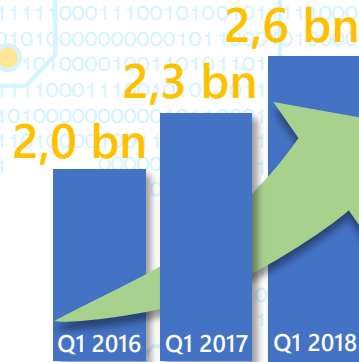


INDUSTRY 2018

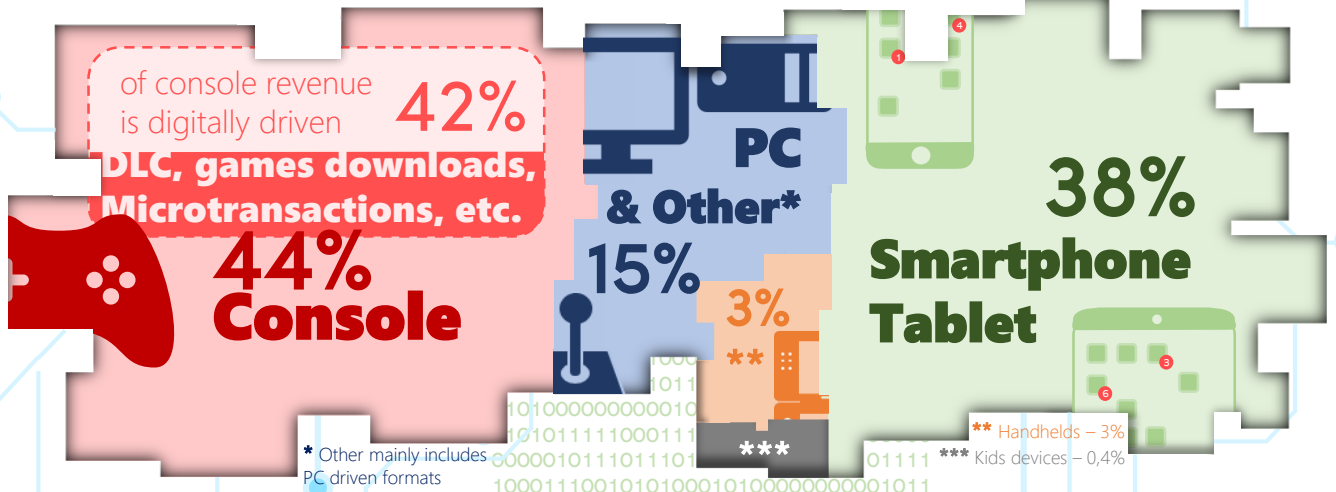
#1 ISFE FACTS

QUARTERLY INSIGHT

Compared to Q1 2017, video games revenue increased by 11% in Q1 2018 across



Revenue split by device – Q1 2018



Revenue split by format Q1 2018



Gamers as a % of the population – Evolution

Q1 2018

51%



53%



Q1 2017



How gamers play
Q1 2018



GAMETRACK

GameTrack is a multi-country tracking survey, designed to provide a complete view of the video games market in the UK, France, Germany, and Spain. ISFE commissioned Ipsos MORI to run the project.

GameTrack includes all devices that might be used for playing video games – from PCs and laptops, games consoles and portable games devices through to smartphones and tablets as well as currently niche devices such as smart TVs. Similarly, this includes all games formats – from packaged (new, pre-owned and rental) to apps (paid and free) to online games (including downloads, subscriptions to multiplayer games, browser games and games on social network sites).

FIELDWORK

GameTrack fieldwork runs throughout the quarter. Once every year, a sample of 1,000 adults aged 18+ is interviewed via a short offline survey (including questions relating to the games played by their 6-17 year old children), 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 3,000 internet users aged 6-64 years. 6-64 year olds represent the vast majority of all video games players. The online survey runs weekly throughout the quarter.

15 Rue Guimard – B-1000 Bruxelles
+32 (0)2 261-21777
info@isfe.eu



INTERACTIVE SOFTWARE
FEDERATION OF EUROPE

Representing the European video games industry