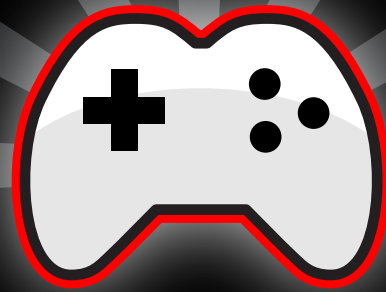


YOU GAME?



Entertainment Consumer Association



Gaming is a dominant form of entertainment.

If you want to **reach young adults, gaming** is the most effective way.

– NPD 2009

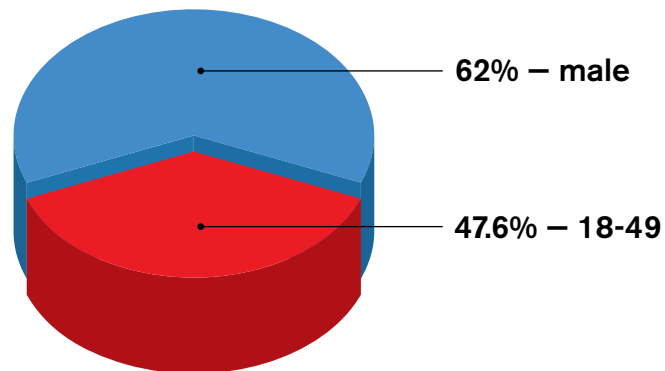
What is the ECA?

The **Entertainment Consumers Association** is an association that represents consumers that play video games. Think AAA, but for gamers in which members pay an annual fee for membership and receive discounts in return. ECA also tackles State and Federal Legislation, re-defining the mass market's perception of gamers and negative stereotypes, while educating it's members on topically-important issues.

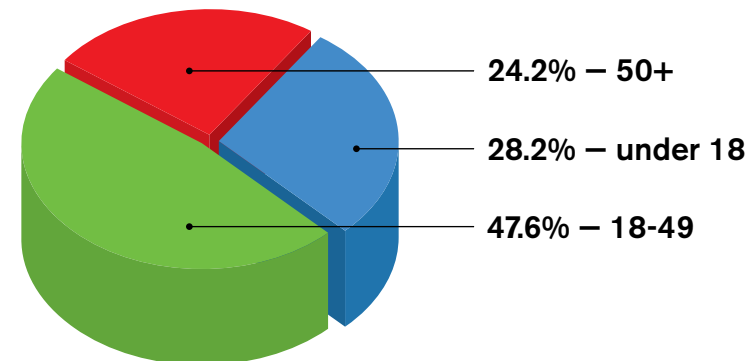
Who Play's Games?

- Gaming is a behavior practiced widely across the US, with gamers representing nearly 50% of the US population while spending the \$12 billion annually on interactive entertainment.
- The average gamer is 33 years old.
- The average age of a video game purchaser is 38.
- Only 31% of gamers are under the age of 18 and 25% are in fact over age 50.

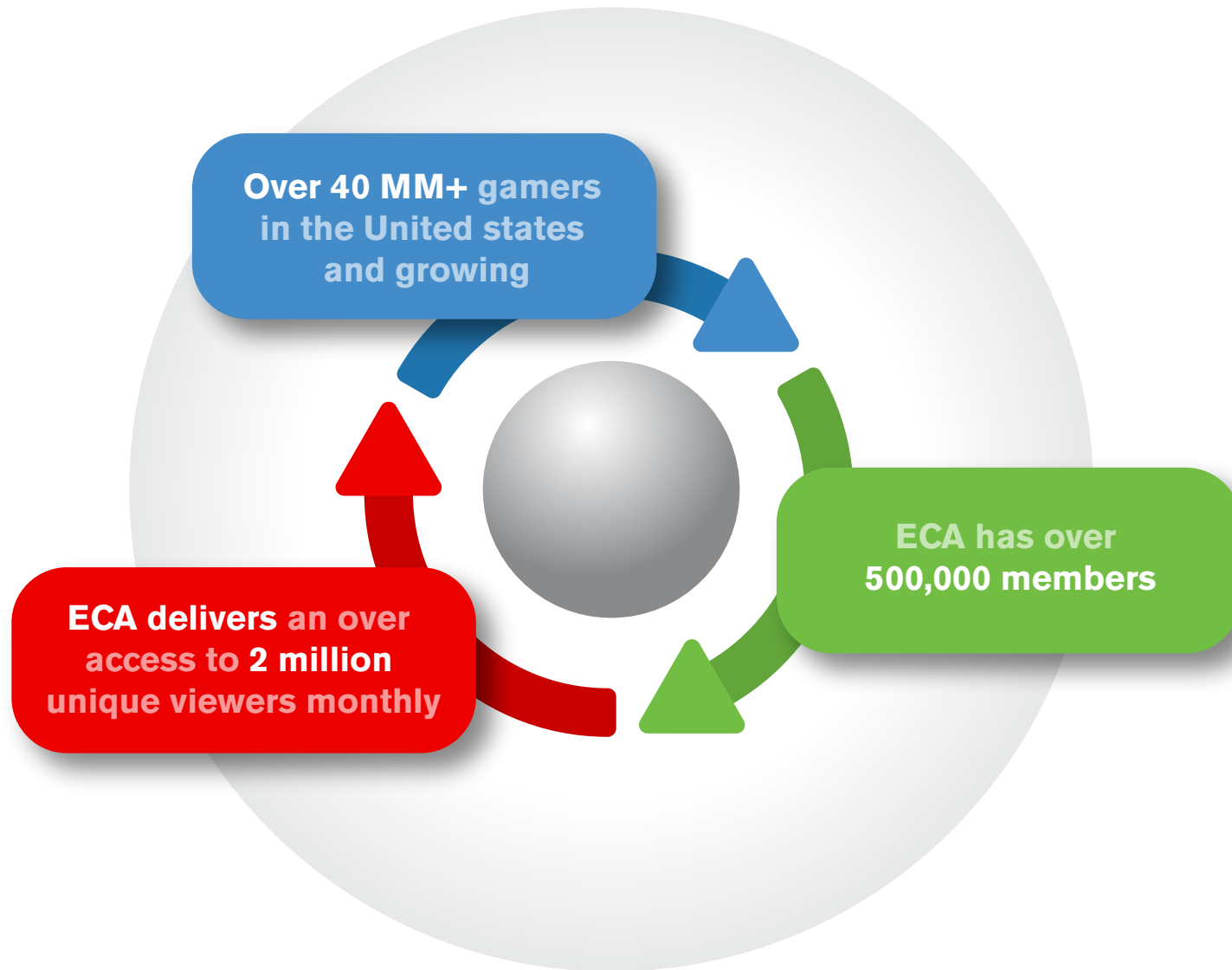
Gender of Game Players



Age of Game Players



ECA gaming audience



The **Entertainment Consumers Association's** dynamic partnership platform has been designed to provide marketers with the following benefits, aimed at taking brands outside the game and immersing them into the consumer's lifestyle and authenticating brands into the consumer's daily lifestyle.

Consumer Authenticity

- Brands are positioned as enablers of the gaming lifestyle-providing consumer validation-targeting the most influential gamers/consumers.

Agnostic Platform Reach

- Opportunity to engage the mass-market gaming community as a whole and create relevant agnostic partnership programs and promotions.

Reach

- ECA ad and marketing campaigns reach over 11 million gamers, through online ads and print campaigns.

ECA Chapters

ECA has over 60 chapters across the US and Canada.

ECA Chapter offers a wealth of versatility and fun. From Spearheading ECA advocacy campaigns to fragging with fellow gamers during ECA Game Nights, being involved in a chapter brings you closer to the Action. Chapters are occasionally used for focus groups within the industry to test new products before they hit the shelves (in the industry for testing games, or beta testing new products). Chapters are designed to keep members connected with the organization.



Marketers are looking to the video game industry for partnership opportunities which can help them both target and engage with their consumer:

- Video Gaming is #1 activity of the 18-34 demo. 55% of all 18-34 play video games on average 2.5 hours a night – NPD Group 2009
- Video games sales exceeded over \$11.7 billion, which is more than both the movie box office and music industries combined – Entertainment Software Association 2008
- 190 million households will use a next-generation videogame console in 2012 – The Diffusion Group

Younger

- 18-34 91%
- Full-time college 74%

Social

- Friends more important than family 33%
- Go to bars/nightclubs 33%
- See 5+ movies/month 109%

Tech-Savvy

- Friends ask advice about electronics ... 83%
- Keep up with auto tech 65%

Super Internet Active

- Socialize online 65%
- Watch streaming video 71%
- Download music 104%

Gadget Crazy

- First among friends to have new electronics 95%
- Pay anythings for electronic product they want 85%
- Full-time college 74%

On The Go

- Fast food fits busy lifestye 23%
- Prefer fast food to home cooking 29%

Events

ECA participates in over 100 events in the US and Canada. This is in part to connect with members face-to-face and provide opportunities to interact with each other and staff, as well as to offer a safe haven within the venue for members to congregate, sample sponsors products and services and relax. ECA offer's opportunities to all partners **with** each event and different strategies for each partner.

Partners

ECA partners receive inside-Style incremental exposure on all relevant marketing pieces as well as physical representation at events.

ECA Sponsorships

Each ECA sponsorship is crafted to meet each partners specific Marketing, Interactive and promotional goals. Please contact Heather@theeca.com to receive pricing and more general information.