

# 2014

SALES, DEMOGRAPHIC, AND USAGE DATA

# ESSENTIAL FACTS

ABOUT THE COMPUTER  
AND VIDEO GAME  
INDUSTRY



entertainment<sup>®</sup>  
software  
association

**“Our industry has a remarkable upward trajectory. Computer and video games are a form of entertainment enjoyed by a diverse, worldwide consumer base that demonstrates immense energy and enthusiasm for games. With an exciting new generation of hardware, outstanding software, and unmatched creativity, technology, and content, our industry will continue to thrive in the years ahead.”**

**—Michael D. Gallagher, president and CEO,  
Entertainment Software Association**



# WHAT'S INSIDE

## WHO IS PLAYING

- 2 Who Plays Computer and Video Games?
- 4 Who Buys Computer and Video Games?

## AT PLAY

- 5 What Type of Online and Mobile Games are Played Most Often?
- 5 How Many Gamers Play on a Phone or Wireless Device?
- 6 How Many Gamers Play Games With Others?
- 7 Parents and Games
- 7 Parents Control What Their Kids Play
- 9 Top Reasons Parents Play With Their Kids

## THE BOTTOM LINE

- 10 What Were the Top-Selling Game Genres in 2013?
- 11 What Were the Top-Selling Games of 2013?
- 12 Sales Information: 2003–2013
- 13 Total Consumer Spend on Video Game Industry in 2013

## WHO WE ARE

- 14 About ESA
- 14 ESA Members

## OTHER RESOURCES

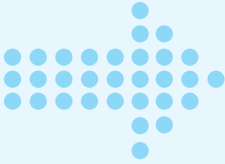
- 16 ESA Partners

The *2014 Essential Facts About the Computer and Video Game Industry* was released by the Entertainment Software Association (ESA) in April 2014. The annual research was conducted by Ipsos MediaCT for ESA. The study is the most in-depth and targeted survey of its kind, gathering data from more than 2,200 nationally representative households. Heads of households, and the most frequent gamers within each household, were surveyed about their game play habits and attitudes.

# WHO IS PLAYING



## GAMER DEMOGRAPHICS



# 59%

of Americans play video games

There are an average of

## TWO GAMERS

in each game-playing U.S. household

The average U.S. Household

## OWNS AT LEAST ONE

dedicated game console, PC, or smartphone

“People of all ages play video games. There is no longer a ‘stereotype game player,’ but instead a game player could be your grandparent, your boss, or even your professor.”

—Jason Allaire, Ph.D., associate professor of psychology at North Carolina State University and co-director of the Gains Through Gaming Lab

# 51%

of U.S. households own a dedicated game console, and those that do own an average of 2

Among American households that own a device used to play video games:



Smartphone and wireless device use  
increased by **22%** and **37%**, respectively, over 2012

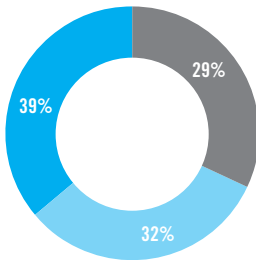
# WHO IS PLAYING



## GAMER DEMOGRAPHICS

The average game player is **31** years old

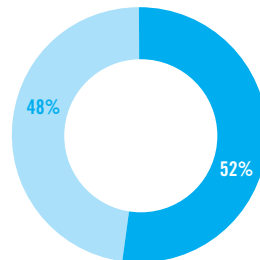
---



### AGE

of Game Players

29% under 18 years  
32% 18-35 years  
39% 36+ years



### GENDER

of Game Players

52% male  
48% female

Women age 18 or older represent a significantly greater portion of the game-playing population (36%) than boys age 18 or younger (17%)

---

The number of female gamers age 50 and older increased by **32%** from 2012 to 2013

---

The average number of years gamers have been playing video games: **14**

---

Adult gamers have been playing for an average of 16 years, with adult men averaging 18 years and adult women averaging 13 years

# WHO IS BUYING



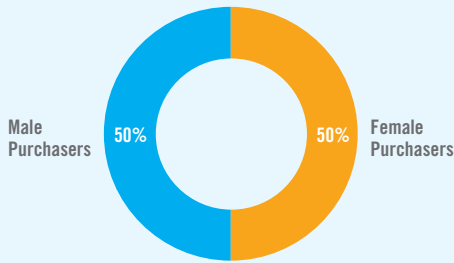
## GAMER PURCHASING

### WHO BUYS COMPUTER AND VIDEO GAMES?

The average age of the most frequent game purchaser:

**35**

Of the most frequent game purchasers



**44%**

of game players state that computer and video games give them the most value for their money, compared with DVDs, music, or going out to the movies

**48%**

of gamers said the quality of game graphics, an interesting storyline, a sequel to a favorite game, or word of mouth was the most important factor in their decision to purchase a computer or video game

**21%**

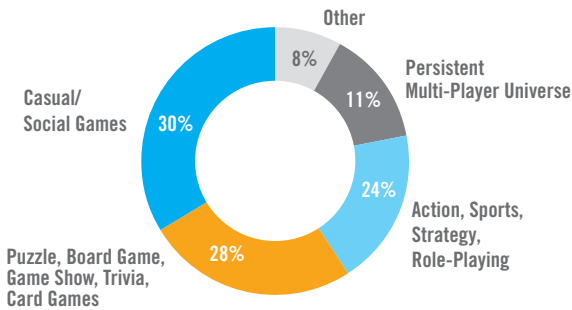
of gamers said the price was the most important factor in their decision to purchase a computer or video game



Casual/social game play on mobile devices and online has increased significantly over the past year. Among most frequent gamers, social games are now the most popular genre, increasing in popularity by

**55%** from 2012 to 2013.

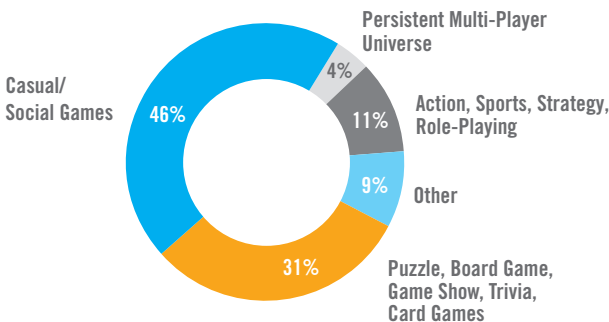
### TYPES OF ONLINE GAMES PLAYED MOST OFTEN:



**44%** of gamers play on their smartphone

**33%** of gamers play on their wireless device

### TYPES OF MOBILE GAMES PLAYED MOST OFTEN:



Gamers who are playing more video games than they did three years ago are spending less time:

**48%**

watching  
TV

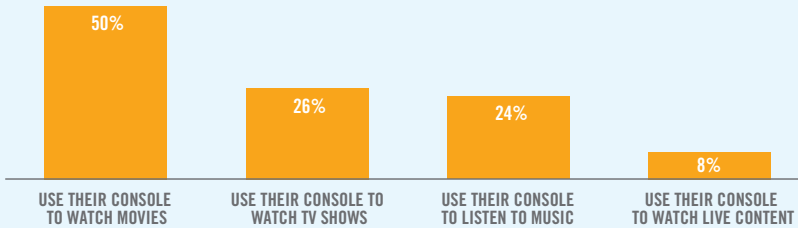
**47%**

going to  
the movies

**47%**

watching movies  
at home

Gamers who own dedicated game consoles use them for other entertainment media, in addition to playing games:



**62%**

of gamers play games  
with others, either  
in-person or online

**77%**

of gamers play  
with others at least one  
hour per week

**47%**

of gamers play  
social games

A majority of gamers play games with their friends and family members:

**18%**

play with  
parents

**32%**

play with other  
family members

**42%**

play with  
friends

**14%**

play with their  
spouse or  
significant other





# 88%

of parents whose children play games believe the ESRB rating system is either very or somewhat helpful in choosing games for their children

# 85%

of parents are aware of the ESRB rating system

“All games, by their very nature, have a deep relationship to the core STEM skills of logic and reason, empiricism, the scientific method.”

—Frank Lantz, director of the Game Center at New York University

## PARENTS CONTROL WHAT THEIR KIDS PLAY

# 87%

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:

# 83%

of parents place time limits on video game playing

# 80%

of parents place time limits on Internet usage

# 76%

of parents place time limits on television viewing

# 70%

of parents place time limits on movie viewing

Of the games rated by ESRB in 2013:

# 46%

received an E (Everyone) rating

# 19%

received an E10+ (Everyone 10+) rating

# 23%

received a T (Teen) rating

# 12%

received an M (Mature) rating

# 91%

of parents whose children play games are present when games are purchased or rented

# 82%

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

# 95%

of parents pay attention to the content of the games their children play

**“You create these communities around the game that do an incredible amount of intellectual work, and when they’re done with the work, they will leave the game and go on to another game that’s more challenging. Can you imagine if we had that kind of environment in classrooms?”**

*— Constance Steinkuehler Squire, associate professor in digital media and co-director of the Games+Learning+Society Center at the University of Wisconsin-Madison, and former senior policy analyst in the White House Office of Science and Technology Policy*

# 56%

of parents say video games are a positive part of their child's life

### Families with Children Under 18 at Home See Benefits of Playing Computer and Video Games:





42%

of parents whose children are gamers play computer and video games with their children at least weekly

58%

of parents whose children are gamers play with their children at least monthly

## TOP 5 REASONS PARENTS PLAY GAMES WITH THEIR KIDS:

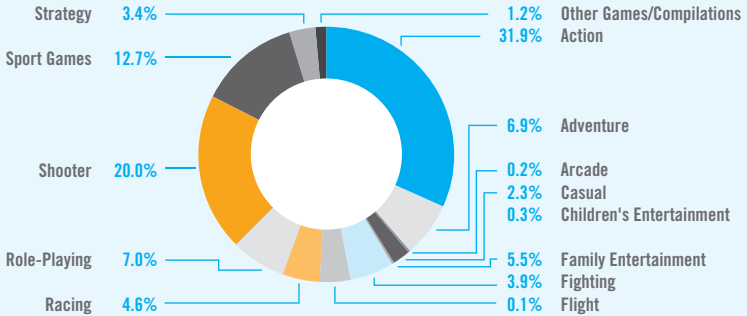
- 1 It's fun for the entire family: 88%
- 2 Because they're asked to: 84%
- 3 It's a good opportunity to socialize with their child: 75%
- 4 It's a good opportunity to monitor game content: 61%
- 5 They enjoy playing video games as much as their child does: 47%

“Games provide a wonderful platform for intergenerational play and learning. Kids often take the lead in showing their moms what they know how to do in the game—they are the experts! This gives both moms and their children a chance to interact and learn together, which we know from a developmental perspective has great benefits.”

—Katie Salen, executive director of Institute of Play



### Best-Selling VIDEO GAME Super Genres by Units Sold, 2013

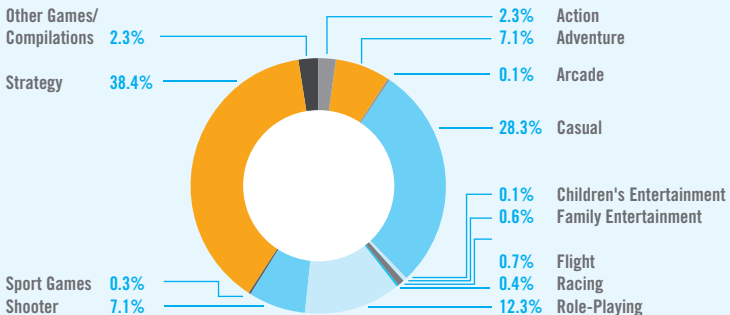


Source: The NPD Group/Retail Tracking Service

**“I consider video games a form of design that is amazingly important today and that is going to become even more important in the future, because it is a way we interact with machines and screens.”**

*— Paola Antonelli, senior curator of the Museum of Modern Art's department of architecture and design*

### Best-Selling COMPUTER GAME Super Genres by Units Sold, 2013



Source: The NPD Group/Retail Tracking Service



### TOP 20 SELLING VIDEO GAMES OF 2013

BY UNITS SOLD

RANK	TITLE	ESRB RATING
1	GRAND THEFT AUTO V	MATURE
2	CALL OF DUTY: GHOSTS	MATURE
3	MADDEN NFL 25	EVERYONE
4	BATTLEFIELD 4	MATURE
5	ASSASSIN'S CREED IV: BLACK FLAG	MATURE
6	NBA 2K14	EVERYONE
7	CALL OF DUTY: BLACK OPS II	MATURE
8	JUST DANCE 2014	EVERYONE 10+
9	MINECRAFT	EVERYONE 10+
10	DISNEY INFINITY	EVERYONE 10+
11	FIFA 14	EVERYONE
12	INJUSTICE: GODS AMONG US	TEEN
13	SKYLANDERS SWAP FORCE	EVERYONE 10+
14	POKEMON X	EVERYONE
15	THE LAST OF US	MATURE
16	POKEMON Y	EVERYONE
17	NBA 2K13	EVERYONE
18	BIOSHOCK INFINITE	MATURE
19	LEGO MARVEL SUPER HEROES	EVERYONE 10+
20	BATMAN: ARKHAM ORIGINS	TEEN

Source: The NPD Group/Retail Tracking Service

### TOP 20 SELLING COMPUTER GAMES OF 2013

BY UNITS SOLD

RANK	TITLE	ESRB RATING
1	STARCRRAFT II: HEART OF THE SWARM EXPANSION PACK	TEEN
2	SIM CITY 2013	EVERYONE 10+
3	THE SIMS 3: UNIVERSITY LIFE EXPANSION PACK	TEEN
4	THE SIMS 3: STARTER PACK	TEEN
5	THE SIMS 3	TEEN
6	THE SIMS 3: ISLAND PARADISE EXPANSION PACK	TEEN
7	STARCRRAFT II: WINGS OF LIBERTY	TEEN
8	WORLD OF WARCRAFT: MISTS OF PANDARIA EXPANSION PACK	TEEN
9	DIABLO III	MATURE
10	THE SIMS 3: SUPERNATURAL EXPANSION PACK	TEEN
11	THE SIMS 3 SEASONS EXPANSION PACK	TEEN
12	THE SIMS 3: PETS	TEEN
13	ELDER SCROLLS V: SKYRIM	MATURE
14	CIVILIZATION V	EVERYONE 10+
15	BATTLEFIELD 4	MATURE
16	FINAL FANTASY XIV ONLINE: A REALM REBORN	TEEN
17	GUILD WARS 2	TEEN
18	AGE OF EMPIRES 2	TEEN
19	WORLD OF WARCRAFT: BATTLE CHEST	TEEN
20	AMAZING HIDDEN OBJECT GAMES 3 PACK	EVERYONE 10+

Source: The NPD Group/Retail Tracking Service

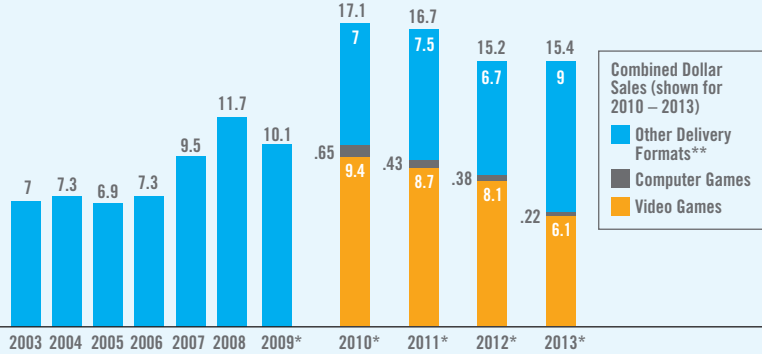
# THE BOTTOM LINE



## SALES INFORMATION

### U.S. Computer and Video Game **DOLLAR** Sales Growth

DOLLARS IN BILLIONS\*



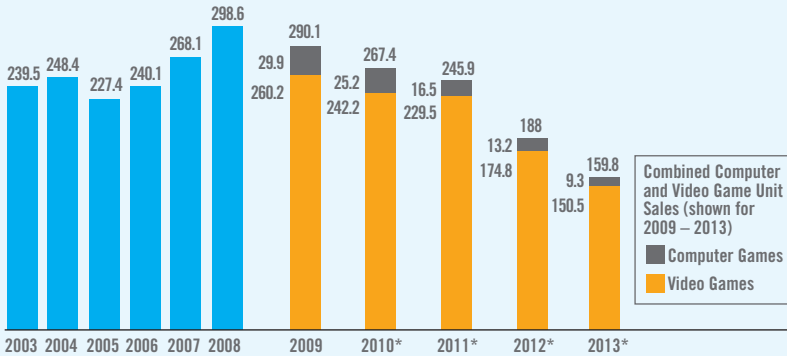
Source: The NPD Group/Retail Tracking Service; Games Market Dynamics: U.S.

\* 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. 2003-2009 figures are sales of new physical content at retail exclusively.

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

UNITS IN MILLIONS\*



Source: The NPD Group/Retail Tracking Service; Games Market Dynamics: U.S.

\* Figures are sales of new physical content at retail exclusively

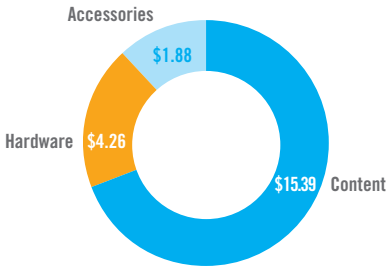
# THE BOTTOM LINE



## TOTAL CONSUMER SPEND ON GAMES INDUSTRY

### Total Consumer Spend on Games Industry 2013

DOLLARS IN BILLIONS



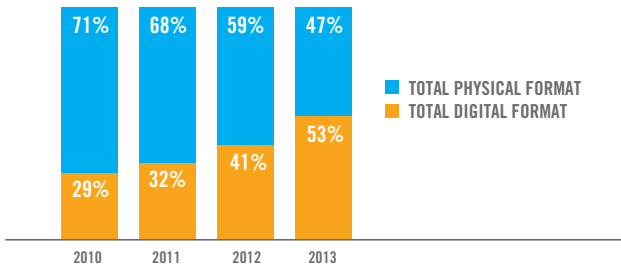
**TOTAL:**  
**\$21.53**  
**BILLION**

Source: The NPD Group/Games Market Dynamics: U.S.

“I would say the evolution of video games has been very rapid. Because video games rely so much on technology and innovations, the possibilities of video games have been very quickly transforming before our eyes.”

— *Christian Adame, assistant curator for the Phoenix Art Museum, one of 10 museums to host the Smithsonian Institution's traveling “The Art of Video Games” exhibition, on the advancement of video games*

### Recent Digital\* and Physical Sales Information



Source: The NPD Group/Games Market Dynamics: U.S

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



## ABOUT THE ENTERTAINMENT SOFTWARE ASSOCIATION

ESA offers services to interactive entertainment software publishers, including conducting business and consumer research, providing legal and policy analysis and advocacy on First Amendment, intellectual property and technology/e-commerce issues, managing a global content protection program, owning and operating E3, and representing video game industry interests in federal and state government relations. For more information, please visit [www.theESA.com](http://www.theESA.com) or follow us on Twitter: [twitter.com/RichatESA](https://twitter.com/RichatESA).

### ESA MEMBERS AS OF MARCH 2014

345 GAMES	<a href="http://www.spike.com/press/shows/345-games">www.spike.com/press/shows/345-games</a>
505 GAMES	<a href="http://www.505games.com">www.505games.com</a>
ACTIVISION BLIZZARD	<a href="http://www.activisionblizzard.com">www.activisionblizzard.com</a>
BANDAI NAMCO GAMES AMERICA INC.	<a href="http://www.namcobandaigames.com/home.html">www.namcobandaigames.com/home.html</a>
CAPCOM USA, INC.	<a href="http://www.capcom.com/us/">www.capcom.com/us/</a>
DEEP SILVER INC.	<a href="http://www.deepsilver.com/us/home/">www.deepsilver.com/us/home/</a>
DENA	<a href="http://www.dena.jp/intl/">www.dena.jp/intl/</a>
DISNEY INTERACTIVE STUDIOS, INC.	<a href="http://games.disney.com/video-games">http://games.disney.com/video-games</a>



# WHO WE ARE

ELECTRONIC ARTS	<a href="http://www.ea.com">www.ea.com</a>
EPIC GAMES, INC.	<a href="http://www.epicgames.com">www.epicgames.com</a>
FOCUS HOME INTERACTIVE	<a href="http://www.focus-home.com">www.focus-home.com</a>
GLOOPS INTERNATIONAL, INC.	<a href="http://www.gloops.com/en">www.gloops.com/en</a>
KONAMI DIGITAL ENTERTAINMENT AMERICA	<a href="http://www.konami.com">www.konami.com</a>
LEVEL-5 INC.	<a href="http://www.level5ia.com">www.level5ia.com</a>
LITTLE ORBIT	<a href="http://www.littleorbit.com">www.littleorbit.com</a>
MAD CATZ INTERACTIVE, INC.	<a href="http://www.madcatz.com">www.madcatz.com</a>
MICROSOFT CORPORATION	<a href="http://www.xbox.com">www.xbox.com</a>
NATSUME INC.	<a href="http://www.natsume.com">www.natsume.com</a>
NEXON AMERICA INC.	<a href="http://www.nexon.net">www.nexon.net</a>
NINTENDO OF AMERICA INC.	<a href="http://www.nintendo.com">www.nintendo.com</a>
NIVAL	<a href="http://en.nival.com">http://en.nival.com</a>
NVIDIA	<a href="http://www.nvidia.com">www.nvidia.com</a>
SEGA OF AMERICA, INC.	<a href="http://www.sega.com">www.sega.com</a>
SLANG	<a href="http://www.slang.vg">www.slang.vg</a>
SONY COMPUTER ENTERTAINMENT AMERICA	<a href="http://www.us.playstation.com">www.us.playstation.com</a>
SONY ONLINE ENTERTAINMENT, INC.	<a href="http://www.soe.com/home">www.soe.com/home</a>
SQUARE ENIX, INC.	<a href="http://na.square-enix.com/us/home">http://na.square-enix.com/us/home</a>
TAKE-TWO INTERACTIVE SOFTWARE, INC.	<a href="http://www.take2games.com">www.take2games.com</a>
TECMO KOEI AMERICA CORPORATION	<a href="http://www.tecmokoeiamerica.com">www.tecmokoeiamerica.com</a>
TENCENT	<a href="http://www.tencent.com/en-us/">www.tencent.com/en-us/</a>
TRION WORLDS, INC.	<a href="http://www.trionworlds.com/en/">www.trionworlds.com/en/</a>
UBISOFT ENTERTAINMENT, INC.	<a href="http://www.ubisoftgroup.com">www.ubisoftgroup.com</a>
WARGAMING	<a href="http://www.wargaming.com">www.wargaming.com</a>
WARNER BROS. INTERACTIVE ENTERTAINMENT INC.	<a href="http://www.warnerbros.com/videogames">www.warnerbros.com/videogames</a>
XSEED GAMES	<a href="http://www.xseedgames.com">www.xseedgames.com</a>

# OTHER RESOURCES



ESA PARTNERS

**For more information about 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 ESRB is a non-profit, self-regulatory body established in 1994 by 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](http://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 AIAS conducts its annual awards show, the Interactive Achievement Awards, to promote and acknowledge exceptional accomplishments in the field. To further enhance awareness of the AIAS'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 AIAS promotes the creativity and craftsmanship of video games worldwide.

## **INTERNATIONAL GAME DEVELOPERS ASSOCIATION (IGDA) | [WWW.IGDA.ORG](http://WWW.IGDA.ORG)**

The IGDA is the largest non-profit membership organization serving individuals who create video games. The 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](http://WWW.NPD.COM)**

The NPD Group provides global information and advisory services to drive better business decisions. By combining unique data assets with unmatched industry expertise, we help our clients track their markets, understand consumers, and drive profitable growth. Sectors covered include automotive, beauty, consumer electronics, entertainment, fashion, food / foodservice, home, luxury, mobile, office supplies, sports, technology, toys, and video games.

## **VIDEO GAME VOTERS NETWORK (VGVN) | [WWW.VIDEOGAMEVOTERS.ORG](http://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 500,000 grassroots activists have joined the VGVN.





entertainment<sup>®</sup>  
software  
association

[WWW.THEESA.COM](http://WWW.THEESA.COM)

ESA FACEBOOK: [facebook.com/The.EntertainmentSoftwareAssociation](https://facebook.com/The.EntertainmentSoftwareAssociation)

ESA TWITTER: [twitter.com/RichatESA](https://twitter.com/RichatESA)