

Gamers and Gaming - US - September 2014

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“The majority of US adults now play video games on at least one platform, and the majority of gamers play on at least two. The shift toward digital distribution, comparatively new monetization strategies, such as the free-to-play model, and supplemental premium content, however, have made long-term engagement a critical component of a game’s profitability.”

- Bryant Harland, Technology and Media Analyst

This report looks at the following areas:

- Gamers span a diverse demographic profile
- The cost of video games and gaming hardware
- Mobile gaming: Explosive growth with monetization challenges

The majority of US adults report that they play video games on at least one platform, suggesting that video gaming has become a mainstream hobby. While more people have begun gaming, however, the industry itself has undergone considerable changes in how titles are distributed and monetized.

Other themes explored in this report include the popularity of selected video game genres, time spent playing video games and consumers’ opinions regarding gaming, and gamers’ perceptions regarding interaction with other players and brands.

This report builds on the analysis presented in Mintel’s *Mobile Gaming – US, October 2013*, as well as *Console Gaming – US, October 2012*, *Mobile Gaming – US, June 2012*, *Social Network Gaming – US, November 2011* and *Mobile Gaming – US, May 2011*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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