

MEDIA KIT 2011

DATE: 2012/01

GameU.net networks gamers and clans,
serves as interactive communication platform and
provides cost-free team-speak servers and online games.

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J (<http://www.gameu.net>, also with the domain .de) was integrated into the MediaXP group in December 2010.

This acquisition aimed on providing the community of e-sports(wo)men, networked gamers and clans with a unique offer in order to finally expand our coverage and popularity within this target group. The online appearance of GameU focuses on the support of multi-player clans. Designed for the clans not just to present their own website there, but also to have their clan management processed simply and comprehensively via GameU. Furthermore the clans can communicate quickly with each other, set up training dates or get information on other games. In addition the registered e-sports(wo)men are provided with a cost-free team-speak server for a certain period of time which makes in-game communication via headset possible. Beside the great community GameU also offers current browser games playable at the website. A large game selection of all genres is available attracting users and enlarging the average time on site. The constantly increasing membership figures evidence this coherent and innovative concept and make MediaXP once more able to meet the different requirements and desires in the various areas of the gaming world.

Traffic Data

Date: 2012/01

Monthly Unique User: appr. 20.000

Monthly Visits: appr. 50.000

Monthly Pls: appr. 120.000

Audience Profile

Alter: 12-35 years

Gender:

15% female

85% male

Household Income: 2.500 Euro/ month

working population

e-sports addicted and interested people

Promotional Offer

We have specialised in preparing individual solutions for our customers. In most cases package offers are included. We provide you with comprehensive advice and professional practical support in order to meet your requirements and expectations for each specific advertisement such as site branding, special positioning of banners or individual portal and community features. Numerous references in the IT and gaming industry (e.g. Sony, Electronic Arts, Nintendo etc.), but also companies of other industries like automobile (e.g. Fiat, Opel, etc.) and lifestyle (movies, music, books, etc.) substantiate our longstanding expertise. A list of our references is available on demand.

Special Ad formats



Special formats and prices on request

Impressions of the website



www.gameu.net