

GameTrack Digest: Quarter 1 2014

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

	France	UK	Germany	Spain
% play ANY type of game	58%	44%	49%	41%
# play ANY type of game	29 million (m)	21m	30m	15m
Average weekly hours per gamer*	6 hours	8 hours	7 hours	5 hours

*Hours based only on those aged 11-64 years

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

	France	UK	Germany	Spain
% play PACKAGED games	28%	25%	23%	23%
% play APP games	17%	19%	17%	12%
% play ONLINE games	37%	23%	27%	18%

	France	UK	Germany	Spain
# play PACKAGED games	14 million (m)	12m	14m	8m
# play APP games	9m	9m	10m	4m
# play ONLINE games	18m	11m	16m	6m

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

	France	UK	Germany	Spain
% play games on consoles	29%	27%	19%	23%
% play games on handhelds	19%	12%	10%	12%
% play games on computers	44%	26%	38%	23%
% play games on smartphones	25%	23%	24%	19%
% play games on tablets	19%	16%	11%	10%

	France	UK	Germany	Spain
# play games on consoles	14m	13m	12m	8m
# play games on handhelds	9m	6m	6m	4m
# play games on computers	22m	13m	23m	9m
# play games on smartphones	13m	11m	15m	7m
# play games on tablets	9m	8m	7m	4m

4. Profile of gamers (Base: Age 6-64 playing ANY type of game)

	GAMERS: PLAY ANY									
	France	UK	Germany	Spain		France	UK	Germany	Spain	
% Male	51%	55%	52%	55%	% Female	49%	45%	48%	45%	
Male 6-10	6%	6%	4%	6%	Female 6-10	6%	6%	4%	5%	
Male 11-14	5%	6%	5%	5%	Female 11-14	5%	5%	5%	4%	
Male 15-24	12%	14%	12%	13%	Female 15-24	10%	9%	10%	10%	
Male 25-34	10%	12%	10%	13%	Female 25-34	9%	7%	10%	9%	
Male 35-44	9%	8%	9%	11%	Female 35-44	9%	8%	8%	9%	
Male 45-64	8%	8%	13%	7%	Female 45-64	11%	9%	11%	7%	

5. Distribution of games revenue: By format of game

(Base: Total revenue from packaged / apps / online games)

	Q1 2014 REVENUE			
	France	UK	Germany	Spain
% Packaged	52%	45%	42%	68%
% Apps	20%	28%	16%	13%
% Online	28%	28%	42%	19%

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

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