



blammo
TELEVISION

COMPANY PROFILE



WHO WE ARE

Blammo Television is the leading game-media company in the Benelux and owner of the biggest game-media-brand, Gamekings. With over 10 years of experience in audiovisual production, Blammo Television was founded on the strong believe that the medium of television had more to offer than what was produced at that time. The link between content on television and internet was rarely made, while experts where claiming that television (in its current state) was at the end of its life cycle. Blammo Television tried (and succeeded!) to take a different approach at television and created successful trans-media brands. The people behind Blammo Television are among the first from the digital generation and every one of them has a passion for entertainment, television, games and new media.



After creating and producing some successful creative TV-formats, including 'The Kevin Masters Show' with comedian Tom Rhodes, the activities of Blammo Television have focused on games, gaming and gamers since the conception of the 'Gamekings' brand.

WHAT WE DO

Gamekings

Gamekings is the biggest games media brand in the Benelux, with the website Gamekings.tv and the MTV show 'Gamekings' at its core. The brand has an annual reach of over 2.8 million gamers, most of which are male (87%). Their average age is 19,6 years and they are highly educated.

But most of all Gamekings is an authority. There's simply no other games media brand that can generate a buzz like Gamekings can. The content Gamekings produces for its website, TV program and social media is perceived as extremely relevant for the target audience. The audience is also actively involved with the subject and with the brand.

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Gamekings on MTV

The concept of the Gamekings TV show is simple but powerful. A group of 'next door guys' answer the question 'is this game fun to play' for all the new games and have heaps of fun while doing it. Because every 'Gameking' has his own outspoken personality, preferences and style the audience tends to identify and agree with the opinion of one of them.

The TV show has been running for eleven seasons on different channels of the MTV Network. In the current season it is shown on MTV. After all these years, Gamekings has grown to be the absolute authority on games in The Netherlands. Research by MTV Networks has shown that Gamekings is the only program for which viewers turn on the channel specifically. On an annual basis the program reaches over 1.225.000 viewers, with an average market share of 4.6% in the age group 13-19 and 2,8% in the age group 20-24.

Gamekings.tv

The concept of Gamekings.tv is, again, simple but powerful. Every single day, 7 days a week and 356 days a year original video content is posted on the site. And with original content we mean 20 to 40 minute video's of the presenters talking about games, going on trips, answering questions and just having fun. Every weekday has its own theme (like Letters Monday, Hardware Wednesday and End of the Week Friday).

In 2010, Gamekings.tv received 1.615.726 unique visitors and they stayed on the site for an average of 9 minutes and 45 seconds. Over 26 million videos were watched on the site, they got an average rating of 8.96 out of 10.

TeamHWW

TeamHWW is a spinoff from one of the most popular theme days on Gamekings.tv, Hardware Wednesday. On its website TeamHWW.nl the presenters discuss PCs, TVs, phones, gadgets, movies and more. This is done in the same concept of Gamekings.tv, but with five videos a week instead of seven. Again, every weekday has its theme (like PC Monday and Movie Friday).

In its first full year the website had an average of 45.000 unique visitors a month and an average of 205.000 monthly video views. The

