







JONES MEDIA

# Gaming Channel

## THE #1 DESTINATION FOR CANADIAN GAMERS

Gamespot 2.033M\* • IGN Entertainment Games 1.423M\* • Future Games Radar 543M\*

Reaches 80% of 18-34 year old males • Boasts 21 M in Social Reach     

Find out more: [info@mrandmrsjones.ca](mailto:info@mrandmrsjones.ca)



of Canadians aged 13-17 have played video games in the past 4 weeks

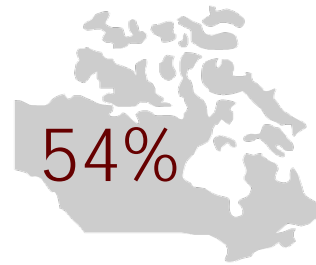


of adults aged 18-34 play video games a few days a week

61% of Canadians own a gaming console



33 Years Average age of a typical Canadian gamer

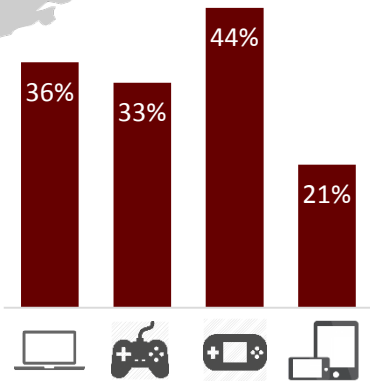


of all Canadians are gamers

42% of adults 18-34 play role-playing games



Platform Canadians play video games on most frequently



56% of kids aged 6-12 years old play Action & Adventure games



53% of teens aged 13-17 play shooter games



Amount of money generated by the video gaming industry

### OUR EXCLUSIVE PARTNERS



\*SOURCES: ComScore Media Metrix December Jones Exclusive Partners Unduplicated Reach 2014 | <http://theesa.ca/wp-content/uploads/2014/11/ESAC-Essential-Facts-2014.pdf>