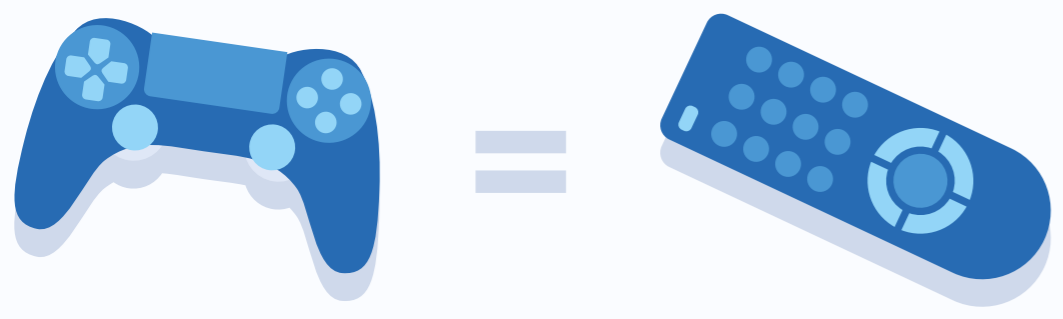


The new gaming era



There are now as many gamers as there are those who watch live TV

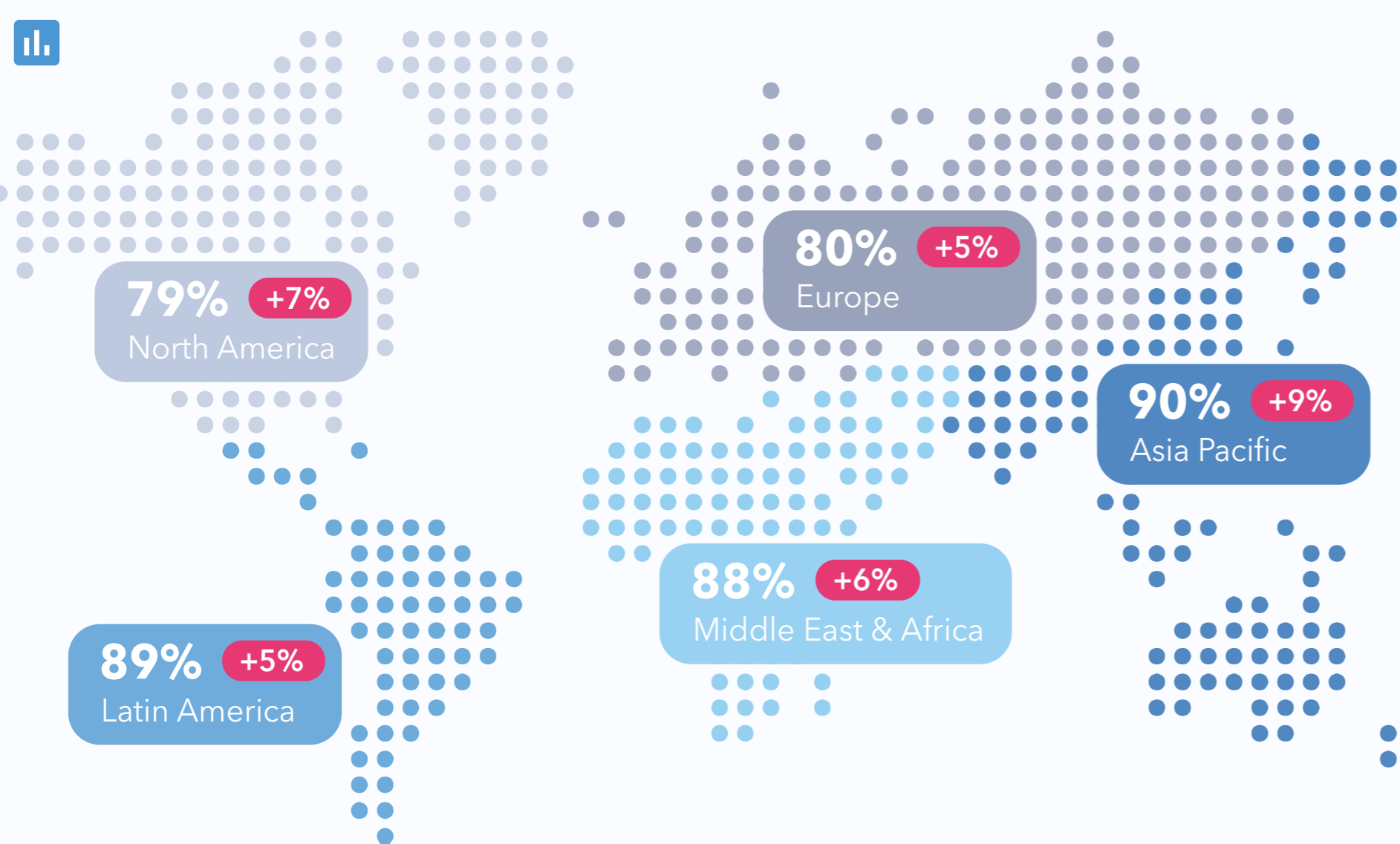


THE WORLD OF GAMING

Mobile and PC-gaming have enjoyed steady growth
% of global internet users who use the following devices to play games



Gaming around the world
% of global internet users, in each region, who play games on any device



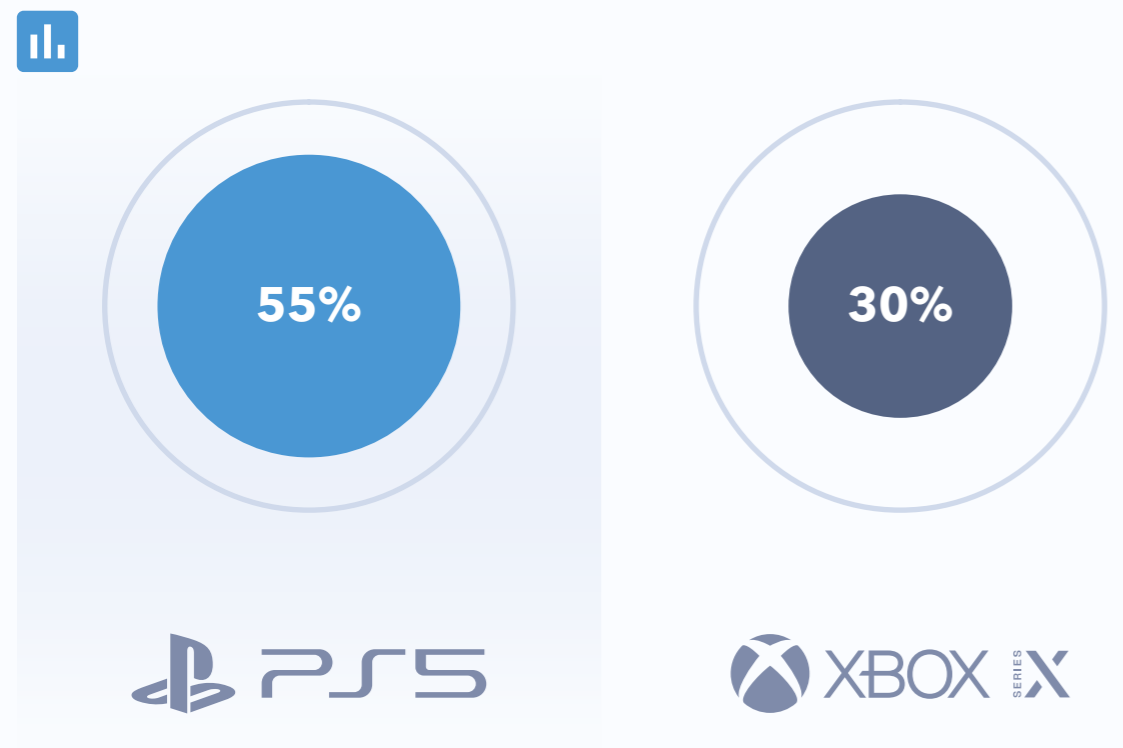
For many, the pandemic has made gaming a more common activity

- Among UK and U.S. internet users, since the COVID-19 outbreak...
 - 30% are playing more video games than before
 - 31% are playing the same amount of video games as before
 - 7% are playing less video games
 - 2% have just started playing video games

NEXT-GEN DESIRES

Ninth generation console interest favors the PS5

% of global internet users, planning to purchase a games console, who say they're interested in the following console brands



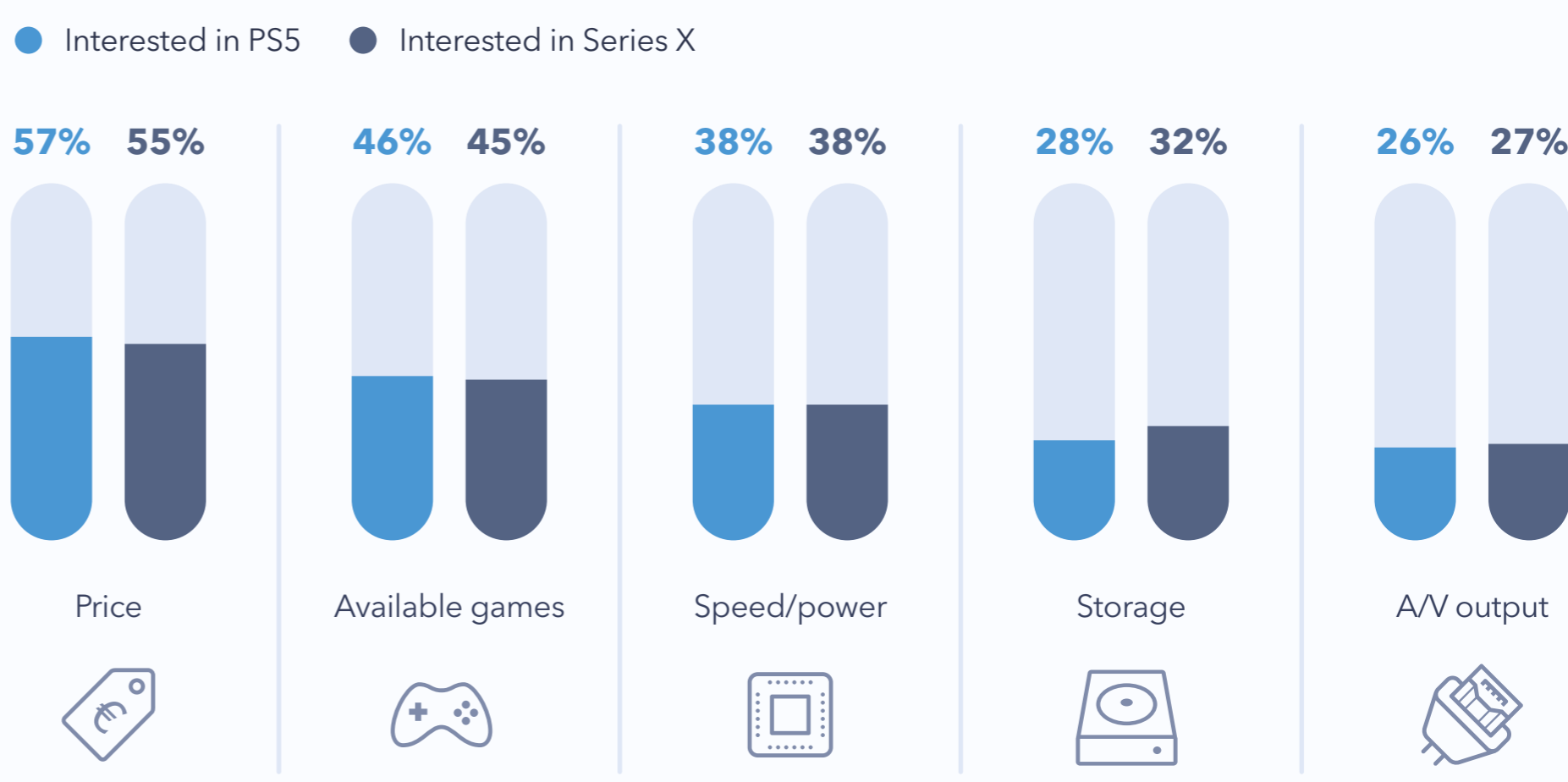
Among eighth generation devices, however, Nintendo beats out competitors

% of global internet users, planning to purchase a games console, who say they're interested in the following console brands



Price and game availability are crucial to next-gen console ownership

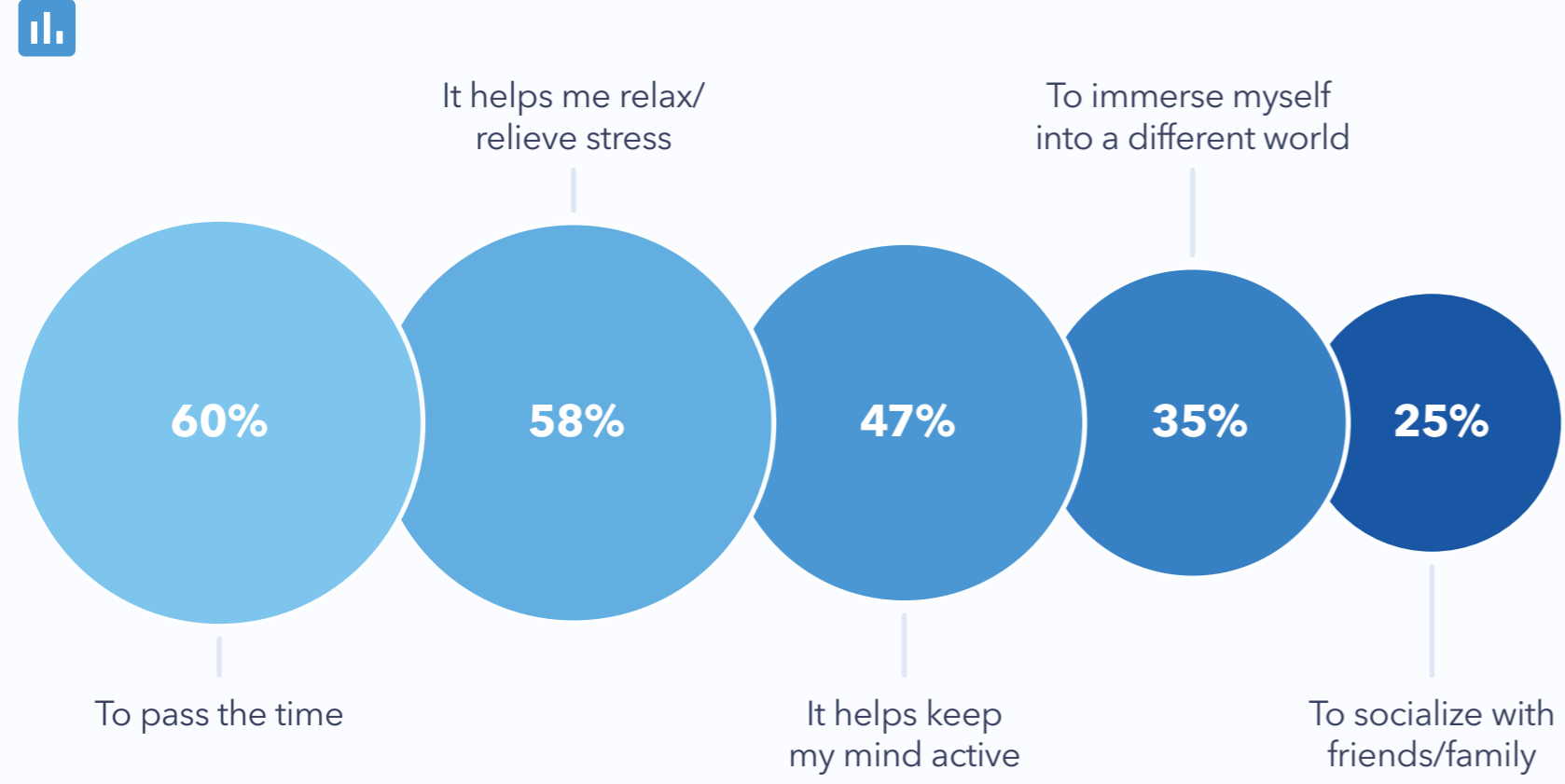
% of UK and U.S. gamers who say the following are important when purchasing a new console



THE GAMING MENTALITY

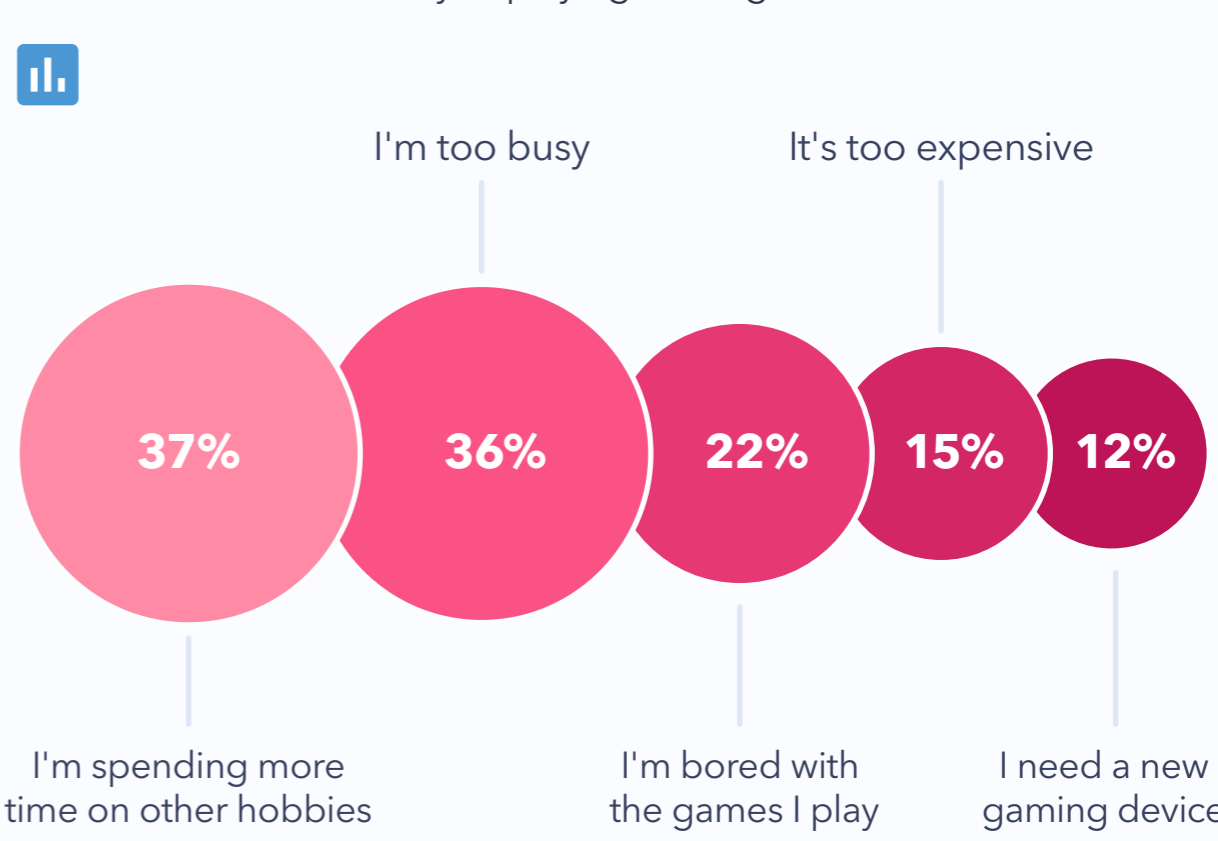
Among those gaming more, relaxing, time passing, and immersion are top incentives for doing so

% of UK and U.S. users gaming more, who say the following are the main reasons they play games



Other activities have taken priority for those gaming less - but new games and consoles may change that

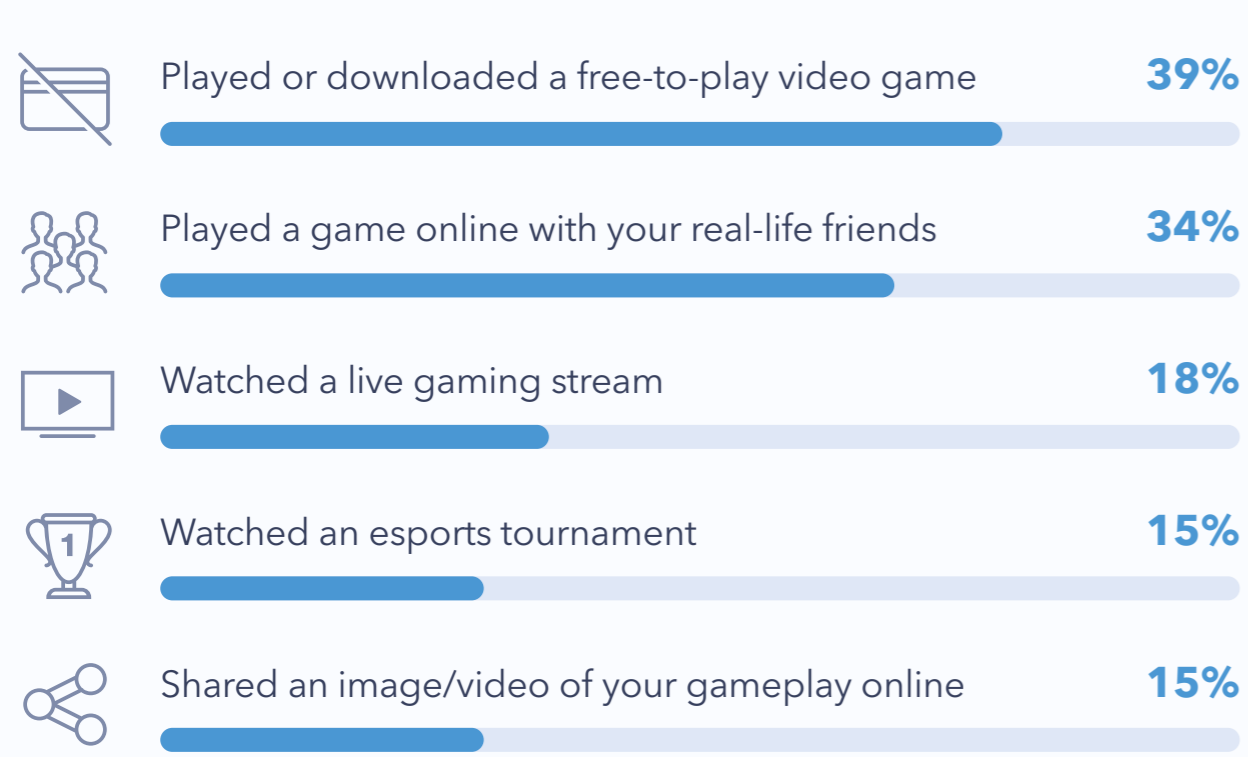
% of UK and U.S. users gaming less, who say the following are the main reasons they're playing fewer games



1 in 5 UK and U.S. internet users gaming less, plan to purchase a games console or video games in the next 3-6 months

Free, social gaming is a priority

% of global gamers, on any device, who did the following in the last month



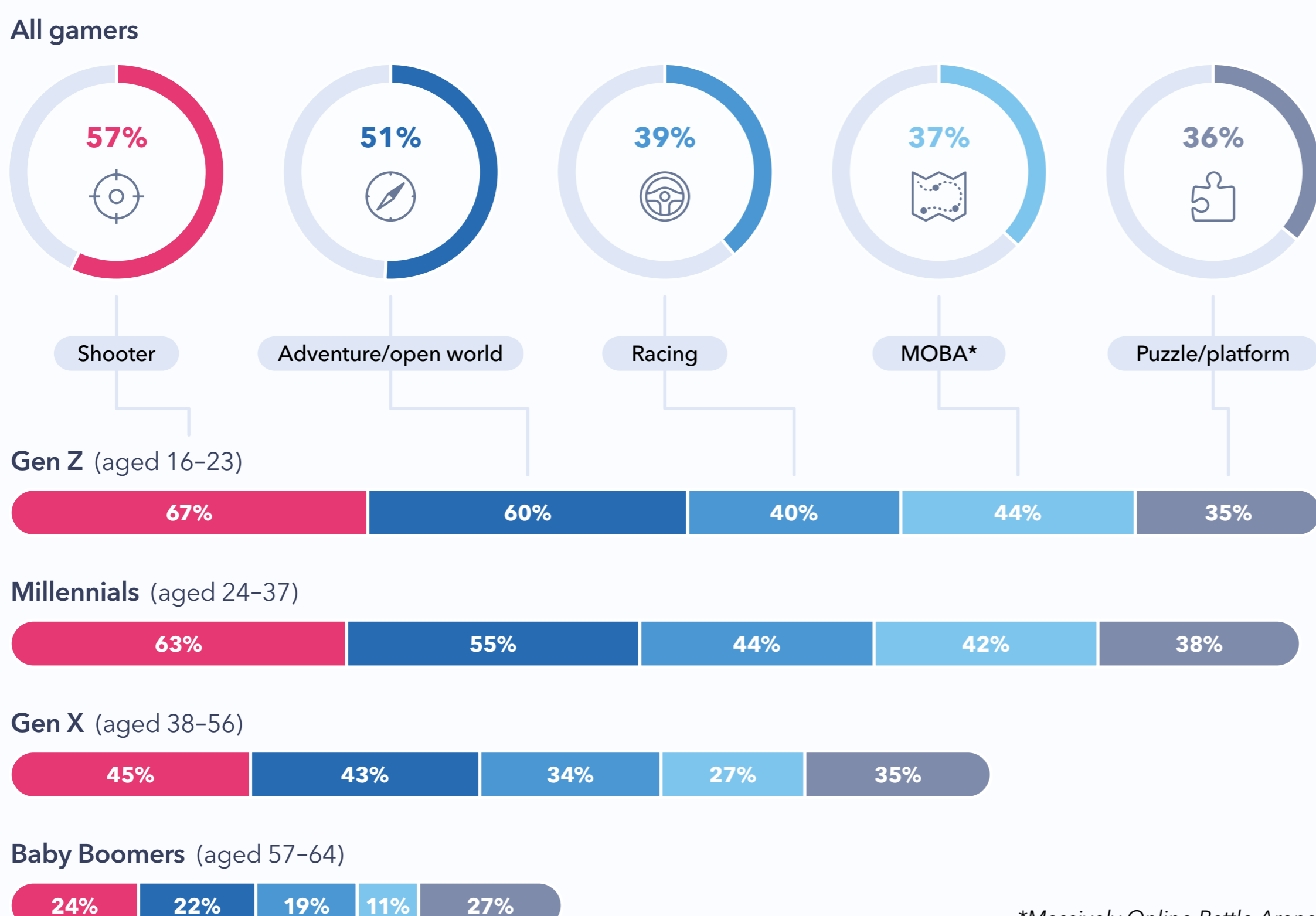
Compared to the average gamer globally in the last month...

- Male gamers are 28% more likely to have watched an esports tournament
- Gen Z gamers are 44% more likely to have watched a live gaming stream
- 13% of gamers in Mexico played a game using a cloud-gaming service, the highest worldwide



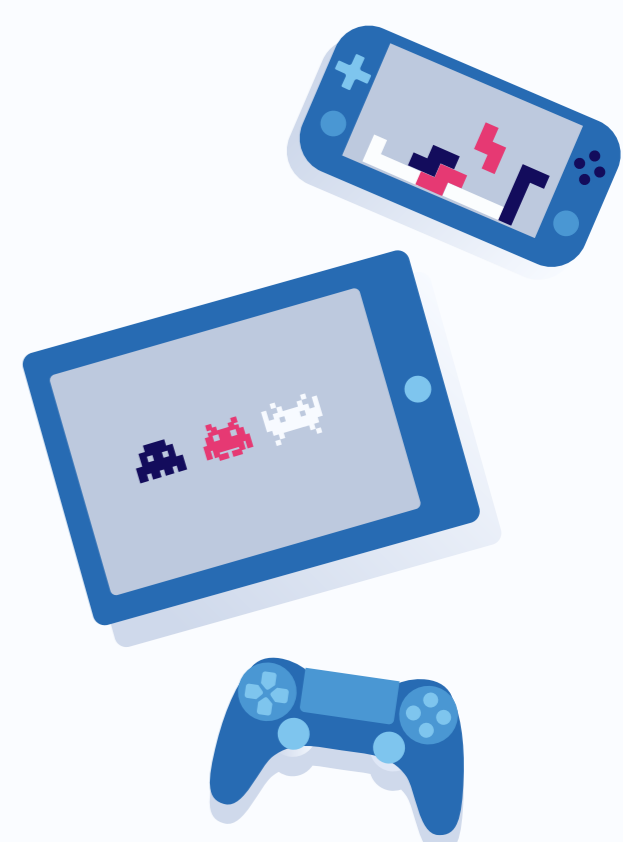
Shooters remain the most popular genre for gamers of all ages

% of global gamers, on any device, who played the following gaming genres in the past 12 months



Compared to the average global gamer, in the last 12 months...

- Gen Zs are 34% more likely to have played a Battle Royale title
- Console gamers are 83% more likely to have played Grand Theft Auto
- Females are 29% more likely to have played a music/rhythm title



*Massively Online Battle Arena