

# 2008

SALES, DEMOGRAPHIC AND USAGE DATA

# ESSENTIAL FACTS

ABOUT THE COMPUTER  
AND VIDEO GAME  
INDUSTRY



entertainment  
software  
association



# WHAT'S INSIDE?

## Who Plays What?

Who Plays Computer and Video Games? .....	2
Who Buys Computer and Video Games? .....	3
How Long Have Gamers Been Playing? .....	3
2007 Computer and Video Game Sales by Rating .....	4
What Were the Top-Selling Game Genres in 2007? .....	5
What Were the Top-Selling Games of 2007? .....	6
Parents and Games .....	7
Parents Play Games. ....	8

## Who Plays What? Online and Wireless Games

How Many Gamers Play Games Online? .....	9
Who Plays Games Online? .....	9
What is the One Type of Online Game Played Most Often? .....	9
How Many Americans Play Games on Wireless Devices? .....	9

## What's the Bottom Line? Sales Data

Recent Sales Information (2006 and 2007) .....	10
Historical Sales Information (1996–2007) .....	11
How Many Americans Plan to Buy Games in 2008? .....	11

## Who Are We?

About the ESA .....	12
ESA Members .....	12

## Other Resources .....

**ALL DATA IN THIS DOCUMENT IS FROM THE ESA'S 2008 CONSUMER SURVEY UNLESS OTHERWISE NOTED.** The Entertainment Software Association (ESA) released its 2008 Essential Facts About the Computer and Video Game Industry in July 2008. The data included in 2008 Essential Facts was gathered in an annual study conducted by Ipsos-MediaCT for the ESA. The study is the most in-depth and targeted survey of its kind, gathering data from over 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 PLAYS WHAT?

Who PLAYS Computer and Video Games?

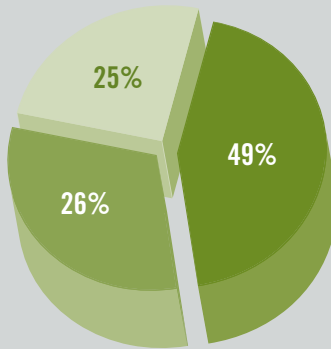
**65%**  
of American households  
play computer or video games.

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The average game player age is:

**35**

**AGE  
OF GAME PLAYERS**



25% under 18 years  
49% 18–49 years  
26% 50+ years

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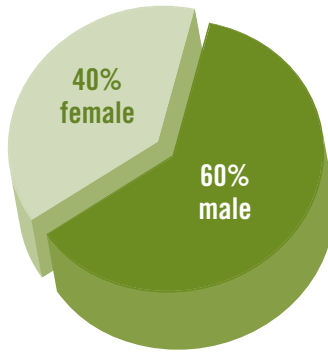
In 2008,

**26%**

of gamers were over the age of 50.

# WHO PLAYS?

## GENDER OF GAME PLAYERS



**WOMEN** age 18 or older represent a significantly greater portion of the game-playing population (33%) than boys age 17 or younger (18%).

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## Who BUYS Computer and Video Games?

The average age of the most frequent game purchaser is:

**40**

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## How Long Have Gamers Been Playing?

**13**

is the average number of years adult gamers have been playing computer or video games.

Among most frequent gamers, adult males average **15** years for game playing, females for **12** years.

# WHO PLAYS?

## 59%

of gamers play games with other gamers in person.  
This is a rise from 56% in 2007 and from 51% in 2006.

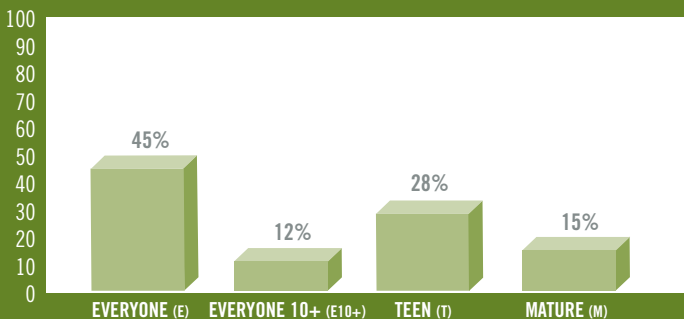
## 38%

of homes in America have a video game console.

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## 2007 Computer and Video Game Sales by Rating

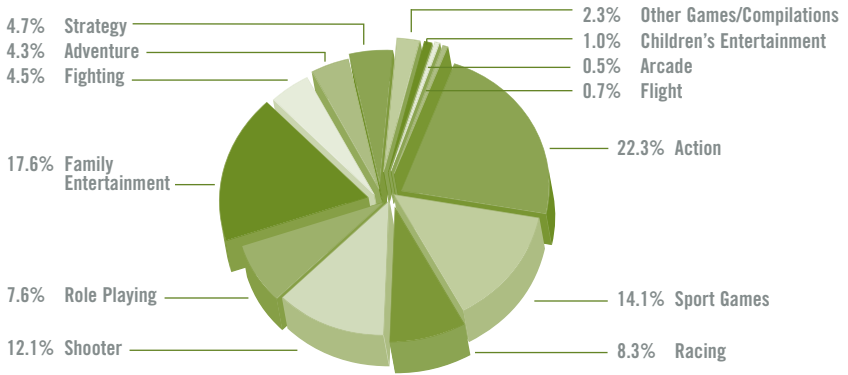
BY UNITS SOLD



Source: The NPD Group / Retail Tracking Service

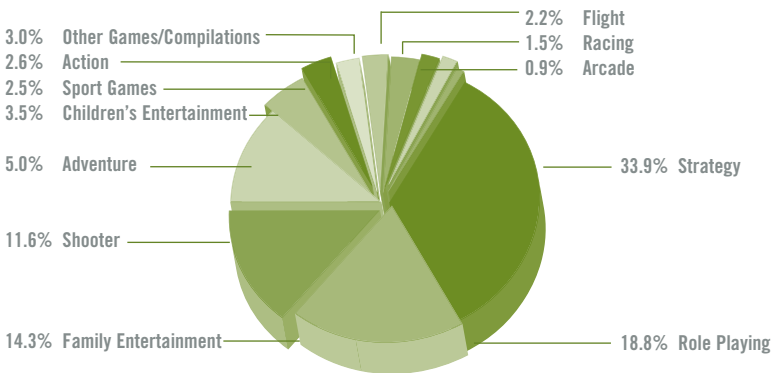
# WHO PLAYS WHAT?

## BEST-SELLING VIDEO GAME SUPER GENRES BY UNITS SOLD, 2007



Source: The NPD Group / Retail Tracking Service

## BEST-SELLING COMPUTER GAME SUPER GENRES BY UNITS SOLD, 2007



Source: The NPD Group / Retail Tracking Service

# WHO PLAYS WHAT?

## TOP 20 SELLING VIDEO GAMES OF 2007 BY UNITS SOLD

RANK	TITLE	PLATFORM	RATING
1	HALO 3*	Xbox 360	MATURE
2	WII PLAY WITH REMOTE	Wii	EVERYONE
3	CALL OF DUTY 4: MODERN WARFARE*	Xbox 360	MATURE
4	GUITAR HERO III: LEGENDS OF ROCK*	PlayStation 2	TEEN
5	SUPER MARIO GALAXY	Wii	EVERYONE
6	POKEMON DIAMOND VERSION	Nintendo DS	EVERYONE
7	MADDEN NFL 08	PlayStation 2	EVERYONE
8	GUITAR HERO 2*	PlayStation 2	TEEN
9	ASSASSIN'S CREED*	Xbox 360	MATURE
10	MARIO PARTY 8	Wii	EVERYONE
11	POKEMON PEARL VERSION	Nintendo DS	EVERYONE
12	MADDEN NFL 08	Xbox 360	EVERYONE
13	GUITAR HERO 2*	Xbox 360	TEEN
14	GUITAR HERO III: LEGENDS OF ROCK*	Xbox 360	TEEN
15	NEW SUPER MARIO BROS	Nintendo DS	EVERYONE
16	BRAIN AGE 2: MORE TRAINING IN MINUTES A DAY	Nintendo DS	EVERYONE
17	GUITAR HERO III: LEGENDS OF ROCK WITH WIRELESS GUITAR	Wii	TEEN
18	GOD OF WAR II	PlayStation 2	MATURE
19	LEGEND OF ZELDA: PHANTOM HOURGLASS	Nintendo DS	EVERYONE
20	MARIO KART	Nintendo DS	EVERYONE

\*Includes Collector's, Limited, Legendary, Bundles (Guitar) Editions

Source: The NPD Group / Retail Tracking Service

## TOP 20 SELLING COMPUTER GAMES OF 2007 BY UNITS SOLD

RANK	TITLE	RATING
1	WORLD OF WARCRAFT: BURNING CRUSADE EXPANSION PACK	TEEN
2	WORLD OF WARCRAFT	TEEN
3	THE SIMS 2 SEASONS EXPANSION PACK	TEEN
4	CALL OF DUTY 4: MODERN WARFARE	MATURE
5	SIM CITY 4 DELUXE	EVERYONE
6	THE SIMS 2	TEEN
7	COMMAND & CONQUER 3: TIBERIUM WARS	TEEN
8	THE SIMS 2 BON VOYAGE EXPANSION PACK	TEEN
9	MS AGE OF EMPIRES III	TEEN
10	THE SIMS 2 PETS EXPANSION PACK	TEEN
11	THE ORANGE BOX	MATURE
12	WARCRAFT III BATTLE CHEST	TEEN
13	STARCRRAFT: BATTLE CHEST	MATURE
14	BATTLEFIELD 2142	TEEN
15	THE SIMS 2 DELUXE	TEEN
16	HALO: COMBAT EVOLVED	MATURE
17	THE SIMS 2 UNIVERSITY EXPANSION PACK	TEEN
18	THE SIMS 2 H&M FASHION STUFF EXPANSION PACK	TEEN
19	BIOSHOCK	MATURE
20	LORD OF THE RINGS ONLINE: SHADOWS OF ANGMAR	TEEN

Source: The NPD Group / Retail Tracking Service

# WHO PLAYS WHAT? PARENTS\* AND GAMES

**94%**

of the time parents are present at the time games are purchased or rented.

**63%**

of parents believe games are a positive part of their children's lives.

**83%**

of the time children receive their parents' permission before purchasing or renting a game.

Parents report always or sometimes monitoring the games their children play **88%** of the time.

\*Parents with kids under 18 who also own a game console and/or computer used to play games.

## The Top Four Reasons Parents Play Video Games With Their Children:

It's Fun For The Entire Family **72%**

Because They're Asked To **71%**

It's A Good Opportunity To Socialize With The Child **66%**

It's A Good Opportunity To Monitor Game Content **50%**

# WHO PLAYS?

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.

**72%**

of parents place time limits on Internet usage.

**71%**

of parents place time limits on television viewing.

**65%**

of parents place time limits on movie viewing.

# WHO PLAYS WHAT? ONLINE AND WIRELESS GAMES

## Who Plays Games Online?

**56%**  
of online game  
players are male.

**44%**  
of online game  
players are female.

**22%** of most frequent game players say they pay to play online games. This is an increase from **19%** in 2007 and a marked increase from **8%** in 2004.

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## What is the One Type of Online Game Played Most Often?



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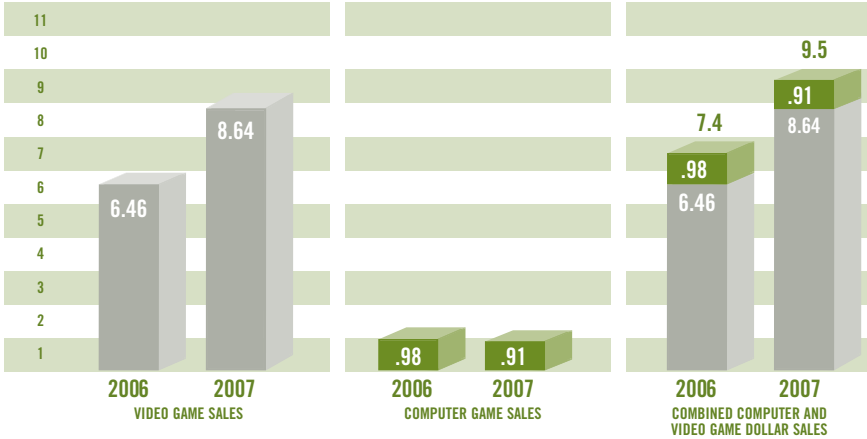
## How Many Americans Play Games on Wireless Devices?

**36%**  
of heads of households report they play  
games on wireless devices such as a  
cell phone or PDA, up from **20%** in 2002.

# WHAT'S THE BOTTOM LINE? RECENT SALES INFORMATION

## U.S. COMPUTER AND VIDEO GAME DOLLAR SALES: 2006 AND 2007

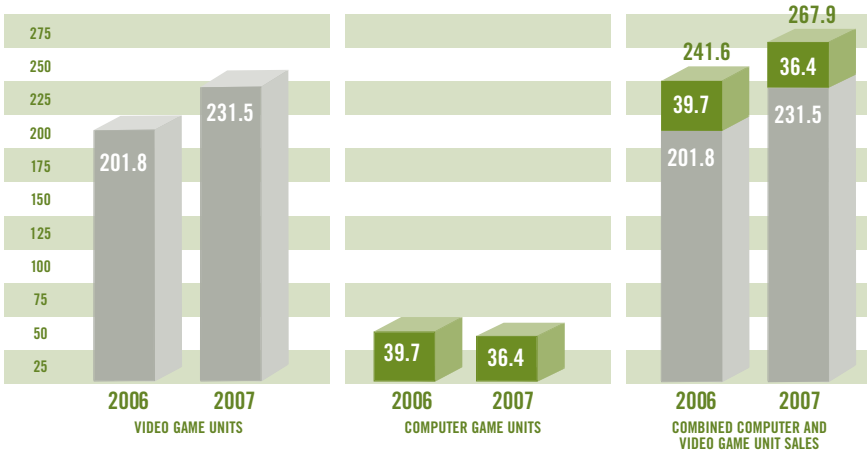
DOLLARS IN BILLIONS



Source: The NPD Group / Retail Tracking Service

## U.S. COMPUTER AND VIDEO GAME UNIT SALES: 2006 AND 2007

UNITS IN MILLIONS



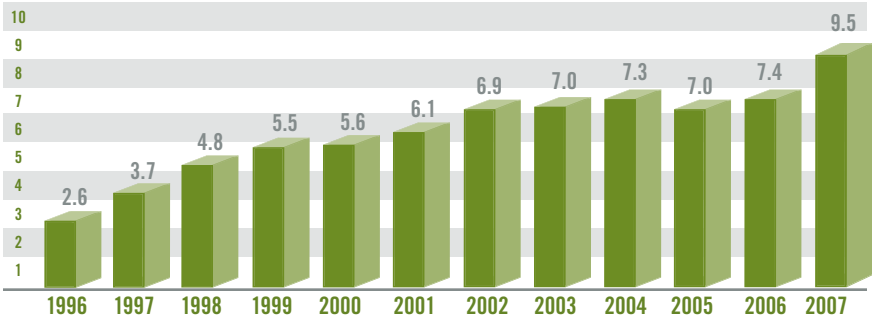
Source: The NPD Group / Retail Tracking Service

# WHAT'S THE BOTTOM LINE?

## HISTORICAL SALES INFORMATION

### U.S. COMPUTER AND VIDEO GAME DOLLAR SALES GROWTH

DOLLARS IN BILLIONS



Source: The NPD Group / Retail Tracking Service

### U.S. COMPUTER AND VIDEO GAME UNIT SALES GROWTH

UNITS IN MILLIONS



Source: The NPD Group / Retail Tracking Service

How Many Americans Expect to Buy Games?

# 41%

of Americans have purchased or plan to purchase one or more games in 2008.

# WHO ARE WE?

## 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 Media & Business Summit, 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](http://www.theESA.com).

## ESA Members

as of July, 2008

<b>Atari, Inc.</b>	<a href="http://www.atari.com">www.atari.com</a>
<b>Capcom USA, Inc.</b>	<a href="http://www.capcom.com">www.capcom.com</a>
<b>Codemasters</b>	<a href="http://www.codemasters.com">www.codemasters.com</a>
<b>Disney Interactive Studios, Inc.</b>	<a href="http://www.disney.go.com/disneyinteractivestudios/">www.disney.go.com/disneyinteractivestudios/</a>
<b>Eidos Interactive</b>	<a href="http://www.eidos.com">www.eidos.com</a>
<b>Electronic Arts</b>	<a href="http://www.ea.com">www.ea.com</a>
<b>Epic Games, Inc.</b>	<a href="http://www.epicgames.com">www.epicgames.com</a>
<b>Her Interactive, Inc.</b>	<a href="http://www.herinteractive.com">www.herinteractive.com</a>
<b>Konami Digital Entertainment</b>	<a href="http://www.konami.com">www.konami.com</a>
<b>Microsoft Corporation</b>	<a href="http://www.microsoft.com">www.microsoft.com</a>
<b>Midway Games, Inc.</b>	<a href="http://www.midway.com">www.midway.com</a>
<b>MTV Games</b>	<a href="http://www.mtv.com/games/video_games">www.mtv.com/games/video_games</a>
<b>Namco Bandai Games America, Inc.</b>	<a href="http://www.namcobandaigames.com">www.namcobandaigames.com</a>
<b>NC Interactive Inc.</b>	<a href="http://www.plaync.com">www.plaync.com</a>
<b>Nintendo of America Inc.</b>	<a href="http://www.nintendo.com">www.nintendo.com</a>
<b>SEGA of America, Inc.</b>	<a href="http://www.sega.com">www.sega.com</a>
<b>Sony Computer Entertainment America</b>	<a href="http://www.us.playstation.com">www.us.playstation.com</a>
<b>Sony Online Entertainment, Inc.</b>	<a href="http://www.station.sony.com/en/">www.station.sony.com/en/</a>
<b>Square Enix, Inc.</b>	<a href="http://www.square-enix.com">www.square-enix.com</a>
<b>Take-Two Interactive Software, Inc.</b>	<a href="http://www.take2games.com">www.take2games.com</a>
<b>THQ, Inc.</b>	<a href="http://www.thq.com">www.thq.com</a>
<b>Ubisoft Entertainment</b>	<a href="http://www.ubi.com">www.ubi.com</a>
<b>Warner Bros. Interactive Entertainment Inc.</b>	<a href="http://www.wbie.com">www.wbie.com</a>

# OTHER RESOURCES

For more information on the ESA and its programs, please visit:  
[www.theESA.com](http://www.theESA.com)

**Entertainment Software Rating Board (ESRB)** [www.esrb.org](http://www.esrb.org)

The Entertainment Software Rating Board (ESRB) is a self-regulatory body established in 1994 by the Entertainment Software Association (ESA). ESRB independently applies and enforces ratings, advertising guidelines, and online privacy principles adopted by the industry.

**Academy of Interactive Arts and Sciences** [www.interactive.org](http://www.interactive.org)

Located in Los Angeles, CA, the Academy of Interactive Arts & Sciences (AIAS) is an official professional academy of the \$9.5 billion interactive entertainment software industry. AIAS is supported by the industry's leading companies.

**International Game Developers Association (IGDA)** [www.igda.org](http://www.igda.org)

The International Game Developers Association (IGDA) is a non-profit membership organization that advocates globally on issues related to digital game creation. The IGDA's mission is to strengthen the international game development community and effect change to benefit that community.

**The NPD Group, Inc.** [www.npd.com](http://www.npd.com)

Since 1967, The NPD Group has provided reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers and retailers rely on NPD to help them better understand their customers, product categories, distribution channels, and competition in order to help guide their businesses.

**Video Game Voters Network** [www.videogamevoters.org](http://www.videogamevoters.org)

The Video Game Voters Network, a project of the Entertainment Software Association, is a means by which American adults who play computer and video games can organize and take action on important policy issues affecting the computer and video game industry.



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**[www.theESA.com](http://www.theESA.com)**

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