# where to find the facts

"The video game industry has been on the threshold of seizing dominance in entertainment for several years. Ultimately, it will. It's inevitable: we play games…. There is a fundamental difference between movies and video games: the games are interactive, movies are passive. I don't see any way out of this."

Bob Schwabach
The New York Times, May 13, 2001

All data in this document from IDSA's 2002 consumer survey unless otherwise noted.
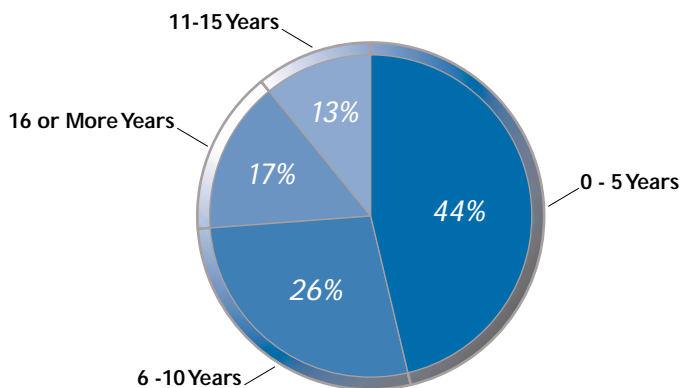
# what's the news?

## Data from the IDSA's 2002 Consumer Survey

The Interactive Digital Software Association (IDSA) released the top-line results of its 2002 consumer survey at E³ on May 22, 2002. The annual survey was conducted by the Custom Research Division of the NPD Group for the IDSA. The study is the most in-depth and targeted survey of its kind, gathering data from more than 1,500 nationally representative households that have been identified as owning either or both a video game console or a personal computer used to run entertainment software.

## How long have most gamers been playing games?
The majority of most frequent game players have been playing for 6 years or more.

11-15 Years — 13%
16 or More Years — 17%
0 - 5 Years — 44%
6 -10 Years — 26%
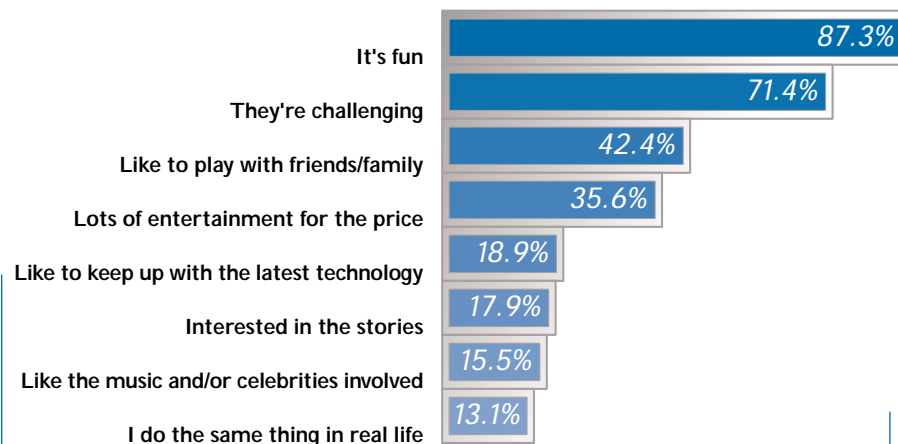
How long have most gamers been playing games?

## Will gamers still be playing games 10 years from now?
About 60% of most frequent game players say they'll be playing computer and video games as much or more 10 years from now as they do today.

## Why do people play games?
The three top reasons for playing games are because it's fun, they're challenging, and players like to play with friends and family.

| Reason | Percentage |
|---|---|
| It's fun | 87.3% |
| They're challenging | 71.4% |
| Like to play with friends/family | 42.4% |
| Lots of entertainment for the price | 35.6% |
| Like to keep up with the latest technology | 18.9% |
| Interested in the stories | 17.9% |
| Like the music and/or celebrities involved | 15.5% |
| I do the same thing in real life | 13.1% |

Why do people play games?

## How many people in a household* play games regularly?
The average number of family members who play PC games regularly (5 or more hours per week) is 1.6, while for console games about 2 people per household play regularly.

*In a household owning a video game console and/or PC used to play games.

## How many gamers play games online?
Thirty-one percent of most frequent game players say they play games online, up from 24% last year.

## How many people play games on mobile devices?
Over one-third (37%) of Americans who own computers which are used to play games or game consoles report that they play games on mobile devices like handheld systems, PDAs, and cell phones.

# who's playing what?
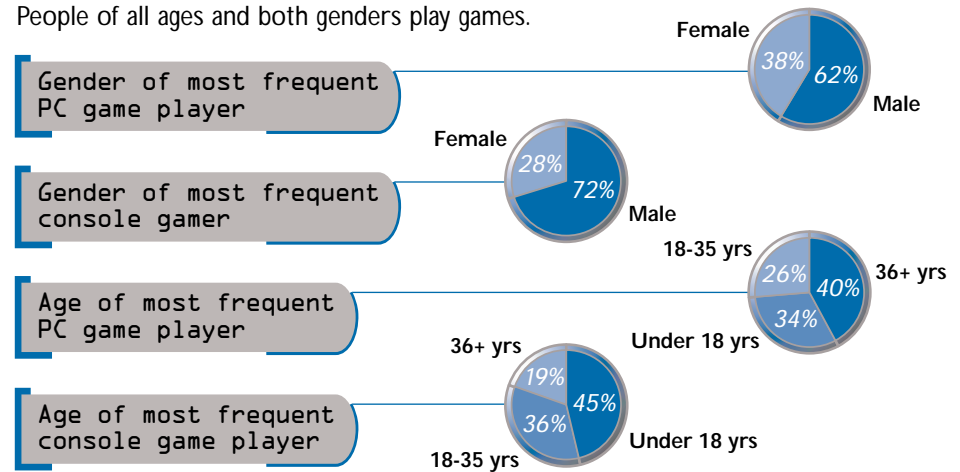
**Demographics and Genre Information**

"Video games have become a leading form of mass market entertainment as the core user has aged from the teens into adulthood, and millions more casual gamers join the hard core gamers to drive market growth and expansion."

Doug Lowenstein
President, IDSA

## Who's playing computer and video games?
People of all ages and both genders play games.

Gender of most frequent PC game player
Female *38%* *62%* Male

Gender of most frequent console gamer
Female *28%* *72%* Male

Age of most frequent PC game player
18-35 yrs *26%* *40%* 36+ yrs *34%* Under 18 yrs

Age of most frequent console game player
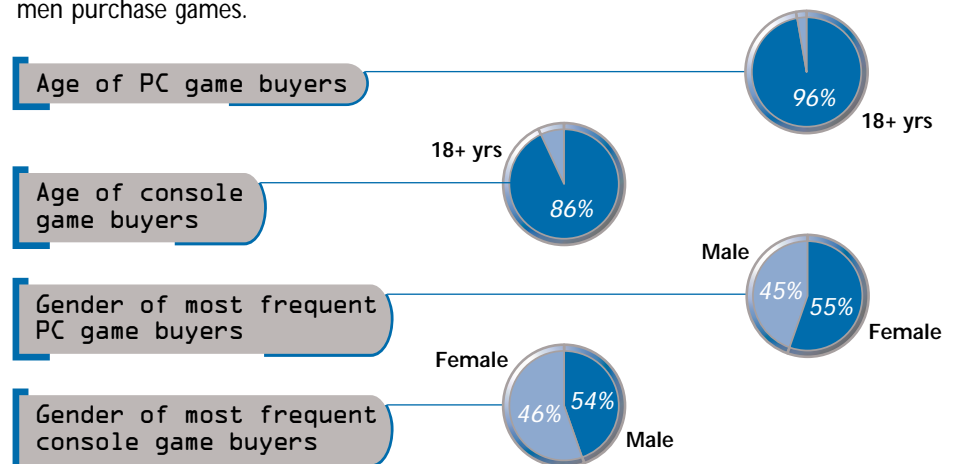36+ yrs *19%* *45%* Under 18 yrs *36%* 18-35 yrs

**Sixty percent of all Americans, or about 145 million people, play interactive games on a regular basis.**
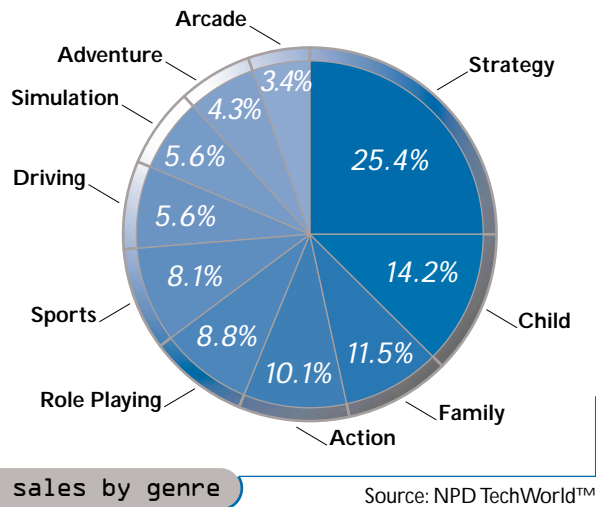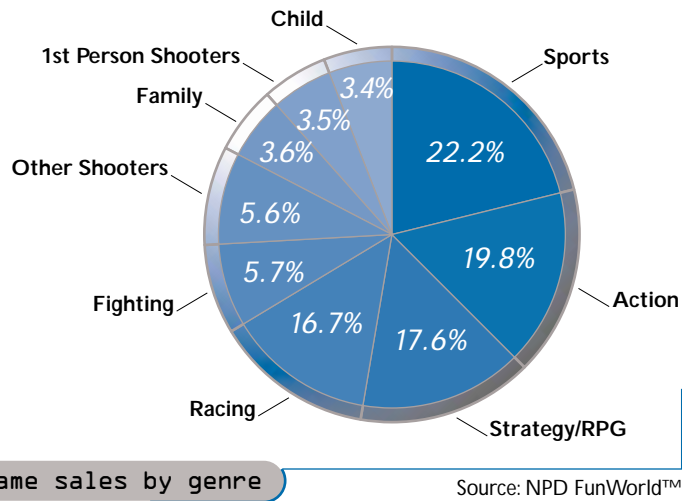
Source: Peter D. Hart Research, 2000

## Who actually purchases games?
The vast majority of people who buy games are over 18, and both women and men purchase games.

Age of PC game buyers
*96%* 18+ yrs

Age of console game buyers
18+ yrs *86%*

Gender of most frequent PC game buyers
Male *45%* *55%* Female

Gender of most frequent console game buyers
Female *46%* *54%* Male

## What were the best selling genres in 2001?



Child 3.4%
1st Person Shooters 3.5%
Family 3.6%
Other Shooters 5.6%
Fighting 5.7%
Racing 16.7%
Strategy/RPG 17.6%
Action 19.8%
Sports 22.2%

Ranked by Units Sold

**2001 video game sales by genre**

Source: NPD FunWorld™

## What were the top selling games in 2001?

| | Top 20 Best-Selling Video & Computer Game Titles | | | Ranked by Units Sold in 2001 |
|---|---|---|---|---|
| **Rank** | **Title** | **Platform** | **Publisher** | **ESRB Rating** |
| 1 | Grand Theft Auto 3 | PS2 | Take 2 | M |
| 2 | Madden NFL002 | PS2 | EA | E |
| 3 | Pokemon Crystal | GBC | Nintendo | E |
| 4 | Metal Gear Solid 2 | PS2 | Konami | M |
| 5 | Gran Turismo 3: A Spec | PS2 | Sony | E |
| 6 | Super Mario Advance | GBA | Nintendo | E |
| 7 | Tony Hawks Pro Skater 3 | PS2 | Activision | E |
| 8 | Tony Hawks Pro Skater 2 | PSX | Activision | E |
| 9 | Pokemon Silver | GBC | Nintendo | E |
| 10 | Driver 2 | PSX | Infogrames | T |
| 11 | Pokemon Gold | GBC | Nintendo | E |
| 12 | MP Roller Coaster Tycoon | PC | Infogrames | E |
| 13 | Pokemon Stadium 2 | N64 | Nintendo | E |
| 14 | Gran Turismo 2 | PSX | Sony | E |
| 15 | Halo | XBX | Microsoft | M |
| 16 | H. Potter And The Sorcerer's Stone | PC | EA | E |
| 17 | H. Potter And The Sorcerer's Stone | PSX | EA | E |
| 18 | Final Fantasy X | PS2 | Square EA | T |
| 19 | Mario Kart: Circuit | GBA | Nintendo | E |
| 20 | Tony Hawks Pro Skater 3 | PSX | Activision | E |

Source: NPD FunWorld™ and NPD TechWorld™



Arcade 3.4%
Adventure 4.3%
Simulation 5.6%
Driving 5.6%
Sports 8.1%
Role Playing 8.8%
Action 10.1%
Family 11.5%
Child 14.2%
Strategy 25.4%

Ranked by Units Sold

**2001 computer game sales by genre**

Source: NPD TechWorld™

## What were 2001 computer and video game sales by ratings?



Early Childhood 2.1%
Mature 9.9%
Teen 24.6%
Everyone 62.3%

Ratings assigned by the Entertainment Software Rating Board

**2001 computer & video game sales by rating**

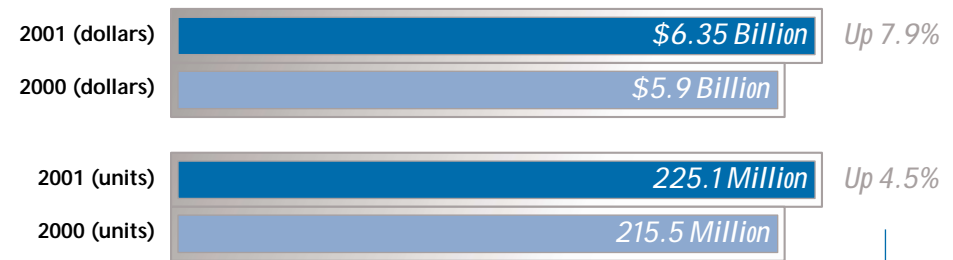Source: NPD FunWorld™ and the IDSA
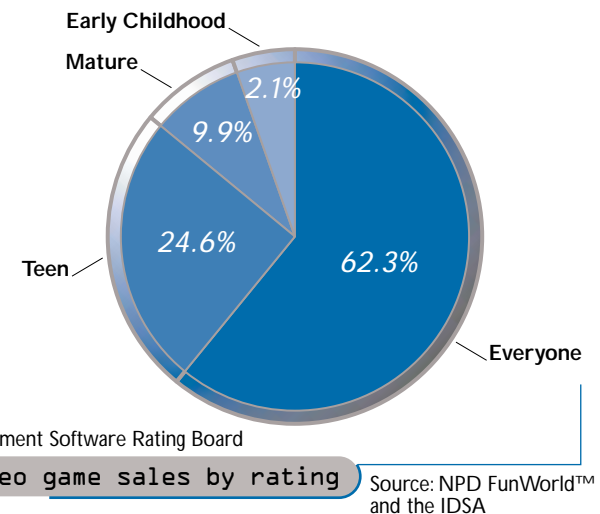
# what's the bottom line?

**Sales and Economic Impact**

"For investors, for businesses, and even for national economies, video games aren't child's play. They are becoming a dominant medium."
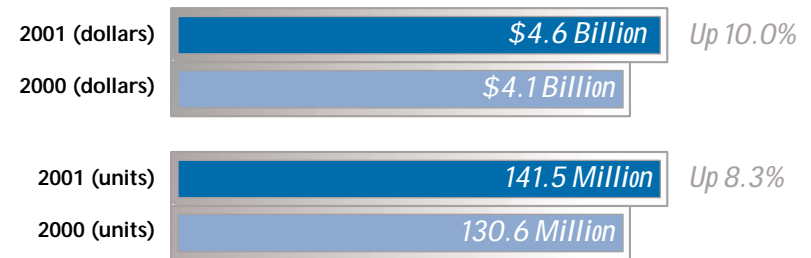
Ted Fishman
Worth Magazine, March 2001

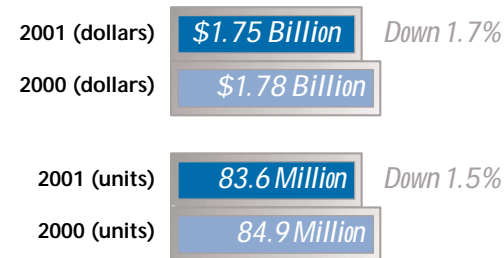**How many computer and video games were sold in 2001, and how does that add up in terms of dollars?**

| | | |
|---|---|---|
| 2001 (dollars) | $6.35 Billion | Up 7.9% |
| 2000 (dollars) | $5.9 Billion | |
| 2001 (units) | 225.1 Million | Up 4.5% |
| 2000 (units) | 215.5 Million | |

**2001 total computer & video game sales**

Source: NPD FunWorld™ and NPD TechWorld™

| | | |
|---|---|---|
| 2001 (dollars) | $4.6 Billion | Up 10.0% |
| 2000 (dollars) | $4.1 Billion | |
| 2001 (units) | 141.5 Million | Up 8.3% |
| 2000 (units) | 130.6 Million | |

**2001 video game sales**

Source: NPD FunWorld™

| | | |
|---|---|---|
| 2001 (dollars) | $1.75 Billion | Down 1.7% |
| 2000 (dollars) | $1.78 Billion | |
| 2001 (units) | 83.6 Million | Down 1.5% |
| 2000 (units) | 84.9 Million | |

**2001 computer game sales**

Source: NPD TechWorld™

## How have industry sales grown in the past years?

| Video games<br>141.5 million | Computer games<br>58.8 million | Edutainment<br>25.1 million |
|---|---|---|

| | |
|---|---|
| 2001 | 225 million |
| 2000 | 219 million |
| 1999 | 215 million |
| 1998 | 181 million |
| 1997 | 133 million |
| 1996 | 105 million |
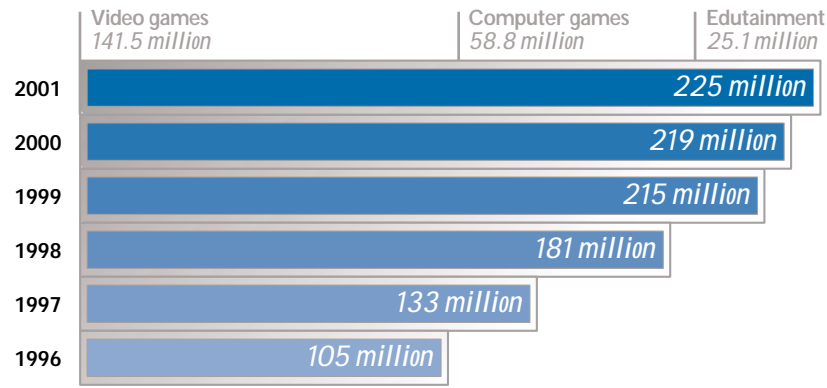
**Computer & video game unit sales growth**

Source: NPD FunWorld™ and NPD TechWorld™

| Video games<br>$4.6 billion | Computer games<br>$1.42 billion | Edutainment<br>$322.6 million |
|---|---|---|

| | |
|---|---|
| 2001 | $6.3 billion |
| 2000 | $6.02 billion |
| 1999 | $6.1 billion |
| 1998 | $5.5 billion |
| 1997 | $4.4 billion |
| 1996 | $3.7 billion |
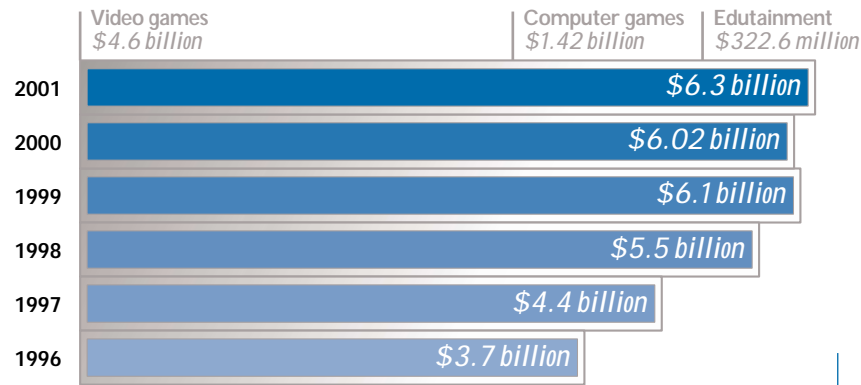
**Computer & video game dollar sales growth**

Source: NPD FunWorld™ and NPD TechWorld™

## How do computer and video games impact the economy?

The computer and video game industry generated jobs for 220,000 people and nearly $9 billion in wages and federal and state personal income tax revenues, according to a 2000 study compiled by Nathan Associates, Inc., which looked at the impact of the entertainment software industry on the U.S. economy.
The study also found that the industry generated an additional $10.5 billion in economic activity from the sale of computer and video game software, and some related game hardware.

The detailed study of U.S. Government census and other economic data shows that sales in the game software industry in the year 2000 grew at a rate of 14.9% per year, more than double the rate of growth of the U.S. economy as a whole and far outpacing sales growth in related industries.

| | |
|---|---|
| U.S. Economy | 7.4% Growth |
| Computer and Video Game Industry Sales Growth | 14.9% Growth |

**2000 Growth**
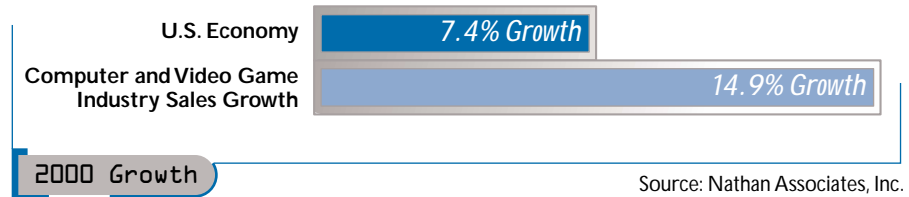
Source: Nathan Associates, Inc.

> "We forecast the interactive video game industry to grow faster than any other media sector.… Growth in the game software market is likely to outpace that of the Internet (advertising), television, radio, motion pictures, music, and newspapers."
>
> Bear Stearns
> November 2001

# who are we?

## The Interactive Digital Software Association

The Interactive Digital Software Association (IDSA) is the U.S. association dedicated to serving the business and public affairs needs of the companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. IDSA members collectively account for more than 85% of the $6.35 billion in entertainment software sales in the U.S. in 2001, and billions more in export sales of American-made entertainment software.

The IDSA offers a range of services to interactive entertainment software publishers, including operating a global anti-piracy program, staging the Electronic Entertainment Expo trade show, fielding business and consumer research, and representing the industry at the Federal, State and local levels on a wide range of policy issues.

For additional information, please visit www.idsa.com

**Acclaim Entertainment**    www.acclaim.com

**Activision, Inc.**    www.activision.com

**Capcom**    www.capcom.com

**Crave Entertainment**    www.cravegames.com

**Disney Interactive**    www.disneyinteractive.com

**Eidos Interactive**    www.eidosinteractive.com

**Electronic Arts**    www.ea.com

**Fox Interactive**    www.foxinteractive.com

**id Software**    www.idsoftware.com

**Infogrames North America**    www.infogrames.com

**Konami of America, Inc.**    www.konami.com

**LucasArts Entertainment**    www.lucasarts.com

**MGM Interactive**    www.mgm.com

**Microsoft Corporation**    www.microsoft.com

**Midway Home Entertainment, Inc.**    www.midway.com

**Namco Hometek, Inc.**    www.namco.com

**Nintendo of America Inc.**    www.nintendo.com

**NovaLogic, Inc.**    www.novalogic.com

**Sega of America Dreamcast Inc.**    www.sega.com

**Sony Computer Entertainment America**    www.playstation.com

**Take-Two Interactive Software, Inc.**    www.take2games.com

**THQ, Inc.**    www.thq.com

**Titus Software Corporation**    www.titus-interactive.com

**Ubi Soft, Inc.**    www.ubi.com

**Vivendi Universal Games**    www.vivendiuniversalpublishing.com

**Wild Tangent**    www.wildtangent.com

**Working Designs, Inc.**    www.workingdesigns.com

(As of May 2001)

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# Essential Facts
# About the Computer and
# Video Game Industry

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