



WHERE WOMEN WHO GAME CONNECT

the*gameHERs is one of the first and largest media platforms, social networking communities, and lifestyle brands for women who game and who work in the gaming space

gameHERs are early adopters, risk takers, trend setters, influencers & brand loyalists

“Online gaming platforms were created for easy accessibility to trending games, gaming communities, and competition between gamers. It was made to be fun for everyone. But sadly, not everyone gets the same treatment on esports [gaming] platforms. In recent times, females have had to deal with toxic environments, harassment, and bullying on gaming platforms. This has caused a major gender disparity; female gamers have to resort to unconventional means to protect themselves. Even worse, some of them quit these gaming channels completely, and many more are discouraged from joining these platforms.”

Why we created the*gameHERs

- 46% of gamers are women 2.7 BN gamers globally
- 74% of online multiplayer gamers have experienced SOME form of harassment
- 65% have experienced SEVERE harassment while playing games online, which includes physical threats, stalking and sustained harassment
- 53% reported being targeted based on their race, religion, ability, gender, gender identity, sexual orientation, or ethnicity

How Women are Coping with Gender Inequality

- 74.5% of female gamers block or mute toxic players
- About 70.4% avoid visual and verbal communication with other players
- 27.8% of female gamers lie about gender, age, and real name
- Many of them create a male avatar to hide their gender from players
- About 50.3% of female gamers gender neutralize screen names



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How Common are Female Protagonists?

- Over 90% of all games have a playable male character, either as the lead protagonist, a secondary character with their own story arc, or a playable option selected from a pool of premade characters.
- By contrast, under 50% of all games have a playable female character, and this role is often minor (a single chapter or scenario), or the number of female options is limited compared to the number of male options. (For example, there may be four characters to choose from, but only one of them is female.)
- Games are almost 50% more likely to feature a mixed cast of male and female characters than a sole female protagonist. In other words, developers are more likely to hedge their bets by including characters of both genders than they are to bet on a single female character.
- About 30% of all games allow you to assume the role of a female protagonist and maintain that role for the duration of the game.

Leadership Inequality

****Only [24%](#) of those working in the industry are women, an unusually low figure compared to other creative and cultural sectors***

- 23 percent of women are director/vice president/partner or C-level positions
- 15 percent of women are CEOs or managing directors



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Ways the*gameHERs work with companies and brands to solve the problem

- ★ Encourage women to pursue careers in the gaming industry
- ★ Job recruiting and placement
- ★ Focus on collegiate and educational institutions
- ★ Encourage more strong female/femme identifying protagonists & playable characters
- ★ Breaking stereotypical hurdles
- ★ DEI audits and training
- ★ Highlight and celebrate women in the gaming space

ADL

<https://www.adl.org/news/press-releases/two-thirds-of-us-online-gamers-have-experienced-severe-harassment-new-adl-study>

LevelSkip

https://levelskip.com/industry/do_we_need_more_playable_female_characters_in_video_games

CDCGamingReports

<https://www.cdcgamingreports.com/gender-pay-gap-grows-in-gaming-industry-international-study-finds/>

Gamblingngo

<https://gamblingngo.com/guides/female-gamers-in-esports/>