

# 2005

SALES, DEMOGRAPHICS AND USAGE DATA

# ESSENTIAL FACTS

ABOUT THE COMPUTER  
AND VIDEO GAME  
INDUSTRY



entertainment  
software  
association

**“The opportunities for our industry are vast and exciting. We are growing and broadening our audience, opening new frontiers, developing online and wireless platforms, and creating truly original and unique forms of entertainment.”**

— Douglas Lowenstein, President, Entertainment Software Association

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**“Whether we like it or not, this is the medium of our moment. It is a medium that is telling our cultural story, and the fact that it is a primary tool of youth and adolescents means it will have a tremendous impact on how the next generation or two plays itself out...”**

— Sheldon Brown, Visual Arts Professor and Director of the Center for Research in Computing and the Arts at the University of California, San Diego

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**ALL DATA IN THIS DOCUMENT IS FROM THE ESA'S 2005 CONSUMER SURVEY UNLESS OTHERWISE NOTED.** The Entertainment Software Association (ESA) released its *2005 Essential Facts About the Computer and Video Game Industry* at E<sup>3</sup> on May 18, 2005. The annual research was conducted by Ipsos-Insight for the ESA. The study is the most in-depth and targeted survey of its kind, gathering data from almost 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.

# WHO PLAYS WHAT?

Who PLAYS Computer and Video Games?

**75%**

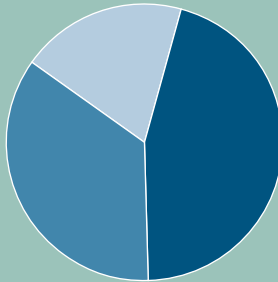
of heads of households play computer or video games.

The average game player age is:

**30**

Source: Peter D. Hart Research Associates

**AGE  
OF GAME PLAYERS**



35.0% under 18 years  
43.0% 18–49 years  
19.0% 50+ years

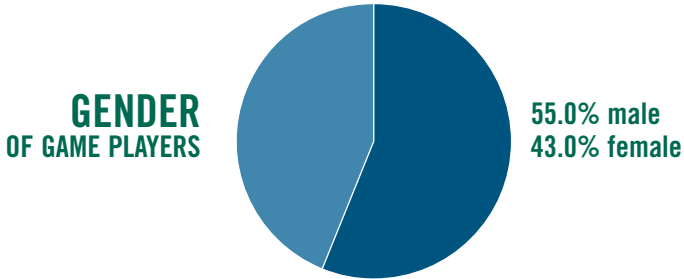
Source: Peter D. Hart Research Associates

**19%**

of Americans over the age of 50 played video games in 2004, an increase from 9% in 1999.

Source: Peter D. Hart Research Associates

# WHO PLAYS WHAT?



Source: Peter D. Hart Research Associates

**WOMEN** over the age of 18 represent a greater portion of the game-playing population (28%) than boys from ages 6 to 17 (21%).

Source: Peter D. Hart Research Associates

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## Who BUYS Computer and Video Games?

The average age of the most frequent game purchaser is:

**37**

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## How Long Have Gamers Been Playing?

**12**

is the average number of years adult gamers have been playing.

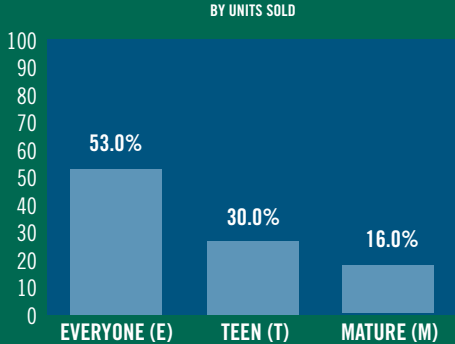
## How Long Do Gamers Expect to Continue Playing Games?

**53%**

of game players expect to be playing as much or more 10 years from now as they do today.

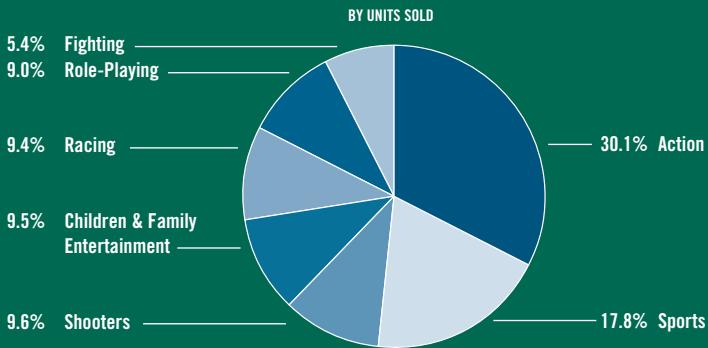
# WHO PLAYS WHAT?

## 2004 Computer and Video Game Sales By Rating



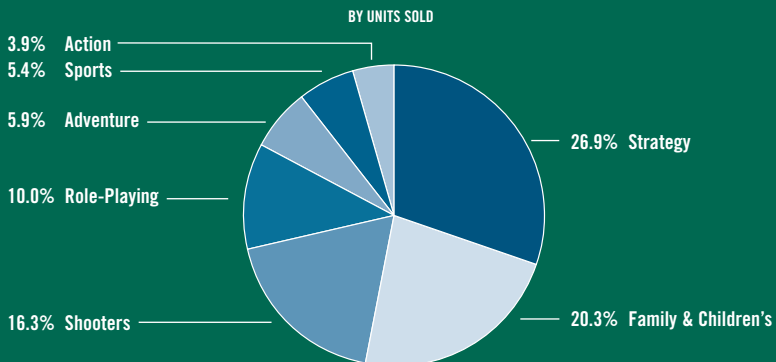
Source: The NPD Group / NPD Funworld® / TRSTS® and NPD Techworld™

## BEST-SELLING VIDEO GAME GENRES



Source: The NPD Group / NPD Funworld® / TRSTS®

## BEST-SELLING COMPUTER GAME GENRES



Source: The NPD Group / NPD Techworld™

# WHO PLAYS WHAT?

## TOP 20 SELLING VIDEO GAMES OF 2004 by units sold:

RANK	TITLE	PLATFORM	RATING
1	Grand Theft Auto: San Andreas	PS2	M
2	Halo 2*	XBX	M
3	Madden NFL 2005	PS2	E
4	ESPN NFL 2K5	PS2	E
5	Need for Speed: Underground 2	PS2	E
6	Pokemon Fire Red	GBA	E
7	NBA Live 2005	PS2	E
8	Spider-Man 2	PS2	T
9	Halo	XBX	M
10	ESPN NFL 2K5	XBX	E
11	Pokemon Leaf Green	GBA	E
12	Madden NFL 2005	XBX	E
13	NCAA Football 2005	PS2	E
14	Fable	XBX	M
15	MVP Baseball 2004	PS2	E
16	NFL Street	PS2	E
17	Tony Hawk's Underground 2	PS2	T
18	Metal Gear Solid 3: Snake Eater	PS2	M
19	Mario Brothers 3: Mario 4	GBA	E
20	Need for Speed: Underground	PS2	E

\*Includes limited and collector's editions

Source: The NPD Group / NPD Funworld® / TRSTS®

## TOP 20 SELLING COMPUTER GAMES OF 2004 by units sold:

RANK	TITLE	RATING
1	The Sims 2	T
2	Doom 3	M
3	World of Warcraft	T
4	Half-Life 2	M
5	The Sims 2 Special Edition	T
6	The Sims Deluxe	T
7	Battlefield Vietnam	T
8	Call of Duty	T
9	Roller Coaster Tycoon 3	E
10	Zoo Tycoon: Complete Collection	E
11	City of Heroes	T
12	Unreal Tournament 2004	M
13	The Sims: Makin' Magic Expansion Pack	T
14	Age of Mythology	T
15	Far Cry	M
16	Halo: Combat Evolved	M
17	Star Wars: Knights of the Old Republic	T
18	Flight Simulator 2004: Century of Flight	E
19	Zoo Tycoon 2	E
20	Rome: Total War	T

Source: The NPD Group / NPD Techworld™

# WHAT ELSE ARE GAMERS DOING?

Gamers devote more than triple the amount of time spent playing games each week to exercising or playing sports, volunteering in the community, religious activities, creative endeavors, cultural activities, and reading.

In total, gamers spend **23.4** hours per week on these activities, compared to **6.8** hours per week playing games.

**79%**

of game players of all ages report exercising or playing sports an average of 20 hours a month.

**45%**

of gamers volunteer an average of 5.4 hours per month.

**93%**

of game players report reading books or daily newspapers on a regular basis, while 62% consistently attend cultural events, such as concerts, museums, or the theater.

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**47%**

of most frequent gamers play computer and video games with friends.

Source: Peter D. Hart Research Associates



# WHO PLAYS WHAT? PARENTS\* AND GAMES

**92%**

of the time parents are present at the time games are purchased or rented.

**32%**

of parents play games with their children weekly.

**63%**

of parents believe games are a positive part of their children's lives.

**87%**

of the time children receive their parents' permission before purchasing or renting a game.

\*Parents with kids under 18 who also own a game console or computer used to play games.

## The Top FOUR Reasons Parents Play Video Games With Their Children:

Because they are asked to (69%)

It's a good opportunity to socialize with the child (68%)

It's fun for the entire family (66%)

It's a good opportunity to monitor game content (56%)

# WHO PLAYS WHAT? ONLINE GAMES

How Many Gamers Play Games Online?

**42%** of most frequent game players say they play games online.

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Who Plays Games Online?

**56%**

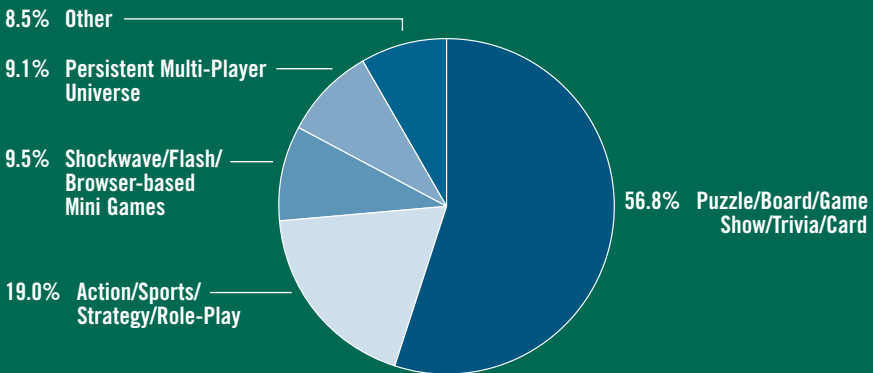
of online game players  
are male.

**44%**

of online game players  
are female.

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What Kind of Games Are Played Online Most Often?



How Many Americans Play Games on Wireless Devices?

**34%**

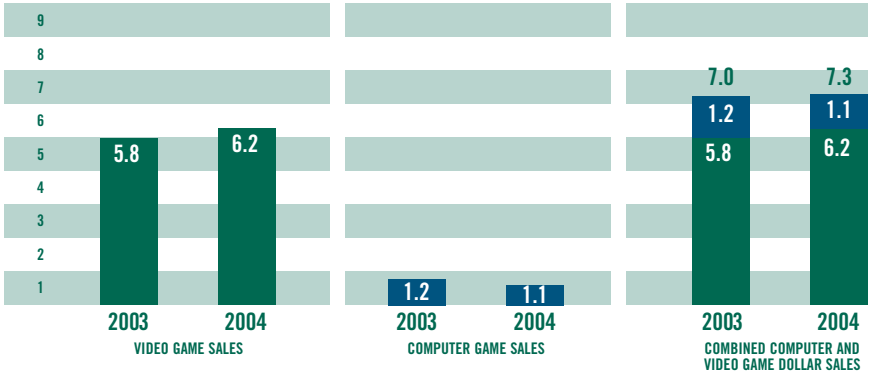
of heads of households play games  
on a wireless device, such as a cell  
phone or PDA, up from 20% in 2002.

# WHAT'S THE BOTTOM LINE?

## RECENT SALES INFORMATION

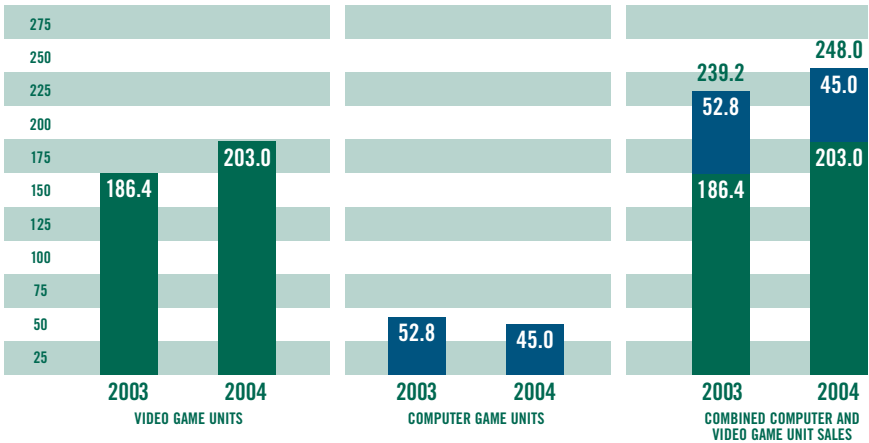
### U.S. COMPUTER AND VIDEO GAME DOLLAR SALES: 2003 AND 2004

DOLLARS IN BILLIONS



### U.S. COMPUTER AND VIDEO GAME UNIT SALES: 2003 AND 2004

UNITS IN MILLIONS



Source: The NPD Group / NPD Funworld® / TRSTS® and NPD Techworld™

## How Many Games Sold Over 500,000 Units in 2004?

A record 12 games sold more than one million units, and of these, nine were rated E or T. Fifty-two console games sold more than 500,000 units.

**“Whatever these games ‘mean’ to the people who play them...they mean a lot. Fifteen years ago, video games were barely more than a cottage industry, if by cottage you mean the sticky back corner of a strip-mall bowling alley. Last year game sales hit \$7 billion, in the same exclusive ballpark as movies (about \$9 billion). We should count ourselves lucky. The video game is a brand-new medium, and we get to see it evolve from the very beginning.”**

– *Time*, by Lev Grossman, November 8, 2004

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**“...[I]f you're over 35, chances are you view video games as, at best, an occasional distraction... If you're under 35, games are a major entertainment and a part of life. In that sense, they are similar to what rock ‘n’ roll meant to boomers.”**

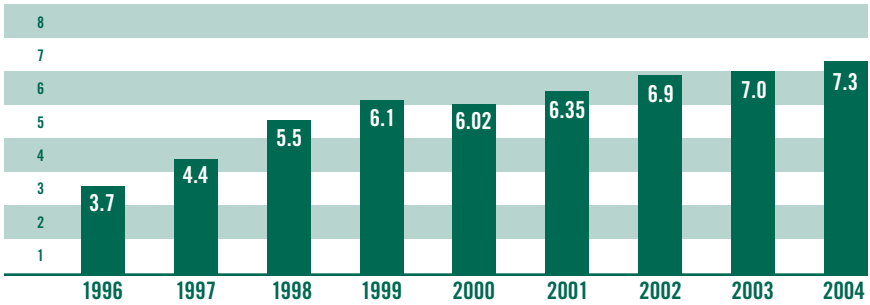
– *USA Today*, by Kevin Maney, November 17, 2004

# WHAT'S THE BOTTOM LINE?

## HISTORICAL SALES INFORMATION

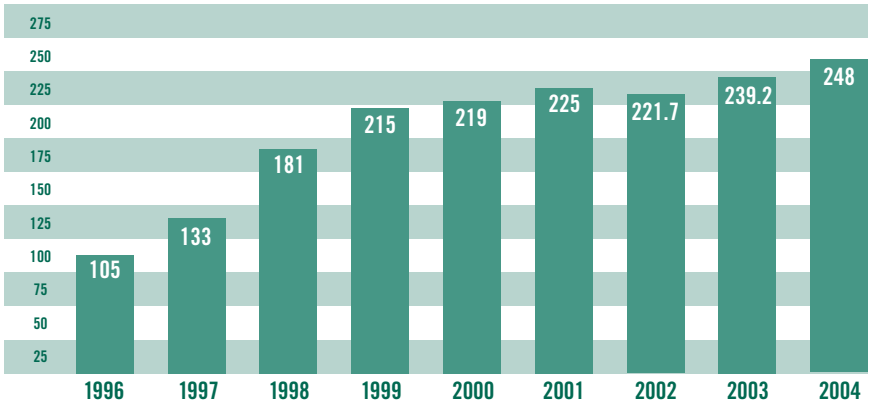
### U.S. COMPUTER AND VIDEO GAME DOLLAR SALES GROWTH

DOLLARS IN BILLIONS



### U.S. COMPUTER AND VIDEO GAME UNIT SALES GROWTH

UNITS IN MILLIONS



Source: The NPD Group / NPD Funworld® / TRSTS® and NPD Techworld™

How Many Americans Expect to Buy Games?

# 47%

of Americans have purchased or plan to purchase one or more games in 2005.

# WHO ARE WE?

## About The Entertainment Software Association

Formed in 1994, the Entertainment Software Association (ESA), formerly the Interactive Digital Software Association, is the U.S. association exclusively dedicated to serving the business and public affairs needs of companies that publish video and computer games for video game consoles, personal computers, and the Internet.

Association members include the nation's leading interactive entertainment software publishers, which collectively accounted for more than 90 percent of the \$7.3 billion in entertainment software revenues generated in the United States in 2004, and billions more in export sales of U.S.-made entertainment software.

The ESA offers a range of services to its members 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 more information about the ESA and its programs, please visit [www.theESA.com](http://www.theESA.com).

## ESA Members

as of May 2005

<b>Activision, Inc.</b>	<a href="http://www.activision.com">www.activision.com</a>
<b>Atari</b>	<a href="http://www.atari.com">www.atari.com</a>
<b>Buena Vista Games</b>	<a href="http://www.buenavistagames.go.com">www.buenavistagames.go.com</a>
<b>Capcom USA, Inc.</b>	<a href="http://www.capcom.com">www.capcom.com</a>
<b>Crave Entertainment</b>	<a href="http://www.cravegames.com">www.cravegames.com</a>
<b>Eidos Interactive</b>	<a href="http://www.eidosinteractive.com">www.eidosinteractive.com</a>
<b>Electronic Arts</b>	<a href="http://www.ea.com">www.ea.com</a>
<b>Her Interactive</b>	<a href="http://www.herinteractive.com">www.herinteractive.com</a>
<b>id Software</b>	<a href="http://www.idsoftware.com">www.idsoftware.com</a>
<b>Konami Digital Entertainment-America</b>	<a href="http://www.konami.com">www.konami.com</a>
<b>LucasArts</b>	<a href="http://www.lucasarts.com">www.lucasarts.com</a>
<b>Microsoft Corporation</b>	<a href="http://www.microsoft.com">www.microsoft.com</a>
<b>Midway Games, Inc.</b>	<a href="http://www.midway.com">www.midway.com</a>
<b>Namco Hometek, Inc.</b>	<a href="http://www.namco.com">www.namco.com</a>
<b>Nintendo of America Inc.</b>	<a href="http://www.nintendo.com">www.nintendo.com</a>
<b>NovaLogic, Inc.</b>	<a href="http://www.novalogic.com">www.novalogic.com</a>
<b>SEGA of America, Inc.</b>	<a href="http://www.sega.com">www.sega.com</a>
<b>Sony Computer Entertainment America</b>	<a href="http://www.us.playstation.com">www.us.playstation.com</a>
<b>Square Enix, Inc.</b>	<a href="http://www.square-enix.com">www.square-enix.com</a>
<b>Take-Two Interactive Software, Inc.</b>	<a href="http://www.take2games.com">www.take2games.com</a>
<b>THQ, Inc.</b>	<a href="http://www.thq.com">www.thq.com</a>
<b>Ubisoft Entertainment</b>	<a href="http://www.ubi.com">www.ubi.com</a>
<b>Vivendi Universal Games</b>	<a href="http://www.vivendiuniversal.com">www.vivendiuniversal.com</a>
<b>Warner Bros. Interactive Entertainment, Inc.</b>	<a href="http://www.wbie.com">www.wbie.com</a>
<b>Wild Tangent</b>	<a href="http://www.wildtangent.com">www.wildtangent.com</a>

# OTHER RESOURCES

For more information on the ESA and its programs, please visit:  
[www.theESA.com](http://www.theESA.com)

## **Entertainment Software Rating Board (ESRB)** [www.esrb.org](http://www.esrb.org)

The Entertainment Software Rating Board (ESRB) is a self-regulatory body established in 1994 by the Entertainment Software Association (ESA). ESRB independently applies and enforces ratings, advertising guidelines, and online privacy principles adopted by the industry.

## **Academy of Interactive Arts and Sciences (AIAS)** [www.interactive.org](http://www.interactive.org)

Located in Los Angeles, CA, the Academy of Interactive Arts & Sciences (AIAS) is an official professional academy of the \$7+ billion interactive entertainment software industry. AIAS is supported by the industry's leading companies.

## **E<sup>3</sup>Expo** [www.e3expo.com](http://www.e3expo.com)

The Electronic Entertainment Expo (E<sup>3</sup>), "Where Business Gets Fun," is the world's largest trade event exclusively dedicated to showcasing interactive entertainment and educational software and related products.

## **International Game Developers Association (IGDA)** [www.igda.org](http://www.igda.org)

The International Game Developers Association (IGDA) is a non-profit membership organization that advocates globally on issues related to digital game creation. The IGDA's mission is to strengthen the international game development community and effect change to benefit that community.

## **Interactive Entertainment Merchants Association (IEMA)** [www.iema.org](http://www.iema.org)

The Interactive Entertainment Merchants Association (IEMA) is the only U.S. trade association dedicated to serving the business interests of leading retailers that sell interactive entertainment software (including video and computer games, multimedia entertainment, peripherals, and other software).

## **The NPD Group, Inc.** [www.npd.com](http://www.npd.com)

Since 1967 The NPD Group has provided the most reliable and comprehensive sales and marketing information available for a wide range of industries. As the gold standard for market information in each industry we track, more than 1,300 manufacturers and retailers rely on NPD to help them better understand their customers, product categories, distribution channels and competition in order to help guide their business and positively impact sales and revenues.



[www.theESA.com](http://www.theESA.com)

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