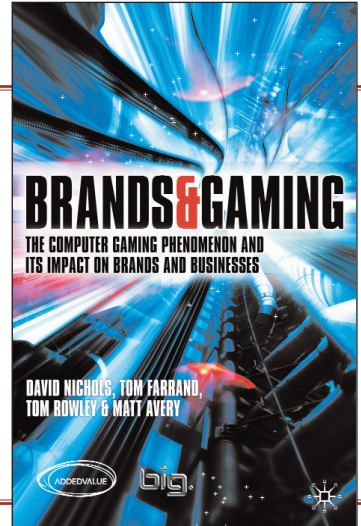


BRANDS & GAMING

**The Computer Gaming Phenomenon and its
Impact on Brands and Businesses**

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TOM ROWLEY
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ABOUT THE BOOK

The computer gaming industry is bigger than the film and music industries put together - and is doubling in size every 5 years! The industry is also changing fast. The typical computer gamer is in his mid 20s and female gamers make up one of the faster growing parts of the market. New developments in sociability and interactivity are also transforming the industry. This is the first major study of brands and gaming and shows huge opportunities for brand development.

CONTENTS

Gaming Market Overview - What is Gaming? - The Culture of Gaming - Will Gaming Replace TV? - Gaming Gets Active - Mobile Gaming - Gaming Industry Structure - Brands in Gaming Today - Strategies for Your Brand to Enter the Gaming Space - Futureshock

ABOUT THE AUTHORS

DAVID NICHOLS, TOM FARRAND, and TOM ROWLEY all gained indepth experience whilst working for Added Value, a leading brand consultancy who have done pioneering and influential work in the area of Brands and Gaming.

MATT AVERY is the Managing Director of B.I.G. (Brands in Gaming), a unique marketing consultancy developing consumer brand strategies to leverage computer gaming.

