Contents

What is a Niche Audience?

- Audiences that come to a game explicitly because of the subject matter of the game

- Can be a franchise, a profession, a hobby - passion-driven

- Often underserved, sometimes served poorly

- Discovered while concepting a game

- Do not have to be small, just focused

Key Takeaways

- Get a clear understanding of the importance of niche audiences in your communities

- Understand best practices for engaging with/managing these audiences

- Understand and discover the leaders in this style of community management

Niche Examples

Scuba Diving Simulator

Who is Your Audience?

- Ideally discovered during game concepting

- Subject matter experts/enthusiasts

- Subject matter explorers

What Are They Looking For?

- Attention to detail + authenticity
  - Are you real fans, or just making a quick buck?
- Variety
  - Hobbyists want to explore what they can't afford
- Challenge
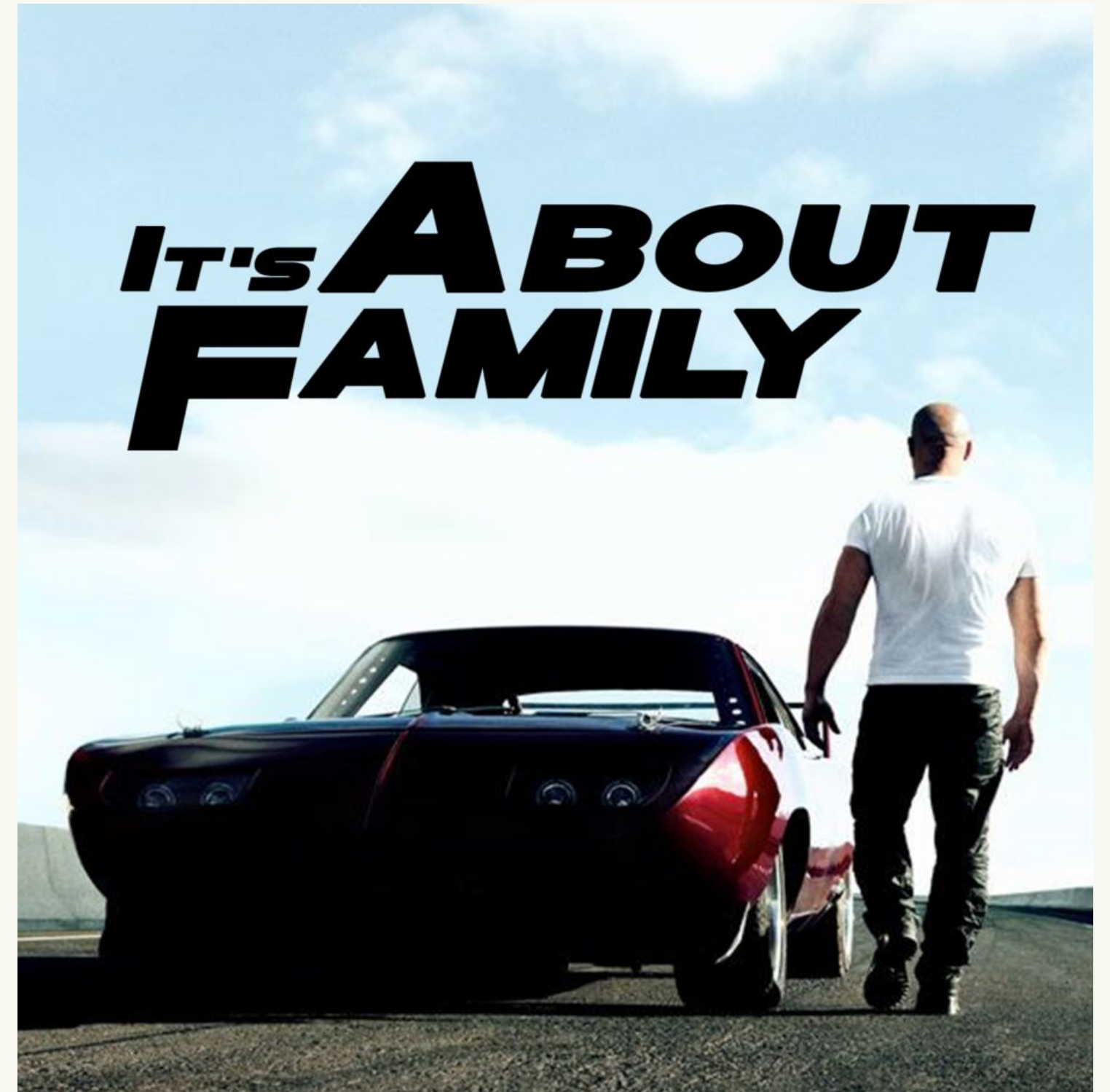 - Hobbyists want to push their limits

Understanding Your Audience

- Become involved, ask questions about real-life experience
  - Discover where they get their information
  - Empower the experts, but don't hand over control

Games are an extension of passion:

Become the place for your audience to explore their passion

How This Benefits You

- A built-in engaged and enthusiastic captive audience

- Content generation from an expert perspective

- Easy avenues into non-gamer audiences

Potential Pitfalls

- Can alienate non-engaged audiences
- Audiences expect their passions done justice, set expectations
  - Difficult for smaller scoped projects
- Justice is very personal, can't please everyone
- Being down-to-earth matters

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How They Did It:

Farming Simulator 19

- Was an **underserved**, tight-knit audience

- Largely non-gamer audience

- Community cares about grassroots: Do you REALLY understand farming?

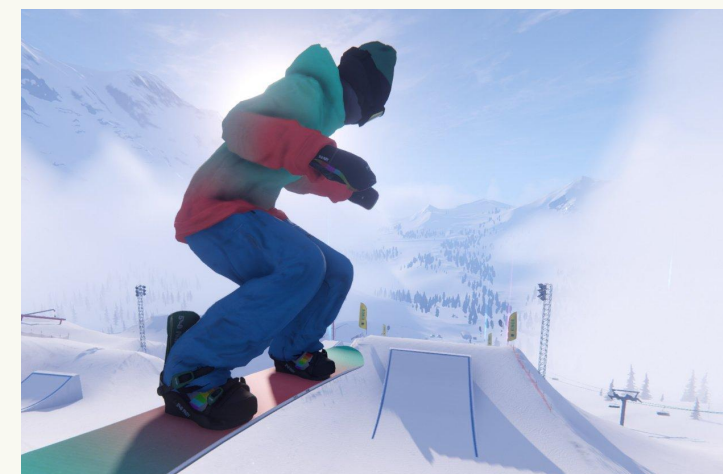Farming Simulator 19 — JOHN DEERE REVEAL COMMUNITY REACTIONS

Warhammer

- Encouraging speculation

- Relying on the history and the fans themselves

How They Did It:
Shredders

- **Controller bindings!**

- Taking risk on inclusion

- True fans

- Earnest

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Closing Thoughts

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- Being authentic to that audience is difficult, but earns you their trust and respect.

- Converts into a built-in audience that will spread the word of your game to similarly interested people.