

# Research Brief

## The Prime Opportunity Market - Males Online

### Overview

Although “digital moms” and women in general seem to be getting the majority of attention these days when it comes to online media executions, the vast opportunity that exists to market to males should not be ignored.

The “digital dude” exhibits heightened brand awareness and engagement with those brands that embrace and enhance his digital experience and therefore has become a prime yet specialized audience for marketers to reach.

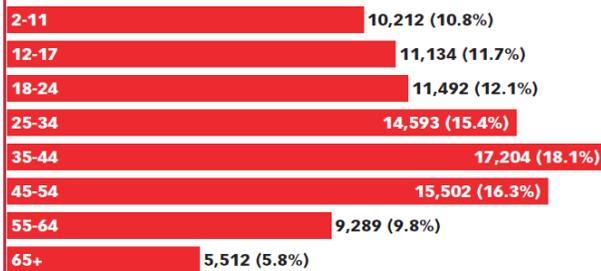
It is important to recognize that males’ propensity for internet use is as high as females, however there is a definite distinction with their usage patterns and the types of activities they employ. Males demonstrate heavy online usage exploring news and information, business activity, financial research and extensive use for entertainment and leisure.

### Online Activities & Digital Media Consumption

As to be expected, sports make up a large portion of all male online activity across all ages. An expansive opportunity exists in the digital realm within the sports category. From checking scores on ESPN.com, reading CBSSports for sports news, exploring ways to adjust his golf swing, playing fantasy football and even checking his March Madness pool on his mobile application, the male is actively engaged in sports.

Similar to women, age segments play a big role in determining the types of activities men are participating in. Younger males tend to have a high propensity towards video usage on entertainment sites such as YouTube or TV viewing on Hulu along with high participation on social networks. Magazines may not be purchased as frequently these days, but online publication sites such as Maxim.com and MensHealth.com are examples of engaging environments post-college males have become brand loyalists to. Likewise, an older more sophisticated male audience can be found on a variety of business and finance sites such as WSJ.com and BusinessWeek.com.

**US Male Internet Users, by Age, January 2009 (thousands and % of total)**



Note: home, work and university locations; total US male internet audience=94,938,000  
Source: comScore Media Metrix, February 2009; eMarketer calculations, March 2009

102895 [www.eMarketer.com](http://www.eMarketer.com)

A wide-range of media tactics can be executed by marketers to successfully reach men online. A few key digital vehicles to highly consider when building a male media mix are; video, social networks and mobile phone marketing.

### Video

Video advertising, whether it be through text ads in user generated content or pre/post-roll, is an ideal marketing vehicle for reaching males. Consumer initiation and engagement with video for business purposes and entertainment has exploded recently.

Males viewing frequency in particular has significantly increased in the past year. The opportunity to watch live sporting events, pre-recorded highlights, comedic videos or missed television shows are all opportunities for advertisers to participate in. Males recognize the benefits to marketers subsidizing their free video content and therefore are embracing sponsored messaging.

**Top 10 Online Video Content Preferences of US Males 18-34:**

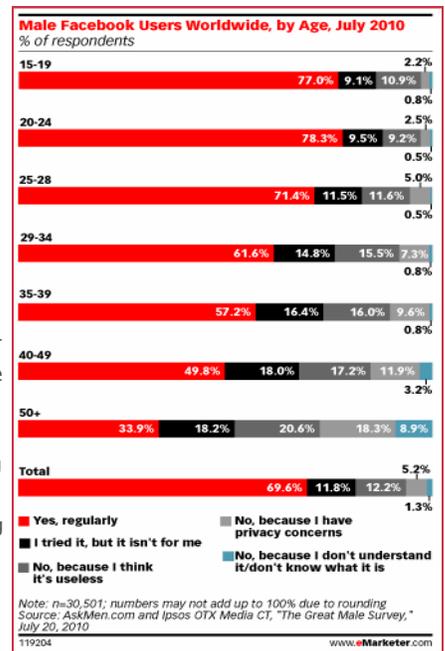
1. Humorous
2. Full-length movies
3. Videos featuring hot girls
4. Movie trailers
5. Full-length TV shows
6. Sports videos
7. Parody/spoof videos
8. Videos of pranks

Source: Break Media

### Social Media

Advertisers can take advantage of the connection that brands can build with males through participation in social environments. An Ipsos study revealed 63% of men stated they felt better served by companies that were available via social media.

The current top social networking site for men is Facebook. Some other networks with high male subscribers are Reddit, Digg, Stumble Upon and the business networking site, LinkedIn. There are a variety of targeting and sponsorship opportunities within each of these networks that can offer marketers a way to reach males while they are actively participating.



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### Social Media (continued)

A few other online social activities that men actively participate in are video viewing and social gaming. Many opportunities exist for brands to go beyond traditional messaging and add “value” to males’ experiences within these various platforms. Marketers finding the most success are those that have built customized video engagements, unique games, or brand supported enhancements within games. Males have shown an increase in response when they are not just spoken to, but offered a forum to engage with the brand within their current user experience.

Men are predicted to only increase their social usage with advances in technology like smartphones and tablet computers; the iPad and RIM’s Blackberry tablet. The ease of internet access combined with true portability will naturally extend usage time in online social activities and therefore produce extended access for advertisers to this demographic.

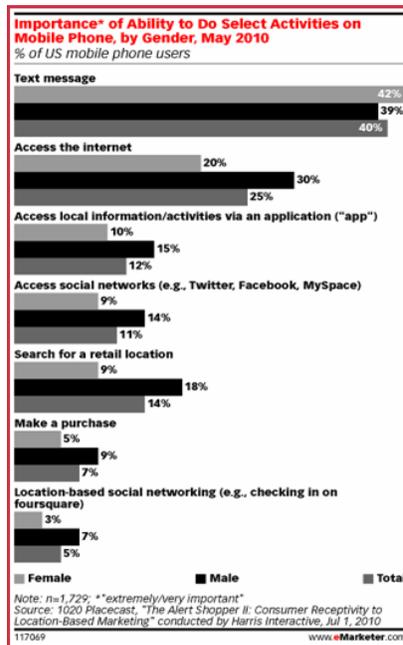
### Mobile

Time spent has evolved for men from work based activities to an increase of entertainment and leisure with their mobile device. As to be expected, mobile web habits mirror the online behavior of men, i.e. sites surrounding sports, business and technology content. Applications such as games and branded content are downloaded frequently by this audience.

Nielsen ranked top mobile sites for men in 2009:

- Gizmodo
- Maxim
- NBA
- IGN
- NFL
- Drudge Report
- Business Week
- CNET
- CBS Sports
- Wired

In addition to downloadable applications, video viewing has also shown to be increasing in time spent on mobile. The mobile device offers an uncluttered environment due to size, which lends itself to many exclusive sponsorships. Men are also actively participating in mobile contesting and texting short codes to receive promotional value.



### Digital Dads

While moms remain a focus for advertisers in parent purchase decisions, “digital dads” are an opportunity market not yet tapped into. A recent study by Dad Central Consulting shows that nearly 70% of those measured said their purchasing is influenced by the needs and interests of their family. Yahoo! reported 43% of dads purchased consumer electronics last month, demonstrating that moms are not the only ones with household purchase power.

Over 37.9 million dads are online, with 34% characterizing their web use as heavy (25+ hours a week). Similar to the male demographic, dads demonstrate extensive use of the internet for entertainment purposes. Perhaps an unexpected venue to

*“Just like Moms, Dads turn to their friends for support and to influential Dads online for parenting ideas, product suggestions, and trusted advice”  
- Mom Central CEO and founder, Stacy DeBroff*

find “digital dads” online are blogs and advice forums. Just as men tend to rely heavily on reviews for electronics or travel purchases; they also look to their peers and other dads for reliable information to aid in family purchase decisions. This untapped avenue should be in high

consideration for reaching dads. Daddy blogs currently range across a wide variety of topics. For example, the tech enthusiast dad can be found on the “GeekDad” blog on Wired.com. RebelDad.com blog focuses on tales of being a dad and how dads are portrayed and DadGoneMad.com is an example of a forum for great comic relief regarding everyday life. Advertisers can take advantage of many highly integrated sponsorships as well as utilizing influencer bloggers to speak about their brand within this under utilized space.

### Creative Considerations

Creative is extremely important when engaging the male audience. Men are much more receptive to messaging when they feel like a brand “offers” something to them in return even if it is just entertainment. Marketers need to give men the opportunity to embrace their messaging by enhancing their overall user experience.

Ad Type	% of Attention
Video ads (that show how product works)	84%
Funny ads	65%
Ads integrated with content I am reading	55%
Interactive ads (polls, quizzes, games)	41%
Ads with a lot of color and nice pictures	39%
Ads with social elements	16%

\*% of US consumer Electronics purchasers  
Source: About.com, 2010 Consumer Electronics Study

The “digital dude” is eagerly awaiting and ready to be marketed to. As advertisers embrace the creative opportunities that exist in the digital world for men, they can extend their brand in exciting new ways to an extremely strong and relevant audience.