

THE POWER OF PLAY

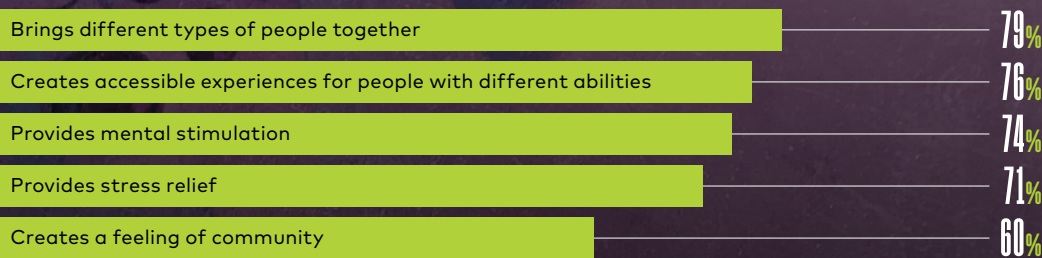


Video Game Players in Europe

12,847 active (weekly) players were surveyed across 12 markets. Here we present the findings for the 6,119 respondents in Europe.

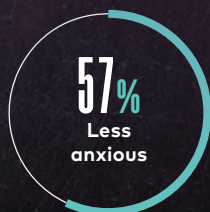
PLAYING VIDEO GAMES...

Brings people of all abilities together, provides mental stimulation & offers stress relief



Reduces stress, anxiety and feelings of isolation

Playing video games helps me feel...



Male players in Europe are more likely to feel less isolated by being connected to others through gaming
54% vs 51% female

Provides a positive outlet, helps one feel happier, and build resilience during tough times

Playing video games provides me with a healthy outlet from everyday challenges



Playing video games helps me feel happier

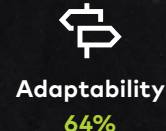
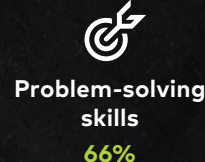
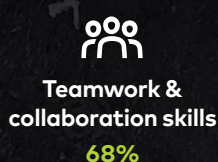
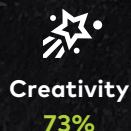


Video games have helped me get through difficult times in my life



Encourages creativity, collaboration, cognitive & problem solving skills,

Playing video games can improve...



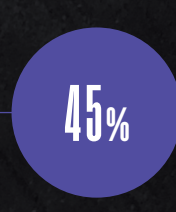
Foster new relationships, lasting memories, and stronger connections with loved ones



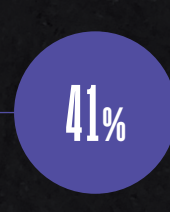
Video games can introduce people to new friends and new relationships



I have had positive experiences meeting people through video games that I otherwise would not have met

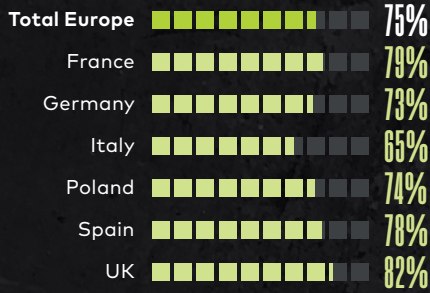


Video games have helped me make lasting memories

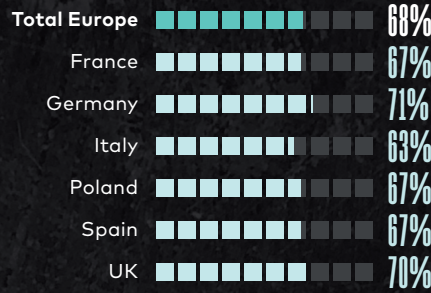


Video games help me stay connected to friends/family

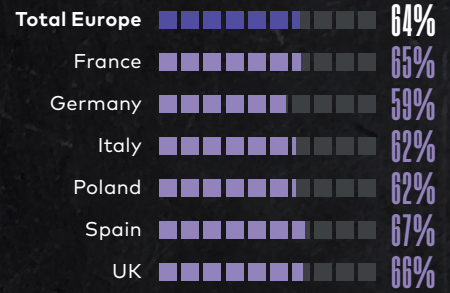
75% of players agree there is a video game for everyone, with the UK most likely to agree



68% of players in Europe, especially those in Germany, play video games for fun

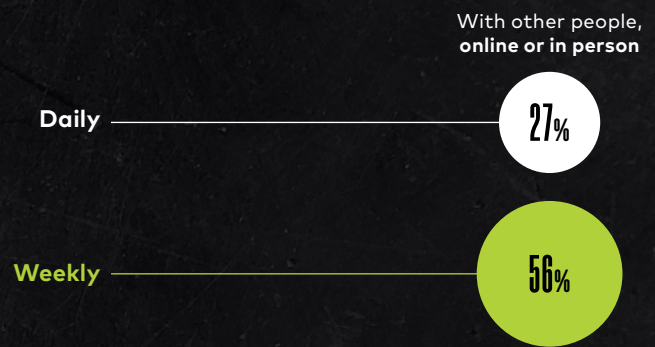
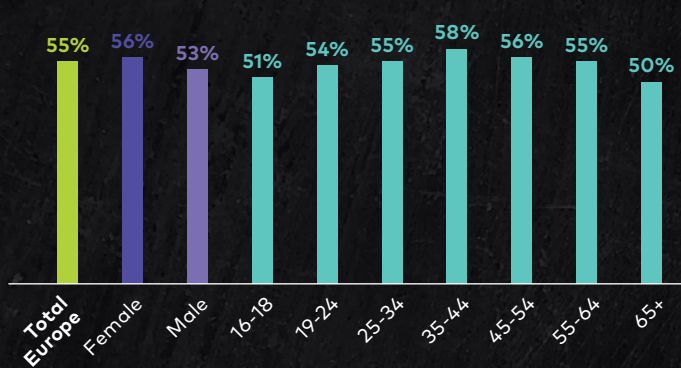


64% of players in Europe are playing to pass the time - particularly in Spain



Video games serve as a popular stress relief and relaxation method across the board

When it comes to weekly play, over half of players in Europe are playing with others online.

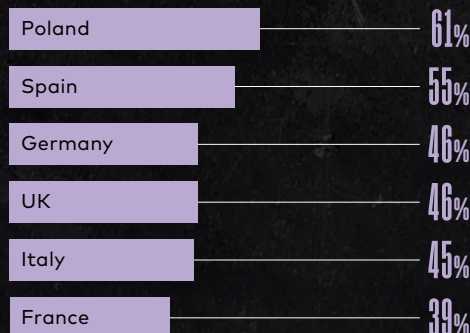


Male players more likely to play with others online



49% of players in Europe use in-game communication functions

Players in Poland most likely to use in-game communication



Usage skews towards male players, with those aged 19-24 using these functions the most

