size

19,000

Got Questions?

Connect with **Laura Newman**
our Global Head of Research ...
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Key Takeaways



Two thirds of Fortnite players are male.

When we look at the AP DNA Segment affinities, a diverse range of male skewed Segments appear as the closest matches. These include **Gaming Streamers, Sport Obsessed & E-Sports fans.**

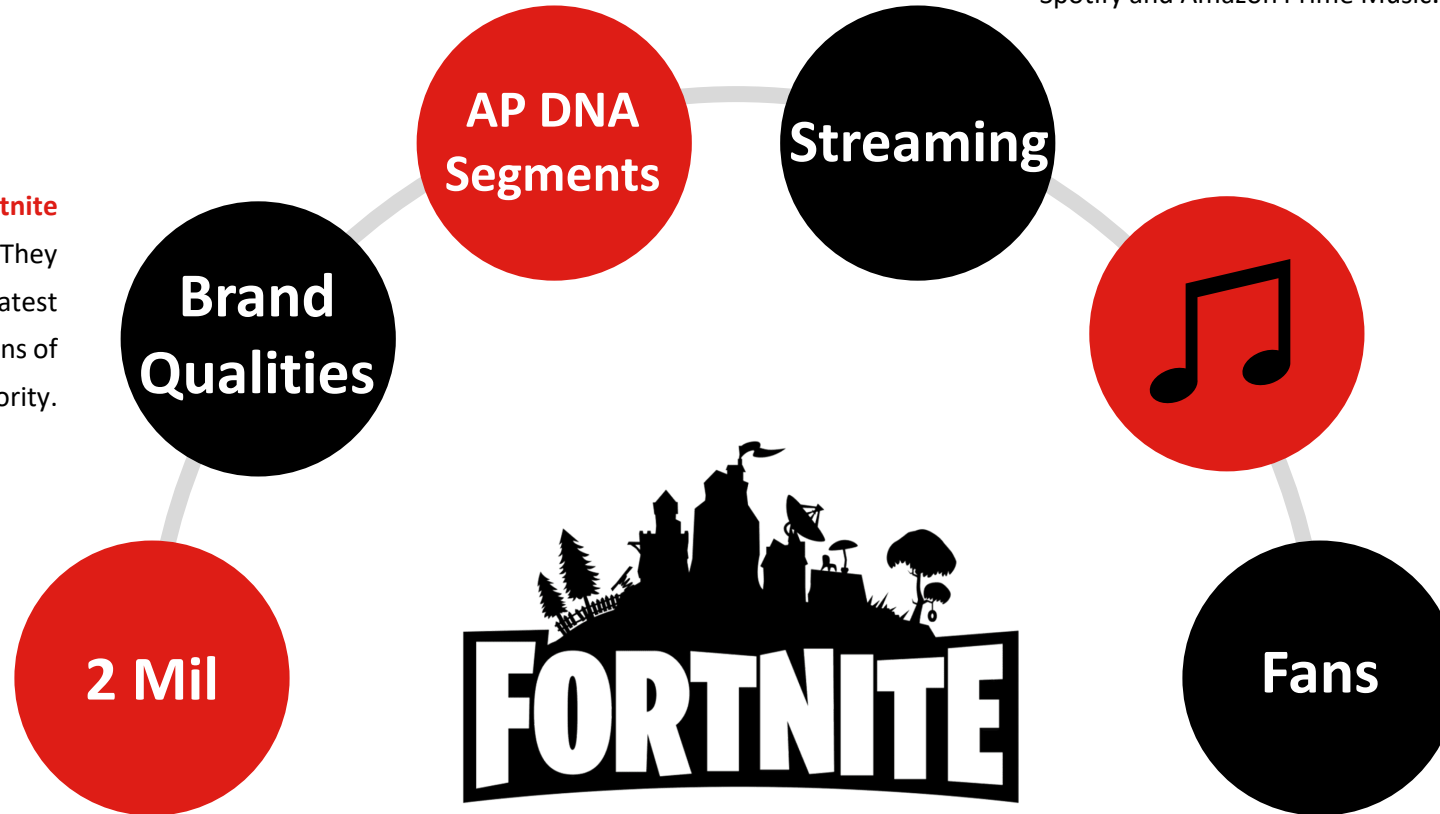
68% of Fortnite players stream music. They also like to watch music videos on Youtube. Their preferred platforms are Spotify and Amazon Prime Music.

Brand qualities that appeals to a Fortnite players are Funny, Young & Exclusive. They believe is it important to always have the latest technology and having premium versions of products is a priority.

2 million people aged 16-64 in Canada play Fortnite, Ontario & Quebec are sweet spot regions for Fortnite fans.

Fortnite players enjoy listening to Rap, Hip Hop and R'n'B. 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).

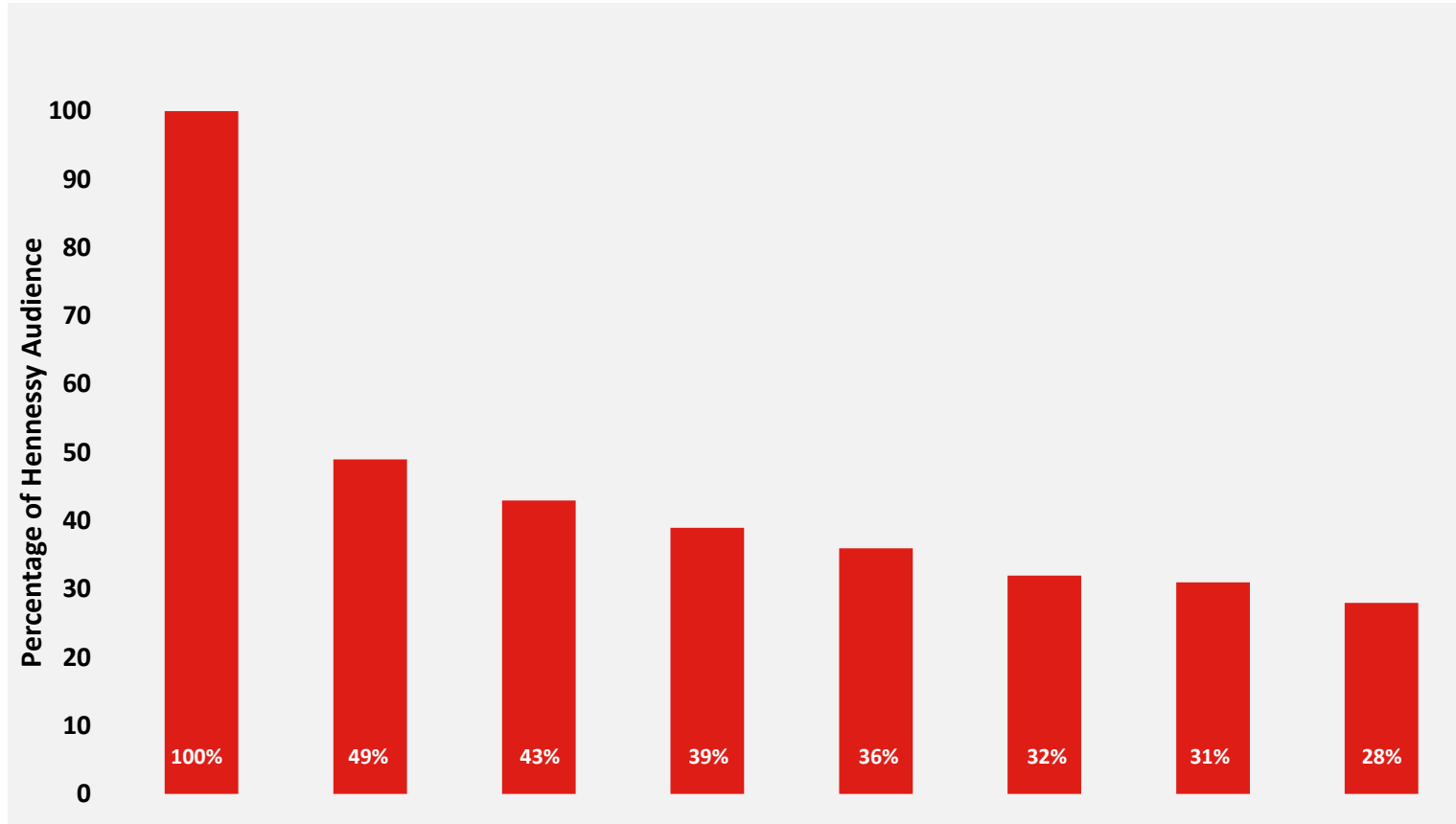
Charlie Puth , Dua Lipa & Camila Cabello are artists that Fortnite players are fans of, more so than the general population.



Let look at the...

BRAND OVERVIEW.

Gaming Franchises



CALL OF DUTY



MINECRAFT



SUPER SMASH BROS. ULTIMATE

FIFA

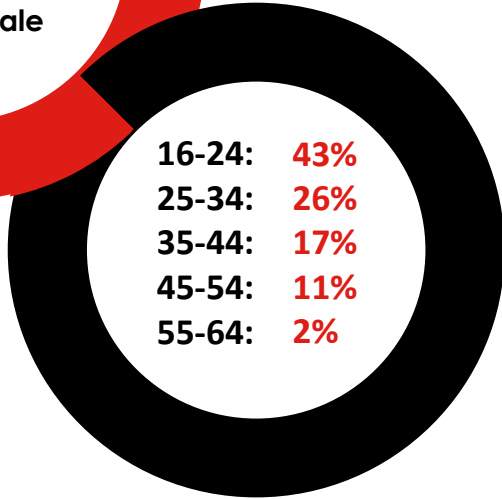
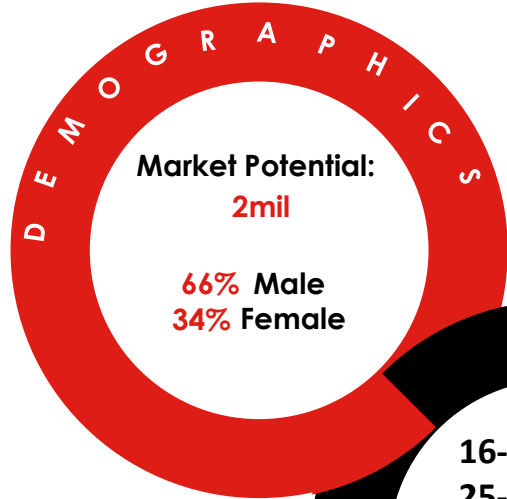


49% of
Canadians
who play
Fortnite also
play Call of
Duty



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Fortnite



Highest Volume

- Ontario
- Quebec
- Alberta



Highest Propensity

- New Brunswick
- Ontario
- Quebec



Attitudes

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

I tend to buy brands I see advertised

Having the latest technological products is very important to me

I tend to buy the premium version of a product



Top 5 DNA Segments



E-Sports Fans



Gaming Streamers



Gamers



Young Rebels



Sports Obsessed

Household Income

High	28%
Medium	35%
Low	30%

High Reach Media Channels

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

They enjoy

- Esports
- Adventure / extreme sports
- Gaming
- Playing sport

What do they want brands to be?





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Fortnite Music Map



Fans of:

Charlie Puth	2x
Camila Cabello	1.9x
Dua Lipa	1.9x
Halsey	1.8x
Jason Derulo	1.8x

Genres:

Rap	2.2x
Hip-Hop	1.8x
R'n'B	1.4x
Dance	1.3x
Hard Rock	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 favourite artists

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

I value their opinions and views on social, political, or cultural matters, or life in general

Music related activities

	Reach	Index
Watched music video on YouTube	57%	1.3x
Stream Music	68%	1.7x
Songkick	15%	2.5x
Live Stream Concert or Festival	34%	1.9x
Attend Live Concert	24%	1.9x
Follow Band on Social Media	59%	2x

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
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