

NIELSEN SPORTS & ENTERTAINMENT

# TRAVIS SCOTT

ASTRONOMICAL @FORTNITE

MAY 2020



# INTRODUCTION

The extreme quarantine and lockdown measures have quickly become the new normal for us all. The direct impact on event attendance across entertainment and sports has caused many businesses to rethink how they can engage with their target audiences during this time.

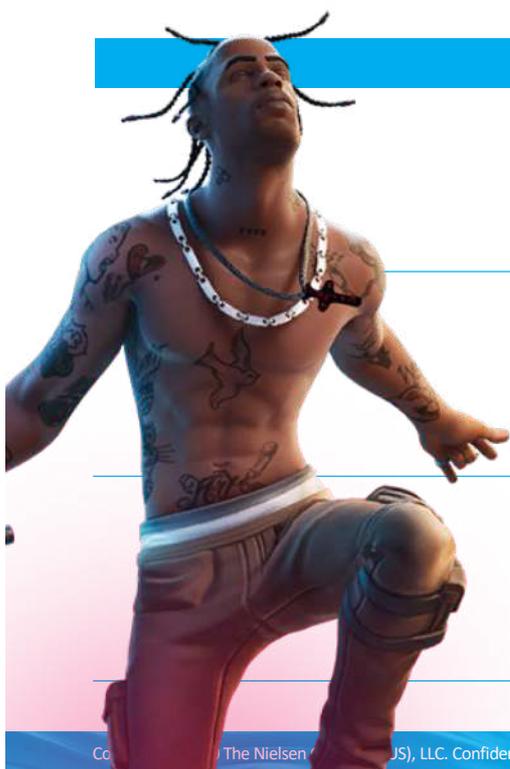
Fortnite, the online video game, has adapted to these circumstances and reinvented the concept of aggregation. Epic Games, in collaboration with Travis Scott, organized a unique musical journey inspired by the artist's influences and created from scratch within Fortnite: Astronomical.

Epic Games planned a multi-date tour, with times suitable for players from all over the world, in which Travis Scott also performed a world preview song. The American artist attracted millions of people, who all tuned in via the game, in addition to various other video streaming platforms such as Youtube and Twitch, which also allowed viewers to watch the performances. As an example, the average minute audience (AMA) for this event on Epic Games' official Twitch channel reached a total of 4.7M, with roughly half of that (2.3M) coming from live viewers during the initial event.

Besides being at the forefront of reinventing entertainment formats, Fortnite continues to be a highly lucrative and well-known game. It made \$1.8B\* in 2019, and in Q1 2020 it remained as one of the highest-grossing and well-known gaming titles in the United States. Between March and April console and PC revenue grew 106% and the game hit an all-time high awareness level amongst the gaming community (92% awareness in the US\*\*) showing that the event paid off.

In this document, Nielsen Sports & Entertainment analyzes the social trends related to Astronomical, showing how Epic Games, leveraging the current climate and global crisis, has managed to create a worldwide success. Much like sports games or awards shows, Fortnite became appointment viewing since watchers wanted to experience Astronomical alongside others. Even in a time of social distancing, interactive entertainment has made it possible to create large-scale events that are best enjoyed live.

## KEY NUMBERS



**45.8M**

**LIVE ACCESS TO THE GAME  
ACROSS THE FIVE EVENTS**

**27.7M**

**UNIQUE PLAYERS IN-GAME  
ACROSS THE FIVE EVENTS**

**12.3M**

**CONCURRENT PLAYERS  
PARTICIPATED LIVE IN THE FIRST  
EVENT (ALL-TIME RECORD)**

Source : \*SuperData a Nielsen Company \*\* Nielsen Video Game Tracking

CREDIT IMAGES: FNBR.CO



# TRAVIS SCOTT

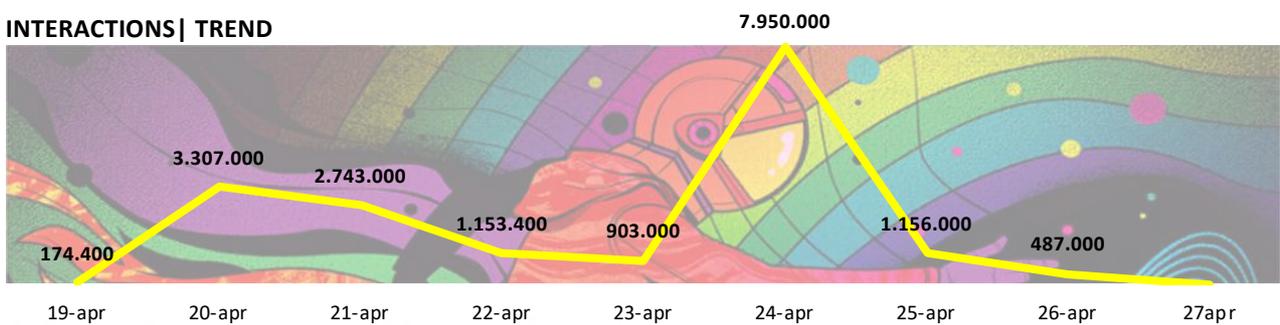
## ASTRONOMICAL EVENT

**17.801** CONTENT POSTED ON IG & FB

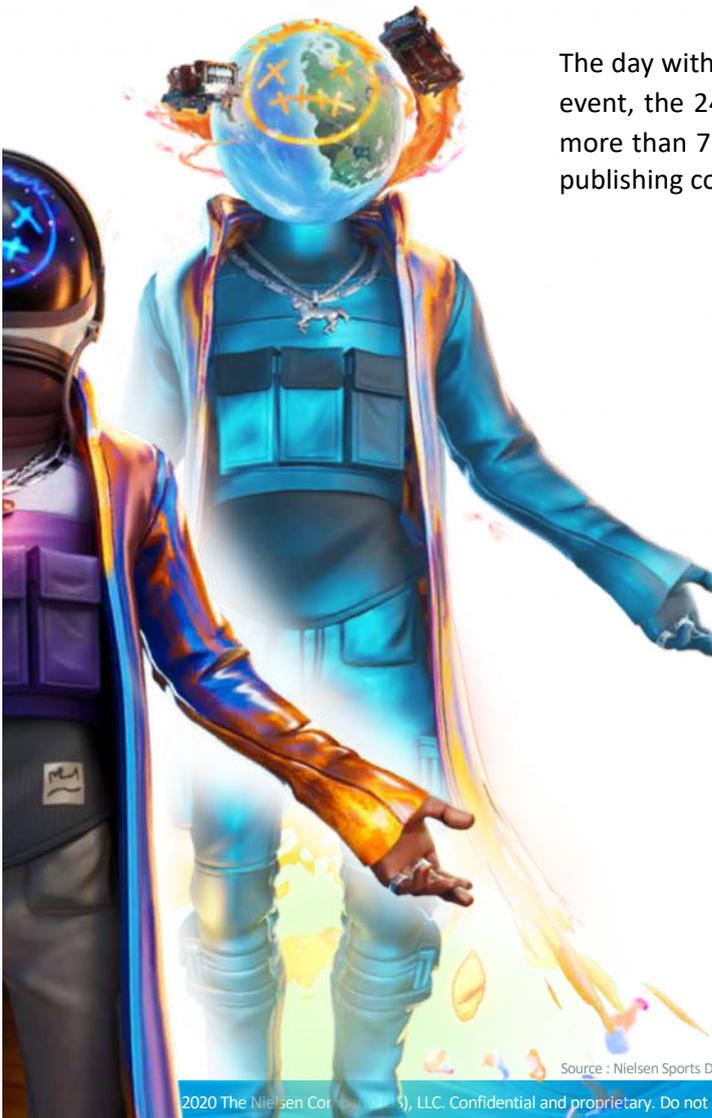
**24.5M** INTERACTIONS ON IG & FB

The event hosted on Fortnite with Travis Scott as special guest had a resonance not only on streaming platforms like Youtube and Twitch but had a massive impact on social media platforms such as Instagram and Facebook. The contents related to the event posted were more than 5.2K with more than 17.9M interactions. This is the highest number of players that attended to a live event concurrently.

### INTERACTIONS | TREND



The day with the highest volume of interactions was the day of the event, the 24th of April. It has been calculated that on that date more than 7.95M of interactions were produced by users towards publishing content related to Astronomical.



**66%** OF ALL POSTED CONTENT WERE VIDEOS

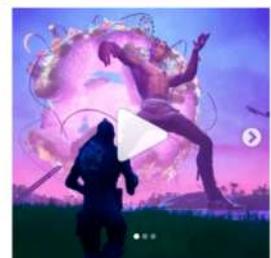
**12.3K** AVERAGE INTERACTIONS ON INSTAGRAM OF CONTENT RELATED TO ASTRONOMICAL

**15.9K** CONTENT RELATED TO ASTRONOMICAL POSTED ON FACEBOOK

### HIGHEST PERFORMING POST

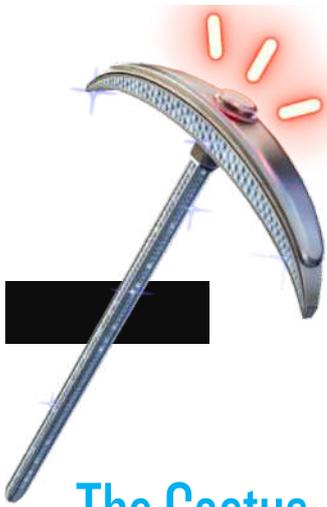
HouseOfHighlights posted the most performing content related to the event. The results were impressive and generated an engagement value of \$320K.

**\$ 320K**  
engagement value



houseofhighlights  
Travis Scott in Fortnite was wild. @brgaming (via MrDalekJD/TW)  
7.32M 899.0K 9.2K

Source : Nielsen Sports Digital



# TRAVIS SCOTT

## NIKE COLLABORATION

### The Cactus Jack effect

The collaboration between Nike and Travis Scott generated a positive effect not exclusively to the rapper, in fact the Beaverton brand received a great benefit from the massive exposure generated across social and streaming platforms.

### The iconic shoes



The collaboration between Nike and Jordan with Travis Scott started in 2017 for the launch of the 35th anniversary of AF1. After that they produced many revisitation of iconic models that were sold-out the same day of the release, a successful collaboration.

### THE EXPOSURE VALUE GAINED BY NIKE



# \$518K

## Nike exposure value

CALCULATING THE TOP5 VIDEOS ON YOUTUBE RANKED BY VIDEO VIEWS

During the event Travis Scott wore different pairs of Jordans. In terms of exposure the monetary value generated for Nike was outstanding. It has been calculated that the exposure value of the top 5 videos on Youtube related to the event was \$518K.

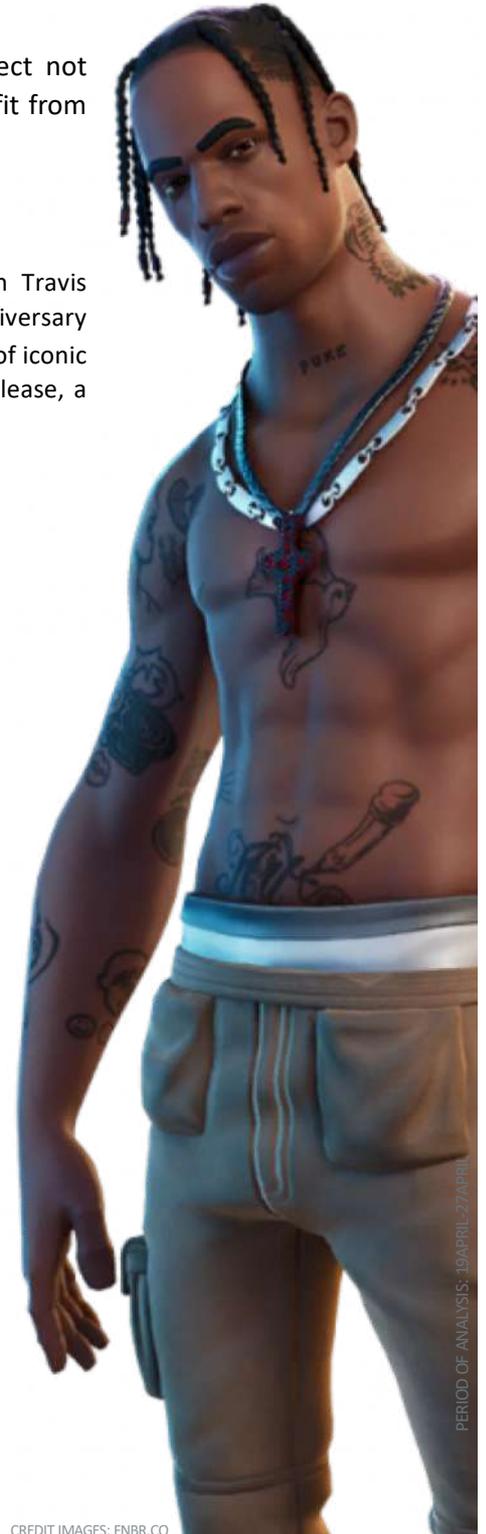
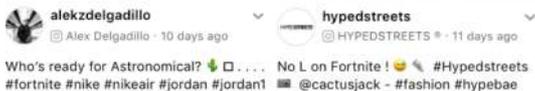
### THE MENTIONING OF NIKE DURING THE EVENT



# 343.6K

TOTAL INTERACTIONS ON CONTENT WHERE NIKE WAS MENTIONED.

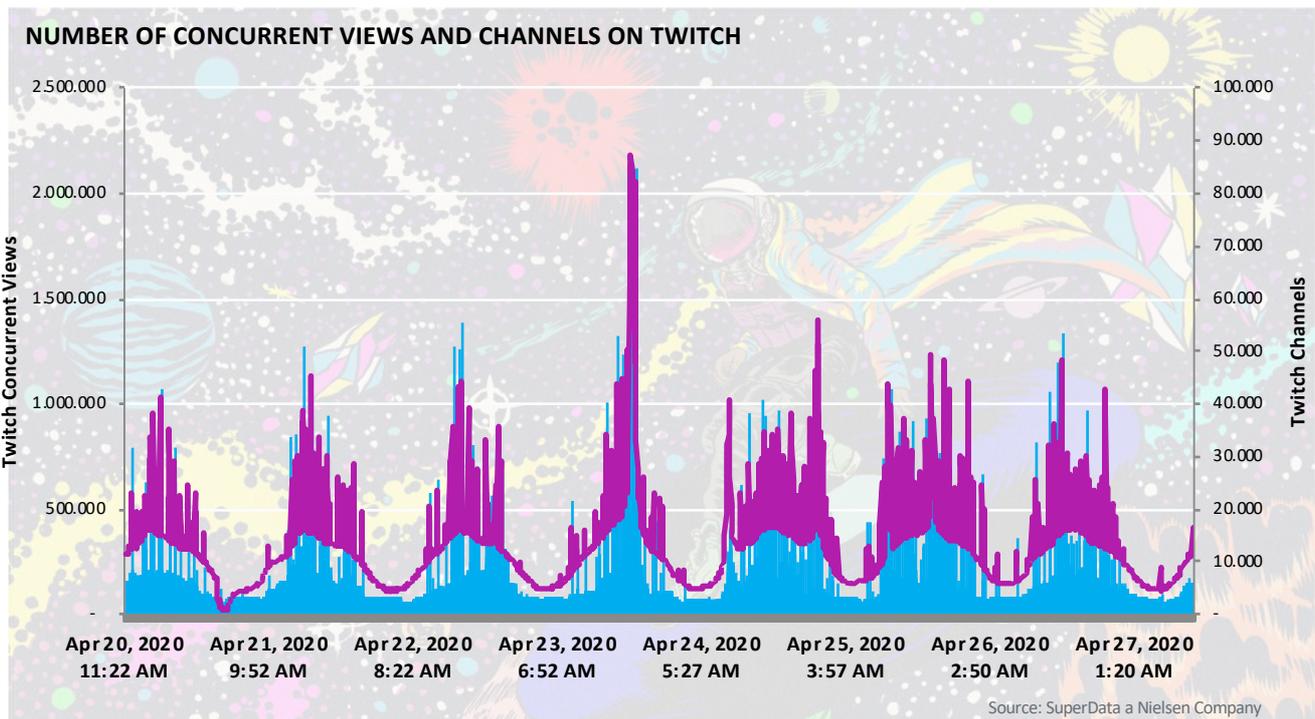
On Facebook & Instagram, the interactions of content mentioning Nike were more than 343,000. The Travis Scott Jordan 1 appeared in the majority of them.



PERIOD OF ANALYSIS: 19APRIL-27APRIL



The graph below shows how Astronomical not only impacted the number of people playing the game but also attracted a great number of fans following the event on streaming platforms such as Twitch. The number of concurrent viewership of Fortnite on Twitch, as well as the number of channels streaming Astronomical, peaks during all the five main events.



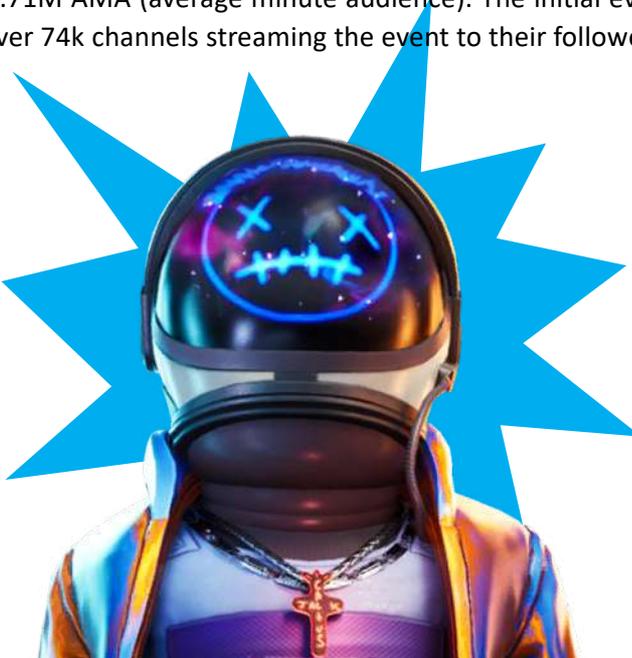
During the course of the event, the streaming of Astronomical on Epic Games' official Twitch channel reached a total audience of 4.71M AMA (average minute audience). The initial event itself peaked at a live audience of 2.3M AMA and over 74k channels streaming the event to their followers.

**2.3M**  
AVERAGE MINUTE AUDIENCE  
(INITIAL EVENT)

**4.71M**  
AVERAGE MINUTE AUDIENCE  
(TOTAL EVENT)

**74.3K**  
PEAK CHANNELS

**785.3K**  
HOURS WATCHED



\*Source : SuperData a Nielsen Company

CREDIT IMAGES: FNBR.CO



# ABOUT NIELSEN SPORTS

**WE HELP OUR CUSTOMERS MAKE THE BEST POSSIBLE DECISIONS.**

As the world's leading research and consulting company in the sports and entertainment industry, Nielsen Sports has been analyzing market and media data and linking Nielsen insights to local and global consumer trends for more than 30 years. To make the most of this uniquely diverse information, Nielsen Sports continuously invests in new methods and technologies.

As a result, we are already providing more than 1,700 leading brands, rights holders, and media companies around the world with reliable decision-making support and precise recommendations on how to handle complex issues.

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