

2017

SALES, DEMOGRAPHIC,
AND USAGE DATA

ESSENTIAL FACTS

ABOUT THE COMPUTER
AND VIDEO GAME INDUSTRY



entertainment[®]
software
association

“The video game industry excels because it anticipates demand — giving people what they want before they realize that they want it — and drives trends in entertainment and across countless other sectors.”

- Michael D. Gallagher, President and CEO
Entertainment Software Association

“A game is an opportunity to focus our energy, with relentless optimism, at something we’re good at (or getting better at) and enjoy. In other words, gameplay is the direct emotional opposite of depression.”

- Jane McGonigal
“Reality is Broken: Why Games Make Us Better and How
They Can Change the World”

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The Entertainment Software Association (ESA) released *2017 Essential Facts About the Computer and Video Game Industry* in April 2017. Ipsos Connect conducted the annual research for ESA. The study is the most in-depth and targeted survey of its kind, gathering data from more than 4,000 American households and surveying the heads of and most frequent gamers within each household about their video game playing habits and attitudes. The *2017 Essential Facts* also includes data provided by the Entertainment Software Rating Board (ESRB), The NPD Group, and EEDAR.

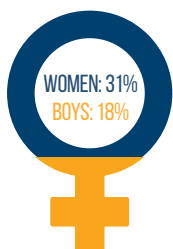
AT-A-GLANCE

67% OF US HOUSEHOLDS

own a device that is used to play video games.

65% OF US HOUSEHOLDS

are home to at least one person who plays 3 or more hours of video games a week.



THE AVERAGE GAMER IS 35 YEARS OLD.

WOMEN AGE 18 AND OLDER represent a significantly greater portion of the game-playing population than **BOYS UNDER AGE 18.**

The total consumer spend on the video game industry was **\$30.4 BILLION IN 2016.**

1 IN 3 of the most frequent gamers said they were "LIKELY TO BUY VIRTUAL REALITY (VR) IN THE NEXT YEAR."



53% OF THE MOST FREQUENT GAMERS PLAY MULTIPLAYER GAMES

at least once a week, spending an average of 6 hours playing with others online and 5 hours playing with others in person.

**90% OF PARENTS ARE PRESENT
WHEN THEIR CHILD ACQUIRES A VIDEO GAME.**

Of the 1,491 ratings assigned by ESRB in 2016, **67% WERE E OR E10+.**



FULL REPORT

THE GAMER HOUSEHOLD

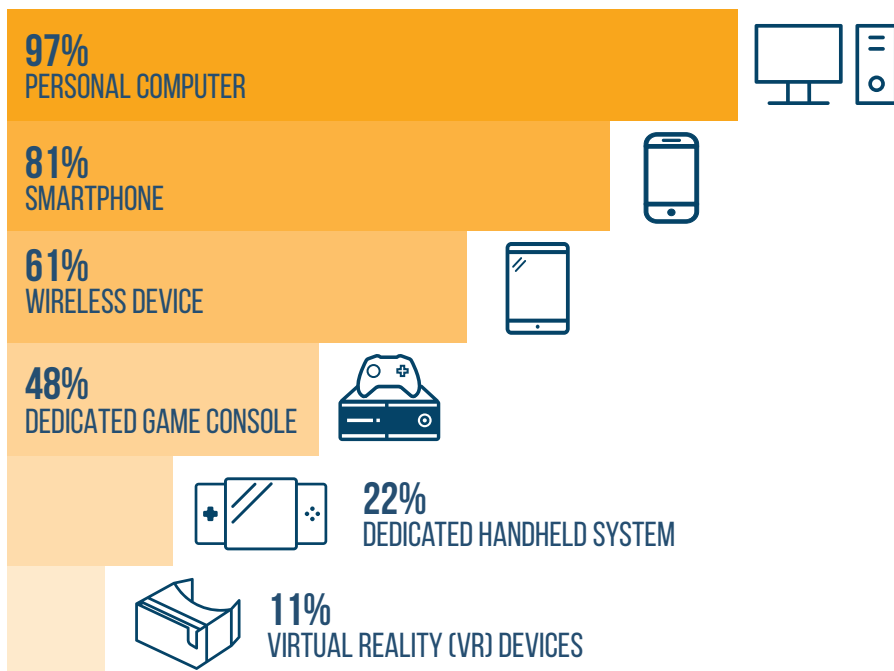


65% of US households are home to at least one person who plays 3 or more hours of video games a week.

There are an average of **1.7 GAMERS** in each game-playing US household.

67% OF US HOUSEHOLDS OWN A DEVICE THAT IS USED TO PLAY VIDEO GAMES

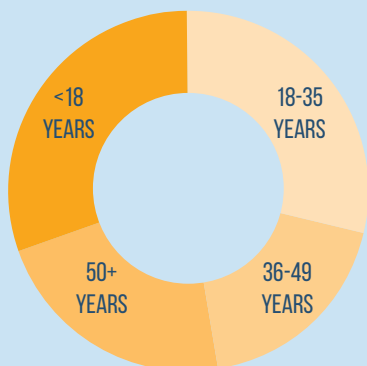
HOW MANY US HOUSEHOLDS OWN DEVICES?



THE AVERAGE GAMER

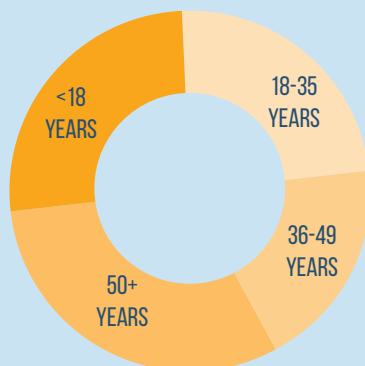
THE AVERAGE GAMER IS 35 YEARS OLD.

AVERAGE GAMERS BY AGE GROUP



MALE

UNDER 18 YEARS OLD: 18%
18-35: 17%
36-49: 11%
AGE 50+: 13%



FEMALE

UNDER 18 YEARS OLD: 11%
18-35: 10%
36-49: 8%
AGE 50+: 13%

The average female video game player is **37**,
and the average male video game player is **33**.

41% OF US GAMERS ARE WOMEN.

THERE IS AN EQUAL DISTRIBUTION OF REGULAR FEMALE PLAYERS IN AGE.

35 AND UNDER

OVER 35

AT PLAY

53% OF THE MOST FREQUENT GAMERS PLAY MULTIPLAYER GAMES

at least once a week, spending an average of 6 hours playing with others online and 5 hours playing with others in person.

WHO ARE GAMERS PLAYING WITH?



54% of the most frequent gamers say that video games help connect them with their friends.

45% SAY IT HELPS THEIR FAMILY SPEND TIME TOGETHER.

MOST PLAYED MULTIPLAYER GENRES:



29%
SHOOTERS



28%
CASUAL



27%
ACTION

VIRTUAL REALITY

63% OF THE MOST FREQUENT GAMERS ARE FAMILIAR WITH VR,
with 15% having used it in the last year.

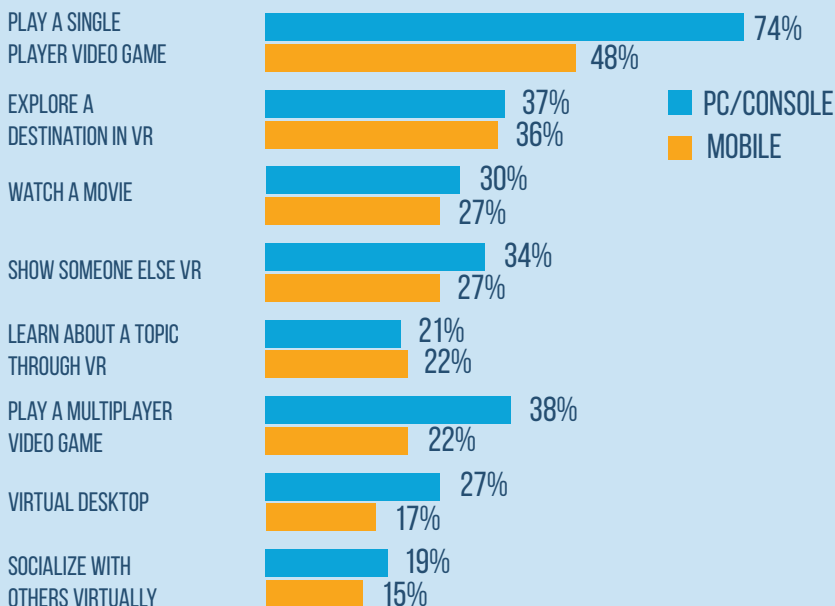
The average age of PC/console/mobile VR
headset owners is **31.***

OVER 90% of PC and console VR
owners are satisfied
with their headset purchase.*

1 IN 3 of the most
frequent gamers said they were
“**LIKELY TO BUY VR IN THE NEXT YEAR.**”



MOST COMMON VR ACTIVITIES*

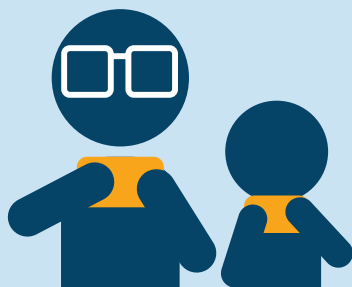


*Source: EEDAR

PARENTS AND VIDEO GAMES

90% of parents are present when their child acquires a video game.

9 OUT OF 10 parents require their child to ask permission before buying a video game.



94% of parents pay attention to the video games played by their child.

71% of parents say video games have a positive influence on their child's life.

67% of parents play video games with their child at least once weekly.

“Every age has its storytelling form...People are enthralled with video games in the same way as other people love the cinema or theatre.”

- Andy Serkis, Actor

WHY PARENTS PLAY VIDEO GAMES WITH THEIR CHILDREN

1. It's fun for all of us.
2. It's a good opportunity to socialize with my child.
3. My child asks me to.
4. It helps me monitor what they are playing.
5. I enjoy playing video games as much as my child.

PARENTS AND VIDEO GAMES

85% of parents of children who regularly play video games are very familiar with the ESRB ratings.

OF THESE PARENTS...

96% ARE VERY CONFIDENT that the ESRB ratings are accurate.

94% find the parental control settings on video game consoles useful.

75%

LIMIT THEIR CHILD'S TIME PLAYING VIDEO GAMES



71%

LIMIT INTERNET USAGE



68%

LIMIT WATCHING TELEVISION



61%

LIMIT TIME SPENT WATCHING
OR GOING TO THE MOVIES



OF THE 1,491 RATINGS ASSIGNED BY ESRB IN 2016:



47%

received an
E (Everyone)
rating



20%

received an E10+
(Everyone 10+)
rating



21%

received a T (Teen)
rating



11%

received an
M (Mature)
rating

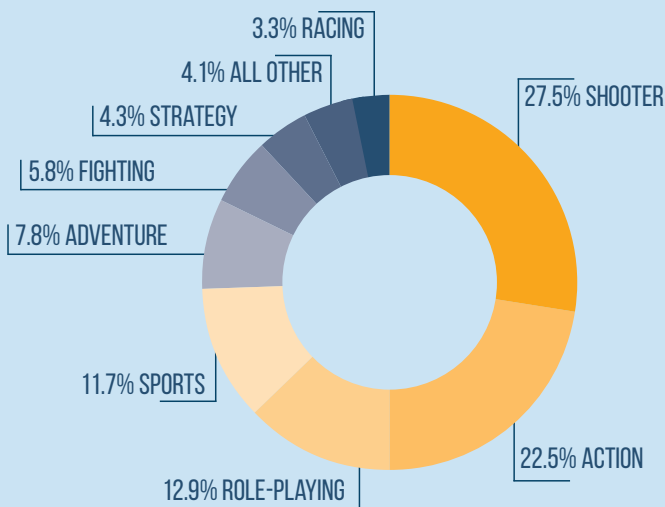
GENRES AND TITLES

TOP 20 BEST SELLING VIDEO GAMES OF 2016 BY UNITS SOLD

1	<i>CALL OF DUTY: INFINITE WARFARE</i> (M)	11	<i>POKEMON: SUN</i> (E)
2	<i>BATTLEFIELD 1</i> (M)	12	<i>POKEMON: MOON</i> (E)
3	<i>GRAND THEFT AUTO V</i> (M)	13	<i>THE ELDER SCROLLS V: SKYRIM</i> (M)
4	<i>MADDEN NFL 17</i> (E)	14	<i>STAR WARS BATTLEFRONT</i> (T)
5	<i>NBA 2K17</i> (E)	15	<i>FINAL FANTASY XV</i> (T)
6	<i>TOM CLANCY'S THE DIVISION</i> (M)	16	<i>TITANFALL 2</i> (M)
7	<i>OVERWATCH</i> (T)	17	<i>NBA 2K16</i> (E)
8	<i>MINECRAFT</i> (E10+)	18	<i>TOM CLANCY'S RAINBOW SIX SIEGE</i> (M)
9	<i>CALL OF DUTY: BLACK OPS III</i> (M)	19	<i>FAR CRY PRIMAL</i> (M)
10	<i>FIFA 17</i> (E)	20	<i>DARK SOULS III</i> (M)

Source: The NPD Group/Retail Tracking Service/Digital Games Tracking Service

BEST SELLING VIDEO GAME SUPER GENRES OF 2016 BY UNITS SOLD



Source: The NPD Group/
Retail Tracking Service/
Digital Games Tracking
Service

PURCHASING

The average age of the most frequent game purchaser is **36**.

Of the most frequent game purchasers:

63% ARE MALE

37% ARE FEMALE

**MOST GAMERS FEEL COMPUTER AND VIDEO GAMES
PROVIDE MORE VALUE FOR THEIR MONEY**



OF THE MOST FREQUENT GAMERS:

42%

Purchase new
video games
without having
tried them

32%

Purchase new
video games after
downloading
a trial or demo

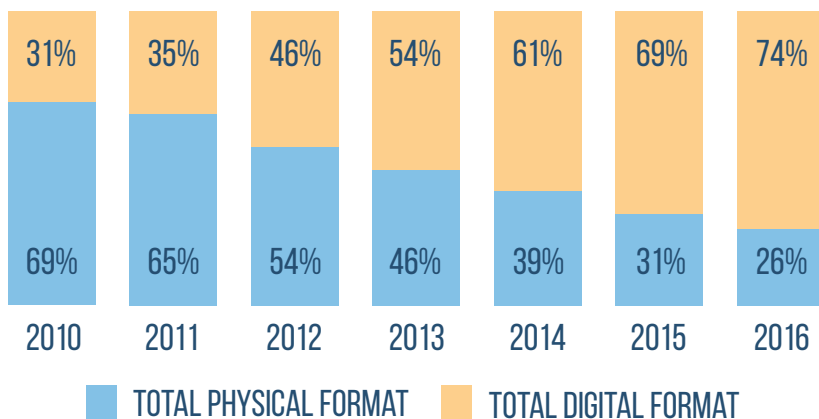
30%

Download games
from online video
game storefronts

PURCHASING

RECENT DIGITAL* AND PHYSICAL SALES INFORMATION

**Digital format sales include subscriptions, digital full games, digital add-on content, mobile apps, and social network games.*



Source: The NPD Group

FACTORS INFLUENCING DECISIONS TO PURCHASE VIDEO GAMES

QUALITY OF THE GRAPHICS 67%

PRICE 65%

INTERESTING STORY/PREMISE 59%

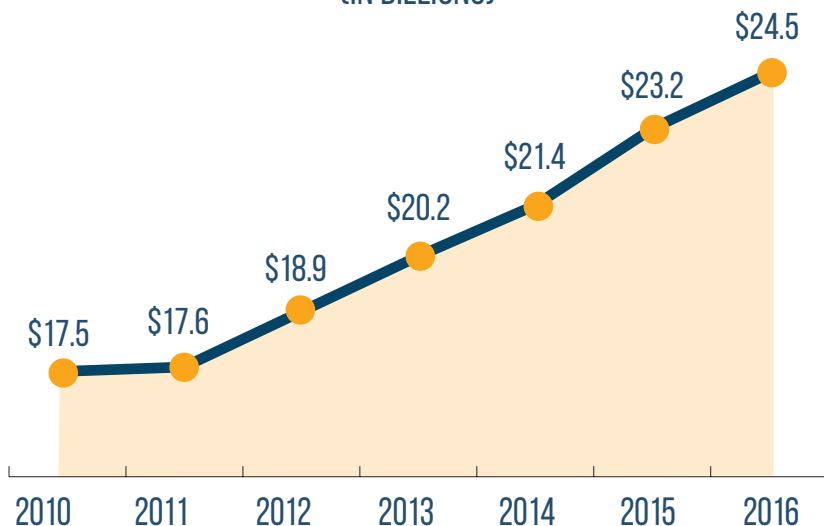
ONLINE GAMEPLAY CAPABILITY 50%

PRODUCT IS A CONTINUATION OF A FAVORITE GAME SERIES 48%

PRODUCT IS FAMILIAR TO ME FROM PAST EXPERIENCES (I.E., BASED ON A CLASSIC TOY, VIDEO ARCADE GAME, ETC.) 47%

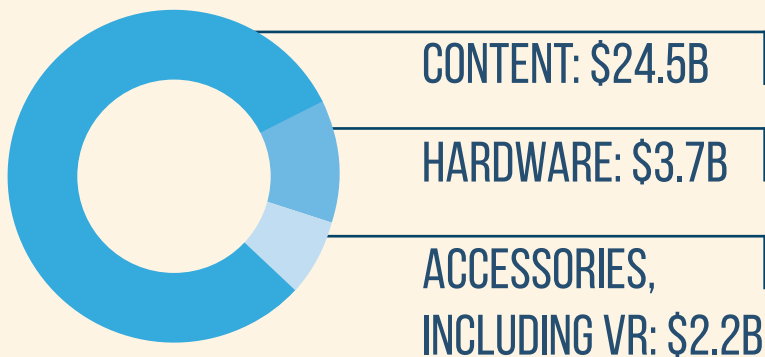
PURCHASING

ANNUAL US VIDEO GAME CONTENT SPEND, 2010 - 2016 (IN BILLIONS)



Source: The NPD Group

The **total** consumer spend on the video game industry was
\$30.4 BILLION IN 2016.



Source: The NPD Group

ECONOMIC IMPACT

There are **2,322** video game developer locations across **ALL 50 STATES**.
There are **526** publisher locations across **44 STATES**.



In total, there are **2,858** video game company locations across **84 PERCENT** of the congressional districts in America.

For a complete map of video game company locations and their congressional districts, visit WWW.AREWEINYOURSTATE.ORG.



There are now **65,678 WORKERS** directly employed at game software publisher and developer locations in the US.

Employees in the industry earned an average compensation of **\$97,000 PER YEAR** in 2016.

The US game company industry's value added to US GDP was more than **\$11.7 BILLION** in 2016.

"Our industry thrives anywhere there is talent and an environment conducive to growth."

- Michael D. Gallagher, President and CEO
Entertainment Software Association

ABOUT ESA



**entertainment[®]
software
association**

The Entertainment Software Association (ESA) conducts business and consumer research and provides analysis and advocacy on issues like global content protection, intellectual property, technology, e-commerce, and the First Amendment in support of interactive software publishers. ESA owns and operates E3 and represents video game industry interests on federal and state levels.

To learn more, visit TheESA.com and follow us on Twitter: @RichatESA or @ESAGovAffairs.

"I think video games are going to completely take over storytelling in our society. Video games are not a fad. They are absolutely a narrative form and a medium that is already evolving and recognized as a narrative form..."

- Guillermo del Toro, Director

ESA PARTNERS

ACADEMY OF INTERACTIVE ARTS & SCIENCES | WWW.INTERACTIVE.ORG

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a non-profit organization to recognize outstanding achievements in interactive entertainment. The AIAS conducts the annual D.I.C.E. Awards to promote and acknowledge exceptional accomplishments in the field. In 2002 the Academy created the D.I.C.E. Summit dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment.

ESA FOUNDATION | WWW.ESAFFOUNDATION.ORG

Created by the American entertainment software industry, the ESA Foundation works to make a positive difference in the lives of America's youth by providing scholarships to the next generation of industry innovators and supporting charitable organizations and schools that leverage entertainment software and technology. The ESA Foundation receives its primary funding proceeds from the signature annual fundraiser Nite to Unite and other charitable initiatives.

ENTERTAINMENT SOFTWARE RATING BOARD | WWW.ESRB.ORG

The Entertainment Software Rating Board (ESRB) is a non-profit, self-regulatory body established in 1994 by ESA. ESRB independently assigns content ratings to video games and mobile apps, enforces advertising guidelines, and helps ensure responsible online and mobile privacy practices for the interactive entertainment software industry.

INTERNATIONAL GAME DEVELOPERS ASSOCIATION | WWW.IGDA.ORG

The International Game Developers Association (IGDA) is the largest non-profit membership organization serving individuals who create video games. The IGDA advances the careers and enhances the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community. These core activities advance games as a medium and game development as a profession.

THE NPD GROUP, INC. | WWW.NPD.COM

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MEMBER COMPANIES

as of April 2017

345 GAMES

505 GAMES

ACTIVISION BLIZZARD, INC.

BANDAI NAMCO ENTERTAINMENT, INC.

BETHESDA SOFTWORKS, LLC

CAPCOM CO., LTD.

DEEP SILVER

DISNEY INTERACTIVE STUDIOS, INC.

ELECTRONIC ARTS, INC.

EPIC GAMES, INC.

FOCUS HOME INTERACTIVE

GEARBOX PUBLISHING, LLC

GREY BOX

GUNGHO ONLINE ENTERTAINMENT
AMERICA, INC.

KONAMI DIGITAL ENTERTAINMENT CO., LTD.

LEGENDS OF LEARNING

LEVEL-5 INTERNATIONAL AMERICA, INC.

MAGIC LEAP, INC.

MICROSOFT CORPORATION

NATSUME, INC.

NEXON AMERICA, INC.

NINTENDO OF AMERICA

NVIDIA CORPORATION

POP UP GAMING

SONY INTERACTIVE ENTERTAINMENT, INC.

SQUARE ENIX, LTD.

TAKE-TWO INTERACTIVE SOFTWARE, INC.

THQ NORDIC

TENCENT

TRISEUM

UBISOFT, INC.

VANTIV, LLC

WARNER BROS. INTERACTIVE
ENTERTAINMENT, INC.

XSEED GAMES



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