



Media Guide  
July- September 2018

# Toward “hardcore gamers” who are game enthusiasts more than anyone else

Game\*Spark handles game information in not only Japan but also overseas areas such as North America and Europe, distributing information from a “global perspective.”

## Overseas/Japanese games

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Distributes game news mainly about PS4/PC game titles in and outside Japan

## e-Sports

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Distributes “hot topics” of E-Sports such as news, serialization and interviews

## Industry information

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Introduces interviews with developers, financial statements reporting and other information

## Comic serialization

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Distributes the comics “Junk Gaming Maiden” and “Gaming\*Supakun” each week. Their unique view of the world is rising to the lips of readers

\*“Gaming\*Supakun” does not appear now.

## Features

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Contains unique features such as the “toilet of the year” and “everlasting RPGs you should play from now”

# Game\*Spark

Game\*Spark is the web game media targeting at the “hardcore gamers” who are game enthusiasts more than anyone else. It has many regular readers and loyal users. Communities in comments are vibrant.



\* As of March 2017

Monthly PVs

10 million

niconico ch

9,000

Monthly UUs

2 million

Twitter

60,000

Main distribution destinations



Overseas games

Japanese games

PC games

e-Sports

Game industry

Game events

Readers' voice

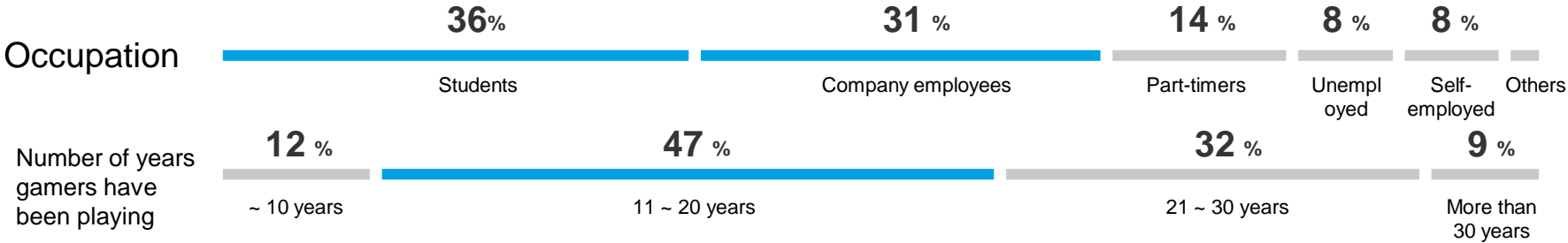
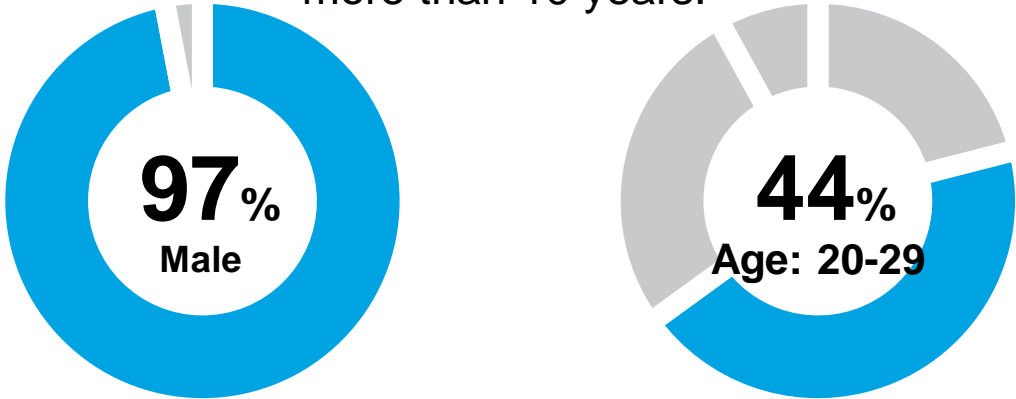
Comics

Indie games

Cutting-edge technology

# User attributes

Many of main users for the media are males in their 10s-30s and have played games for more than 10 years.



The media are viewed by the many hardcore gamers who are knowledgeable about games. Most of users simply like games very much and ask for new information which cannot be found on any other media. Their most common hardware is PS4. Many users also enjoy PC games on Steam.

# User characteristics

The media are viewed by the users in their 10s-30s who are enthusiastic about games.

**PS4/PC titles are popular**

**Monthly game purchases**

[5,000 ~ 9,999 yen] 27%, [10,000 ~ 14,999 yen] 19%,  
[More than 15,000 yen] 22%

**Number of game-play units per year**

[0 ~ 10 units] 19%, [11 ~ 20 units] 27%,  
[21 ~ 30 units] 35%, [More than 31 units] 19%

**Frequently played platforms**

[PC] 85%, [PS4] 79%, [PS Vita] 20%,  
[3DS] 20%, [Smartphone] 41%, [Others] 8%

速報・特撮 / インタビュー

2017.4.2 Sun 20:58

Rampageの「Ramune」「YutoriMoyasi」が想い明かす—LJL 2017 Spring Split Final優勝インタビュー



去る4月1日、東京ビッグサイトで開催された「リーグ・オブ・レジェンド」国内プロリーグ春季決勝戦「LJL 2017 Spring Split Final」。Game\*Sparkは優勝チームRampageのMidレナーRamune選手とADC担当YutoriMoyasi選手のお2人にヒーローインタビューを行い、試合の感想から「LJL」が歩んできた成長、そしてRampage中選手個人が重ねてきた努力など、勝利直後の生の声を話しました。

—LJL 2017 Spring Split Finalを終え、優勝を手にした今の気持ちや、シーズンを過ごした感想をお聞かせください。

YutoriMoyasi選手：いろいろな気持ちがあるんですけど、素直に「嬉しい」という一言に尽きますね。

Ramune選手：初めての「LJL」出場で決勝まで来て、しかも優勝していて、夢なんじゃないかなと思ってます。嬉しいです。

—今回の決勝戦で最も印象に残ったシーンや、自分の強みを発揮できたと思った場面を教えてください。

速報・注目記事

GameBusiness.jp | ゲームビジネスの明日を考えるメディア

【連載4コマ漫画】じゃ

ゲーム性

JUNK GAMING MAIDEN

82.リージョフ・ロックド!



Magnum Lock!

This product cannot be purchased in the following region.

OPEN



GameSpotやIGN、Giant Bomb、家にはWIREYやYahoo!といった大手メディアが「E3 2016」で発表されたゲームタイトルを遊ぶ「Game Critics Awards Best of E3 2016」の受賞リストが発表されました。期待のシリーズ最新作からVR対応タイトル、各ゲームジャンルなど多岐に渡って選ばれた人気ゲームは以下の通りです。

ベストオブショウ



ソニー・インタラクティブエンタテインメントジャパンアジアは、Bungieが手がけるアクションシューティングRPGの続編「Destiny 2」をPS4向けに2017年9月8日に発売することを発表しました。

人気アクションシューティングRPG「Destiny」の続編となる本作は、強大な悪魔軍「レッドリジョン」に奪われた遊星を取り戻すための「ガーディアン」たちの戦いと冒険が描かれることとなります。

本作の正式公開にあたり、Activision CEO Eric Hirschberg氏は「「Destiny」ブランドの次の世代向けに行ける立ち上げでは最大の実績を打ち立てることができました。

農業経営ゲーム特集!

世界で遊ばれる大規模農業経営シミュレーションゲームの日本上陸

農業シミュレーションゲーム特集企画

GameSpark

RESEARCH

～今回のテーマ～

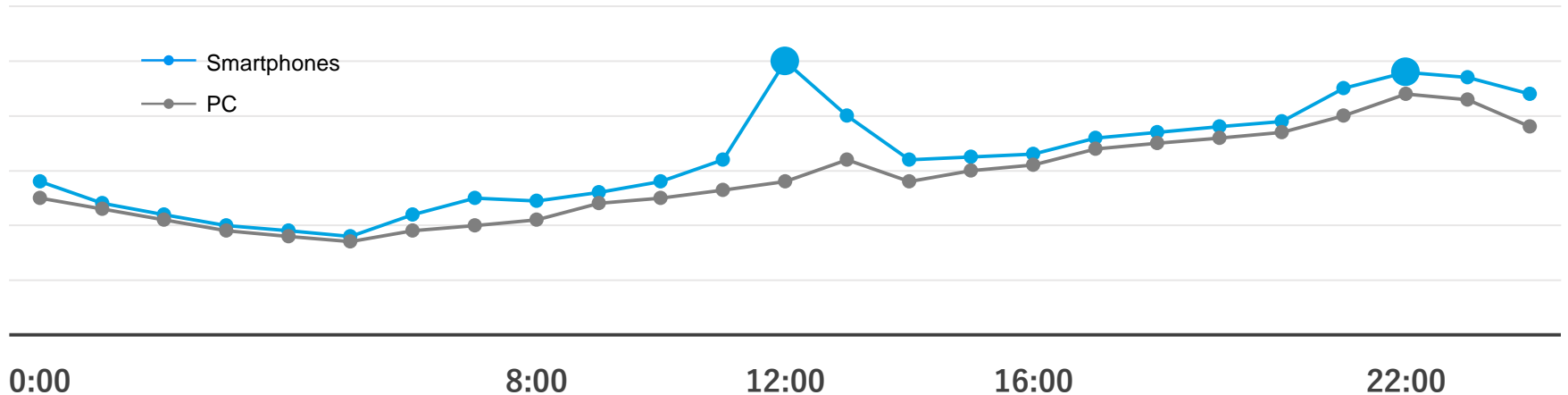
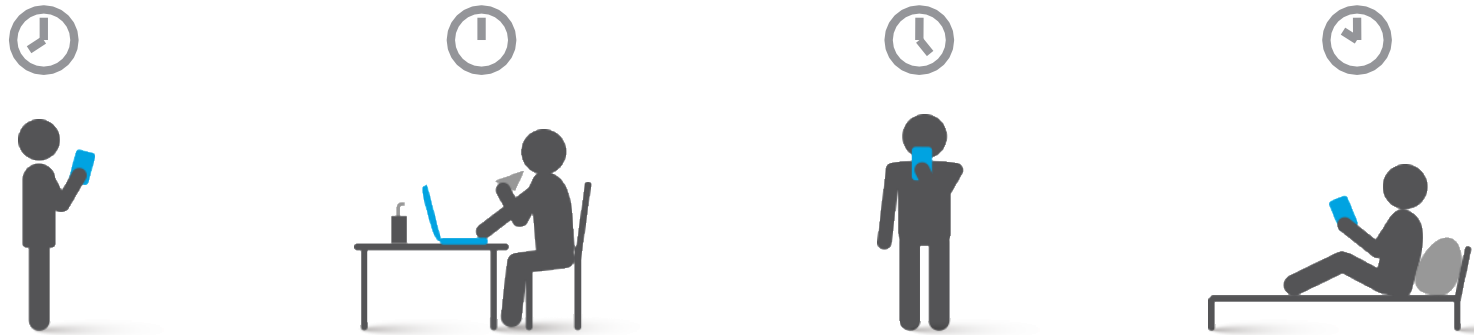
日本語ローカライズが優れたゲームといえは?

毎週独自の読者参加アンケートコーナー「GameSparkリサーチ」。今回は「日本語ローカライズが優れたゲームといえは?」というテーマで読者の声から集まった回答をご紹介します。

ポーターランズ「Tiny Tinaとドラゴンの城」、日本製版公式ローン

# Use scene

As the number of PVs has been stable, it grows from lunch hours to night.



# Information on advertisement products

# Advertisement menu and rate list

Form	Device	Menu name	Placement period	Placement volume (imp)		Rate
Display advertisement	PC	Premium Takeover	1 week	600,000	imp (estimated)	¥600,000
		Billboard	1 week	600,000	imp (estimated)	¥300,000
		Prime Display	1 week	600,000	imp (estimated)	¥250,000
		Double Prime Display	1 week	600,000	imp (estimated)	¥350,000
	SP	Premium Takeover	1 week	900,000	imp (estimated)	¥1,000,000
		Header Banner	1 week	650,000	imp (estimated)	¥300,000
Prime Display		1 week	650,000	imp (estimated)	¥350,000	
Content production	PC/SP	Native Advertising	Archive	3,000PV	PV (estimated)	¥450,000
				5,000PV	PV (guaranteed)	¥650,000
				20,000PV	PV (guaranteed)	¥1,110,000
		Collaboration Comics		10,000PV	PV (estimated)	¥650,000
		Live Broadcasting Distribution		Number of audiences: 3,000 ~ 5,000	Audiences (estimated)	¥300,000 ~

\* The figures above are estimated and quoted as of March 2018. Please note in advance that they are subject to change.

\* An advertisement is distributed at 10 a.m. on a designated date.

\* If using animation images, you are also asked to submit static images.



# PC Premium Takeover

This is an all-page takeover advertisement with outstanding visibility. The advertisement dramatically improves product recognition of all users visiting the website.



Advertisement product details	
Placement page	All pages
Placement period	1 week
Placement volume	600,000imp (estimated)
Rate	¥600,000 -
Display style	Paste

Advertisement material format	
Dimensions	A: 1040 x 250 B: 200 x 660 C: 200 x 660
File	JPEG, GIF
Max file size	ABC: 300KB

# PC Billboard

An advertisement is placed between editorial recommendation articles and latest news. Therefore, this menu has high appeal power. The advertisement is placed directly underneath an article, attracting attention of users.

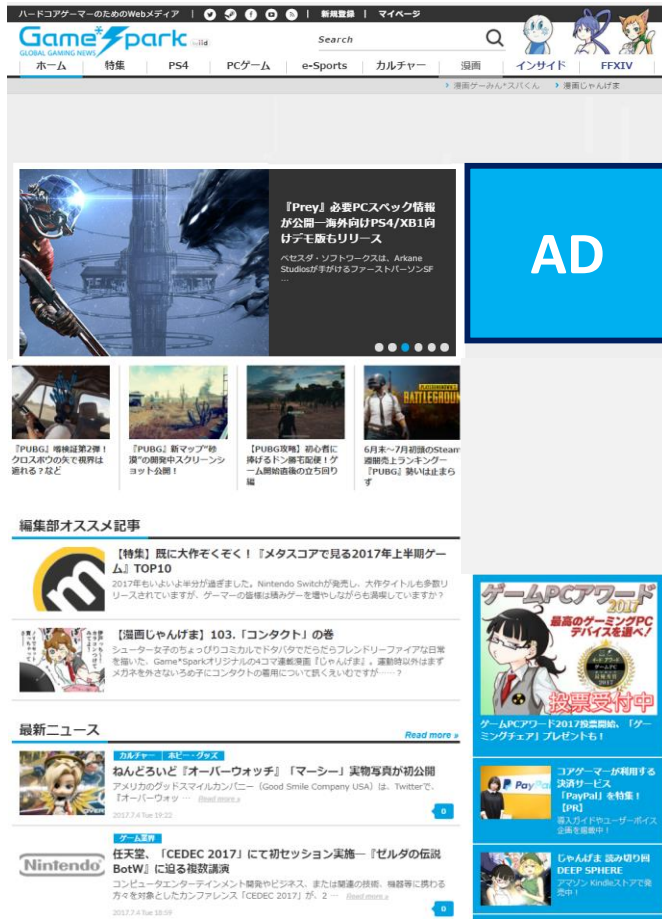


Advertisement product details	
Placement page	All pages
Placement period	1 week
Placement volume	600,000imp (estimated)
Rate	¥300,000 -
Display style	Paste

Advertisement material format	
Dimensions	500 x 250
File	JPEG, GIF
Max file size	100KB

# PC Prime Display

This standard advertisement space is placed on the TOP page and article page. Its cost-effectiveness is excellent.



Advertisement product details	
Placement page	All pages
Placement period	1 week
Placement volume	600,000imp (estimated)
Rate	¥250,000 -
Display style	Paste

Advertisement material format	
Dimensions	300 x 250
File	JPEG, GIF
Max file size	100KB

# PC Double Prime Display

This large advertisement space has twice as large as the Prime Display space, catching eyes of users.



## Advertisement product details

Placement page	All pages
Placement period	1 week
Placement volume	600,000imp (estimated)
Rate	¥350,000 -
Display style	Paste

## Advertisement material format

Dimensions	300 x 500
File	JPEG, GIF
Max file size	100KB

# SP Takeover Premium

This advertisement space takeovers all the pages of the Game\*Spark smartphone website.

A special-sized advertisement takeovers eyes of users.



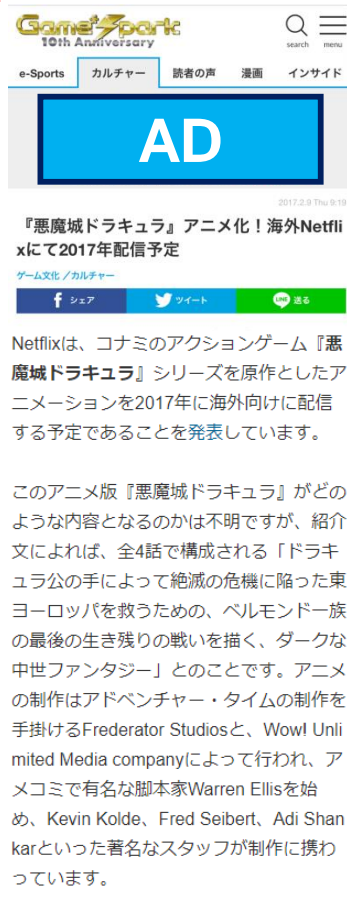
Advertisement product details	
Placement page	All pages
Placement period	1 week
Placement volume	900,000imp (estimated)
Rate	¥1,000,000 -
Display style	Paste

Advertisement material format	
Dimensions	Header portion: 750 x 200 x 100 Footer portion: 750 x 60 x 160
File	PNG (background-color settings: transparent)
Max file size	200KB

# SP Header Banner

This advertisement space is displayed on the upper part of a page which has outstanding visibility.

The advertisement dramatically improves product recognition of all users visiting the website.



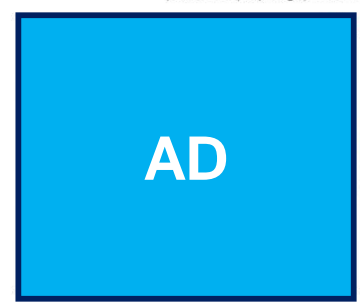
Advertisement product details	
Placement page	All pages
Placement period	1 week
Placement volume	650,000imp (estimated)
Rate	¥300,000 -
Display style	Paste

Advertisement material format	
Dimensions	320 x 100
File	JPEG, GIF
Max file size	100KB



# SP Prime Display

**A large-sized advertisement is placed. Therefore, this advertisement space has high appeal power.**  
**The advertisement is placed directly underneath an article, attracting attention of users.**



## Advertisement product details

Placement page	All pages
Placement period	1 week
Placement volume	650,000imp (estimated)
Rate	¥350,000 -
Display style	Paste

## Advertisement material format

Dimensions	300 x 250
File	JPEG, GIF
Max file size	100KB

# Native Advertising

Reporters who are familiar with games appeal products or services on articles.



Native Advertising		
Device	PC / SP	
Placement period	Archive	
Quotation	20,000PV (guaranteed)	¥1,100,000~
	5,000PV (guaranteed)	¥650,000~
	3,000PV (estimated)	¥450,000~

\* A Native Advertising placed is posted one time on the Game\*Spark Twitter (free of charge).  
 \* Secondary use (such as external navigation to content and provision of materials) is possible. Please inquire about rates.

\* The rates above are gross. For detailed quotations, please consult separately.

\* Articles will be written after we ask your requests. You are asked to proofread and approve the content of articles before placement.

\* Articles have the credit [PR].

\* For the menu guaranteeing 20,000PV, we will induce customers by using Cynergi Platform (see P.19).



# Collaboration Comics “Junk Gaming Maiden”

Your products/services collaborate with “Junk Gaming Maiden,” the comic serialized on Game\*Spark, giving impact by original comics.

▼ “NieR:Automata” - SQUARE ENIX CO., LTD.



▼ “DOOM” - Bethesda Softworks, LLC



\* Work will be spread widely by Game\*Spark Twitter!

## Collaboration Comics

Device	PC / SP	
Placement period	Archive	
Quotation	10,000PV (estimated)	¥650,000

- ◆ Monthly/total number of access: 200,000PV  
\* A cumulative total of each comic, a list page and an announcement article
- ◆ Monthly/normal average number of viewing episodes: 10,000PV
- ◆ Websites for distribution  
NICO NICO SEIGA (Official NICO NICO Manga)  
<http://seiga.nicovideo.jp/comic/19571>

\* The rates above are gross. For detailed quotations, please consult separately.  
\* Articles will be written after we ask your requests. You are asked to proofread and approve the content of articles before placement.

# Live Broadcasting Distribution



The “Game Spa Broadcasting Club” is a Game\*Spark program on the NiCONiCO CHANNEL. Twice a week, editors and game streamers select one game from hot great pieces to small indie games, and broadcast live game sessions. The program also holds the multi-play events in which readers participate, and invites game creators to broadcast their explanations.

## [Product overview]

### ● Product details: One live broadcasting + one announcement article

#### - Live broadcasting

- Broadcasting time: 120 minutes
- CM to be inserted: One time during broadcasting, one time after broadcasting (maximum)

\* Wipe is possible. Please inquire about costs separately.

#### - Announcement article

- Date/time to be placed: Around 3 p.m. on a broadcasting date
- Number of letters: About 300 letters

### ■ NiCONiCO LIVE

<http://ch.nicovideo.jp/gamespark>

### ■ YouTube LIVE

<https://www.youtube.com/user/insidegamesjp>

\* Live broadcasting is possible on FRESH!, OPENREC.tv and Twitch.

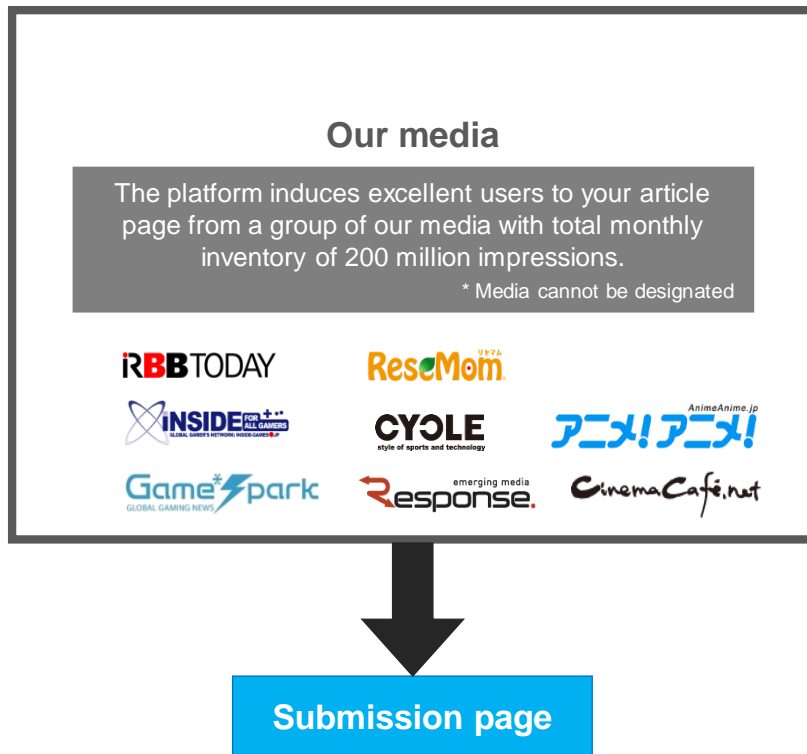
Assumed number of audiences: 3,000 ~ 5,000

Rate: **300,000 yen** ~ (tax excluded)

# Cynergi Platform

This is a plan by which you can use your content for approach to potential customers beyond boundaries of media.

This is the pay-per-click type menu\* (CPC: 30 yen) navigating only the readers who are interested in your content from over 10 diversified media.



## Points

- ◎ We create the **effective headlines** which really hit potential customers.
- ◎ **Beyond media**, the platform can deliver information to interested readers.
- ◎ We induce the **excellent users\*** with high rates of time on page/page views per visit. (\* researched by our Google Analytics)



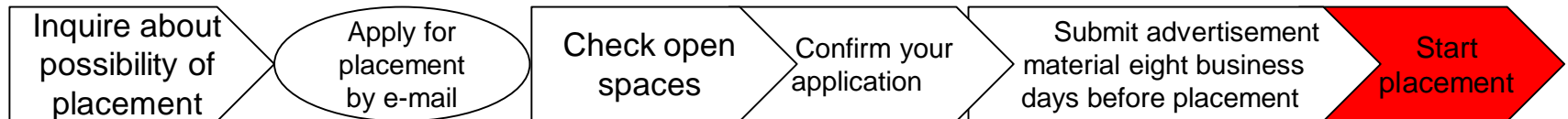
An advertisement is placed on “noteworthy articles” directly underneath an article page.

\* Placement media/areas are allocated by a system automatically and optimally.

- Your company can not designate placement media and areas.
- This is an effective system which increases a ratio for displaying advertisements on high CTR media.

# Submission guidelines

## ■ Flow until starting placement



## ■ Read before you apply for placing an advertisement

- Before you apply for placing an advertisement, you must inquire to check whether or not your advertisement on products/services will be able to be placed.
  - We respond to your inquiry only by the word “possible” or “impossible.”
    - \* Please note that we will not answer the reasons why you are able/unable to place an advertisement.
  - Our company accepts your application and submission formally when sending receipt e-mails. Please note in advance that no affairs will be handled if our company has not sent receipt e-mails.
  - We keep a vacant advertisement space temporarily for five business days after your request. If we are not notified during the period, the space is released automatically.
    - All communications are done by e-mail from your application to submission.
  - After submission, we review your advertisement material based on our advertisement placement policy and production guidelines. If your advertisement violates the policy, guidelines or any other rules, you may be asked to modify the advertisement.
    - The advertisement specifications are as of March 2018. The dimensions, maximum file size and other elements are subject to change.
    - We may utilize our advertisement menu to implement research or other activities for the purpose of improving services for users and advertisers.
  - Please understand that we will not coordinate advertisements of competitors or placement at the same time.

## ■ Submission guidelines

- Advertisement material: See each advertisement menu.
- Submission due date: See each advertisement menu.
- Submission method: Submit your advertisement material as an attachment file by e-mail to your person in charge. After confirming submission, we will send a receipt e-mail.
- About links: To demonstrate links, create a designated URL at least five days before starting placement.

# Advertisement placement policy/precautions

## ■ Advertisement placement policy

- If our company finds it inappropriate to place your advertisement, you may be kindly requested not to place it. We ask for your kind understanding.

## ■ Precautions

- The rates, number of spaces, inventory and specifications for each advertisement space are subject to change without notice. Please always check these conditions before you apply for our service.
- If you change the content of your advertisement, the hours from 10 a.m. to 2 p.m. on the first day of the change and the hours from 11:59 p.m. on the last day of the change to 9:59 a.m. on the next day are regarded as adjustment hours. We are not responsible for problems during the adjustment hours. Please understand in advance.
- There are hours for not placing and distributing advertisements due to force majeure such as fire, power blackouts and natural disasters and regular system maintenance. In these cases, please note that our company will be exempted if total hours do not exceed 48 hours in a month or if content is distributed within 24 hours for distribution service.
- The usage purposes for image data used in this Media Guide and past cases are limited only to explanations and introduction of advertisement products, preparation of proposals and materials for sales expansion. Please also understand that images are just only past cases of other companies. You can not produce similar creative or material.
- Please note that the rates listed in this Media Guide exclude taxes.