

Video Games in the 21st Century:

THE IMPACT ON IOWA

Connecting People, Driving Innovation and Fueling Economic Growth

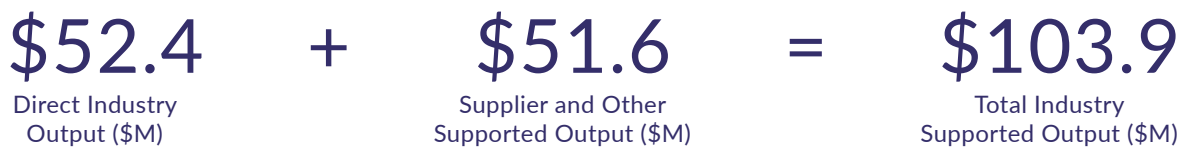
One in three people on the planet play video games, a figure that illustrates the appeal, reach and potential of this vibrant, modern and global industry now redefining and reimagining entertainment. More people are playing games than ever and on multiple platforms, both individually and with others. More than 214 million people play video games in the United States. The average player is between 35- and 44-years-old and has been playing for 16 years. Nearly 80% of all players are over 18. And about half of all players are female.

Building on powerful and long-standing U.S. strengths in advanced technology, creative arts, and entertainment, the video game industry now has an impact in every state and supports over 428,000 jobs across the country with family-sustaining incomes and compensation averaging \$121,459—more than double the national average.

Video Game Industry Supported Jobs in Iowa



Video Game Industry Supported Output in Iowa



Broader Video Game Ecosystem in Iowa

