Game - Apex legends:

The aim of this game is a fast-paced battle royal which pits 60 people in teams of three to compete against each other to be the winner of the match. The demographic for the audience is both male and female this is because it has a diverse range of characters for both genders to choose from as well as adding new characters in every 2 seasons to keep it fresh. In addition to this the age for the game is teens and young adults this is because its fast paced and allows the audience to be engaged and not to be bored from a long slow match. Furthermore, the game is free to play and has microtransactions as well which suggest that it’s aimed at people with jobs as well.

The game also includes a survey which involves asking the player after every 5 matches if they enjoyed the match and ask them to ether press yes or no the reason, they do this is to get an insight into whether the audience likes the current state of the game or if they do not enjoy it this also helps them to create a profile for their target audience as they will be able to change things if necessary. Due to the game being a free to play they have microtransactions which allows them to advertise certain skins of characters behind pay walls that will be a limited edition for that region an example of this is a skin for a character only being available in Europe and not in America.

TV show – Mandalorian

The show Mandalorian follows an unnamed bounty hunter who has to protect an important person and deliver it as well as protect the protagonist goes on a journey himself to find himself. The demographic for the Mandalorian is teens and adults this is because it is a part of the Starwars franchise and people who have grown up with Starwars will know a lot about the backstory of the Mandalorian as well as those who have only heard about it will know about Starwars. The gender is more focused on a male demographic this is because it has a lot of violence and as well as a lot of explosions as well.

The main customer profile for the Mandalorian is fans of the franchise this is because to watch the series you need an understanding of the Starwars universe. In addition to this, the customer profile for the Mandalorian is western this is because it is a very popular western movie that more people in the west know about as well as know a lot of the stars who are in the series compared to people who are in japan for example. The geodemographic of the Mandalorian is aimed at people who have jobs this is because the series is on Disney+ which requires a subscription. Furthermore, it’s also targeted at people who have jobs as it allows the audience to watch the series whenever they like for when they are working, they can save the series onto their Disney+ account.

Podcast – football weekly

The podcast consists of a discussion every week about the latest news in the English premier league as well as other football leagues. The main demographic of the podcast is male and female who like watching football. In addition to this, the age of the demographic is teens to adults this is because it is a podcast that is on amazon to listen to and requires a smart device to listen to. The main customer profile for the football weekly podcast is fans of football this is because they discuss different aspects of football as well as matches and players the reason it is for football fans is because the fans will know who all the different players are and who they play for as well as which teams played against each other.

The geodemographic of the football weekly is for those who have a busy schedule for example those who work or students who are study who cannot watch the match they can listen to the podcast the next day about what happened as well as the match statistics as well. In addition to this, the podcast is also on multiple platforms as well making it accessible for those who are on different platforms to listen to it. Furthermore, its aimed at people in the UK as well as fans of the premier league in Europe this is because the premier league is the most popular league worldwide and countries in Europe know a lot of the teams in the premier league.