



About Us

The world's most popular gaming and entertainment portal is now in India, packed to the brim with relevant content not just for Indian gamers, but for anyone who enjoys watching movies, the latest TV shows as well as techies who love tinkering with the latest technology.

Some come on down; there's something for everyone at IGN India.





Why IGN

Imagine a place, a safe haven if you will, where you aren't judged for collecting Lord of the Rings action figures, or adorning your room with posters of your favourite video game characters. A place where you can congregate with other like minded enthusiasts to talk about anything from the latest episode of Game of Thrones to a new graphics card you'd love to get your hands on.





Analytics



2.2_{mm}
Monthly Page Views



850,000
Unique visitors

Traffic

More than half of traffic on mobiles, around 10% on tablets and the rest on computers



63%
on Mobile



05%
on Mobile



32%
On Desktop





Demographic

IGN India's demographic tends to heavily lean towards owning a high-end PC, along with a gaming console. The gaming console of choice in India is the PlayStation 4. The smartphone users lean heavily towards Android, but there are some iPhone users here and there.

Other big hardware interests for IGN India's demographic revolves around high-end gaming laptops, gaming consoles, PC peripherals, internal PC hardware like graphics cards, sound systems and HDTVs. On the smartphone side of things, the iPhone and HTC, Samsung and Sony's flagship phones are the big points of interest every year.

Outside technology, IGN India's audience loves TV shows and movies, especially when related to superheroes. Our audience also has a keen interest in WWE and UFC.





Demographic

Age Group: 15-30+

Location: Metro/ Tier 2 cities – Pan India

Usage Details:

More than half of traffic is on mobiles,
around 10% on tablets and the rest on computers





Brand Collaborations in the Past

MSI

IGN INDIA

Technology / July 26, 2016

WHY ARE MSI GAMING NOTEBOOKS THE BEST FOR VR GAMING?

Like

BY ADVERTORIAL → Virtual Reality is definitely the next big thing in gaming. The level of immersion and intuitiveness VR gaming provides is incomparable. We've tried various means to make our gaming experience more realistic and intuitive, like multiple displays, 3D etc. but VR is the one which actually nails it right.

IGN India Recommends: Should you buy For Honor

Indian video game releases: February 2017

Upcoming games of 2017

Midseason TV Preview: Winter and Spring 2017 debuts

What is the future of PC gaming?

Popular now IGN DIA Xbox One PS4 PC Handheld Movies TV Tech

Login

Join other like minded Indian gamers. Follow us on Facebook

<http://in.ign.com/tech/97597/feature/why-are- msi-gaming- notebooks-the- best-for- vr-gaming>





Brand Collaborations in the Past

Mahindra

The screenshot shows the IGN India website interface. The main article is titled "REASONS TO GO ELECTRIC!" and is dated November 30, 2016. It is labeled as an "Advertorial" and discusses the resurgence of electric vehicles. A blue Mahindra electric car is shown in a photograph at the bottom of the article. On the left sidebar, there are recommendations for "Indian video game releases: February 2017" and "Upcoming games of 2017". On the right, there is a promotional banner for a game with the text "Join other like minded Indian gamers." and a "Follow us on Facebook" button.

<http://in.ign.com/tech/101556/feature/reasons-to-go-electric>





Brand Collaborations in the Past

Intel

The screenshot shows a web browser displaying an article on the IGN India website. The article is titled "OVER-CLOCKING YOUR GAMING PC" and is dated "PC / Jan. 28, 2016". It is a sponsored post by Intel. The main text reads: "BY IGN INDIA STAFF → The best thing about K series processors like the Intel® Core™ i7-6700K is that they feature unlocked multipliers, allowing you to churn out maximum gaming performance by overclocking." Below the text is an image of an Intel Core i7 processor box. To the right of the article is a small advertisement for Intel with the text "Join other like minded Indian gamers." and a Facebook follow button. The left sidebar contains various navigation links such as "IGN India Recommends: Should you buy Horizon: Zero Dawn", "Upcoming games of 2017", "Midseason TV Preview: Winter and Spring 2017 debuts", "What is the future of PC gaming?", "IGN India's Game of the Year 2016", "Subsiegge gameplay trailer", "FIFA 17 Review", and "Forza Horizon 3 Review".

<http://in.ign.com/pc-pc/86691/feature/over-clocking-your-gaming-pc>





Brand Collaborations in the Past

Intel

The screenshot shows a web page from IGN India. At the top, there's a navigation bar with 'Topics', 'Search', and a list of categories: 'Popular now', 'IGNDIA', 'Xbox One', 'PS4', 'PC', 'Handheld', 'Movies', 'TV', 'Tech'. A 'Login' button is in the top right. The main content area features a large image of an Intel 6700K CPU and its motherboard. Below the image, the article title is 'BUILDING THE 6700K DREAM RIG' with a sub-header 'Sponsored Post'. The byline reads 'BY IGN INDIA STAFF → Intel's new Sixth Generation Core processors bring with them great amounts of raw power while current-gen console APUs aren't as powerful. While multi-plat titles might not leverage the full power of today's high-end CPUs, forward-thinking titles like Ryan Space Industry's Star Citizen, will take advantage of this to deliver, not just stunning graphics, but stunningly realized, responsive environments that simulate the real world. Simulation's the name of the game here: While console titles like Ryse and The Order: 1886 may be able to leverage the consoles' decent GPUs for realistic graphics, far more processing power is needed'. To the left of the main article, there's a sidebar with several links: 'IGN India Recommends: Should you buy Horizon: Zero Dawn', 'Alien: Covenant will be the goriest Alien yet', 'Upcoming games of 2017', 'Midseason TV Preview: Winter and Spring 2017 debuts', 'What is the future of PC gaming?', 'IGN India's Game of the Year 2016', and 'Subsequent gameplay trailer'. On the right side of the article, there's a small promotional image for a game with the text 'Join other like minded Indian gamers.' and a 'Follow us on Facebook' button.

<http://in.ign.com/pc-pc/85128/feature/building-the-6700k-dream-rig>

