

THE BIGGEST DIGITAL EVENT TO CELEBRATE MOBILE AND SWITCH GAMES



MULTI-SITE EDITORIAL - VIDEO - ADVERTISING - LIVE STREAMS - SOCIAL MEDIA - COMPETITIONS - MORE

POCKET GAMER[®] LAUNCH PAD



#5

MEDIA PACK

AUGUST 12-13, 2021



INTRODUCING LAUNCHPAD

Pocket Gamer LaunchPad is a series of digital events designed to celebrate new, upcoming or updated iOS and Android games. Each one takes place across multiple sites, streams, social media and other channels. It offers a brand new way for publishers and developers to create buzz around their games to a large audience, be they recent launches, upcoming titles, significant updates to existing games. We're planning four LaunchPad events in 2021.

The next live event will take place on August 12-13, and be centred around a dedicated content hub on www.PocketGamer.com with a daily c.2 hour video stream, and extensive support from the Enthusiast Gaming media network and other partners (including mobile games publishers themselves), plus extended organic media coverage across the wider gaming community.

EVENT STRUCTURE

The event breaks down into the following key elements:

4

LAUNCHPAD LIVE BROADCASTS

2 hours per day streamed on Twitch and shared across a media network of Enthusiast Gaming properties to c.1M live viewers.

**3**

A CENTRAL 'LIVE' HUB OF CONTENT ON POCKETGAMER.COM

One core article with links supported by multiple articles across the week on PocketGamer.com and on other partnering media channels

**2**

DEDICATED SITE SKIN AND ADVERTISING PROMOTION

Extra promotion for key partners via advertising and takeovers around this period on PocketGamer.com and selected partner channels

**1**

PUBLISHER PARTNERSHIPS & PROMOTIONS

We will also work with selected publishers and partners to provide extra promotion in app and on related social media as well as bespoke competitions and offers.

**+**

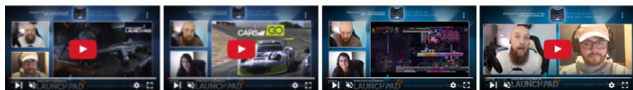
PLUS PERSISTENT LONGTAIL COVERAGE

All streamed videos and editorial will remain live on the channels (along with some follow up pieces) to provide ongoing longtail reach.

STRAIGHT DOWN TO BUSINESS



2.1 MILLION



LIVE STREAM VIEWS

27 STORIES

PUBLISHED ON

POCKET GAMER.com



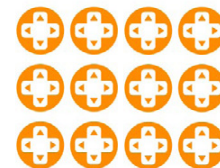
16+ MILLION SOCIAL REACH

OVER 2 DAYS

twitch TOP 15 STREAM



20 GAMES



SPONSORS & TESTIMONIALS

“My keyboard would need more than one Capslock key to express how cool last night's Shadow Fight presentation in the stream was: IT WAS AWESOME! THANK YOU! Your team and the moderators did an excellent job and we are so happy with our decision to participate! Pocket Gamer rocks!”

Tom Borovskis, Director Business Development, Nekki

“Thank you for everything. The event is amazing!”

David Huang
Marketing Manager, I Got Game

WITH THANKS TO OUR FANTASTIC SPONSORS SO FAR



POCKETGAMER.com



IOS | ANDROID | SWITCH | APPLE ARCADE | News | Reviews | Features | Best Games | Tips & Guides | Videos | Gadgets & Tech | Game Finder

Pocket Gamer LaunchPad #4: COME AND JOIN US - 5pm UK/ 9am PST TODAY!

POCKETGAMER
LAUNCHPAD #4

MAY 20-21, 2021

THE BIGGEST DIGITAL EVENT TO CELEBRATE NEW, UPCOMING
OR UPDATED IOS, ANDROID + SWITCH GAMES



MOST POPULAR GAMES





THE LAUNCHPAD NETWORK

Although the event will take place on PocketGamer.com channels it will be supported by a much wider network of media, influencers and apps to amplify the reach, including:



THE ENTHUSIAST GAMING MEDIA NETWORK

The world's leading gaming network reaches over 200 million gamers monthly through a vast portfolio of web properties including Destructoid, the Escapist, Nintendo Enthusiast and not forgetting Daily Esports



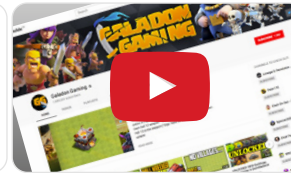
THE STEEL MEDIA NETWORK

Our in-house media network of mobile games sites led by PocketGamer.com but also featuring 148Apps.com, AppSpy.com, PocketGamer.fr, PocketGamer.biz and QualityIndex.com



SOCIAL MEDIA NETWORK

LaunchPad will be promoted to Pocket Gamer Facebook, and Twitter communities, reaching a total combined audience of more than 260,000 followers

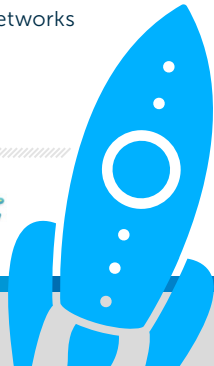


INFLUENCER PARTNERS

We run our own Pocket Gamer YouTube channel and have partnered with a network of influencers and platforms including Galadon Gaming, AppFind and Klaus Gaming, with a total of over 2.5M subscribers



A range of leading games publishers are signing up as partners to provide offers, competitions and amplify the activity across their own online networks





LAUNCHPAD DAILY VIDEO CONTENT

Each day we'll have a c.120 min stream covering the day's new announcements, trailers, developer interviews and gameplay.

FORMAT

Platform: The streams will be hosted on the Pocket Gamer Twitch channel: www.twitch.tv/pocketgamerlive, which will also be streamed on Pocket Gamer and other websites.

Hosts: 2 x presenters: James Gilmour (Pocket Gamer's Video Editor) & a guest host from the Pocket Gamer team. This will enable conversation, easy audience engagement and feedback, plus general stage management. Both hosts visible via webcam.

CONTENT

Each show may be divided into sections based on the scheduled segments for that day.

Trailer debut: A chance to air new announcement trailers live on the Pocket Gamer YouTube channel.

Developer Interview: A pre-recorded interview where a developer is invited onto the screen via Skype / Zoom to chat about their new game over b-roll / live gameplay.

Gameplay: The hosts play a selection of the newly announced / released games. If the game is live in the App Store / Google Play then a code will be required. If the game is not yet live then a Testflight invitation will be required.



Competition: Generate interest for newly released games by giving away game codes live on the show. This would likely be peppered throughout the stream, with winners chosen via interactions in the chat.

Segments are flexible in terms of timing based on available content and demand (Could have 5 trailers, 2 x interviews, 3 gameplay demos for example).

Streams will be saved and uploaded as video on the Pocket Gamer YouTube channel for future viewing, potentially broken into smaller aspects.

GETTING INVOLVED

There are multiple opportunities to get involved in the activity, contact Chris@steelmedia.co.uk or Andreea.Ghiurca@steelmedia.co.uk for more details

4 HEADLINE SPONSORS

Pocket Gamer LaunchPad represents a great opportunity for brands to reach an engaged customer base that's proven to invest in their gaming passion. Headline sponsors will be integrated into the core of the event and benefit from prominent co-branding across the entire event in editorial, advertising, social and streaming video channels, (as well as persistent long-tail of videos and stories).

3 PUBLISHER PARTNERS

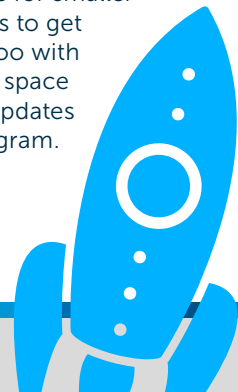
Launchpad offers a wide range of sponsorship opportunities to suit all budgets from \$500 to \$30,000 to help you promote your game(s) during the event with video, editorial, advertising, competitions/ offers and social community pushes.

2 PROMOTIONAL PARTNERSHIPS

We are also open to discuss partnerships that can amplify the reach of the event to mobile consumers. If you have a community via your app/ game/media channel and are interested in discussing options, please get in touch.

1 INDIE DEVELOPER PROGRAM

We recognise that the best games don't always come from the biggest companies, so as with all Steel Media activities, we'll be opening up some slots for smaller developers to get involved too with dedicated space for indie updates in the program.



SPONSORSHIP OPTIONS

 \$30,000	 \$12,500	 \$7,500	 \$3,000
<ul style="list-style-type: none"> ► 2x Dedicated 10 minutes stream segments on separate days (Hands-on gameplay, Giveaway, Trailer/ B-roll footage + commentary, interview) ► 4x Sponsored messages during stream (2 per day) ► Advertising segment in 5x post-event YT videos (post roll message/30 sec clip) ► 1x dedicated Let's Play video placed on Pocket Gamer's YouTube channel ► Skin takeover on Pocket Gamer for 2 days during the event ► Skin takeover on Pocket Gamer for 1 week (valid for 3 months post event) ► Skin takeover on 148Apps and AppSpy for 1 week (valid for 3 months post event) ► 5x News articles (to be used during or post event) ► 5x Sponsored features (to be used during or post event) ► 4x PG Weekly Newsletter sponsorship ► 5x Social media pushes on Twitter and Facebook during event ► LaunchPad Sponsored message and game/company Logo displayed on the central editorial LaunchPad hub page ► Sponsored message in all non-sponsored LaunchPad articles 	<ul style="list-style-type: none"> ► 2x Dedicated 10 minutes stream segments on separate days (Hands-on gameplay, Giveaway, Trailer/B-roll footage + commentary, interview). ► 2x Sponsored messages during stream (1 per day) ► Advertising segment in 3 x post-event videos (post roll message/30 sec clip) ► 1x Lead Banner for 1 day during event ► 1x Top MPU for 3 days post event ► 2x News articles (to be used during or post event) ► 1x Sponsored feature ► 1x Weekly Newsletter sponsorship from February ► 5x Social media pushes on Twitter and Facebook during event ► Game/company Logo displayed on the central editorial LaunchPad hub page 	<ul style="list-style-type: none"> ► 1x Dedicated 10 minutes stream segment (Hands-on gameplay, Giveaway, Trailer/B-roll footage + commentary, interview). ► 1x Sponsored message during the live stream ► Top MPU for 1 day during event ► 2nd/3rd MPU for 3 days post event ► 1x News article ► 1x Sponsored feature ► 3x Social media pushes on Twitter & Facebook ► Game/company logo displayed on the central editorial LaunchPad Hub Page 	<ul style="list-style-type: none"> ► 1x Dedicated 5 minutes stream segment (Hands on gameplay, Giveaway, Trailer/B-roll footage + commentary, interview) ► 1x News article ► 1x Sponsored feature ► 1x 2nd/ 3rd MPU banner for one day during event ► 2x Social media pushes on Twitter and Facebook

NB: INDIE PACKAGES ARE OFFERED TO COMPANIES WITH 10 OR LESS EMPLOYEES

MANY MORE OPTIONS ARE AVAILABLE
EITHER AS STANDALONE OR BESPOKE CAMPAIGN
PACKAGES TO SUIT YOUR NEEDS, INCLUDING:

EDITORIAL STORY COVERING YOUR GAME	\$750 - 1,500
STANDALONE VIDEO SEGMENT OF YOUR GAME	\$2,500 - 5,000
ADVERTISING PROMOTIONS (1 DAY)	\$500-2,000

CONTACT

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CALLING ALL INDIE GAME DEVELOPERS

Do you have a game or update happening this summer, you'd like to reveal a game in development or get involved in some other way - please submit your interest via this form - <https://bit.ly/pocket-gamer-launchpad>

