

RESEARCH BRIEF: Gaming Audience Prime For Marketing

Overview: The Consumer is a “Gamer”

The audience in the U.S. that plays video games is no longer exclusive to the 12-24 male demographic. Gamers are now prevalent across genders, ages, incomes, and education levels. Within this gaming renaissance, two types of game categories can be found: “Casual Games” and “Console/PC Games”.

There is explosive growth in all categories of gaming, as well as online gaming sites. This is opening up new possibilities for advertisers who want to reach consumers. “Gamers” are not a niche target anymore, but a diverse and established audience.

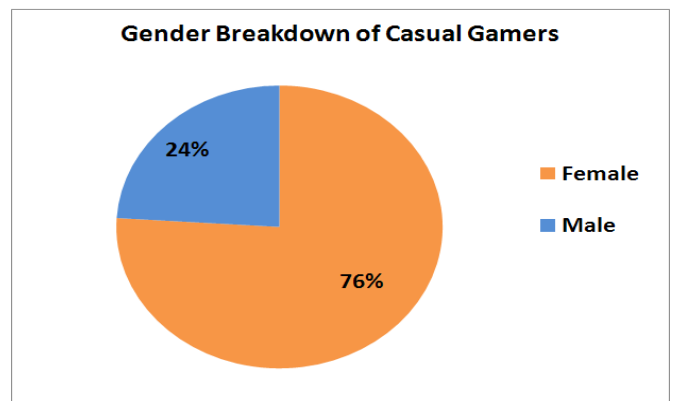
Gaming Audience is Diverse and Growing

According to a 2008 Pew Internet Study, it is estimated that over **53%** of adults in the U.S. over the age of 18 play video games. Additionally, 21% of adults report playing everyday or almost everyday.

Casual Gaming Has Incredible Growth

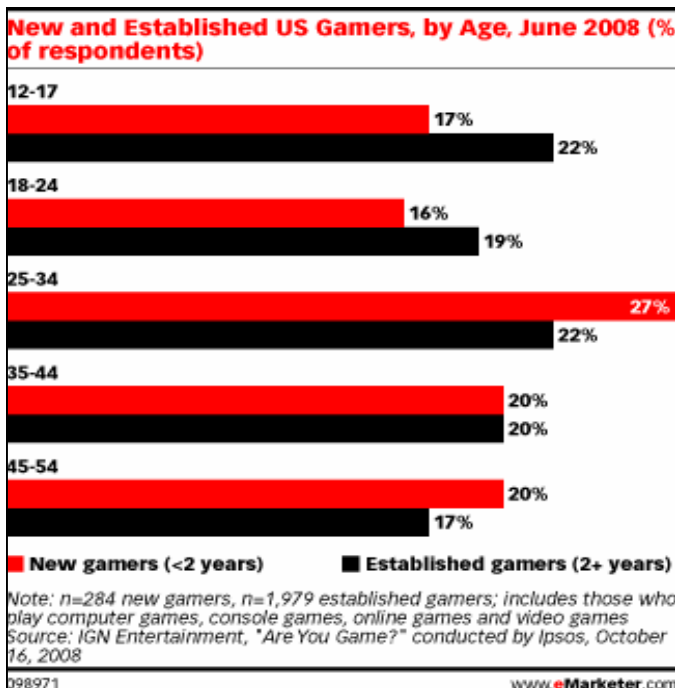
As defined by the Casual Games Association, Casual Games are “easy to play games developed for the general public”.

It is estimated that 60 million people in the U.S are casual gamers, with this figure expected to grow to 80 million by 2010. While 4 out of 5 adults play games, casual gaming skews female, according to a 2006 Popcap.com study.



Console/PC Gaming Still Strong

Another significant gaming platform is console and PC gaming. Once considered a niche product, consoles now have a 41.1% penetration among U.S. households, according to a 2007 Nielsen Research Study.



	TV	Video game console(s)	Penetration
Male			
2-11	20,490	14,491	70.7%
12-17	12,650	10,101	79.8%
18-34	33,480	22,657	67.7%
35-49	31,370	17,793	56.7%
50+	40,480	10,642	26.3%
Female			
2-11	19,570	13,841	70.7%
12-17	12,140	9,963	79.8%
18-34	33,220	19,293	58.1%
35-49	32,530	18,784	57.7%
50+	47,570	11,160	23.5%
Total ages 2+	283,500	148,456	52.4%
Total households	111,400	45,774	41.1%

Source: Nielsen Media Research, March 2007

A 2008 IGN/Ipsos Study found that over 40% of “New Gamers” are in the 35-54 age group, with their growth in new gamers outpacing their peers in the 12-24 year-old age groups.

Gamers Diverse Demographics

Demographic Profile of US Adults Who Play Video Games*, October-December 2007 (% of respondents in each group)	
Gender	
Male	55%
Female	50%
Age	
18-29	81%
30-49	60%
50-64	40%
65+	23%
Household income	
<\$30,000	52%
\$30,000-\$49,999	59%
\$50,000-\$74,999	62%
\$75,000+	56%
Education	
Less than high school	40%
High school graduate	51%
Some college/college graduate	57%
Ethnicity/race	
White, non-Hispanic	51%
Black, non-Hispanic	51%
Hispanic (English-speaking)	63%
Community type	
Urban	56%
Suburban	53%
Rural	47%
All adults	53%
<small>Note: n=2,054; *play games online or offline using a computer, mobile phone or any other gaming device Source: Pew Internet & American Life Project, "Adults and Video Games," December 7, 2008</small>	
100109	www.eMarketer.com

According to a 2007 eMarketer report, there is a nearly 50-50 gender split among video gamers. Also of note is that most (57%) have taken some college or graduated college, and 56% have a household income of \$75k+.

Additional Information

Casual Gaming Association

<http://www.casualgamesassociation.org>

72% of U.S. Population Plays Video Games

<http://blogs.pcworld.com/gameon/archives/006748.html>

Gaming Industry Banking On Your "Casual" Engagement

http://seattlepi.nwsourc.com/videogames/275513_casual27web.html

Favorable Attitudes Towards Advertisements in Games

According to a 2008 Nielsen survey studying attitudes about advertising in video games, users were found to react positively to the ads on the platform.

- **84% felt the ads fit the games**
- **44% increase in pre/post brand awareness**
- **61% pre/post lift in "excellent" and "very good" brand opinion**

In a separate 2008 MTV study, gamers who play free online games, typically categorized as 'casual games', are most willing to accept banner ads adjacent to the games. Interestingly, the second most accepted type was 'advertiser-sponsored' games, selected by 42% of respondents. This insight opens-up many possibilities for advertisers looking to reach a captive audience with long periods of brand engagement.

Gaming Sites Growth Outpacing Web Growth

In conjunction with the overall growth in the gaming population, the amount of traffic to top gaming sites is growing as well. The overall online gaming traffic is outpacing the overall growth of internet traffic, growing at 27% from December 2007 to December 2008.

Top 10 US Online Gaming Sites, Ranked by Unique Visitors, December 2007 & December 2008 (thousands and % change)			
	December 2007	December 2008	% change
1. Yahoo! Games	16,184	19,468	20%
2. EA Online	12,673	15,369	21%
3. Disney Games	11,933	13,458	13%
4. WildTangent Network	7,650	13,306	74%
5. Addicting Games	9,706	11,343	17%
6. AOL Games	8,380	10,750	28%
7. MSN Games	9,685	10,263	6%
8. Miniclip.com	7,264	8,636	19%
9. Nick.com Games	6,020	7,092	18%
10. Spil Games	1,821	6,715	269%
Total online gaming	67,547	85,977	27%
Total Internet	183,619	190,650	4%
<small>Note: home, work and university locations Source: comScore Media Metrix as cited in press release, January 28, 2009</small>			
101276	www.eMarketer.com		