

2019

The State of Fandom



Welcome

Fans' engagement can ensure a content property's success, or signal its doom—sometimes before a movie, show or video game even hits the market. For marketers and media companies alike, understanding the inner workings of fans and fandom has never been more important.

At Fandom, we have a front row seat to the evolving role fans are playing in all facets of pop culture, from movies to games, TV, books, anime and more. To help set benchmarks for fandom and identify trends across the industry, as well as provide actionable insights for brand marketers, media companies and content creators, we decided to put together this inaugural report, "The State of Fandom."

Produced in partnership with our friends at Ipsos, we looked at fan behavior across platforms, including on our own sites, where 200 million fans come every month to engage with like-minded fans about their favorite content.

In the pages that follow, you'll find key data and insights into:

- Market sizes of fandoms across demographics and verticals
- Behavioral differences between casual fans and superfans
- Seven types of fans (with a deep dive into three that are particularly powerful for brand building)
- The unique attributes of movie, TV and video game fans
- Nascent markets to watch out for (spoiler alert: Anime has arrived!)
- How to engage these audiences effectively

We hope you find this report as interesting as we found combing through the data to create it, and welcome your comments, questions and feedback using #StateofFandom or at insights@fandom.com.

- The Fandom Insights Lab





The Market for Fandom

Content reigns supreme—especially existing franchises

Disruption is everywhere in entertainment.

With the explosive growth of streaming and mobile video, along with a shift away from traditional TV, a marketer's job has never been more challenging.

The same goes for media companies. Even Netflix, Hulu, HBO GO and Amazon Prime Video are facing growing competition from new streaming entrants like Apple, AT&T's WarnerMedia and Disney+, as well as from a slew of niche sites.

The market for content is booming:

- U.S. adults spend 11.5 hours per day connected to media (Nielsen Total Audience Report)
- The OTT market has jumped 33% year over year to \$27 billion, reaching 183 million viewers (eMarketer)

- The U.S. gaming industry has 250 major releases this year, with a whopping \$44 billion spent (TechCrunch)
- Esports are forecast to generate \$1.5 billion in annual revenue in 2020 (Deloitte)
- U.S. box office revenue is up 7.4% year over year (Box Office Mojo)

But the content we're consuming isn't strictly new: **Nearly half of new video game releases are part of existing franchises, while 1 in 3 new film releases are based on existing properties**, per Game Informer and Box Office Mojo, respectively. (Think: reboots, franchise installments and anniversary theatrical runs).

Studios and game publishers are relying on franchises to take fans on a longer journey—and to bring in new fans by framing releases as part of a larger cultural conversation.

“ Nearly half of new video game releases are part of existing franchises, while 1 in 3 new film releases are based on existing properties.



Three Stages of Fandom

The journey to evangelism

When you think about the last show, movie or video game you became obsessed with—really, really obsessed with—your experience with the content likely followed a path similar to this: Discovery (finding out about the content), emotional investment (getting into the content), evangelism (spreading the word about how great the content is).

In our research over the years, we’ve found this to be true across content types, genres, and verticals.

There are three stages of fandom. When we think about the stages of fandom, it’s important to note that fans of all engagement levels—casual and superfans alike—move through these three stages. That is, every potential fan starts at Stage 1, Discovery, but not all potential fans will make it all the way through to Stage 3, Evangelism.

It’s also important to recognize that the stage you are in is dependent on the content in question (e.g., the show, movie, game) as well as the vertical the piece of content falls into. So you could be in Stage 1 for a Netflix show you just started watching, and Stage 3 for a movie franchise like Batman that you’ve been watching and following since you were a teenager.

But in all cases, the most powerful, influential fans are the ones in Stage 3, Evangelism. These are the fans that go to IRL shows like New York Comic Con, will get married in Jon Snow and Daenerys Targaryen costumes, will start communities around your content (on Fandom alone, we have more than 400,000 and counting!) and spread the word to others. These are the fan relationships that marketers and content creators want to foster and grow.

Before we can understand how to move a fan from Discovery to Evangelism, let’s take a closer look at what happens in each stage.



Stage 1: Discovery & Interest

This is the initial stage of learning about a piece of content (e.g., show, game, book, movie). So how do fans first learn about content? In our age of fragmentation and channel proliferation, it turns out that **word of mouth still reigns supreme.**

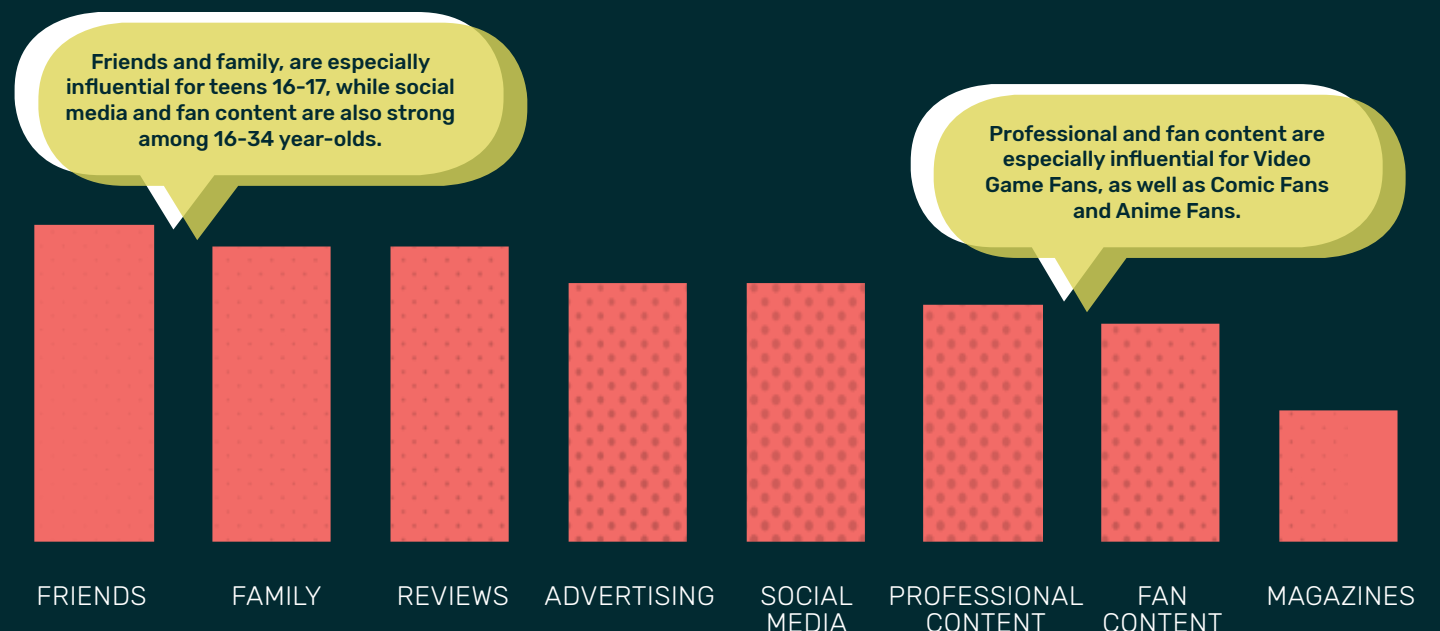
Regardless of age, gender or content vertical, fans are most influenced by word of mouth sources. This also holds true for fans who will

ultimately become Superfans (self-rated as a 9 or 10 on a 10-point scale of fanship for a content property) or will remain Casual fans (self-defined as a 5-8 on the same 10-point scale). As marketers and media producers, this is key: Since all fans listen to their friends and family when deciding what to sample, and all fans start at the Discovery stage, generating positive word of mouth buzz is a prerequisite to ultimate Superfan success.

Word of mouth & reviews are key influencers for trying content

Influences to Try New Content

Among All Respondents



“Across the board, a fan’s friends and family are the leading influencers in what content gets discovered and tried.

Perhaps surprisingly, family recommendations are the most influential among teens. But teens are also disproportionately influenced by other sources, as well, including fan content (68%). Once they discover content, teens and young adults (18-24 year-olds) have the highest levels of social influence on others about that content—81% compared to just 61% among 35-44 year-olds, with social influence levels trending steadily down as fans get older.

Professional content and reviews also play a significant role in influencing what content gets sampled. This is especially true for Gen Xers, the majority (62%) of whom are influenced by these types of sources. Men, more than women, are also more reliant on professional content (71% vs. 59%) and fan content (61% vs 55%) in deciding which content to try out. Women, on the other hand, are more slightly likely to be influenced by what they see on social media (75% vs. 68%). For fans who will ultimately become Superfans, professional and fan content, advertising and social media also play a larger role—it all influences them.

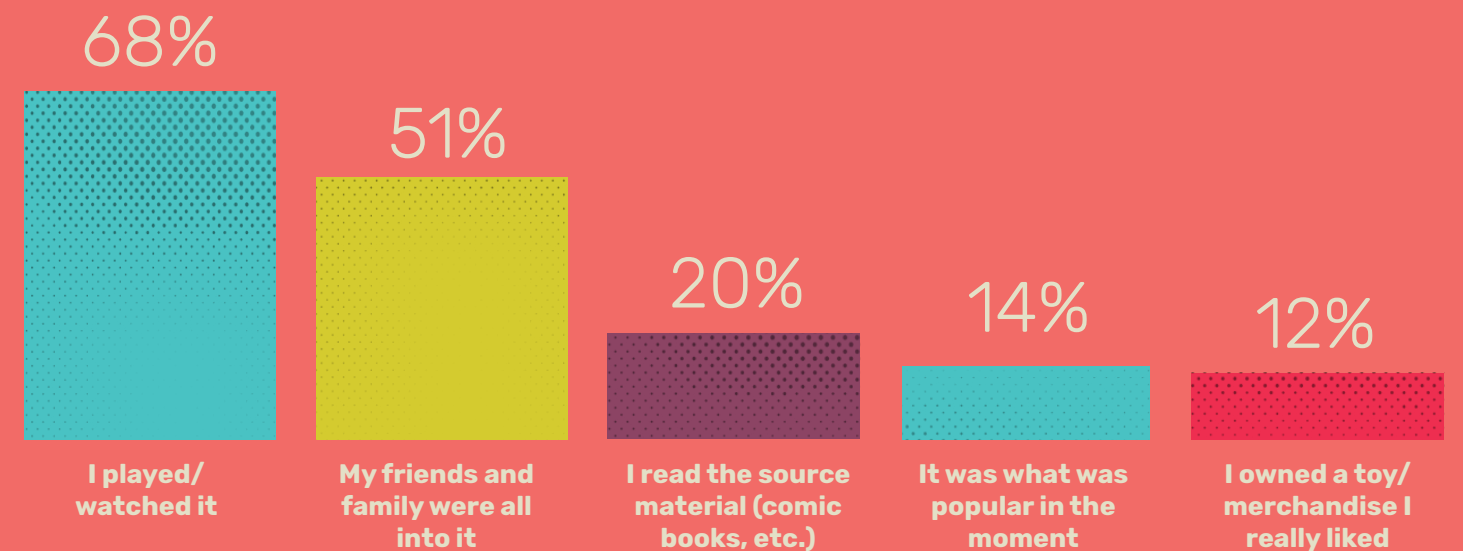


Stage 2: Emotional Investment & Curiosity

After a fan discovers the content, they can move into Stage 2: Emotional Investment & Curiosity. In this stage, they begin to get invested in the content property, exploring ancillary content related to the show, movie, book or game, and getting a feel for the world around it. 60% of fans in Stage 2 will engage with content about their fandoms on social and community platforms. Fans in this stage also visit content creator sites, fan sites, and begin following the properties and related content feeds on social media.

From earlier segmentation research, we found that what triggered interest for fans to “go deeper” was similar across the board—and similar to what led them to learn about the content in the first place. But as you can see in the chart below, in this phase, family and friends take a back seat to engaging with the content itself.

What triggered deeper fan engagement?





Stage 3: Evangelism

The third stage of fandom is Evangelism. In this stage, fans find a role and voice within the community about the content they love. They post frequently on social media, join online groups and communities, meet up with like-minded fans in real life, and create longer-form content, documenting and chronicling the content they care about.

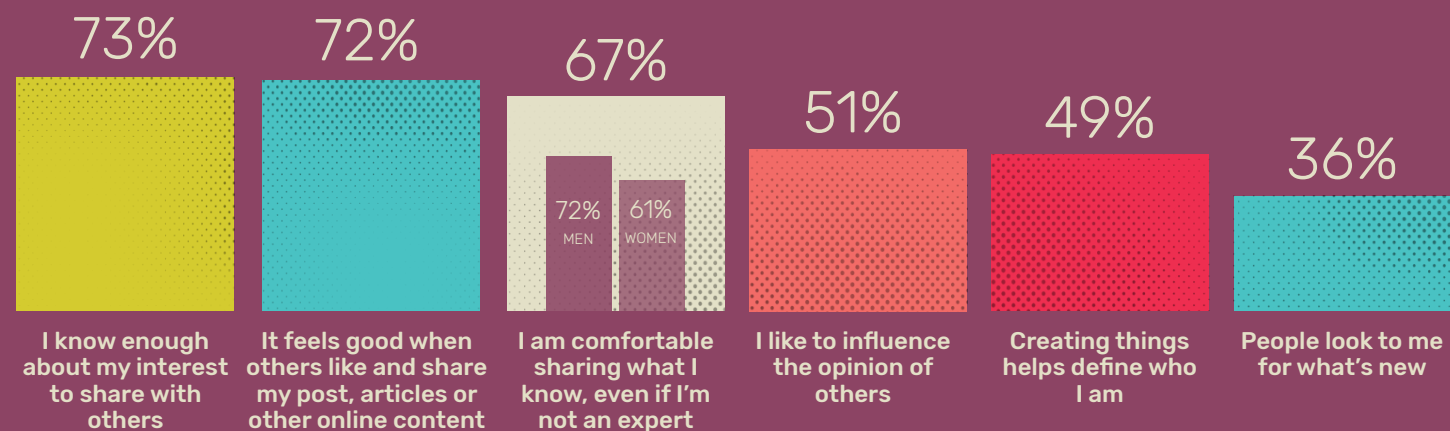
A full 30% of fans in this stage will become content creators themselves. Heavy creators will write articles or blog posts, contribute to wikis, and produce podcasts, fan fiction or videos. Light creators will share or post me-

mes, respond to comments and discussions on social media or fan communities, and create short-form content about their fandoms, usually in text format.

The motivations behind this fan-generated content range from the emotional payoff they receive from the community that sees their work (the same reason people enjoy getting likes and comments on the personal photos they share on social media platforms) to the desire to “serve the greater good” or see themselves as an integral part of a larger fan community.

Why do I create content about the properties I’m a fan of?

(TOP TWO BOX ON AGREEMENT SCALE)



Know Your Fans

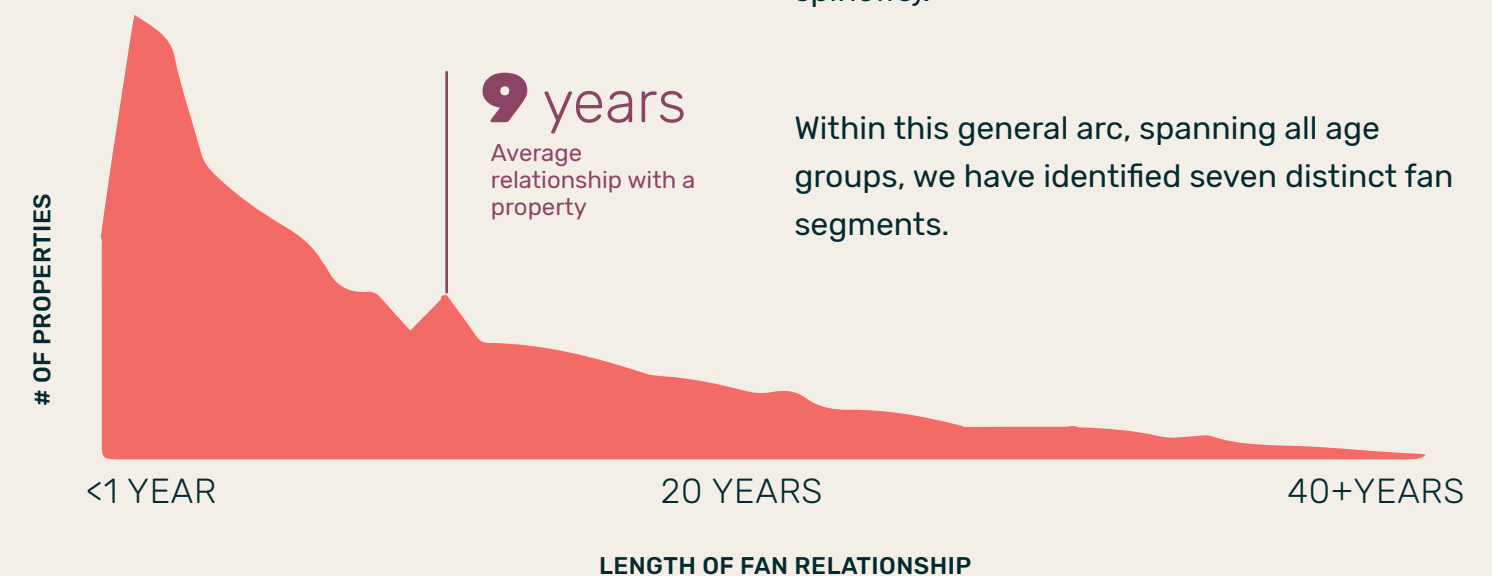
The audience

Now that we’ve looked at the stages of fandom, it’s time to look at the fans themselves. Who are these passionate enthusiasts? These content explorers? These binge-watchers and community creators? And how can their connection to content be cultivated over time?

It turns out, over a person’s lifetime, the arc of fandom is long. **The average duration of a long-term fandom is nine years.**

The idea of “getting them while they’re young” bears out in the data: Across genres and content verticals, **we see fandom peak in teens, take a dip among 18- to 24-year-olds, and reignite in 25- to 34-year-olds.**

The implications of this arc are profound for marketers and media brands, especially those seeking to build lifelong fandoms. Engaging younger fans can be critical to content success, and the later “bump” is good news for marketers who want to reengage fans with content (think: franchises, reboots, spinoffs).



Within this general arc, spanning all age groups, we have identified seven distinct fan segments.



EXPLORER

This is the largest segment of fans, comprising half of the overall market. Explorers are smart, dedicated fans committed to a limited number of content properties. But outside of their core fandoms, they have a high churn rate for content. They're generally less interested in a property's lore or source material and more interested in finding out what's new and next for the content they love. They're generally more likely to be Superfans of TV and video games and exhibit the highest fanship of any segment for franchises.



EVANGELIST

Evangelists love being part of a community and see their fandoms as a method of connecting with others. Heavy users of social and fan platforms, they want to be seen as influencers, mindful of their reputation as experts. Interacting with other fans of their favorite franchises deepens their fandom. They exhibit high levels of fandom but spend less time developing knowledge about their favorite properties than the Educator.



EDUCATOR

High fanship across multiple verticals, particularly gaming. They are confident in their level of knowledge about the content they love, often going deep into source materials and detailed trivia, all while surrounding themselves with like-minded fans. Educators want to be viewed as a trusted and knowledgeable source among their peers. They are heavy content creators across channels.



SWIFT SEEKER

This group of people consumes entertainment content, but being a fan isn't part of their identity. They will exhibit moderate levels of fanship for mega-franchises but relatively low fanship across the board in movies and TV. They're also the least likely to be into video games. They tend to skew female.



DEVOTED ENTHUSIAST

Devoted Enthusiasts want to be completely immersed in the world of their fandoms. They highly enjoy connecting with others at conferences and fan events as well as with other fans online. Voracious consumers of property-related content, they want to soak in all of the lore, source material and detailed trivia they can find. They are more likely to be Superfans across multiple verticals, including gaming and anime, and are the ones most often creating and sharing content about their fandoms.



MAINSTREAMER

They like to try new things and tend to gravitate toward content with a mass appeal. As opposed to being dedicated to a handful of properties, they are more likely to engage with a bunch of properties—and are more likely to share what they know without being an expert. They are less likely to crave a deeper interaction with properties and are self-described casual fans overall.



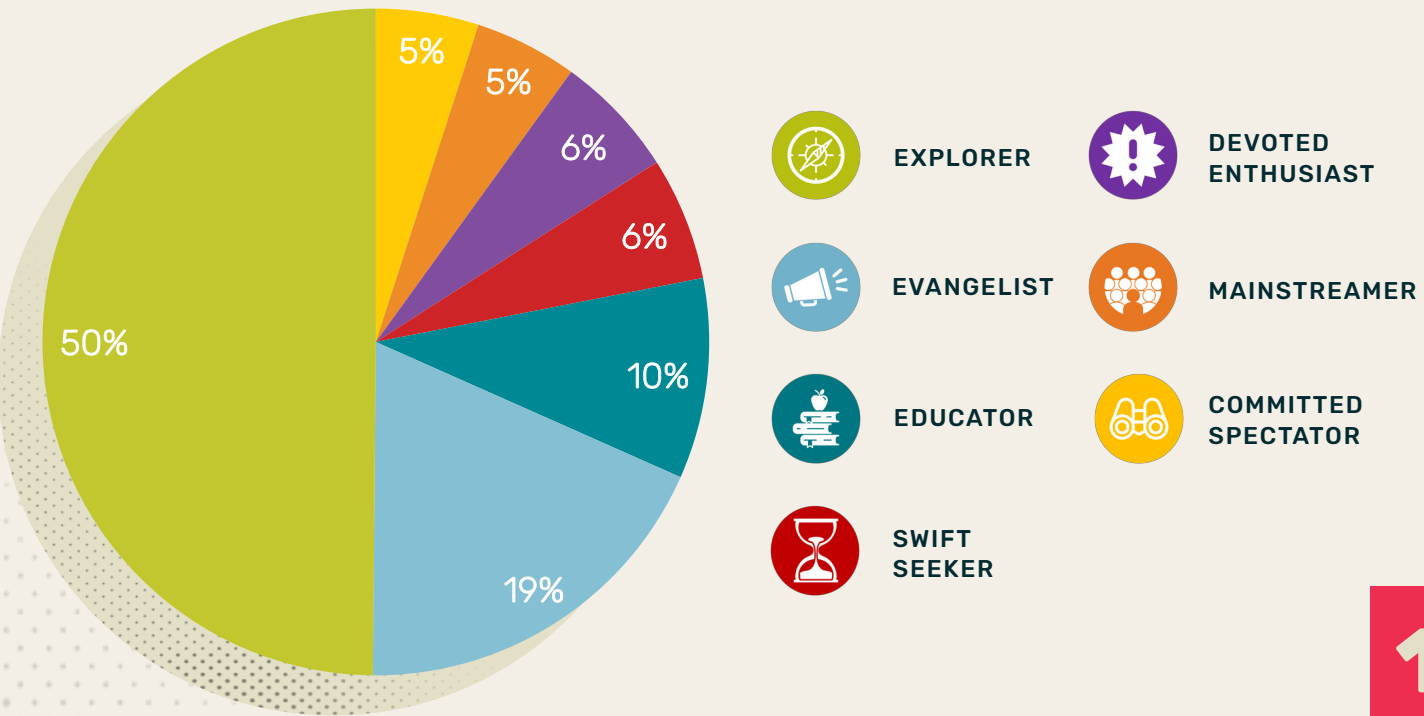
COMMITTED SPECTATOR

This group of people loosely keeps up with a couple of content properties and exhibits modest levels of fandom across movies, TV and gaming. They are more likely to be fans of franchises than the average fan. Like Swift Seekers, this segment tends to skew female. They look to digest information and are not prone to socialize or create online about their fandoms.

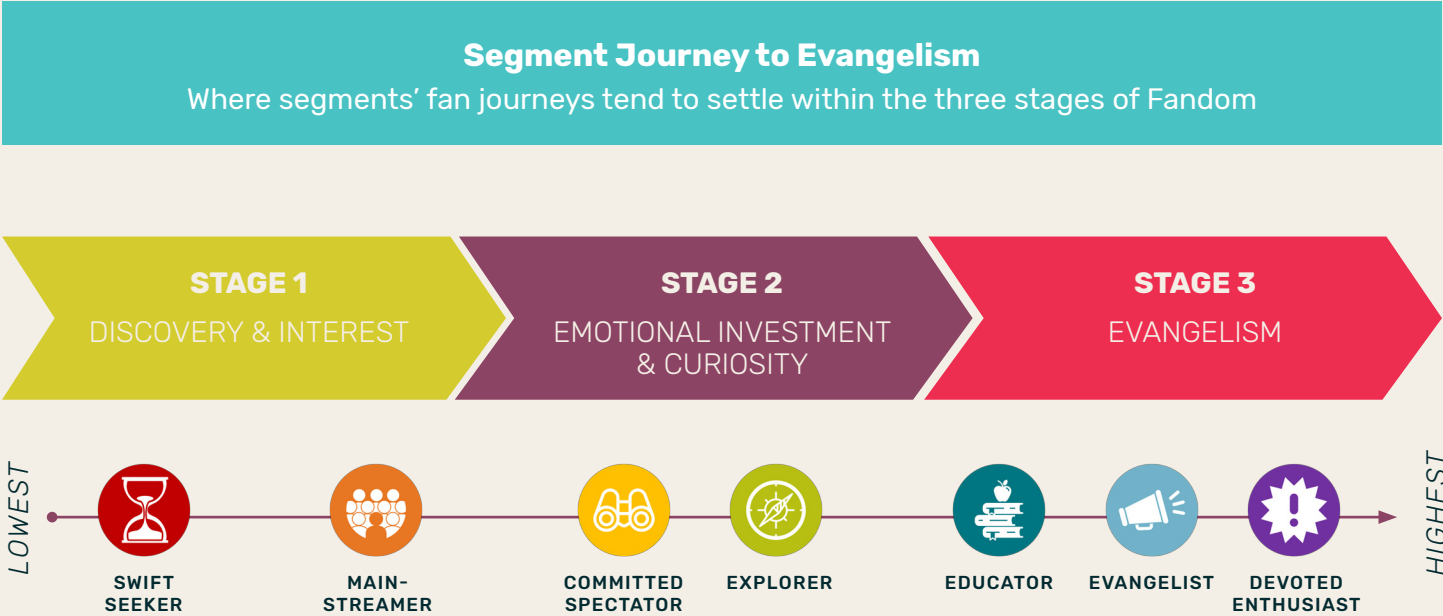
Across segments, friends are the most influential driver of discovery.

								
		EXPLORER	EVANGELIST	EDUCATOR	SWIFT SEEKER	DEVOTED ENTHUSIAST	MAIN-STREAMER	COMMITTED SPECTATOR
T2B	FRIENDS	84%	93%	92%	80%	95%	85%	89%
	FAMILY	80%	84%	81%	80%	88%	78%	72%
	REVIEWS	78%	88%	85%	68%	86%	80%	81%
	SOCIAL MEDIA	71%	84%	77%	43%	85%	53%	62%
	ADVERTISING	69%	79%	72%	55%	83%	62%	68%
	FAN CONTENT	59%	71%	68%	22%	82%	29%	56%
	PROFESSIONAL CONTENT	64%	75%	74%	40%	79%	47%	54%
	MAGAZINES	40%	43%	30%	19%	49%	16%	18%

Segment Size: Proportion of Total Market



As we considered these distinct audience segments in the larger context of the stages of fandom, an interesting “aha!” emerged: The fan types map quite cleanly to the three stages of fandom:



The fan segments outlined above can seem nuanced and overwhelming—where do I focus first? But there is good news for marketers, media companies and content creators seeking to foster fandom for their products, services and properties: **There are three segments that are particularly powerful for brand-building. These segments are the Explorers, Evangelists and Devoted Enthusiasts.**

These three audience segments are highly engaged, with strong potential to map to—or advance to—Stage 3, the ultimate goal for any brand seeking to cultivate fandom. More important, however, taken together, these three segments comprise 75% of the fan market, account for 91% of the spend fans devoted to their favorite fandoms in the past year and 89% of the spend fans devoted to recent fandoms (those fandoms established in the past six months).

These three segments are more likely to subscribe to a service in order to access their favorite content, more likely to see more movies in the theater, and spend more on their fandoms than other segments. They are more likely to be active on social platforms, be Superfans of a high number of content properties and are more likely to reengage with content that they once had a relationship with that has lapsed.

Since the motivations and behaviors among these segments are so distinct, understanding their differences will give you deeper insight into the DNA of fandom overall, including the nuances of engaging the remaining four segments, which are each valuable in their own way (e.g., leveraging Educators as content creators and sharers).

“Three segments—Explorers, Evangelists and Devoted Enthusiasts—comprise 75% of the fan market and account for 91% of fan spend devoted to their favorite fandoms in the past year.

Behaviors around their fandoms	Explorers	Evangelists	Devoted Enthusiasts
Spend around their favorite fandom past few years	\$300+	\$200–\$299	\$300+
Monthly spend on streaming video services	\$39	\$39	\$37
Collected memorabilia such as toys or collectibles	31%	40%	69%
Attended a video game competition (eSports)	20%	24%	26%
Competed in a video game competition	9%	9%	19%
Attended a fan convention	25%	24%	37%
Pre-ordered a movie or a game	37%	46%	53%
Dressed up as a favorite character (Cosplay)	25%	23%	42%
Creators of content around their fandoms	42%	41%	58%



It's All About the Content

The key fan verticals:
movies, TV and video games

At Fandom, we see the world of pop culture and content across three main verticals: movies, TV and video games. These fandoms make up the majority of the communities on our sites and across the web. They fuel participation and attendance at live fan events, conferences, meetups and premieres, as well as esports events.

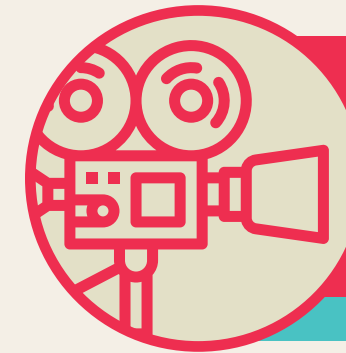
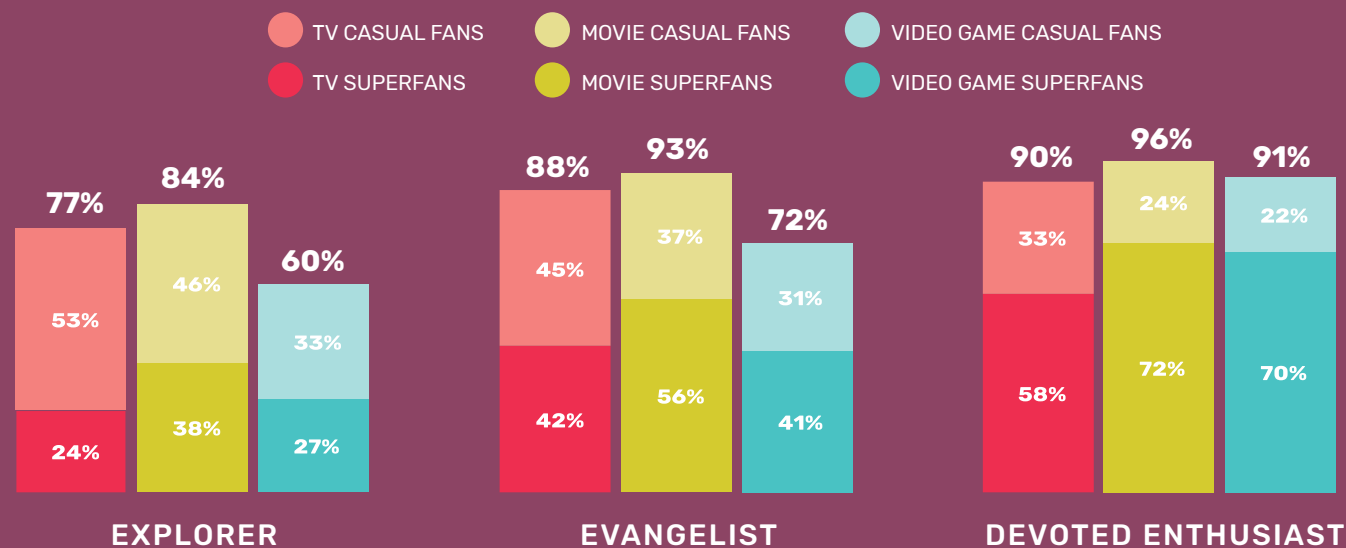
Across these three key verticals, we see many similarities. For example, the top motivations for consuming content within

these verticals is the same across the board: to be entertained, to have me time, and to escape everyday life. We also see that Superfans—those fans who self-identify as a 9 or 10 on a 10-point scale of fandom within these verticals—significantly outnumber Casual fans.

Fan Health Index **128**

Proportion of Superfans to Casual fans across TV, movies and video games

Video games have a higher proportion of Superfans among key fan segments



Movie Fans:

Connection to content forms sense of self

Movie fans represent the largest market of entertainment fans around. In the U.S., they number 104 million, or 82% of the 16- to 44-year-old population, beating out TV and video game fandoms in terms of size.

More Superfans

Movie fans also have a higher proportion of Superfans, with 51% of fans describing themselves this way.

Longer-term engagement, connected to their identity

On average, people are fans of movies and the franchises they belong to for 11.3 years—25% longer than the average fandom across all content verticals. What's more, 45% of movie fans have been a fan of their all-time-favorite content for 10+ years, and 20% have been fans for more than 20 years.

In the shorter term, movie fandom is more event-driven (think: releases, premieres) and more connected to their identity than other forms of pop culture. What they see, consume and post about helps form their sense of self.

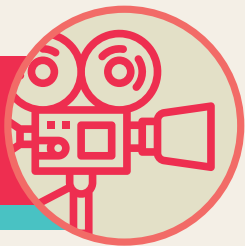
Ads are important

In addition to being motivated by entertainment value, the search for “me time” and escapism, movie fans want to see a good performance and relate to the characters in the films they watch. When it comes to discovering movie content, the #1 mode of discovery is seeing an ad, followed by being part of a franchise they already like.

“When it comes to discovering movie content, the #1 mode of discovery is seeing an ad, followed by being part of a franchise they already like.”

A few genres reign supreme

While there are Superfans of every type of movie genre, the top genres in terms of audience size are Comedy (37%), Action (27%) and Superhero (25%).



All-Time Favorite Movies

Marvel’s Avengers
Star Wars: Original Trilogy
Harry Potter
The Godfather
Lord of the Rings
Fast & Furious

Recent Favorite Movies

Marvel’s Avengers
Avengers: Endgame
The Lion King (2019)
Spider-Man: FFH
Aladdin (2019)
Toy Story 4

Movie Fans - Key Fan Segment Deep Dive

Movie Fans	Devoted Enthusiast	Evangelist	Explorer
Would subscribe to a subscription service based on their all-time-favorite movie content (Top 2 Box)	58%	48%	42%
Is a Superfan (self-ranked 9–10 on 10-point scale)	74%	59%	42%
Average number of movies seen in the theater during the last six months	5.2	5.8	5.7
Has attended a movie premiere	53%	46%	37%



TV Fans:

Connection to content as social currency

When it comes to TV, the overall market of fandom is slightly smaller but still staggering, with 96.7 million fans, or 77% of 16- to 44-year-olds. And TV fandom is driven by what’s in the zeitgeist.

The average length of fandom for an all-time-favorite show is 9.1 years, significantly less than all-time fandoms for movies.

The water cooler is still a thing

Recent fandom dominates for TV. When it comes to motivations for watching, TV fans say “being of the moment” is very important to them, in addition to being entertained, being part of the suspense, or relating to characters in the content they consume.

TV is a form of social currency for fans, keeping them in the know and giving them something to connect with friends, families and coworkers about. We see the influence of TV as social currency even in how fans discover TV content: The #2 way fans find out about TV content is through other people telling them about it, second only to seeing an ad.

TV fandom is more casual

Due in part to the ephemeral nature of a TV series premiering, presenting a series of content, then going on hiatus or finishing, perhaps it’s no surprise that TV fandom is more casual than fandom in other verticals, with fans dropping in and out of content. The majority (63%) of TV fans self-identify as Casual fans, whereas only 37% identify as Superfans.

Casual doesn’t mean they aren’t spending time-and money

Still, Casual fandom doesn’t mean they aren’t committed when they are consuming the content they love: 38% of TV fans have spent a whole day watching their favorite show, and a whopping 72% of TV fans said they would subscribe to a service that carried their favorite content.

Comedy wins

Comedies beat out dramas as fan favorites (39% vs. 32%) when it comes to TV. This is reflected in both fans’ all-time favorite shows as well as in their top-cited recent favorites.



All-Time Favorite TV Shows

- Friends
- The Office
- Game of Thrones
- Breaking Bad
- Grey’s Anatomy
- The Big Bang Theory

Recent Favorite TV Shows

- Stranger Things
- Game of Thrones
- The Big Bang Theory
- The Handmaid’s Tale
- OITNB
- The Boys

TV Fans: Key Fan Segment Deep Dive

TV Fans	Devoted Enthusiast	Evangelist	Explorer
Would subscribe to a subscription service based on their all-time favorite TV content (Top 2 Box)	72%	59%	48%
Has spent multiple hours or a whole day consuming content	58%	36%	30%
Is a Superfan (self-ranked 9–10 on 10-point scale)	59%	45%	28%
Has TV service from cable/satellite or fiber optic	46%	37%	28%
Has SVOD service (e.g., Netflix, Hulu, Amazon Prime Video)	79%	71%	57%



Gaming Fans:

Fandom as a lifestyle

When it comes to video games, being a fan is about more than just content; it’s a lifestyle. Among the 75.6 million gaming fans, half self-identify as Superfans, while half consider themselves Casual fans.

They’re big spenders

Video game fans report spending 50% more money than TV or movie fans on their favorite content and related merchandise. In fact, 1 in 5 gaming fans have purchased clothing, collectibles or souvenirs related to their favorite content—a significantly higher proportion than fans of either TV or movies. Moreover, nearly 50% of video game fans said they would subscribe to a service if it carried their favorite content.

They also spend a lot of time playing. On average, they play for 13 hours per week, and thirty-six percent of gaming fans have spent a whole day playing their favorite game. Game time is even higher for younger fans, with 16- to 24-year-olds playing for nearly 20 hours per week.

The act of playing is the connection

In addition to the standard motivators we see across verticals—entertainment, desire for “me time” and escapism—29% of gaming fans seek the opportunity to explore an open world, while 22% want to compete against others. In this way, the immersive act of playing is the chief driver of their fanship.

They consume lots of other content, too

The perception that gamers are solely focused on video games to the exclusion of other media is misplaced. On the contrary, gaming fans spend slightly more time consuming video content online, on OTT and on television as TV and movie fans do—nearly 22 hours per week.

Word of mouth is king

More so than for other verticals, gaming fans discover new content through word-of-mouth. They rely on friends, families and online communities to recommend new content to them. Ads are much less influential in discovery for video games, with only 8% and 9% of fans saying they learned about a new game from an ad on TV or online, respectively.



They like the classics

The average length of time a gamer has been a fan of his or her all-time-favorite game is 9.1 years. This may indicate that gaming fans discovered their all-time-favorite games more recently than, say, movie fans saw their favorite film, or it may be a result of gaming

fans' generally skewing a bit younger (nearly 70% of gaming fans are 34 years old or younger—nine years is more than a quarter of their lifetime!). Still, it's notable that gaming fans tend to choose classic titles as both recent and all-time favorites. In fact, fans' Top 5 all-time and recent favorite game titles are identical:

All-Time Favorite Games

Super Mario
Call of Duty
Grand Theft Auto
Minecraft
Fortnite
Madden

Recent Favorite Games

Super Mario
Call of Duty
Grand Theft Auto
Minecraft
Fortnite
Madden

Video Game Fans: Key Fan Segment Deep Dive

Video Game Fans	Devoted Enthusiast	Evangelist	Explorer
Would subscribe to a service based on their all-time-favorite TV content (Top 2 Box)	67%	54%	48%
Has spent multiple hours or a whole day consuming/playing that content	51%	34%	31%
Is a Superfan (self-ranked 9–10 on 10-point scale)	75%	53%	40%

Spotlight On: Anime

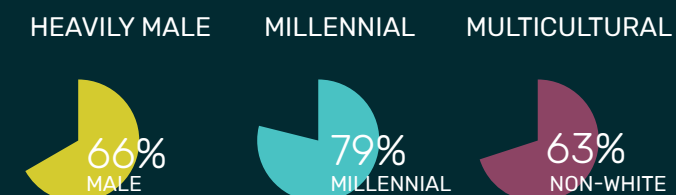
Anime, the hand-drawn and computer animation we typically associate with Japanese creators (the word “anime” is the Japanese term for animation), has arrived. Popular with younger and older fans alike, it's one of the highest-growth content categories on the Fandom platform and around the world.

But anime's not new. While only 15% of the people we surveyed say they are fans of anime, among those who are fans, nearly half (44%) say they've been fans for more than 10 years. The average anime fan has been a fan of the genre for 12 years, 33% longer than the average fandom for an all-time-favorite content property.

Between 2002 and 2017, the Japanese animation industry doubled in size to more than \$19 billion annually. One of the most influential and renowned anime titles, Neon Genesis Evangelion, finally made its Netflix debut this past June, marking a new milestone in anime's global reach. Netflix is all-in on anime, investing in acquiring class titles as well as creating its own original programming. The platform has quickly become a leading viewing destination for fans, with 24% of fans watching anime there, second only to anime-dedicated sites and streaming services like Crunchyroll, where 32% of fans regularly tune in.

Anime has infused pop culture in other ways, as well, appearing in countless hip-hop videos, and spawning its own IRL events, like the Anime Expo, held yearly at the Los Angeles Convention Center, with over 110K attendees.

The anime fan audience skews:





Connecting With Superfans

Best Practices for Marketers

To engage fans successfully across content verticals, marketers should follow these best practices:

1

Celebrate your fans—online and IRL.

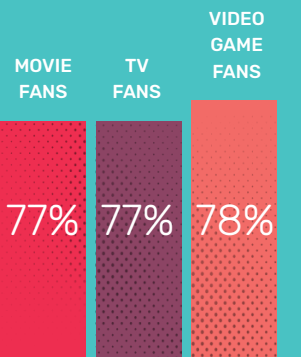
Escapism and entertainment are top drivers of long-term fandom. Surround your content, product or service with immersive experiences, online and in the real world. Superfans will reward you for the effort—and help share your message, spurring greater reach and engagement, since friend and family recommendations are a key driver of what gets sampled.

2

Align with trusted content that is for fans, by fans.

Source credibility is the #1 top-ranked priority for fans who engage with content about a TV show, movie or video game. Credibility also counts for any brand, product or service. Prize authenticity in your communications with fans. Put official content in the hands of fan communities, empowering fans to use your content to express themselves and curate their social identity. Embrace fan-created content to help move audiences along the stages of fandom.

Source credibility is the top-ranked priority for fans



It's important that what I find online is a credible source

3

Don't forget about advertising.

Advertising is the #1 way fans discover many new titles, brands, products and services. Consider publisher credibility and fan connection when selecting media partners to support your new launches.

4

Leverage nostalgia.

In an age of franchises, reboots and prequels, much of the content adult fans encounter today was first experienced as teenagers. “Reliving a memory” is a powerful motivator to fans (37% of total fans), as is consuming content as a means of “spending quality time with friends and family” (35% of total fans). On the flip side, today’s Gen Xers now have teenage children who are gaming Superfans, pulling their parents back into gaming via new installments of classic titles. When marketing your products, services or content, lean into the emotional connection these decades-long fandoms have fostered across generations.

Methodology

“The State of Fandom” annual report is produced by the Fandom Insights Lab, which provides industry thought leadership and exclusive fan insights to Fandom’s most valued media partners. The study was produced in partnership with market research firm Ipsos. Ipsos conducted 20-minute online surveys with 5,000 respondents in the U.S., ages 16–44, fielded from August 16–23, 2019. These respondents comprise a representative sample of key demographics. All respondents must have watched TV, videos, movies or livestream video, played video games or read comics/graphic novels in the past month. Fandom’s fan segmentation also leverages the results of previous surveys conducted by Ipsos among 10,000 fans in the U.S. within the past year.

About Fandom

Fandom is a global entertainment platform powered by fan passion. As the fan-trusted source in entertainment, Fandom helps fans explore, contribute to and celebrate the world of pop culture. Whether looking for in-depth information on favorite franchises, watching the latest Emmy-nominated Screen Junkies video or using next-generation D&D Beyond tools, fans come to Fandom platforms to meet other fans in trusted, curated environments. With more than 200 million monthly users and more than 400,000 communities across movies, TV and gaming, the Fandom audience is extremely young and influential: #1 in reach among Teens (13–17), Young Adults (18–24) and Millennials (18–34) in the comScore Top 100.

Join the conversation about your favorite movies, TV shows, video games and more at fandom.com.



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INSIGHTS@FANDOM.COM

