

THE GROWTH OF GAMING

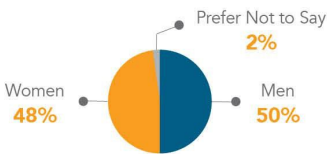


Since Pong was first released back in the 1970s, the world of gaming has completely transformed. However, it's not just the improvement of consoles or the advent of the internet that have changed the game; it's the audience, too! In this infographic, we take a look at the growth of women in gaming, the value of mobile, and how much time and money are being spent on gaming video content.

MILLENNIALS AND GAMING

Millennials make up a significant portion of the gaming audience in the United States, and women are a major part of it due to the rise of mobile gaming.

Here's the gender breakdown for Millennial gamers, who account for 40% of all gamers:



What kind of games are they playing? Of Millennial gamers, women represent...

- 54% of mobile gamers
- 43% of PC gamers
- 41% of console gamers

What else do we know about Millennial gamers?

- 54% are employed full-time
- 46% have children
- 43% have a Bachelor's degree or higher

MOBILE IS MAKING MOVES

The widespread use of smartphones has brought mobile gaming to the forefront.

69% of U.S. consumers said they would rather give up social media apps or TV than their favorite mobile games



87% have been playing mobile games for over two years

Brands looking to connect with consumers on mobile will find that gamers are an attentive audience.

41% of consumers are likely to pay attention to ads in video games, ahead of the internet, magazines, and billboards

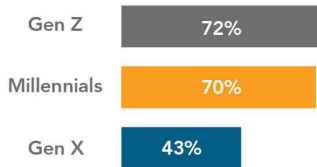


72% like interacting with mobile game ads in exchange for in-app currency or premium content

THE VIRTUAL HANGOUT SESSION

While gamers of all ages partake in multiplayer games online, Millennials and Gen Z use them as a medium for hanging out with their friends.

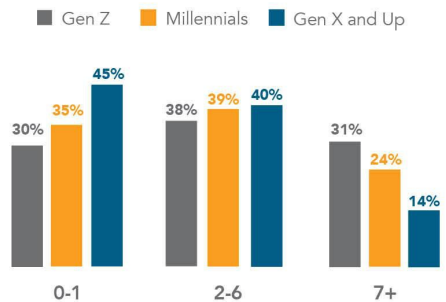
Percent who play multiplayer games:



GAMING VIDEO CONTENT (GVC) IS KING

Gamers of all ages are watching on Twitch and YouTube to learn gameplay strategies from the top players and to be entertained by their favorite personalities.

Frequency (Viewing Occasions Per Week)



Did you know? Over 20% of both Gen Z and Millennials spend over three hours on each viewing session.

Monthly Spending



Whether through donations or channel subscriptions, consumers of all ages are contributing to their favorite GVC creators.

Sources: Nielsen Insights Millennials on Millennials: Gaming Media Consumption 2019, Retail Dive Study: Mobile Gaming More Popular than Social Media