“The spectacular growth of our industry proves video game developers, artists, and storytellers are the brightest lights in the US economy, finding more ways to delight the world’s 2.6 billion gamers each year.”

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

“I have four kids, and I’ve played video games with every one of them. It’s given me a way to bond with each of them in a unique way. Thanks to video games, I’ve learned more about each of my sons and daughters, and about myself as a father.”

- Brian Mazique
Writer, Forbes
The Entertainment Software Association (ESA) released 2018 Essential Facts About the Computer and Video Game Industry in April 2018. 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 2018 Essential Facts also includes data provided by the Entertainment Software Rating Board (ESRB), The NPD Group and AudienceNet/New Paradigm Strategy Group.
64% of US households own a device that they use to play video games.

The average gamer is 34 years old.

Gamers age 18 or older represent more than 70 percent of the video game-playing population.

60 percent of Americans play video games daily.

Adult women represent a greater portion of the video game-playing population (33%) than boys under 18 (17%).

70% of parents believe video games have a positive influence on their children’s lives.

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

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

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

Of the most frequent game purchasers:

61% are male

39% are female
64% of US households own a device that they use to play video games.

There are an average of 2 GAMERS in each game-playing US household.

60 PERCENT of Americans play video games daily.*

**HOW MANY US HOUSEHOLDS PLAY GAMES ON THE FOLLOWING DEVICES?**

- **41%** PERSONAL COMPUTER
- **36%** SMARTPHONE
- **36%** DEDICATED GAME CONSOLE
- **24%** WIRELESS DEVICE
- **14%** DEDICATED HANDHELD SYSTEM
- **8%** VIRTUAL REALITY DEVICES

*Source: AudienceNet/New Paradigm Strategy Group*
The average gamer is 34 years old.

**AVERAGE GAMERS BY AGE GROUP**

**MALE**
- UNDER 18 YEARS OLD: 17%
- 18-35: 16%
- 36-49: 12%
- AGE 50+: 11%

**FEMALE**
- UNDER 18 YEARS OLD: 11%
- 18-35: 13%
- 36-49: 8%
- AGE 50+: 12%

The average female video game player is 36, and the average male video game player is 32.

45% of US gamers are women.
56% of the most frequent gamers play multiplayer games at least once a week, spending an average of 7 hours playing with others online and 6 hours playing with others in person.

**WHO ARE THE MOST FREQUENT GAMERS PLAYING WITH?**

- 42% PLAY WITH FRIENDS
- 19% PLAY WITH FAMILY
- 17% PLAY WITH PARENTS
- 16% PLAY WITH THEIR SPOUSE

55% of the most frequent gamers say that video games help connect them with their friends.

46% say it helps their family spend time together.

**MOST PLAYED MULTIPLAYER GENRES:**

- 35% SHOOTER
- 28% ACTION
- 27% CASUAL
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.

70% 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.

“A book or movie can show us what it is like to be in a character’s shoes, but it is the video game that can put us into those shoes.”

- Robert B. Marks, Ph.D., Whittier College

TOP REPORTED REASONS WHY PARENTS PLAY VIDEO GAMES WITH THEIR CHILDREN

1. It's fun for all of us.
2. My child asks me to.
3. It’s a good opportunity to socialize with my child.
4. I enjoy playing video games as much as my child.
5. It helps me monitor what they are playing.
82% of parents of children who regularly play video games are familiar with the ESRB ratings.

OF THESE PARENTS...

95% are confident that the ESRB ratings are accurate.

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

72% limit their child’s time playing video games.

OF THE 1,948 RATINGS ASSIGNED BY THE ESRB TO PHYSICAL AND DOWNLOADABLE CONSOLE GAMES IN 2017:

- 34% received an E (Everyone) rating
- 22% received an E10+ (Everyone 10+) rating
- 31% received a T (Teen) rating
- 13% received an M (Mature) rating
The total consumer spend on the video game industry was $36 BILLION IN 2017.

- **Content:** $29.1B
- **Hardware:** $4.7B
- **Accessories, including VR:** $2.2B

Source: The NPD Group
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.

FACTORS INFLUENCING DECISIONS TO PURCHASE VIDEO GAMES

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of the graphics</td>
<td>66%</td>
</tr>
<tr>
<td>Price</td>
<td>63%</td>
</tr>
<tr>
<td>Interesting story/premise</td>
<td>61%</td>
</tr>
<tr>
<td>Product is a continuation of a favorite game series</td>
<td>51%</td>
</tr>
<tr>
<td>Online gameplay capability</td>
<td>50%</td>
</tr>
<tr>
<td>Product is familiar to me from past experiences (i.e., based on a classic toy, video arcade game, etc.)</td>
<td>47%</td>
</tr>
</tbody>
</table>

Source: The NPD Group
## TOP 20 BESTSELLING VIDEO GAMES OF 2017
### BY UNITS SOLD

<table>
<thead>
<tr>
<th>Rank</th>
<th>Game Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Call of Duty: WWII</td>
<td>M</td>
</tr>
<tr>
<td>2</td>
<td>NBA 2K18</td>
<td>E</td>
</tr>
<tr>
<td>3</td>
<td>Grand Theft Auto V</td>
<td>M</td>
</tr>
<tr>
<td>4</td>
<td>Madden NFL 18</td>
<td>E</td>
</tr>
<tr>
<td>5</td>
<td>Destiny 2</td>
<td>T</td>
</tr>
<tr>
<td>6</td>
<td>The Legend of Zelda: Breath of the Wild</td>
<td>E10+</td>
</tr>
<tr>
<td>7</td>
<td>Tom Clancy’s Ghost Recon: Wildlands</td>
<td>M</td>
</tr>
<tr>
<td>8</td>
<td>Star Wars: Battlefront II</td>
<td>T</td>
</tr>
<tr>
<td>9</td>
<td>Super Mario Odyssey</td>
<td>E10+</td>
</tr>
<tr>
<td>10</td>
<td>Minecraft</td>
<td>E10+</td>
</tr>
<tr>
<td>11</td>
<td>Tom Clancy’s Rainbow Six: Siege</td>
<td>M</td>
</tr>
<tr>
<td>12</td>
<td>Mario Kart 8</td>
<td>E</td>
</tr>
<tr>
<td>13</td>
<td>Assassin’s Creed: Origins</td>
<td>M</td>
</tr>
<tr>
<td>14</td>
<td>FIFA 18</td>
<td>E</td>
</tr>
<tr>
<td>15</td>
<td>Rocket League</td>
<td>E</td>
</tr>
<tr>
<td>16</td>
<td>Horizon Zero Dawn</td>
<td>T</td>
</tr>
<tr>
<td>17</td>
<td>For Honor</td>
<td>M</td>
</tr>
<tr>
<td>18</td>
<td>Injustice 2</td>
<td>T</td>
</tr>
<tr>
<td>19</td>
<td>NBA 2K17</td>
<td>E</td>
</tr>
<tr>
<td>20</td>
<td>Overwatch</td>
<td>T</td>
</tr>
</tbody>
</table>

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

## BEST SELLING VIDEO GAME SUPER GENRES OF 2017
### BY UNITS SOLD

- **25.9%** Shooter
- **21.9%** Action
- **11.6%** Sports
- **11.3%** Role Playing
- **9.1%** Adventure
- **6.4%** Racing
- **6.0%** Fighting
- **4.2%** Strategy
- **3.6%** 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:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>Male</td>
</tr>
<tr>
<td>39%</td>
<td>Female</td>
</tr>
</tbody>
</table>

Most gamers feel computer and video games provide more value for their money.

- 38% Video games
- 36% Video/Music streaming services
- 12% DVDs
- 7% Music
- 7% Movies

Of the most frequent gamers:

- 42% Purchase new video games without having tried them
- 30% Purchase new video games after downloading a trial or demo
- 29% Download games from online video game storefronts
There are 2,711 video game company locations across 84 PERCENT of the congressional districts in America.

For a complete map of video game company locations 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.

The US video game industry’s value added to US GDP is more than $11.7 BILLION.

“Prose is an art form, movies and acting in general are art forms, so is music, painting, graphics, sculpture, and so on. Some might even consider classic games like chess to be an art form. Video games use elements of all of these to create something new. Why wouldn’t video games be an art form?”

- Sam Lake, Author
The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a nonprofit 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.

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.

The ESRB is a non-profit, self-regulatory body that assigns age and content ratings for video games and mobile apps so parents can make informed choices. It also enforces advertising guidelines adopted by the video game industry and helps companies implement responsible online and mobile privacy practices under its Privacy Certified program.

The IGDA supports and empowers game developers around the world in achieving fulfilling and sustainable careers through connecting worldwide game developers at all stages of their careers to peers with shared interests and goals, advocating on issues that are important to the professional and personal success of game developers, and providing educational resources for students, game developers, and game development studios that help solve game development’s most difficult challenges.

NPD is the leading global provider of market information and business solutions covering brick-and-mortar, e-commerce, and emerging channels in more than 20 industries. We combine our unique data assets with analytic solutions to help our clients measure performance, predict trends, and improve results, advising them to help drive successful growth. Practice areas include apparel, appliances, automotive, beauty, books, consumer electronics, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, juvenile products, mobile, office supplies, retail, sports, technology, toys, travel retail, games, and watches/jewelry.
ESA MEMBERS
as of April 2018

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
GUNGHO ONLINE ENTERTAINMENT AMERICA, INC.
KALYPSO MEDIA GROUP
KONAMI DIGITAL ENTERTAINMENT, INC.
LEGENDS OF LEARNING
MAGIC LEAP, INC.
MICROSOFT CORPORATION
NEXON AMERICA, INC.
NCSOFT
NINTENDO OF AMERICA
NVIDIA CORPORATION
OUTRIGHT GAMES
PHOSPHOR STUDIOS
SIX FOOT
SONY INTERACTIVE ENTERTAINMENT, INC.
SQUARE ENIX, LTD.
TAKE-TWO INTERACTIVE SOFTWARE, INC.
TENCENT
TRISEUM
UBISOFT, INC.
VANTIV ENTERTAINMENT SOLUTIONS
WARNER BROS. INTERACTIVE ENTERTAINMENT, INC.
XSEED GAMES
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: @theESA or @ESAGovAffairs.

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