

GameTrack Digest: Quarter 4 2015

1. Reach of gaming: ANY gaming (any format/device)

(Base: Age 6-64 population)

	UK	France	Germany	Spain
% play ANY type of game	40%	62%	56%	42%
# play ANY type of game (millions)	19.2m	30.7m	33.9m	15.0m
Average weekly hours per gamer*	8.9 hs/week	7.0 hs/week	8.2 hs/week	6.2 hs/week

*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)

% playing ANY type of game by age group:	UK	France	Germany	Spain
aged 6-10	71%	89%	75%	75%
aged 11-14	75%	89%	86%	79%
aged 15-24	59%	82%	83%	70%
aged 25-34	39%	69%	62%	49%
aged 35-44	38%	65%	61%	37%
aged 45-64	20%	37%	34%	16%

3. Reach of gaming: By format of game

(Base: Age 6-64 population)

(%)	UK	France	Germany	Spain
% play PACKAGED games	22%	31%	24%	22%
% play APP games	21%	29%	25%	19%
% play ONLINE games	23%	38%	33%	19%

(millions)	UK	France	Germany	Spain
# play PACKAGED games	10.6m	15.1m	14.9m	7.8m
# play APP games*	10.0m	14.4m	15.0m	6.8m
# play ONLINE games*	10.7m	18.5m	20.0m	6.9m

* Updated definition of app & online gaming: Online games (such as social games or online multiplayer games) played on a smartphone/tablet are now treated as app gaming when played on these devices.

4. Reach of gaming: By device used to game

(Base: Age 6-64 population)

	UK	France	Germany	Spain
% play games on consoles	23%	31%	22%	21%
% play games on handhelds	9%	18%	11%	10%
% play games on computers	24%	45%	43%	23%
% play games on smartphones	20%	29%	28%	19%
% play games on tablets	17%	24%	11%	11%

	UK	France	Germany	Spain
# play games on consoles	11.1m	15.1m	13.2m	7.7m
# play games on handhelds	4.2m	9.0m	6.6m	3.7m
# play games on computers	11.5m	22.0m	26.3m	8.4m
# play games on smartphones	9.5m	14.5m	17.3m	7.0m
# play games on tablets	8.1m	11.8m	6.9m	4.1m

5. Profile of gamers

(Base: Age 6-64 playing ANY type of game)

	GAMERS: PLAY ANY			
	UK	France	Germany	Spain
% Male	57%	49%	52%	53%
Male 6-10	8%	6%	4%	6%
Male 11-14	5%	5%	4%	4%
Male 15-24	15%	11%	12%	12%
Male 25-34	9%	9%	10%	15%
Male 35-44	11%	10%	11%	10%
Male 45-64	8%	9%	11%	6%
% Female	43%	51%	48%	47%
Female 6-10	5%	6%	4%	6%
Female 11-14	6%	5%	4%	5%
Female 15-24	10%	10%	10%	11%
Female 25-34	8%	9%	8%	9%
Female 35-44	6%	9%	9%	10%
Female 45-64	8%	12%	13%	7%

6. Distribution of games revenue: By format of game – Q4 2015

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

	QUARTERLY REVENUE			
	UK	France	Germany	Spain
% Packaged	62%	62%	47%	67%
% Apps	21%	17%	21%	11%
% Online	16%	20%	32%	22%

6. Games market total value (excluding hardware) – FULL YEAR 2015 / 2014 / 2013

<i>(millions)</i>	TOTAL REVENUE			
	UK	France	Germany	Spain
2015	£2,379m	€2,377m	€2,994m	€768m
2014	£2,194m	€2,073m	€2,744m	€686m
2013	£2,007m	€1,916m	€2,410m	€663m

7. Distribution of games revenue: By format of game – FULL YEAR 2015

	2015 TOTAL REVENUE			
	UK	France	Germany	Spain
% Packaged	45%	45%	38%	62%
% Apps	28%	21%	23%	16%
% Online	27%	34%	39%	22%

NB Please source any data as GameTrack (ISFE/Ipsos Connect). All data should be labelled clearly stating time period covered, i.e. Quarter 4 2015, 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. Once a year, 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 3,000 internet users aged 6-64 years. 6-64 year olds represent the vast majority of all video games players. The online survey runs weekly throughout the quarter.

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