REPORT

WEB3 GAMING BR

MAY-24

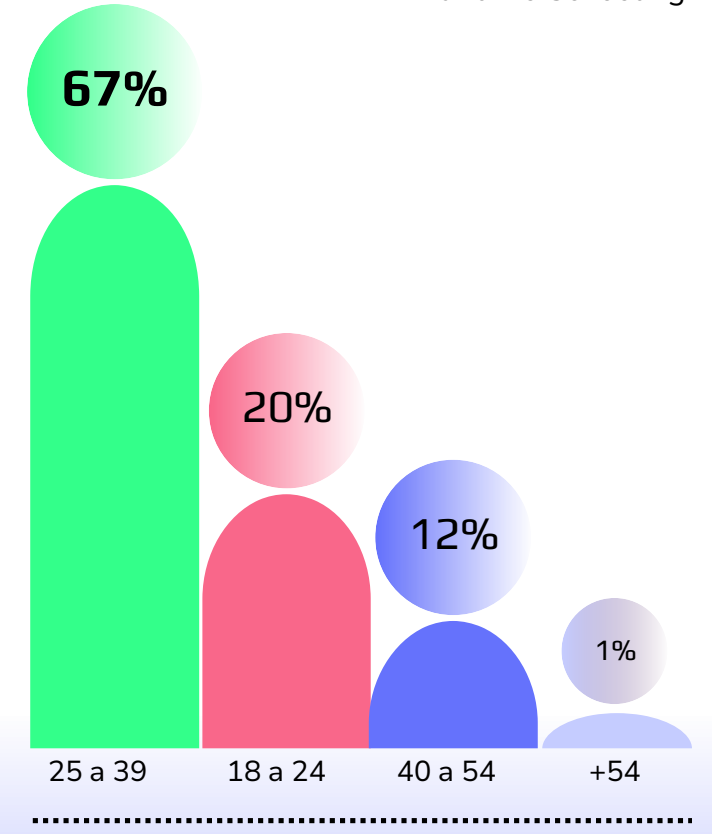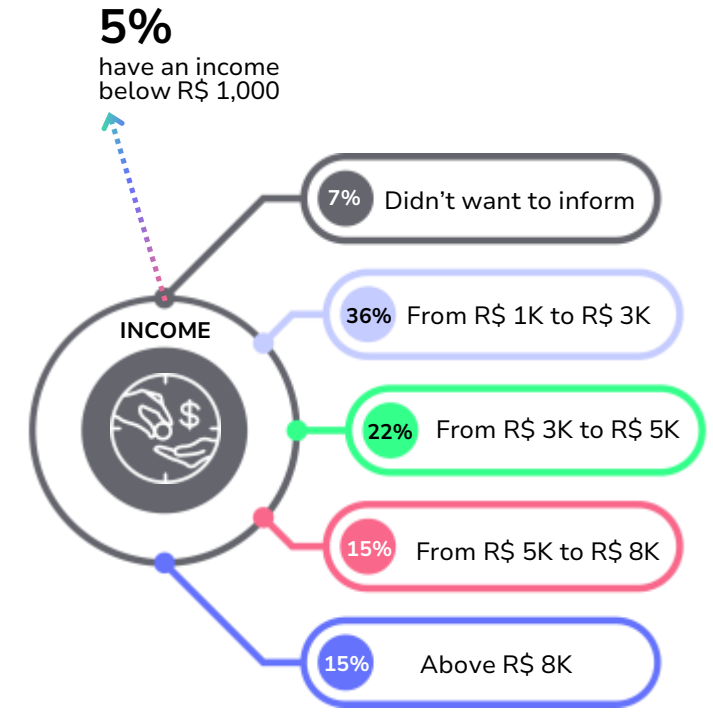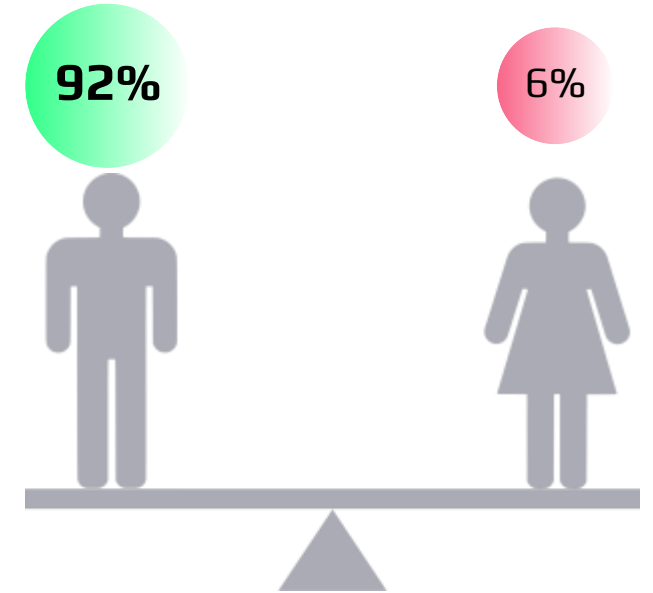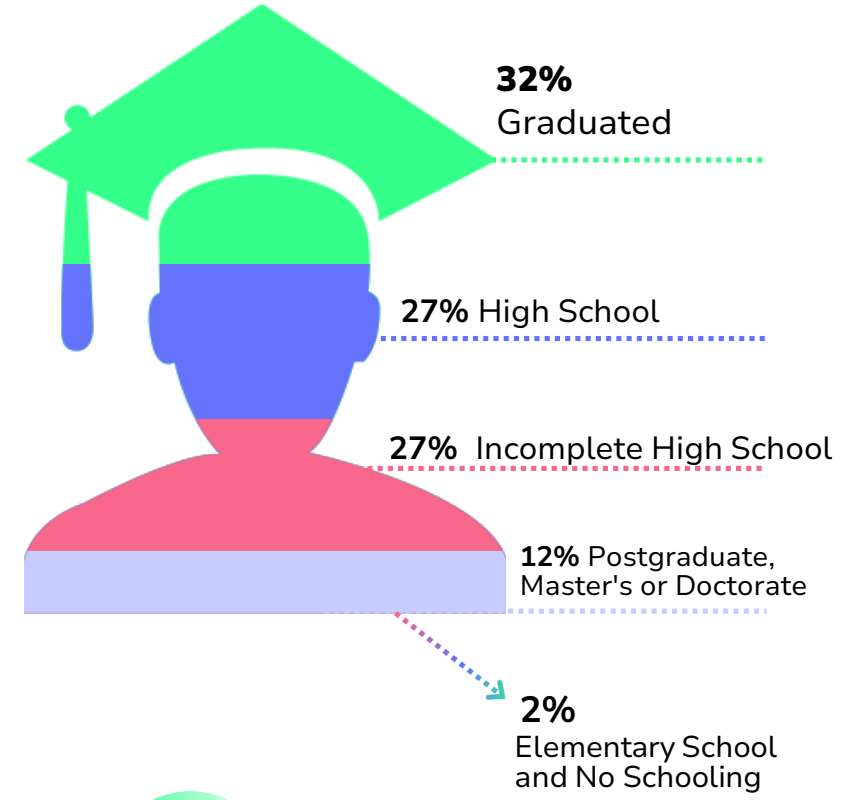SURA BRASIL

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What you find in this report

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Profile

Gamer Profile | **Demographic Data**

1.671 responses

3%
3%
5%
4%
3%
11%
3%
33%
14%
7%
8%
6%

Works full-time
Self-employed / Freelancer
Entrepreneur
Study and works
Unemployed
Student
Works part-time
Other

0%   5%   10%   15%   20%   25%   30%   35%

32% Graduated

27% High School

27% Incomplete High School

12% Postgraduate, Master's or Doctorate

2% Elementary School and No Schooling

92%   **6%**

5%
have an income below R$ 1,000

INCOME

7% Didn't want to inform

36% From R$ 1K to R$ 3K

22% From R$ 3K to R$ 5K

15% From R$ 5K to R$ 8K

15% Above R$ 8K

67%

20%

12%

1%

25 a 39   18 a 24   40 a 54   +54

Age Range

The share of respondents with higher purchasing power, that is, earning above 5,000 reais per month, which corresponds to 30% of respondents, is located in São Paulo (39%), Santa Catarina (13%), and Minas Gerais (10%). This group consists of full-time workers (48%) and entrepreneurs (26%), aged between 25 and 39 years (73%), with higher education (45%) and post-graduation (29%). 41% are part of the Sura Brasil community.
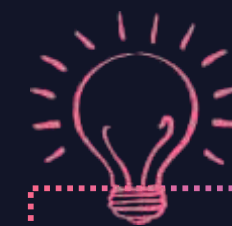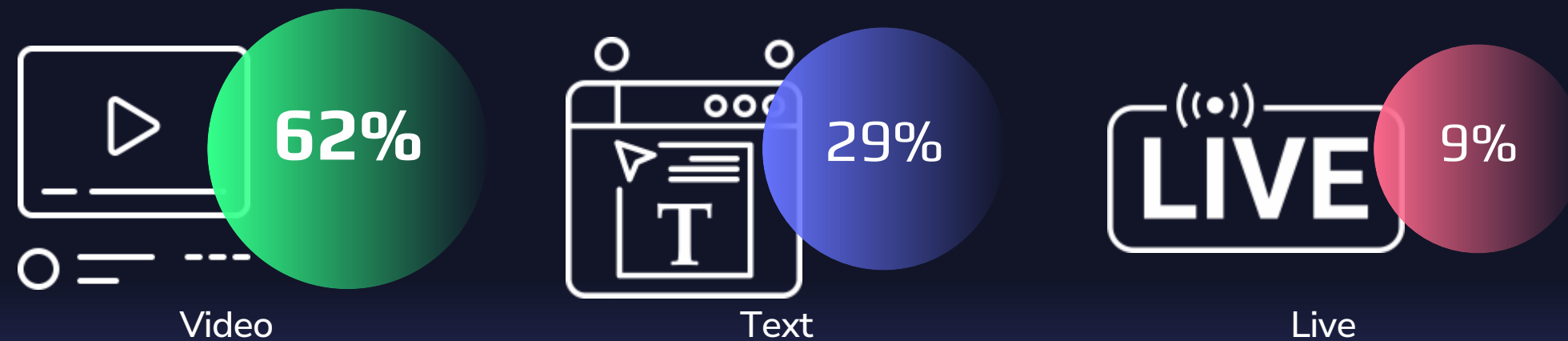
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Fanbase

+ CONSUMED **PLATFORM**

36%
Youtube

26%
Whatsapp

14%
Discord

14%
Twitter

8%
Twitch

2%
Telegram

+ CONSUMED **TYPE OF CONTENT**

62%
Video

29%
Text

9%
Live

Content Creation Considerations:

1) If the goal is to reach an audience on a specific platform;

2) Or if the content format is defined, identifying the ideal platform for its publication.
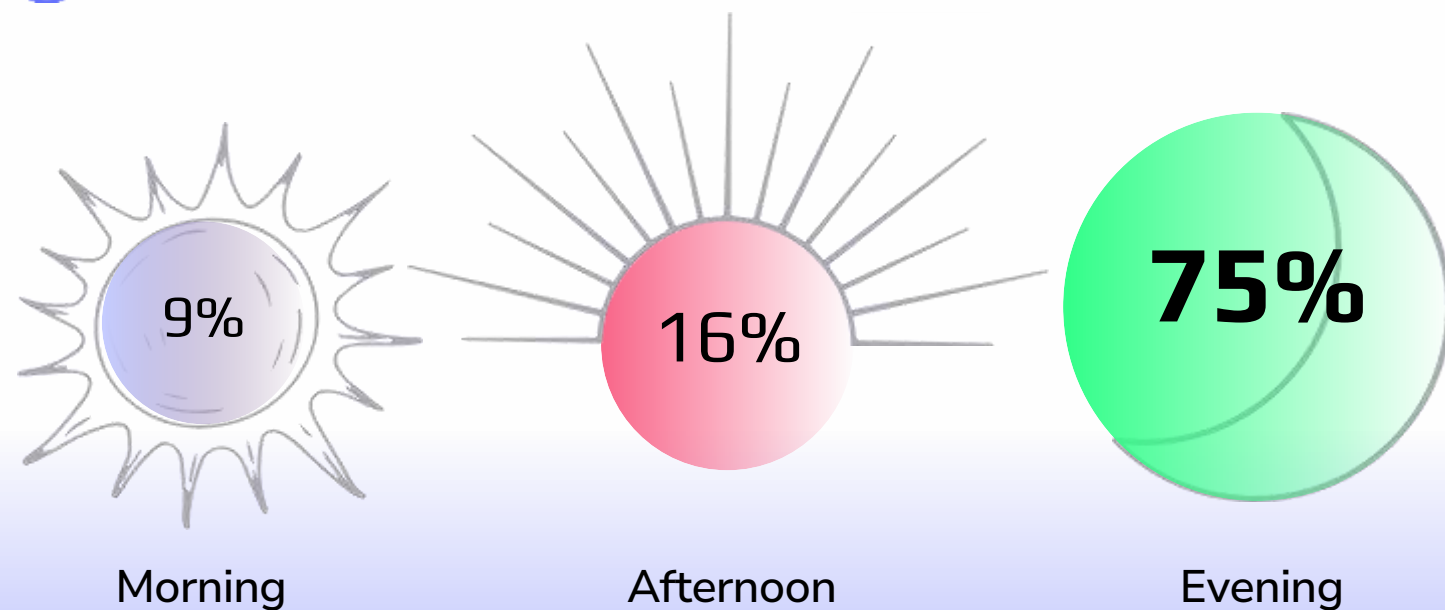
For YouTube, Discord, and Telegram audiences, video content is recommended. For WhatsApp and Twitter, texts are preferred; for Twitch, lives are ideal..

Videos should be posted on YouTube; texts on WhatsApp, Discord, and Twitter; and lives on Twitch. YouTube lives are not recommended.
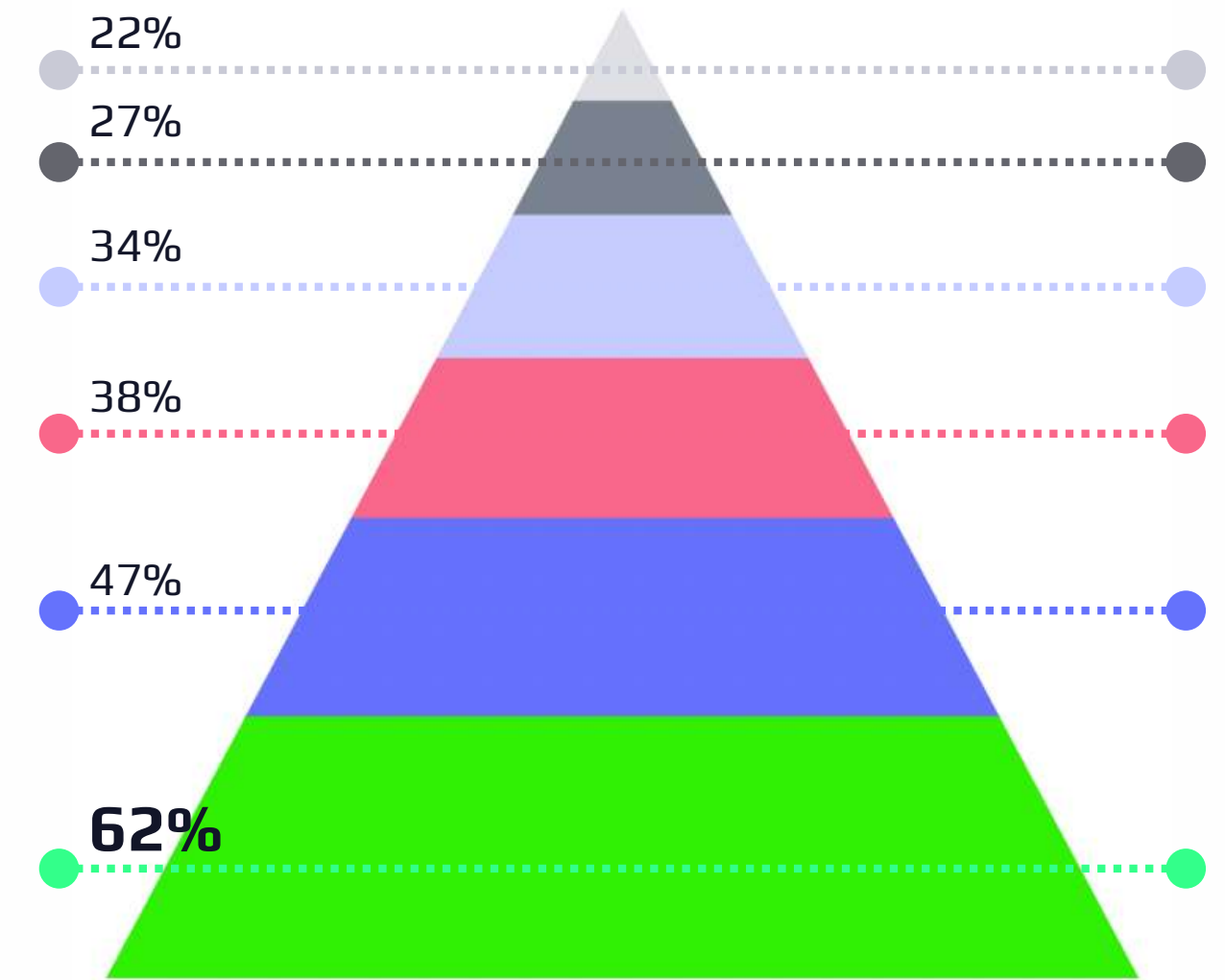
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Preferred **News** Channel

Whatsapp	Discord	Twitter	Telegram	Newsletter
42%	27%	16%	10%	5%
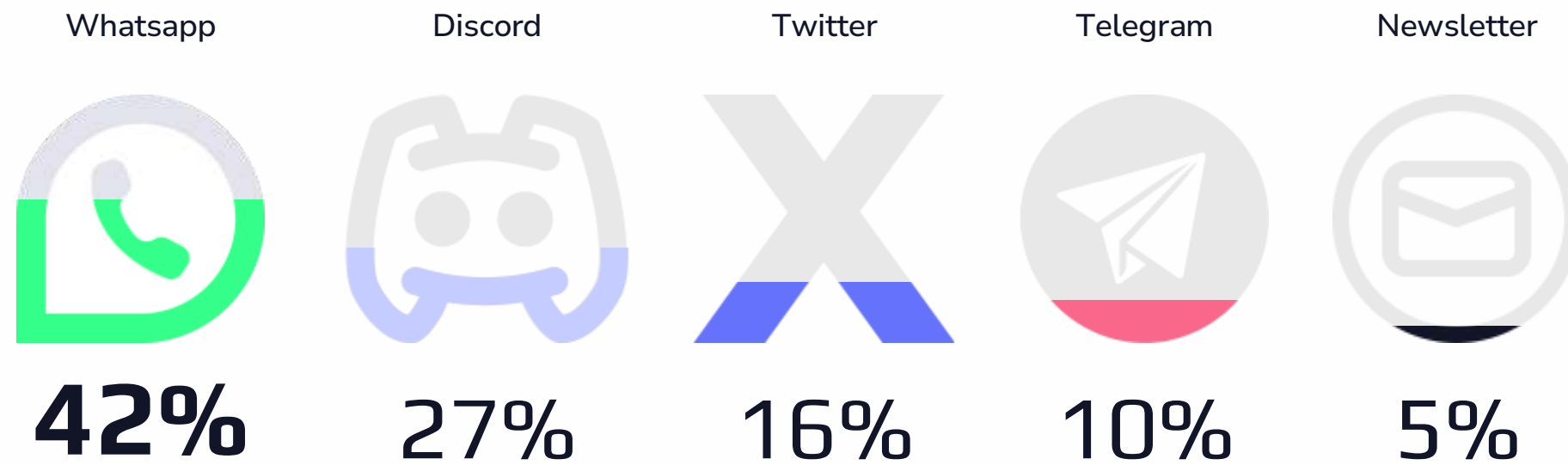
Best time to watch Lives

9%
Morning

16%
Afternoon

75%
Evening

Desired New Content

22%
27%
34%
38%
47%
62%

The best time to broadcast lives is at night, with content on project/token analysis and web3 lessons.

For news and communication, WhatsApp is ideal, chosen by 42% of respondents. Discord is also an option, chosen by 27% of respondents.

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Gaming Habits

Gaming **Frequency**

63%
Every day

17%
3-4 times a week

11%
1-2 times a week

9%
A few times a month
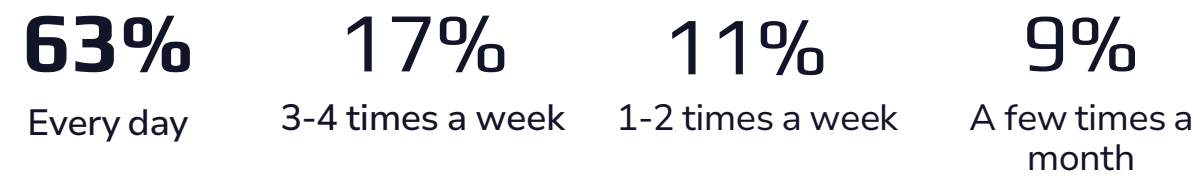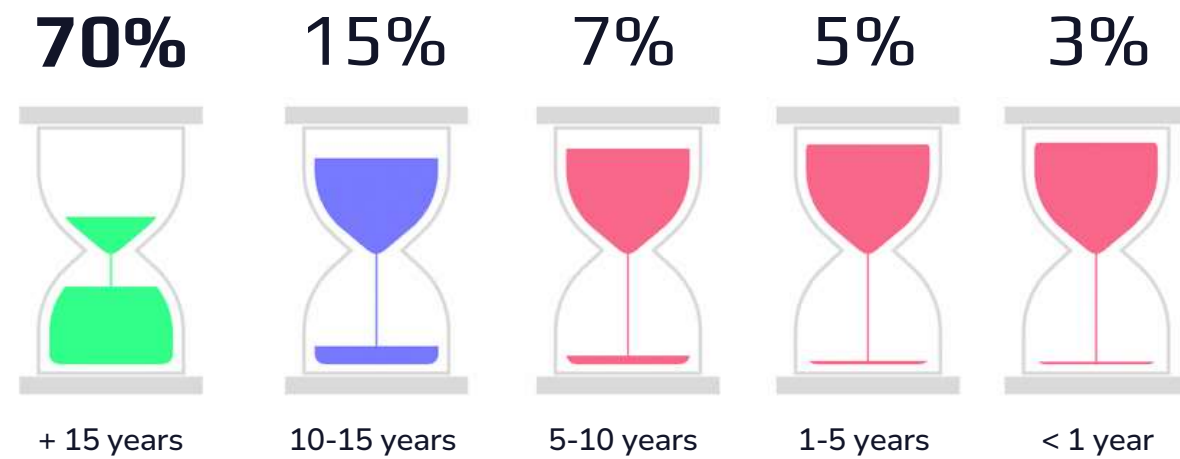
Respondents are generally long-time gamers: 70% have been playing for over 15 years. However, regarding spending on games, respondents are more conservative: 71% spend up to 10% of their monthly income.

Platform for **Gaming Information**

90%

35%
38%
29%
10%
4%

How Long Have You Been Playing

70% | 15% | 7% | 5% | 3%

+ 15 years | 10-15 years | 5-10 years | 1-5 years | < 1 year
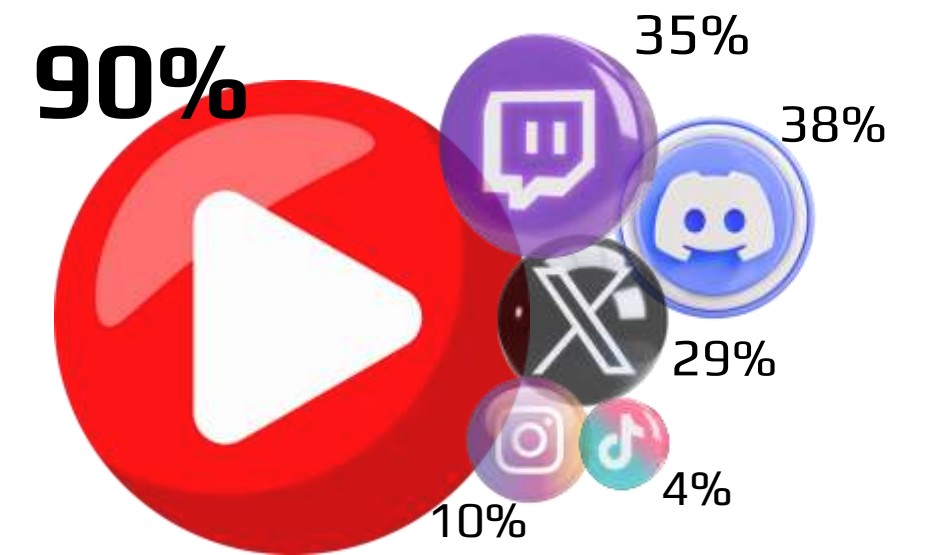
Instagram and TikTok are currently not used for seeking gaming information. Consider other uses for these networks if there is a strategic intent

Income spent **on games**

$ 71% — Up to 10%
$$ 22% — 10% - 30%
$$$ 5% — 30% - 50%
$$$$ 2% — > 50%

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Report by GALAXIES
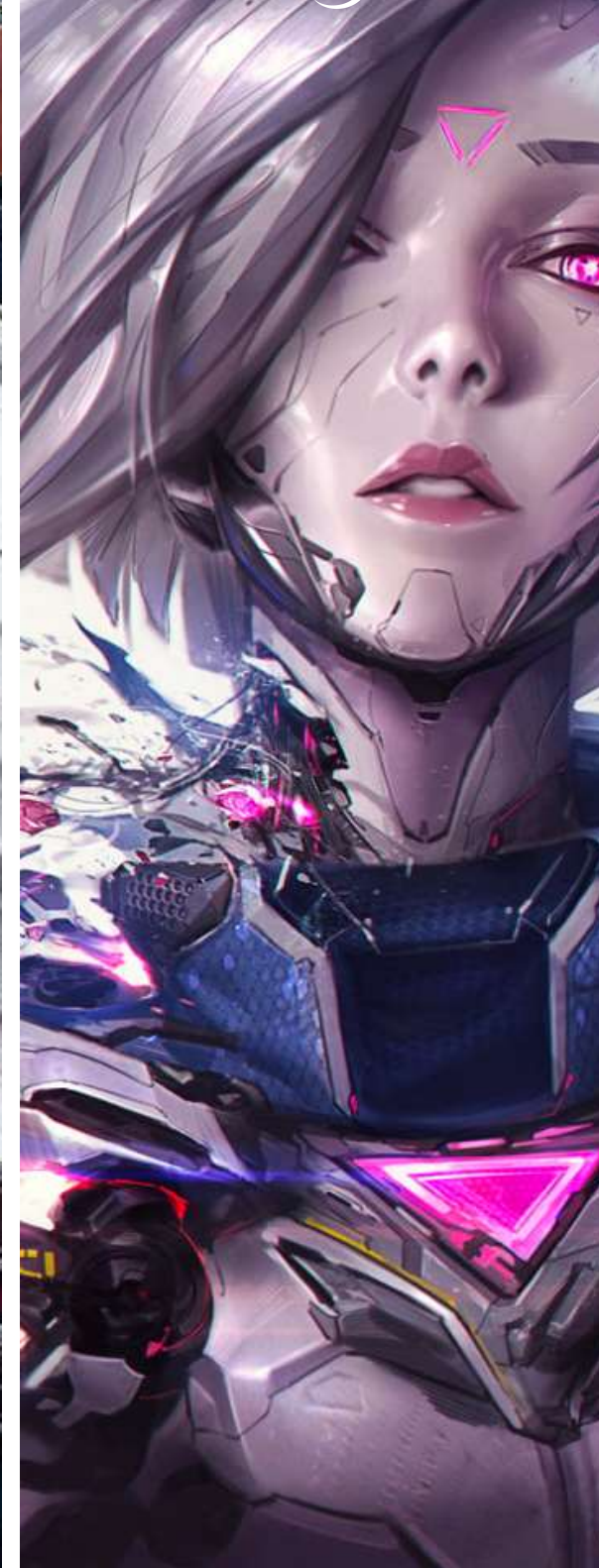
61%
MMORPG/RPG

47%
OPEN WORLD

42%
FPS

41%
CARD GAMES

38%
BATTLE ROYALE

36%
MOBA

WEB 2

What games do fans have the habit of playing?

There is Diablo's preference for those who earn above 5 thousand reais per month;

There is a preference for Valorant and Fortnite for those who earn up to 5 thousand reais per month,

FIFA is a more democratic web2 game, having a relevant presence in all income categories, except for those earning less than 1 thousand reais per month.

11%
Free Fire

12%
Rocket League

40%
League of Legends

36%
Counter Strike

26%
Call of Duty

17%
Minecraft

12%
Baldur's Gate

23%
Diablo

22%
Fortnite

37%
GTA

26%
FIFA

25%
Valorant

8%
Rainbow Six

14%
Dota

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Web 3 Games that you played at least 2 days

64%

59%

45%

29%

21%

19%

17%

12%

11%

8%
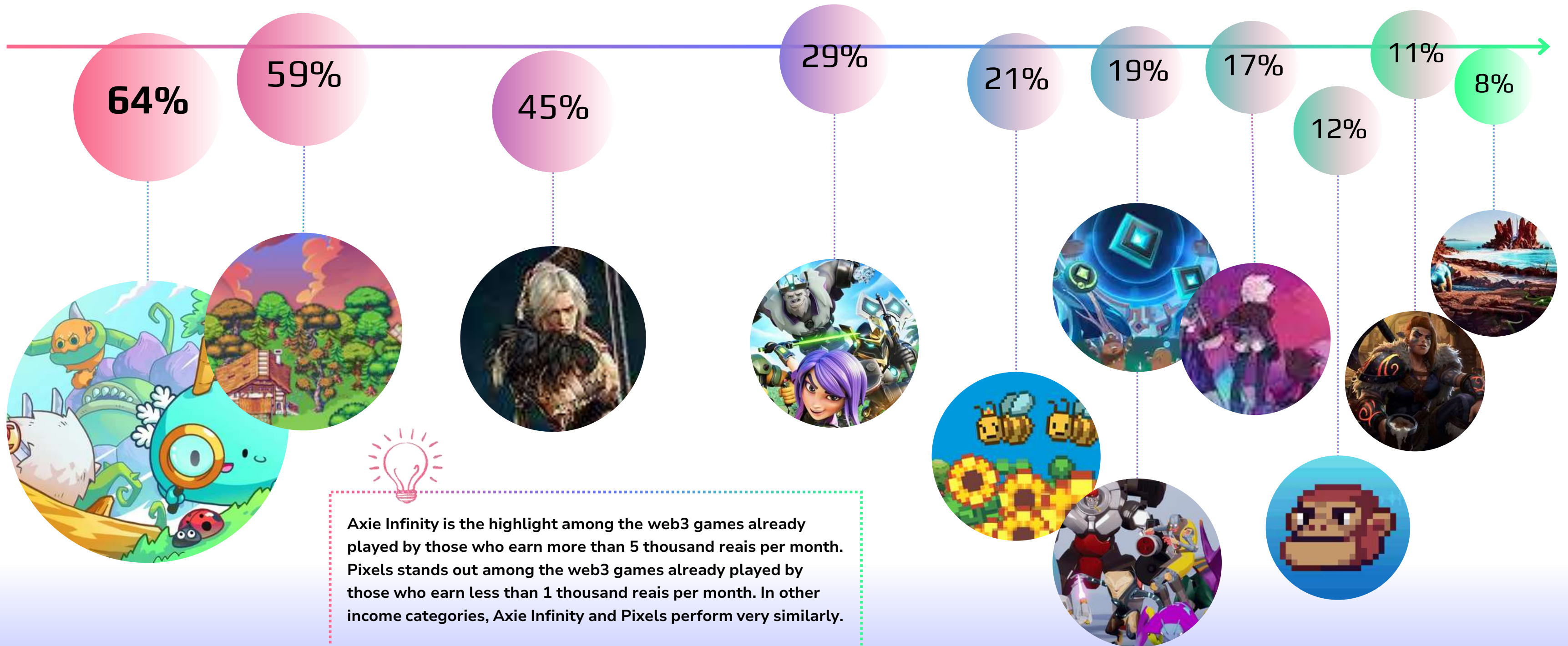
Axie Infinity is the highlight among the web3 games already played by those who earn more than 5 thousand reais per month. Pixels stands out among the web3 games already played by those who earn less than 1 thousand reais per month. In other income categories, Axie Infinity and Pixels perform very similarly.

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How often **information about Web 3** was received

All day
58%

3 - 4x weekly
16%

1 - 2x weekly
14%

Few per month
13%

Biggest **difficulties** with Web 3

RELIABLE SOURCES OF INFORMATION +
LACK OF TIME TO UPDATE
LACK OF MONEY TO INVEST
LACK OF INFORMATION
COMPLEXITY UX PLATFORMS −
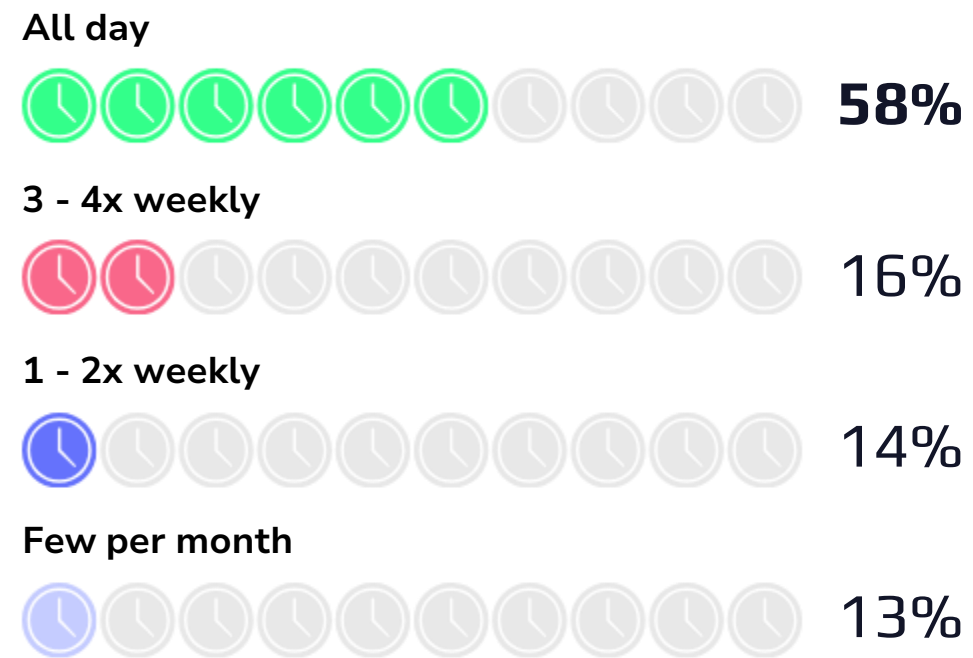
Searched platforms for **information about games**

87%

47%

43%

29%

3%

10%

12%

Reasons to play

53%
MONEY

29%
OWN ASSETS

12%
FUN

*Only 6% chose another reason
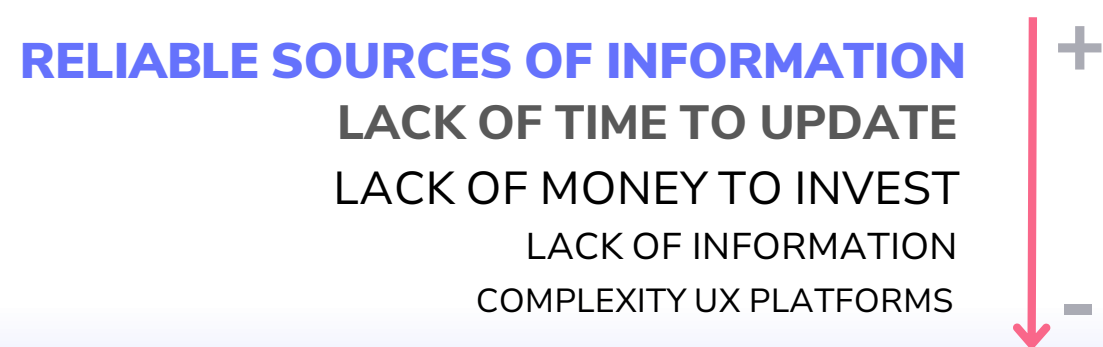
Fun is a motive most strongly present among respondents who earn above 8 thousand reais per month (23% of respondents in this income ca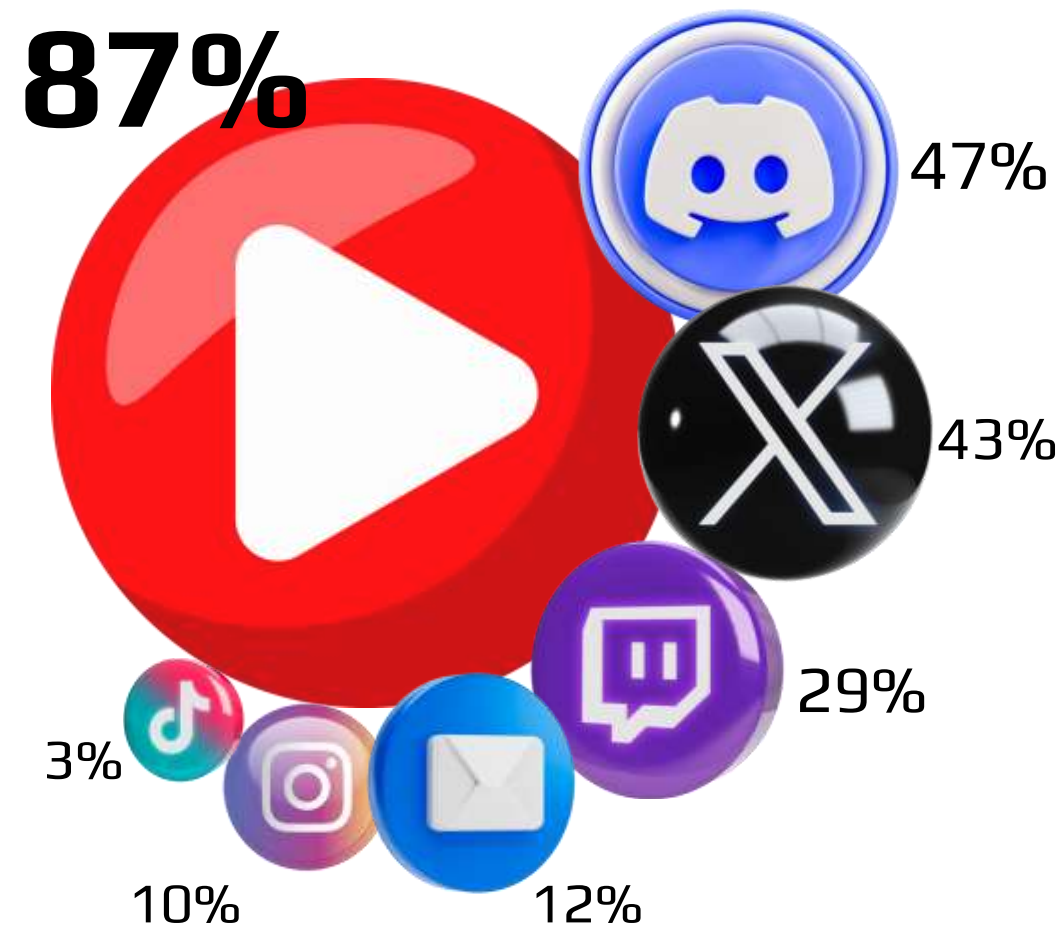tegory). Those who earn less than 1 thousand reais per month are those who are most interested in making money (65% of respondents in this income category).

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NFT and Crypto

HAVE HAD NFTs

87% **13%**

EXPERIENCE WITH NFTs

75% **13%** **12%**

Positive Negative No experience

English Proficiency

EN

29% BASIC LEVEL

24% DO NOT SPEAK

24% INTERMEDIATE LEVEL

14% ADVANCED LEVEL

9% FLUENT

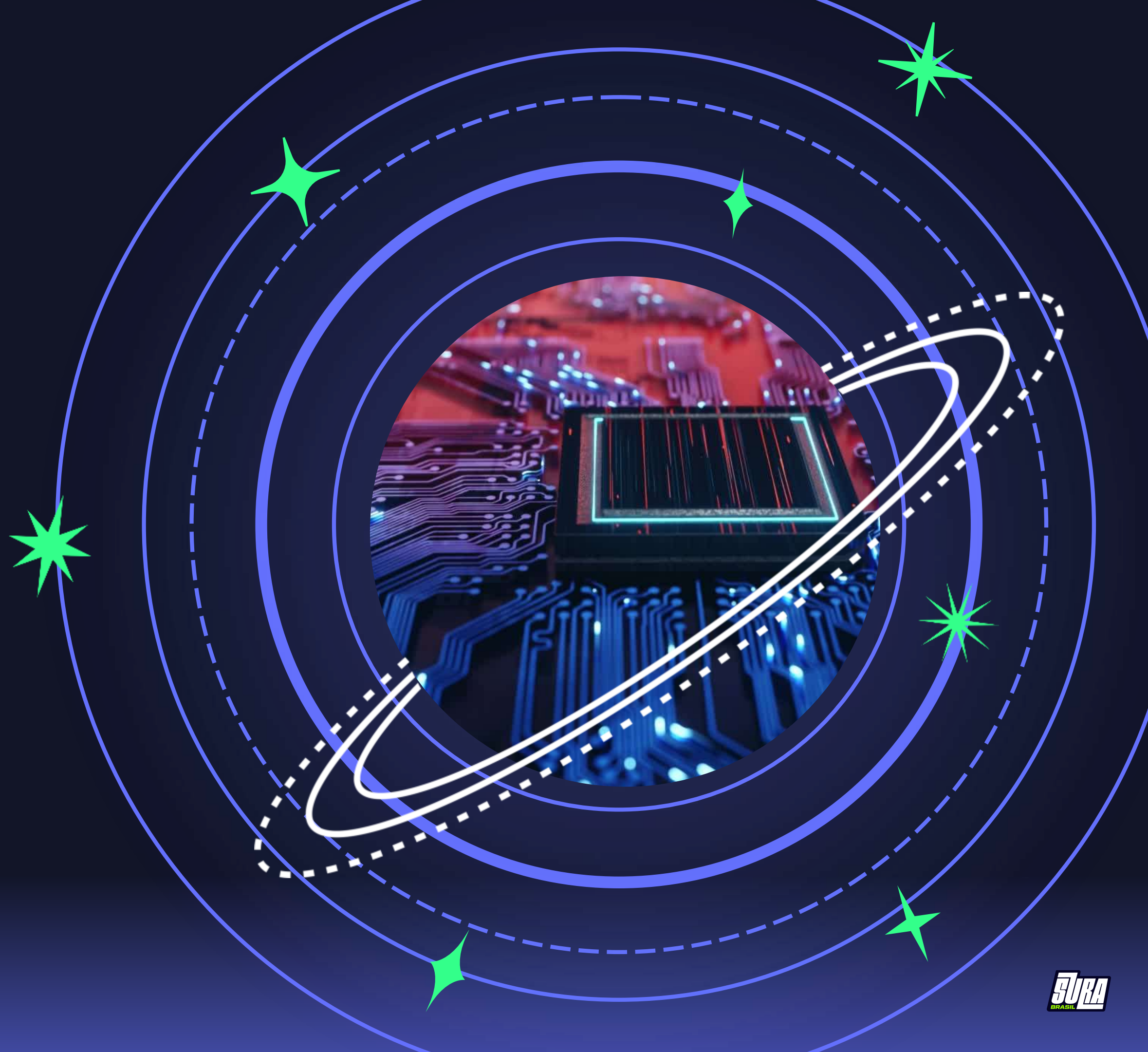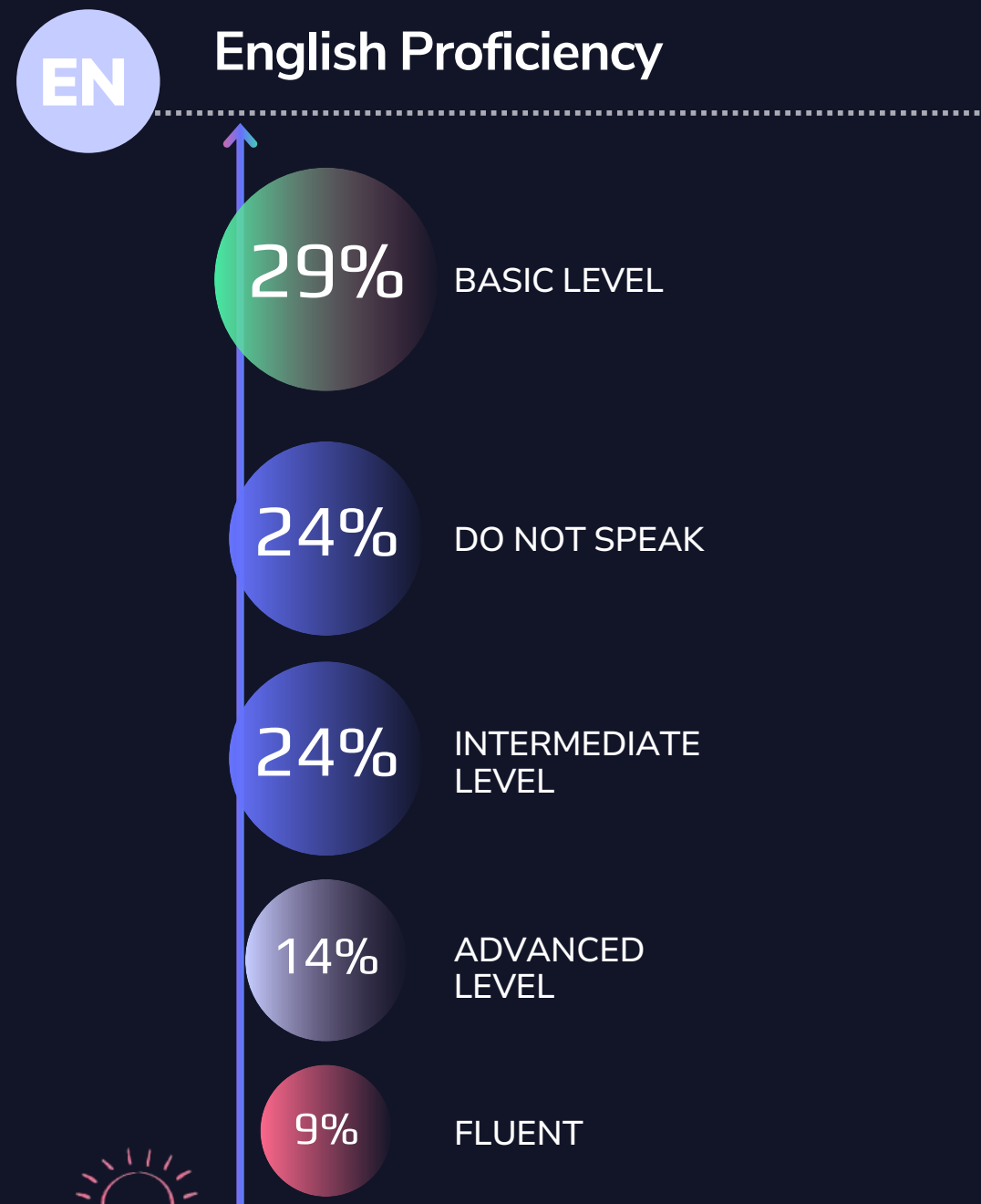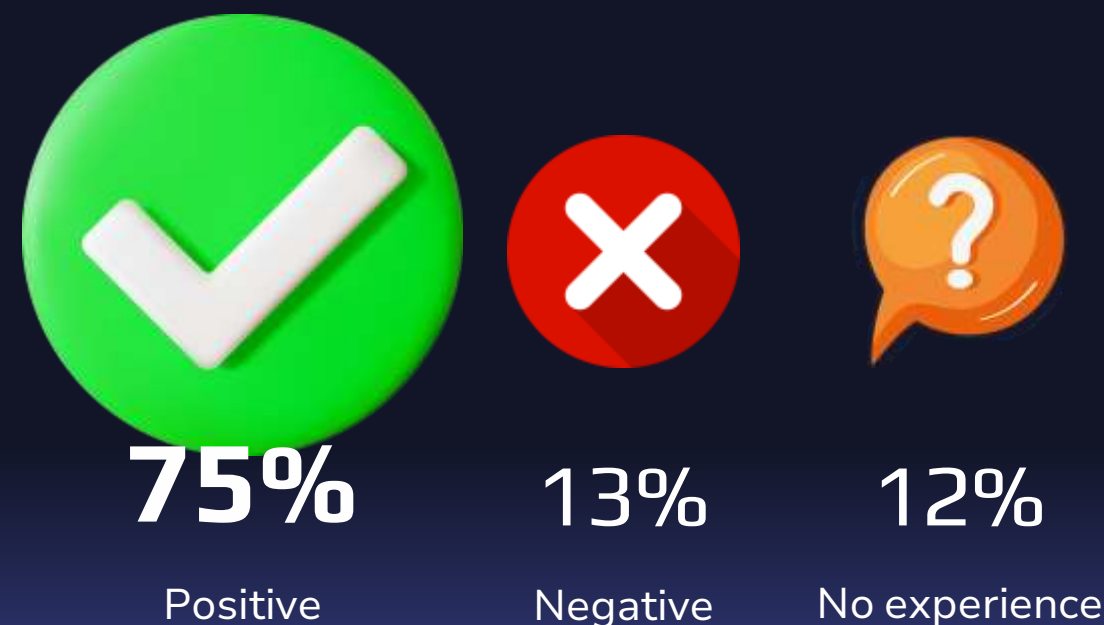Those who have not had NFTs are generally people who do not speak English or have a basic level, have little financial education, do not invest in cryptocurrencies, or invest very little with the goal of making money.

Financial Level Education

HIGHLY EDUCATED
REGULAR INVESTOR WITH RISKS — 42%

EDUCATED WITHOUT MASTERY — 31%

MODERATELY EDUCATED,
INVESTED, PREFERS FIXED INCOME — 25%

NEVER SOUGHT FINANCIAL EDUCATION — 3%

KNOWN TERMS

91% AIRDROPS

49% ARBITRAGE

89% TRADE

66% DEFI

48% NFT FLIP

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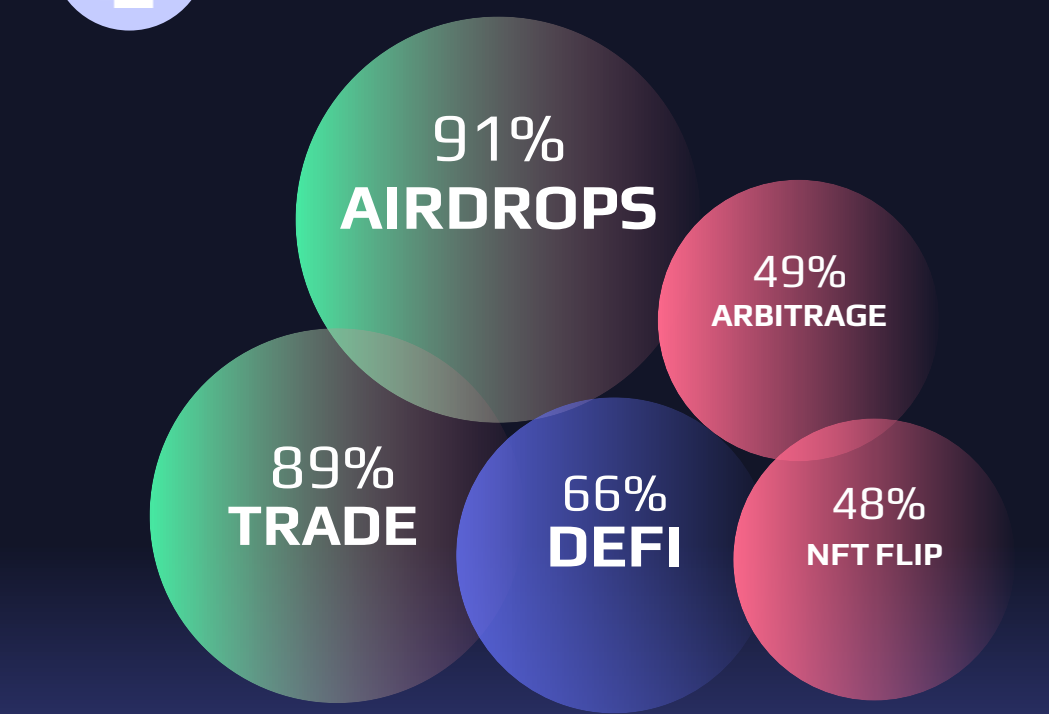
Activities you have already carried out

Buy crypto at a broker	88
Staking some token	81
Receives an airdrop	74
Token bridging	63
Buying NFTs at OpenSea	51
Providing liquidity from a DEX	47

Those who have or have had NFTs are highly financially educated people, who have had positive experiences with this investment, invest in cryptocurrencies with 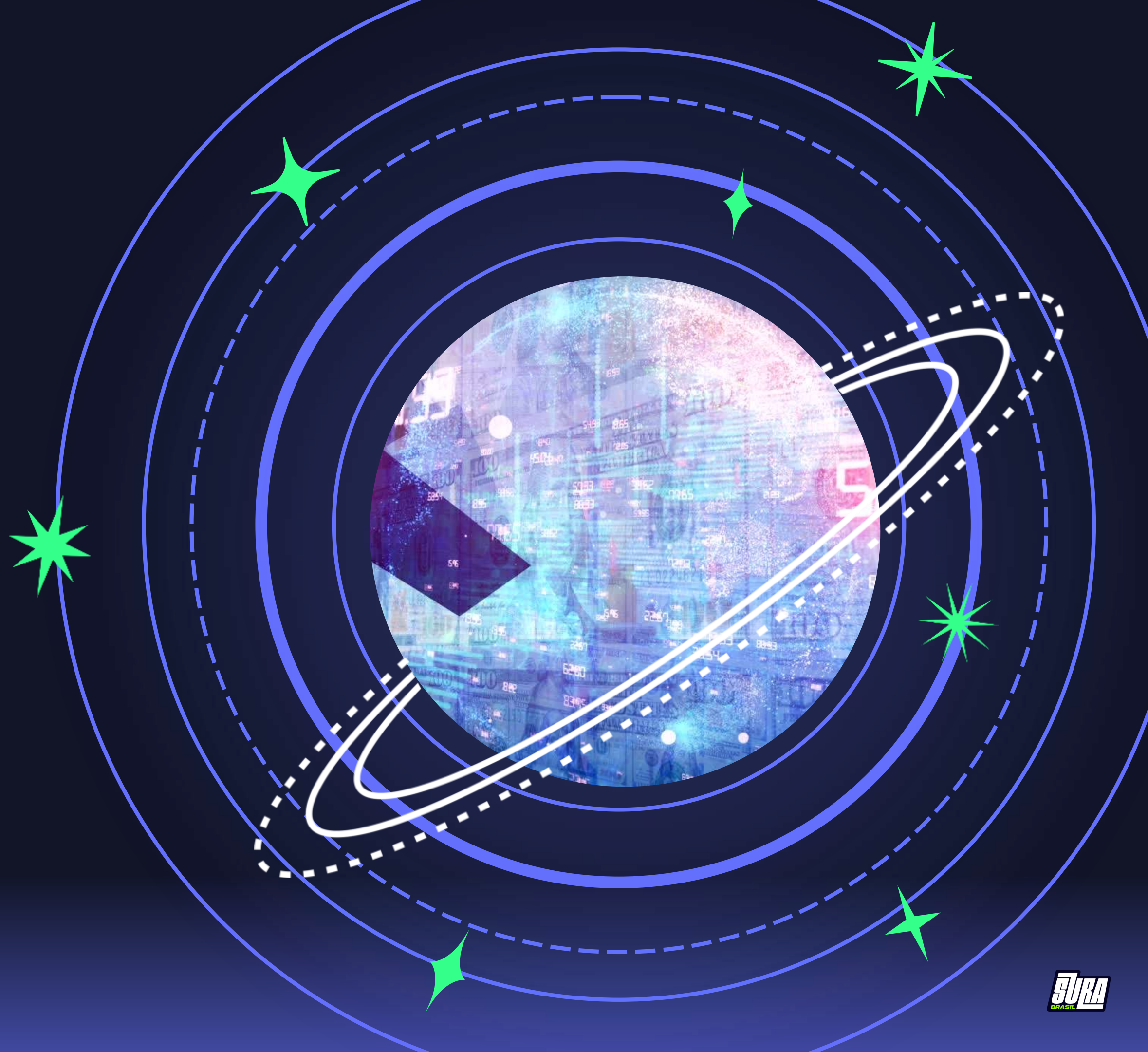the aim of making money and speak English, the level of which varies according to their financial condition. They have already carried out various activities in the world of cryptocurrencies and know their terms, including the most advanced ones.

Income invested in Crypto

Yes, I invest up to 10% of my monthly income
40%

Yes, I invest 10% to 30% of my monthly income
25%

I don't invest in Crypto
17%

Yes, I invest more than 50% of my monthly income
9%

Yes, I invest 30% to 50% of my monthly income
8%

Anyone who spends up to 10% of their monthly income on games invests up to 10% of their monthly income on cryptocurrencies; Anyone who spends 10% to 30% of their monthly income on games invests between 10% and 30% of their monthly income on cryptocurrencies; Those who spend 30% to 50% of their monthly income on games invest between 10% and 30% of their monthly income on cryptocurrencies; Anyone who spends more than 50% of their monthly income on games invests more than 50% of their monthly income on cryptocurrencies.

Do you have another investment besides crypto?

55% **45%**

Topics of interest

68%
MAKE MONEY WITH CRYPTO

11%
LEARN WITHOUT BLOCKCHAIN

10%
GAMES FUN

9%
OWN ASSETS

Purchase Intent

Monthly Income x English Level

Anyone who earns **less than 1k** reais per month **does not speak** English or speaks **basic** English.

Anyone who earns between **1k and 5k** reais per month speaks **basic** English.
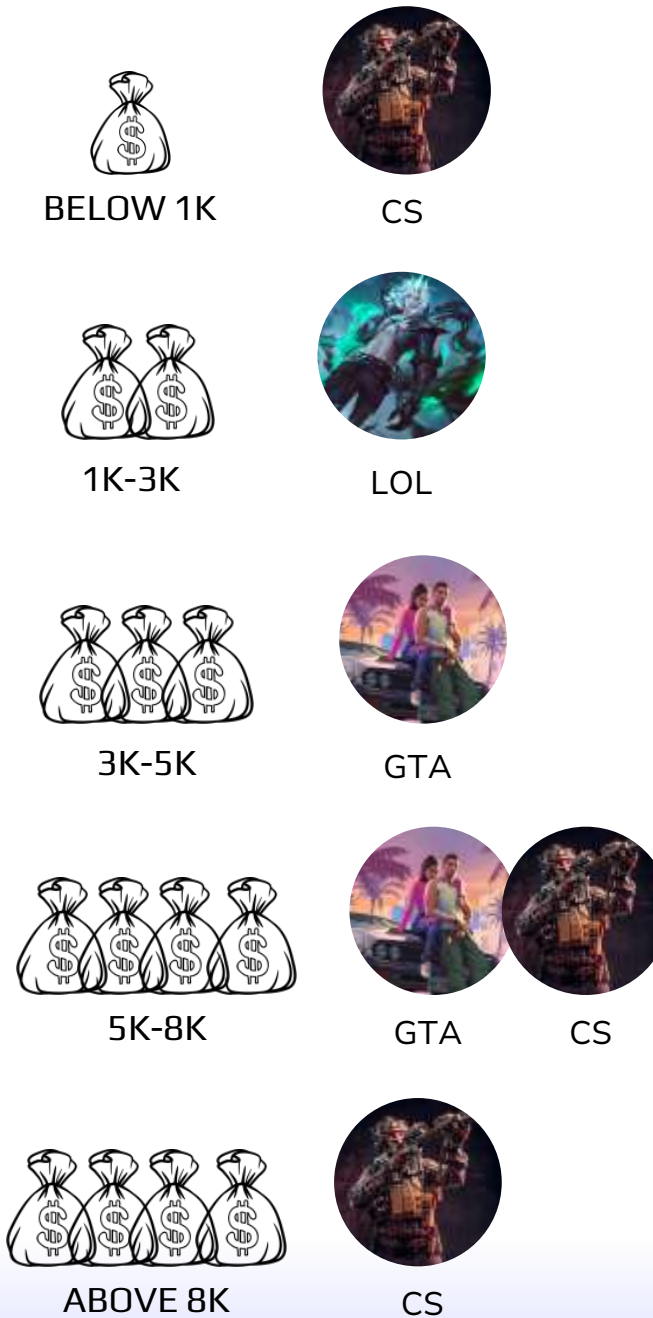
Anyone who earns **more than 5k** reais per month speaks **intermediary** English.

ENG

The level of English increases as monthly income increases.

Most Played Web2 Games **by Monthly Income**

BELOW 1K — CS

1K-3K — LOL

3K-5K — GTA

5K-8K — GTA CS

ABOVE 8K — CS

Top 5 Games played **by English Level**

EN

Non-Speaker

Basic

Intermediary

Advanced

Fluent

Cross-sections | Web 2 Games x Web 3 Games

Report by GALAXIES

Insights & Opportunities

DOMINANCE OF VIDEO

The clear preference for video content (62%) with YouTube being the main platform (56%) suggests the need to focus content production in this format and channel to maximize engagement.

AGE AND INCOME SEGMENTATION

Most respondents are aged 25 to 39 and have a monthly income between 1,000 and 3,000 reais. This demographic should be the main focus of marketing and content campaigns.

COMMUNICATION VIA WHATSAPP

WhatsApp is a crucial communication platform (42% prefer it as a news channel), indicating the importance of using this tool for direct notifications and community engagement.

CHALLENGES WITH WEB3

Challenges like the lack of reliable information sources (49%) and lack of money to invest (45%) are significant barriers for respondents, indicating an area of opportunity for informative and accessible solutions.

EDUCATION AND WEB3

A significant demand for educational content on project/token analysis and web3 lessons (62% of respondents) suggests an opportunity in this area.

CRYPTOCURRENCIES AND NFTS

Most respondents are involved with cryptocurrencies (85%) and NFTs (87%), with predominantly positive experiences, which can be explored through specialized content and related product offers.

GAMES AND PLATFORMS

Predominance of PC gaming (80%), with a preference for MMORPG/RPG (61%). These preferences should guide content development and game partnerships.

BEST TIMES FOR LIVES

The preference for watching lives at night (over 70% of respondents) guides the scheduling of live events to increase audience participation and engagement.

GALAXIES

generating data intelligence is a game