

Brand Report

FORTNITE

Japan
September 2020





This report is a snapshot of Fortnite players in Japan. 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

Japan Artists Measured

aimyon
Chanmina
chay
chelmico
coldrain
gesunokiwamiotome
Kami-sama
Keina Suda
KOBUKURO
Kyary Pamyu Pamyu
Mariya Takeuchi
Maximum The Hormone
Sonar Pocket

Subaru Shibutani
Superfly
SymaG
Tatsuro Yamashita
THE COINLOCKERS
THE YELLOW MONKEY
tofubeats
TWICE
WANIMA
WEDNESDAY
CAMPANELLA
yonige
Yu Takahashi

Data Timestamp

July 2020

Sample Size

13,000

Got Questions?

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



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Key Takeaways

The AP DNA Segments with the highest affinity against Fortnite fans in Japan skew towards sport and film. Esports Fans, Sports Obsessed, Movie Buffs and Art house film fans. Prestige Purchasers are also a key audience likely to engage.

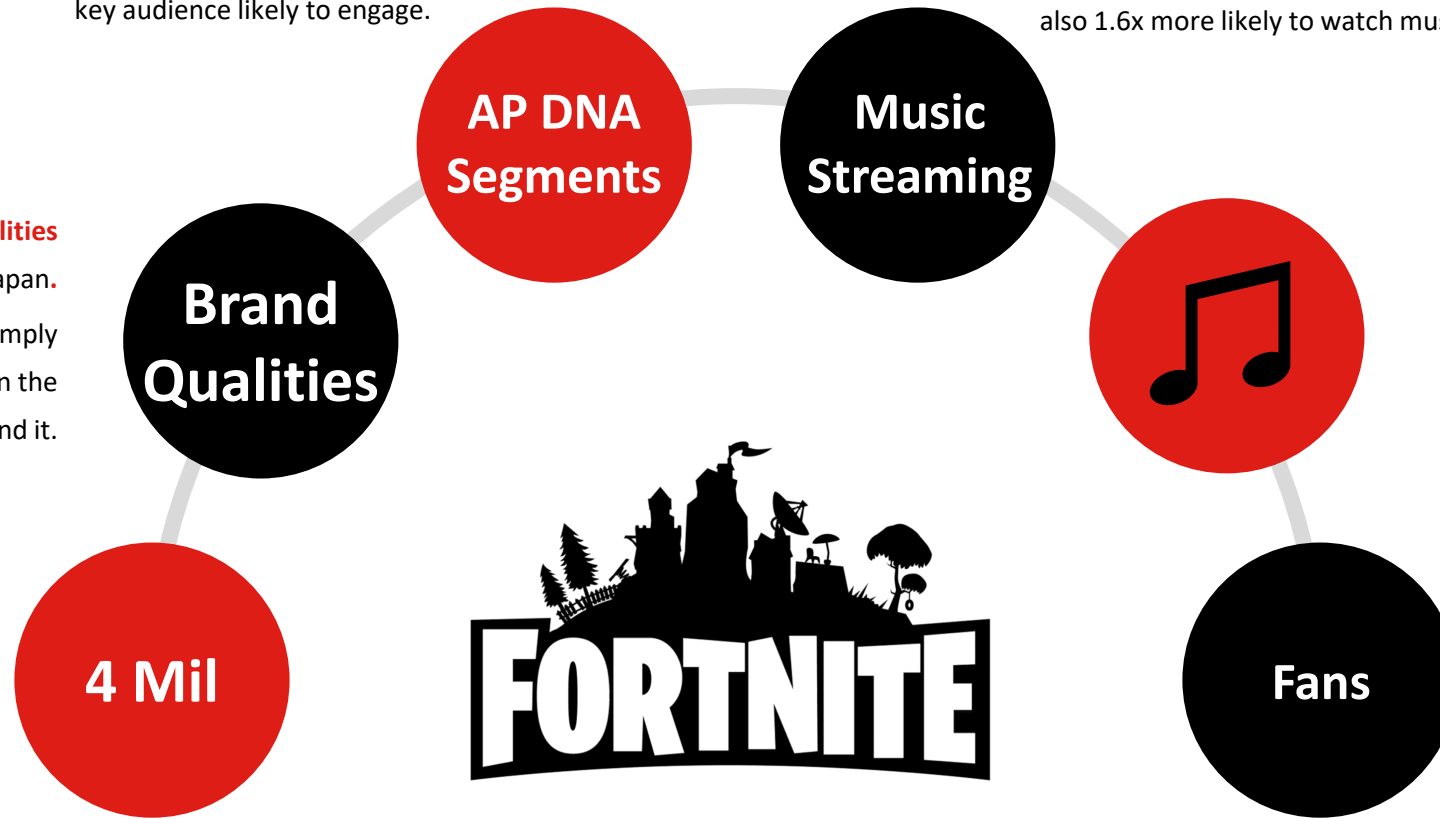
Fortnite fans in Japan are 3x more likely than general population to regularly stream music. Amazon Prime Music and Google Play are the top streaming platforms, they are also 1.6x more likely to watch music videos on YouTube.

Bold, funny and innovative are brand qualities that appeal to the Fortnite audience in Japan. They are likely to buy a product/service simply for the experience of being involved in the community around it.

4 Million aged 16-64 play Fortnite in Japan. Almost three quarters are male and are young/middle aged ... more than 90% are between 16-44 years old. They are more likely to live in Chugoku, Hokkaido and Shikoku.

EDM & Hip Hop are the preferred music genres for Fortnite fans in Japan. Looking at individual artists, they are more likely than the general population to be fans of Lizzo, Dua Lipa and Charli XCX.

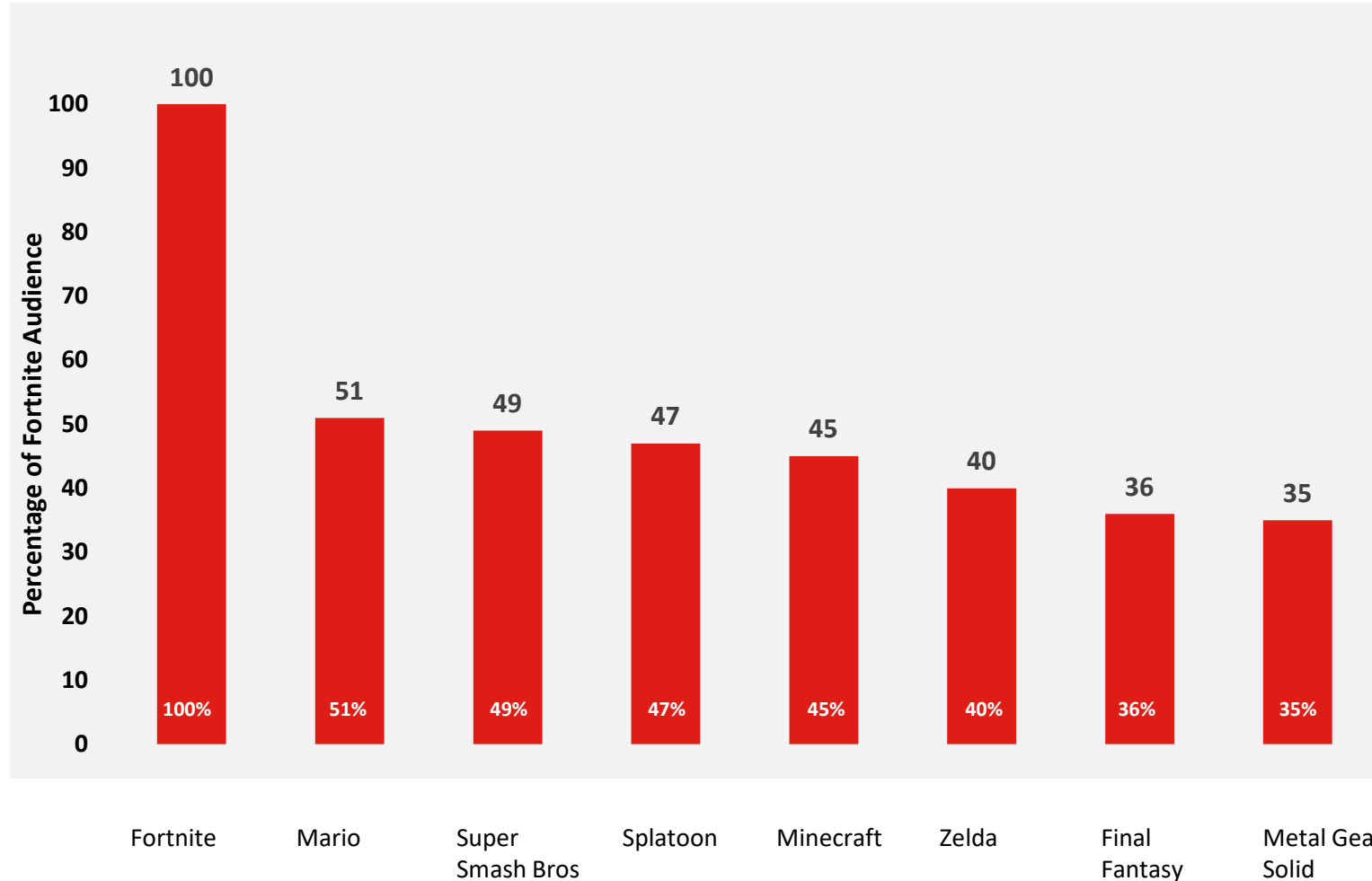
Fortnite players in Japan are 3.2x more likely than the general population to follow bands on social media creating a perfect environment for brand partnerships, collaboration between artists and gaming or audience extension.



Let look at the...

BRAND OVERVIEW.

Gaming Franchises



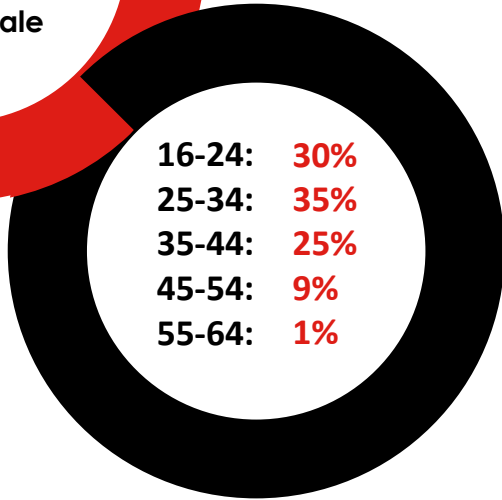
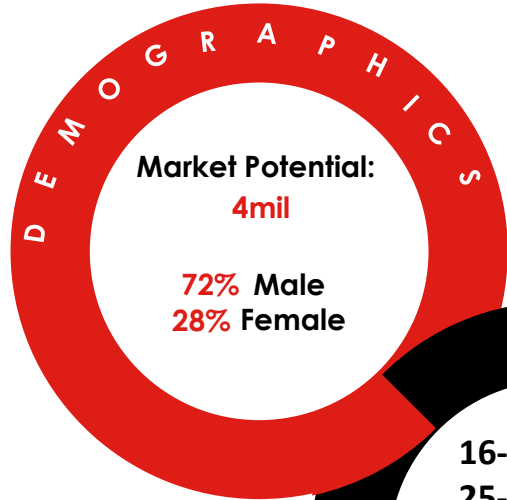
51% of people in Japan who play Fortnite also play Mario



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Fortnite



Highest Volume

Kanto
Kinki
Chubu



Highest Propensity

Chugoku
Hokkaido
Shikoku



Attitudes

I would buy a product / service simply for the experience of being part of the community built around it
I tend to opt in for personalized loyalty rewards from brands

I like to stand out in a crowd

I always like to try new products



Top 5 DNA Segments



Movie Buffs



E-Sports Fans



Art-House Film Fans



Sports Obsessed



Prestige Purchasers

Household Income

High	34%
Medium	32%
Low	26%

High Reach Media Channels

Online on PC Laptop Tablet
TV
OOH
Online on Mobile
Gaming

They enjoy

Esports
Gambling
Gadgets
Gaming

What do they want brands to be?





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Fortnite Music Map



Fans of:

Lizzo	5.0x
Dua Lipa	4.7x
Charli XCX	4.6x
Ava Max	4.4x
Halsey	4.4x

Genres:

EDM	3.4x
Hip-Hop	2.5x
Hard Rock	2.0x
R'n'B	1.8x
Rock	1.5x

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

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	52%	1.6x
Stream Music	51%	3.0x
Attend Live Concert	25%	3.5x
Live Stream Concert or Festival	53%	2.5x
Songkick	16%	4.1x
Follow Band on Social Media	56%	3.2x

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
APinsights@audienceprecision.com