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ALL DATA IN THIS DOCUMENT IS FROM THE ESA’S 2009 CONSUMER SURVEY UNLESS OTHERWISE NOTED. The Entertainment Software Association (ESA) released its 2009 Essential Facts About the Computer and Video Game Industry at the 2009 E3 Expo. The annual research was conducted by Ipsos MediaCT for the ESA. The study is the most in-depth and targeted survey of its kind, gathering data from almost 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 COMPUTER AND VIDEO GAMES?

68% of American households play computer or video games.

The average game player age is:

35

In 2009, 25% of gamers were over the age of 50.

A new study found that more than half of adults play video games, about one-fifth play daily or almost every day.”

— Daniel Sieberg, CBS Evening News

WHO IS PLAYING GAMES?

WOMEN age 18 or older represent a significantly greater portion of the game-playing population (34%) than boys age 17 or younger (18%).

WHO BUYS COMPUTER AND VIDEO GAMES?

The average age of the most frequent game purchaser is:

39

Of game purchasers, 52% are male and 48% are female.
HOW LONG HAVE GAMERS BEEN PLAYING?

12

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

Among most frequent gamers, adult males average 12 years of game playing, females average 10 years.

62%

of gamers play games with other gamers in person. This is an increase from 59% in 2008 and from 56% in 2007.

42%

of homes in America have a video game console.

more and more, winning a video game can mean solving a logic puzzle, answering trivia questions, running and jumping in place, or singing on key.”

— Sharon Male, PARADE Magazine

WHO IS PLAYING
GAMER DEMOGRAPHICS

PARENTS* AND GAMES

92%

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

63%

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

83%

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 94% of the time.

*Parents with kids under 18 who also own a game console and/or computer used to play games.
DO PARENTS CONTROL WHAT THEIR KIDS PLAY?

77% of parents believe that the parental controls available in all new video game consoles are useful. Further, parents impose time usage limits on video games more than any other form of entertainment:

- 79% of parents place time limits on video game playing
- 72% of parents place time limits on Internet usage
- 71% of parents place time limits on television viewing
- 63% of parents place time limits on movie viewing

If you feel that the opportunities to connect with your kids are few and far between, the solution might be to break out a video game. (Seriously!)”

— Scott Alexander, Family Circle

PARENTS PLAY GAMES

THE TOP 4 REASONS PARENTS PLAY VIDEO GAMES WITH THEIR CHILDREN:

1. It’s Fun For The Entire Family  82%
2. Because They’re Asked To  81%
3. It’s A Good Opportunity To Socialize With The Child  78%
4. It’s A Good Opportunity To Monitor Game Content  63%
TOP 20 SELLING VIDEO GAMES OF 2008

BY UNITS SOLD

<table>
<thead>
<tr>
<th>RANK</th>
<th>TITLE</th>
<th>PLATFORM</th>
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<tbody>
<tr>
<td>1</td>
<td>WII PLAY W/ REMOTE</td>
<td>WII</td>
<td>Everyone</td>
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<tr>
<td>2</td>
<td>MARIO KART WII</td>
<td>WII</td>
<td>Everyone</td>
</tr>
<tr>
<td>3</td>
<td>WII FIT</td>
<td>WII</td>
<td>Everyone</td>
</tr>
<tr>
<td>4</td>
<td>SUPER SMASH BROS: BRAWL</td>
<td>WII</td>
<td>Teen</td>
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<tr>
<td>5</td>
<td>GRAND THEFT AUTO IV*</td>
<td>360</td>
<td>Mature</td>
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<tr>
<td>6</td>
<td>CALL OF DUTY: WORLD AT WAR*</td>
<td>360</td>
<td>Mature</td>
</tr>
<tr>
<td>7</td>
<td>GEARS OF WAR 2*</td>
<td>360</td>
<td>Mature</td>
</tr>
<tr>
<td>8</td>
<td>GRAND THEFT AUTO IV*</td>
<td>PS3</td>
<td>Mature</td>
</tr>
<tr>
<td>9</td>
<td>MADDEN NFL 09*</td>
<td>360</td>
<td>Everyone</td>
</tr>
<tr>
<td>10</td>
<td>MARIO KART</td>
<td>NDS</td>
<td>Everyone</td>
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<td>11</td>
<td>CALL OF DUTY 4: MODERN WARFARE*</td>
<td>360</td>
<td>Mature</td>
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<tr>
<td>12</td>
<td>NEW SUPER MARIO BROS</td>
<td>NDS</td>
<td>Everyone</td>
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<td>13</td>
<td>GUITAR HERO III LEGENDS OF ROCK*</td>
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<td>14</td>
<td>GUITAR HERO WORLD TOUR*</td>
<td>WII</td>
<td>Teen</td>
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<td>15</td>
<td>LINK'S CROSSBOW TRAINING</td>
<td>WII</td>
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<td>FABLE II*</td>
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<td>NDS</td>
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<tr>
<td>20</td>
<td>MADDEN NFL 09*</td>
<td>PS3</td>
<td>Everyone</td>
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</tbody>
</table>

*Includes Collector’s, Limited, Gold Editions

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

WHO PLAYS GAMES ONLINE?

57% of online game players are male.

43% of online game players are female.

23% of most frequent gamers pay to play online games. This is an increase from 22% in 2008 and a marked increase from 8% in 2004.

WHAT IS THE ONE TYPE OF ONLINE GAME PLAYED MOST OFTEN?

44% Puzzle/Board/Game Show/Trivia/Card

15% Persistent Multi-Player Universe

10% Action/Sports/Strategy/Role-Play

21% Downloadable Games Such as Bejeweled and Diner Dash

HOW MANY AMERICANS PLAY GAMES ON WIRELESS DEVICES?

37% of heads of households report they play games on wireless devices such as a cell phone or PDA, up from 20% in 2002.
The videogame sector is no longer an interesting little industry—it’s serious money.”
— Jack Kyser, chief economist at the Los Angeles County Economic Development Corporation

**U.S. Computer and Video Game DOLLAR Sales Growth**

**DOLLARS IN BILLIONS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
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<td>2007</td>
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<td>2008</td>
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</table>

**Source:** The NPD Group, Inc./Retail Tracking Service

**U.S. Computer and Video Game UNIT Sales Growth**

**UNITS IN MILLIONS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
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<tr>
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<tr>
<td>1999</td>
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<tr>
<td>2006</td>
<td>287.2</td>
</tr>
<tr>
<td>2007</td>
<td>298.2</td>
</tr>
</tbody>
</table>

**Source:** The NPD Group, Inc./Retail Tracking Service

**How Many Americans Expect to Buy Games?**

43% of Americans have purchased or plan to purchase one or more games in 2009.
ABOUT THE ENTERTAINMENT SOFTWARE ASSOCIATION

The ESA is the U.S. association dedicated to serving the business and public affairs needs of companies publishing interactive games for video game consoles, handheld devices, personal computers, and the Internet. The ESA offers services to interactive entertainment software publishers including a global anti-piracy program, owning the E3 Expo, business and consumer research, federal and state government relations, First Amendment and intellectual property protection efforts.

For more information about the ESA and its programs, please visit www.theESA.com.

ESA MEMBERS

as of May, 2009

505 GAMES
www.505games.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

EPIC GAMES, INC.
www.epicgames.com

HER INTERACTIVE, INC.
www.herinteractive.com

KOEI CORPORATION
www.koei.com

KONAMI DIGITAL ENTERTAINMENT
www.konami.com

MICROSOFT CORPORATION
www.microsoft.com

MTV GAMES
www.mtv.com/games/video_games

NAMCO BANDAI GAMES AMERICA, INC.
www.namco.com

NATSUME, INC.
www.natsume.com

NINTENDO OF AMERICA INC.
www.nintendo.com

PLAYLOGIC ENTERTAINMENT, INC.
www.playlogics.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/

SOUTHPEAK INTERACTIVE CORPORATION
www.southpeakgames.com

SQUARE ENIX, INC.
www.square-enix.com

TAKE-TWO INTERACTIVE SOFTWARE, INC.
www.taketwo.com

THQ, INC.
www.thq.com

TRION WORLD NETWORK, INC.
www.trionworld.com

UBISOFT ENTERTAINMENT
www.ubi.com

WARNER BROS. INTERACTIVE ENTERTAINMENT INC.
www.wbinc.com

XSEED GAMES
www.xseegames.com

WHO WE ARE

OTHER RESOURCES

FOR MORE INFORMATION ON THE ESA AND ITS PROGRAMS, PLEASE VISIT WWW.THEESA.COM

ENTERTAINMENT SOFTWARE RATING BOARD (ESRB) | WWW.ESRB.ORG

The ESRB is a non-profit, self-regulatory body established in 1994 by the Entertainment Software Association (ESA). ESRB independently assigns computer and video game content ratings, enforces advertising guidelines, and helps ensure responsible online privacy practices for the interactive entertainment software industry.

ACADEMY OF INTERACTIVE ARTS AND SCIENCES | WWW.INTERACTIVE.ORG

The Academy of Interactive Arts & Sciences® (AIAS) was founded in 1996 as a not-for-profit organization dedicated to the advancement and recognition of the interactive arts. The Academy’s mission is to promote and advance common interests in the worldwide interactive entertainment community; recognize outstanding achievements in the interactive arts and sciences; and conduct an annual awards show (Interactive Achievement Awards) to enhance awareness of the interactive art form. The Academy also strives to provide a voice for individuals in the interactive entertainment community. In 2002 the Academy created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment. The Academy has over 10,000 members, with the board comprised of senior executives from the major videogame companies including Bioware/Pandemic, Electronic Arts, Microsoft, Nintendo, Sony and Ubisoft.

INTERNATIONAL GAME DEVELOPERS ASSOCIATION (IGDA) | WWW.IGDA.ORG

The International Game Developers Association is the largest non-profit membership organization serving individuals that create video games. The IGDA is committed to advancing the careers and enhancing the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community.

THE NDP GROUP, INC. | WWW.NPD.COM

The NDP Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers, retailers, and service companies rely on NDP to help them drive critical business decisions at the global, national, and local market levels. NDP helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions.

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.