

A close-up photograph of two hands, one from a person wearing a blue long-sleeved shirt and the other from a person wearing a red long-sleeved shirt, performing a fist bump. The hands are positioned over a computer mouse on a desk. The background is a blurred indoor setting with colorful bokeh lights in shades of blue, green, and red. The overall scene suggests a celebratory or collaborative moment in a gaming or tech environment.

# **GAMERS AND CONTENT CREATION: WHY VIDEO GAMES ARE COMMUNITY-DRIVEN**

**AUG-SEP/2023**

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# IF YOU ONLY HAVE **TWO MINUTES**



## 1 The Importance of Content

It is the cornerstone of all platforms and the driving force behind their growth.

## 2 Content and Inclusion

We all can generate content, and for many, it's a gateway to creative industries.

## 3 The trend arrives in Gaming... Or is it the other way around?

Gamers have a long-standing tradition of content creation.

## 4 How gamers tell their stories

Streaming and short-form content are the preferred ways gamers share their passion.

# IF YOU ONLY HAVE **TWO MINUTES**



## **5 Thriving Communities**

For individuals who create and consume content, it's often about building connections.

## **6 Content as a tool for communities**

In some regions, communities find significant economic growth assistance through digital content.

## **7 Meeting point for brands, organizations, and people**

When it comes to learning about the benefits of a product or brand, people tend to trust other users more.



by **JUAN PABLO VEIGA**

VP of etermax Brand Gamification

# CONTENT IS (STILL) KING

Can we even imagine an internet without content? A series of empty connections without the multitude of information, art, memes, stories, or exchanges that circulate there?

That uncontrollable and seemingly inexhaustible mass we call digital content has a unique characteristic: since the advent of Web 2.0, **all users participate in its creation**. It's extremely difficult to draw boundaries between user-generated content (UGC) and content generated by specialized companies. **For every series premiered by a streaming platform, how many memes do we see on social networks made by users?**

The realm of video games is not unfamiliar with this logic. Studios create a product that, by its very nature, becomes a stage for players' creativity and imagination. A significant number of games are now designed with the idea that gamers will want to share what they create within them. **Gameplay becomes a shareable and viral moment** on Twitch, YouTube, Instagram, or TikTok. **This way, the gaming community is not a passive spectator but the protagonist of this domain.**

Moreover, these communities are **inherently multi-platform**: they can originate in one ecosystem and effortlessly transition to another. While a user plays League of Legends, they can be chatting on Discord and streaming on Twitch at the same time.

By collaborating with content creators, brands can also find new ways to reach people, leveraging the doors that video games open to engage in sustained dialogues with their audiences. Thus, they are also a key player in this ecosystem.



# THE TRUE IMPACT OF CREATIVITY

by **ALEJANDRA LUZARDO**

Innovation and Creativity Leader  
at the Inter-American Development Bank

**The creative economy constitutes one of the areas with the highest growth in the last decade:** it represents 3% of the global GDP, employs over 30 million people, and generates around US\$2.25 billion worldwide. Sectors such as film, television, music, and video games have in common that, thanks to the push of digital innovation, they are the sectors within the creative and cultural industries that are most advanced in their integration into the global market. Indeed, the digital content market will grow by US\$694.88 billion between 2023 and 2027.

**The video game industry has been the most surprising among all others in the digital content ecosystem.** Not only is it younger than film and music, but it also surpasses them in revenue. Its potential goes beyond entertainment to become a tool that raises awareness about social issues: gender issues, climate change, or inclusion.

Video games present a unique opportunity to transform Latin America and the Caribbean into a digital powerhouse and put its talent on the global map. This will only happen once we are capable of understanding them (in all their complexity) and implementing the business, technological, consumer, and public policy infrastructure that allows us to develop the necessary production to compete in international markets.

The Inter-American Development Bank (IDB) has developed several initiatives to showcase the video game industry, as they provide an opportunity for young people to integrate into the value chain using new technologies. In 2019, the IDB launched the publication *Video Games Are Not Just a Game*. This initial effort led to other initiatives like *Desafío Play*, aimed at identifying video games, digital platforms, and products that use gamification to measure or certify 21st-century skills. At the IDB, we continuously work to position the cultural and creative sector as a relevant driver of economic development, which contributes directly to a country's economy through added value, exports, employment, investments, and increased productivity.

# WHAT CONTENT IS



"Content" is a word we just can't stop hearing. Regardless of the platform, regardless of the medium, and regardless of the audience, it seems to be the most important thing. **But what do we talk about when we talk about content?**

In a few words, we're talking about the information found in digital media. It's the major asset of platforms, what captures our attention, and what forms active communities around it.

Interestingly, a significant portion of this content isn't created by specialized companies (think of a series on a streaming platform, for example), but rather by users, more or less professionalized.

In today's digital culture, **content creators play a central role:** they can foster the creation of both large and small communities, generate value, and establish emotional closeness with their followers.

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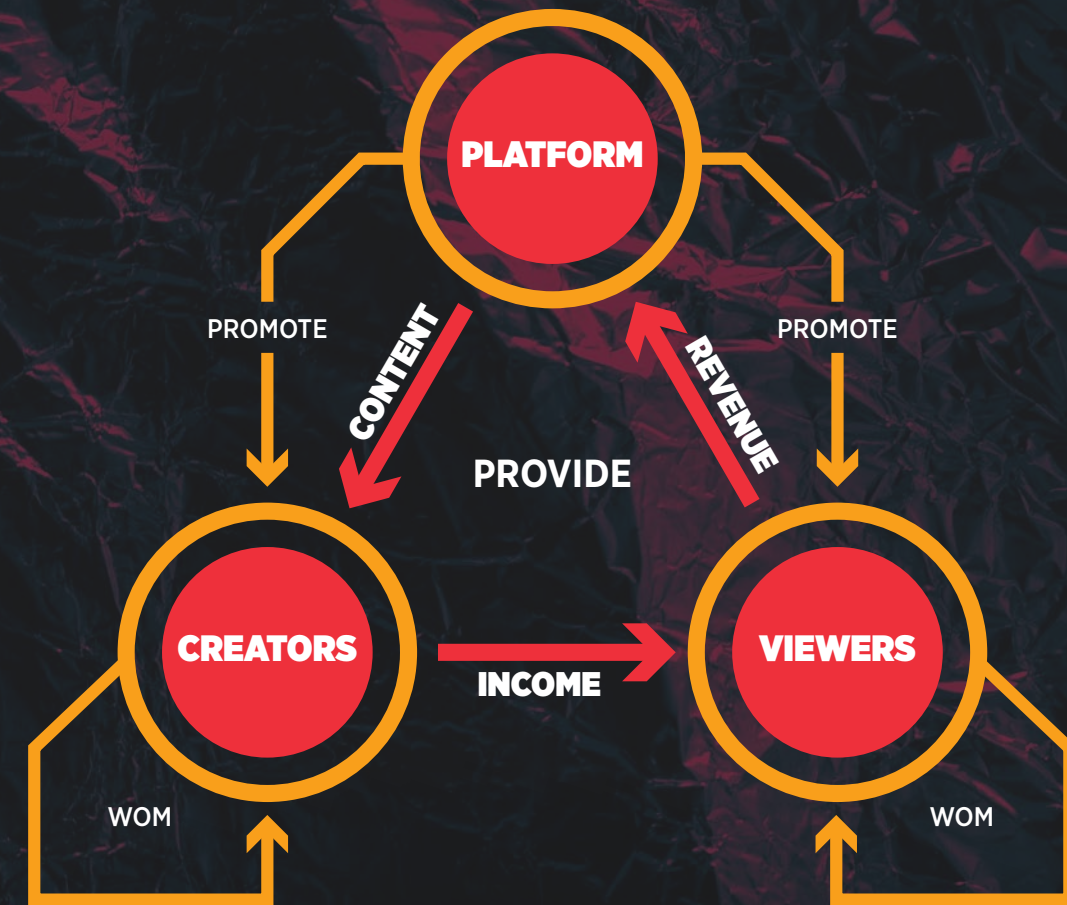




# AN ENGINE FOR PLATFORMS

More than 25 years have passed since Bill Gates declared that "content is king," and it remains as true as it was back then, if not more so.

For platforms, content is their primary source of value because **user-generated content is what attracts more people to join**. That's why, for some platforms, it's more beneficial to reward users for creating content than to invest in traditional advertising. For instance, in 2019, YouTube generated \$15 billion in ad revenue. How much did they allocate to "content acquisition"? \$8.5 billion. However, there's still much to be done in this area, and public policies are needed to ensure fair compensation for creators.



# CONTENT THAT NEVER SLEEPS

**120 BILLION**

hours of Gaming content were viewed on YouTube in 2022.

**175**

web pages are created per minute.

**2 BILLION**

people per month enjoy the content created on Instagram.



# THE ROLE OF CONTENT IN CREATIVE INDUSTRIES

It's undeniable that digital content has played a crucial role in the growth of the creative economy in recent years. **Its influence isn't confined to large organizations; it also represents a source of opportunities for individuals who previously lacked access to new digital tools.** However, in Latin America only 45% of people have access to daily connectivity, which means that current opportunities remain out of reach for many individuals with great potential. Additionally, major platforms must provide transparency in fees, fair and timely payments, flexible payment options, security, and protection, as well as analysis and tracking tools for creators.

In 2022, the Inter-American Development Bank (IDB) introduced the Sandbox-Audiovisual project aimed at training young people between 18 and 30 years old from vulnerable populations in technical skills related to the audiovisual field. These young individuals include women, indigenous people, Afro-descendants, and LGBTQIA+ community members, who, while they may lack industry experience, possess significant creative talent. etermax has joined Sandbox-Audiovisual by providing a valuable additional resource focused on offering practical guidance on interactive content creation on its platform. With this contribution, **we are aiding the expansion of opportunities for access and use of new digital tools within the creative industries.**



# UGC ARRIVES IN GAMING

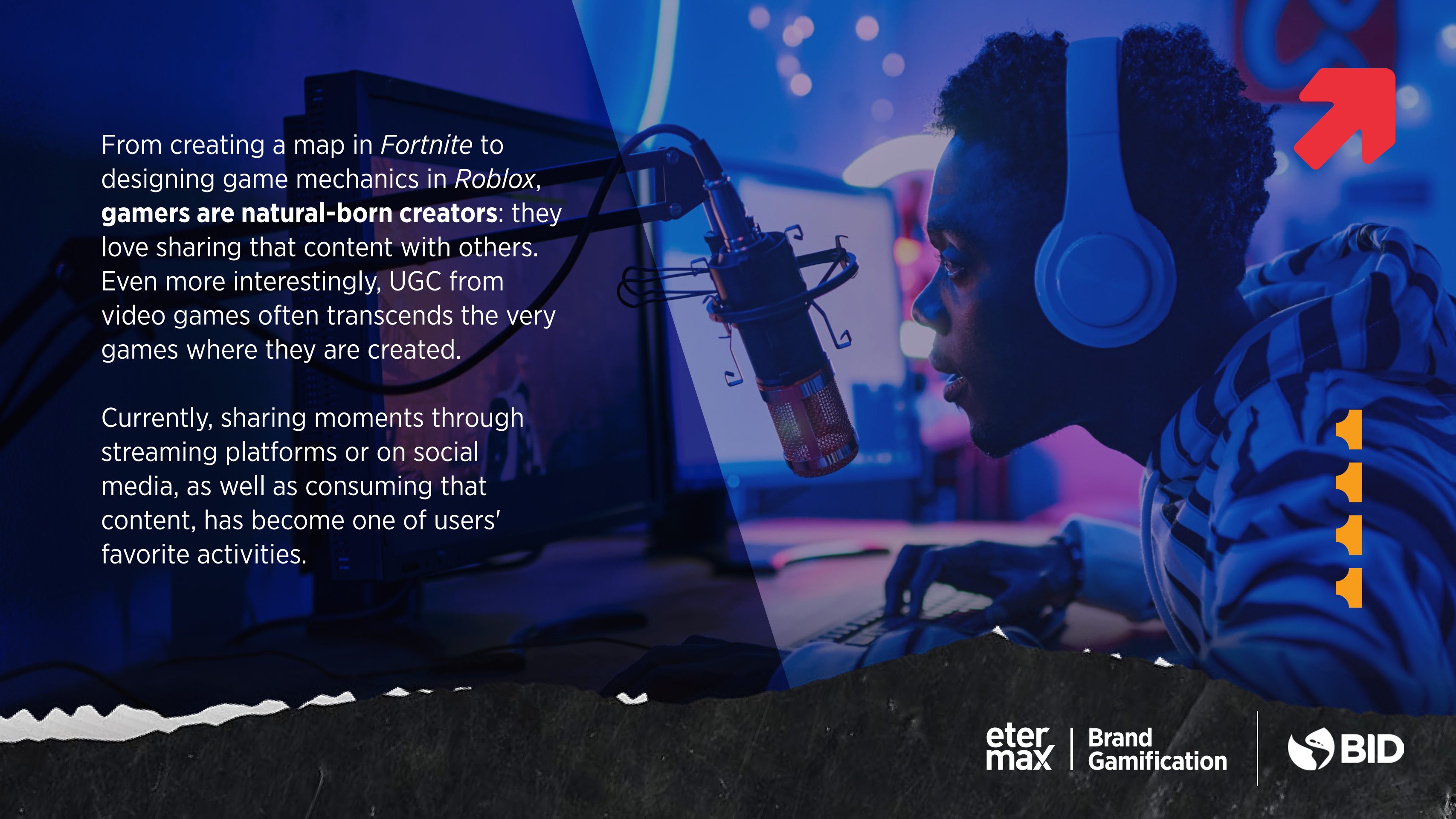
What role does Gaming play in this trend? Today, user-generated content (UGC) holds a central place in the realm of video games: *Roblox* and *Minecraft* base their value proposition almost entirely on gamers building (literally) the world they play in. On the other hand, franchises like *Super Smash Bros.*, *Fortnite*, or *The Legend of Zelda* have taken a turn to offer users more tools to create and share their content, whether it's their gameplay or elements they've created within the game.

However, **gamers' creativity has always been a cornerstone in the video game industry**: *Counter-Strike* was born as a modification of the game *Half-Life* (what is known as a mod). Mods added a lot to the experience of games like *Sims*, and *Preguntados (Trivia Crack)* has been fueled for ten years by questions posed by its players (reaching over 50 million questions!). Users have been part of the creation of certain video games for a long time.

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From creating a map in *Fortnite* to designing game mechanics in *Roblox*, **gamers are natural-born creators**: they love sharing that content with others. Even more interestingly, UGC from video games often transcends the very games where they are created.

Currently, sharing moments through streaming platforms or on social media, as well as consuming that content, has become one of users' favorite activities.



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1.

Out of the time that **Gen Z** spends interacting with Gaming IPs, **53%** isn't spent playing but rather reading about games, watching and creating content on other platforms, or listening to podcasts.

2.

Annually, **20 billion hours** of Gaming content are consumed on Twitch alone.

3.

"**How to be a YouTuber**" and "**How to be an influencer**" are the most common searches in Latin America related to career interests.

4.

In the United States, **54%** of young people would be an influencer if given the chance.

We already know that good content is crucial for platforms because it's what their users want. But what do they like?

Of course, it depends on the platform and what each individual is looking for, but there's something in common: we all consume and create content according to the things we are passionate about. We all seek content that fuels our curiosity, aligns with our sense of humor, and helps us connect with people who share similar interests to ours.



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In *Trivia Crack*, a single individual answered over **1,300,000** questions. And another person authored **11,000** different questions.

Greenfield, the largest world in *Minecraft*, is a city inspired by Los Angeles, built on a 1:1 scale. It's been in development since 2011, involving more than **500** individuals, many of whom are architects and urban planners.

**73%** of gamers on YouTube enjoy watching other people play a video game.

# STREAMING, A NEW FACET OF GAMING

When it comes to sharing the passion for video games, streaming is one of the most popular tools. According to studies, 2.8 billion people (54% of the global online population!) watched Gaming content in the last 12 months. Half of them, a quarter of the total online population, consumed esports content.

It's worth clarifying that many of these individuals watch video game content on different platforms but do not necessarily play the games themselves. For many, watching gameplay and esports matches is more accessible than having access to consoles or computers.

# IN LESS THAN 30 SECONDS

Short videos (like TikTok, Instagram stories and reels, and YouTube Shorts) have also become a prime space for video games.

Such is the impact of this format that on YouTube, a platform primarily known for longer videos, Shorts now receive over 50 billion views per day. In the realm of gaming, horror, and simulation games are the most watched on YouTube Shorts.

**59%**

of Gen Z use short videos to discover and then watch longer content.



# COMMUNITIES FORMED THROUGH CONTENT

It seems that for individuals, the ultimate goal of generating and sharing content, regardless of the platform, is to create a community. Beyond the rewards and recognition we might receive, what motivates us most as users of a platform is the ability to interact with other people: most studies acknowledge that the primary reason for engaging in social platforms is precisely the social aspect.

Video games are not exempt from this reality. The communities that form within them often provide a space where gamers can share their interests and build new relationships. For instance, 52% of Gen Z feel more liberated in games than in offline life when it comes to connecting with others.



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# COMMUNITIES LEVERAGING CONTENT

Not only do digital communities make use of online content, but many groups of people showcase their realities and creativity through various platforms: Digital content enables communities from different parts of the world to share their creations.

In today's interconnected world, individuals from all around the globe can learn about cultures they might not encounter otherwise and, at the same time, provide economic support to them.



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# THE POTENTIAL FOR BRANDS



Within the current advertising ecosystem, advertisers must aim at building genuine connections with their audiences. A person can see up to 5,000 ads in a day: the important part is standing out amidst the advertising noise.

In that sense, user-generated content often presents a great opportunity to create connections with people. Users of games and social platforms find it more genuine than traditional advertising: they tend to trust what other people and their favorite content creators say.

The potential reach for brands is enormous, especially if they collaborate with content creators to offer an immersive experience that spans different channels. From Twitch to Discord, through Instagram, TikTok, and video games, all are potential touchpoints with audiences.



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Close to  
**50%** of consumers say  
UGC helps them discover new  
products and services.

Around  
**40%** of users trust  
products reviewed by content  
creators more.

**43%** of internet users  
use it to find information about  
brands and products.

**50%** of users visit social  
networks to learn about brands  
and view their content.

# TIPS FOR BRANDS

1

## UNDERSTAND USERS' LANGUAGE

We all speak differently depending on where we are. Just as we don't write the same way on Twitter as we do on LinkedIn, our audiences also have their specific languages. Therefore, the best way to communicate with Gamers is in their language, making references to their inside jokes and being aware of the trends they follow.

2

## CONSULT THE EXPERTS

But how can you learn that language? Turn to those who know best! Perhaps the best option is a company that specializes in Gaming... The gamer audience is vast and diverse, and video game developers are experts in communicating with them and understanding their current interests.



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# TIPS FOR BRANDS Pt. 2

3

## DARE TO TELL A STORY

Everyone enjoys a good story, no matter how short it is. That's why the best campaigns are often a blend of creativity and placement. Advertisements in video games are a great choice: playable ads can be the best way to tell a story in a short amount of time, generating engagement without interrupting players' experiences. You can also create native brand actions within video games, even more immersive for users.

4

## HARNESS DATA TO FIND THE BEST WAY TO COMMUNICATE

In today's world, we should always consider data and what it tells us: being data-driven is imperative. At etermax, we strongly believe in the value of data and work with our clients to ensure every Gaming campaign yields valuable insights and deep lessons on which to base each step. That's why we always advise experimenting, generating insights, and then iterating.

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# TIPS FOR CONTENT CREATORS



**1 CHOOSE A PLATFORM AND BECOME AN EXPERT ON IT**  
As a first step, decide on the platform where you'll create content. Then, become an expert on it to maximize your reach and the effectiveness of your content.

**2 RESEARCH YOUR TOPIC**  
People are curious! If you can speak knowledgeably about something you know or are interested in, your content will benefit and have higher quality.

**3 UNDERSTAND YOUR AUDIENCE**  
We all don't speak the same way, and not everyone is spoken to the same way. Understanding who your audience is and how it's composed will help you know what content interests and resonates with them the most.

**4 PLAN YOUR CONTENT**  
In other words, schedule. This way, you can have a consistent and coherent presence on the platform you choose.

**5 TELL A STORY IN EACH POST**  
Have fun! Build compelling narratives to make your audience feel engaged and create strong emotional connections.



# TIPS FOR CONTENT CREATORS Pt. 2



**6 HAVE A CLEAR AND DISTINGUISHABLE VOICE**  
Develop your own, unique, and recognizable voice that reflects you. People should know who you are just by listening to the way you speak and the words you use.

**7 USE THE TECHNOLOGY AT YOUR DISPOSAL**  
Leverage tools like Grammarly, Canva, or SEMrush to refine your content and optimize your presence on platforms. Technology is your ally in achieving your goals!

**8 STAY UPDATED ON INDUSTRY NEWS**  
No matter the topic you're interested in, closely follow the latest trends and news to keep your content fresh and relevant.

**9 STAY INFORMED ABOUT PLATFORM TRENDS**  
You should also closely monitor trends and policy changes within platforms: they can have a significant impact on the reach of your content! This way, you can adapt your strategy with greater flexibility.







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**Brand Gamification** is an **etermax** division dedicated to empowering brands to establish deep connections with consumers through 360° gaming solutions, captivating entertainment experiences, and exclusive advertising formats across its network of more than 2,200 leading mobile titles. As part of its comprehensive offerings, the unit also provides licensing and co-branding opportunities with Trivia Crack, Word Crack, and other **etermax** intellectual properties, allowing brands to leverage the unique and engaging experiences of the entertainment tech company.

To learn more, visit [www.etermax.com/brandgamification](http://www.etermax.com/brandgamification)



The Inter-American Development Bank's mission is to improve lives. Founded in 1959, the IDB is one of the main sources of long-term financing for the economic, social, and institutional development of Latin America and the Caribbean. The IDB also undertakes cutting-edge research projects and provides policy advice, technical assistance, and training to both public and private clients across the region.

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