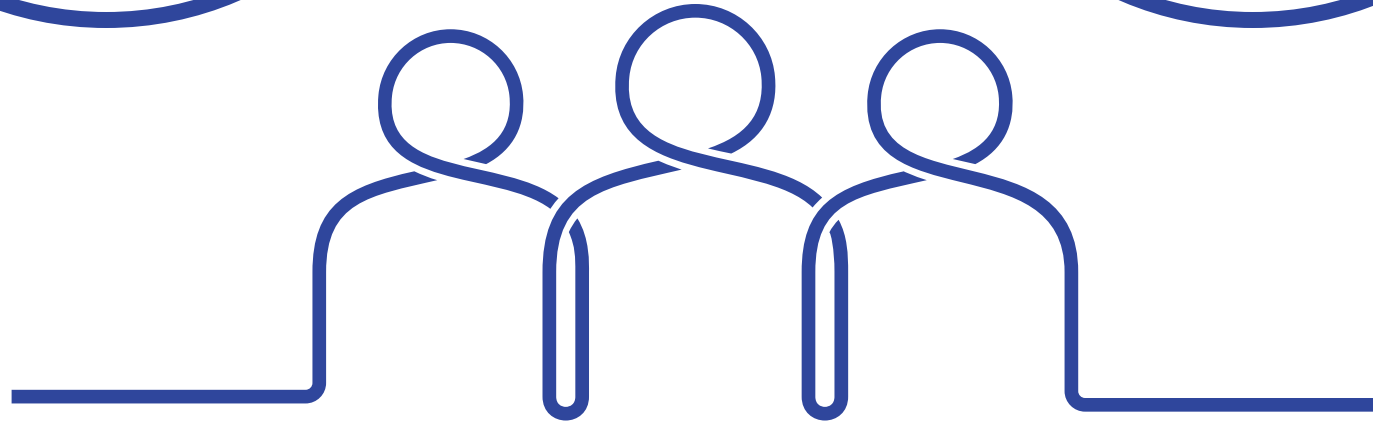


Video games in Europe: 2020 Key Facts

A year in review

Dec 2021

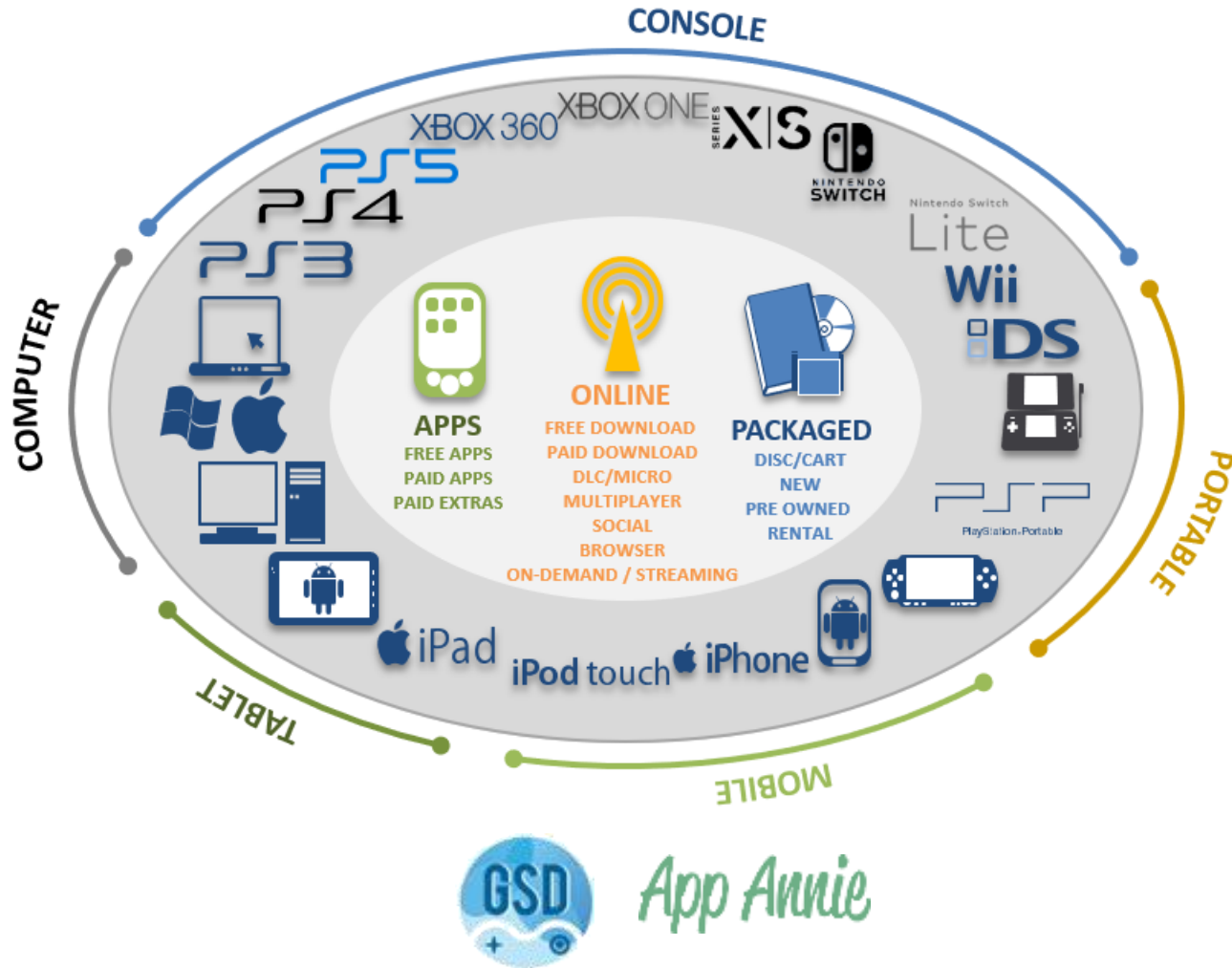
GAMETRACK





EUROPE'S VIDEO GAMES INDUSTRY

GAMETRACK



Video game
Players

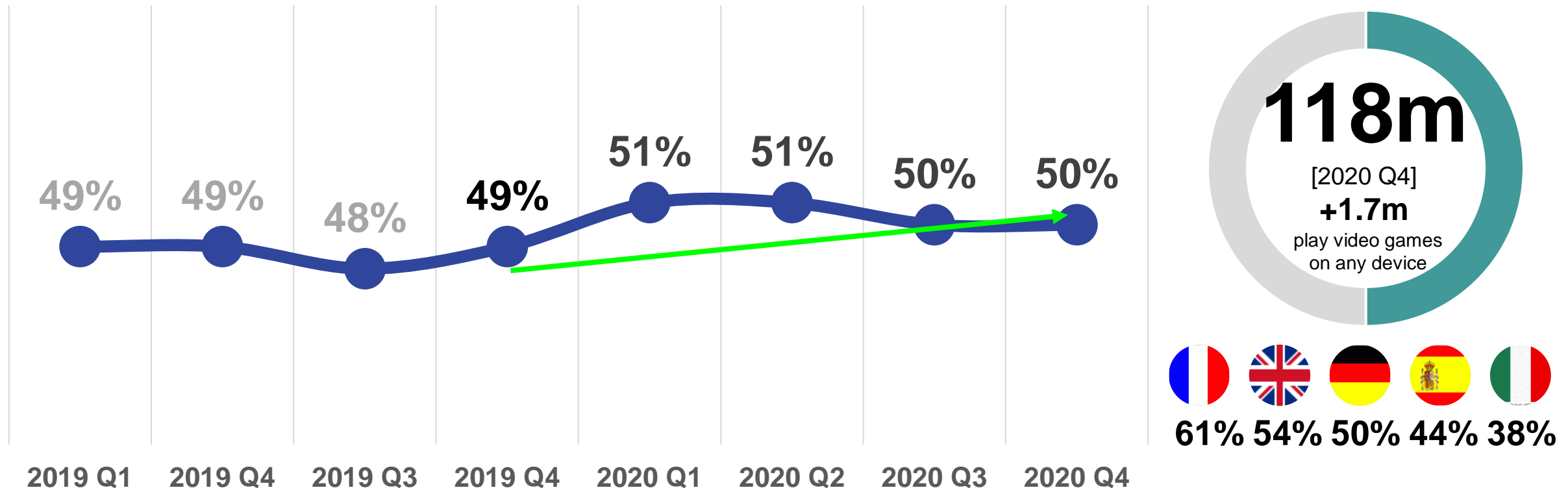
Engagement

Value & Volume



Half play video games across EU5 - reach is stable with a slight increase during the pandemic

Evolution of playing video games - % play on any device



Base: All 6-64 respondents (n=c.15,000 per quarter)

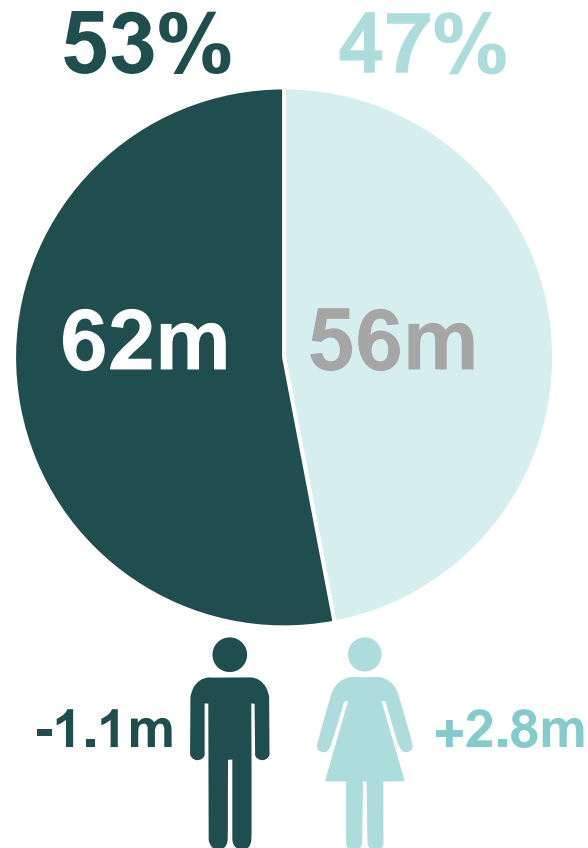
B1b. Which, if any, of the following devices do you play OFFICIAL games on, even if just occasionally?

Playing video games reaches a wider and more varied audience

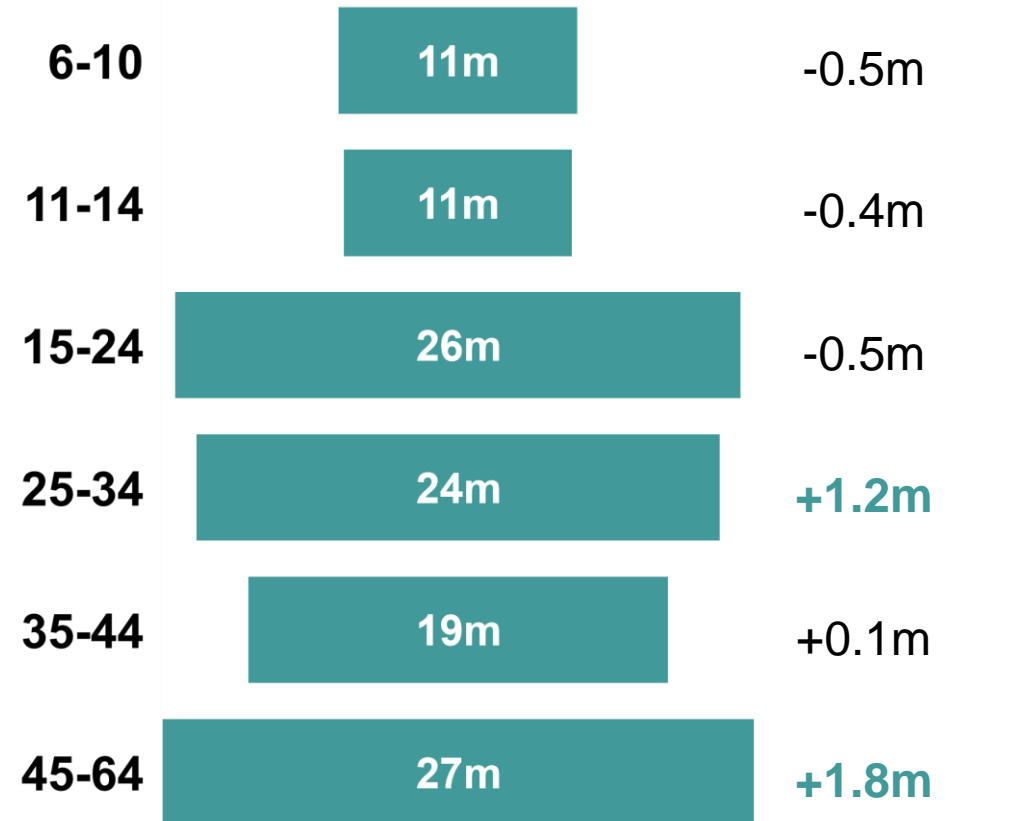
Play games



By gender



By age

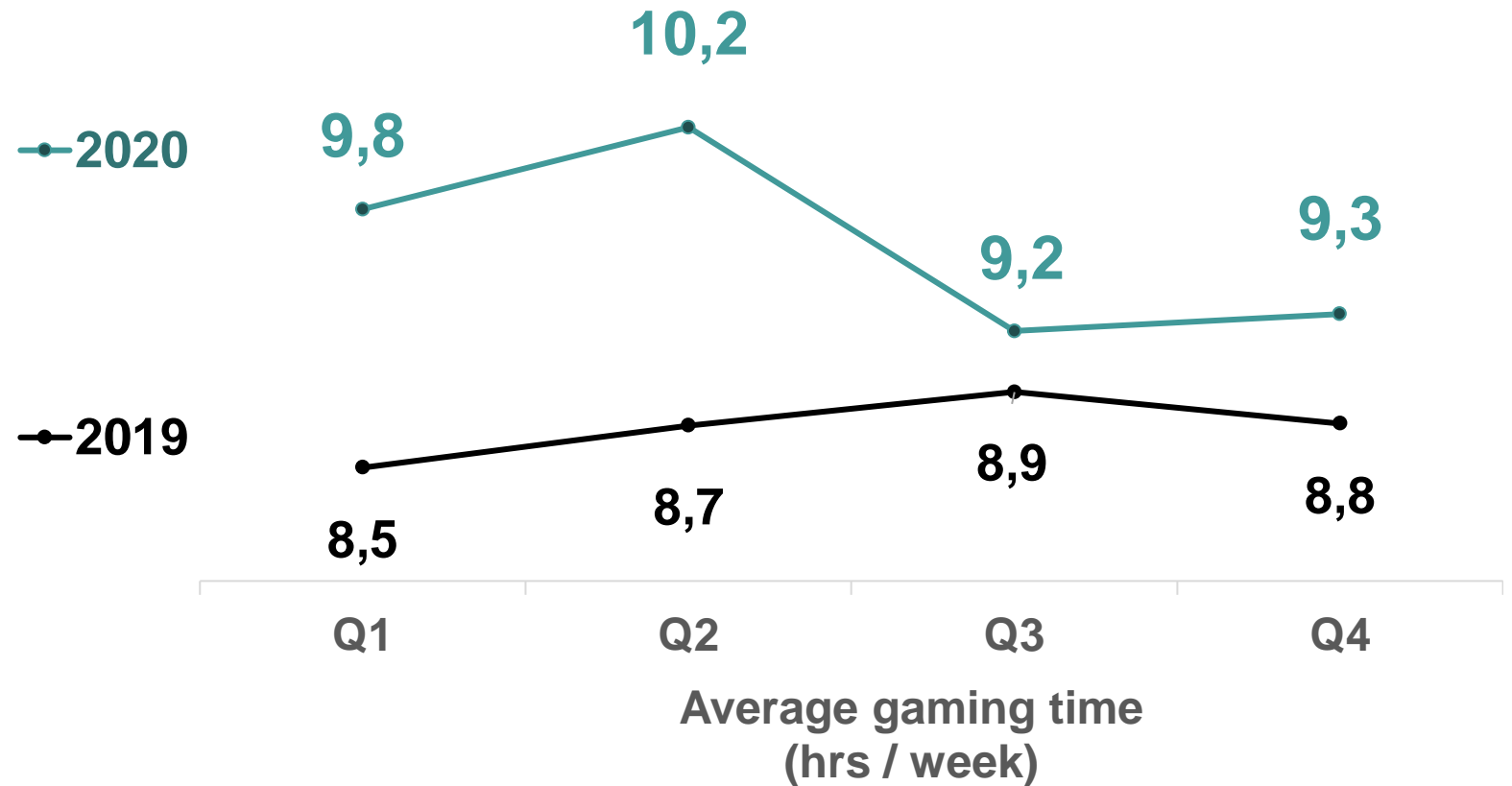
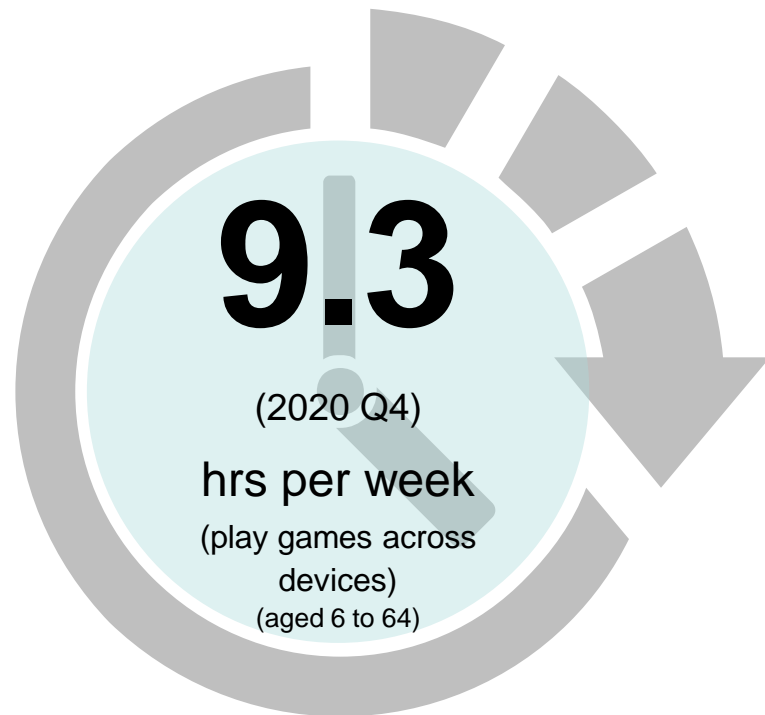


Base: All 6-64 respondents (n=c. 15,000 per quarter)

B1b. Which, if any, of the following devices do you play OFFICIAL games on, even if just occasionally?

Video game play during pandemic restrictions

Video game time by quarter (hrs/week)

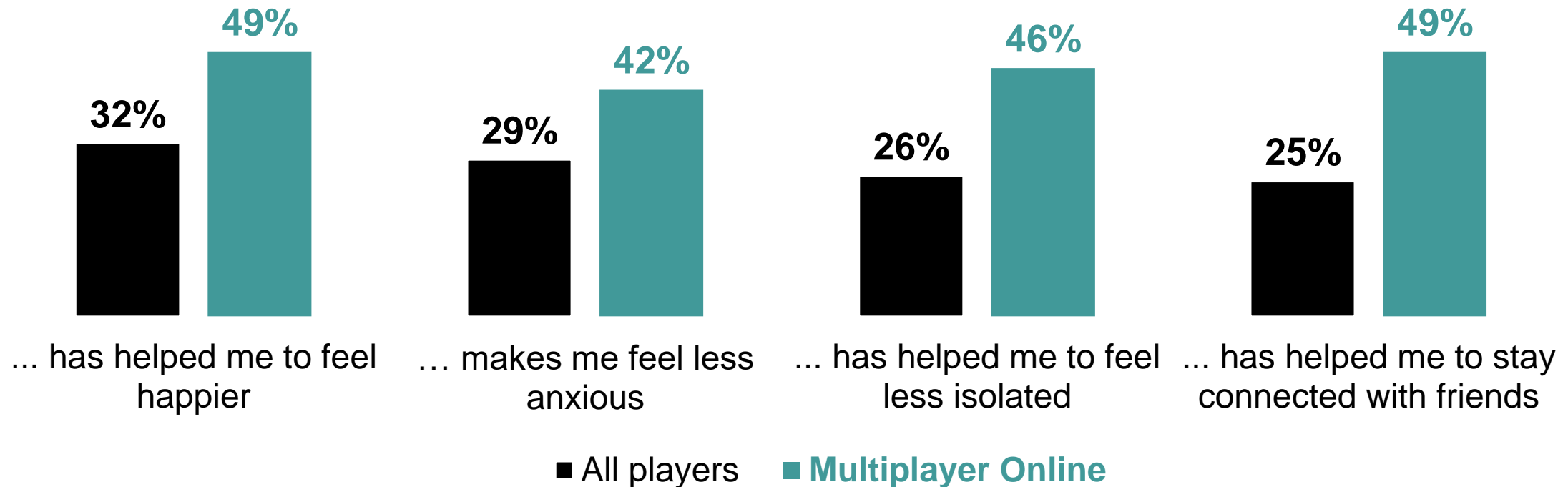


Base: All 6-64 players (n=c.12,000 per quarter)

B2. On average, how many hours per week do you spend playing OFFICIAL games on each of these devices?

Players appreciated the supportive role of video games during pandemic restrictions

Playing video games... (% NET agree)



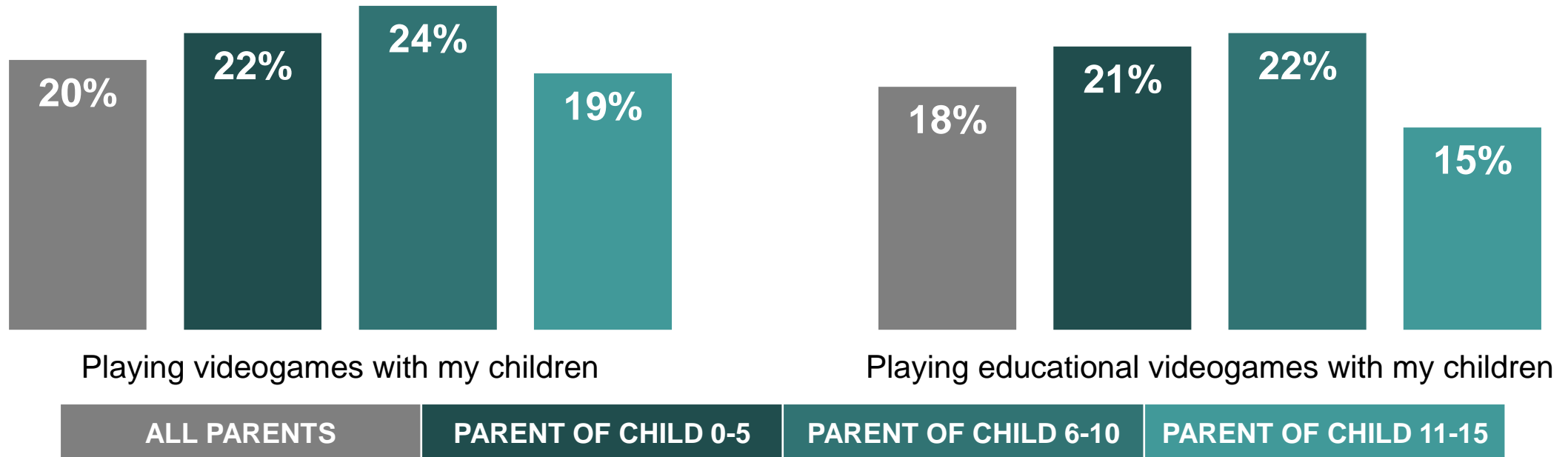
QGAMEPLAY. Thinking a bit more about your gameplay, which of the following gameplay modes do you play?
COVID3. Thinking again about the past month, to what extent do you agree or disagree with the following statements?

Base: All players across the UK, FR, GE, SP & IT (10,830) / All players who have played multiplayer online (3,926)

Parents used video games with their children to share time and make learning fun

Activities doing more of since lockdown (amongst player parents)

(% NET: doing this a “lot more” / doing this “a bit more”)



Base: All parents who play video games (736)

COVID1. Within the **past month**, which of the follow best describes your behaviour for the following activities?

118m

estimated video
game player
population
2020 Q4

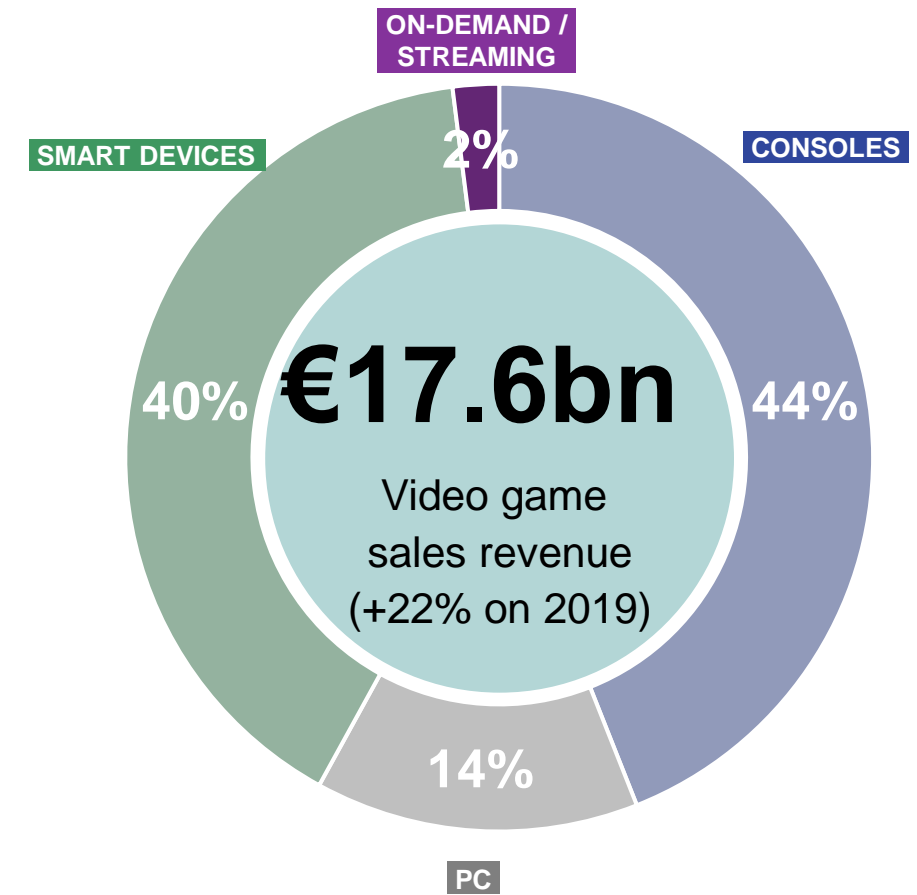
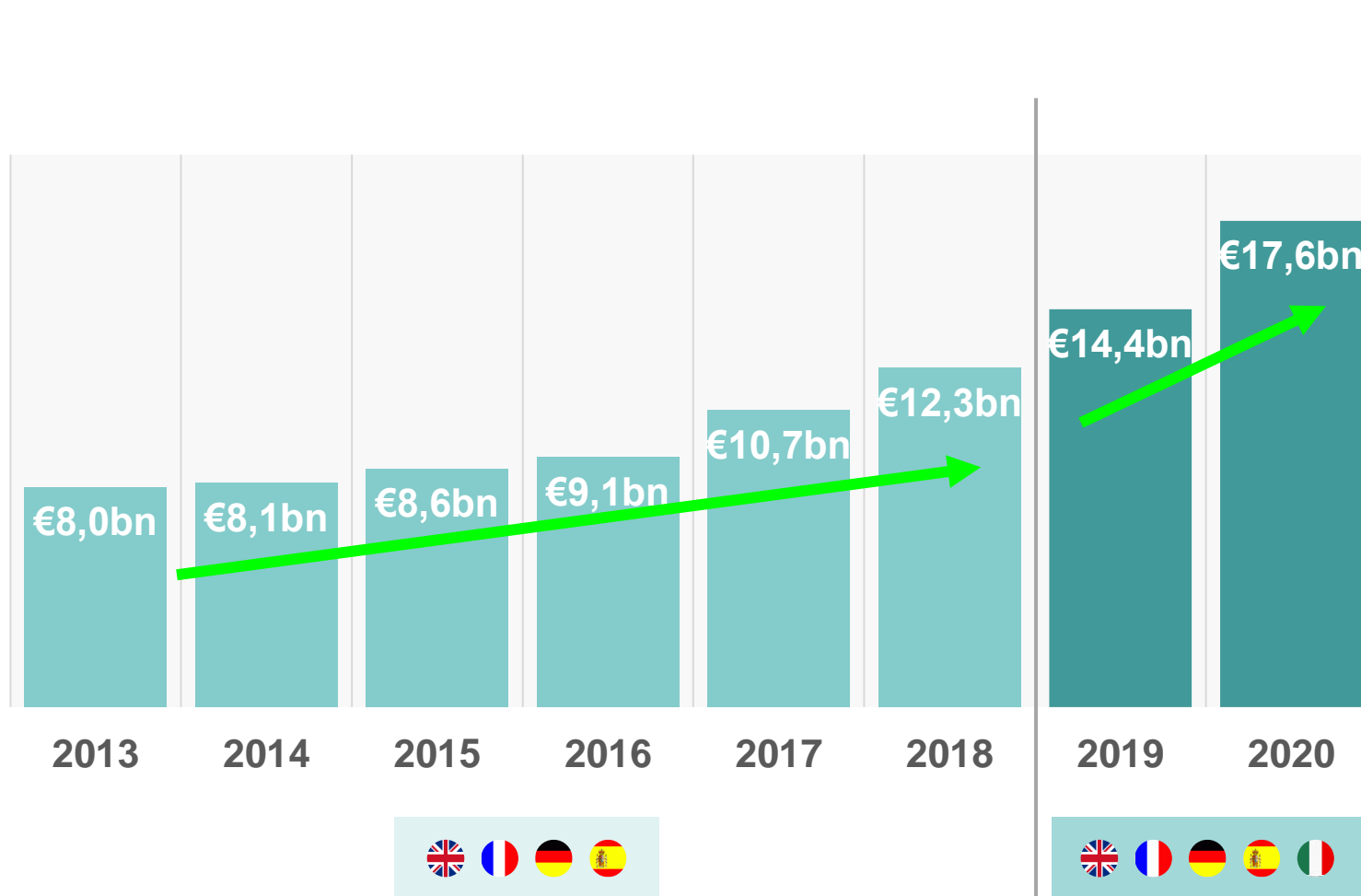


€17.6bn

estimated
revenue from
video games in
2020

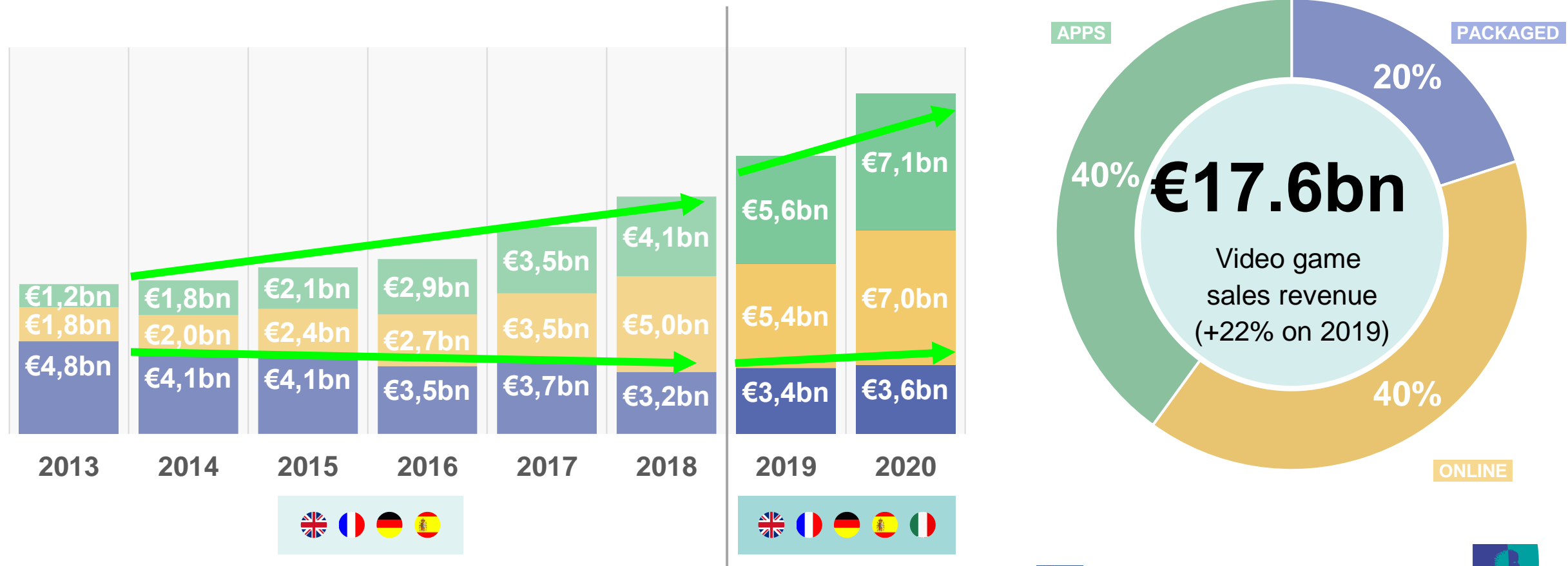


Total revenue of video game sales increased over time across all devices



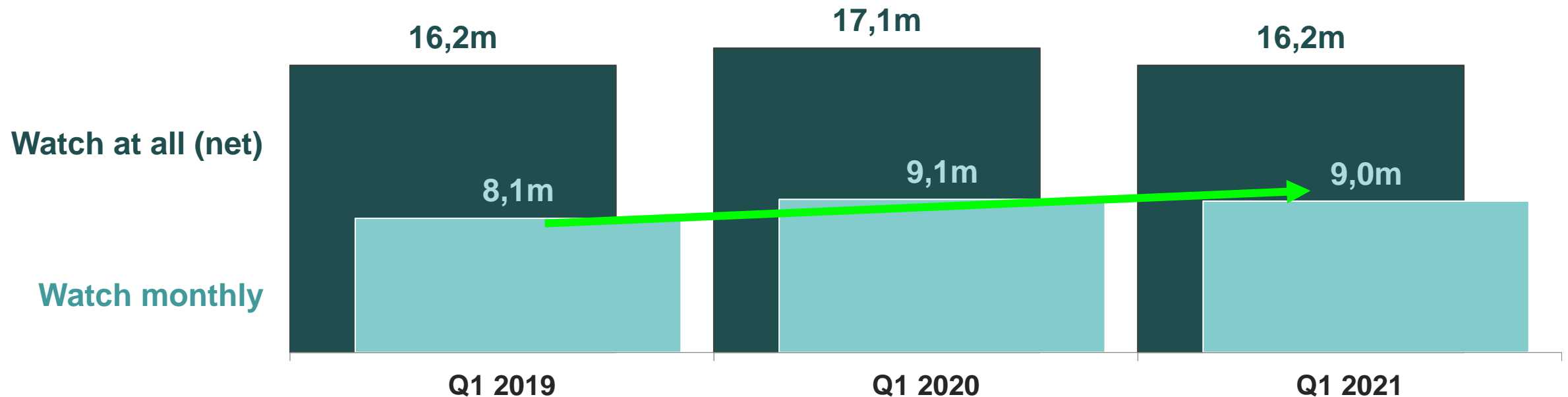
Digital drives growth, while physical revenue managed to recover to 2016 levels

Total revenue of video games over time - by format



Esports also increased its follower base with c16m players who watch eSports content - 9m monthly

Esports – engagement / viewership



THANK YOU



**Eduardo
Mena**

Director
Ipsos MORI

