2007

SALES, DEMOGRAPHIC AND USAGE DATA

ESSENTIAL FACTS

ABOUT THE COMPUTER AND VIDEO GAME INDUSTRY

esa

**entertainment
software
association**

WHAT'S INSIDE?

ALL DATA IN THIS DOCUMENT IS FROM THE ESA'S 2007 CONSUMER SURVEY UNLESS OTHERWISE NOTED.
The Entertainment Software Association (ESA) released its 2007 Essential Facts About the Computer and Video Game Industry in June, 2007. The data included in 2007 Essential Facts was gathered in an annual study conducted by Ipsos-Insight for the ESA. The study is the most in-depth and targeted survey of its kind, gathering data from over 1,200 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?

67%
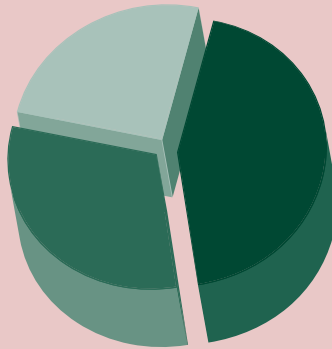**of American heads of households
play computer or video games.**

The average game player age is:
33

AGE
OF GAME PLAYERS

28.2% under 18 years
47.6% 18–49 years
24.2% 50+ years

In 2007,
24%
of gamers were over the age of 50.

WHO PLAYS WHAT?

GENDER
OF GAME PLAYERS

38.0% female

62.0% male
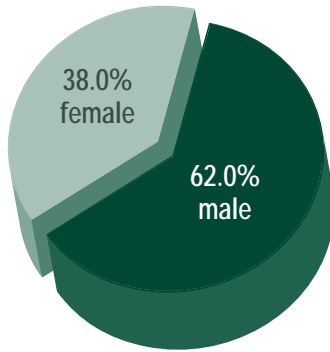
WOMEN age 18 or older represent a significantly greater portion of the game-playing population (31%) than boys age 17 or younger (20%).

Who BUYS Computer and Video Games?

The average age of the most frequent game purchaser is:

38

How Long Have Gamers Been Playing?

13

is the average number of years adult gamers have been playing computer or video games.

Among most frequent gamers, adult males average 14 years for game playing, females for 11 years.

WHO PLAYS WHAT?

57%
of gamers believe there are more games available today
that appeal to women than in the past.

33%
of homes in America has a video game console.

2006 Computer and Video Game Sales by Rating
BY UNITS SOLD

Rating	Percentage
EVERYONE (E)	45.2%
EVERYONE 10+ (E10+)	11.0%
TEEN (T)	28.5%
MATURE (M)	15.0%
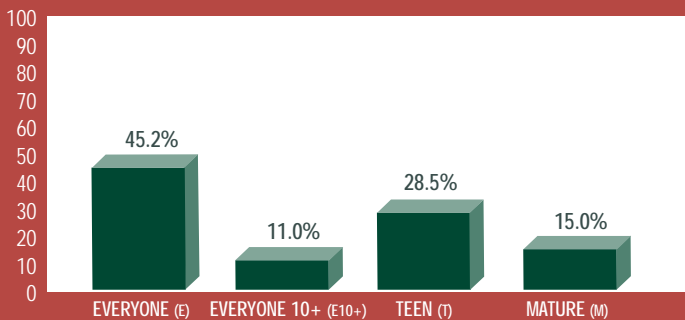
Source: The NPD Group / Point-of-Sale Information

WHO PLAYS WHAT?

BEST-SELLING VIDEO GAME SUPER GENRES BY UNITS SOLD, 2006

2.7% Strategy
3.4% Adventure
4.6% Fighting
9.3% Family Entertainment
9.5% Role Playing
10.6% Shooter
10.8% Racing

2.0% Other Games/Compilations
1.6% Children's Entertainment
0.9% Arcade
0.9% Flight
27.5% Action
17.0% Sport Games
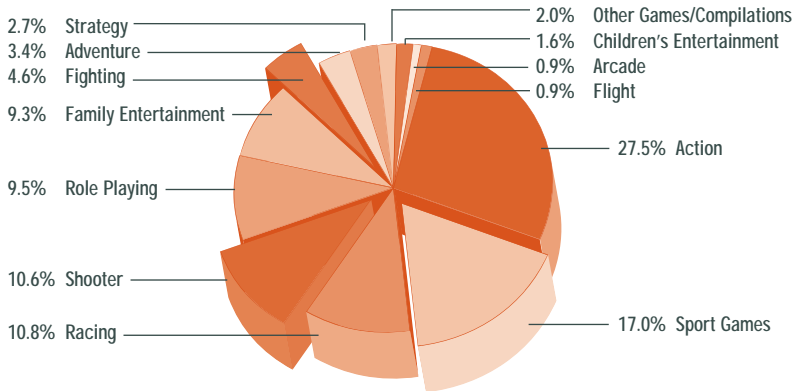
BEST-SELLING COMPUTER GAME SUPER GENRES BY UNITS SOLD, 2006

2.8% Other Games/Compilations
3.4% Action
3.5% Sport Games
5.7% Children's Entertainment
5.7% Adventure
10.9% Shooter
12.7% Family Entertainment

2.5% Flight
2.4% Racing
1.1% Arcade
35.4% Strategy
13.9% Role Playing
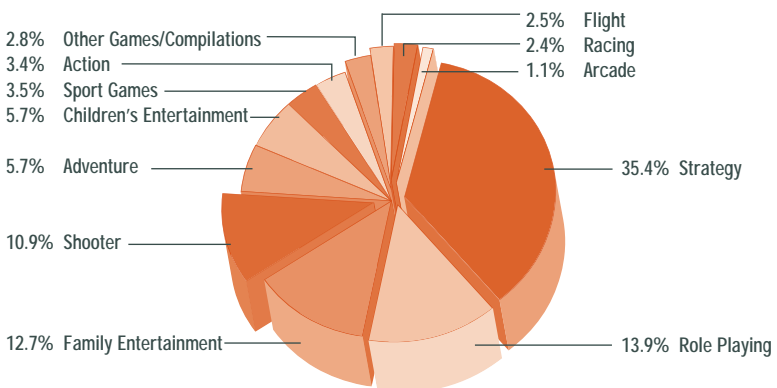
WHO PLAYS WHAT?

TOP 20 SELLING VIDEO GAMES OF 2006 BY UNITS SOLD

RANK	TITLE	PLATFORM	RATING
1	MADDEN NFL 07*	PS2	E
2	NEW SUPER MARIOS BROTHERS	NINTENDO DS	E
3	GEARS OF WAR**	XBOX 360	M
4	KINGDOM HEARTS 2	PS2	E10+
5	MADDEN NFL 07*	XBOX 360	E
6	FINAL FANTASY XII	PS2	T
7	BRAIN AGE	NINTENDO DS	E
8	TOM CLANCY'S GHOST RECON: ADVANCED WARFIGHTER	XBOX 360	T
9	NCAA FOOTBALL 07	PS2	E
10	GUITAR HERO II	PS2	T
11	GRAND THEFT AUTO: LIBERTY CITY STORIES	PS2	M
12	GRAND THEFT AUTO: SAN ANDREAS	PS2	M
13	LEGEND OF ZELDA: TWILIGHT PRINCESS	WII	T
14	GOD OF WAR	PS2	M
15	MARIO KART	NINTENDO DS	E
16	WWE SMACKDOWN VS. RAW 2007	PS2	T
17	MIDNIGHT CLUB 3 DUB EDITION REMIX	PS2	E10+
18	GUITAR HERO BUNDLE	PS2	T
19	LEGO STAR WARS II: THE ORIGINAL TRILOGY	PS2	E10+
20	MADDEN NFL 07	XBOX	E

*Includes Hall of Fame Edition   **Includes Collector's Edition

Source: The NPD Group / Point-of-Sale Information

TOP 20 SELLING COMPUTER GAMES OF 2006 BY UNITS SOLD

RANK	TITLE	RATING
1	WORLD OF WARCRAFT*	T
2	THE SIMS 2	T
3	THE SIMS 2: OPEN FOR BUSINESS EXPANSION PACK	T
4	ELDER SCROLLS: OBLIVION*	M
5	STAR WARS: EMPIRE AT WAR	T
6	THE SIMS 2 PETS EXPANSION PACK	T
7	AGE OF EMPIRES III*	T
8	THE SIMS 2: FAMILY FUN STUFF EXPANSION PACK	T
9	CIVILIZATION IV	E10+
10	THE SIMS 2 NIGHTLIFE EXPANSION PACK	T
11	GUILD WARS FACTIONS	T
12	ZOO TYCOON: COMPLETE COLLECTION	E
13	ZOO TYCOON 2	E
14	THE SIMS 2 GLAMOUR LIFE STUFF EXPANSION PACK	T
15	CARS: RADIATOR SPRINGS ADVENTURES	E
16	CALL OF DUTY 2	T
17	THE SIMS COMPLETE COLLECTION	T
18	LORD OF THE RINGS: BATTLE FOR MIDDLE EARTH 2	T
19	THE SIMS 2: UNIVERSITY EXPANSION PACK	T
20	WARCRAFT III BATTLE CHEST	T

*Includes Collector's Edition

Source: The NPD Group / Point-of-Sale Information

WHO PLAYS WHAT?
PARENTS* AND GAMES

91%
of the time parents are present at the time games are purchased or rented.

55%
of parents believe games are a positive part of their children's lives.

86%
of the time children receive their parents' permission before purchasing or renting a game.

Parents report always or sometimes monitoring the games their children play 90% of the time.

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

The Top Four Reasons Parents Play Video Games With Their Children:

It's Fun For The Entire Family 72%
Because They're Asked To 71%
It's A Good Opportunity To Socialize With The Child 66%
It's A Good Opportunity To Monitor Game Content 50%

WHO PLAYS WHAT?
PARENTS PLAY GAMES

The average age of a gamer parent is **40** years old.
Overall, gamer mothers are **slightly younger (39)**
than gamer fathers (40);

93%
of parents who play computer and video games
have children who also play them;

The average gamer parent plays computer and
video games **21 hours a month** — 18 hours per month for
gamer moms and 24 hours per month for gamers dads; and,

46%
of all gamer parents have played for 10 years or more (gamer
moms at eight years, gamer dads playing for 12 years).

WHO PLAYS WHAT?
ONLINE AND WIRELESS GAMES

How Many Gamers Play Games Online?

51% of most frequent game players say they play games online, up from **19%** in 2000.
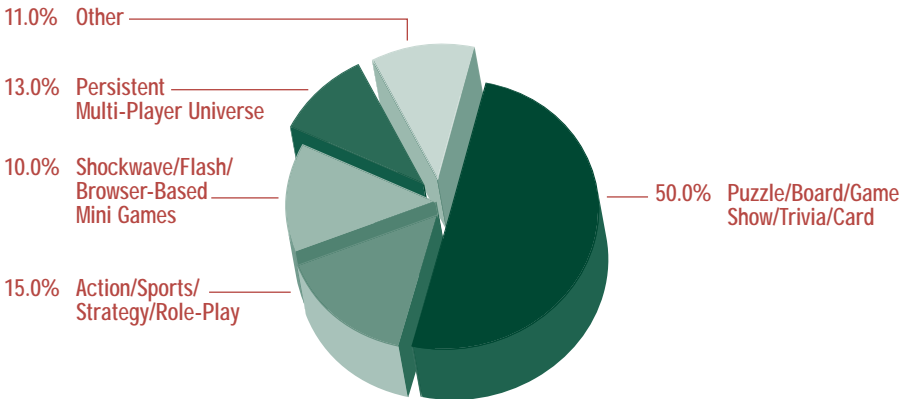

Who Plays Games Online?

53%
of online game players are male.

47%
of online game players are female.

What is the One Type of Online Game Played Most Often?

11.0% Other

13.0% Persistent Multi-Player Universe

10.0% Shockwave/Flash/ Browser-Based Mini Games

15.0% Action/Sports/ Strategy/Role-Play
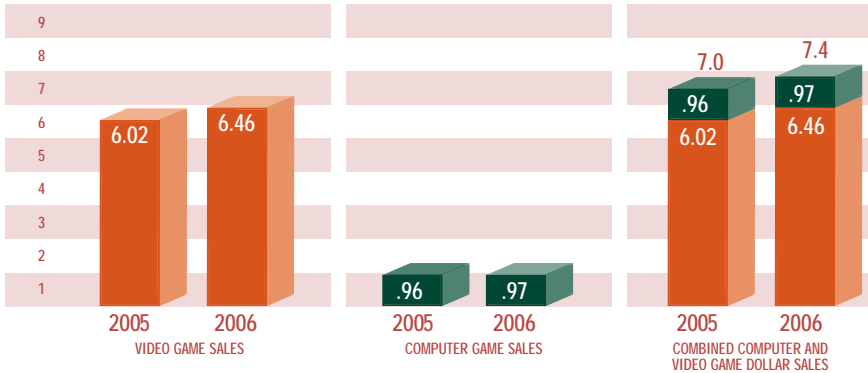
50.0% Puzzle/Board/Game Show/Trivia/Card

How Many Americans Play Games on Wireless Devices?

34%
of heads of households report they play games on wireless devices such as a cell phone or PDA, up from 20% in 2002.

9

WHAT'S THE BOTTOM LINE?
RECENT SALES INFORMATION
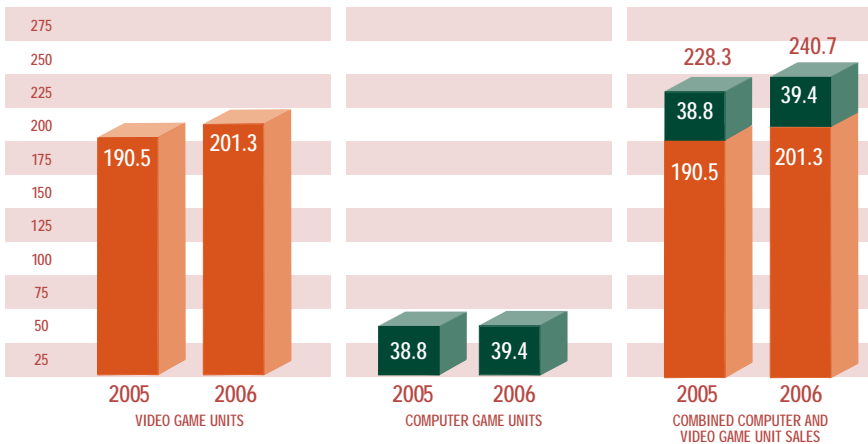
U.S. COMPUTER AND VIDEO GAME DOLLAR SALES: 2005 AND 2006

DOLLARS IN BILLIONS

| | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |

VIDEO GAME SALES
- 2005: 6.02
- 2006: 6.46

COMPUTER GAME SALES
- 2005: .96
- 2006: .97

COMBINED COMPUTER AND VIDEO GAME DOLLAR SALES
- 2005: 7.0 (.96 / 6.02)
- 2006: 7.4 (.97 / 6.46)

Source: The NPD Group / Point-of-Sale Information

U.S. COMPUTER AND VIDEO GAME UNIT SALES: 2005 AND 2006

UNITS IN MILLIONS

| | 275 | 250 | 225 | 200 | 175 | 150 | 125 | 100 | 75 | 50 | 25 |

VIDEO GAME UNITS
- 2005: 190.5
- 2006: 201.3

COMPUTER GAME UNITS
- 2005: 38.8
- 2006: 39.4

COMBINED COMPUTER AND VIDEO GAME UNIT SALES
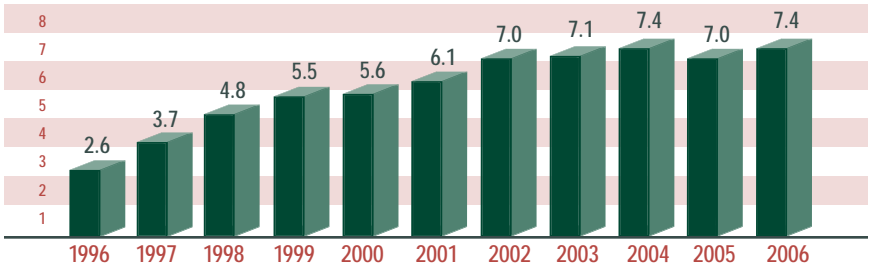- 2005: 228.3 (38.8 / 190.5)
- 2006: 240.7 (39.4 / 201.3)

Source: The NPD Group / Point-of-Sale Information

WHAT'S THE BOTTOM LINE?
HISTORICAL SALES INFORMATION
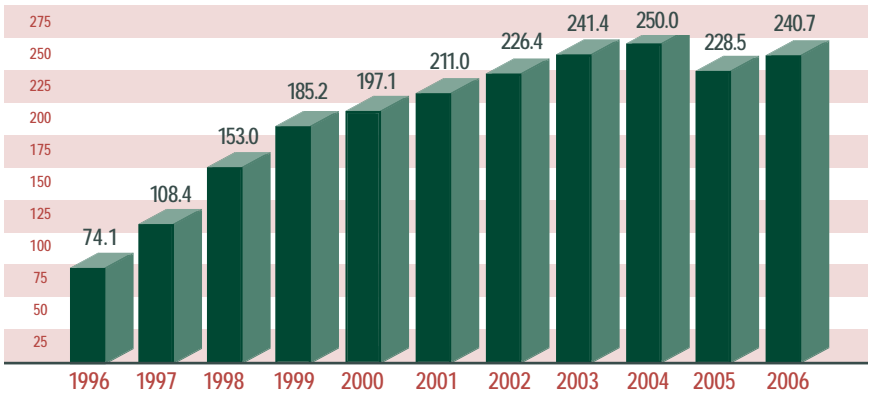
U.S. COMPUTER AND VIDEO GAME DOLLAR SALES GROWTH
DOLLARS IN BILLIONS

Year	Dollars (Billions)
1996	2.6
1997	3.7
1998	4.8
1999	5.5
2000	5.6
2001	6.1
2002	7.0
2003	7.1
2004	7.4
2005	7.0
2006	7.4

Source: The NPD Group / Point-of-Sale Information

U.S. COMPUTER AND VIDEO GAME UNIT SALES GROWTH
UNITS IN MILLIONS

Year	Units (Millions)
1996	74.1
1997	108.4
1998	153.0
1999	185.2
2000	197.1
2001	211.0
2002	226.4
2003	241.4
2004	250.0
2005	228.5
2006	240.7

Source: The NPD Group / Point-of-Sale Information

How Many Americans Expect to Buy Games?

41%
of Americans have purchased or plan to
purchase one or more games in 2007.

WHO ARE WE?

About The Entertainment Software Association

Formed in 1994, the Entertainment Software Association (ESA) is the U.S. association 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 $7.4 billion in entertainment software revenues generated in the United States in 2006, 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 E3 Media & Business Summit, 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.

ESA Members

as of June, 2007

Activision, Inc.	www.activision.com
Atari, Inc.	www.atari.com
Capcom USA, Inc.	www.capcom.com
Crave Entertainment	www.cravegames.com
Disney Interactive Studios, Inc.	www.disney.go.com/disneyinteractivestudios/
Eidos Interactive	www.eidosinteractive.com
Electronic Arts	www.ea.com
Her Interactive, Inc.	www.herinteractive.com
id Software	www.idsoftware.com
Konami Digital Entertainment America	www.konami.com
LucasArts	www.lucasarts.com
Microsoft Corporation	www.microsoft.com
Midway Games, Inc.	www.midway.com
Namco Hometek, Inc.	www.namco.com
NC Interactive Inc.	www.plaync.com
Nintendo of America Inc.	www.nintendo.com
SEGA of America, Inc.	www.sega.com
Sony Computer Entertainment America	www.us.playstation.com
Sony Online Entertainment, Inc.	www.station.sony.com/en/
Square Enix, Inc.	www.square-enix.com
Take-Two Interactive Software, Inc.	www.take2games.com
THQ, Inc.	www.thq.com
Ubisoft Entertainment	www.ubi.com
Vivendi Games	www.vivendiuniversal.com
Warner Bros. Interactive Entertainment Inc.	www.wbie.com

OTHER RESOURCES

Entertainment Software Rating Board (ESRB) 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 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.

International Game Developers Association (IGDA) 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.

The NPD Group, Inc. www.npd.com
Since 1967, The NPD Group has provided reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,400 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 businesses.

Video Game Voters Network www.videogamevoters.org
The Video Game Voters Network, a project of the Entertainment Software Association, is a means by which American adults who play computer and video games can organize and take action on important policy issues affecting the computer and video game industry.

esa entertainment
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