2017
SALES, DEMOGRAPHIC, AND USAGE DATA

ESSENTIAL FACTS
ABOUT THE COMPUTER AND VIDEO GAME INDUSTRY
“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”
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.

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.

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.”

Of the 1,491 ratings assigned by ESRB in 2016, 67% were E or E10+.
FULL REPORT
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?**

- **97%** PERSONAL COMPUTER
- **81%** SMARTPHONE
- **61%** WIRELESS DEVICE
- **48%** DEDICATED GAME CONSOLE
- **22%** DEDICATED HANDHELD SYSTEM
- **11%** VIRTUAL REALITY (VR) DEVICES
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.**
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?**

- **41%** play with friends
- **21%** play with family members
- **18%** play with parents
- **17%** play with their spouse

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**
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*

<table>
<thead>
<tr>
<th>Activity</th>
<th>PC/Console</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play a single player video game</td>
<td>74%</td>
<td>48%</td>
</tr>
<tr>
<td>Explore a destination in VR</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>Watch a movie</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Show someone else VR</td>
<td>34%</td>
<td>27%</td>
</tr>
<tr>
<td>Learn about a topic through VR</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Play a multiplayer video game</td>
<td>38%</td>
<td>22%</td>
</tr>
<tr>
<td>Virtual Desktop</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Socialize with others virtually</td>
<td>19%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Source: EEDAR*
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.
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
### Top 20 Best Selling Video Games of 2016 by Units Sold

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Call of Duty: Infinite Warfare (M)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Battlefield 1 (M)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Grand Theft Auto V (M)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Madden NFL 17 (E)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>NBA 2K17 (E)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Tom Clancy’s The Division (M)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Overwatch (T)</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Minecraft (E10+)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Call of Duty: Black Ops III (M)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>FIFA 17 (E)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Pokemon: Sun (E)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Pokemon: Moon (E)</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>The Elder Scrolls V: Skyrim (M)</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Star Wars Battlefront (T)</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Final Fantasy XV (T)</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Titanfall 2 (M)</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>NBA 2K16 (E)</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Tom Clancy’s Rainbow Six Siege (M)</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Far Cry Primal (M)</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Dark Souls III (M)</td>
<td></td>
</tr>
</tbody>
</table>

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

### Best Selling Video Game Super Genres of 2016 by Units Sold

- **27.5%** Shooter
- **22.5%** Action
- **11.7%** Sports
- **12.9%** Role-Playing
- **5.8%** Fighting
- **7.8%** Adventure
- **4.3%** Strategy
- **4.1%** All Other
- **3.3%** Racing
- **12.9%** All Other

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

- 54% video games
- 14% music
- 10% movies
- 22% dvds

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
RECENT DIGITAL* AND PHYSICAL SALES INFORMATION

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

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%

Source: The NPD Group
The total consumer spend on the video game industry was $30.4 billion in 2016.

- **Content:** $24.5B
- **Hardware:** $3.7B
- **Accessories, including VR:** $2.2B

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
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
ESU 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.ESAFOUNDATION.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.

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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