audience precision

Brand Report

FORTNITE

United Kingdom
September 2020

dna

This report is a snapshot of Fortnite players in the United Kingdom. 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

Artists Measured in this survey

Global Artists Measured		UK Artists Measured	
A Boogie wit da Hoodie	Jason Derulo	AJ Tracey	Mahalia
Ava Max	Jonas Brothers	Anne-Marie	Mist
Bruno Mars	Lady Gaga	Bebe Rexha	Noel Gallagher
Camila Cabello	Lana Del Rey	Clean Bandit	Paolo Nutini
Cardi B	Led Zeppelin	Coldplay	Phil Collins
Charli XCX	Lizzo	David Bowie	Pink Floyd
Charlie Puth	Miley Cyrus	Ella Henderson	Rita Ora
Dan + Shay	Pearl Jam	Fleetwood Mac	Rod Stewart
David Guetta	Red Hot Chili Peppers	Foals	Rudimental
Dua Lipa	Rihanna	James Blunt	The Smiths
Ed Sheeran	Royal Blood	Jess Glynne	Stereophonics
Green Day	Taylor Swift	Kano	Stormzy
Halsey		Liam Gallagher	

Data Timestamp

March 2020

Sample Size

40,000

Got Questions?

Connect with Laura Newman our Global Head of Research …

Laura@audienceprecision.com

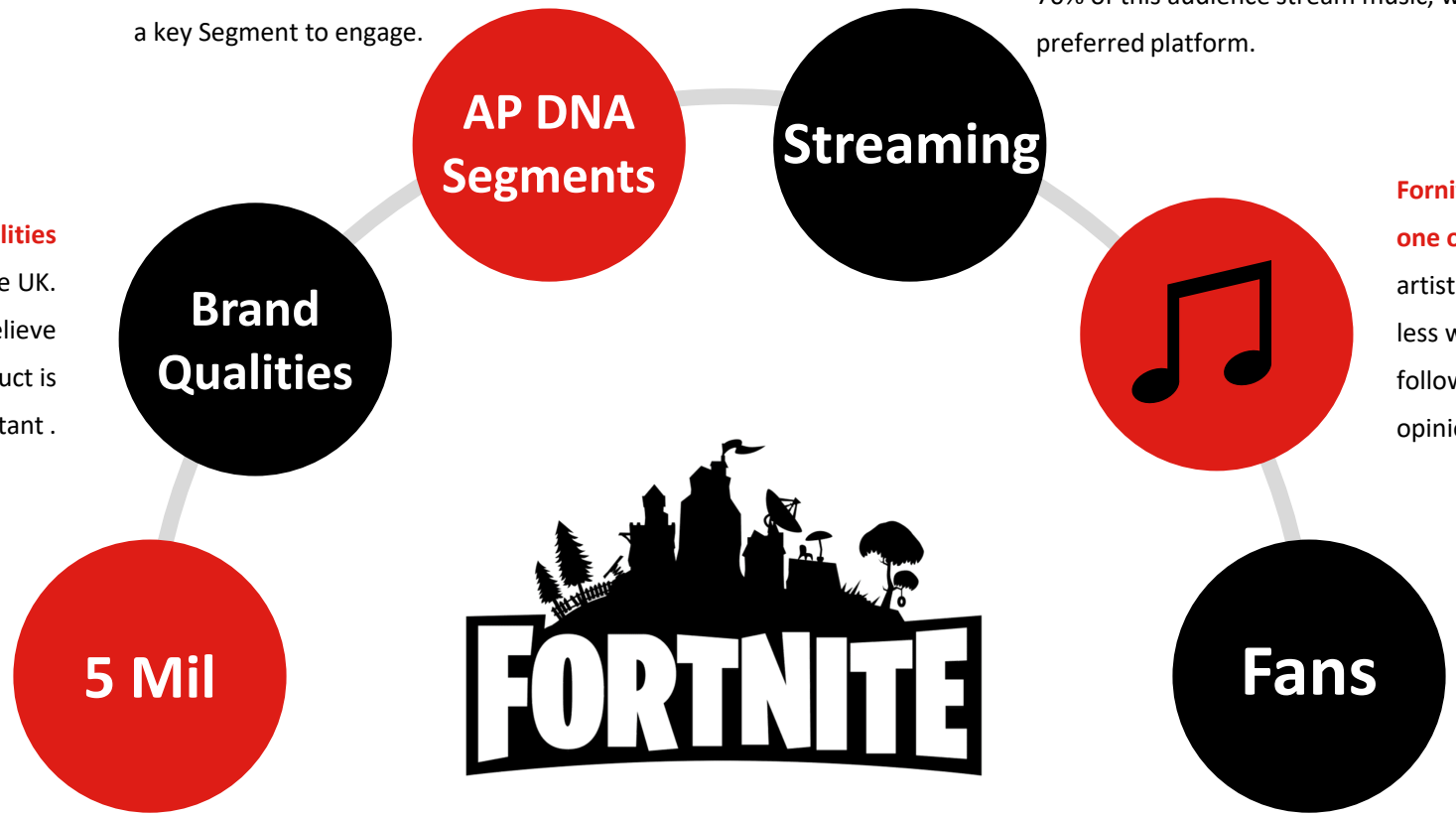
Key **Takeaways**

Unsurprisingly, the top DNA Segments for the Fortnite audience in the UK have a strong online-gaming skew with eSports fans, Gaming Streamers, Gamers & Girl Gamers being the key Segments to consider when trying to reach this audience. Metro man is also a key Segment to engage.

This audience are 1.6x more likely to live stream a music concert or festival, which offers a great opportunity to engage with these audiences (especially in the current climate). Close to 70% of this audience stream music, with Spotify being their preferred platform.

Funny, bold & trendy/cool are brand qualities that appeal to the Fortnite audience in the UK. They are brand conscious, and also believe that having the latest technological product is very important .

Fornite Fans in the UK are 1.8x more likely to be one of the first people to discover new music artists. They mainly listen to music artists that are less well-known/popular. 57% of the audience follow a band on social media and value their opinions on different topics.



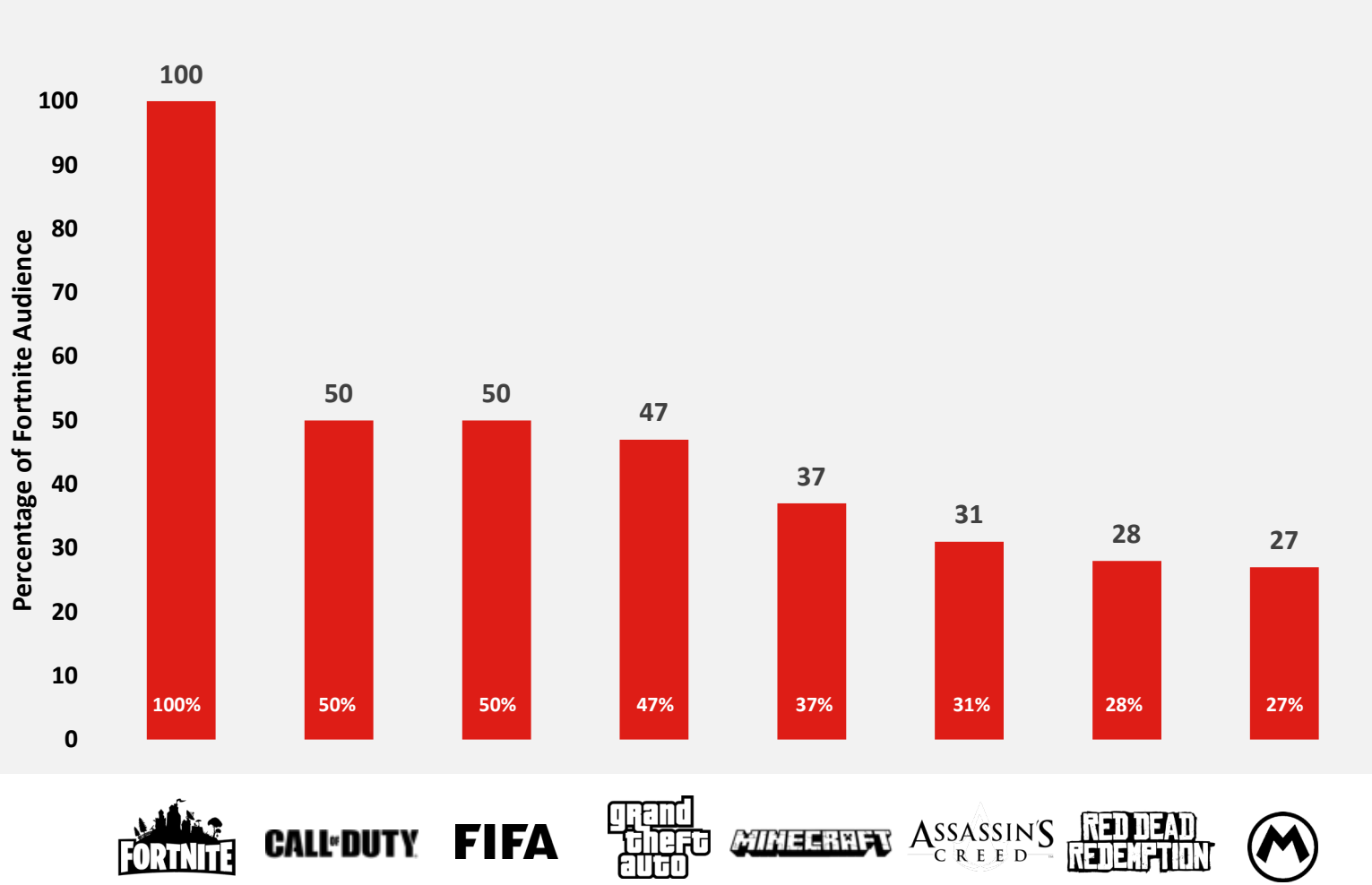
5 Million people aged 16-64 play Fortnite in the United Kingdom. They are male skewed (65%) and two thirds of them are young, aged between 16-34. They are more likely to live in London, Northern Island & West Midlands.

Rap, Hip-Hip and House are the preferred top music genres for Fornite fans in the UK. They are fans of AJ Tracey, Cardi B and Bebe Rexha, more so than the general population.

Let look at the...

BRAND OVERVIEW.

Gaming Franchises



50% of people in the United Kingdom who play Fortnite also play **Call of Duty & FIFA**

Fortnite

dna

DEMOGRAPHICS

Market Potential:
5mil

64% Male
36% Female

16-24:	38%
25-34:	28%
35-44:	21%
45-54:	10%
55-64:	2%

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 am a brand conscious person

I tend to buy brands I see advertised

What do they want brands to be?

Top 5 DNA Segments

Household Income

High	28%
Medium	32%
Low	31%

High Reach Media Channels

Online on PC Laptop Tablet

Online on Mobile

TV

Social Media

Gaming

They enjoy

Gaming

Playing sport

Gadgets

Computers / coding

Highest Volume

London

South East

North West

Highest Propensity

Northern Ireland

West Midlands

London

Fortnite Music Map

dna

Fans of:

AJ Tracey	2.2x
Cardi B	1.9x
Bebe Rexha	1.8x
Jason Derulo	1.7x
Charli XCX	1.6x

Genres:

Rap	2.1x
Hip-Hop	1.8x
House	1.7x
R'n'B	1.4x
Dance	1.3x

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	54%	1.4x
Stream Music	69%	1.7x
Attend Live Concert	23%	1.4x
Live Stream Concert or Festival	31%	1.6x
Songkick	8%	1.2x
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