

EEDAR SURVEY RESEARCH

CONSUMER INSIGHTS POWERED BY THE
WORLD'S LARGEST VIDEOGAME DATABASE

Are You Still Using the Same Consumer Survey Methods?

COMBINE DEEP INDUSTRY KNOWLEDGE WITH METHODOLOGICAL EXPERTISE

- ✓ EEDAR's singular focus on all aspects of the video gaming experience
- ✓ Multilayer analyses that leverage the power of EEDAR's database to provide context
- ✓ Superior insights and actionable feedback to improve consumer reception
- ✓ A team to handle every step – from custom survey creation to analysis and reporting
- ✓ Deeper analyses when combined with EEDAR's qualitative or quantitative evaluation products
- ✓ Long-term savings compared to costs of in-house tools, methodologists and panel maintenance

LET EEDAR HELP YOU OBTAIN THE ANSWERS YOU NEED MOST

WHY DO YOU PLAY VIDEO GAMES?

TO RELAX.

- ✓ Size and Segment the Market
- ✓ Identify Opportunities for New Titles
- ✓ Evaluate Concept Viability
- ✓ Assess Advertising & Market Positioning Strategies
- ✓ Gain Post-Launch Feedback
- ✓ Examine the Competition

**TO UNDERSTAND THE MARKET,
CONTEXT IS EVERYTHING.**

REQUEST A SAMPLE TODAY

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