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CLANS & GUILDS IN THE WORLD OF GAMING →

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COMMUNITY FEATURES DRIVING ENGAGEMENT

In the modern gaming ecosystem, **online multiplayer** has continued to hold the spotlight as a gamer's preferred way to play. Within these games, players may take part in **interactive in-game communities**. These often take the form of **Clans and Guilds** – player-organised groups that encourage **collaboration, camaraderie** and **competition**.

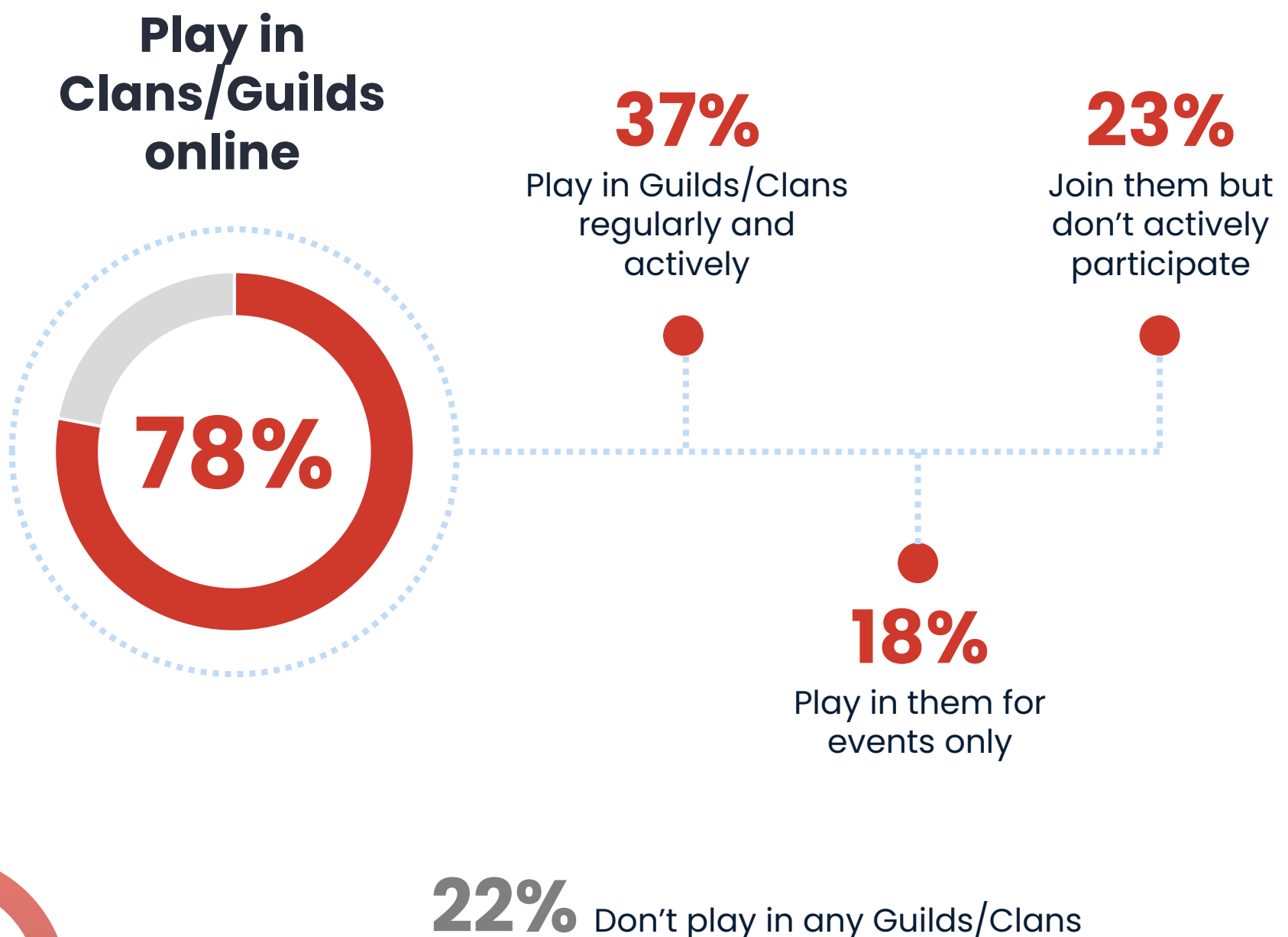
Through Clans and Guilds, players are given the means to **interact with one another** socially while pushing towards their **in-game progression**, as well as giving them a **routine** which brings them back into the game every day. To investigate this trend, we launched a survey with **1,000 PC/Console gamers in the US**, looking specifically at how they interact with Clans in gaming, and what they like/dislike about them.

In this report, we will explore how Clans can be leveraged to **keep players engaged** with their community, and how the Clan experience can be **improved**.



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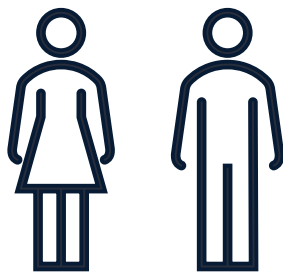
Over three quarters of gamers in the US are part of a **Clan or Guild**



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Players in Clans/Guilds are **older PC gamers** who enjoy **strategy-based titles**

Who are they?



Men and women are just as likely to join Clans/Guilds

Average age

31

Younger people are less likely to join Clans/Guilds



Clan players are more likely to play on PC than the average gamer in the US



Clan players are more interested in MOBAs, MMORPGs and Card Battle games than average gamers



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The **fun** and **social** aspects of Clans motivate players to **play more**

Player perceptions of Clans (% Agree with statement)



77%



"They are a great way to **meet other players**"



68%



"They make the game **more fun** to play"



59%



"They give a **reason to play** every day"



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Players love **working together** to see their Clan grow **stronger**

What players enjoy about Clans



CLANS CAN OFFSET THE BALANCE OF FAIR AND FUN GAMEPLAY

While these social structures have significant benefits for players and the games they inhabit, they also present **challenges to the gameplay experience**.

These barriers affect both players who **partake in Clans/Guilds**, and those who **avoid joining them** altogether. For those in Clans, the benefits that come from being in a group can lead to **unfair advantages for certain players** – this is particularly unfavourable for those who enjoy **matchmaking-based games**, such as **MOBAs** or **FPS**.

Players may opt out of joining Clans due to a dislike for the **routine** and **serious approach** to gameplay that Clans encourage, turning their **game environment** into a **working one**.



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For some Clan Players, Clans **skew the balance** of a game's **fairness**

Player perceptions of Clans (% Agree with statement)

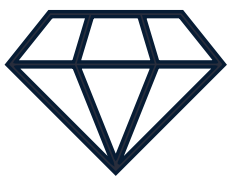
For gamers who **take part in Clans**, there is a concern over **fair play**, especially among those who play **competitive multiplayer titles**.



42%



*"They give some players an **unfair advantage**"*



37%

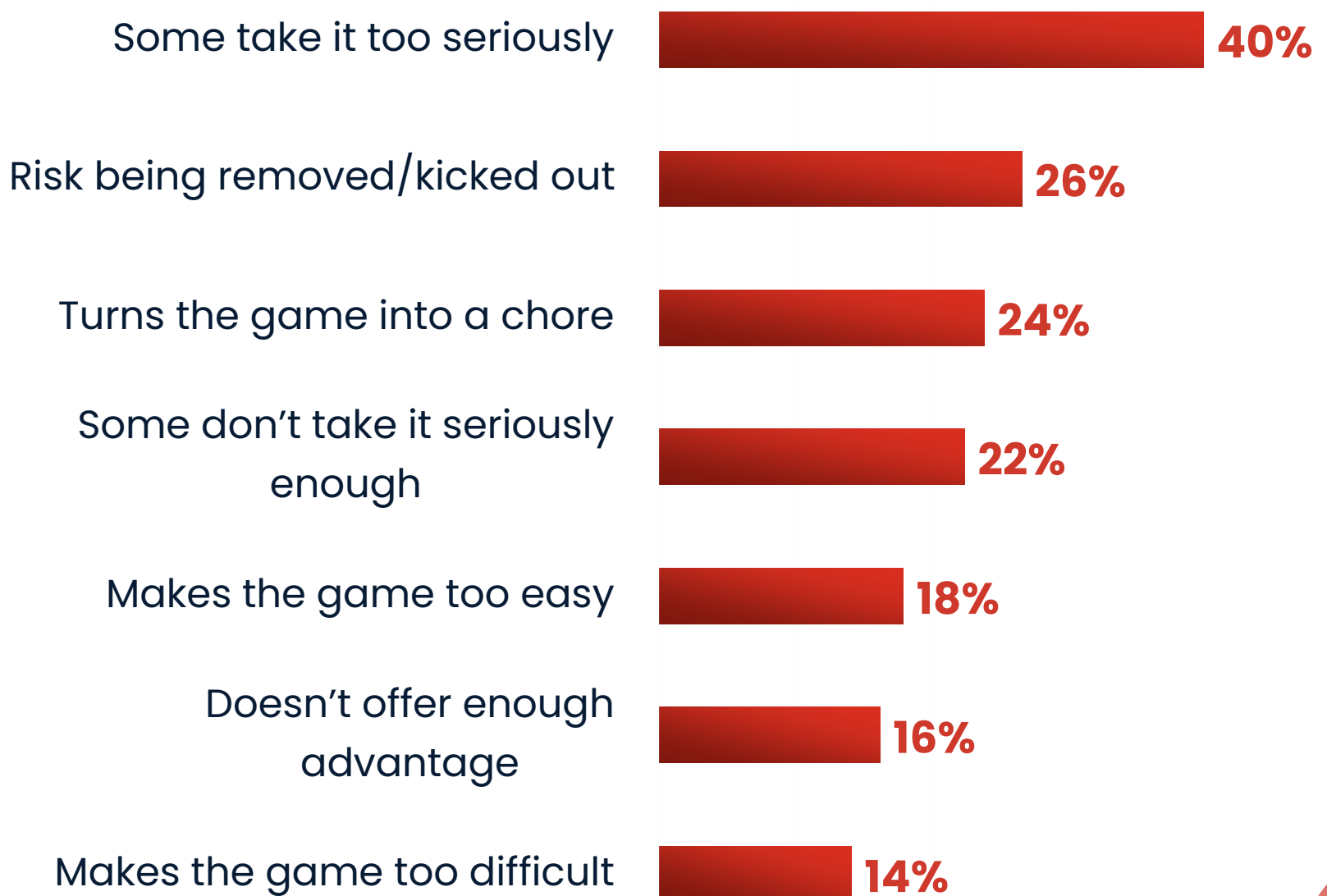


*"They **don't add anything of value** to the game"*



Serious gameplay can take the fun out of the game for Clan members

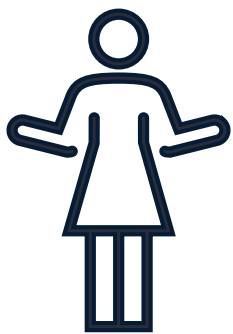
What Clan members dislike about Clans



For those who **avoid joining Clans, social gaming** does not interest them

Why Non-Clan players avoid joining Clans

For those **who do not join in-game Clans**, a lack of interest in **social gameplay** or the **time-commitment** of Clans act as deterrents.



51%

Clans don't interest them



31%

Prefer to play alone



27%

Don't play often enough to get value



19%

Already have people to play with



18%

Turns the game into a chore

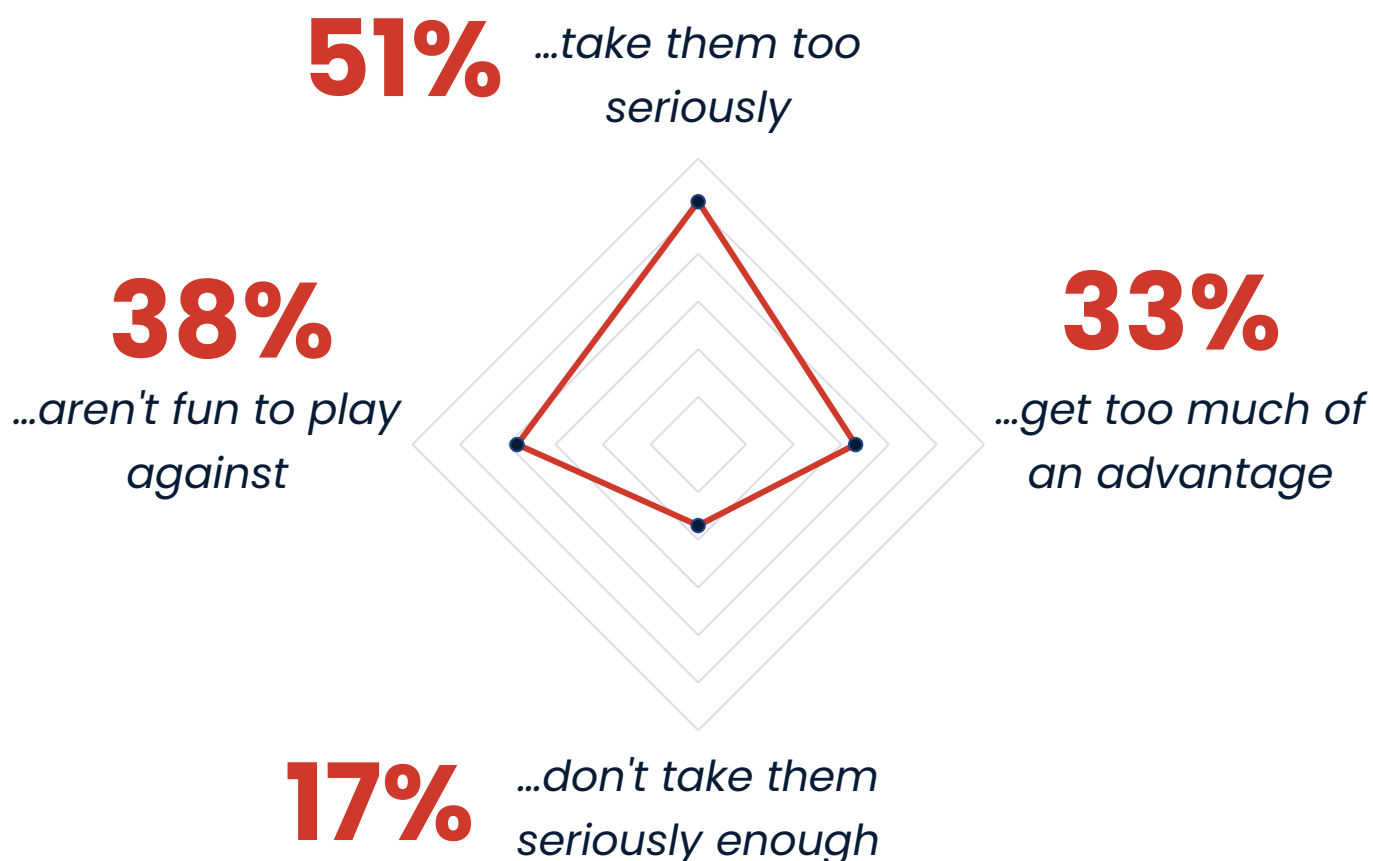


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Non-Clan Players may feel that game fairness skews towards Clan Players

What Non-Clan Players dislike about Clan Players (% Agree with statement)

"Other players in Clans..."



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How can in-game Clans be leveraged to keep audiences engaged?

Present Clans as a social opportunity

The prevailing reason a player will sign up is for the social side of things. Highlight in-game communities that players can use to meet new people and share their experiences with.

Make it simpler to find a Clan which fits

Players appreciate the routine given to them by joining a Clan, but for some this begins to feel a lot like work. Give players a way of filtering out which Clans/Guilds are for socialising, and which are for dedicated day-to-day tasking.

Keep competitive Clans away from casual gamers

For gamers who want to keep the game fun and play alone, playing against Clans feels distinctly unfair. Give players the option to opt out of playing against Clans in matchmaking-based games (i.e. FPS, MOBA, etc.)



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GET IN TOUCH TO LEARN MORE ABOUT TRENDS IN GAMING AUDIENCES

About Bryter

Bryter is an award-winning global insights consultancy. We have specialised in the gaming sector for over 10 years, working with a range of clients, addressing a variety of business objectives.

We support companies throughout the development process, from initial quickfire concept testing, asset development, and playtesting, to market sizing and marketing positioning.

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