# GameTrack Digest: Quarter 2 2014

## 1. Reach of gaming: ANY gaming (any format/device) (Base: Age 6-64 population)

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>% play ANY type of game</td>
<td>41%</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td># play ANY type of game (m=million)</td>
<td>19m</td>
<td>29m</td>
<td>30m</td>
<td>14m</td>
</tr>
<tr>
<td>Average weekly hours per gamer*</td>
<td>8 hours</td>
<td>6 hours</td>
<td>7 hours</td>
<td>5 hours</td>
</tr>
</tbody>
</table>

*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)

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>% play ANY type of game</td>
<td>41%</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>6-10</td>
<td>69%</td>
<td>92%</td>
<td>67%</td>
<td>75%</td>
</tr>
<tr>
<td>11-14</td>
<td>75%</td>
<td>89%</td>
<td>79%</td>
<td>84%</td>
</tr>
<tr>
<td>15-24</td>
<td>57%</td>
<td>81%</td>
<td>76%</td>
<td>67%</td>
</tr>
<tr>
<td>25-34</td>
<td>43%</td>
<td>68%</td>
<td>63%</td>
<td>49%</td>
</tr>
<tr>
<td>35-44</td>
<td>37%</td>
<td>54%</td>
<td>50%</td>
<td>30%</td>
</tr>
<tr>
<td>45-64</td>
<td>22%</td>
<td>36%</td>
<td>28%</td>
<td>17%</td>
</tr>
</tbody>
</table>

## 3. Reach of gaming: By format of game (Base: Age 6-64 population)

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>% play PACKAGED games</td>
<td>24%</td>
<td>30%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>% play APP games</td>
<td>19%</td>
<td>19%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>% play ONLINE games</td>
<td>22%</td>
<td>35%</td>
<td>29%</td>
<td>17%</td>
</tr>
</tbody>
</table>

## 4. Reach of gaming: By device used to game (Base: Age 6-64 population)

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>% play games on consoles</td>
<td>25%</td>
<td>30%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>% play games on handhelds</td>
<td>12%</td>
<td>18%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>% play games on computers</td>
<td>24%</td>
<td>43%</td>
<td>39%</td>
<td>23%</td>
</tr>
<tr>
<td>% play games on smartphones</td>
<td>21%</td>
<td>26%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>% play games on tablets</td>
<td>17%</td>
<td>20%</td>
<td>9%</td>
<td>10%</td>
</tr>
</tbody>
</table>

## GameTrack Digest: Quarter 2 2014

### 1. Reach of gaming: ANY gaming (any format/device) (Base: Age 6-64 population)

- **UK**: 41%
- **France**: 60%
- **Germany**: 50%
- **Spain**: 40%

### 2. Reach of gaming: ANY gaming by age (any format/device) (Base: Age 6-64 population)

#### 6-10
- **UK**: 69%
- **France**: 92%
- **Germany**: 67%
- **Spain**: 75%

#### 11-14
- **UK**: 75%
- **France**: 89%
- **Germany**: 79%
- **Spain**: 84%

#### 15-24
- **UK**: 57%
- **France**: 81%
- **Germany**: 76%
- **Spain**: 67%

#### 25-34
- **UK**: 43%
- **France**: 68%
- **Germany**: 63%
- **Spain**: 49%

#### 35-44
- **UK**: 37%
- **France**: 54%
- **Germany**: 50%
- **Spain**: 30%

#### 45-64
- **UK**: 22%
- **France**: 36%
- **Germany**: 28%
- **Spain**: 17%

### 3. Reach of gaming: By format of game (Base: Age 6-64 population)

#### PACKAGED games
- **UK**: 24%
- **France**: 30%
- **Germany**: 23%
- **Spain**: 21%

#### APP games
- **UK**: 19%
- **France**: 19%
- **Germany**: 17%
- **Spain**: 13%

#### ONLINE games
- **UK**: 22%
- **France**: 35%
- **Germany**: 29%
- **Spain**: 17%

### 4. Reach of gaming: By device used to game (Base: Age 6-64 population)

#### Consoles
- **UK**: 25%
- **France**: 30%
- **Germany**: 19%
- **Spain**: 21%

#### Handhelds
- **UK**: 12%
- **France**: 18%
- **Germany**: 10%
- **Spain**: 11%

#### Computers
- **UK**: 24%
- **France**: 43%
- **Germany**: 39%
- **Spain**: 23%

#### Smartphones
- **UK**: 21%
- **France**: 26%
- **Germany**: 23%
- **Spain**: 18%

#### Tablets
- **UK**: 17%
- **France**: 20%
- **Germany**: 9%
- **Spain**: 10%

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*Hours based only on those aged 11-64 years*
5. Profile of gamers (Base: Age 6-64 playing ANY type of game)

<table>
<thead>
<tr>
<th>GAMERS: PLAY ANY</th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Spain</th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Male</td>
<td>55%</td>
<td>50%</td>
<td>52%</td>
<td>53%</td>
<td>45%</td>
<td>50%</td>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td>Male 6-10</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
<td>6%</td>
<td>Female 6-10</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Male 11-14</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>Female 11-14</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Male 15-24</td>
<td>15%</td>
<td>11%</td>
<td>12%</td>
<td>13%</td>
<td>Female 15-24</td>
<td>9%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Male 25-34</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
<td>14%</td>
<td>Female 25-34</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Male 35-44</td>
<td>9%</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
<td>Female 35-44</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Male 45-64</td>
<td>8%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
<td>Female 45-64</td>
<td>10%</td>
<td>12%</td>
<td>11%</td>
</tr>
</tbody>
</table>

6. Distribution of games revenue: By format of game
(Base: Total revenue from packaged / apps / online games)

<table>
<thead>
<tr>
<th>QUARTERLY REVENUE</th>
<th>UK</th>
<th>France</th>
<th>Germany</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Packaged</td>
<td>42%</td>
<td>42%</td>
<td>40%</td>
<td>59%</td>
</tr>
<tr>
<td>% Apps</td>
<td>32%</td>
<td>20%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>% Online</td>
<td>27%</td>
<td>38%</td>
<td>39%</td>
<td>22%</td>
</tr>
</tbody>
</table>

NB Please source any data as GameTrack (ISFE/Ipsos MediaCT). All data should be labelled clearly stating
time period covered, i.e. Quarter 2 2014, 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: PS2/3/4, Xbox 360/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. Each month, 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 6,000 internet users aged 6-64 years. The online survey runs weekly throughout the quarter.

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

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