



Overview

# Gamers on Demand

2023

# What is Gamers on Demand?

**Gamers on Demand** is a recruiting service enabling clients to leverage Interpret's industry leading gamer panel – **Good Gamer Group** – for market research studies that do not require full-service support.

Gain direct access to articulate, fully-vetted, fully-verified, NDA-compliant participants that match their target criteria.



Access to Interpret's proprietary gaming panel:  
**Good Gamer Group**



Over

**50,000**

verified and vetted gamers



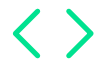
In-person or virtual



Serving the United States, Canada, and the United Kingdom

# GAMERS ON DEMAND – SERVICE FEATURES

## Inclusive Offerings



### Screeners Programming

We manage all screener programming internally



### Participant Reminders

We manage all reminder communications and ensure participants receive timely instructions



### Recruiting Grids & Approval

We send you detailed recruiting updates for your review and approval



### Segmentation Support

Effortlessly integrate your segmentation typing tool with any screener



### Incentive & Tax Liabilities

We handle all incentive payments and participant tax liability notifications



### Legal Adherence

We ensure all study designs meet each state's employment guidelines

## Service Flexibility



### Catered Service

We provide a tailored service to meet your specific needs



### Moderators Available

We provide access to a pre-vetted list of expert gaming moderators



### Facility Support

We can recruit to your lab or ours. We have two full-scale focus group and playtesting facilities



### Virtual Testing

We can supply the technology setup for virtual testing



### Large Scale Testing

We can support up to 100 participants per day



### Volume Deals

Annual agreements receive additional discounting

# GAMERS ON DEMAND – SERVICE FEATURES

## Trust and Transparency



### Your NDA, Ours, or Both

All GGG members are under Interpret's NDA and sign client-side NDAs on a per project basis



### On-Site Rescreening

An Interpret GGG Recruiting Manager will be onsite to re-screen and confirm participants



### Full Participant Customer Service

We will handle any follow-ups, questions, and inquiries from participants



Whatever the study type...

**In-Person or Virtual**

**Focus Groups**

**Playtests**

**UX/UI Testing**

**In-Depth Interviews**

**Longitudinal Studies**

**In-Home Interviews  
or Ethnography**

**Large Scale Alpha /  
Beta Tests**

**We provide the best participants for you needs.**

# GAMERS ON DEMAND – PANEL FEATURES

Gamers on Demand uses Interpret's extensive panel of gamers, **Good Gamer Group**



## Good Gamer Group is secure and reliable

### Enhanced Security

Depending on client's security needs, we can use **GGG Verified+ Members** who...

- (As with all members) have provided security measures to **verify their qualification and identity**
- ...**and** have previously participated in a study and are rated a member in **good standing**

### NO Liars NO Fraud

Ability to **track member's online service accounts** to prove category engagement (i.e., PSN, Xbox, Steam, Epic etc.)

**AND**

**Screenshot verifications** used for untracked gaming devices

## Market Representative



Casual

to



Core

### Ample Rescreening

All GGG members go through a 4-step screening process before admission into a study

**Interpret Recruiters are gaming experts who spot fraudulent responses via screeners, phone calls, and onsite interaction**

## Large Community of over

# 50,000

gamers across 29 major cities in the USA, Canada, and the UK

No fakers...

## Real gamers with real voices.

# GAMERS ON DEMAND – DEPLOYING OUR SERVICES

## Participant Recruitment

- 1 Interpret uses GGG member profiles to improve screener targeting
- 2 Community fielding starts
- 3 Candidates are identified based on set criteria
- 4 Interpret re-screens for criteria verification (including knowledge tests)

## Post Group Management

- 1 Interpret distributes incentives within one business day of completing the research
- 2 Interpret reconciles recruit vs. actual show rates

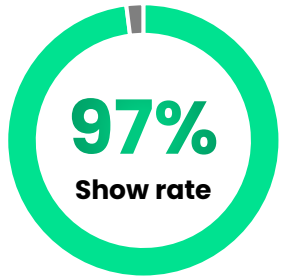
## Project Setup

- 1 Assess feasibility and pricing
- 2 Team and roles assigned and communicated
- 3 Client provides a screener or criteria to create a screener

## Day Before and of Groups

- 1 Interpret confirms participant attendance the day prior and day of
- 2 Interpret's GGG community manager arrives early for check-ins, NDA collection, back-up recruit dismissal, and other logistical tasks to alleviate burden on client

# GAMERS ON DEMAND – KEY FACTS



Clients select the best instead of settling for who shows up

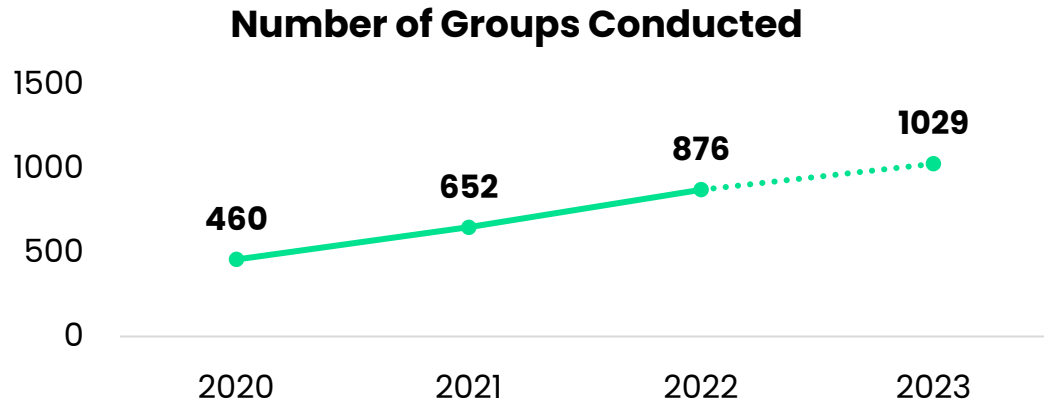


If they exist, we have them or will find them

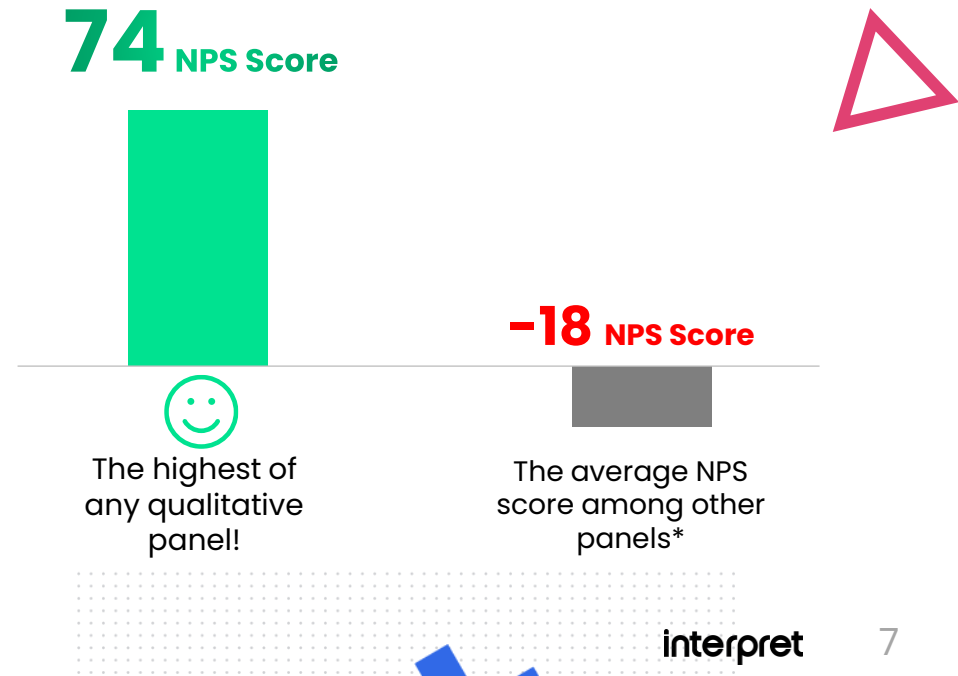
**150+** We track **150+** existing profile questions to enhance targeting!

Working with over **120** Gaming publishers and developers

The popularity of **Good Gamer Group** can be measured by its usage



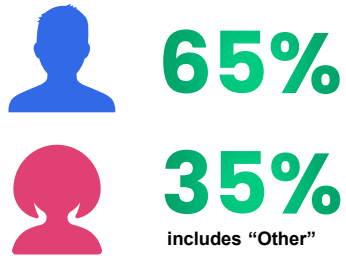
\*Projected based on totals through June 2023



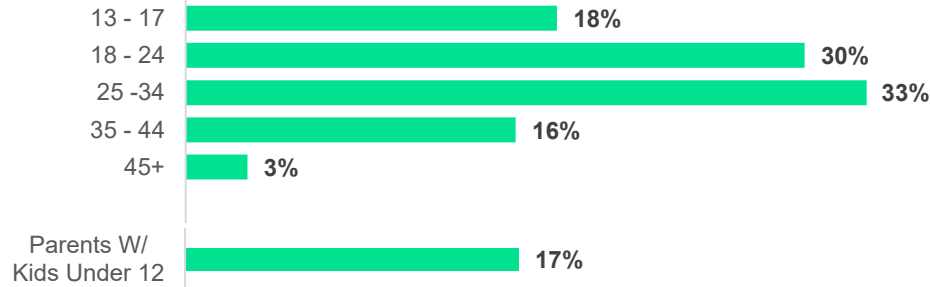
\*GGG member survey among members of multiple panels. **Less than 5% of GGG members indicate they are on other qualitative or quantitative survey panels.** June 2023

# PANEL COMPOSITION

## Gender



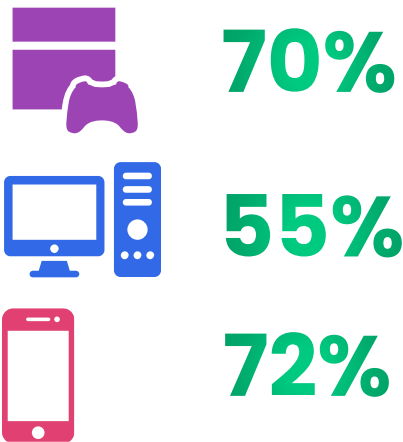
## Age Distribution



## Other Properties Tracked

Property	Percent
F2P Spender	68%
Whales - \$5,000+ Spend	8%
eSports Engager or Viewer	27%
Owns Cryptocurrency	19%
Games 20+ Hours / Week	32%
VR/AR Headsets	9%
Streams Gameplay	14%
Self Identifies as a "Gamer"	58%
Part of a Clan/Community	16%

## Gaming Engagement



## Genre Engagement

(PC/Console)		(Mobile)	
Core	78%	Core	39%
Casual	40%	Casual	73%
Sports	18%	Sports	12%
Other	3%	Other	9%

150+

We track 150+ existing profile questions to enhance targeting!



# ABILITY TO GROW & TARGET QUICKLY

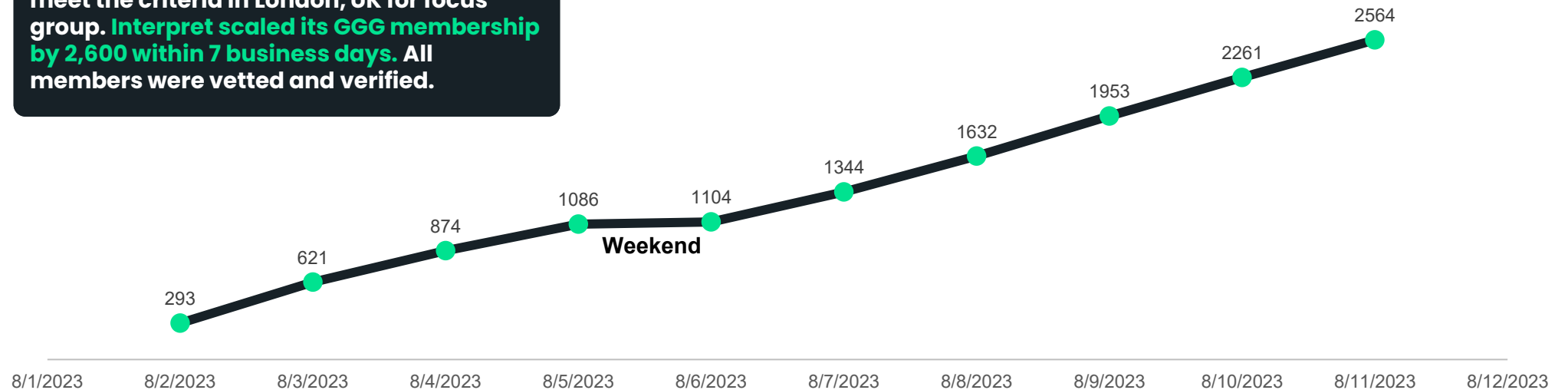
**54,201**  Members

Our membership is purposely limited to ensure panel quality, market representation, and that all members have an opportunity to participate, which helps prevent churn and increases response / show rates.

## Interpret Can Scale New Membership For Any City Or Criteria Quickly

### CASE STUDY

Client's third-party recruiter was not able to meet the criteria in London, UK for focus group. Interpret scaled its GGG membership by 2,600 within 7 business days. All members were vetted and verified.

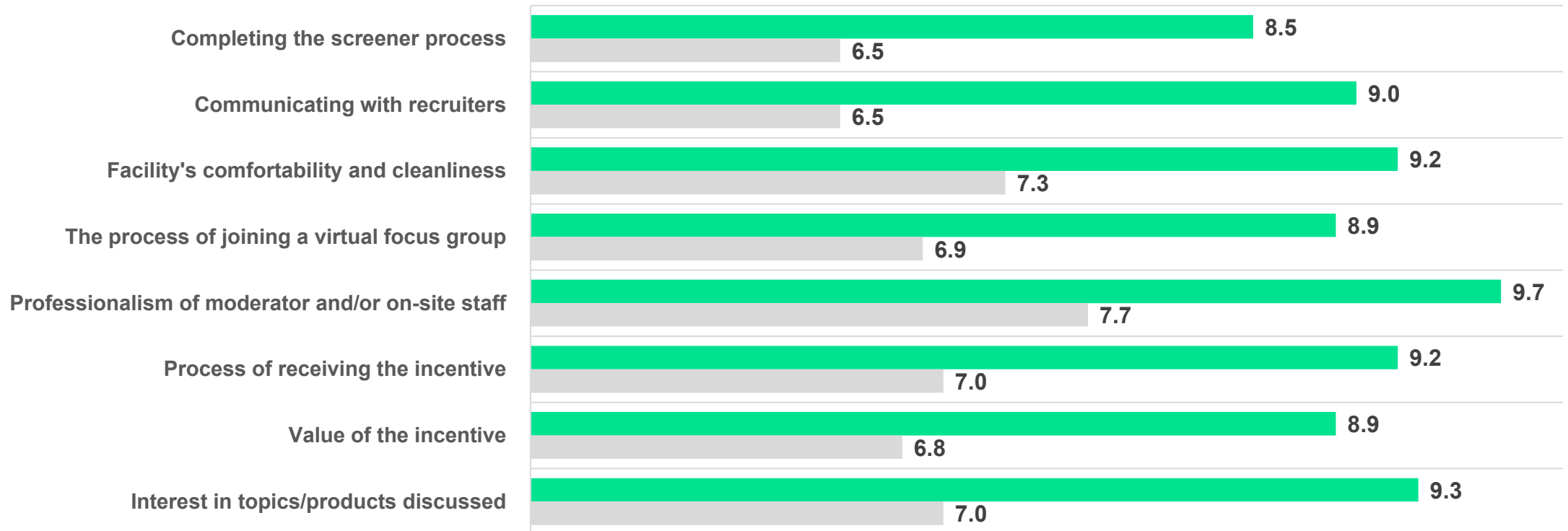


# GAMERS ON DEMAND – KEY FACTS

**Structure, Satisfaction, Superiority:** The Perfect Blend for Meaningful Insights



 **Good Gamer Group**  Average Among Other Panels



# GAMERS ON DEMAND – TIMING AND TESTIMONIALS



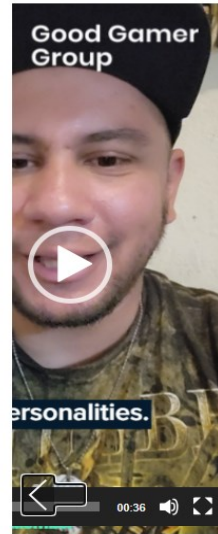
Full recruiting can take...



as little as 2 weeks!



## Hear from our members!



ings all new GGG members when they join?

would tell any new members definitely going to feel even if you feel like you'd be at's like one of the few u really are in your element, ou're a gamer."

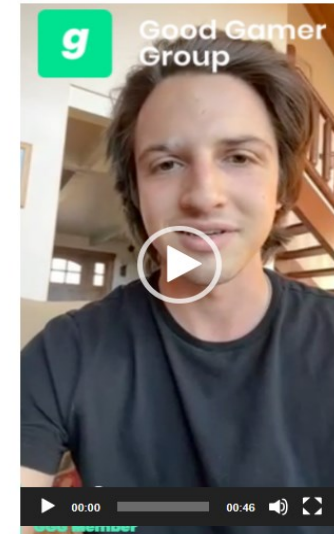
v, member since 2022



What was your 1st impression of GGG & how has that feeling since changed?

"I was a little surprised when I first heard about it. It seemed really good...too good to be true. So, I investigated it online and heard some good reviews from people. I completed a survey, heard back from one of the GGG employees, had a great discussion on the phone, and got involved. It's been really great, and I've really enjoyed the opportunities."

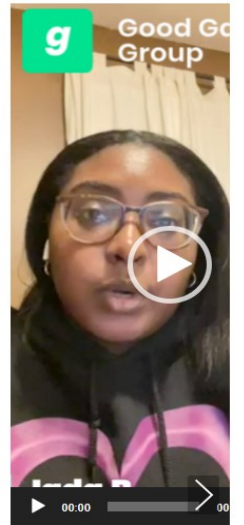
Braden H, member since 2021



What are 3 benefits you've experienced as a result of joining GGG?

"One benefit is traveling to cool places and trying out new games. That's always exciting, things that haven't come out yet. Another benefit is you get to meet really cool people, people with the same opinions as you, differing opinions. And the other one is getting paid to kind of play games and give your opinions and thoughts and contribute to the industry."

Chris P, member since 2022



How would you describe the process after completing a :

"Straightforward and quick. W hours, no less than a day. You it is that they promised for a s think I've had any problems w support helped me with it."

Jada B, member since 2022





# Contact us!

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**interpret**