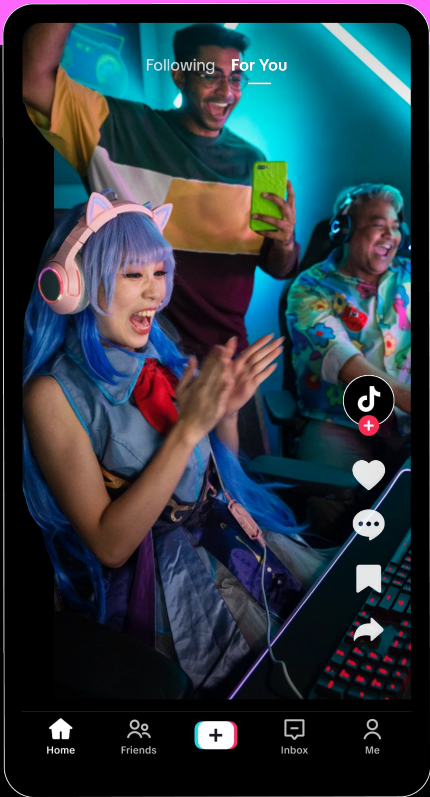


# Journey of a PC/Console Title Launch on TikTok

Gamers on TikTok are a high value audience.

76%

Play Console or PC games weekly



73%

Say they're quick to adopt new technology  
(vs 64% non-TikTok console/pc gamers)

64%

tend to pay more to have the latest and best features  
(vs 47% non-TikTok console/pc gamers)



## Key Takeaways



### Pre-release planning

PC and Console game releases are highly anticipated and planned.

62%

Of the console/PC gaming discovery occurs Pre-release

78%

Plan their console/PC gaming purchase

28%

Have Pre-ordered a game

### Purchase

### Post-purchase

Reaching gamers early is key. When TikTok is part of the pre-release discovery for PC and Console games, gamers spend 1.8x more than non-TikTok gaming journeys.

TikTok continues to fuel community interactions on TikTok even after the game is purchased.

1.8x

Greater overall spend for PC/console games  
(vs non-TikTok gaming journeys)

69%

Of gamers that post about the game will post about it on TikTok



Please remember to tell us what you think about the information shared here so we can produce more of it.

Source: TikTok Marketing Science Global Journey of a Launch Study 2023, conducted by Material