

GameTrack Digest: Quarter 1 2015

1. Reach of gaming: ANY gaming (any format/device)

(Base: Age 6-64 population)

	GB	France	Germany	Spain
% play ANY type of game	43%	61%	56%	41%
# play ANY type of game (millions)	20.3m	30.0m	34.0m	14.7m
Average weekly hours per gamer*	8.5 hs/week	7.2 hs/week	7.3 hs/week	5.8 hs/week

*Hours based only on those aged 11-64 years

2. Reach of gaming: ANY gaming by age (any format/device)

(Base: Age 6-64 population)

% playing ANY type of game by age group:	GB	France	Germany	Spain
aged 6-10	83%	87%	72%	81%
aged 11-14	70%	90%	86%	81%
aged 15-24	55%	85%	80%	64%
aged 25-34	46%	70%	65%	49%
aged 35-44	41%	59%	57%	34%
aged 45-64	22%	35%	36%	17%

3. Reach of gaming: By format of game

(Base: Age 6-64 population)

(%)	GB	France	Germany	Spain
% play PACKAGED games	24%	31%	25%	21%
% play APP games	22%	29%	24%	17%
% play ONLINE games	22%	39%	31%	17%

(millions)	GB	France	Germany	Spain
# play PACKAGED games	11.3m	15.0m	15.5m	7.7m
# play APP games*	10.7m	14.3m	14.5m	6.2m
# play ONLINE games*	10.4m	19.4m	18.7m	6.3m

* Updated definition of app & online gaming: Online games (such as social games or online multiplayer games) played on a smartphone/tablet are now treated as app gaming when played on these devices.

4. Reach of gaming: By device used to game

(Base: Age 6-64 population)

	GB	France	Germany	Spain
% play games on consoles	25%	31%	22%	22%
% play games on handhelds	11%	20%	10%	11%
% play games on computers	25%	46%	43%	22%
% play games on smartphones	22%	30%	27%	19%
% play games on tablets	18%	22%	13%	11%

	GB	France	Germany	Spain
# play games on consoles	12.0m	15.1m	13.1m	7.8m
# play games on handhelds	5.1m	9.7m	6.1m	3.9m
# play games on computers	11.7m	22.6m	26.2m	7.9m
# play games on smartphones	10.5m	14.8m	16.3m	6.9m
# play games on tablets	8.7m	11.1m	8.0m	4.1m

5. Profile of gamers

(Base: Age 6-64 playing ANY type of game)

	GAMERS: PLAY ANY			
	GB	France	Germany	Spain
% Male	56%	48%	51%	54%
Male 6-10	7%	6%	4%	7%
Male 11-14	5%	5%	4%	5%
Male 15-24	15%	12%	11%	13%
Male 25-34	11%	10%	10%	14%
Male 35-44	9%	8%	9%	10%
Male 45-64	9%	8%	13%	5%
% Female	44%	52%	49%	46%
Female 6-10	7%	6%	3%	6%
Female 11-14	5%	5%	4%	5%
Female 15-24	7%	11%	10%	8%
Female 25-34	8%	9%	10%	10%
Female 35-44	9%	9%	9%	9%
Female 45-64	9%	12%	12%	8%

NB Please source any data as GameTrack (ISFE/Ipsos Connect). All data should be labelled clearly stating time period covered, i.e. Quarter 1 2015, and the base included (where applicable).

Any data for public release should be signed off by Ipsos prior to being published. Please send to gametrack@ipsos.com

DEFINITIONS

Games formats

Includes any gaming via these formats, regardless of the device used to play this on:

- **Packaged:** Includes all games requiring a physical disc or cartridge to play
- **Apps:** Free/freemium or paid app games on smartphones or tablets
- **Online:** Multiplayer (paid subscription); Multiplayer (free, with option to pay); Full game downloads (free or paid); Social; Browser; On demand subscription

Devices

Includes any gaming via these devices, regardless of the format played via this device:

- **Consoles:** PS2/PS3/PS4, Xbox 360/Xbox One, Wii/Wii U or any other console
- **Handhelds:** DS/3DS, PSP/Vita or any other handheld
- **Computers:** PC/Laptop/Netbook/Mac
- **Smartphones:** iPhone/iPod Touch, Android phone, Windows Phone or any other smartphone
- **Tablets:** iPad, Android tablet or any other tablet

GameTrack method

GameTrack fieldwork runs throughout the quarter. Twice a quarter, a sample of 1,000 adults aged 18+ per country is interviewed via an offline survey (including questions relating to the games played by children aged 6-17 years old), to provide data that is used to weight responses from a much more detailed online survey. The online survey is conducted amongst a sample of at least 6,000 internet users aged 6-64 years per country. 6-64 year olds represent the vast majority of all video games players. The online survey runs weekly throughout the quarter.

GameTrack is commissioned and underwritten by ISFE, and conducted by Ipsos Connect. Subscribers include some of the biggest names in the industry. It currently runs in the US, GB, France, Germany, Spain and Russia. For details of subscriptions and published reports please contact Simon Little at ISFE: simon.little@isfe.eu

At Ipsos we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions. We deliver with security, speed, simplicity and substance. We are Game Changers. For any further information please contact tak.ha@ipsos.com