

# Opera GX

*the browser for gamers*



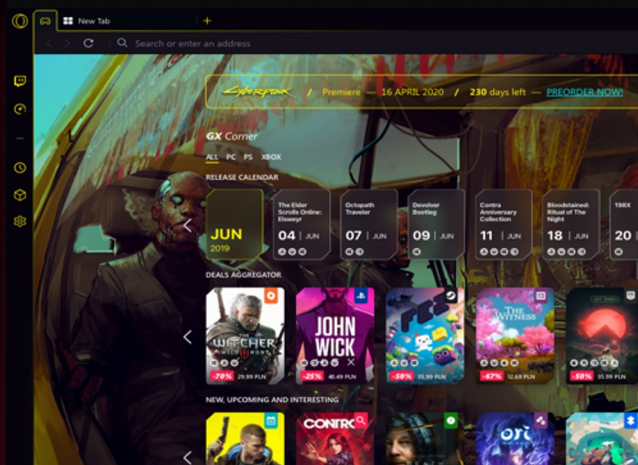
**A deck for Entertainment Partners**

MARCH 2024

# GX at a glance\_

An award-winning world's first browser for gamers and cool pop-culture.

- 27 Million active community of global users
- Fast growing (+200% YoY)
- Roughly 70% of users engage daily.
- Part of Opera, Norway. (311 Million global users)



# GX audience\_



Globally

Opera GX 27M+

MAU

# GX audience\_



● Male 92%  
● Female 7%  
● Other 1%

● Under 13 7%

● 13-18 51%

● 18-24 31%

● 25-34 9%

● 35-44 2%

● 45-54 0,4%

● Over 54 0,4%

89% of users below 25 y.o mark  
27M MAU (Monthly Active Users) globally  
200 min/day of active browser uptime  
473 min/day of total browser uptime

# What is Opera GX\_

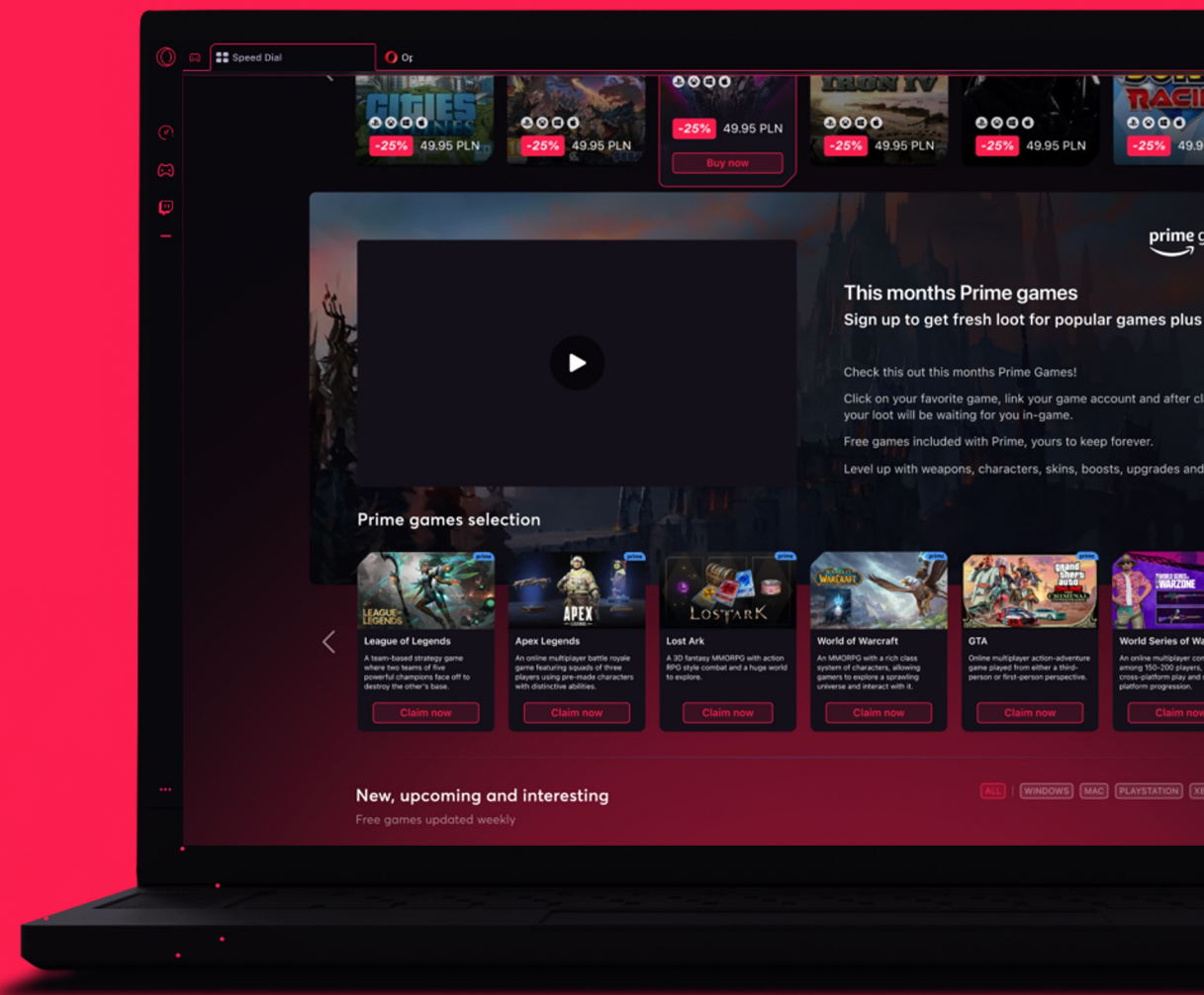
GX is much more than a browser to search for stuff.  
It's a revolutionary interface for a growing lifestyle.

Cherry picked  
content about  
gaming and  
entertainment

All that gamers  
interact with, in  
one ecosystem

A chameleon of  
a browser. Fully  
customizable  
experiences

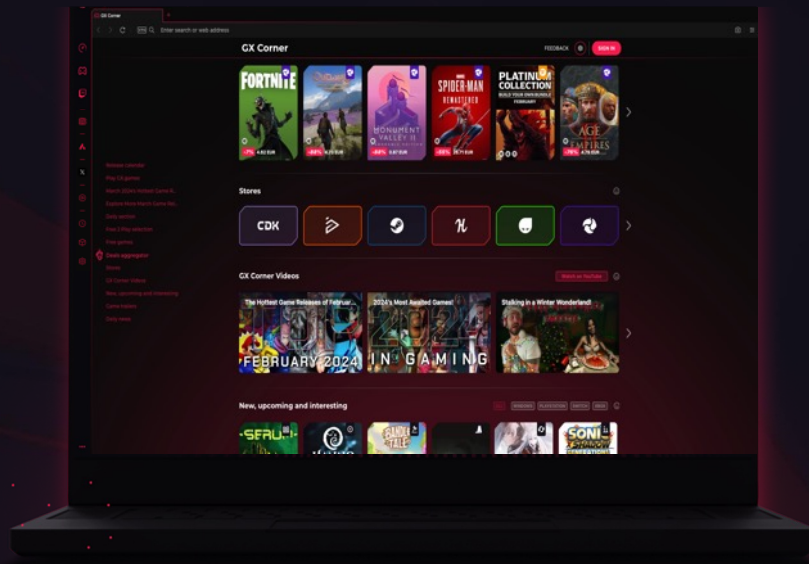
Technical features  
for faster and  
smoother gaming



## CHERRY PICKED CONTENT/SECTIONS

GX interface is home to various integrated gaming and entertainment sections-of-interest, featuring:

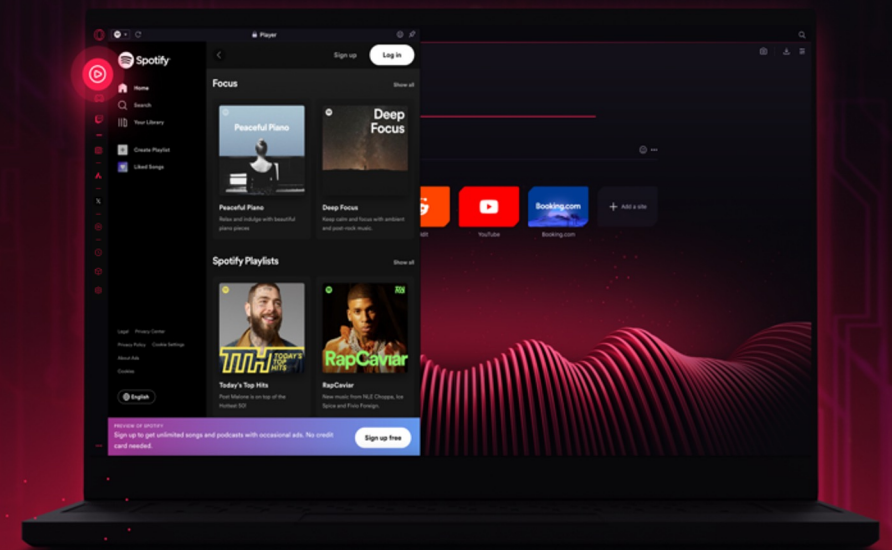
- Upcoming releases
- Events
- Trailers
- Offers and gaming perks
- Entertainment content / videos
- Games
- Stores
- Hot News
- Specials
- And more ...



## AN ALL-IN-ONE ECOSYSTEM

GX also comes with popular messenger, streaming and social apps built in. Users stay entertained, talk to their friends, listen to music and engage with the community without leaving the browser.

Tiktok, Facebook, X (Former twitter), Spotify, Discord, Twitch, Instagram, Chat GPT, and many more.



## A CHAMELEON. CUSTOMIZABLE EXPERIENCES.

GX is the personalized window to the web for millions of users. Advanced customization possibilities let users interact with a fun interface that looks, sounds and behaves in genuinely unique ways.

For example, GX browser can be transformed into a new browser based on themes of licensed entertainment hits, films, sounds and unique moods ([Preview GX Mods here](#)).

## TECHNICAL FEATURES FOR BETTER GAMING

GX has various technical solutions that gamers have been craving since the invention of fire. We will spare you the technical talk, but let's just say gamers even get to save precious milliseconds in a shooting game that means the world to them.

- RAM, CPU Limiters
- Network Limiters
- Built in VPN
- Forced dark modes
- Built-in Ad Blocker
- Many more...

### CHOOSE YOUR OWN ADVENTURE

Transform the way Opera GX looks, sounds and behaves with GX Mods!

**BURY BORING**

Boring browsers are f'cking terrifying, and not in a good way.

- Background music
- Theme
- Browser sounds
- Wallpaper
- Keyboard sounds

Download Opera GX

Opera GX

# EATS 80% LESS RAM

THAN YOUR STANDARD BROWSER

Download Opera GX

Get an unparalleled gaming and browsing experience with Discord/Twitch sidebar integration and built-in limiters for CPU, RAM and Network usage.

4.7/5.0  
2.2M Ratings

Red Dot Award

iF Award

Made in Europe



# What's in it for entertainment partners\_



- Opera GX is highly influential among gamers, Gen Z, and the wider tech and internet communities. Collaborations with GX would open access to new fans and expand your marketing universe.
- Opera GX brings rich in-and-out of browser promotion possibilities, digital activations with guaranteed ROI, diverse marketing and co-promotion opportunities, creative bespoke campaigns and more.
- GX would be happy to work with you to provide guidance and navigation around all-things-gaming-lifestyle. We know how to get to gamers.



# HIGH IMPACT DIGITAL ACTIVATIONS

Our digital platform can be your direct channel to gamers in various ways.

Some examples of what we can do on the browser:

Showcase videos, trailers, behind the scenes, special assets

Build custom digital features based a show/film

Create digital in-world features

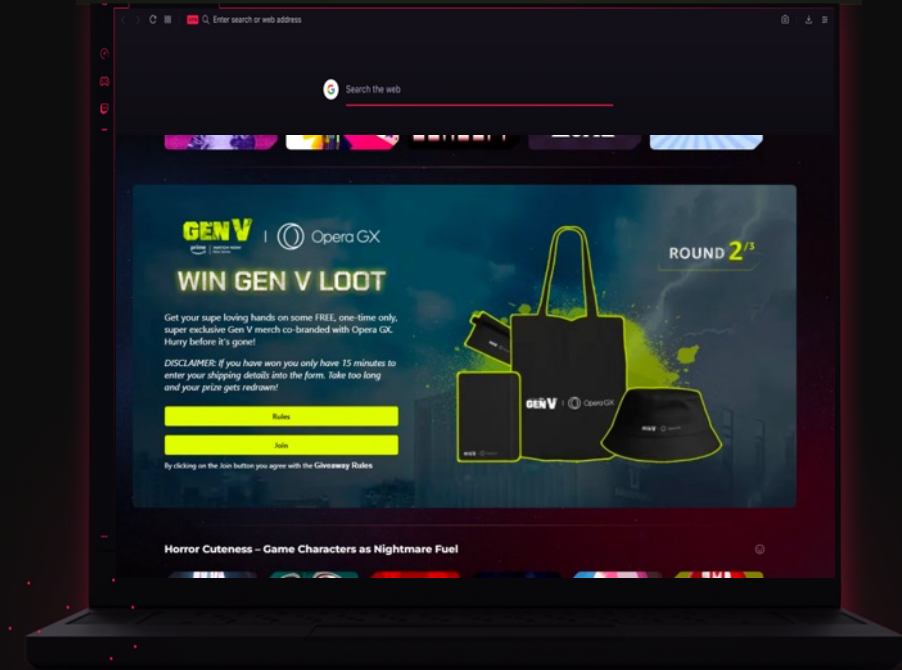
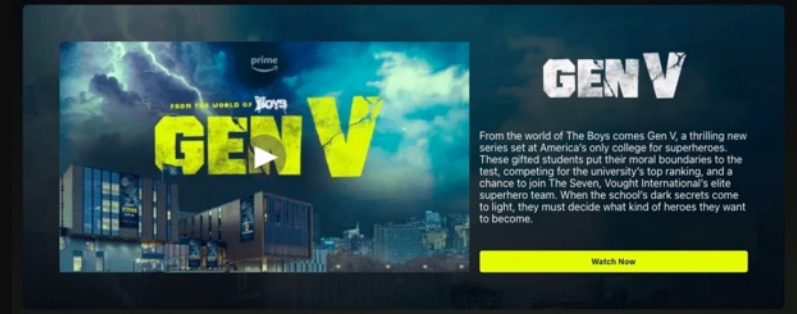
Organize contests, merch giveaways, etc

GX Mods – Create a browser mod based on a show

Redirections, banners, notifications

Advertise through high value placements with guaranteed ROI

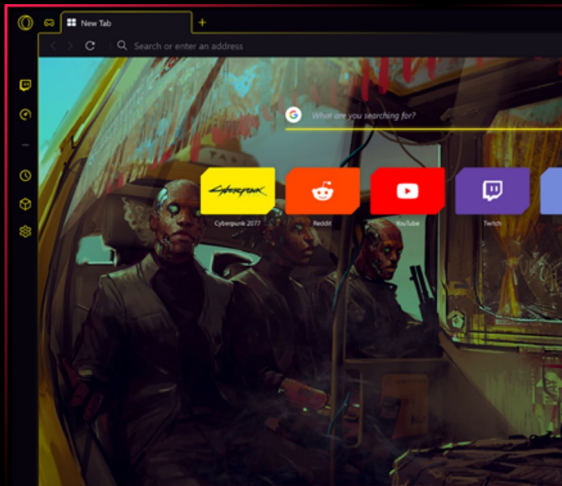
Note: We can target users by interest, language, country, behaviour and much more.



# HIGH IMPACT DIGITAL ACTIVATIONS



Partners can have a proud presence in the Opera GX browser, with a number of promo opportunities available – including, not limited to:

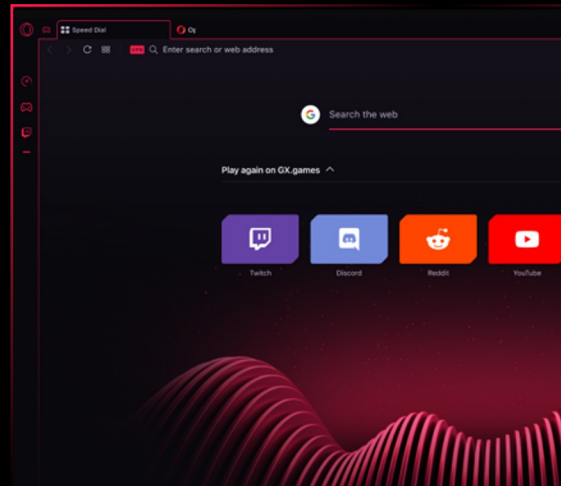


## Start Page Takeover

Full-screen wallpaper that promotes your brand each time users open the browser.

**1.6 Billion**

AVG impressions/month

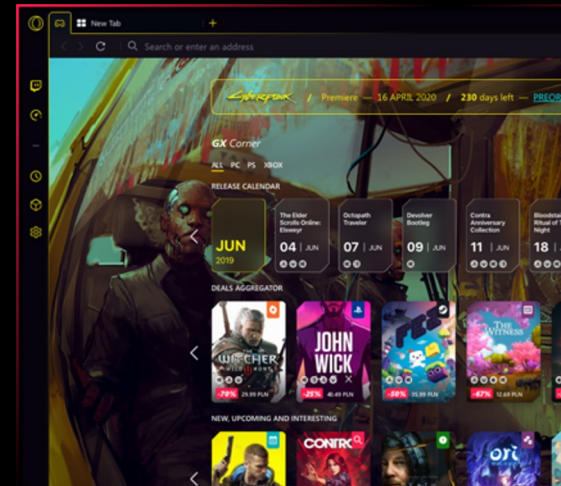


## Speed Dial

Premium exposure placement built into the browser's main page tile block. Ideal for traffic generation. Only available for top partners.

**1.7 Billion**

AVG impressions/month

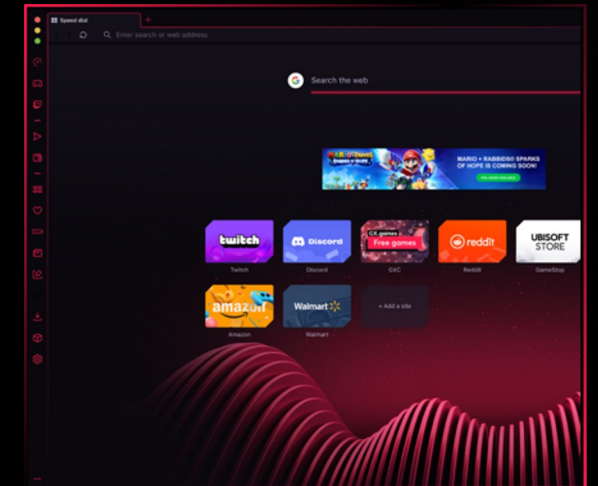


## GX Corner

Separate tab integrated into the browser where the majority of the interface sections and features live. The heart of GX.

**15 Million**

AVG impressions/day



## Teaser

An independent clickable banner on the top of the Start Page that can be targeted per region.

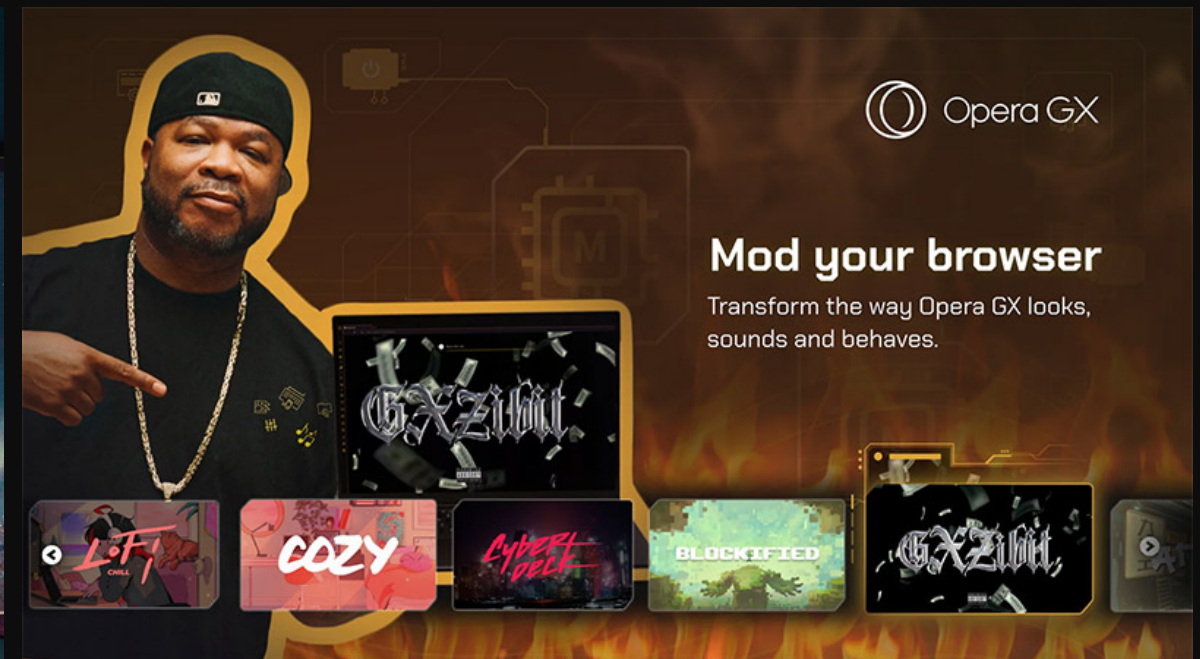
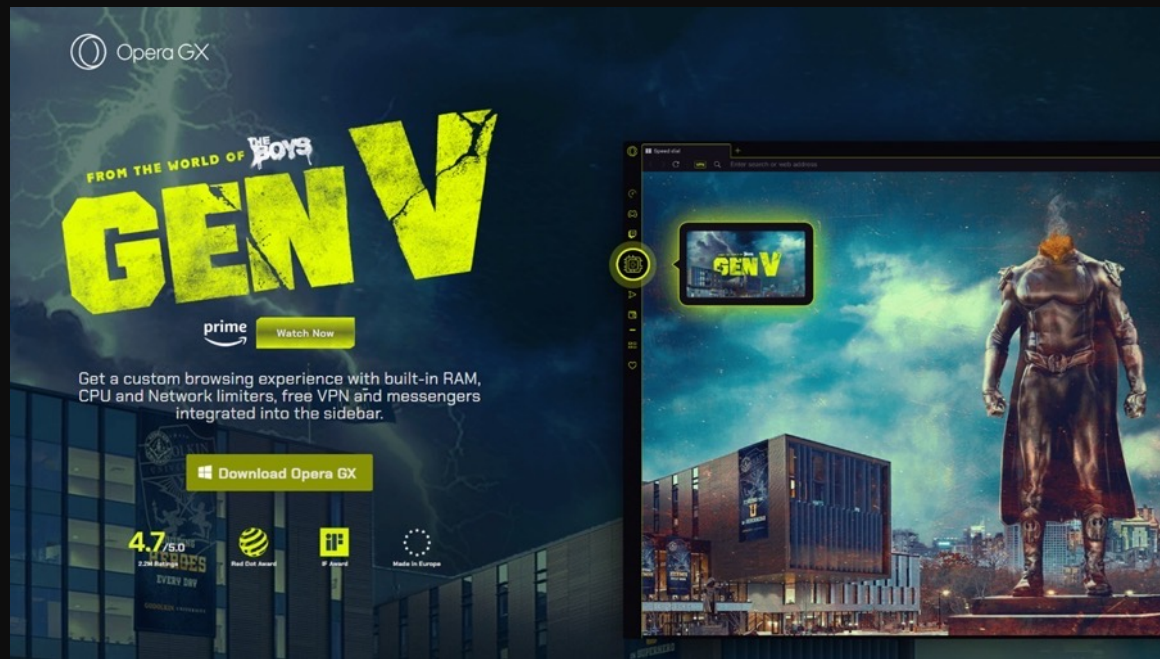
**70 Million**

AVG impressions/day

# ENDLESS CREATIVE APPLICATIONS/ EXPERIENCES

## GX Mods

How would you like to have an actual browser that looks, sounds and behaves like your show? With GX Mods, Opera GX can transform into a fully unique browser with your show's theme at its core. It even allows users to unlock new layers as they interact with the browser.



# ENDLESS CREATIVE APPLICATIONS/ EXPERIENCES

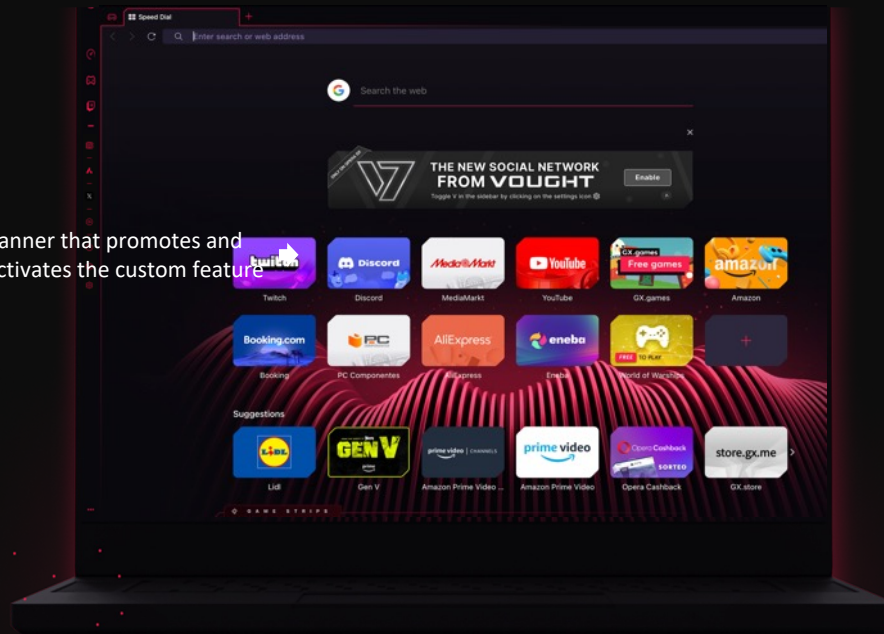
## Custom In-world features



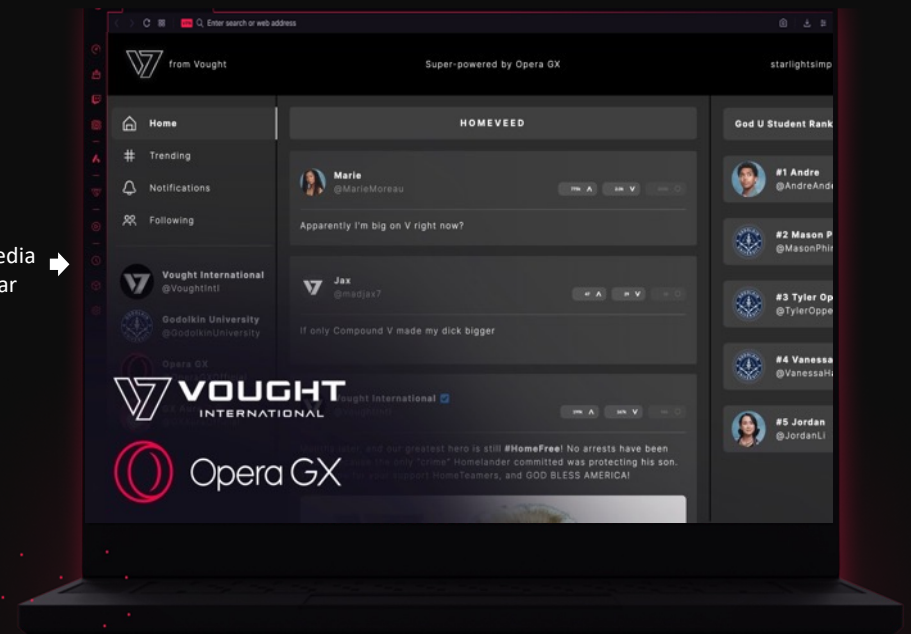
We can create custom in-world features aligned with your IP's universe.

As an example of an in-world IP collab; in a recent exclusive, a mock social network site "V" operated within GX, ran by the evil superhero corp Vought International from Prime hit "the Boys".

Banner that promotes and activates the custom feature



The in-world "V social media site" placed on the side bar



# COLLABORATIONS VIA OUR SOCIALS



*Youngest big player with the highest engagement in the gaming space*

**We can host an activation on GX's social channels**

**Discord - 400k+ member - top1 server in tech category**

**X (Twitter) - account with the highest engagement in the gaming space. Constantly growing - now over 1 M. followers**

**Nintendo of America** @NintendoAmerica  
SOCIAL CAP 35.3M 2.7x EXPECTED  
236 Following 12.7M Followers nintendo.com

LEADERBOARDS

#728 Overall	#4 Founders	#2 Startups
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**PlayStation** @PlayStation  
SOCIAL CAP 21.4M 71% EXPECTED

765 Following 29.8M Followers playstation.com California

LEADERBOARDS

#1049 Overall	Add category
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**Opera GX** @operagxofficial  
SOCIAL CAP 81.7M 308.3x EXPECTED

71 Following 265.1K Followers operagx.gg/twdl

LEADERBOARDS

#372 Overall	#1 Marketing	#4 Shitposters
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**Xbox** @Xbox  
SOCIAL CAP 15M 72% EXPECTED

15.8K Following 20.7M Followers Xbox.com Redmond, Washington

LEADERBOARDS

#1324 Overall	Add category
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# DRIVING ONLINE CONVERSATIONS



**The Boys: Vought And Opera GX Launch A "Social Media Platform"**

The Boys and Gen V's Vought allowed fans to follow along through an in-browser social media platform, but there are some limitations.

A collaboration was made between the popular internet browser Opera and Amazon's Prime Video service. As part of this collaboration, characters from Gen V, one of Prime Video's newest series, were added to the Opera GX browser. Additionally, a social network was created for this fictional universe. It looks like users will have a remarkable experience with the collaboration of Opera GX and Amazon.

**FROM VOUGHT**  
THE NEW SOCIAL NETWORK

Should I just buy this and fire everyone? Lol

**Dexterto** @Dexterto · 5d  
Amazon Prime and Opera GX launched a social media platform called 'V'

**Hurt CoPain** @SeedDiCaprio · 4d  
WHO THE HELL IS PAIN COHORT

**Dexterto** @Dexterto · 5d  
Amazon Prime and Opera GX launched a social media platform called 'V'

**Readers added context**  
This is not a functional Social Media Platform but rather a page EXCLUSIVE to Opera GX Users that will be updated by Amazon as a mock Social Media. ...

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Opera GX is also offering a "The Boys" setting that includes several theme-friendly content for your browser.

[opera.com/gx/gen-v?utm\\_s...](https://opera.com/gx/gen-v?utm_s...)

[press.opera.com/2023/10/03/ope...](https://press.opera.com/2023/10/03/ope...)

Do you find this helpful? **Rate it**

773 2,402 36.5K 10.4M

**duck** @ExtremeBlitz\_ · 2d

**Dexterto** @Dexterto · 2d  
Amazon Prime and Opera GX launched a social media platform called 'V'

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This is not a functional Social Media Platform but rather a page EXCLUSIVE to Opera GX Users that will be updated by Amazon as a mock Social Media. ...

## OPERA GX MARKETING

GX uses a targeted growth strategy through a mix of digital, social, cross collabs, production and influencers. We proudly count **more than 6 000 partnerships** across the industry.

Hero videos

Youtube campaigns

GX in-browser features

Social posting

Paid advertisement

Tiktok campaigns

Cross collaborations

Influencers





**Thank you**

