



GAMES. CULTURE. PEOPLE.

Kotaku Australia is the most thought-provoking and diverse games culture outlet on the planet. It's news, reviews, and long form features you won't see on any other site. Embracing the playing community as a whole, Kotaku and its readers share and indulge in the love of video games and all the culture that comes with it.



What sets us apart?

BREAKING NEWS

AS IT HAPPENS, READ IMMEDIATELY AND PASSED ON QUICKLY BY A **WELL CONNECTED** AUDIENCE.

MAGAZINE-STYLE

HIGH QUALITY, STRUCTURED FEATURES MIXED WITH BITE-SIZED INTEREST PIECES THAT ARE HIGHLY SHARABLE.

DIVERSE CONTENT

A RANGE OF CONTENT WRITTEN FOR GAMERS AND ENTERTAINMENT ENTHUSIASTS, EXCITING **PASSIONATE READERS**.

LOYAL FOLLOWERS

KOTAKU GOES BEYOND RANKING WELL IN GOOGLE, **INSPIRING** DEDICATED FOLLOWERS, PROVEN THROUGH OUR HUGE COMMUNITY.

THE INDUSTRY BRAND

WE ARE THE GAMING TITLE THE **INDUSTRY READS**. WE GET THE STORIES FIRST AND TELL EVERYTHING THAT NEEDS TO BE TOLD, EVEN WHEN OUR COMPETITORS WON'T.

Kotaku Core Content Pillars

CONTENT

DISTINCT TONE & VOICE

TELLING THE UNTOLD STORIES

DIGITAL STORYTELLING

ALL FOR THE READER

AWARD WINNING

COMMUNITY

INDUSTRY LEADING ENGAGEMENT

PASSIONATE & VOCAL

EDITORS LEAD THE CONVERSATION

SELF-REGULATING & MATURE

FEEL OF OWNERSHIP

THE READER

IN-THE-KNOW

ENTERTAINMENT ENTHUSIASTS

CORE & CASUAL GAMERS

THE GO-TO GUY



Content: Embracing Modern Storytelling

Kotaku's distinct tone and voice is like no other – real, honest and varied opinions, which is why we win awards for our writing.

Editorially we seek out the untold stories that appeal to a passionate audience that don't read other gaming sites.

Embracing modern digital storytelling techniques to match market demand, content is delivered via live blogs, picture articles, short & long form, video and audio.



BEST GAMING COVERAGE, IT JOURNALISM AWARDS 2011-2014



MOST RELEVANT & FREQUENT LOCAL GAMING CONTENT



Community: Loyal & Vocal Readers

Kotaku's thought-provoking, conversational style of content is written to resonate with and inspire readers, driving a deeper level of engagement and community discussion.

Editorially we lead the discussion, Kotaku readers fuel it. Our credible content attracts mature readers, offering a brand safe environment for advertisers.

16

PAGE VIEWS PER PERSON

6,500+

COMMENTS A WEEK – HIGHLY ENGAGED READERS

41%

STATE THAT THE KOTAKU COMMUNITY SHARE THEIR PASSION FOR GAMING



Readers: Entertainment Enthusiasts

Kotaku readers are constantly connected to technology via multiple devices, absorbing huge amounts of content daily on what interests them. This results in a hugely in-the-know audience, inspired and influenced by the content that they consume.

Kotaku is a real entertainment enthusiasts destination reaching a broad young male audience including core & casual gamers, early adopters, technology lovers and influential consumers.

73%

PLAY GAMES ON THEIR CONSOLE EVERY WEEK

48%

ENJOY MOVIES AND GO TO THE CINEMA AT LEAST ONCE A MONTH

61%

ARE HIGH SPENDERS WHEN IT COMES TO CONSUMER GOODS

Audience Insights

- Our readers
- Reach & Demo snapshot
- Social
- Key Audience Insights



Our Readers

Kotaku readers are young, active males. They are highly connected and very social. They are into technology, movies, cars and eating out...and of course, gaming.

68% 18-34 YEAR OLDS

61% LOVE USING SOCIAL MEDIA

83% SOCIALISE WITH FRIENDS AT LEAST A FEW TIMES A MONTH

43% ENJOY MOVIES AND GO TO THE CINEMA EVERY MONTH



Reach and Demo

REACH

Monthly UB

743,101

Monthly PI

4,475,632

ENGAGEMENT

PVs per person

16

Minutes per session

5.7

AGE

<18...0%

18-24...19%

25-34...47%

35-49...22%

INCOME

50%

earn \$75,000+

Social

AMPLIFYING AUDIENCE ENGAGEMENT WITH SOCIAL



With **17,500** followers and growing, Gizmodo has a strong local presence with young, social Australians.

Due to the breaking news and exclusive nature of our content, our readers happily share and regularly comment on our social posts, amplifying content with their networks.

Follow Kotaku:





Gaming Insights

73% PLAY GAMES ON THEIR CONSOLE EVERY WEEK

55% BUY 4+ AAA (MAJOR RELEASE) TITLES A YEAR

65% PRE ORDER GAMES

1 in 2 VISIT KOTAKU TO MAKE DECISIONS ABOUT GAMES AND SEE WHAT IS WORTH BUYING

78% READ A REVIEW BEFORE THEY PURCHASE A GAME

88% HAVE A GAME CONSOLE CONNECTED TO THE INTERNET AT HOME, READY FOR GAME & CONTENT PURCHASES

Consumer Electronic Insights

39% SPEND OVER \$2,000 A YEAR ON TECHNOLOGY PURCHASES

43% ARE THE GO-TO TECH PERSON FOR FAMILY/PEERS – THEY ARE ALWAYS ASKED FOR THEIR ADVICE ON CONSUMER ELECTRONICS

64% ARE THE MAIN DECISION MAKERS FOR THEIR HOUSEHOLDS ELECTRONICS AND TECHNOLOGY PURCHASES

86% RESEARCH EXTENSIVELY BEFORE BUYING NEW ELECTRONICS

81% ACTIVELY READ ABOUT NEW TECH RELEASES ONLINE

48% THINK IT IS IMPORTANT TO KEEP UP TO DATE WITH THE LATEST TECH AND GADGETS





Connected Telco Insights

- 73%** PAY TO STREAM MOVIES AT HOME AT LEAST ONCE A MONTH
- 73%** ARE THEIR HOUSEHOLD DECISION MAKER FOR ALL TELCO PURCHASES
- 62%** BUNDLE THEIR HOME TELEPHONE AND INTERNET
- 33%** HAVE A MEDIA CENTRE/STREAMER CONNECTED TO THE INTERNET AT HOME
- 53%** SPEND OVER \$50 A MONTH ON THEIR MOBILE PHONE
- 72%** ARE POST-PAID CUSTOMERS



Lifestyle Insights

49% ARE CURRENTLY STUDYING

60% ENJOY EXERCISING AT LEAST ONCE A WEEK

66% LIKE TO TRY NEW EXPERIENCES AND TEST NEW PRODUCTS OUT

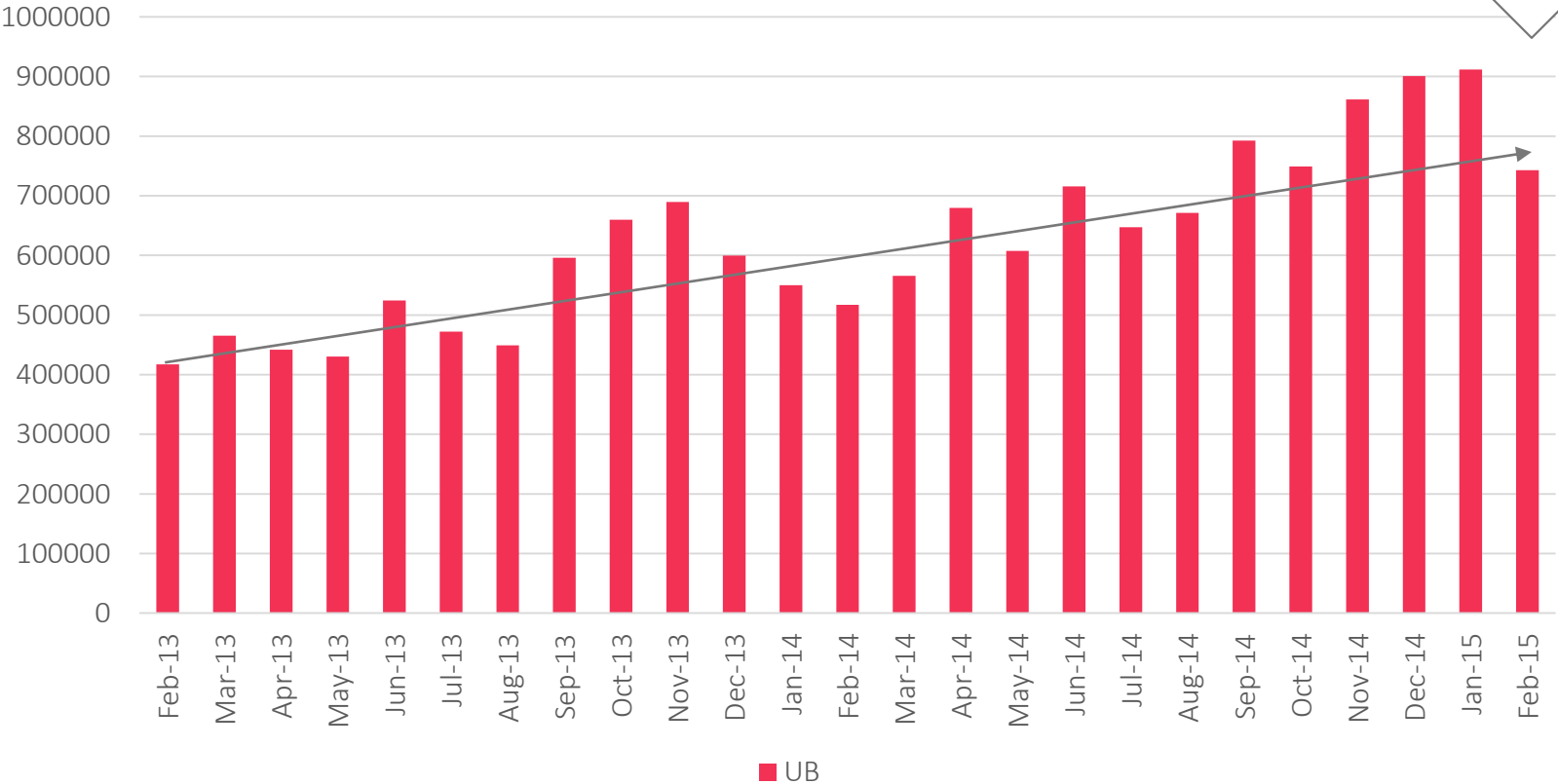
31% LIKE TO KEEP UP WITH LATEST TRENDS

29% DRINK ALCOHOL ONCE A WEEK

74% LOVE HOLIDAYING AND EXPERIENCING NEW PLACES

Continued Growth

+44%
YOY



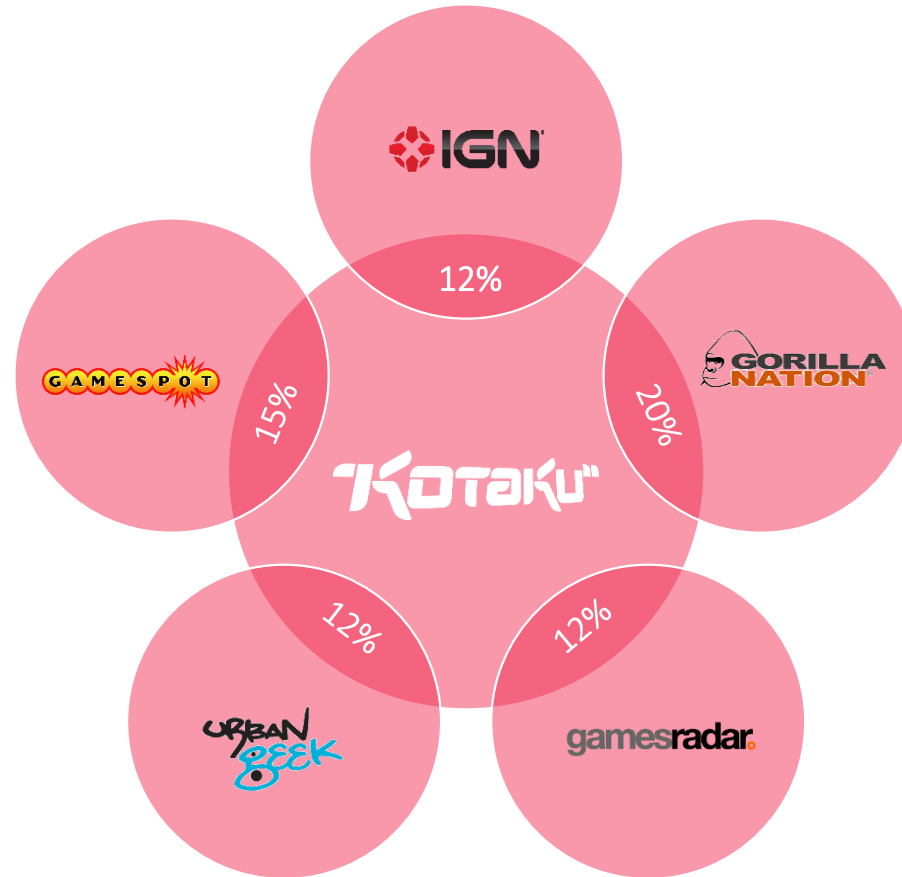
Source: Nielsen Market Intelligence Feb13-Feb15

A Unique Gaming Audience

Approximately

80%

of Kotaku readers are unique, not found in other online gaming environments.





For any enquiries, visit:

<http://www.alluremedia.com.au/contact>