

AdWords Insider

Entertainment: August 2005

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Where Has The Mass Market Gone?

Chris Heldman, Head of Gaming and Entertainment, Google

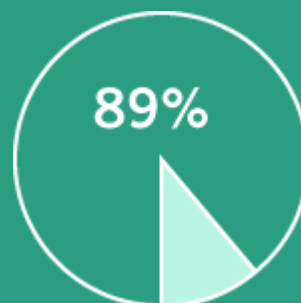
With so many options for entertainment, how do you best capture consumers' attention? [Read more.](#)

Search First for Entertainment

Chris Heldman, Head of Gaming and Entertainment, Google

How often do people search for entertainment? The results of recent research may surprise you. [Read more.](#)

Side Notes



89 percent of Google users have used the web to learn more about entertainment products, services or information.

Source: Media-Screen for Google, April 2005

Google is the most popular search engine -- used by 83 percent of all respondents in the survey.

Source: Media-Screen for Google, April 2005

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Where Has The Mass Market Gone?

Chris Heldman, Head of Gaming and Entertainment, Google

There is no longer a mass market. Today, there is only a mass of options.

Entertainment customers are everywhere. Doing everything. They watch TV, read the paper, listen to the radio, and surf the net – often all at once.

And the media is fragmenting almost as fast as the mass of consumer attention, offering more options for TV channels, radio stations, and magazines than ever before. On top of that, technology continues to rip through the market by providing direct access to content, and often bypassing advertising entirely. We have satellite radio, video games, Internet broadcasts, video on demand, and personal “channels” on TiVo. And who knows what’s next?

So how do you cut through and capture the attention of customers amidst the chaos?

Increasingly, the answer has been online. In a survey of gaming customers (Gigex, November 2002), for instance, 40 percent of respondents said that after viewing a TV ad, they go online to research the game in greater detail. In the same survey, 24 percent said they buy the game. That left only a third who did neither. Since that survey, online ad spending has outpaced all other media — increasing 27 percent from 2003 to 2004 (Jupitermedia, July 2004).

That’s the good news. Now here’s the bad news.

Once online, the fracturing doesn’t stop. In fact, it gets worse — with millions of sites and billions of web pages, blogs, and more. But this content cloud has a search lining.

With search, the fragmentation becomes an advantage, offering multiple ways to find customers exactly when they are actively searching for your product. In a new survey conducted by Media-Screen for Google in April of this year:

- 89 percent of Google users have used the web to learn more about entertainment products, services, or information.
- The vast majority of Google users who use web sites rely on a search engine to find these sites:
 - 86 percent use a search engine to find movie sites
 - 85 percent use a search engine to find gaming sites
 - 84 percent use a search engine to find music sites

See the feature story, [“Search First for Entertainment,”](#) for more details on the survey.

When it comes to delivering active searchers for entertainment, no one even comes close to Google. For both movies and games, Google refers as much or more traffic than all other search combined:

- Google accounts for 63 percent of referral traffic to game sites (StatMarket, June 2004)
- Google accounts for 50 percent of referral traffic to movie sites (StatMarket, May 2004)

So while the mass market is gone, the search market is just beginning.

And that's a new massive opportunity for entertainment.

Thanks for reading,
Chris



About the Author

As Head of Gaming at Google, Chris Heldman is responsible for leveraging Google's volume of game-related searches for top marketers interested in gamers. To date, Google has enjoyed productive relationships with most leading game brands.

Heldman joined Google from GameSpy Industries where he was Vice President of Sales and responsible for overseeing 11 million in sales revenue. In that role, Heldman formed GameSpy's first national sales team, growing revenue to profitability. Heldman directed advertising relationships with nearly every major game publisher as well as other major entertainment-focused customers. Prior to joining GameSpy Industries, Heldman was the National Sales Director at Mplayer Entertainment Network, a division of HearMe Inc, where he managed Mplayer's profitable sales organization. Heldman has also held online sales executive positions at Real Media and Ticketmaster Online.

Heldman earned a BA in German and Political Science from The State University of New York at Cortland. He currently lives in San Francisco.

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Search First for Entertainment

As mass media continues to fragment into competing interests for consumer attention, more and more people are starting their search online first.

While the trend toward online might not be surprising, exactly how often consumers go online for entertainment, and what they search for once there, might surprise you.

Among Google users, 89 percent have used the web to learn more about an entertainment product, service, or information, according to a survey conducted in April 2005 by Media-Screen for Google.

Since Google is the most popular search engine for entertainment — used by 83 percent of all respondents in the survey — Google users offer a good representation for consumer online behavior.

So what are Google users interested in? Consumers are active online in all entertainment categories. Among Google users, 77 percent are active in movies, and 68 percent are active in music.

And once online, they pursue a wide range of activities. Among Google users interested in movies, for instance:

- 74% read reviews
- 66% watch trailers
- 61% check out movie times

Even more compelling, among those who use web sites to learn more about entertainment, the vast majority admits to using a search engine to find these web sites. Rather than simply typing in – or guessing at – a URL, consumers go first to a search engine.

This phenomenon of “search first” occurs across entertainment categories.

Among Google users who use web sites to learn about products, the following percentages use a search engine to find these sites:

- 86% of those interested in movies
- 84% of those interested in music
- 85% of those interested in gaming

The research also indicates that the trend will become even more prevalent, as Google users consider search engines very or somewhat important for researching or purchasing products, whether the products are movies (79%), music (77%), or games (86%).

What does this trend mean for marketers of entertainment products, services, and information?

First, regardless of the type of entertainment or specific interest, most people start first with a search engine.

Second, by advertising with a search engine, you not only reach these people when they are actively interested, you also can direct them to the exact location within your site that interests them most.

People search first, because search works best.

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