2011
SALES, DEMOGRAPHIC AND USAGE DATA

ESSENTIAL FACTS
ABOUT THE COMPUTER AND VIDEO GAME INDUSTRY
“It is critical that we support economic sectors that create jobs, develop innovative technologies and keep America competitive in the global marketplace. The video game industry is one of those important, high-tech economic drivers. Our industry generates over $25 billion in annual revenue, and directly and indirectly employs more than 120,000 people with an average salary for direct employees of $90,000.”

—Michael D. Gallagher, president and CEO, Entertainment Software Association
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The 2011 Essential Facts About the Computer and Video Game Industry was released by the Entertainment Software Association (ESA) at E3 2011. 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 IS PLAYING

WHO PLAYS COMPUTER AND VIDEO GAMES?

72% of American households play computer or video games

The average game player age is:

37

18% under 18 years
53% 18-49 years
29% 50+ years

In 2011, 29% of gamers were over the age of 50

“Being immersed in a video game, and having your brain stimulated, can encourage creative solutions and adaptations. These beneficial ideas and thoughts can then be applied to real life situations. The results can be surprisingly positive for individuals, communities, and society as a whole.”

— Allen S. Weiss, M.D., president and CEO, NCH Healthcare System
33% of gamers say that playing computer or video games is their favorite entertainment activity.

Some of the top reasons why gamers purchase a computer or video game: quality of game graphics, an interesting storyline, a sequel to a favorite game, word of mouth.

Women age 18 or older represent a significantly greater portion of the game-playing population (37%) than boys age 17 or younger (13%).

There are games now for pretty much every age, every demographic.”
— Jesse Schell, professor of entertainment technology at Carnegie Mellon University
19% of most frequent game players pay to play online games

TYPES OF ONLINE GAMES PLAYED MOST OFTEN:

- Action, Sports, Strategy, Role-Playing: 47%
- Persistent Multi-Player Universe: 21%
- Downloadable Games: 13%
- Puzzle, Board Game, Game Show, Trivia, Card Games: 11%
- Other: 8%

Gaming is productive. It produces positive emotion, stronger social relationships, a sense of accomplishment, and for players who are a part of a game community, a chance to build a sense of purpose.”

—Jane McGonigal, PhD, author of Reality is Broken: Why Games Make Us Better and How They Can Change the World

55% of gamers play games on their phones or handheld device

65% of gamers play games with other gamers in person, an increase from 64% in 2010 and from 62% in 2009

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, males average 13 years of game playing, females average 10 years
Parents See Positive Impact of Playing Computer and Video Games

- 68% believe game play provides mental stimulation or education
- 57% believe game play helps the family spend time together
- 54% believe game play helps to connect with friends

Nine out of 10 parents pay attention to the content of the games their children play

59% of parents believe that computer and video games provide more physical activity now than five years ago

“Kids play video games for fun with the goal of progressing to the next level and eventually conquering the opponent, whether that’s another player or the computer. What’s more, the social aspect—sharing tactics, experiences, and explanations—helps cement what they’ve learned.”

-James Paul Gee, author of *What Video Games Have to Teach us About Learning and Literacy*
“Educational video games, handheld devices, and media production tools can allow young students to see how complex language and other symbol systems attach to the world.”
—Michael Levine, executive director, The Joan Ganz Cooney Center at Sesame Workshop

98% of parents are confident in the accuracy of ESRB ratings

86% of parents are aware of the ESRB rating system

DO PARENTS CONTROL WHAT THEIR KIDS PLAY?

75% 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:

80% of parents place time limits on video game playing

74% of parents place time limits on Internet usage

70% of parents place time limits on television viewing

65% of parents place time limits on movie viewing
45% of parents play computer and video games with their children at least weekly, an increase from 36% in 2007.

**TOP 4 REASONS PARENTS PLAY WITH THEIR KIDS:**

1. Because they’re asked to: 85%
2. It’s fun for the entire family: 84%
3. It’s a good opportunity to socialize with the child: 81%
4. It’s a good opportunity to monitor game content: 57%

“...at the forefront of innovation and education, turning what we have thought about video games on its head.”

—Rep. Debbie Wasserman Schultz, (D-Fla), co-chair of the Congressional Caucus for Competitiveness in Entertainment Technology
2010 Computer and Video Game Sales by Rating

BY UNITS SOLD

EVERYONE (E): 44%
EVERYONE 10+ (E10+): 12.3%
TEEN (T): 19.5%
MATURE (M): 24%

Source: The NPD Group/Retail Tracking Service
## TOP 20 VIDEO GAMES OF 2010
### BY UNITS SOLD

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Platform</th>
<th>ESRB Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CALL OF DUTY: BLACK OPS</td>
<td>360, PS3, Wii, NDS</td>
<td>Mature</td>
</tr>
<tr>
<td>2</td>
<td>MADDEN NFL 11</td>
<td>360, PS3, Wii, PS2, PSP</td>
<td>Everyone</td>
</tr>
<tr>
<td>3</td>
<td>HALO: REACH</td>
<td>360</td>
<td>Mature</td>
</tr>
<tr>
<td>4</td>
<td>NEW SUPER MARIO BROS. WII</td>
<td>Wii</td>
<td>Everyone</td>
</tr>
<tr>
<td>5</td>
<td>RED DEAD REDEMPTION</td>
<td>360, PS3</td>
<td>Mature</td>
</tr>
<tr>
<td>6</td>
<td>WII FIT PLUS</td>
<td>Wii</td>
<td>Everyone</td>
</tr>
<tr>
<td>7</td>
<td>JUST DANCE 2</td>
<td>Wii</td>
<td>Everyone 10+</td>
</tr>
<tr>
<td>8</td>
<td>CALL OF DUTY: MODERN WARFARE 2</td>
<td>360, PS3</td>
<td>Mature</td>
</tr>
<tr>
<td>9</td>
<td>ASSASSIN’S CREED: BROTHERHOOD</td>
<td>360, PS3</td>
<td>Mature</td>
</tr>
<tr>
<td>10</td>
<td>NBA 2K11</td>
<td>360, PS3, Wii, PS2, PSP</td>
<td>Everyone</td>
</tr>
<tr>
<td>11</td>
<td>BATTLEFIELD: BAD COMPANY 2</td>
<td>360, PS3</td>
<td>Mature</td>
</tr>
<tr>
<td>12</td>
<td>SUPER MARIO GALAXY 2</td>
<td>Wii</td>
<td>Mature</td>
</tr>
<tr>
<td>13</td>
<td>POKEMON SOULSILVER VERSION</td>
<td>NDS</td>
<td>Everyone</td>
</tr>
<tr>
<td>14</td>
<td>MARIO KART W/WHEEL</td>
<td>Wii</td>
<td>Everyone</td>
</tr>
<tr>
<td>15</td>
<td>JUST DANCE</td>
<td>Wii</td>
<td>Mature</td>
</tr>
<tr>
<td>16</td>
<td>NEW SUPER MARIO BROS DS</td>
<td>NDS</td>
<td>Mature</td>
</tr>
<tr>
<td>17</td>
<td>DONKEY KONG COUNTRY RETURNS</td>
<td>Wii</td>
<td>Mature</td>
</tr>
<tr>
<td>18</td>
<td>WII SPORTS RESORT</td>
<td>Wii</td>
<td>Mature</td>
</tr>
<tr>
<td>19</td>
<td>FALLOUT: NEW VEGAS</td>
<td>360, PS3</td>
<td>Mature</td>
</tr>
<tr>
<td>20</td>
<td>FINAL FANTASY XIII</td>
<td>360, PS3</td>
<td>Teen</td>
</tr>
</tbody>
</table>

Source: The NPD Group/Retail Tracking Service

## TOP 20 SELLING COMPUTER GAMES OF 2010
### BY UNITS SOLD

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>ESRB Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Starcraft II: Wings of Liberty</td>
<td>Teen</td>
</tr>
<tr>
<td>2</td>
<td>World Of Warcraft: Cataclysm Expansion Pack</td>
<td>Teen</td>
</tr>
<tr>
<td>3</td>
<td>The Sims 3</td>
<td>Teen</td>
</tr>
<tr>
<td>4</td>
<td>World Of Warcraft: Wrath of the Lich King Expansion Pack</td>
<td>Teen</td>
</tr>
<tr>
<td>5</td>
<td>Civilization V</td>
<td>Teen</td>
</tr>
<tr>
<td>6</td>
<td>World Of Warcraft: Cataclysm Expansion Pack Collector’s Ed</td>
<td>Teen</td>
</tr>
<tr>
<td>7</td>
<td>The Sims 3: Ambitions Expansion Pack</td>
<td>Teen</td>
</tr>
<tr>
<td>8</td>
<td>World Of Warcraft: Battle Chest</td>
<td>Teen</td>
</tr>
<tr>
<td>9</td>
<td>Call Of Duty: Black Ops</td>
<td>Mature</td>
</tr>
<tr>
<td>10</td>
<td>The Sims 3: High-End Loft Stuff</td>
<td>Teen</td>
</tr>
<tr>
<td>11</td>
<td>Battlefield: Bad Company 2</td>
<td>Mature</td>
</tr>
<tr>
<td>12</td>
<td>The Sims 3: Late Night Expansion Pack</td>
<td>Teen</td>
</tr>
<tr>
<td>13</td>
<td>World Of Warcraft</td>
<td>Teen</td>
</tr>
<tr>
<td>14</td>
<td>The Sims 2 Double Deluxe</td>
<td>Teen</td>
</tr>
<tr>
<td>15</td>
<td>The Sims 3: World Adventures Expansion Pack</td>
<td>Teen</td>
</tr>
<tr>
<td>16</td>
<td>Starcraft II: Wings of Liberty Collector’s Ed</td>
<td>Teen</td>
</tr>
<tr>
<td>17</td>
<td>Mass Effect 2</td>
<td>Mature</td>
</tr>
<tr>
<td>18</td>
<td>World Of Warcraft: Burning Crusade Expansion Pack</td>
<td>Teen</td>
</tr>
<tr>
<td>19</td>
<td>Fallout New Vegas</td>
<td>Mature</td>
</tr>
<tr>
<td>20</td>
<td>Starcraft: Battle Chest</td>
<td>Mature</td>
</tr>
</tbody>
</table>

Source: The NPD Group/Retail Tracking Service
**U.S. Computer and Video Game DOLLAR Sales Growth**

DOLLARS IN BILLIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Growth (Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>5.5</td>
</tr>
<tr>
<td>2001</td>
<td>6.0</td>
</tr>
<tr>
<td>2002</td>
<td>6.9</td>
</tr>
<tr>
<td>2003</td>
<td>7.0</td>
</tr>
<tr>
<td>2004</td>
<td>7.3</td>
</tr>
<tr>
<td>2005</td>
<td>6.9</td>
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<tr>
<td>2006</td>
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<tr>
<td>2008</td>
<td>11.7</td>
</tr>
<tr>
<td>2009</td>
<td>5.4</td>
</tr>
<tr>
<td>2010</td>
<td>5.8</td>
</tr>
</tbody>
</table>

* Figures include total consumer spend
** Other delivery formats include subscriptions, digital full games, digital add-on content, mobile apps, social network gaming, and other physical delivery. 2000-2008 figures are sales of new physical content at retail exclusively.

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

UNITS IN MILLIONS*

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Growth (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>194.8</td>
</tr>
<tr>
<td>2001</td>
<td>208.7</td>
</tr>
<tr>
<td>2002</td>
<td>224.3</td>
</tr>
<tr>
<td>2003</td>
<td>239.5</td>
</tr>
<tr>
<td>2004</td>
<td>248.3</td>
</tr>
<tr>
<td>2005</td>
<td>227.1</td>
</tr>
<tr>
<td>2006</td>
<td>243.1</td>
</tr>
<tr>
<td>2007</td>
<td>267.8</td>
</tr>
<tr>
<td>2008</td>
<td>298.3</td>
</tr>
<tr>
<td>2009</td>
<td>250.0</td>
</tr>
<tr>
<td>2010</td>
<td>257.2</td>
</tr>
</tbody>
</table>

* Figures are sales of new physical content at retail exclusively

Source: The NPD Group/Retail Tracking Service; Games Industry: Total Consumer Spend
The Bottom Line

Total Consumer Spend on Games Industry 2010

Dollars in Billions

- **Hardware**: $6.29
- **Accessories**: $2.94
- **Content**: $15.90
- **Total**: $25.1 Billion

Source: The NPD Group/Games Industry: Total Consumer Spend

“...This growing industry has generated more than 120,000 jobs in over 34 states and is a major international player as well. It’s time Congress took notice.”

—Rep. Kevin Brady (R-TX), co-chair of the Congressional Caucus for Competitiveness in Entertainment Technology

Recent Digital* and Physical Sales Information

- **2009**
  - Total Digital Format: 20%
  - Total Physical Format: 80%
- **2010**
  - Total Digital Format: 24%
  - Total Physical Format: 76%

Source: The NPD Group/Games Industry: Total Consumer Spend

*Digital format sales include subscriptions, digital full games, digital add-on content, mobile apps and social network gaming.
WHO WE ARE

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.

<table>
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<th>ESA Members</th>
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<td>as of May, 2011</td>
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</table>

345 GAMES
www.spike.com/shows/deadliest-warrior-the-game

505 GAMES
www.505games.com

CAPCOM USA, INC.
www.capcom.com

CRAVE ENTERTAINMENT
www.cravegames.com

DEEP SILVER INC.
www.deepsilver.com

DISNEY INTERACTIVE STUDIOS, INC.
www.disney.go.com/disneyinteractivestudios/

EIDOS INTERACTIVE
www.eidos.com

ELECTRONIC ARTS
www.ea.com

EPIC GAMES, INC.
www.epicgames.com

HER INTERACTIVE, INC.
www.herinteractive.com

IGNITION ENTERTAINMENT, LTD.
www.ignition-ent.com/us

KONAMI DIGITAL ENTERTAINMENT AMERICA
www.konami.com

MICROSOFT CORPORATION
www.microsoft.com

NAMCO BANDAI GAMES AMERICA INC.
www.namcobandaigames.com

NATSUME INC.
www.natsume.com

NEXON AMERICA INC.
www.nexon.net

NINTENDO OF AMERICA INC.
www.nintendo.com

NVIDIA CORPORATION
www.nvidia.com

O-GAMES, INC.
http://usa.og-international.net

PERFECT WORLD ENTERTAINMENT
www.perfectworld.com

SEGAL OF AMERICA, INC.
www.sega.com

SLANG
www.slang.vg

SONY COMPUTER ENTERTAINMENT AMERICA
www.us.playstation.com

SONY ONLINE ENTERTAINMENT, INC.
www.station.sony.com/en/

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

TAKE-TWO INTERACTIVE SOFTWARE, INC.
www.take2games.com

TECMO KOEI AMERICA CORPORATION
www.tecmokoeiamerica.com

THQ, INC.
www.thq.com

TRION WORLD NETWORK, INC.
www.trionworlds.com

UBISOFT ENTERTAINMENT, INC.
www.ubisoftgroup.com

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

XSEED GAMES
www.xseedgames.com
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 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 & SCIENCES (AIAS) | WWW.INTERACTIVE.ORG
The AIAS was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize common interests and outstanding achievements in the interactive arts and sciences. The Academy conducts its annual awards show, the Interactive Achievement Awards, to promote and acknowledge exceptional accomplishments in the field. To further enhance awareness of the Academy’s vision, the organization created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit in 2002, 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. With more than 24,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Ubisoft, THQ, Day One Studios, Epic Games and Insomniac Games, The Academy promotes the creativity and craftsmanship of video games worldwide.

INTERNATIONAL GAME DEVELOPERS ASSOCIATION (IGDA) | WWW.IGDA.ORG
The IGDA is the largest non-profit membership organization serving individuals who create video games. IGDA advances the careers and enhances the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community. These core activities advance games as a medium and game development as a profession.

THE NPD GROUP, INC. | WWW.NPD.COM
The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,800 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless.

VIDEO GAME VOTERS NETWORK (VGVN) | WWW.VIDEOGAMEVOTERS.ORG
The VGVN is a grassroots organization of voting-age gamers who organize and take action in support of computer and video games. Since its creation in 2006, more than 300,000 grassroots activists have joined the VGVN.