

## Attitudes Toward Gaming - US - June 2016

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The video game market is benefitting from a growing audience, but this also means that consumers are placing new pressures and demands on the video game industry.

This report looks at the following areas:

- Most gaming platforms see growth in engagement
- Consumers demand control over how, when they play
- Perceptions of typical "gamers" likely hurting the industry

While many gamers don't have the time to play as much as they would like, they still like to be competitive and are highly engaged in the hobby. Brands face a balancing act that requires a consciousness of consumers' other responsibilities and desire to be rewarded for overcoming difficult challenges in their games.

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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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