



Neilsen Study Shows 20% Sales Uplift at GameStop TV

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In a Nielsen Company Pilot Study for GameStop TV, Channel M's in-store TV network for retail group GameStop, the system has been shown to increase the sales of advertised products by an average of 20%.

65% of all the store visitors watched or listened to the in-store programming - and 52% of the predominantly (72%) male 12-34 year old store audience spent more time in the store after viewing the content (compared to those who did not view). GameStop TV is an entertainment-based program that offers original gaming content. Topics include new releases and a behind-the-scenes look into the making of a video game.

The network running since 2006, is currently installed in around 3,850 stores and set to roll out to the rest of the GameStop estate. According to Eric Hebel, COO of content provider Channel M, "Compelling in-store content really does produce results to drive sales and reinforce the brand, as long as you have the right content."