

Clan World Network: Overview

Clan World Network ("CWN"), a division of Game Trust, is the **largest directory** and **leading ranking service** for **"hard core" PC gamers**. CWN sites receive over 6 million page views per month from over 400,000 unique visitors. ClanDatabase.com is the premiere yellow pages for serious players with 490,000 player and team ("clan") profiles, growing by 10,000 new records per month. This is double the size of the next hard core player directory. ClanLadder.com hosts over 500 organized ladder matches per day and large monthly bracket tournaments to rank the best video game players in the world. The audience of CWN organizes teams ("clans"), develops game extensions, creates fan sites, and participates in bulletin boards. Players have chosen to make Clan World Network **the number one online property for the hard core gamer**.

CWN sponsorship and advertising programs provide your company with a unique opportunity to reach this concentrated audience of hard core gamers with a tailored message. Companies, such as UBI Soft, Sierra, and nVidia, have effectively used Clan World Network programs to encourage early product adoption, to foster greater community participation around existing offerings, to increase sales, and to build brand awareness. CWN programs include sponsorship of large tournaments and competitions, banner advertising, linking campaigns, email campaigns, and market research. The CWN team will work with your organization to maximize the exposure and return on investment from any program that you choose.

Founded three years ago, Clan World Network has been developed by prominent figures in the hard core gaming community. The network consists of six sites, with the largest three being ClanDatabase.com, ClanLadder.com, and ClanBoard.com, a massive bulletin board for serious players. Over 2,500 gaming and fan sites link to CWN properties, and CWN tournaments and competitions are followed closely by dozens of fan sites and game sites. Game Trust, the parent company of CWN, is a gaming infrastructure company, providing player ranking software, an electronic payment system for gaming, cash tournament software, player directories, and tournament management software. Game Trust focuses its properties, infrastructure and software on a single goal - to enrich the game playing experience for gamers.



ClanDatabase.com
ClanLadder.com
ClanBoard.com



User Profile:

Age: 18-24 (49%)
Gender: Male (95%)
Income: \$40,000+ (54%)
Games: 5+/Yr. (56%)
Platform: PC and Console

User Details:

Avid game community members that create fan sites, develop game modifications, and play frequently.

Property Details:

6+ mm Page Views / Mn.
490,000+ Registrations
400,000+ Uniques / Mn.

