Everything you wanted to know about video game usage for consoles and personal computers, with detailed demographics

with Nielsen GamePlay Metrics

The Nielsen Media and Online panels are electronically metered to provide actual gameplay information for PCs and game consoles. Analyze the who, what, where and when of video gaming from this web-based syndicated product.

Proven Data and Processes

- **Sophisticated Nielsen metering technology** – Accurately and reliably recognize video game play, game title, duration and person(s) playing. Currently title-level data appears for over 2,300 PC titles. Title-level data for console and handheld games coming in 2010.

- **Widely used Nielsen panels** – Nielsen’s National TV Panel (17,000+ homes/30,000+ individuals) for console gaming measurement and Nielsen’s MegaPanel for PC/Internet gaming measurement (over 180,000 homes/300,000 individuals).

- **Robust and scalable processing** – Same architecture and infrastructure that provides critical TV measurement information.

- **Consistent and easy-to-use web application** – Retrieve and customize data quickly through a user-friendly web application interface.

Data Available

- Game title
- Share
- Platform type
- Game publisher
- Category/Genre
- Average session minutes
- Demographic composition
  - Age/Gender
  - Income
  - Education
- Daypart
- PC title universe projections

(_console universe projections coming in 2010)

Key Benefits:

- Electronic measurement collection versus survey based
- Data collected through actual usage
- Reliable and accurate
- Data comes from the same infrastructure that produces Nielsen’s TV and Online products
- Cross media analysis capabilities through the usage of the Nielsen Panels
Some Video Game Facts and Figures

August 2009 console usage:

- Male Xbox 360 averaged 30.2 hours of console use during August
- The PS2 accounted for 21% of console usage in August 2009; in August 2008 it accounted for 31%
- 27% of all female console minutes in August came from the Wii
- 35% of all August usage on the PS3 came from males and females aged 25-34
- 23% of the console usage in August came from older consoles (everything but PS2/PS3, Gamecube/Wii and Xbox/Xbox 360)

Source: All data charts, facts & figures from The Nielsen Company, August 2009