



ABOUT THE NPD GROUP, INC.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, visit www.npd.com.



Expanding the Games Market

Deep insight into the demographics, attitudes, and behaviors of the untapped U.S. gamer

NPD's *Expanding the Games Market Report* identifies how consumer demographic groups are represented in the gaming world. It analyzes the attitudes and behaviors of various user groups, based on hours per week spent on gaming. The report also examines gamers and non-gamers to uncover potential areas for expanding the gaming market beyond the core. It highlights the most effective methods for reaching non-traditional gamers (e.g., casual/light, lapsed gamers, etc.), with demographic insight and information on genre preferences, system ownership, and use.

The report answers these key questions and others: How can publishers sell through products, rather than having to mark them down? Is a particular company's current line-up of titles capable of expanding its customer base? How can publishers broaden their game portfolios to reach untapped consumer groups?

Business Benefits

- Make fact-based decisions to exploit gaming market opportunities
- Expand distribution opportunities and merchandising areas by understanding the products and attributes non-traditional gamers want
- Use reliable consumer data to develop more effective advertising and marketing programs

Key Measures

- What systems, genres, and titles non-traditional gamers prefer
- The key barriers to entry and what would make non-gamers play and non-traditional gamers play more
- How non-traditional gamers' sources of information for games are different than those of more engaged gamers
- How much non-traditional gamers spend per month on PC/video games
- Which gaming websites different user groups frequent most
- Whether gamers are playing more, less, or the same compared to a year ago

Methodology

NPD sent an e-mail invitation to 15,000 members of its online consumer panel, with a completion of 5,000 respondents (an expected ending sample of approximately 5,000 respondents). The sample is nationally-representative, comprised of males and females ages 2+. Responses for two- to 12-year-olds were captured by surrogate reporting, where the female parent/guardian age 21+ was asked to bring the child to the computer to answer the questions, either with or without her assistance. Both gamers and non-gamers were asked a series of aided and unaided attitude and usage questions pertaining to gaming.

Industry Expertise

NPD offers the most complete picture available of the North American market for video games, PC games, and related products. We provide manufacturers, retailers, licensors, publishers, developers, and financial services companies with unique and timely item-level sales tracking spanning three generations, as well as the "why behind the buy."

Learn More

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