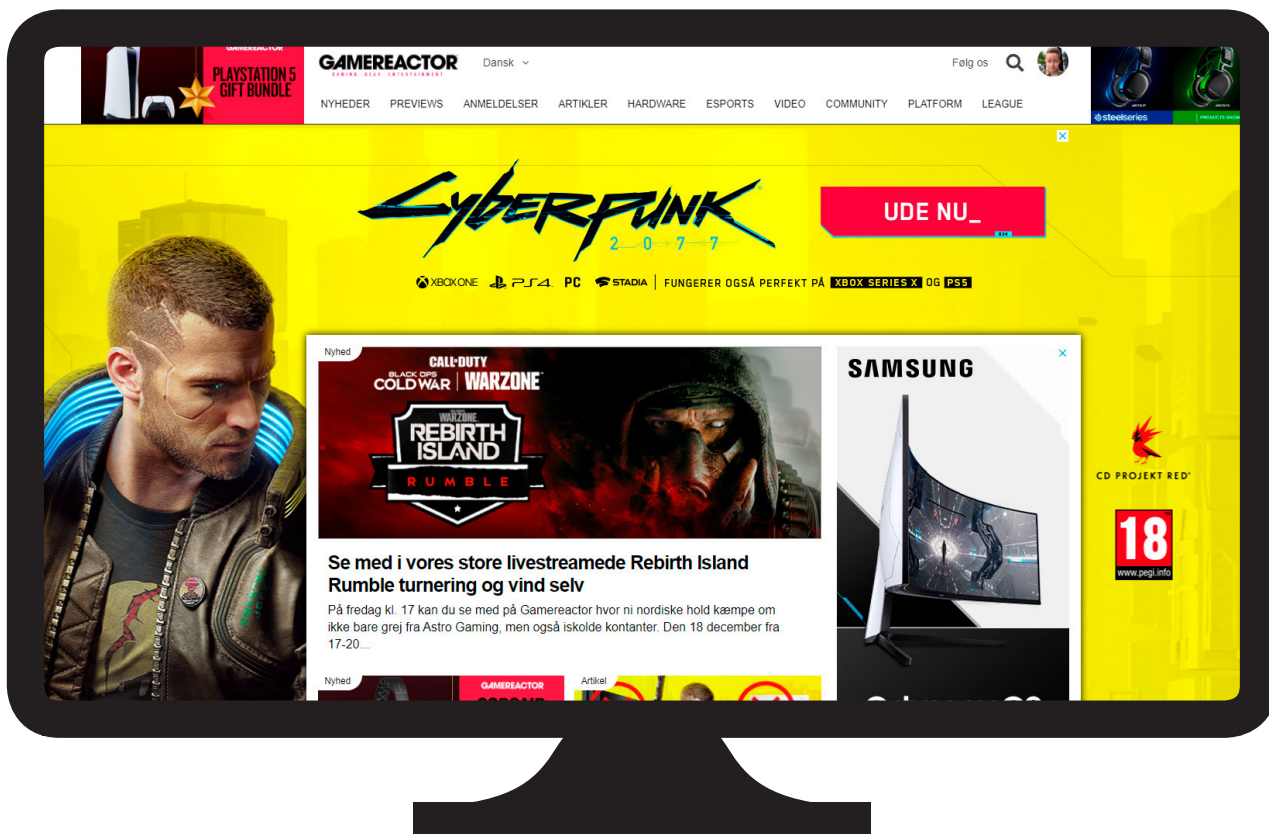


# GAMEREACTOR™

EUROPE'S LARGEST GAMING NETWORK

GAMEZ PUBLISHING A/S | TOFTEBÆKSVEJ 6 | DK-2800 KGS. LYNGBY, DENMARK | TEL: +45 45 88 76 00

NORDIC MEDIA INFO 2021



## GAMEREACTOR WEBSITES



**GAMEREACTOR IS A MEDIA PIONEER AND HAS COVERED INTERACTIVE ENTERTAINMENT FOR MORE THAN 20 YEARS AND IS ONE OF EUROPE'S BIGGEST GAMING MEDIA.**

The website is the largest for gaming sites in the Nordic region, and sites are also available in Italy, Spain, United Kingdom, Portugal, France, Netherlands, Germany, Poland, China and Indonesia and are constantly growing. Game-reactor is also available across all crucial platforms: iPad, Android, iPhone, mobile, Apple TV, PS4, Xbox and Smart TV (now on Samsung, LG and Sony).

We will of course continue to expand in 2021, introducing new expansions to the brand.



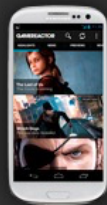
Xbox App



PS4 App



iPhone App



Android App



Smart TV



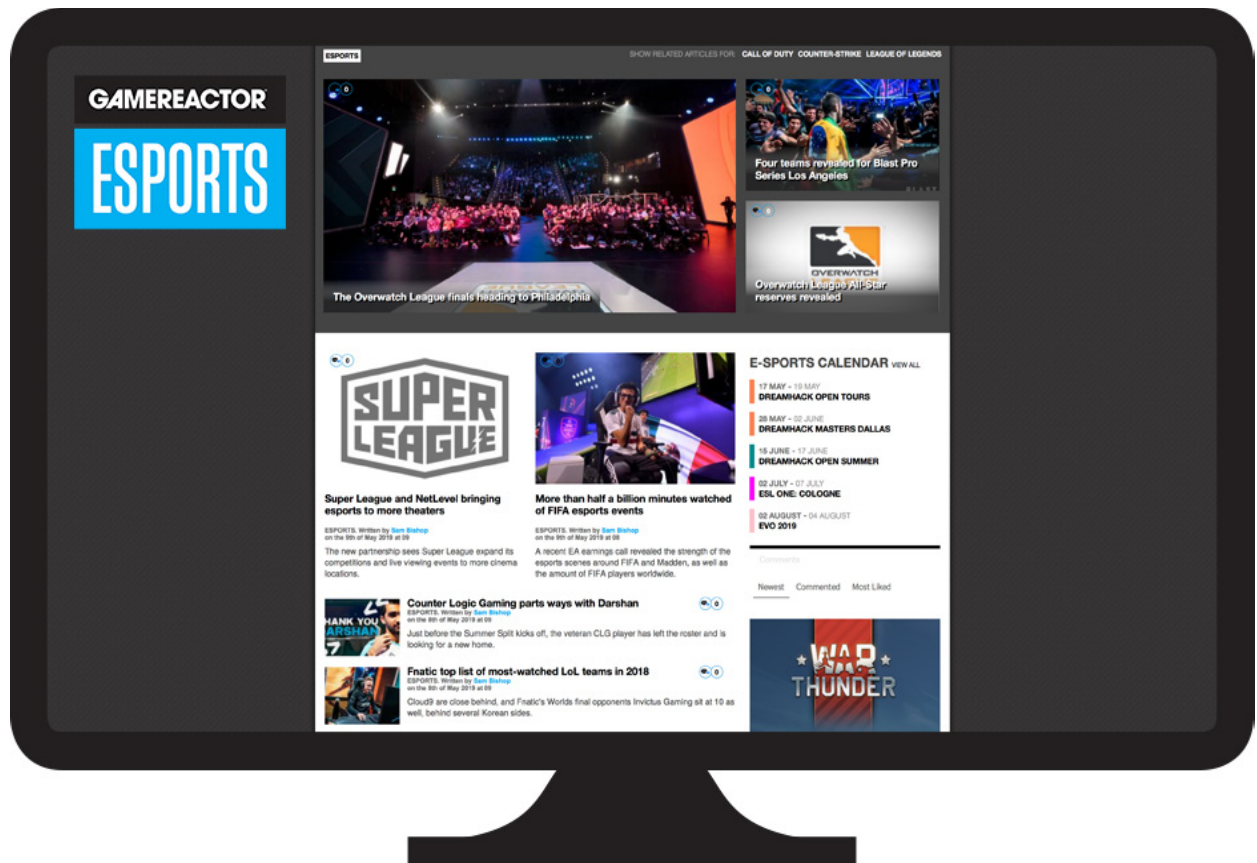
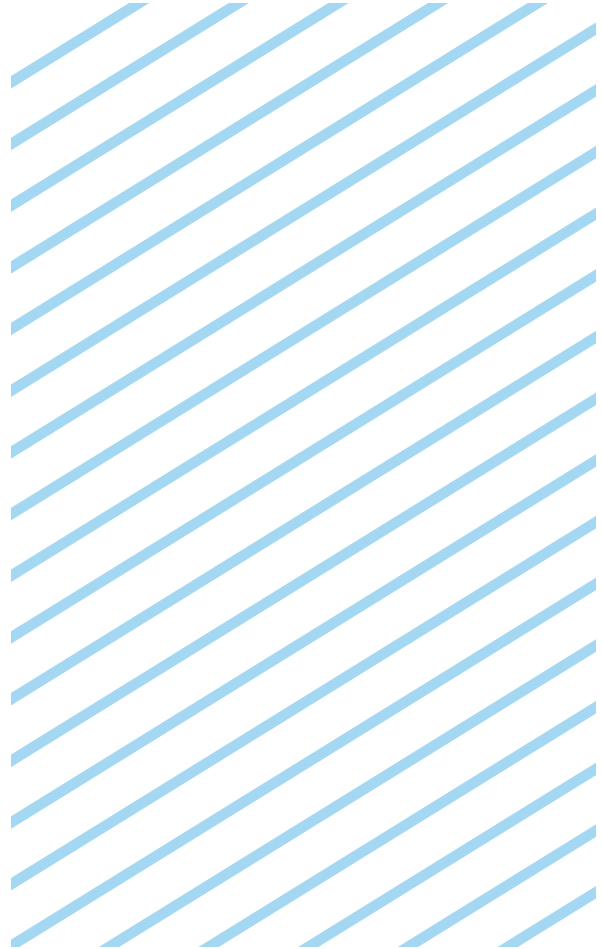
AppleTV App

## GAMEREACTOR

# ESPORTS

**WITH COVERAGE ACROSS THE BIGGEST AND BEST COMPETITIVE ON-LINE GAMES VIA EVENTS, INTERVIEWS, PLAYER AND TEAM NEWS, AND WEEKLY SHOWS HOSTED ON GRTV, YOU CAN NOW GET ALL OF YOUR ESPORTS NEWS ALONGSIDE REVIEWS, PREVIEWS, AND VIDEO CONTENT ON GAMEREACTOR.**

Gamereactor covers a wide range of eSports, from the most prominent games like League of Legends, through to smaller scale and emerging titles. With a focus on nurturing eSports across all levels, Gamereactor will look to cover both the biggest and that best that eSports has to offer.

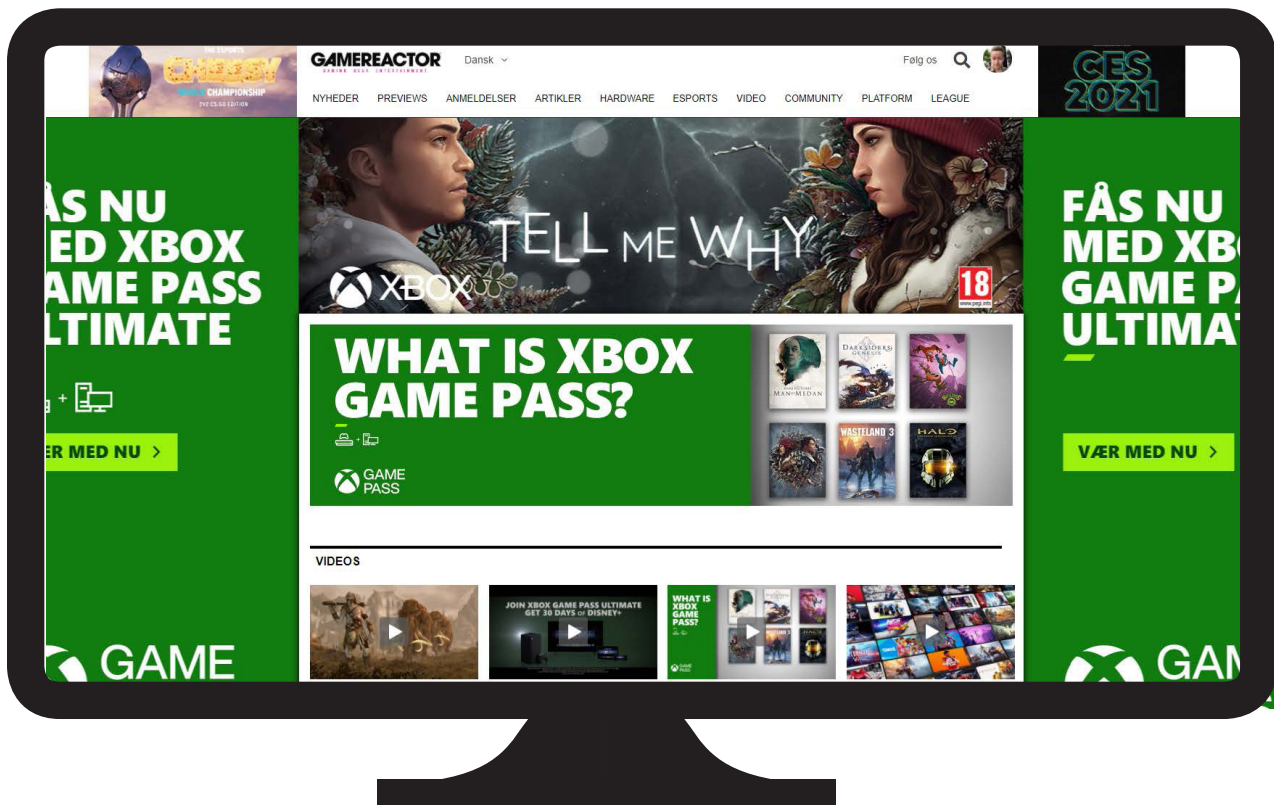


# GAMEREACTOR CONTENT MARKETING



## VIDEO POST ON SOCIAL MEDIAS

Our video posts shared on social medias promotes competitions, new games, gadgets etc. all redirecting to Gamereactor webpage for the whole coverage.



## SUBPAGE ON GAMEREACTOR SITES

A subpage on Gamereactor is designed to collect all the content related to a specific game in one site. The subpage can be covered by exclusive banners to the specific game. This creates a section on the Gamereactor website fully branded by a specific product.

# GAMEREACTOR NATIVE ADS

## Sponsored Content with value for the users

Branded content on Gamereactor uses our editorial platforms to tell engaging, and relevant stories to our users. It also means that our users choose to spend an extraordinarily long time, immersing themselves and being entertained and inspired. Native content is any piece of brand-sponsored content that is commissioned or paid to look and feel like a natural piece of the publisher's website. Rather, it's a longer-form piece of content, such as an article, video or case study that is created to be as informative and engaging as possible. The piece stays on the Website forevermore and gives the reader opportunity to come back many times, for month and month - similar to regular content. This is where you can get really close to Gamereactor's audience, and where consumers can have a completely and unforgettable experience with your brand.



### Jim Carrey vinder kritikerpris for sin rolle som Dr. Robotnik

Skrevet af Jakob Hansen den 12 januar 2021 kl. 10:33

Hvis en film baseret på et spil nomineres til eller vinder en pris er det typisk en Golden Raspberry Award, der tildeles til årets mest elendige filmproduktioner. Men nu...



### Vi byder indenfor til Violife x Gamereactor CS:GO 2v2 Cheesy Moves-turneringen med €3000 på højkant

Sponsoreret indhold

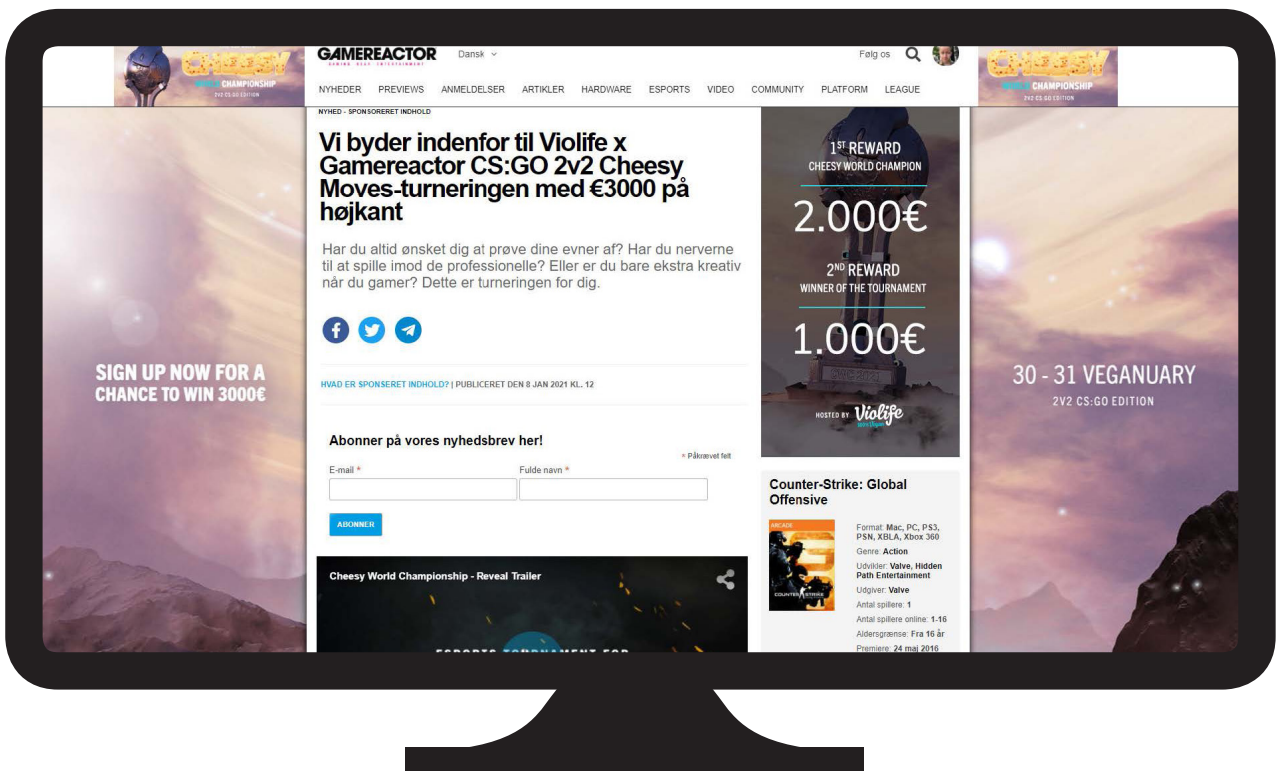
Har du altid ønsket dig at prøve dine evner af? Har du nerveerne til at spille imod de professionelle? Eller er du bare ekstra kreativ når du gamer? Dette er turneringen for dig.



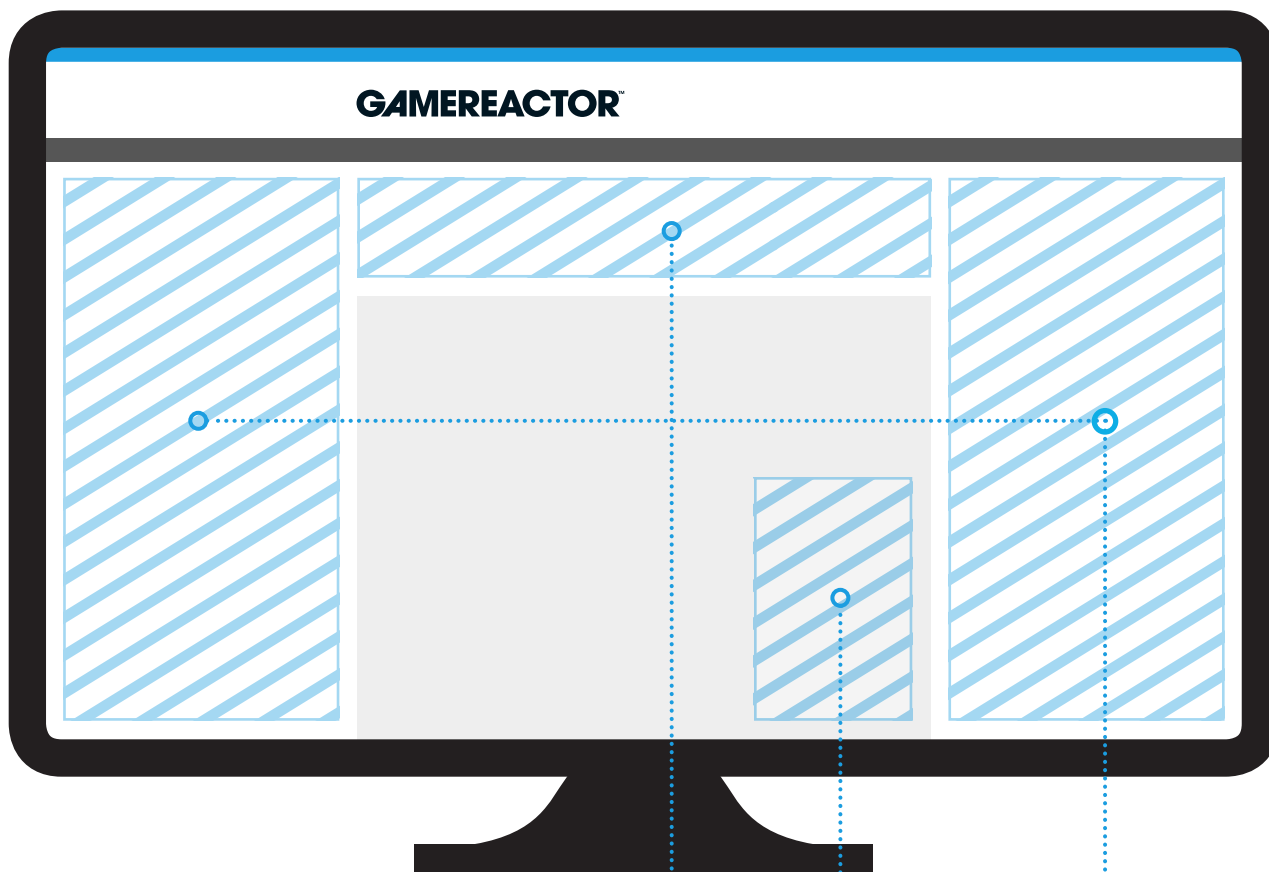
### Virksomhed bag PS2-inspireret sort PS5 stopper forudbestillinger efter trusler imod ansatte

Skrevet af Magnus Groth-Andersen den 12 januar 2021 kl. 09:54

Virksomheden SUP3R5 laver ofte retro-inspireret redesigns af kendt forbrugerelektronik, og såfaldt for at ville producere omkring 200 PS2-inspireret...



# GAMEREACTOR ONLINE BANNER CAMPAIGN SPECS



## DESKTOP BANNERS

TYPE	FORMAT
TOP LEADER BOARD	970 X 250 PIXELS
HALFPAGE/SKYSCRAPER	300 X 600 PIXELS
WALLPAPER	1920 X 1080 PIXELS
DESKTOP TOPSCROLLER	1920 X 600 PIXELS
MPU	300 X 250 PIXELS
VIDEOAD (TRAILER)	650 X 365 PIXELS
BIG VIDEO AD (TRAILER)	920 X 516 PIXELS
PRE ROLL (TRAILER)	1280 X 720 PIXELS

## TABLET/SMARTPHONE BANNERS

TYPE	FORMAT
MOBILE TOPSCROLLER / INTERSCROLLER	320 X 480 PIXELS
MOBILE LEADERBOARD	320 X 160 PIXELS
MOBILE STICKY	320 X 100 PIXELS
MOBILE BIG	640 X 640 PIXELS
MOBILE PREROLL (TRAILER)	1280 X 720 PIXELS

## TARGETGROUP

From 15 - 34 years of age – 88% Males 12% Females

## GAMING HABITS

Almost all the users (91,3%) play several times a week, the most active groups are the ones below 15, where 85,7% play every day. Those above 35 are not that active but still 51.1% plays on a daily basis, and 35,5% plays several days a week.

Most games are either preordered (23.5%) or bought in the launch week (14,6%) less than 2.2% buy games that are older than 3 months and only 0,6% rent or borrow the games. All age groups are used to preordering games (83.5%)

## ONLINE TRAFFIC SWEDEN

Monthly unique users: **360.276** Monthly pageviews: **3.905.153**  
 Weekly unique users: **111.983** Weekly pageviews: **961.806**

## ONLINE TRAFFIC DENMARK

Monthly unique users: **154.631** Monthly pageviews: **1.205.760**  
 Weekly unique users: **49.679** Weekly pageviews: **341.565**

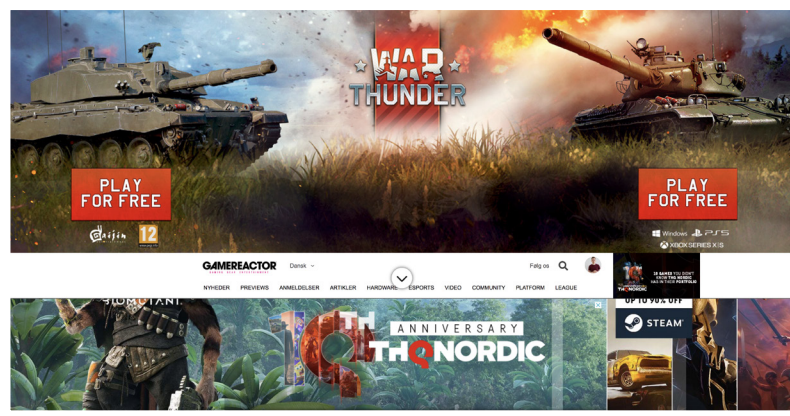
## ONLINE TRAFFIC NORWAY

Monthly unique users: **141.396** Monthly pageviews: **1.255.618**  
 Weekly unique users: **51.766** Weekly pageviews: **353.626**

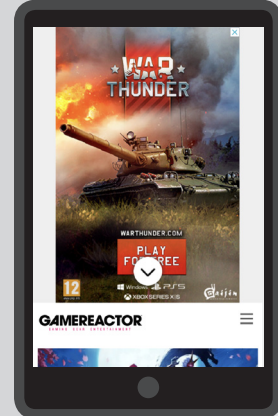
## ONLINE TRAFFIC FINLAND

Monthly unique users: **168.828** Monthly pageviews: **1.044.701**  
 Weekly unique users: **49.766** Weekly pageviews: **287.759**

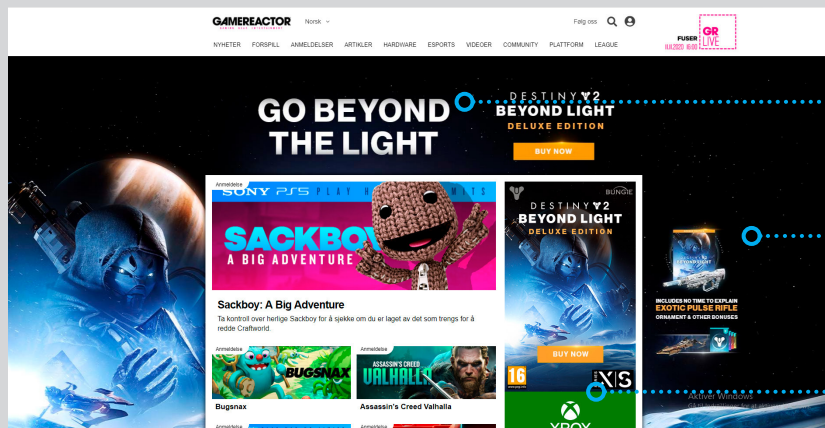
# GAMEREACTOR ONLINE BANNERS



DESKTOP TOPSCROLLER 1920 X 600



MOBILE TOPSCROLLER 320 X 480 PIXELS



DESKTOP LEADERBOARD:  
970 X 250 PIXELS  
(INCLUDES VIDEO / TRAILER)

TABLET / PHONE LEADERBOARD:  
320 X 160 PIXELS  
(INCLUDES VIDEO / TRAILER)

WALLPAPER / SKIN:  
1920 X 1080 PIXELS

SKYSCRAPER:  
300 X 600 PIXELS  
(INCLUDES VIDEO / TRAILER)

CLICK ON THE LINKS TO VIEW EXAMPLES OF PREVIOUS BANNER CAMPAIGNS

TESTZONE 01

<https://www.gamereactor.dk/showcase/Testzone01/>

TESTZONE 02

<https://www.gamereactor.dk/showcase/Testzone02/>

TESTZONE 03

<https://www.gamereactor.dk/showcase/Testzone03/>

# GAMEREACTOR MEDIA



Download on the App Store



## iOS & ANDROID

GAMEREACTOR ON THE GO..

We are constantly improving our Apps. They are increasingly popular, especially our Android App, which has been rated by users more than 430 times, giving it an average of 4.5 out of 5. It was also nominated for best app at Danish App Awards in 2012.

**IPHONE APP + ANDROID APP PR. MONTH: 12.272 UNIQUES IN EU**

## SMART TV APP

SAMSUNG, LG & SONY

Samsung has been very supportive of Gamereactor's popular Smart TV App, and has given Gamereactor a central spot on their website as well as in two major Outdoor, TV and online campaigns. This has led to a worldwide launch of the App. Also we've just made it available on the LG and Sony platforms in 2012.

There were 47,000 Apps downloaded on Samsung TV in 2012 in the Nordic region alone, 30.000 in Germany, and 20.000 in UK. Etc.



## Apple TV

GAMEREACTOR ON YOUR TV

In addition to original programming such as daily livestreams, news casts, interviews and various shows, the Gamereactor app also gives you access to thousands of trailers, and it's all in glorious HD resolution. Switch seamlessly between intense play sessions and livestreams at your own pleasure.

## PLAYSTATION AND XBOX APP

STAY IN TOUCH WITH GAMING

In addition to original programming such as daily livestreams, news casts, interviews and various shows, the Gamereactor app also gives you access to thousands of trailers, and it's all in glorious HD resolution. Switch seamlessly between intense play sessions and livestreams at your own pleasure.



## GAMEREACTOR TV

GLOBAL VIDEO REPORTING TO YOUR MOBILE, TV, TABLET AND

We're constantly chasing interviews all around the world, the Gamereactor TV team has been a presence at all of the major events and game shows this year.



[WWW.GAMEREACTOR.DK/GRTV](http://WWW.GAMEREACTOR.DK/GRTV)

[WWW.GAMEREACTOR.SE/GRTV](http://WWW.GAMEREACTOR.SE/GRTV)

[WWW.GAMEREACTOR.NO/GRTV](http://WWW.GAMEREACTOR.NO/GRTV)

[WWW.GAMEREACTOR.FI/GRTV](http://WWW.GAMEREACTOR.FI/GRTV)



## GR ON FACEBOOK:

WE UNDERSTAND THE USER

You will not find more community functions and better Facebook integration on any other gaming site.

Gamereactor Nation - introduced on our website - is a branding of all these community functions under one community page, designed to give a complete overview on the different formats. The idea is to give the gamer a place to talk about specific games, challenge each other and show themselves as gamers, no matter the platform.

[HTTPS://WWW.FACEBOOK.COM/GAMEREACTOR](https://www.facebook.com/gamereactor)

## YOUTUBE

THE BEST VIDEO CONTENT. ANYWHERE.

Gamereactor's dedicated Youtube channel offers the best from GRTV, such as the hottest trailers and game footage, and also featuring the latest reviews of games and gadgets, as well as in-depth interviews with the video game industry, and reports from shows and events around the world.

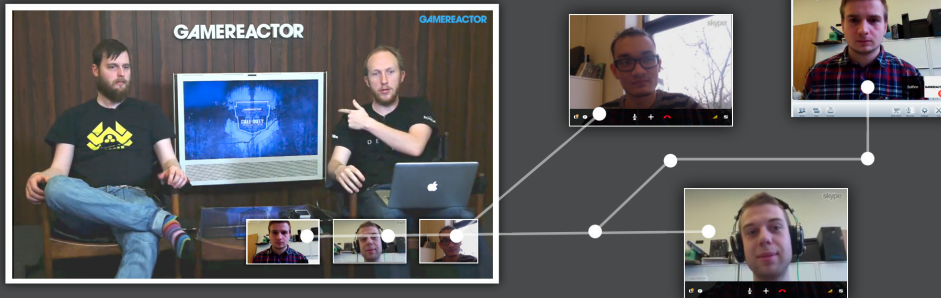


[HTTPS://WWW.YOUTUBE.COM/USER/GAMEREACTORTV](https://www.youtube.com/user/gamereactortv)

**EVERY  
WEEKDAY**  
16:00 CET

# **GAMEREACTOR**

**LIVE**



## **GAMEREACTOR ON SKYPE & GOOGLE HANGOUTS**

We want you to participate in our daily editions of GR-Live, broadcast directly from our Gamereactor headquarters. Join us in discussing the latest games, and let your voice be heard on the livestream.

**SKYPE NAME:  
"GAMEREACTORLIVE"**

**GOOGLE HANGOUTS NAME:  
"GAMEREACTORTV"**

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