



Offerings for Brands

80 LEVEL PARTNERSHIP OPPORTUNITIES



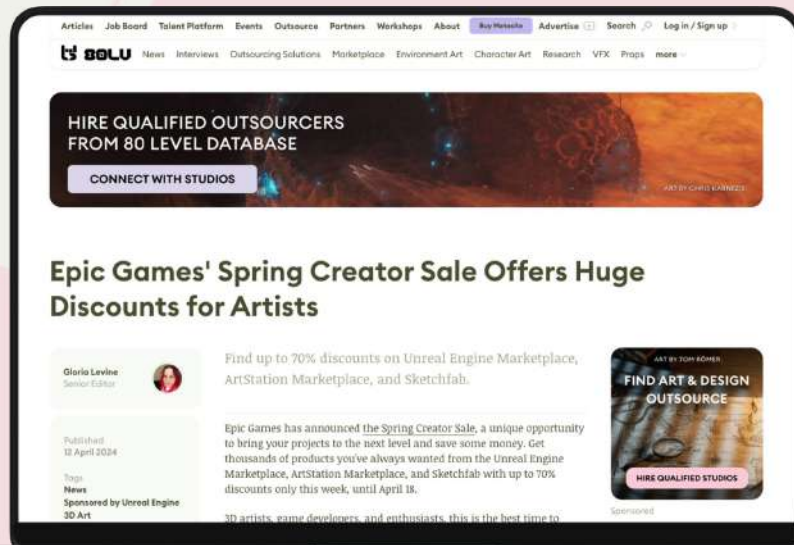
digital media and market research
agency that operates globally

80 Level Media covers all-things gamedev and digital art and offers exclusive insights from companies & game studios like Epic Games, Adobe, SideFX, Unity, Marvelous Designer, Reallusion, Naughty Dog, Sony, etc.

80 Level Media:

- Industry News
- Interviews and Case Studies
- Tutorials and Guides
- Industry Research Reports
- Artist Spotlights
- Resource Sharing

1 Million + **10 Years +**
Unique Users Expertise



80 Level Provides Great International Reach



1.5M

Website monthly views



8K

Respondents in the research-dedicated database



1.2M

Followers on social media platforms



100K

Newsletters subscribers



248K

LinkedIn followers



300K

Facebook followers



334K

Instagram followers



233K

Twitter followers



19K

YouTube followers



13K

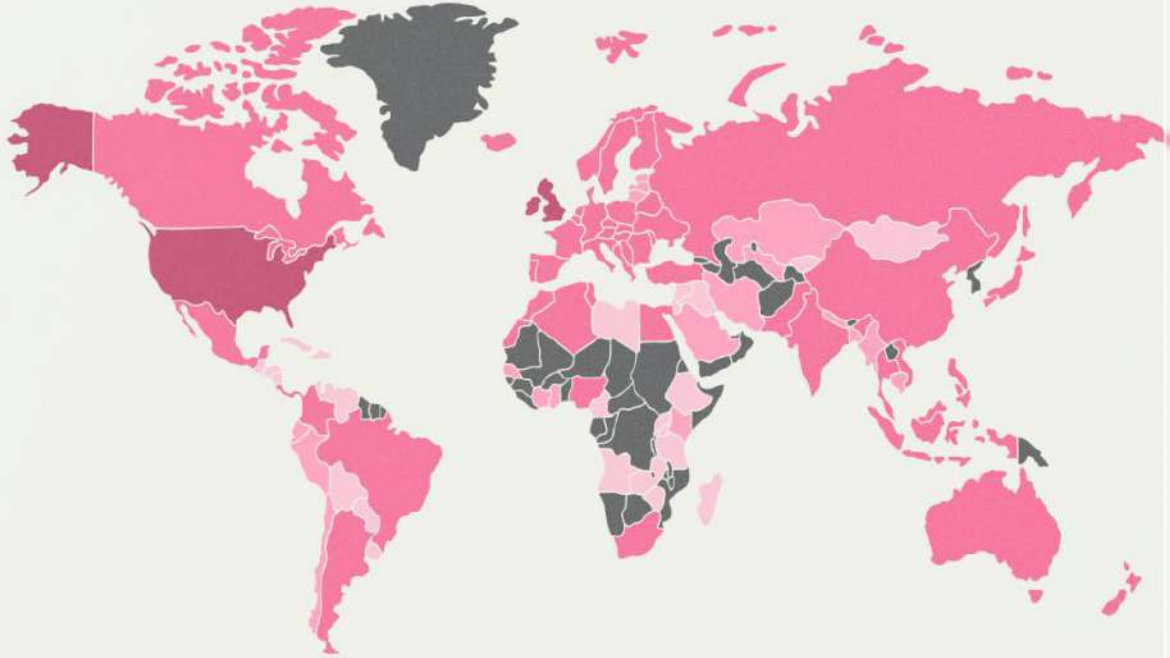
Telegram followers



50K

Threads followers

80 Level International Community



Top Countries

United States

United Kingdom

Canada

India

Australia

Germany

France

80 Level Audience Loves Tech

Main interests

Gamedev

VFX & Animation

Media & Entertainment

Technology / Mobile

Environment & Character Art

Materials & Props

Tools & Software

Unreal Engine

Substance 3D Painter

Substance 3D Designer

Houdini

Maya / Max

ZBrush

Unity

Godot

Adobe After Effects

Cinema 4D

Megascans

Photoshop

Blender

Agisoft

RealityCapture

Game Industry Execs Read 80 Level



Marcus Lehto

Game Director, Electronic Arts



Rafael Grasseti

Art Director, Netflix



Amy Hennig

Co-President, Skydance New Media



Stephanie Dowling

Senior Outsource Manager,
Epic Games



Isabelle Bismuth

Director Of Partnerships, Codev and
Outsourcing, Ubisoft Montréal



Ivan YL Chan

Executive Art Director (Art and
Design Center), NetEase Canada



Alex Hammond

Creative Director,
Epic Games



Jeff Ross

Game Director & Designer,
Crystal Dynamics



Fiona Cherbak

Lead Talent Program Manager,
Xbox Game Studios



Karl Marshall

Art Director at Next Games,
Netflix



Ben Taylor

Technical Producer, Square Enix



Nicolas Bouvier (Sparth)

Senior Art Director,
Tencent - TIMi Studio

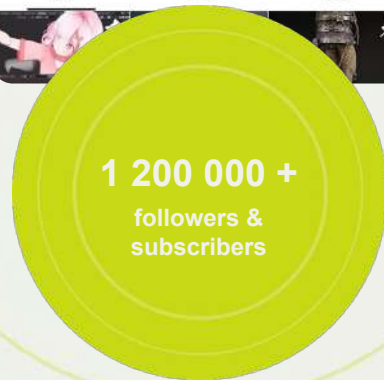
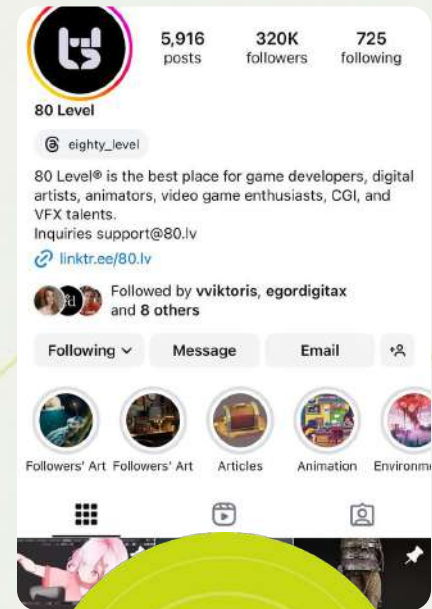
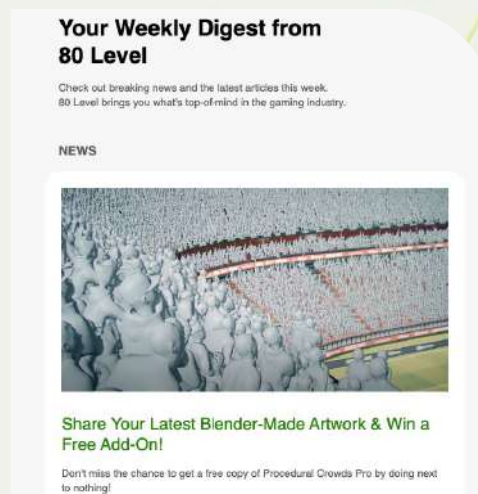


Get More Traffic with Multichannel Promo

Enhance targeted content visibility by cross-promotion on our rapidly growing SM platforms

Additional channels

- Promo posts for each article across 80 Level Social Media (6 platforms)
- Video tutorials & showcases in 80 Level feed on YouTube, Instagram, and TikTok
- Weekly newsletter features & dedicated newsletters



Boost Visibility

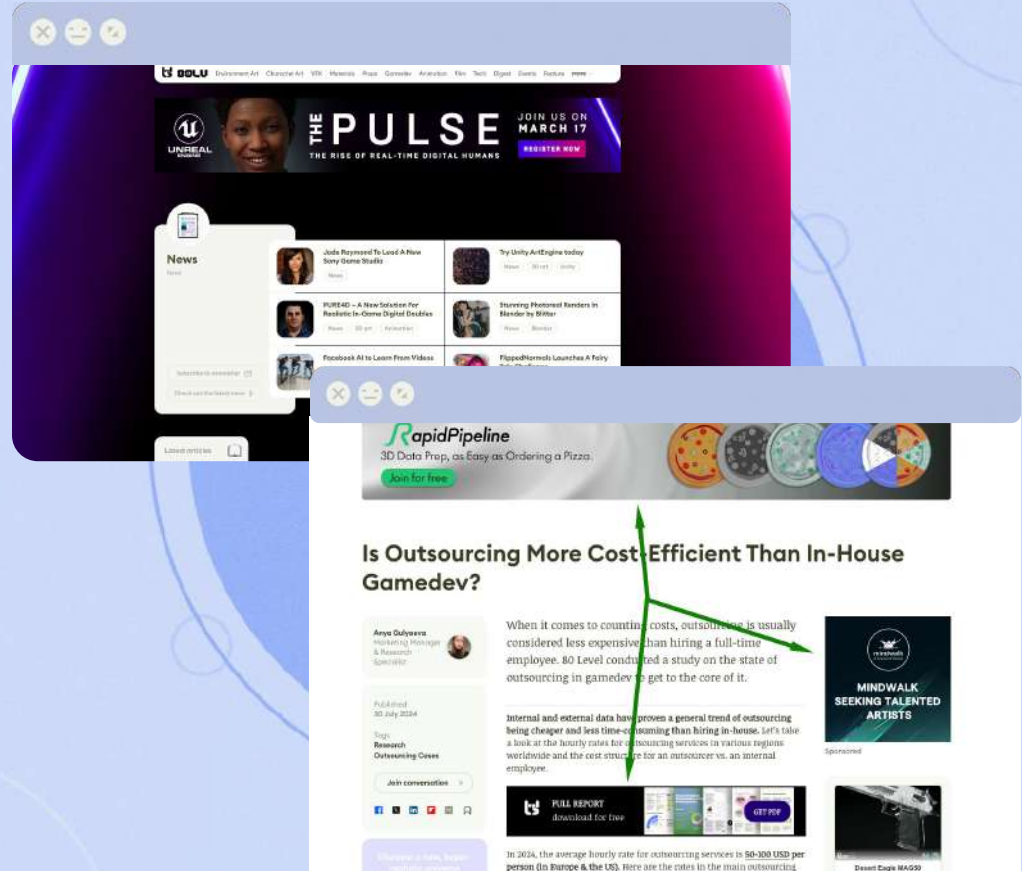
Banners on 80.lv

Choose from a variety of rotating and fixed banners to increase visibility and highlight call-to-action.

80 Level has a limited amount of hand-picked banners on our website at all times. Your message won't get lost in the digital noise.

Banners options:

- Rotating Big-image top banner
- Rotating Image side banner
- Fixed Pre-sale banner inside articles
- Homepage takeover branding banner



Increase Engagement & Get User-Generated Content

Launch your contest on 80 Level

You can launch various co-branded contests on 80 Level and get acquainted with our vibrant and dynamic creator community.

There are different partnership options, depending on your brand's needs. Anything from asset creation to 3D worlds experiences - 80 Level will help you turn it into a contest and involve creators across the globe to participate.

Why contests lead the way?

- Enhance brand visibility
- Showcase your capabilities
- Drive user acquisition
- Boost brand loyalty
- Get user-generated content
- Strengthen community bonds

Contest opportunities

- Promotion of your own contest through our channels, inviting our community to join
- Co-branded contest sponsored by you, organized and launched by 80 Level
- Co-branded contest with multiple sponsors, organized and launched by 80 Level



Engage 80 Level Community

80 Level Contests

80 Level can host & manage co-branded contests, challenges, and events designed for 3D content creators.

Partner with our creators community on content development for your product launches and marketing campaigns to enhance brand visibility.

80 Level Discord Forum

Our newest initiative focused on growing active Discord community. Benefit from our brand activities and promo opportunities:

- Featured posts & contests
- AMA sessions & streams for your brand
- Creation of dedicated channels for your projects
- Temporary admin rights for brand channels

80LU





80 Level Research



READ OUR REPORTS

We conduct quantitative and qualitative research to get valuable market insights to drive business success.

Ask any specific questions and customize your own research.

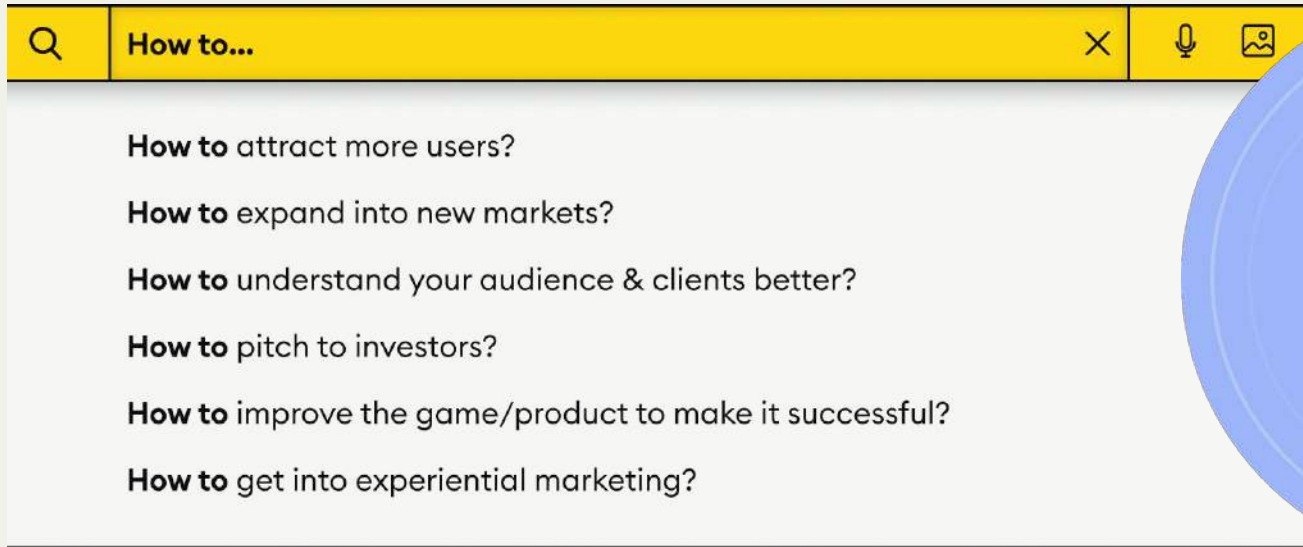
- Understand your audience and their needs,
- Stay ahead of your market and its trends,
- Analyze your competitors' best practices,
- Make informed business decisions,
- Develop strategies driven by real data.

Consulting and guidance tailored to your company's needs based on best practices and research data.

Everything you need to overcome business challenges and find new growth areas

Make Data-Driven Decisions

8,000+ respondents in the dedicated Research Database





Interviews & Surveys

with gamers, game developers, digital artists,
and other industry professionals

Market Trends Identification

Competitive analysis

Customer Journey Maps

Product Hypotheses Validation

Find the Right Fit for Your Needs

Our team will help you to identify all major pain points and growth areas for your company.

We will guide you through all research options and build a clear strategy for market research pinpointed and customized specifically for your business goals & budget.

Starting from
\$3,000

80LU APRIL 2023

GAME-RELATED PURCHASES

Japanese gamers have demonstrated their interest in a variety of game-related purchases:

Downloadable content (DLC) 38%	Characters and weapons 37%	In-game currencies 31%

DEVELOPERS AND PUBLISHERS RECOGNITION

Gamers are more focused on the content of a game rather than on who developed or published it. When asked about which developers or publishers made their favorite titles, 80% of respondents had little to no recollection at all.

NEW RELEASES

When it comes to learning about new releases, gamers have a wide array of sources available. The top sources for gamers include:

Gameplay videos/streams 41%	Social media 39%	Google search 37%

INFLUENCERS

57% of Japanese gamers don't follow any specific gamer or gaming influencer after all when it comes to gaming.

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80LU 80 Level Research | Gamdev Report: Outsourcing Vs. In-House June - July 2023

GAMEDEV OUTSOURCE DRIVERS

	2022	2023
Increase of the content creation needs	74%	81%
Lack of human resources	48%	37%
Complexification of games	28%	48%
Internal budget-cutting measures	27%	19%
Competition skills	22%	25%
...	13%	25%
...	11%	11%
...	9%	6%

Source: External Development Summit (Q2) Report - 2023

If a team lacks skills in a particular area, it is more practical to collaborate with external specialists who have extensive experience to improve the quality of the work.

“It’s just a personal opinion, it doesn’t represent the company’s vision.”

Chosen as most likely to outsource are those development stages that could be delivered by dedicated professionals. For example, localization is quite a [serious] question for AAA projects and it’s better to ask professionals than hire a team. Sound is also a thing that can be done by others. I ranked them in reverse order.

of studio competency. We are small enough that it doesn’t make sense to put things like Localization or bulk QA under our roof permanently, and these are easy items to give to someone else.

* All quotes from the anonymous participants of 80 Level Survey 2024.

Our Research Package

- Custom research tailored to your needs
- Analysis wrapped in a detailed report with actionable insights
- Unique marketing materials prepared by 80 Level
- Consulting and guidance

Hire with 80 Level Talent

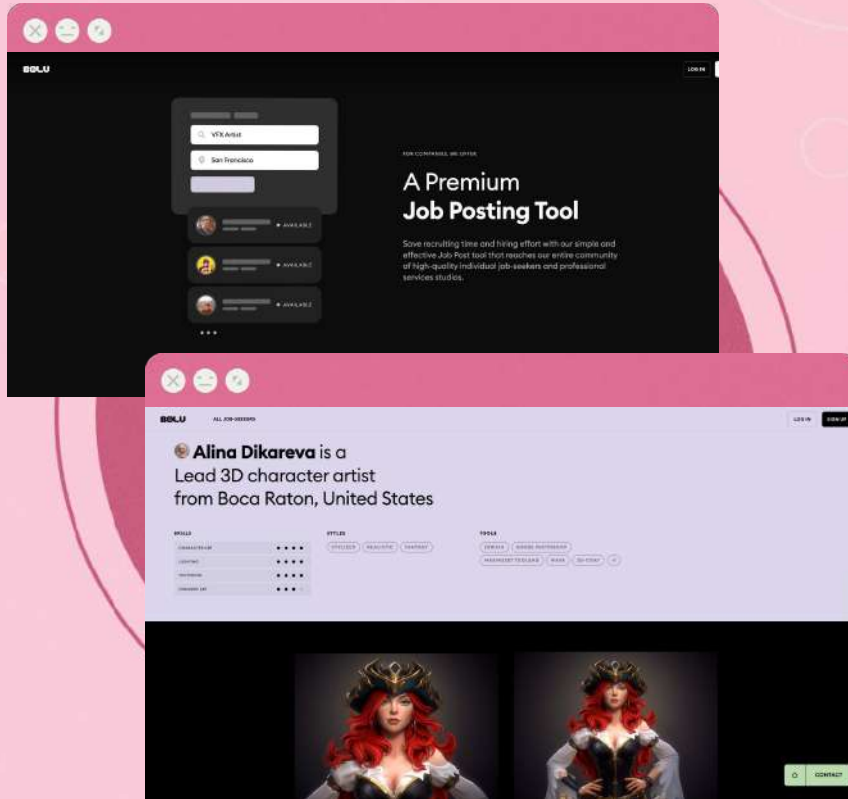
80 Level Talent is premium job-matching subscription service catering to the video game and other creative industries. We offer two highly effective ways to hire or be hired.

Job Posts

80 Level Job Posts are highlighted across 80.lv. Opportunities are promoted to job-seekers when it matches their preferences and company needs.

Curated Talent Database

A fast-growing community of pre-qualified job-seekers and expert studios looking for their next creative opportunity.



Benefit from 80 Level's Extensive Partnership Network

Over the years 80 Level has built and maintained business partnerships with many industry events as well as Gamedev & Digital Art schools and colleges across the globe. 80 Level team can help you connect with the right people, negotiate a partnership or collaboration and organize the process. Do not miss an opportunity to benefit from our vast list of connections!

35+ Industry Events & Conferences

- Additional visibility for your articles and SM posts through the promotion on events' pages
- Opportunity to participate in speaking sessions or round tables
- Special rates and discounts

25+ Gamedev & Art Schools

- Promote your brand among students & graduates
- Participate in career evenings and meetings on campus/online, meet best students, get new hires
- Collaborate with schools on education courses

Our partners



gamescom
asia



gamescom



THINKTANH
TRAINING CENTRE

80 Level Price Rates

**Create your own Ads, Research
or Talent package or choose from
our discounted special bundles.**

Contact the Sales team for more details



80 Level Advertising Rate Card

Promo Type	Reach	Price
Articles on 80.lv	1M+ unique monthly visitors	From \$2,200 per article (SM posts included)
Social Media Posts	Depends on the platform (see slide #3)	From \$400 per post
Banners	1M+ unique monthly visitors	From \$700 per banner for 2 weeks
Newsletters	15k subscribers - email newsletter 85k subscribers - LinkedIn newsletter	From \$500 per inclusion
Discord Forum Activity - NEW!	1100 members, 62% new members retention	From \$200
Dedicated Contest - NEW!	Promotion across all 80 Level platforms	From \$5,000

MINIMUM PACKAGE

\$3,000

80 Level Research Rate Card

Research Type	Description	Price
External sources-based marketing research	External sources data search, analysis, conclusions, action points, consultation, PDF	From \$3,000
Expert interviews-based qualitative research	Interviewees search & outreach, interviews conduction, analysis, consultation, PDF	From \$7,000 per 5 interviews
Survey-based quantitative research	Survey development, programming, promotion & distribution, analysis, interpretation, PDF	From \$10,000 per 1k respondents
Competitive analysis	Comparison of competitive companies/brands by defined criteria, analysis, conclusions	From \$3,000
Customer Journey Map	Touchpoints identification, CJM map creation, ScreenFlow visualization of all stages, analysis conclusions, insights, action points	From \$5,000
Your survey distribution to 80 Level Research Panel	Optimization & distribution of your prepared survey to the 80 Level Research database of gamers, gamedevs, and industry experts	From \$3,500 per 2 send-outs

80 Level Talent Rate Card

Type	Also Includes	Price
1 Job Post	<ul style="list-style-type: none">• One mention of each job post in 80.lv article (+ SM posts for this article)	\$300
3 Job Posts - Bundle	<ul style="list-style-type: none">• Inclusion of each job post in the career opportunities section of our weekly newsletter	\$800
5 Job Posts - Bundle		\$1,270
<hr/>		
1 Month of Talent Database Subscription	<ul style="list-style-type: none">• Unlimited Job Posts listed on 80.lv (30-day lifetime)• All Job Posts-related promo offerings mentioned above	\$1,000
3 Months of Talent Database Subscription	<ul style="list-style-type: none">• Unlimited Artists Database access• Banners Combo on 80 Level website• 1 co-branded article per month to promote your company's career opportunities	\$2,700
6 Months of Talent Database Subscription		\$5,100

40%

maximum discount

\$70k

potential savings

Purchase one of our Basic or Premium packages
and get the most value for the best price

Save Marketing Budget with 80 Level Bundles

Basic Advertising Packages

1 MONTH

<ul style="list-style-type: none"> 1 Article (+ promo across all SM) 1 Pre-sale Banner (~ 5k views) 1 Feature in the Email & LinkedIn Newsletters 1 Top Banner (~ 40k views) 1 Side Banner (~ 40k views)
<p>Total Value : \$ 6,950</p> <p>- 10%</p>
<p>NEW PRICE: \$ 6,250</p>

3 MONTHS

<ul style="list-style-type: none"> 3 Articles (+ promo across all SM) 3 Pre-sale Banners (~ 15k views) 3 Features in the Email & LinkedIn Newsletters 3 Top Banners (~ 120k views) 3 Side Banners (~ 120k views) 1 Dedicated Email Newsletter & LinkedIn Newsletter
<p>Total Value : \$ 21,630</p> <p>- 20%</p>
<p>NEW PRICE: \$ 17,300</p>

12 MONTHS

<ul style="list-style-type: none"> 12 Articles (+ promo across all SM) 12 Pre-sale Banners (~ 60k views) 12 Features in the Email & LinkedIn Newsletters 6 Top Banners (~ 240k views) 6 Side Banners (~ 240k views) 6 Dedicated Email Newsletters & LinkedIn Newsletters
<p>Total Value : \$67,900</p> <p>- 40%</p>
<p>NEW PRICE: \$ 40,750</p>



Premium Advertising Packages

1 MONTH | \$15,100 VALUE

- 20%

2 Articles (+ promo across all SM)

2 Pre-sale Banners (~ 10k views)

1 Feature in the weekly Email & LinkedIn Newsletters

1 Day Homepage Takeover Branding Banner Slot

1 Top & 1 Side Banners Combo (~ 80k views)

1 Dedicated Email Newsletter & LinkedIn Newsletter

1 Social Media Post x 4 Platforms

NEW PRICE: \$12,000

3 MONTHS | \$43,200 VALUE

- 30%

6 Articles (+ promo across all SM)

6 Pre-sale Banners (~ 30k views)

3 Features in the weekly Email & LinkedIn Newsletters

2 Days Homepage Takeover Branding Banner Slot

3 Top & 3 Side Banners Combo (~ 240k views)

3 Dedicated Email Newsletters & LinkedIn Newsletters

3 Social Media Posts x 4 Platforms

NEW PRICE: \$30,250

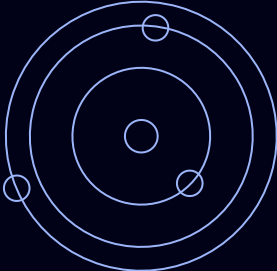
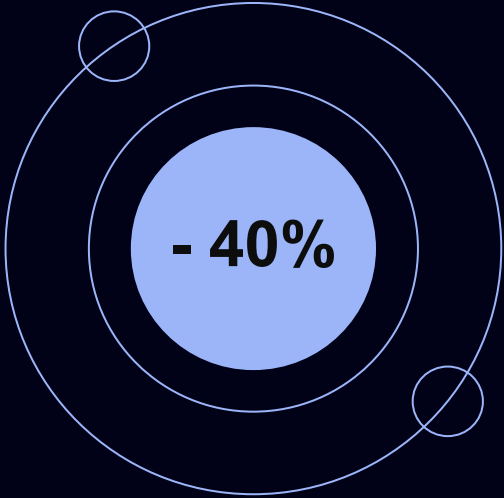


Best Value Premium Advertising Package

12 MONTHS

24 Articles (+ promo across all SM)	24 Pre-sale Banners (~ 120k views)
12 Features in the weekly Email & LinkedIn Newsletters	6 Dedicated Email Newsletters & LinkedIn Newsletters
6 Days Homepage Takeover Branding Banner Slot	12 Top & 12 Side Banners Combo (~ 1M views)
1 Co-branded Contest Launched & Managed by 80 Level	12 Social Media Posts x 4 Platforms

Total Value:	\$175,350
NEW PRICE:	\$105,200



Get in Touch

Contact our Sales Team
if you have any questions

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80 Level Sales Team

Contact our Account Managers

✉ sales@80.lv