

## **YouGov makes major esports play with appointment of Nicole Pike as Global Sector Head of Esports & Gaming**

YouGov has moved decisively to grow its esports and gaming business with the appointment of one of the sector's most-respected experts, Nicole Pike.

Nicole, whose last role was as Managing Director of Esports, Games and SuperData at Nielsen, joins a growing team at YouGov. She brings a wealth of experience, collaborating with major players in the esports ecosystem to build meaningful data and industry standards, including the creation and leadership of an Advisory Board of global experts across influential rights-holders, broadcasters, and brands.

In a role created specially for her, Nicole will help shape the future of YouGov's analytics in the esports and gaming sectors, building on what are already some of the industry's deepest and most sophisticated research tools.

She believes that YouGov has a lot to offer the video-gaming world:

"I'm not sure there's anyone who brings the same innovation and depth of insight to traditional sport analytics as YouGov does. My job is now to make sure the esports and gaming worlds get to tap into that expertise as well.

"We see the public engaging in video gaming more than ever – and as sponsors follow them, there's a great opportunity to implement YouGov's cutting-edge research methodologies to help craft deals that maximize the benefit for everyone. It's exciting because I've seen first-hand how great data can and will help this sector grow – and we can be a big part of this."

Frank Saez, Global Head of Sector Experts, is confident that Nicole will make all the difference to the company's gaming credentials.

"We've always had the tools for our esports and gaming clients, but Nicole knows better than anyone else how the sector can use them – and how we can uniquely develop them for the industry. This is a big appointment for both of us and it really sends a message about the confidence we have in YouGov's future in the world of gaming and esports."

– Ends –



**Notes to editors:**

**About YouGov**

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them.

We are driven by a set of shared values.

We are fast, fearless and innovative. We work diligently to get it right. We are guided by accuracy, ethics and proven methodologies. We trust each other and bring these values into everything that we do.

Each day, our highly engaged proprietary global panel of over 8 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

Our integrated suite of products, services and tools operates as a systematic platform serving YouGov data and intelligence for all stages of the marketing workflow.

With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

**YouGov**

**Best panel**

**Best data**

**Best tools**

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