

THE UK'S MOST VISITED GAMES AND FILM MEDIA BRAND

WEBSITE ESSENTIALS

JANUARY 2012

THE MOST ENGAGED AUDIENCE IN GAMES MEDIA

31.5
MINUTES
per visitor
vs. industry average
of 10.4 mins

2m UNIQUE VISITORS
33m PAGE VIEWS
1.6m VIDEO VIEWS

OFF-SITE ESSENTIALS

JANUARY 2012

twitter 

32k
TWITTER
FOLLOWERS

1.7m
IMPRESSIONS
PER MONTH

34k
TWEETS PER
MONTH



facebook

30k
FACEBOOK
FOLLOWERS

4m
IMPRESSIONS
PER MONTH

26k
IMPRESSIONS
PER POST

YouTube

Broadcast Yourself™

SUBSCRIBERS VIDEO VIEWS
158k+ **121m+**

MOBILE
UNIQUES
573k+

15-34 year old
ABC1 males

with an average
HHI of £36,000
per annum



WHO VISITS IGN?

Savvy, early-adopter, engaged
entertainment consumers

1/8

1 in 8 ABC1 15-34 year old
males visit IGN.COM

LAST YEAR  IGN USERS SPENT



over
£800 million
on games



over
£400 million
on movies



over
£1 billion
on electronics

 **IGN** WE BELIEVE THERE IS ALWAYS A NEXT LEVEL

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