



ALIENWARE  
ARENA

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ARENA



**FORTRESS**





# MEDIA KIT



# WE ARE FORTRESS

## THE HOME OF GAMES

Fortress is Australia's premier games culture and entertainment brand, dedicated to celebrating gaming and creating games-based experiences and connections.

The Fortress ecosystem brings games to the forefront of a variety of lifestyle channels, both digital and physical, ranging from our themed hospitality offering, community focused social events, to professional esports tournament production & delivery.

Gamers can currently visit us in Melbourne, our flagship venue which opened within Emporium shopping centre in March 2020 and in Sydney, our second venue, which opened in Central Park Mall in April 2023.





# QUICK LINKS

## ASSETS

[2023 Fortress Update](#)

[Design Guide](#)

[Logos](#)

[General Photos](#)

## RECENT ANNOUNCEMENTS

[Fortress Sydney Unveils State-of-the-Art Entertainment Complex in Chippendale](#)

[Fortress x Telstra Partnership Announcement](#)

[Fortress x Alienware Partnership Announcement](#)



# GAMES ARE SERIOUS BUSINESS

VIDEO GAMES, AND GAMES CULTURE, ARE HIDING IN PLAIN SIGHT AS THE BIGGEST PHENOMENA IN ENTERTAINMENT, ECLIPSING THE COMBINED REVENUES OF THE FILM & MUSIC INDUSTRIES

40M<sup>USD</sup>

DOTA 2 - TOURNAMENT  
CROWDFUNDED PRIZE POOL<sup>A</sup>

844M

HOURS WATCHED ON  
STREAMING PLATFORMS  
IN 2021  
- FORTNITE<sup>C</sup>

100M

MONTHLY PLAYERS  
- CALL OF DUTY<sup>B</sup>

4.17B<sup>AUD</sup>

AUSTRALIAN GAMES & ESPORTS  
MARKET REVENUES 2022

2B<sup>AUD</sup>

FILM REVENUE

1.87B<sup>AUD</sup>

MUSIC REVENUE

PWC AUD gaming market 2022: \$4.179B

PWC AUD Total Filmed Entertainment 2022: \$2B Music business: \$1.877B

A - Dota 2: The International TI Tournament

B - PC Gamer, Call of Duty maintained 100 million monthly players

C - Twitchtracker



# FORTRESS SPEAKS DIRECTLY TO GAMERS

WE HAVE A POWERFUL AND UNIQUE RELATIONSHIP WITH HUNDREDS OF THOUSANDS OF GAMERS

**350K+**

MELBOURNE FOOT TRAFFIC 2022

**179**

TICKETED EVENTS WERE HELD AT  
FORTRESS MELB 2022

**802**

TOTAL EVENTS HELD AT  
FORTRESS MELB 2022

**68**

IN-DEPTH QUESTIONS  
COVERING CULTURE, TECH,  
& ENTERTAINMENT  
CONSUMPTION BEHAVIOUR

**15,000+**

RESPONSES TO OUR ANNUAL  
AUDIENCE SURVEY



**FORTRESS**

**1M+**

DATA POINTS COLLECTED FOR  
SEGMENTATION

**120K+**

TOTAL DIGITAL AUDIENCE SIZE

**7%**

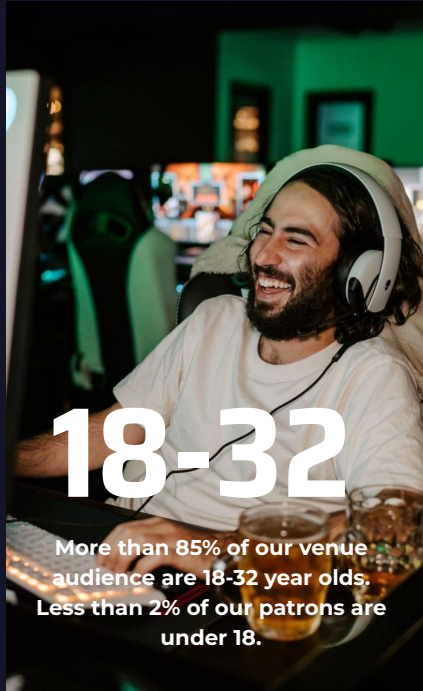
MONTH-ON-MONTH AUDIENCE  
GROWTH

**470K+**

OWNED AUDIENCE FORECAST  
FOR 2024

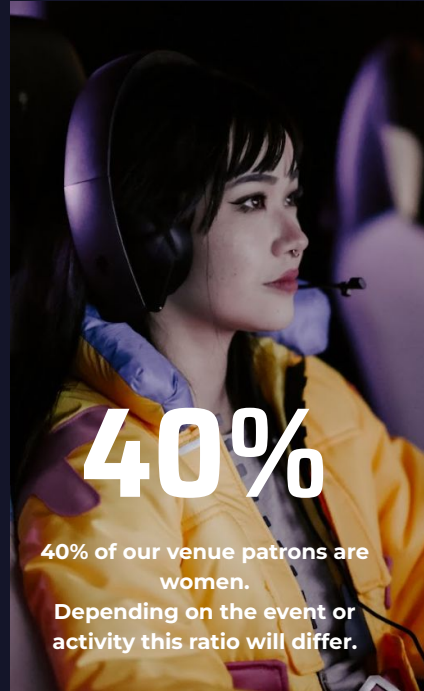


# OUR AUDIENCE



**18-32**

More than 85% of our venue audience are 18-32 year olds. Less than 2% of our patrons are under 18.



**40%**

40% of our venue patrons are women. Depending on the event or activity this ratio will differ.



**FPS**

The most popular game genre played in the venue are First Person Shooters (including Valorant, CoD, Fortnite)



**4.6/5**

Our customers love their experience at Fortress. We have maintained a 4.6 google star rating higher than comparable entertainment offerings





# AWESOME EXPERIENCES

COMBINING AWE-INSPIRING VENUES AND THRILLING LIVE & ONLINE EVENTS HAS MADE US THE ULTIMATE GAMES CULTURE & EXPERIENCES COMPANY



ONLINE TOURNAMENTS

BATTLE ROYALE EVENT OF THE YEAR

**\$25,000** CASH + PRIZES

180 X CASH PRIZE WINNERS

FREE SIGN UP NOW  
[FORTRESSMELBOURNE.COM/MOTM](https://fortressmelbourne.com/motm)

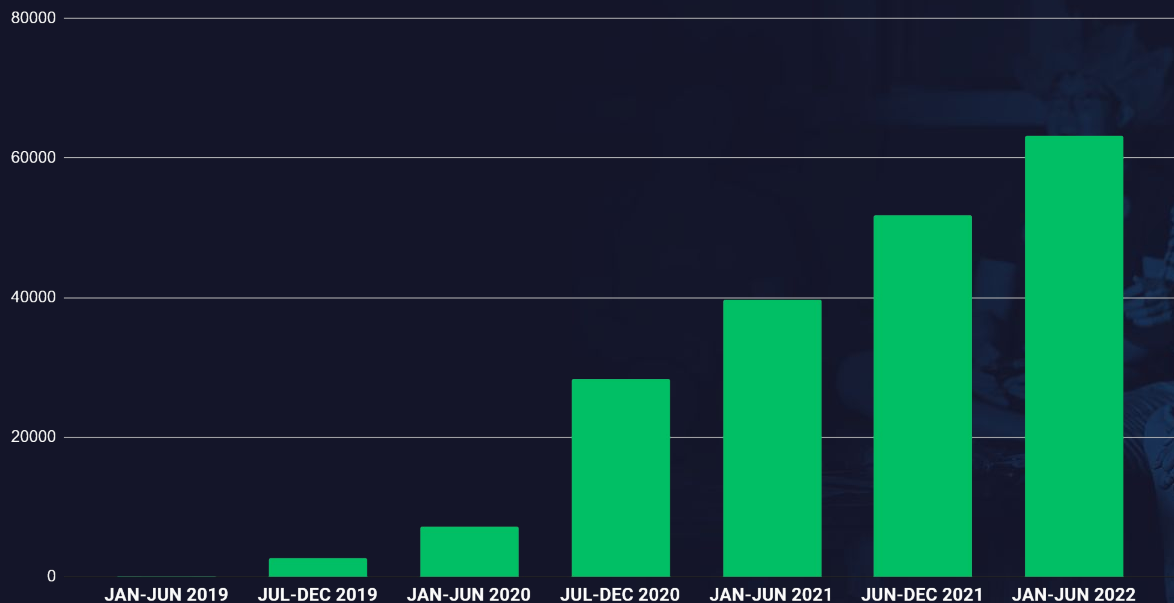
LIVE PRODUCTION OF IN-VENUE TOURNAMENTS





# MASSIVE AUDIENCE GROWTH

OUR 'OWNED' EDM LIST ON TARGET FOR 470K WITHIN 24 MONTHS BASED ON CURRENT GROWTH RATES.



**FORTRESS**



## ROBUST DATA

WE CREATED **AUSTRALIA'S LARGEST UNIQUE BODY OF RESEARCH ON GAMERS** TO INFORM THOUGHTFUL DECISION MAKING.

Fortress received over 15,000 responses to their annual Arise survey & competition. Each survey contained 69 questions, taking participants an average of 14 minutes to complete.

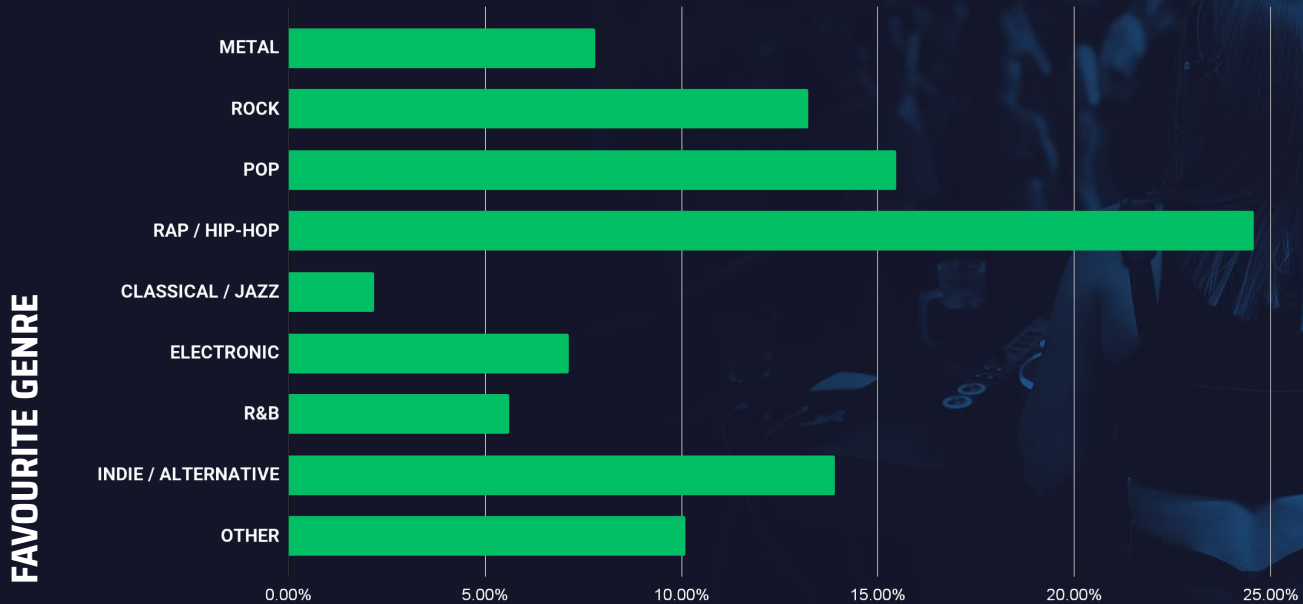
We use this incredible data to pinpoint our audiences. If we need to find "People aged 20-30 with iPhones, who's favourite game is Valorant, and spend more than \$30 when they go out more than twice per week" WE CAN!

**MANY OF THE RESPONSES ARE SURPRISING AND RUN AGAINST COMMON WISDOM, SEE FOLLOWING TWO SLIDES FOR EXAMPLES.**



## Eg. MUSIC LISTENING

'Electronic' music was identified as the favourite genre of less than 10% of all surveyed gamers (PC, Console, Tabletop), and only 4% of female gamers.

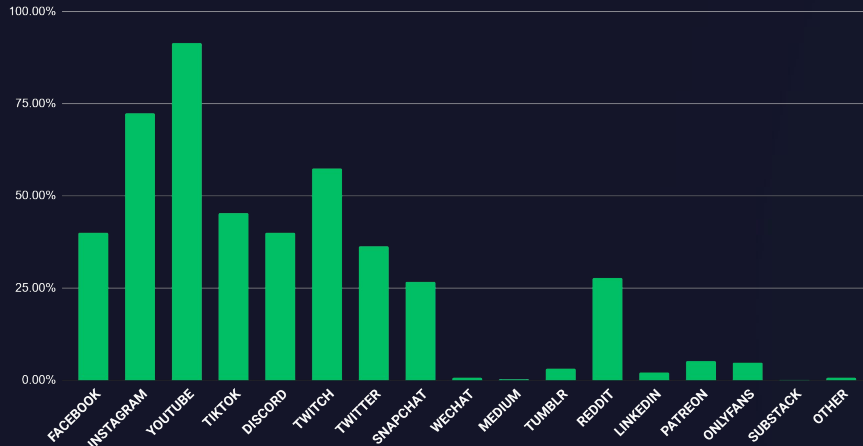




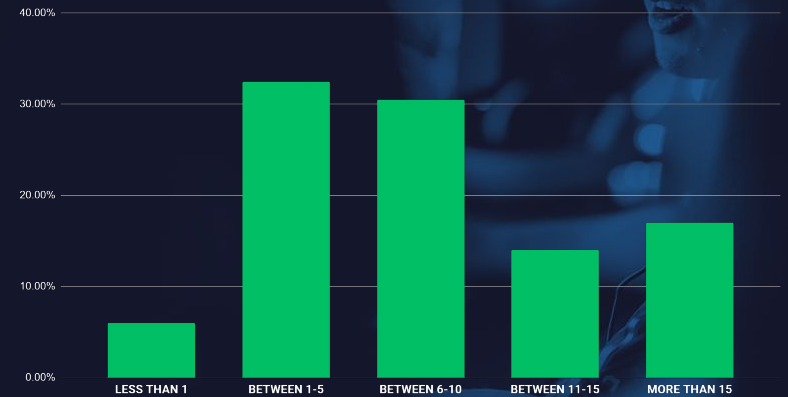
# Eg. CONTENT CONSUMPTION

Over 40% of surveyed GEN Z gamers still use Facebook to consume influencer content and report consuming more than 10 hours per week.

## PLATFORMS USED TO CONSUME INFLUENCER CONTENT



## HOURS SPENT WATCHING INFLUENCERS & CONTENT CREATORS



# MEDIA ENQUIRIES

**KATE SHEAHAN / MARKETING & COMMUNICATIONS MANAGER**

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