

comSCORE®

GDC 09

Game Developers Conference®
March 23-27, 2009
Moscone Center, San Francisco



Moving Targets

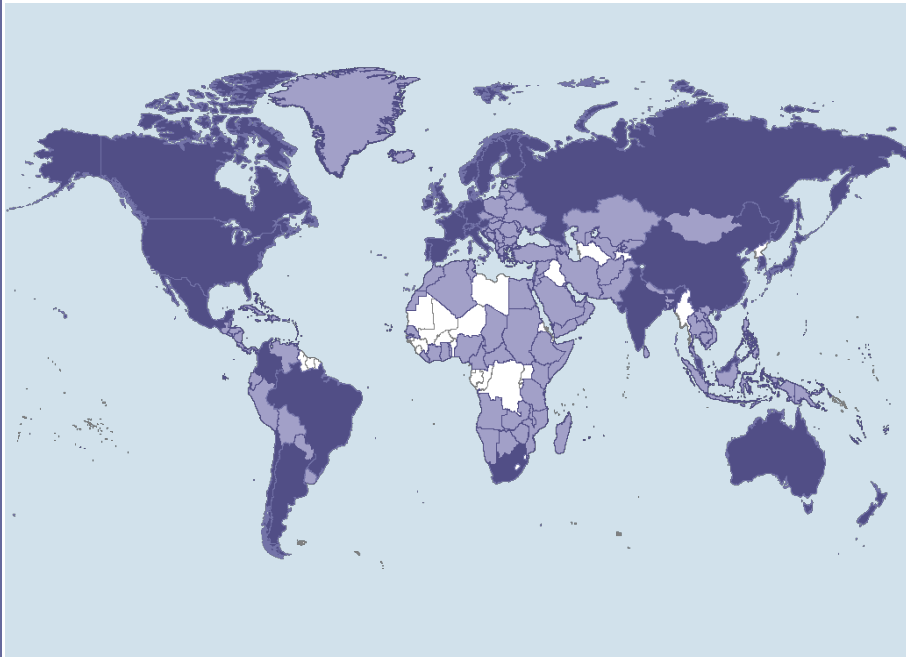
How audience demographic shifts & trends are changing gamer attitudes



- About comScore
- The challenge of measuring gaming
- Gaming: What is going on?
- Gaming growth!
- What happens if...
- Casual <> Casual
- Gaming Audience: The Digital Behaviors!!
- Advertising (gasp) to video gamers?
- Predictions
- Q&A (Time Permitting)

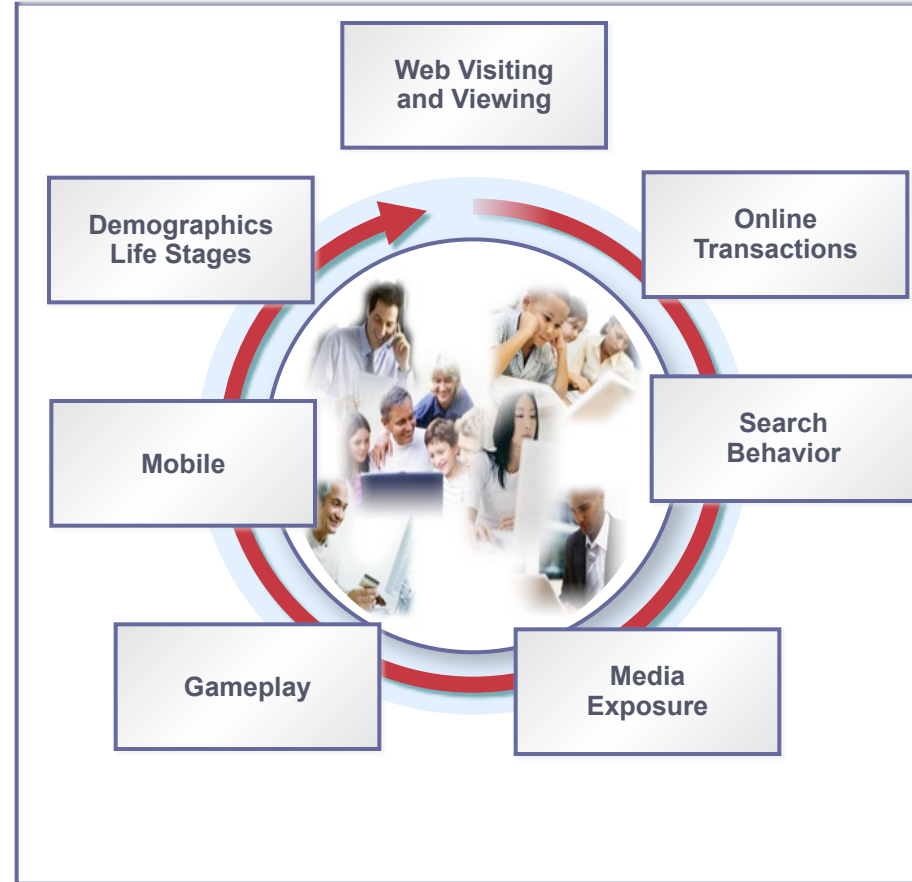
The largest consumer digital panel anywhere...

2 Million Consumers World-wide



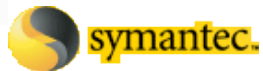
- 37 Individually Reported Countries
- 172 Countries with Sample Presence

360° View of Consumer Behavior



Companies that use our data...

Technology



Gaming



Retail



Travel



CPG



Pharma



Telcom



- Does measure behavior of gamers online
 - Does measure game play
 - Does measure attitudes and intents
 - Does measure ecommerce activity
 - Does not personally identify.
- Does **not** assign all humans an rfid.
 - Does **not** have player killing gamer bots patrolling game sites
 - Does **not** cause global warming.
 - Does **not** know if 2012 is the end of the world
 - **Does not personally identify.**

comScore *passively* measures it's panel based audience

We never reveal personally identifying data

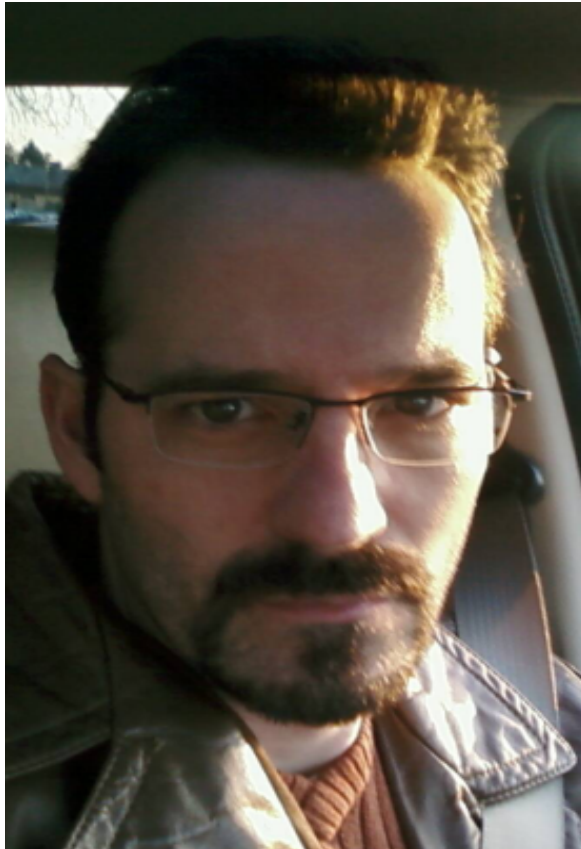
- Site visits
- Searches
- Digital downloads
- Application installs, usage
- Online purchases
- Social networking
- Game play
- Digital ad exposure
- Mobile app downloads
- Hardware specs

All personally identifying information - destroyed

Panelists help shape the digital world around them

Panelists allow surveys to be conducted for 'state' behaviors

And once again...please...



Edward Hunter, from
comScore



Gordon Freeman,
from Half-Life

In a world where games exist in so many forms...

comSCORE



Subscription

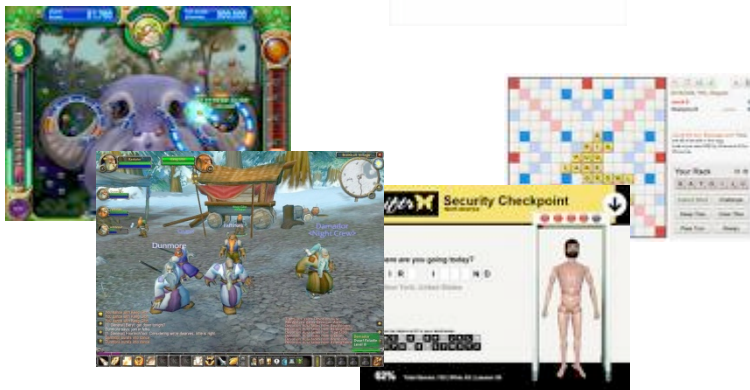
Retail Boxed



Digitally Downloaded



Ad Sponsored



Microtransactions

If you could only measure one or two...



Subscription

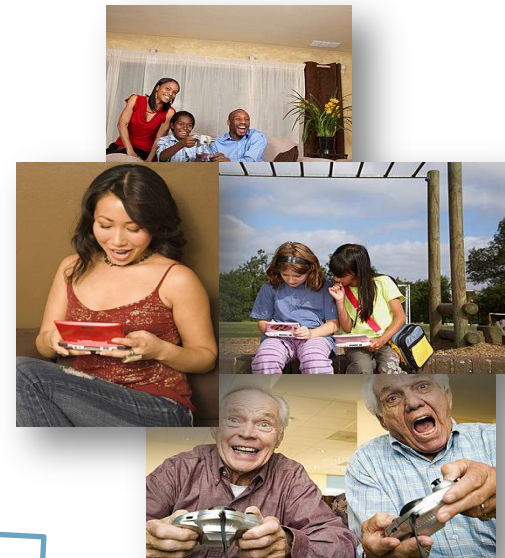
Retail Boxed



You would have an incomplete picture of gaming

comSCORE

comScore solves this problem by observing not just games...



But **all** the digital *behaviors* of consumers related and unrelated to game play.

Digital audiences are the sum of their 'behaviors'



- Demographics
- Online visitation
- Search
- Social Networking
- Streaming Media
- Game play behaviors
- Mobile

Understanding ***these*** and you understand gamers.

Moving Targets: <intro>

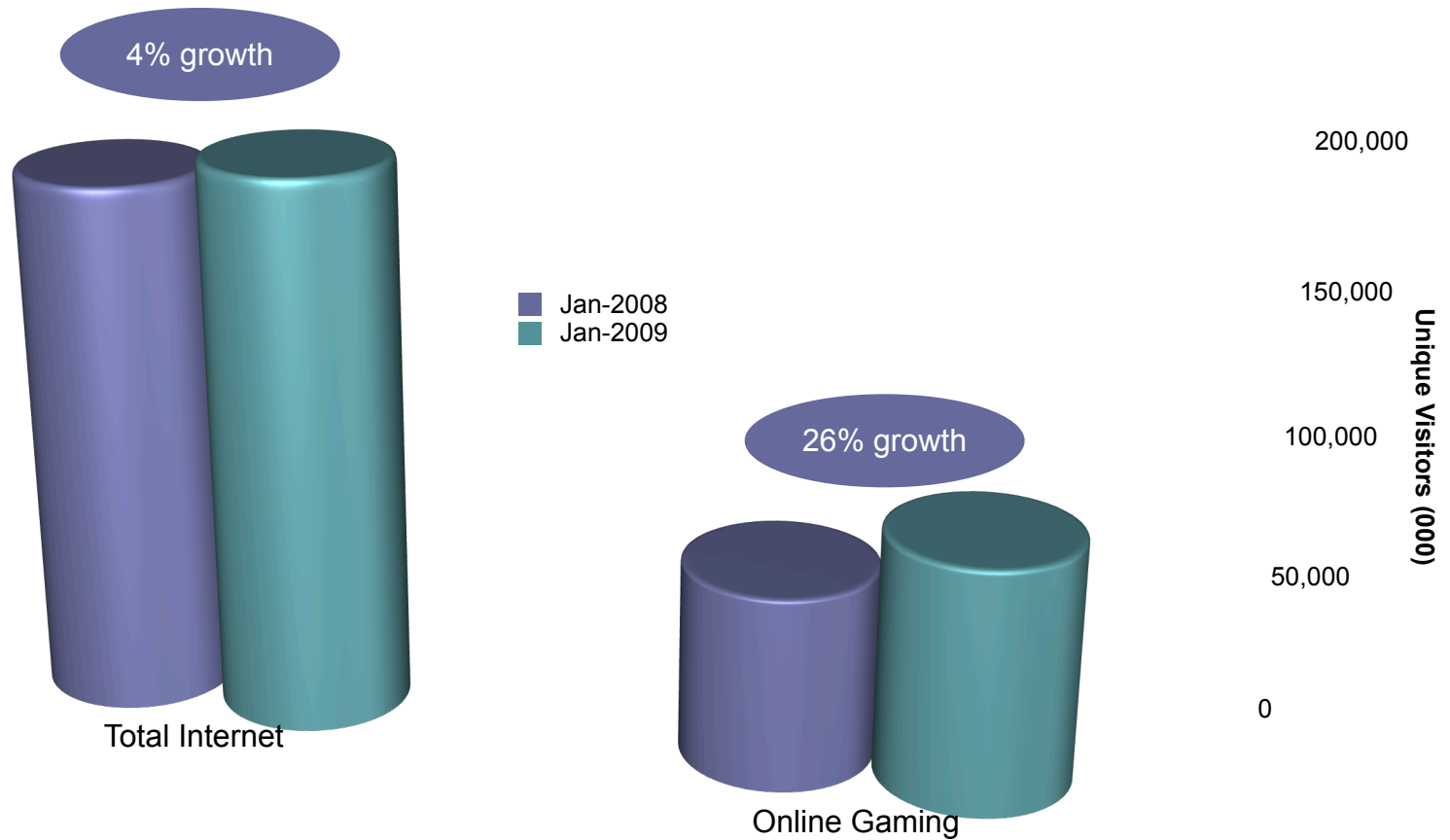
- What's going on in the world today.
 - Recession
 - Income compression
 - Market tensions
 - Unemployment
 - Drops in consumer spend



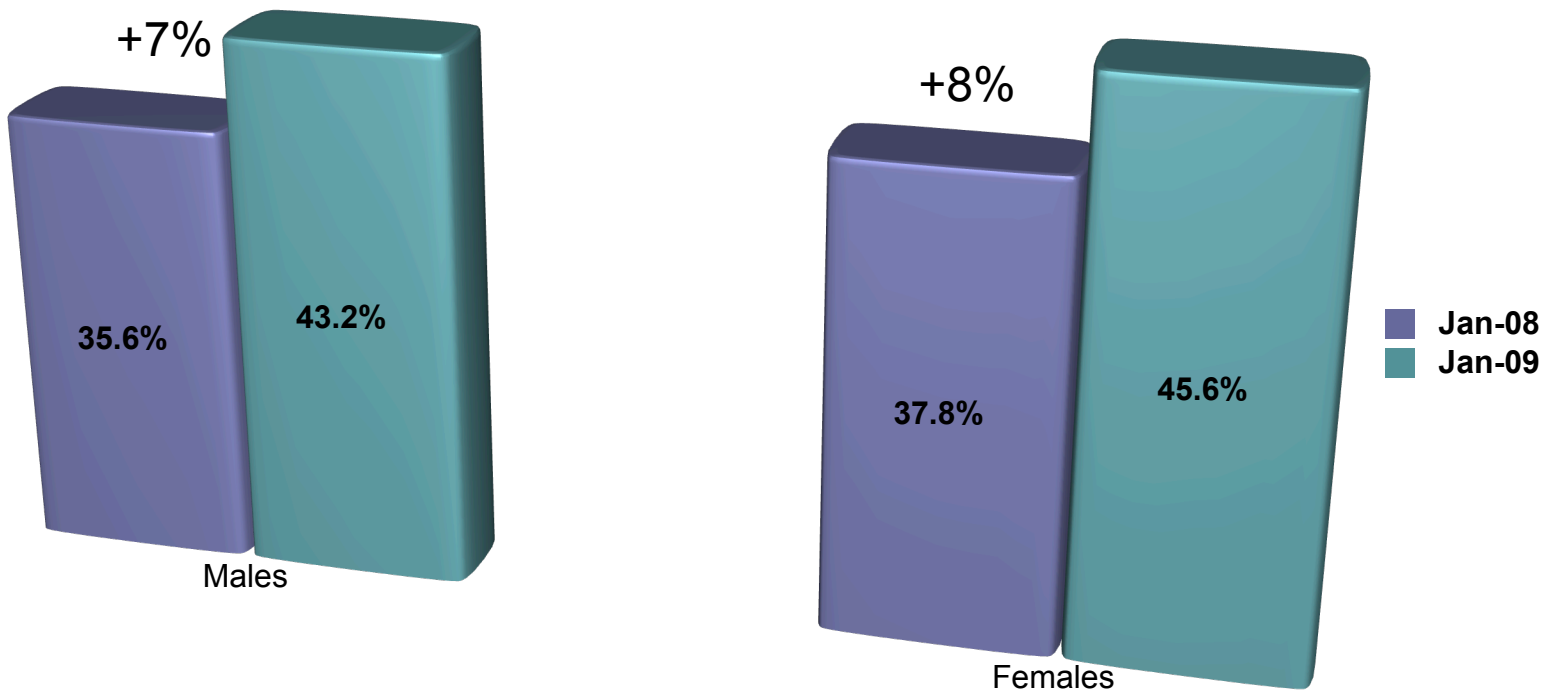
- What's going on in gaming today.
 - Free gaming explosion
 - Multiple media monetization models
 - Digital Delivery taking over
 - In browser, mobile gaming enhancements
 - Huge, demographically diverse surges in growth

Online Gaming versus, well, everyone.

Online Gaming outpaced *Total Internet growth* by 22 percentage points



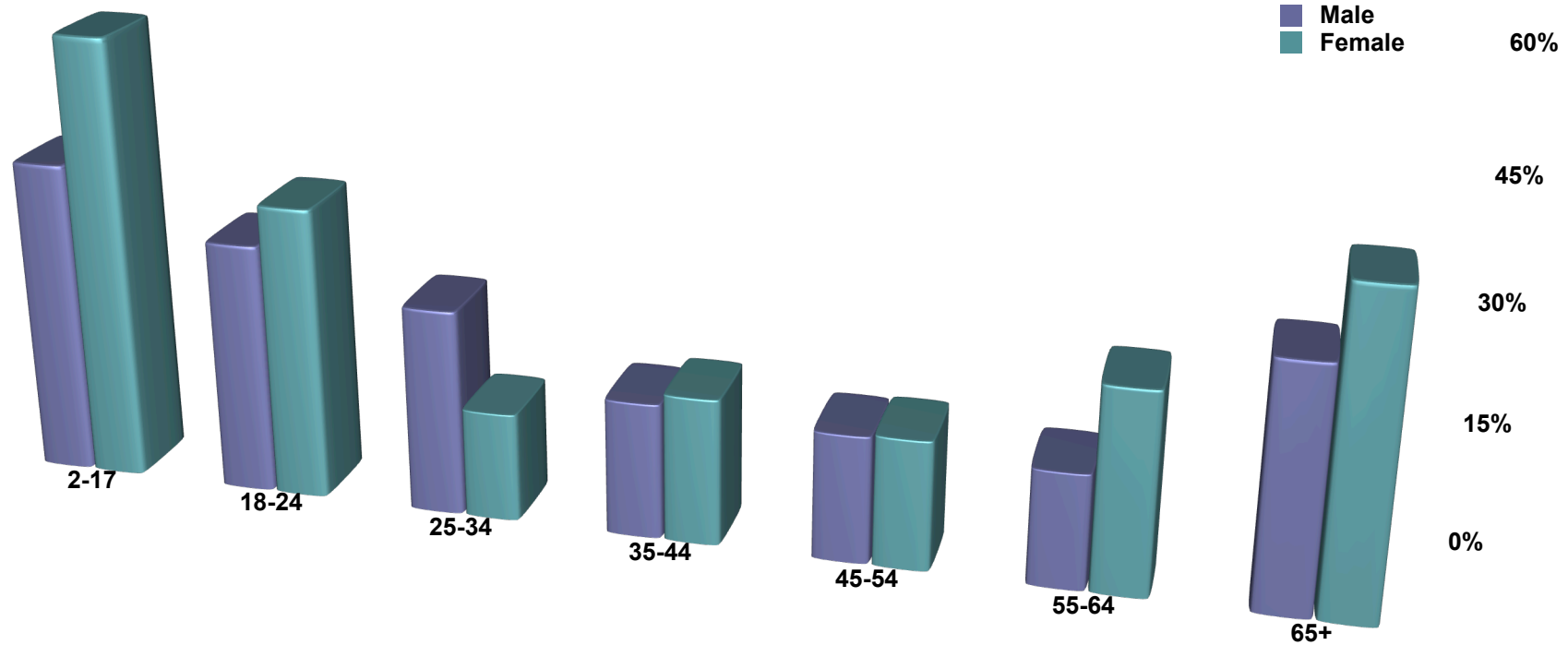
Increase in Reach among Males and Females



Source: comScore Media Metrix January 2009

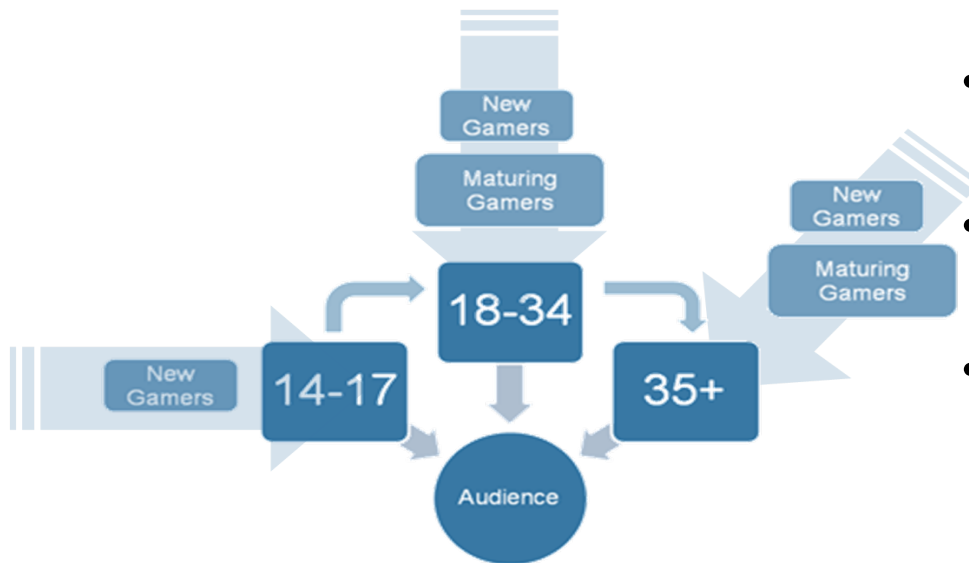
Females Grew Faster in 6 out of the 7 Age Groups

Y/Y Online Gaming Growth by Age



Source: comScore Media Metrix January 2009

So the news is good...right?



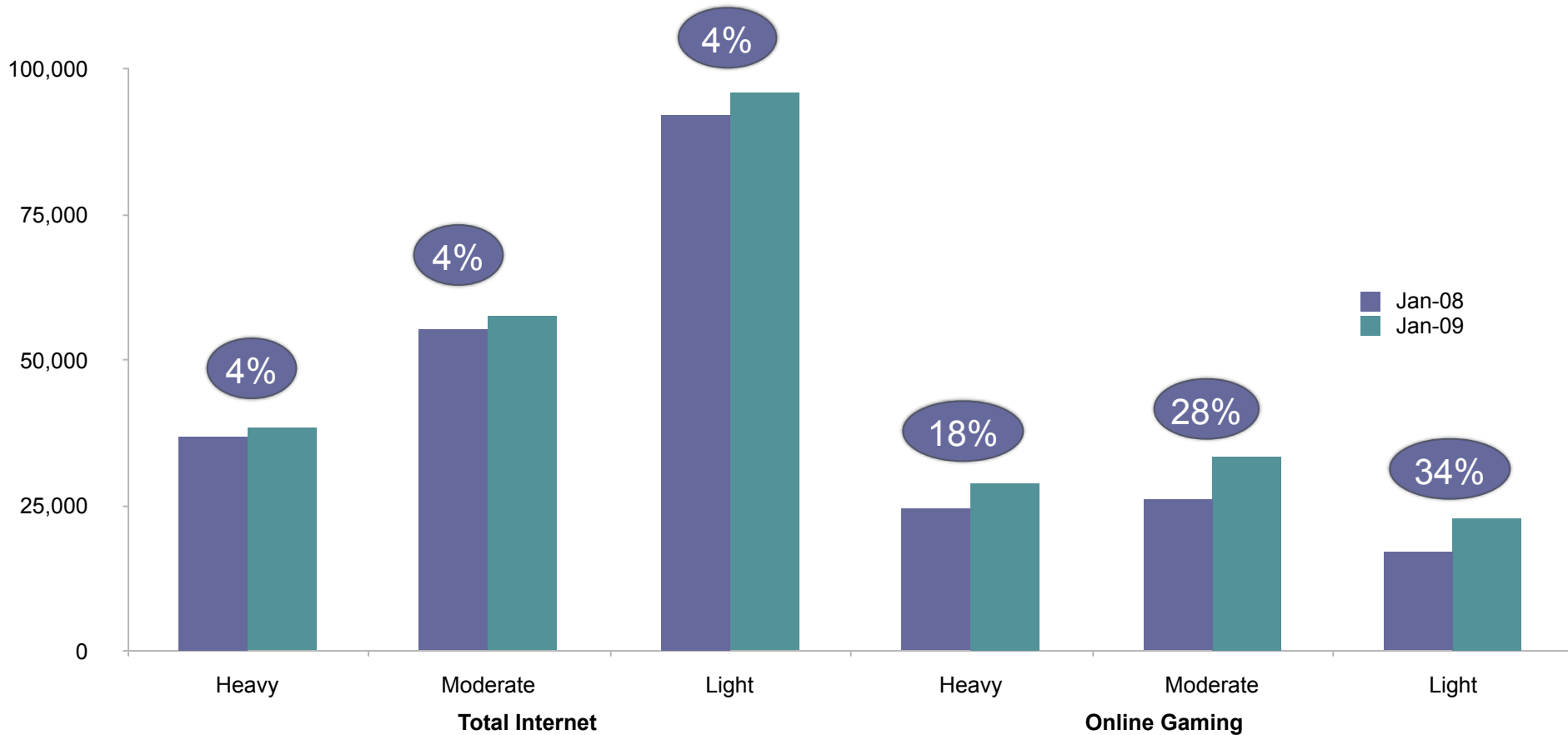
- The Gaming audience is increasing in size in *most* demographics
- Demographic Segments are extending well beyond 18-24 Males
- Digital distribution receiving broad consumer adoption

So what happens if...



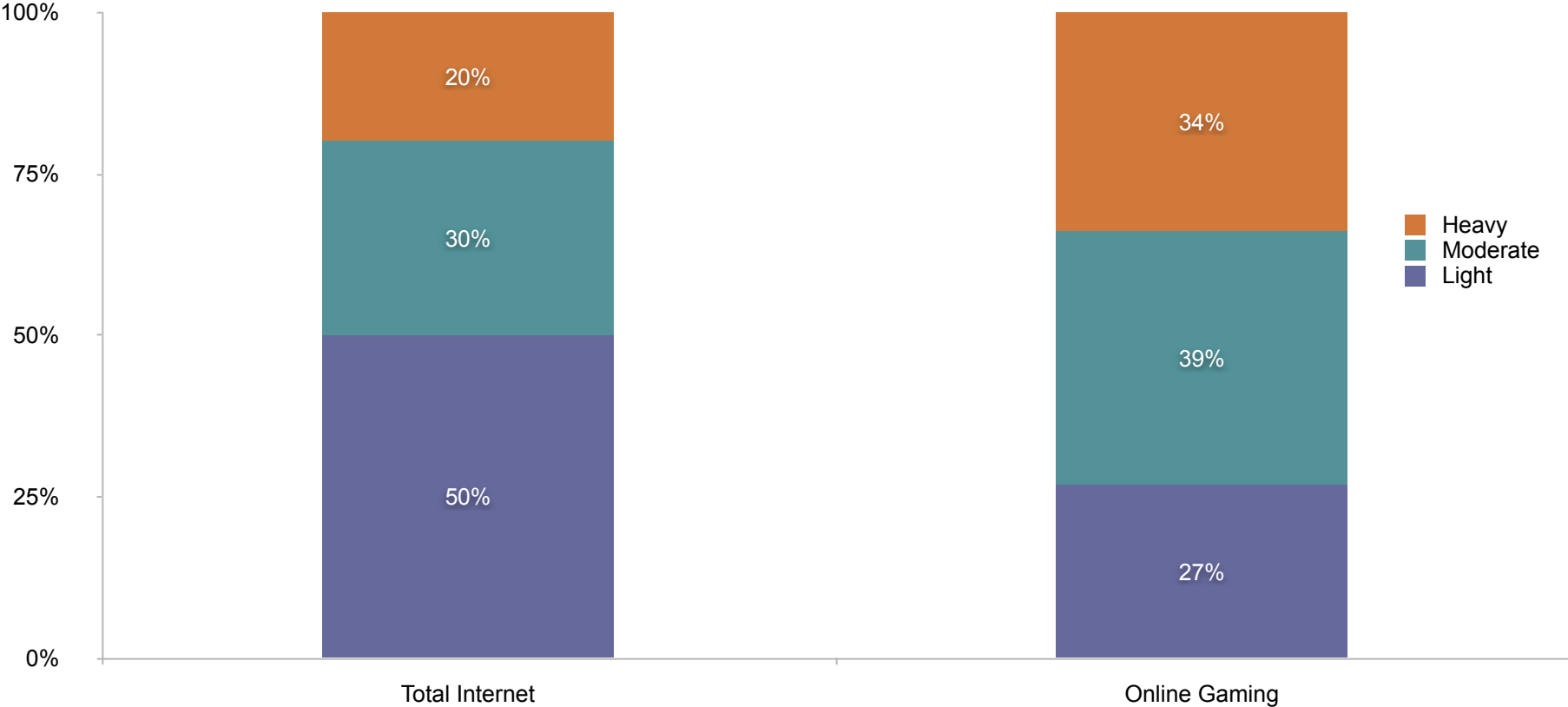
- The economy shrinks consumer expenditures in retail gaming?
- People have less and less disposable income?
- Retail purchasing continues to decline?

Online Gaming outpaced Total Internet growth in every segment



Source: comScore Media Metrix January 2009

Online gaming attracts heavy to moderate net users



Source: comScore Media Metrix January 2009

Casual gaming = Accessible gaming



- People play 'casual' games because they can get at them
- Any game will do – but nicer <> better
- Many casual games are played with 'hard core' or heavy intensity
- Instant gratification means the games come to you and you don't have to wait long for them.
- Digital download becoming 'favored' way of obtaining software vs. physical media

Casual gaming isn't casual at all. It's just lighter, faster and in many cases...free.

And in other news...

- Ad spend in the digital sector is down in most major categories..
- Except video games...
- Wait...advertising to video gamers?

A large, solid blue arrow pointing downwards, positioned on the left side of the slide, pointing towards the text "Bias against video game advertising".

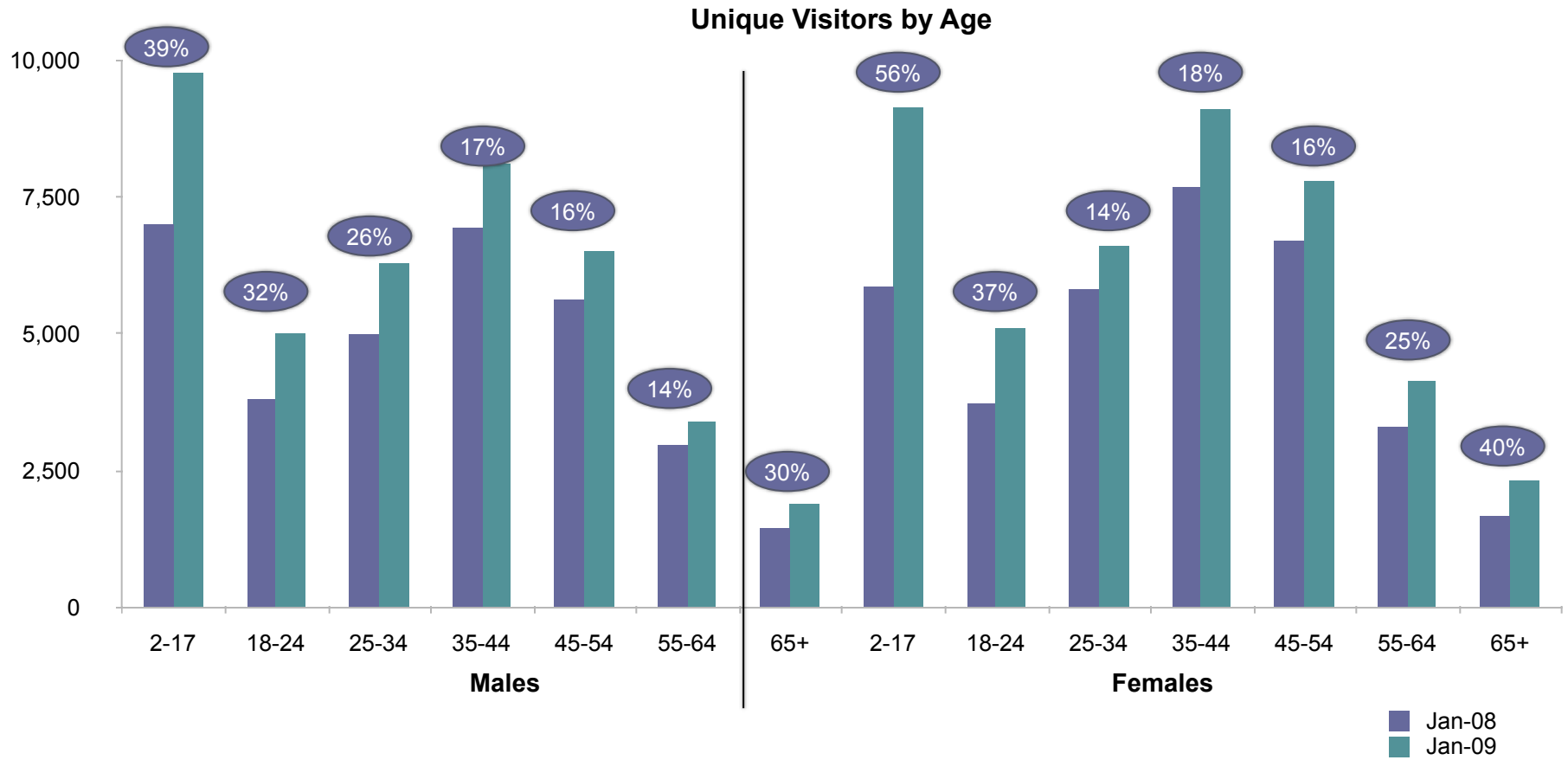
Bias against
video game
advertising

A large, solid blue arrow pointing upwards, positioned on the right side of the slide, pointing towards the text "Factors".

Factors

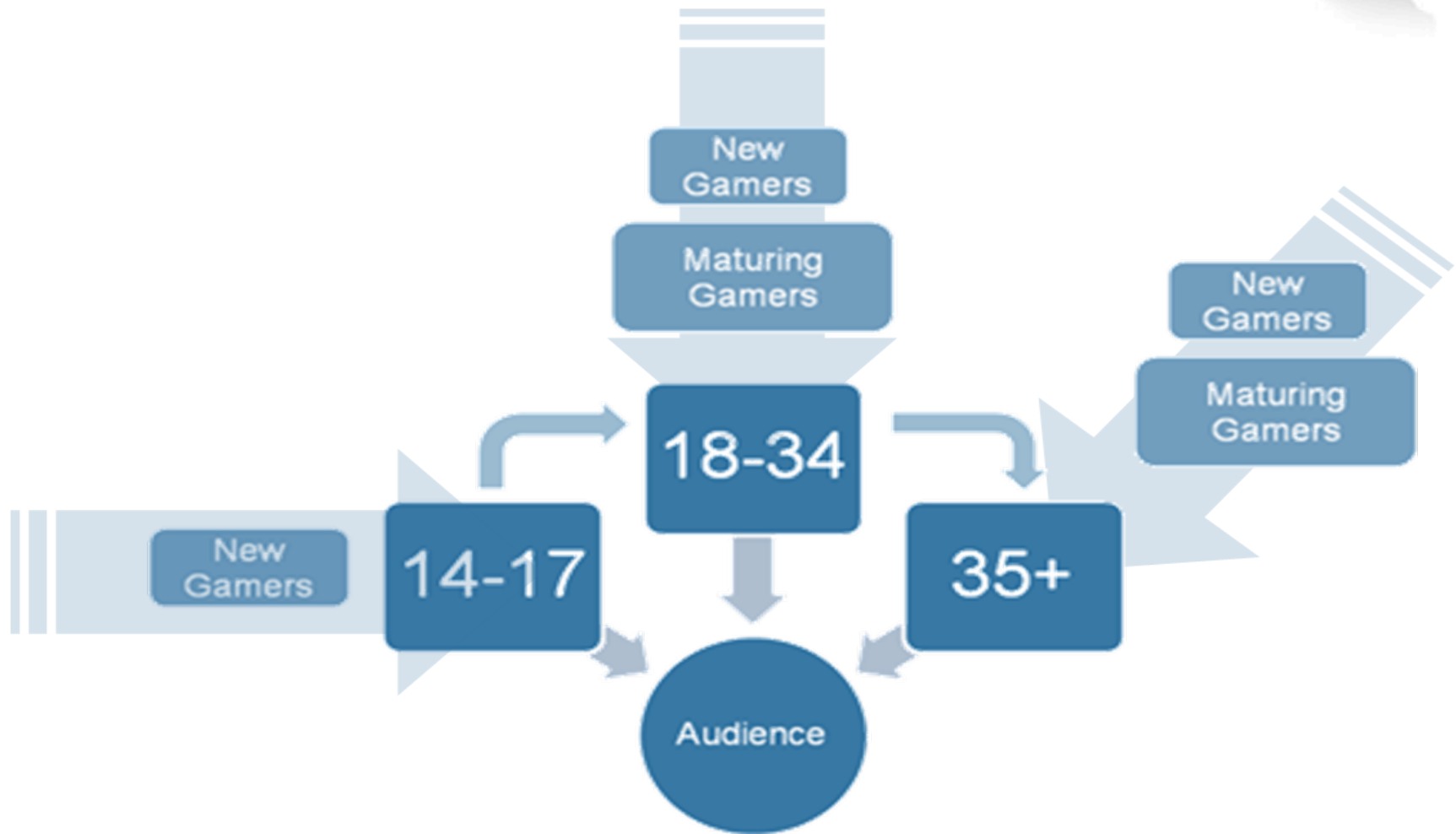
- * Economic downturn
- * Expanded demos sizes, ages
- * Internet adoption

Highest growth with young and older gamers

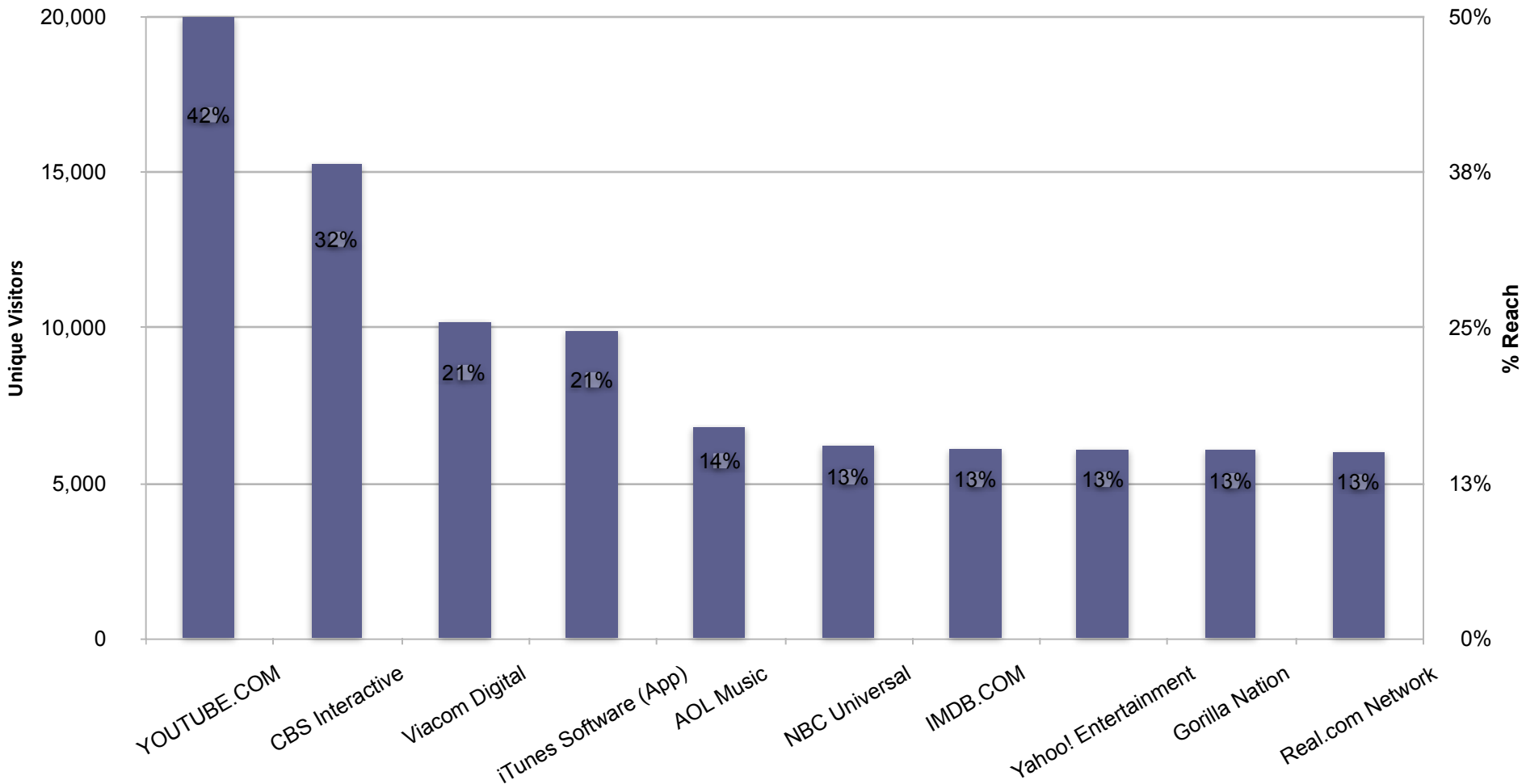


Source: comScore Media Matrix January 2009

Demographic compositional shift

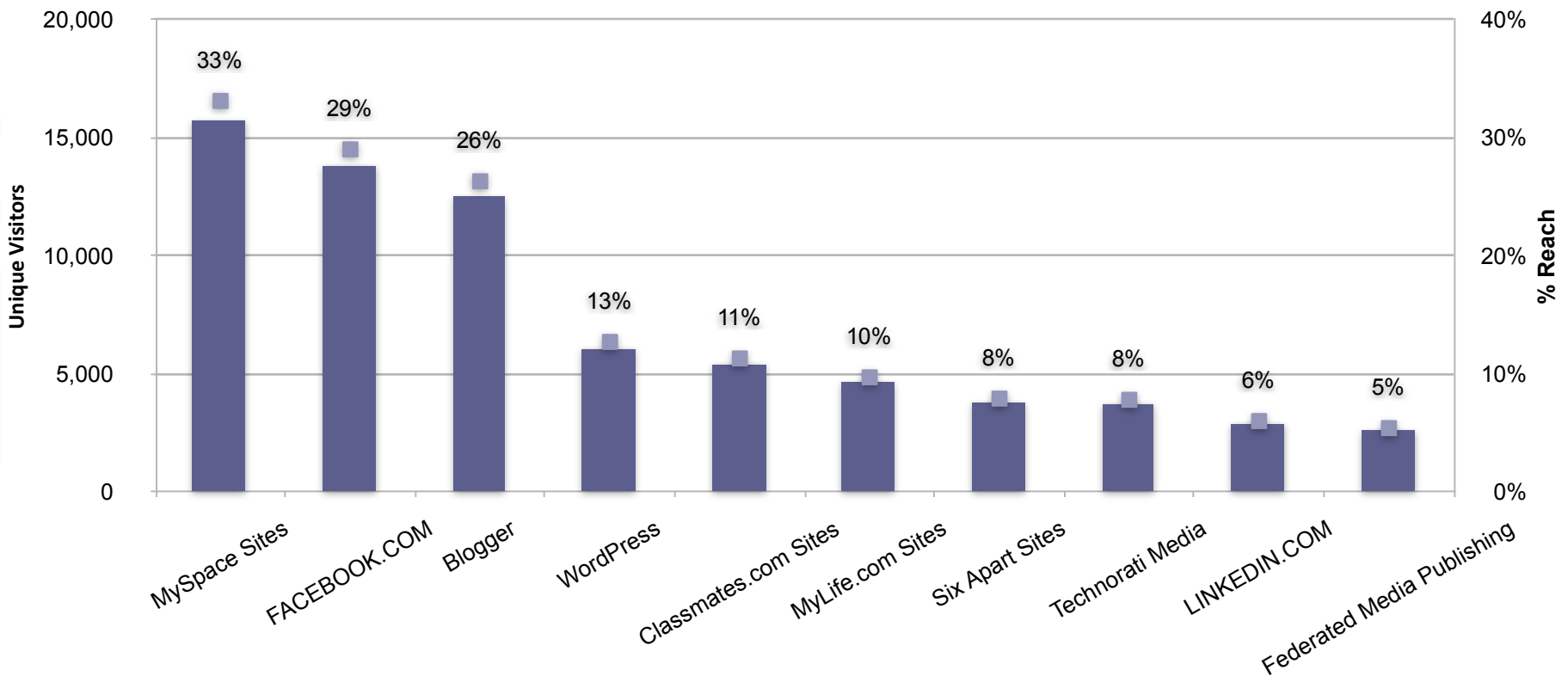


■ Top Ten Entertainment sites for Males 35+



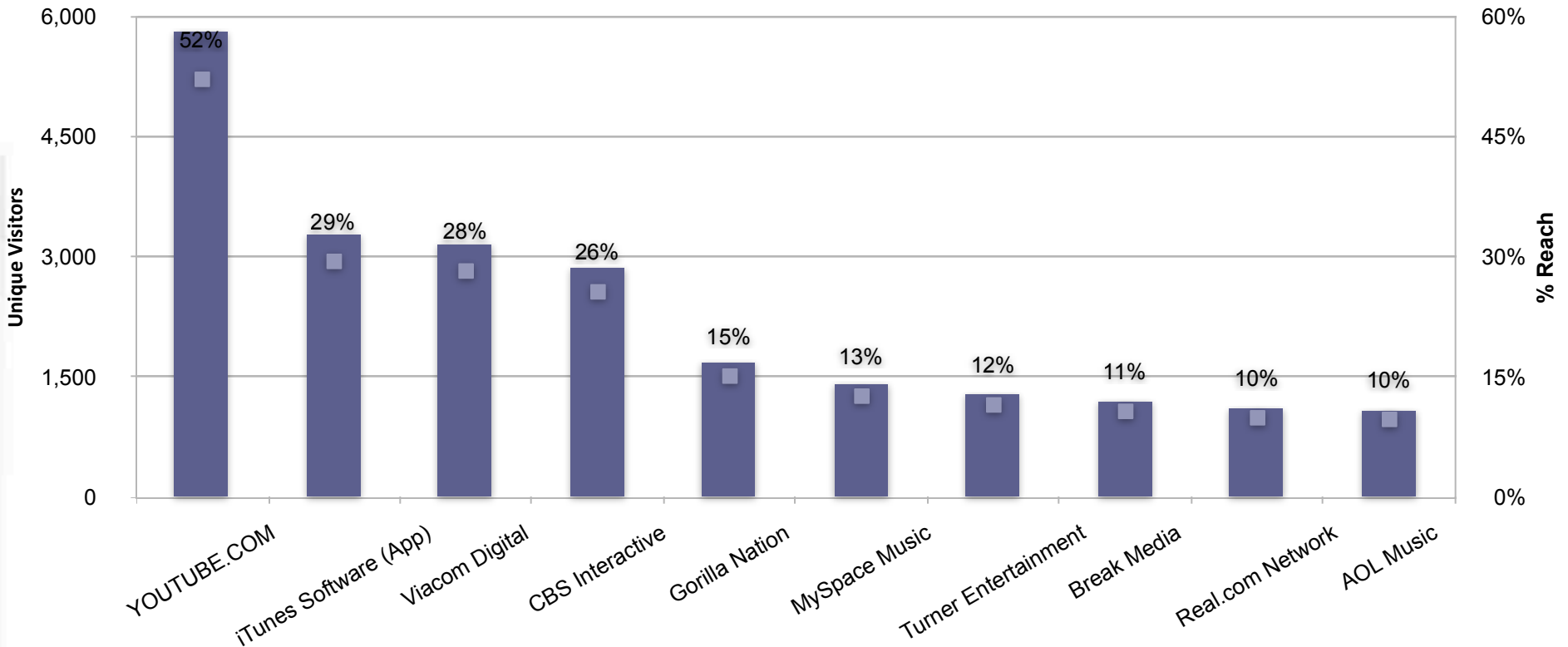
Conversational Media

■ Top Ten Conversational Media sites for Males 35+



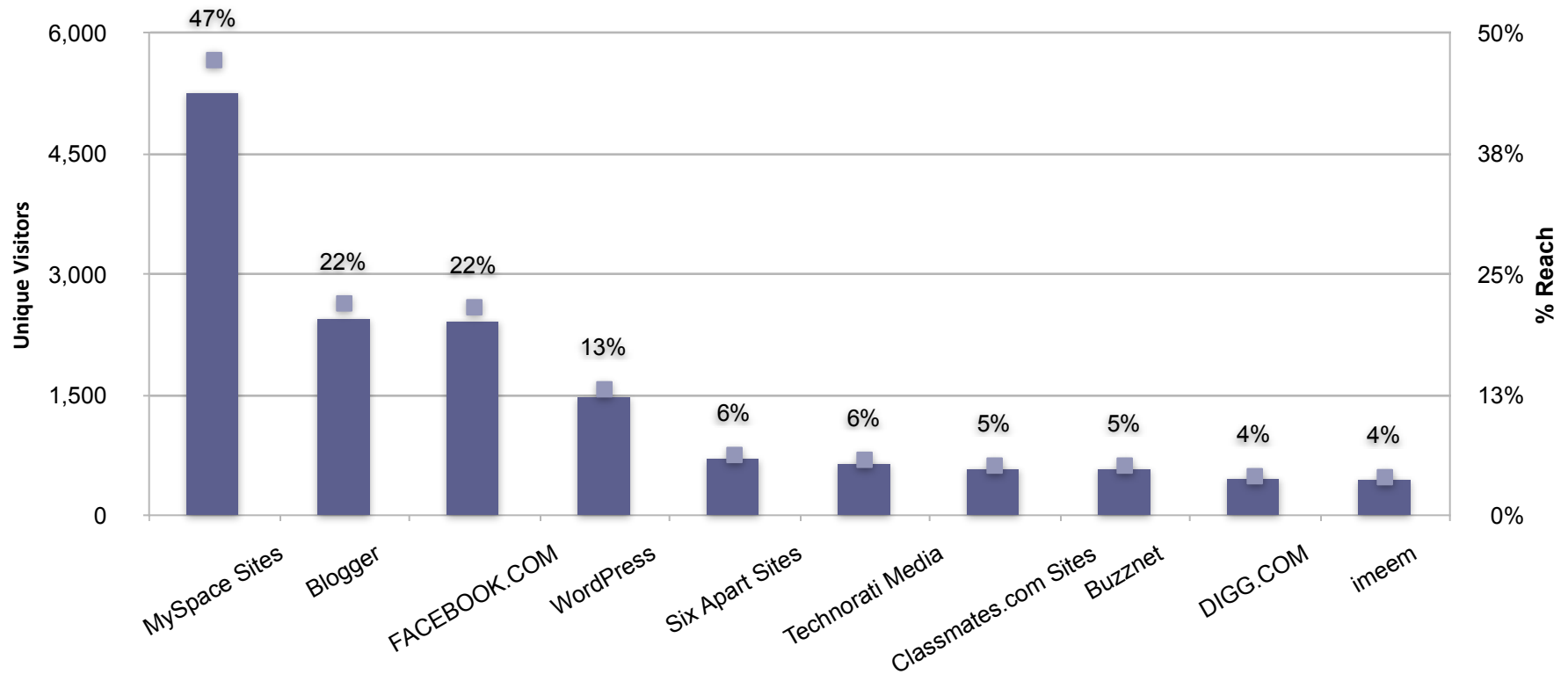
January 2009 comScore MediaMetrix

■ Top Ten Entertainment sites for Males 12-17

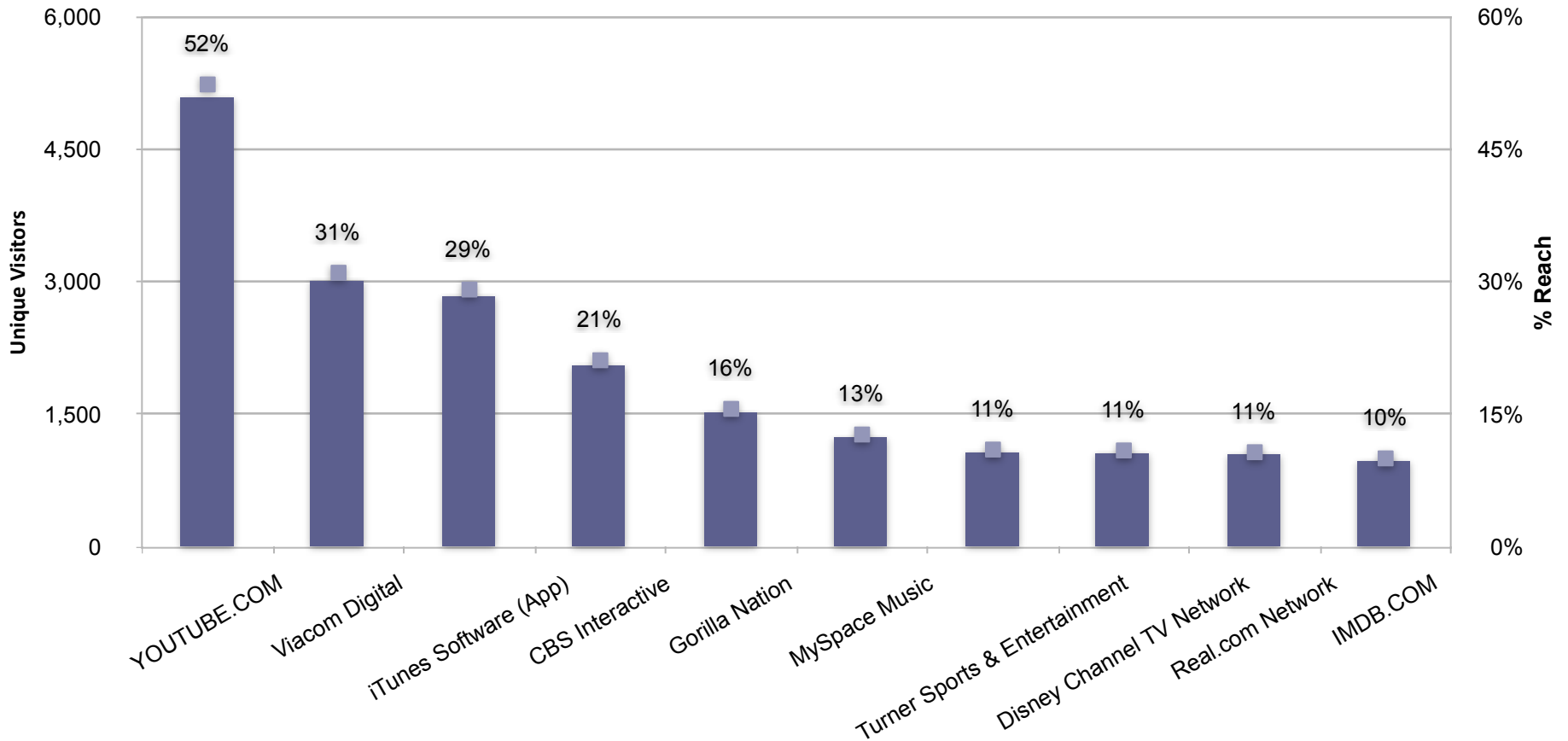


Conversational Media

■ Top Ten Conversational Media sites for Males 12-17

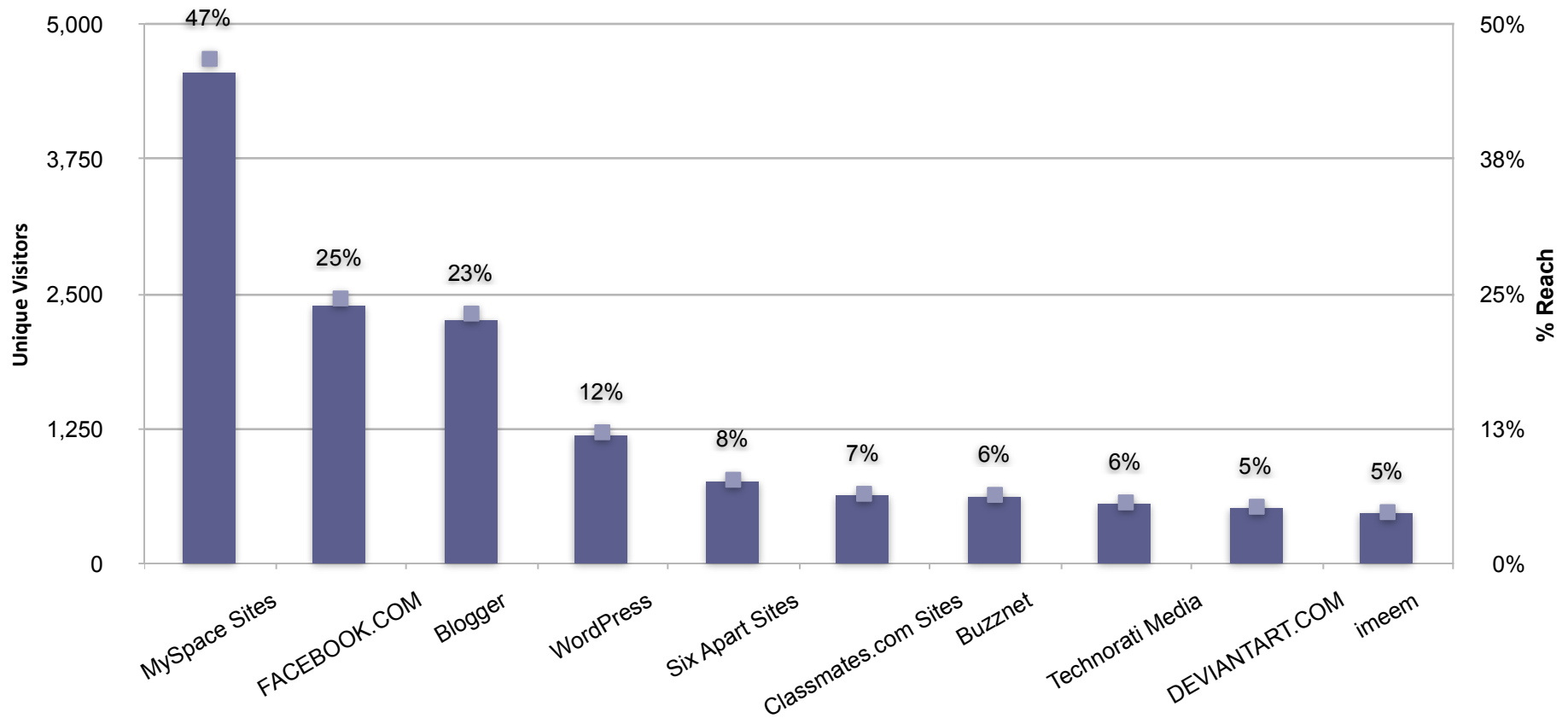


■ Top Ten Entertainment sites for Females 12-17



Conversational Media

■ Top Ten Conversational Media sites for Females 12-17



January 2009 comScore MediaMetrix

Advertising to gamers is growing..

- More ads served to gamers
- Gamers not being 'overrun' by ads
- Marketers becoming 'gamer smart'

Online gaming ad stats

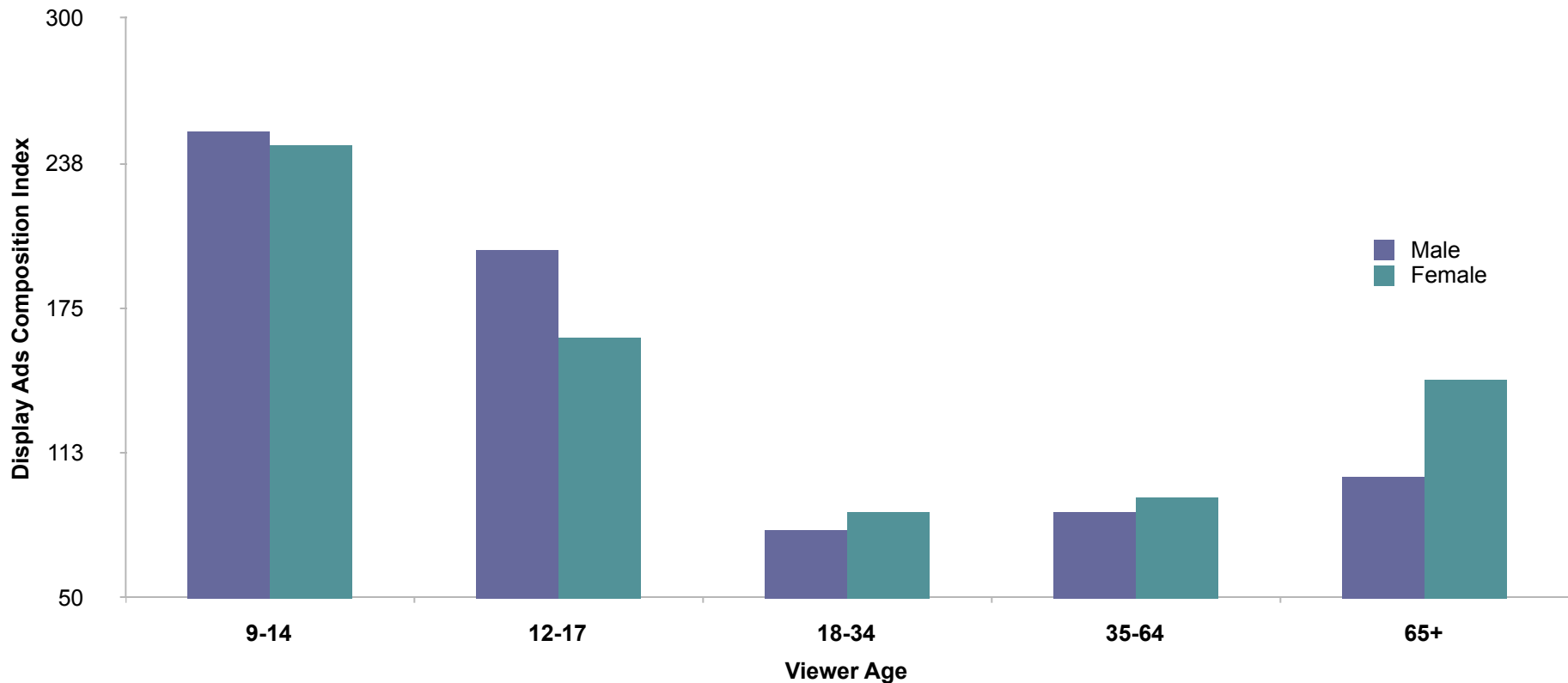
Total Display Ad Views (MM)			
	Dec-07	Dec-08	% Change
Total Internet	396,742	304,048	-23%
Online Gaming	7,237	7,805	8%

Online Gaming	Dec-2007	Dec-2008	% Change
Total Display Ad Views (MM)	7,237	7,805	8%
Share of Display Ads	2	3	41%
Advertising Exposed Unique Visitors (000)	53,854	68,148	27%
Advertising Exposed Reach %	29	36	22%
Display Ads per Page Index	111	113	2%
GRPs Total Pop	2,468	2,641	7%

Source: comScore Media Metrix January 2009

Which gamers are ads on most likely to reach?

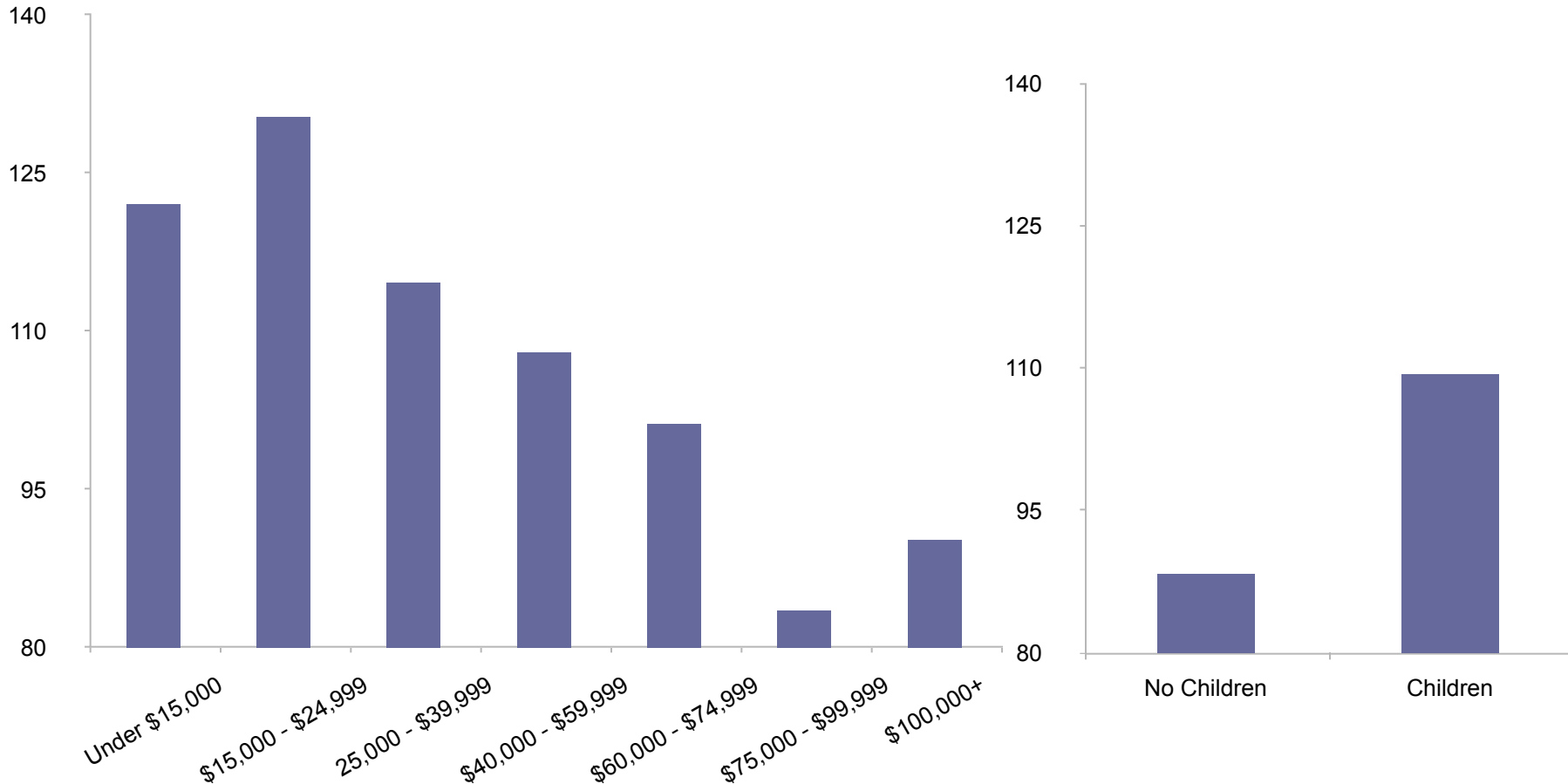
Ad Views are most likely to be young males between 9 and 14
Females share the same skews but Males skew more strongly



Source: comScore Media Metrix January 2009

As incomes are compressed, families with children play more ad-sponsored games

Composition Index Display Ads



Source: comScore Media Metrix January 2009

Factor: online gaming reaches all income levels with the most growth among those earning less than \$15K

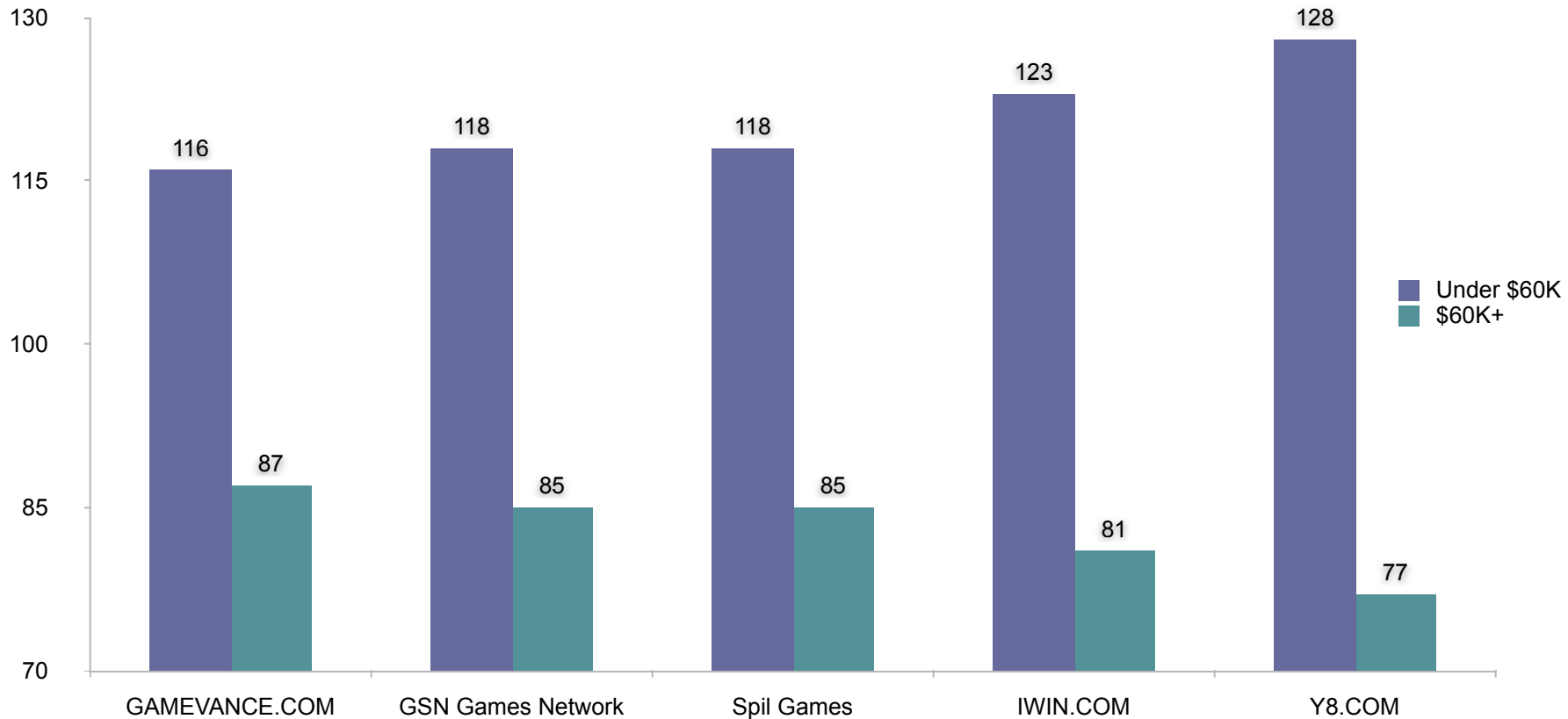


House Hold Income	Growth: January 08 to January 09	Jan '09 Percent of Total Online Gamers by HH	UV composition Index
Less than \$15,000	72%	8%	105
\$15,000 – 24,999	38%	4%	99
\$25,000 – \$39,999	23%	10%	98
\$40,000 – \$59,999	13%	25%	106
\$60,000 – \$74,999	32%	13%	100
\$75,000 - \$99,999	24%	17%	97
\$100,000+	28%	25%	96
All	26%	100%	100

Source: comScore Media Metrix January 2009

Factor: top online gaming sites appeal to lower incomes

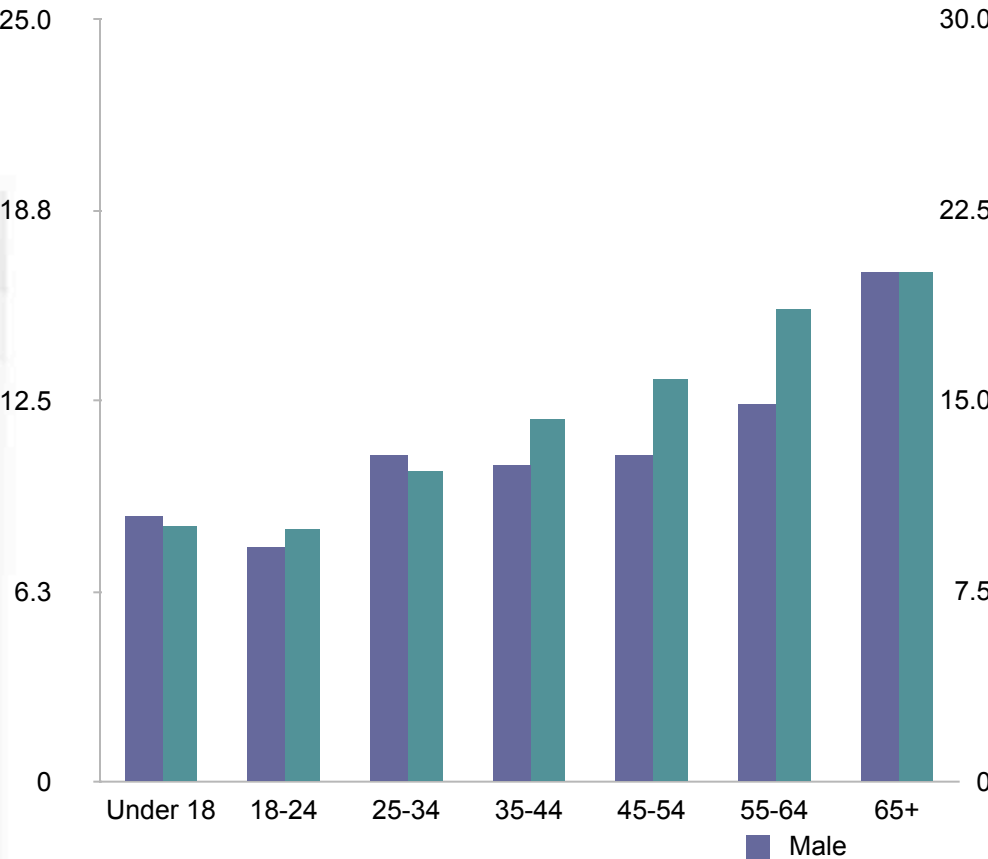
UV composition Index



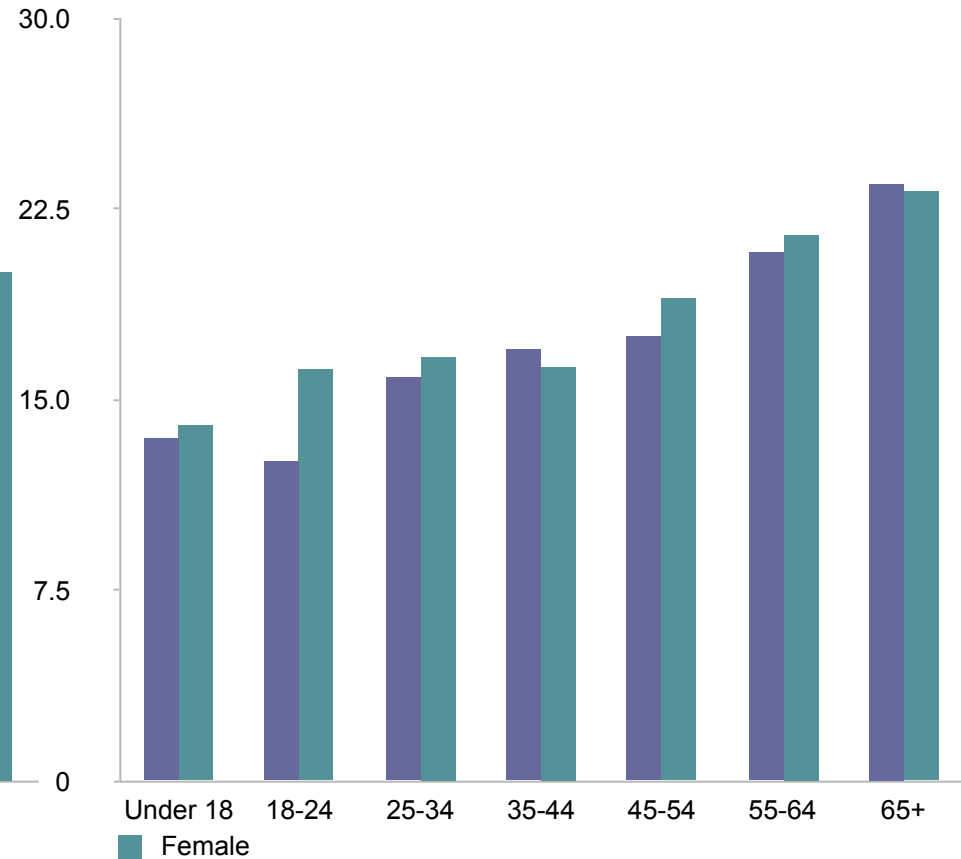
Source: comScore Media Metrix January 2009

Factor: older gamers show higher engagement

Average Visits per Visitor by Age

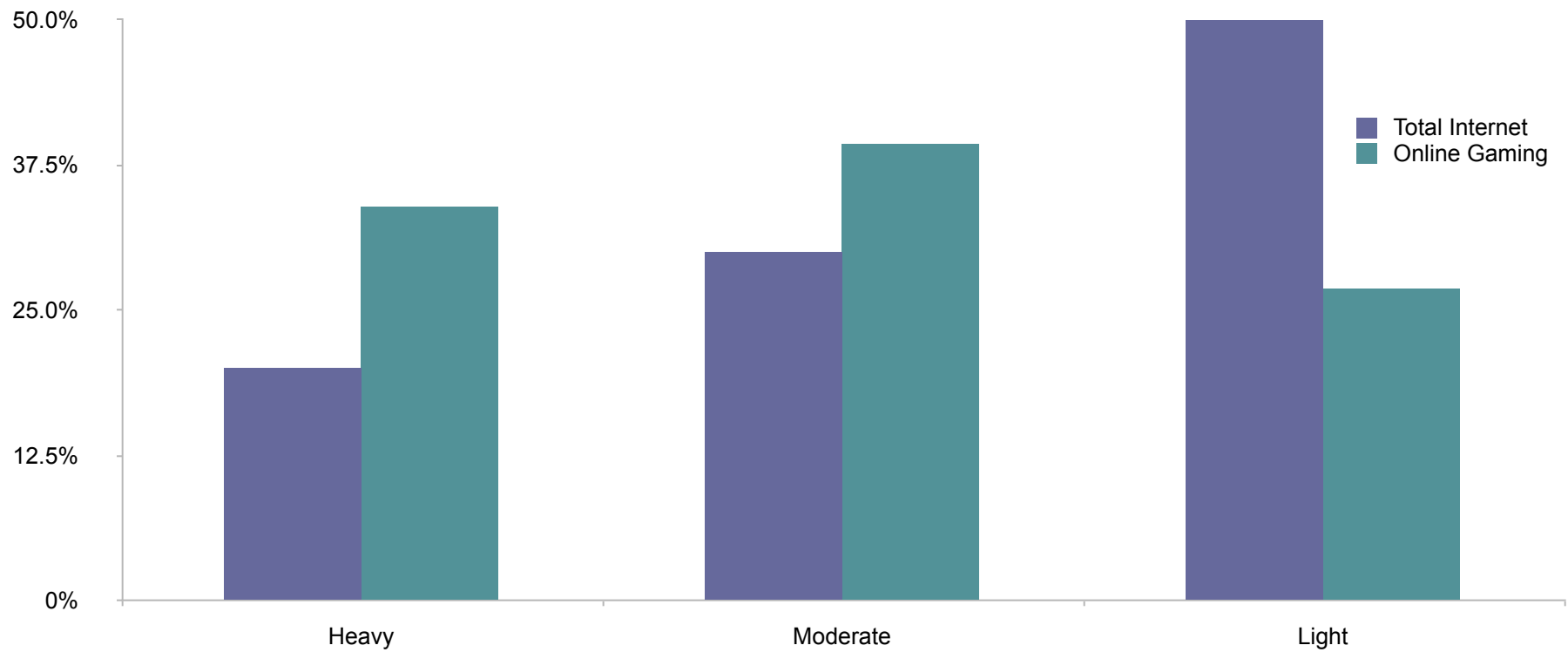


Average Minutes per Visit by Age



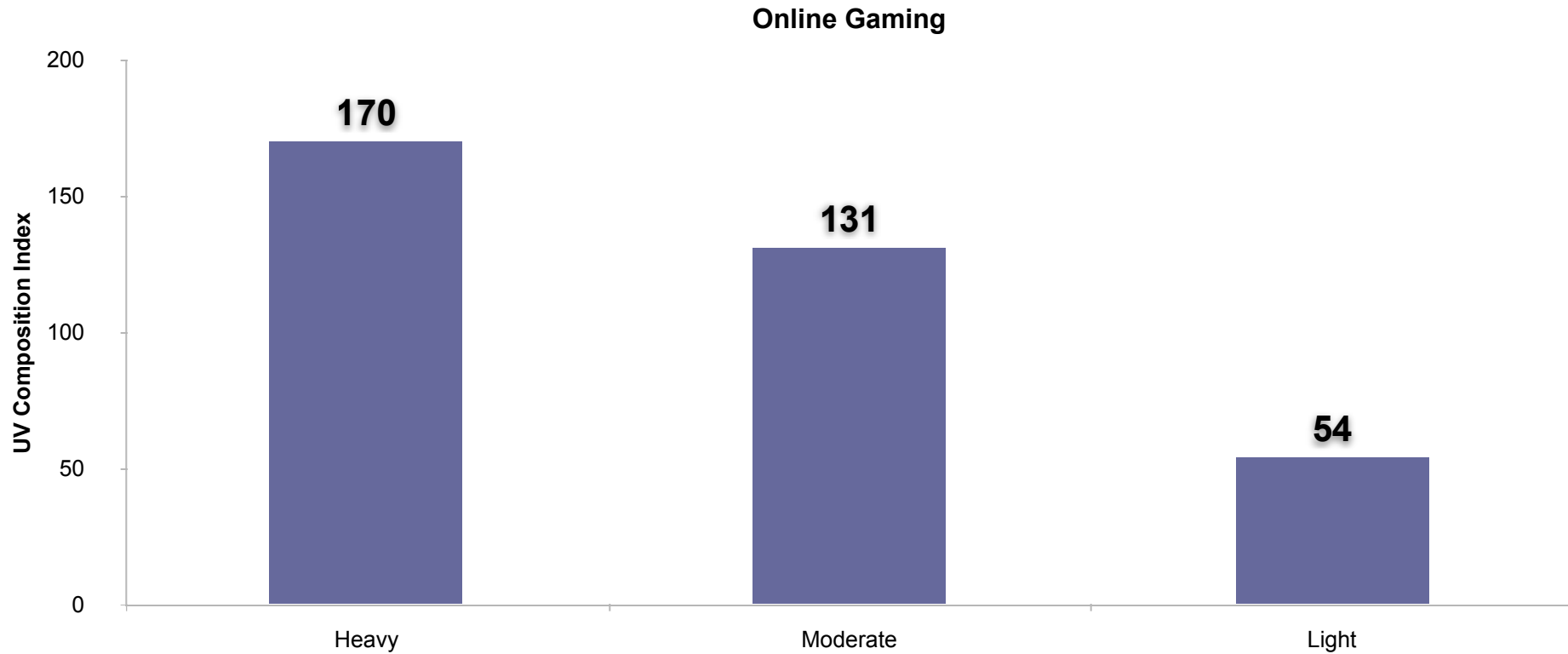
Source: comScore Media Metrix January 2009

Factor: online gaming attracts heavy and moderate internet users



Source: comScore Media Metrix January 2009

Factor: online gamers 70% more likely to be heavy internet users



Source: comScore Media Metrix January 2009

Wow. We're completely full of stats. Predictions?

- The monetization of video games has changed
 - Retail 'Box' slipping
 - Digital downloads acceptable by mainstream consumers
 - Advertising in around games the 'norm' not the 'exception'
- The Model is changing.
 - Consumers want more for less
 - Digital downloads acceptable by mainstream consumers
 - Gaming consumer 'eyeballs' valuable to Madison Ave
 - Games are easier to program, market and release!
- **Bold Prediction Number One: Games become more like Movies & TV**
 - 'A' titles you pay for
 - The majority are ad sponsored – and you don't pay.
 - Some have 'A' aspirations, but go 'straight to DVD'

You sir, are bold! Tell us more.



comScore

- Measure. Everything – everywhere.
 - Who is playing your game
 - From where?

- Understand the eyeball
 - In games that are not exclusively retail – Eyeball Value is king
 - If it can't be measured – IT DIDN'T HAPPEN.
 - P.S. You can't be the one to tell people – what happened.

Thanks for taking time today!



- Remember: Rate High! ;)
- Edward Hunter, Director Gaming Solutions (erhunter@comscore.com)
 - 312.775.6529
 - Yahoo: edwardrhunter
 - Gtalk: erhunter@gmail.com

Please feel free to contact me at any time!