

## eGames Data Brief

### Highlights

eGames, also known as electronic games, online games or video games, are gaining on movies in popularity.

- The US video game market grew by more than 40% in 2007, according to [NPD Group](#) data cited in a January 2008 [Gamasutra](#) article.
- In 2007, [Wii](#), a Nintendo gaming system that encourages physical activity, sold 7.8 million games (despite inventory shortages) and came in second in gaming sales for the year, behind Sony's Xbox 360, with just under 10 million in sales.  
From: [http://www.emarketer.com/Article.aspx?id=1005849&src=article2\\_newsltr](http://www.emarketer.com/Article.aspx?id=1005849&src=article2_newsltr)
- A study by Digital Gaming in America found that more than 76 million people in the United States play video games and many of those report watching "less television than last year and expect to cut their viewing time even further this year." From: <http://www.ziffdavis.com/press/releases/050809.0.html>

Likewise, one in four global Internet users visits a gaming site, and by May 2007, more than 200 million worldwide reported online gaming—a substantial increase from May of 2006.

Regional Breakdown of Top 10 Worldwide Gaming Properties Ranked by Worldwide Unique Visitors May 2007 vs. May 2006 Total Worldwide, Age 15+ – Home and Work Locations* Source: comScore World Metrix						
Property		Total Unique Visitors (000)			May 2007	
		May-06	May-07	% Change	% Reach	Average Visits per Visitor
	Total Internet : Total Audience	705,644	771,997	9.4	100.0	54.8
	Online Gaming	185,992	216,715	16.5	28.1	8.9
1	Yahoo! Games	52,969	52,796	-0.3	6.8	4.2
2	MSN Games	34,915	40,335	15.5	5.2	2.5
3	MINICLIP.COM	25,554	30,249	18.4	3.9	3.8
4	EA Online	30,525	21,220	-30.5	2.7	9.3
5	Shockwave.com Sites	N/A	15,689	N/A	2.0	2.5
6	FREEONLINEGAMES.COM	10,050	13,660	35.9	1.8	2.3
7	ADDICTINGGAMES.COM	N/A	13,161	N/A	1.7	4.7
8	RealArcade Sites	15,950	12,520	-21.5	1.6	2.7
9	Zylom	7,271	12,471	71.5	1.6	5.7
10	WildTangent Network	2,329	11,584	397.5	1.5	12.2

\* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

From: <http://www.comscore.com/press/release.asp?press=1521>

The average online gamer visits a gaming site 9 times a month.

From: <http://www.comscore.com/press/release.asp?press=1521>

## Demographics

### Age:

The *2005 Essential Facts about the Computer and Video Game Industry* report reveals that:

- The average player in the U.S. is **30 years old**.
- About one in five U.S. gamers are 50 years old and older.

From:

<http://www.theesa.com/files/2005EssentialFacts.pdf>

### Gender:

**Gender differences vary greatly, depending on data source and geography.**

- According to the above industry report, of all online gamers in the U.S. in 2005, about 55% were men.

From:

<http://www.theesa.com/files/2005EssentialFacts.pdf>

- eMarketer also reported in May of 2006 that nearly 2 out of 3 computer and video game players in the U.S. were male.
- In looking at only casual gamers only, however, eMarketer found that women actually made up about three of four gamers worldwide in September of 2006.

### US Computer and/or Video Game Players, by Age and Gender, 2006 (% of respondents)

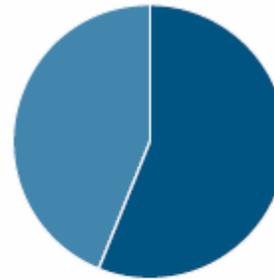
Age	
<18	31%
18-49	44%
50+	25%
Gender	
Male	62%
Female	38%

Source: Ipsos Insight commissioned by Entertainment Software Association (ESA), May 2006

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### GENDER OF GAME PLAYERS



Source: Peter D. Hart Research Associates

**WOMEN** over the age of 18 represent a greater portion of the game-playing population (28%) than boys from ages 6 to 17 (21%).

Source: Peter D. Hart Research Associates

### Casual Gamers Worldwide, by Gender, August 2006 (% of respondents)



Note: n=2,191 PopCap.com users

Source: Information Solutions Group (ISG) commissioned by PopCap Games, September 2006

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