2008

SALES, DEMOGRAPHIC AND USAGE DATA

ESSENTIAL FACTS

ABOUT THE COMPUTER
AND VIDEO GAME
INDUSTRY

esa

**entertainment
software**
association

WHAT'S INSIDE?

Who Plays What?

Who Plays What? Online and Wireless Games

What's the Bottom Line? Sales Data

Who Are We?

Other Resources

ALL DATA IN THIS DOCUMENT IS FROM THE ESA'S 2008 CONSUMER SURVEY UNLESS OTHERWISE NOTED. The Entertainment Software Association (ESA) released its 2008 Essential Facts About the Computer and Video Game Industry in July 2008. The data included in 2008 Essential Facts was gathered in an annual study conducted by Ipsos-MediaCT for the ESA. The study is the most in-depth and targeted survey of its kind, gathering data from over 1,200 nationally representative households that have been identified as owning either or both a video game console or a personal computer used to run entertainment software.
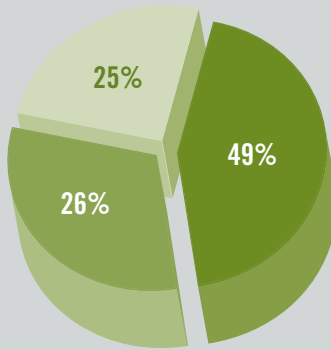
WHO PLAYS WHAT?

Who PLAYS Computer and Video Games?

65%
**of American households
play computer or video games.**

The average game player age is:
35

**AGE
OF GAME PLAYERS**

25%

26%

49%

**25% under 18 years
49% 18—49 years
26% 50+ years**

In 2008,
26%
of gamers were over the age of 50.

WHO PLAYS?

GENDER
OF GAME PLAYERS

40% female

60% male
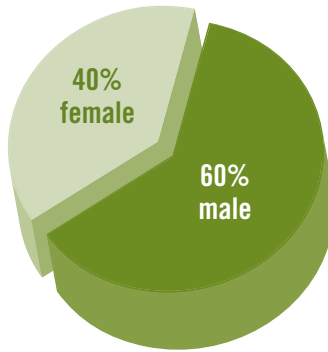
WOMEN age 18 or older represent a significantly greater portion of the game-playing population (33%) than boys age 17 or younger (18%).

Who BUYS Computer and Video Games?

The average age of the most frequent game purchaser is:

40

How Long Have Gamers Been Playing?

13

is the average number of years adult gamers have been playing computer or video games.

Among most frequent gamers, adult males average 15 years for game playing, females for 12 years.

WHO PLAYS?

59%
**of gamers play games with other gamers in person.
This is a rise from 56% in 2007 and from 51% in 2006.**

38%
of homes in America have a video game console.

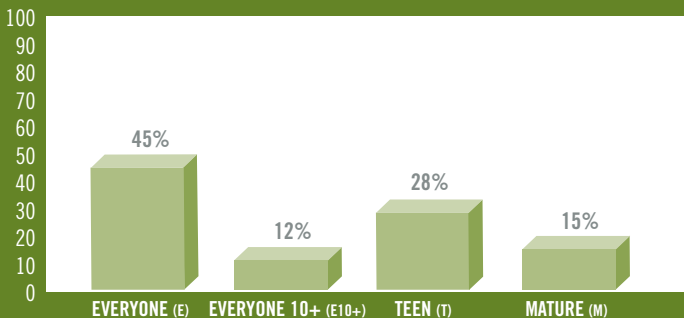## 2007 Computer and Video Game Sales by Rating
BY UNITS SOLD

45%	12%	28%	15%
EVERYONE (E)	EVERYONE 10+ (E10+)	TEEN (T)	MATURE (M)

Source: The NPD Group / Retail Tracking Service

WHO PLAYS WHAT?

BEST-SELLING VIDEO GAME SUPER GENRES BY UNITS SOLD, 2007

4.7% Strategy
4.3% Adventure
4.5% Fighting

17.6% Family Entertainment

7.6% Role Playing

12.1% Shooter

2.3% Other Games/Compilations
1.0% Children's Entertainment
0.5% Arcade
0.7% Flight

22.3% Action

14.1% Sport Games

8.3% Racing
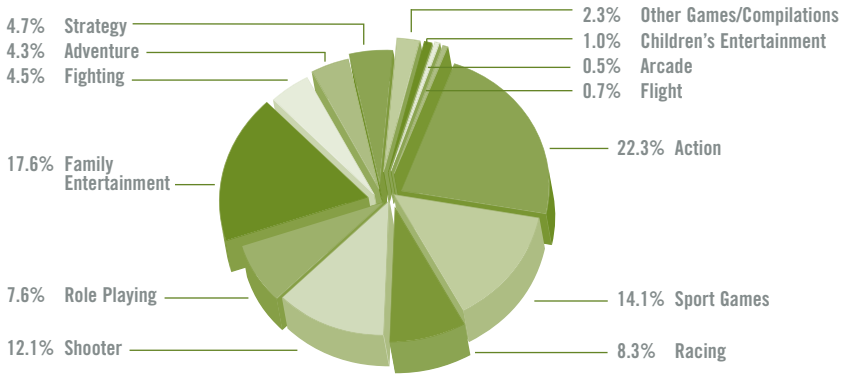
Source: The NPD Group / Retail Tracking Service

BEST-SELLING COMPUTER GAME SUPER GENRES BY UNITS SOLD, 2007

3.0% Other Games/Compilations
2.6% Action
2.5% Sport Games
3.5% Children's Entertainment

5.0% Adventure

11.6% Shooter

14.3% Family Entertainment

2.2% Flight
1.5% Racing
0.9% Arcade

33.9% Strategy

18.8% Role Playing
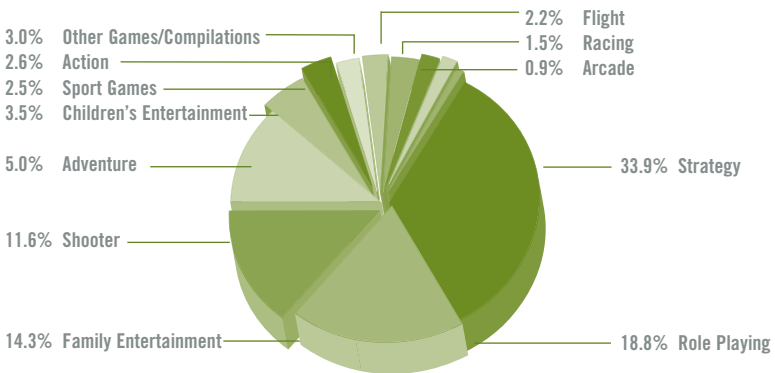
Source: The NPD Group / Retail Tracking Service

WHO PLAYS WHAT?

TOP 20 SELLING VIDEO GAMES OF 2007 BY UNITS SOLD

RANK	TITLE	PLATFORM	RATING
1	HALO 3*	Xbox 360	MATURE
2	WII PLAY WITH REMOTE	Wii	EVERYONE
3	CALL OF DUTY 4: MODERN WARFARE*	Xbox 360	MATURE
4	GUITAR HERO III: LEGENDS OF ROCK*	PlayStation 2	TEEN
5	SUPER MARIO GALAXY	Wii	EVERYONE
6	POKEMON DIAMOND VERSION	Nintendo DS	EVERYONE
7	MADDEN NFL 08	PlayStation 2	EVERYONE
8	GUITAR HERO 2*	PlayStation 2	TEEN
9	ASSASSIN'S CREED*	Xbox 360	MATURE
10	MARIO PARTY 8	Wii	EVERYONE
11	POKEMON PEARL VERSION	Nintendo DS	EVERYONE
12	MADDEN NFL 08	Xbox 360	EVERYONE
13	GUITAR HERO 2*	Xbox 360	TEEN
14	GUITAR HERO III: LEGENDS OF ROCK*	Xbox 360	TEEN
15	NEW SUPER MARIO BROS	Nintendo DS	EVERYONE
16	BRAIN AGE 2: MORE TRAINING IN MINUTES A DAY	Nintendo DS	EVERYONE
17	GUITAR HERO III: LEGENDS OF ROCK WITH WIRELESS GUITAR	Wii	TEEN
18	GOD OF WAR II	PlayStation 2	MATURE
19	LEGEND OF ZELDA: PHANTOM HOURGLASS	Nintendo DS	EVERYONE
20	MARIO KART	Nintendo DS	EVERYONE

*Includes Collector's, Limited, Legendary, Bundles (Guitar) Editions

Source: The NPD Group / Retail Tracking Service

TOP 20 SELLING COMPUTER GAMES OF 2007 BY UNITS SOLD

RANK	TITLE	RATING
1	WORLD OF WARCRAFT: BURNING CRUSADE EXPANSION PACK	TEEN
2	WORLD OF WARCRAFT	TEEN
3	THE SIMS 2 SEASONS EXPANSION PACK	TEEN
4	CALL OF DUTY 4: MODERN WARFARE	MATURE
5	SIM CITY 4 DELUXE	EVERYONE
6	THE SIMS 2	TEEN
7	COMMAND & CONQUER 3: TIBERIUM WARS	TEEN
8	THE SIMS 2 BON VOYAGE EXPANSION PACK	TEEN
9	MS AGE OF EMPIRES III	TEEN
10	THE SIMS 2 PETS EXPANSION PACK	TEEN
11	THE ORANGE BOX	MATURE
12	WARCRAFT III BATTLE CHEST	TEEN
13	STARCRAFT: BATTLE CHEST	MATURE
14	BATTLEFIELD 2142	TEEN
15	THE SIMS 2 DELUXE	TEEN
16	HALO: COMBAT EVOLVED	MATURE
17	THE SIMS 2 UNIVERSITY EXPANSION PACK	TEEN
18	THE SIMS 2 H&M FASHION STUFF EXPANSION PACK	TEEN
19	BIOSHOCK	MATURE
20	LORD OF THE RINGS ONLINE: SHADOWS OF ANGMAR	TEEN

Source: The NPD Group / Retail Tracking Service

WHO PLAYS WHAT?
PARENTS* AND GAMES

94%
of the time parents are present at the
time games are purchased or rented.

63%
of parents believe games are a positive
part of their children's lives.

83%
of the time children receive their parents'
permission before purchasing or
renting a game.

Parents report always or sometimes monitoring the
games their children play 88% of the time.

*Parents with kids under 18 who also own a game
console and/or computer used to play games.

The Top Four Reasons Parents Play
Video Games With Their Children:

It's Fun For The Entire Family 72%
Because They're Asked To 71%
It's A Good Opportunity To Socialize With The Child 66%
It's A Good Opportunity To Monitor Game Content 50%

WHO PLAYS?

Do Parents Control What Their Kids Play?

75%
of parents believe that the parental controls available in all new video game consoles are useful. Further, parents impose time usage limits on video games more than any other form of entertainment:

80%
of parents place time limits on video game playing.

72%
of parents place time limits on Internet usage.

71%
of parents place time limits on television viewing.

65%
of parents place time limits on movie viewing.
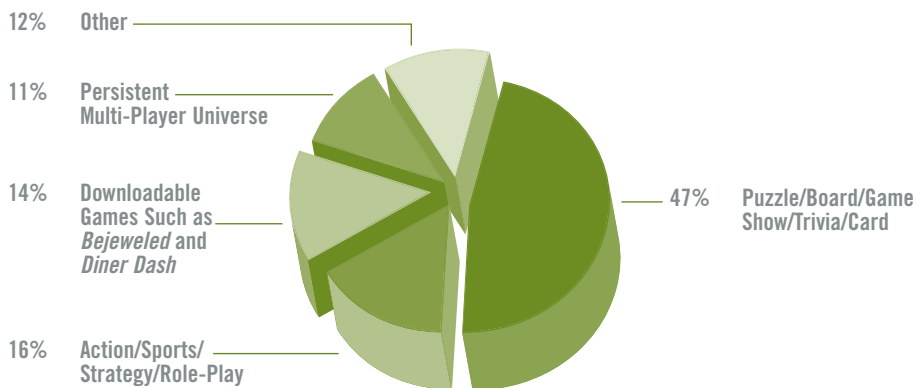
WHO PLAYS WHAT?
ONLINE AND WIRELESS GAMES

Who Plays Games Online?

56%
of online game
players are male.

44%
of online game
players are female.

22% of most frequent game players say they pay to play
online games. This is an increase from **19%** in 2007
and a marked increase from **8%** in 2004.

What is the One Type of Online Game Played Most Often?

12% Other

11% Persistent
Multi-Player Universe

14% Downloadable
Games Such as
Bejeweled and
Diner Dash

16% Action/Sports/
Strategy/Role-Play

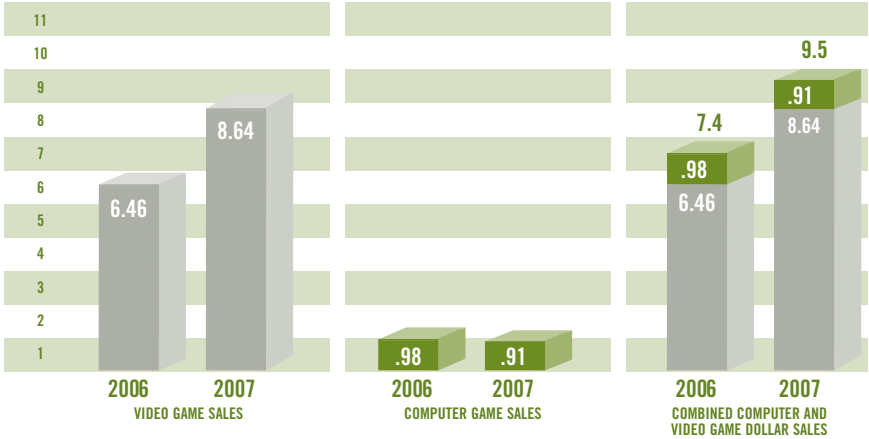**47%** Puzzle/Board/Game
Show/Trivia/Card

How Many Americans Play Games on Wireless Devices?

36%
of heads of households report they play
games on wireless devices such as a
cell phone or PDA, up from 20% in 2002.

9

WHAT'S THE BOTTOM LINE?
RECENT SALES INFORMATION
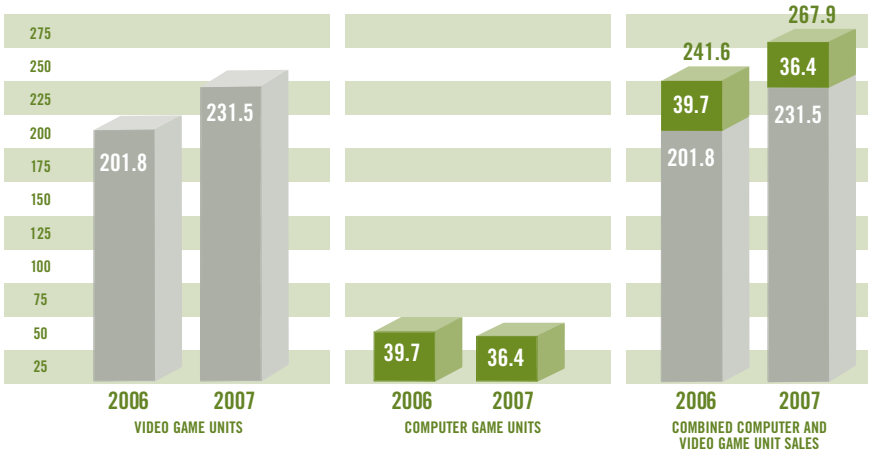
U.S. COMPUTER AND VIDEO GAME DOLLAR SALES: 2006 AND 2007
DOLLARS IN BILLIONS

	2006	2007
VIDEO GAME SALES	6.46	8.64
COMPUTER GAME SALES	.98	.91

COMBINED COMPUTER AND VIDEO GAME DOLLAR SALES

	2006	2007
Video Game	6.46	8.64
Computer Game	.98	.91
Total	7.4	9.5

Source: The NPD Group / Retail Tracking Service

U.S. COMPUTER AND VIDEO GAME UNIT SALES: 2006 AND 2007
UNITS IN MILLIONS

	2006	2007
VIDEO GAME UNITS	201.8	231.5
COMPUTER GAME UNITS	39.7	36.4

COMBINED COMPUTER AND VIDEO GAME UNIT SALES

	2006	2007
Video Game	201.8	231.5
Computer Game	39.7	36.4
Total	241.6	267.9

Source: The NPD Group / Retail Tracking Service

WHAT'S THE BOTTOM LINE?
HISTORICAL SALES INFORMATION
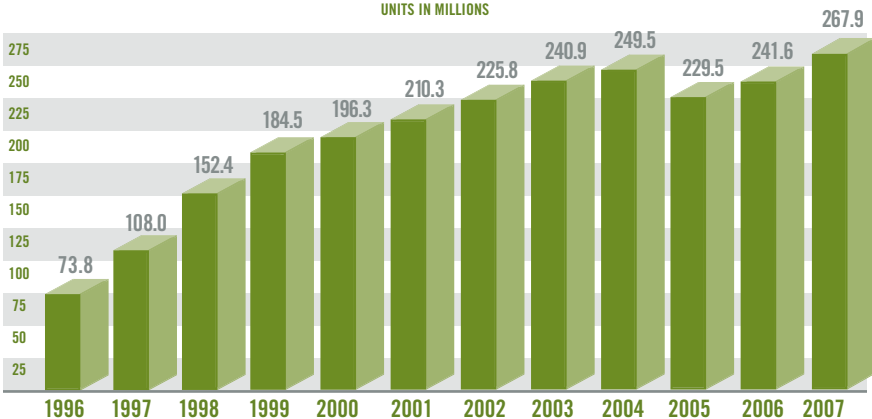
U.S. COMPUTER AND VIDEO GAME DOLLAR SALES GROWTH
DOLLARS IN BILLIONS

Year	Dollars in Billions
1996	2.6
1997	3.7
1998	4.8
1999	5.5
2000	5.6
2001	6.1
2002	6.9
2003	7.0
2004	7.3
2005	7.0
2006	7.4
2007	9.5

Source: The NPD Group / Retail Tracking Service

U.S. COMPUTER AND VIDEO GAME UNIT SALES GROWTH
UNITS IN MILLIONS

Year	Units in Millions
1996	73.8
1997	108.0
1998	152.4
1999	184.5
2000	196.3
2001	210.3
2002	225.8
2003	240.9
2004	249.5
2005	229.5
2006	241.6
2007	267.9

Source: The NPD Group / Retail Tracking Service

How Many Americans Expect to Buy Games?

41%
of Americans have purchased or plan to purchase one or more games in 2008.

WHO ARE WE?

About The Entertainment Software Association

The ESA is the U.S. association dedicated to serving the business and public affairs needs of companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. The ESA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the E3 Media & Business Summit, business and consumer research, federal and state government relations, First Amendment and intellectual property protection efforts.

For more information about the ESA and its programs, please visit www.theESA.com.

ESA Members

as of July, 2008

Atari, Inc.	www.atari.com
Capcom USA, Inc.	www.capcom.com
Codemasters	www.codemasters.com
Disney Interactive Studios, Inc.	www.disney.go.com/disneyinteractivestudios/
Eidos Interactive	www.eidos.com
Electronic Arts	www.ea.com
Epic Games, Inc.	www.epicgames.com
Her Interactive, Inc.	www.herinteractive.com
Konami Digital Entertainment	www.konami.com
Microsoft Corporation	www.microsoft.com
Midway Games, Inc.	www.midway.com
MTV Games	www.mtv.com/games/video_games
Namco Bandai Games America, Inc.	www.namcobandaigames.com
NC Interactive Inc.	www.plaync.com
Nintendo of America Inc.	www.nintendo.com
SEGA of America, Inc.	www.sega.com
Sony Computer Entertainment America	www.us.playstation.com
Sony Online Entertainment, Inc.	www.station.sony.com/en/
Square Enix, Inc.	www.square-enix.com
Take-Two Interactive Software, Inc.	www.take2games.com
THQ, Inc.	www.thq.com
Ubisoft Entertainment	www.ubi.com
Warner Bros. Interactive Entertainment Inc.	www.wbie.com

OTHER RESOURCES

For more information on the ESA and its programs, please visit:
www.theESA.com

Entertainment Software Rating Board (ESRB) www.esrb.org
The Entertainment Software Rating Board (ESRB) is a self-regulatory body established in 1994 by the Entertainment Software Association (ESA). ESRB independently applies and enforces ratings, advertising guidelines, and online privacy principles adopted by the industry.

Academy of Interactive Arts and Sciences www.interactive.org
Located in Los Angeles, CA, the Academy of Interactive Arts & Sciences (AIAS) is an official professional academy of the $9.5 billion interactive entertainment software industry. AIAS is supported by the industry's leading companies.

International Game Developers Association (IGDA) www.igda.org
The International Game Developers Association (IGDA) is a non-profit membership organization that advocates globally on issues related to digital game creation. The IGDA's mission is to strengthen the international game development community and effect change to benefit that community.

The NPD Group, Inc. www.npd.com
Since 1967, The NPD Group has provided reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers and retailers rely on NPD to help them better understand their customers, product categories, distribution channels, and competition in order to help guide their businesses.

Video Game Voters Network www.videogamevoters.org
The Video Game Voters Network, a project of the Entertainment Software Association, is a means by which American adults who play computer and video games can organize and take action on important policy issues affecting the computer and video game industry.

esa entertainment
software
association