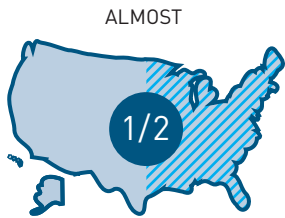


# VIDEO GAMES: THE NEW SOCIAL SETTING

## HOW MANY PLAY



OF THE U.S. POPULATION  
PLAYS VIDEO GAMES

42%

OF AMERICANS



play video games  
at least 3 hours  
per week



MORE THAN  
**67 million**

PEOPLE PLAY LEAGUE  
OF LEGENDS MONTHLY

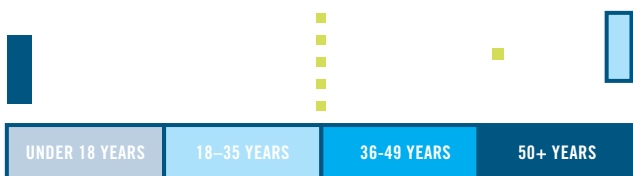
More than 2x the attendance at Six Flags theme parks in a year<sup>1</sup>

## WHO PLAYS

### Age of game players:

26% UNDER 18 YEARS  
30% 18-35 YEARS

17% 36-49 YEARS  
27% 50+ YEARS



### AVERAGE GAME PLAYER AGE

— IS —

35



THERE ARE

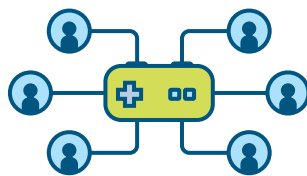
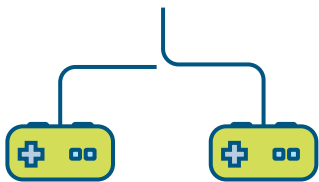
2x

more adult female gamers  
than young male gamers

under age 18 (33% vs 15%)

## HOW THEY PLAY

56% of the most  
frequent gamers  
PLAY WITH OTHERS



54% PLAY  
MULTIPLAYER

mode at least weekly

59%

— OF —

PARENTS PLAY  
VIDEO GAMES

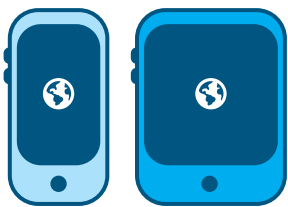
with their children at least weekly



960 MILLION GAMERS

play on a smartphone or other  
mobile device<sup>2</sup>

ABOUT THE POPULATION OF  
NORTH AND SOUTH AMERICA  
COMBINED<sup>3</sup>



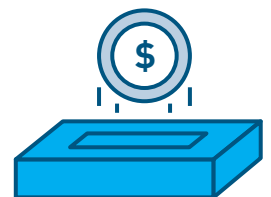
TWITCH.TV ATTRACTS  
100 million visitors

per month



AS MANY AS NETFLIX  
AND YOUTUBE UNIQUE  
MONTHLY VISITORS<sup>4</sup>

## WHAT THEY BUY



CONSUMERS SPENT  
\$ 22 BILLION +

on game content, hardware, and accessories in 2014.

<sup>1</sup>TEA/AECOM's 2013 Theme Index & Museum Index: The Global Attractions Attendance Report

<sup>2</sup>The Casual Games Association's Games Market Sector Report: Smartphone & Tablet Gaming 2013

<sup>3</sup>United Nations, Department of Economic and Social Affairs Population Division's The World Population Situation in 2014 report

<sup>4</sup>Comete Pulse's Netflix and the Rise of Online Video Streaming 2013; Insider Big Data's An Overview of Hulu's Data Platform 2014