

# Computer and Video Game Industry Data Updated for 2000

**60% of all Americans age six or older, or about 145 million people, say they play computer or video games\***

- More than 215 million computer and video games were sold last year, or more than two for every household in America. This represents a 19% increase over 1998 sales levels, making 1999 the fourth consecutive year of double digit growth for the industry. \*\*
- In 1999, the best selling genres of games were action, strategy/role-playing, sports and racing titles. \*\*
- Top reasons why frequent game players like to play games:\*\*\*
  - They are challenging (78.4%)
  - They relieve stress (55.1%)
  - They provide a lot of entertainment value for the money (48.9%)
  - They are a social activity persons can enjoy with their friends (37.4%)
- Games are a social activity. Frequent game players say they play games... \*\*\*
  - With their friends (58.6%)
  - With brothers and/or sisters (33.5%)
  - With their spouse (26.6%)
  - With their parents (25.1%)
- 97% of all people who actually purchase PC games, and 87% of those who purchase console games, are 18 years old or older. \*\*\*
- American computer and video game publishers lost an estimated \$3 billion worldwide in 1999 due to software piracy, not including tens of millions of additional dollars lost to Internet piracy. (Source: IDSA)

\* Source: Peter D. Hart Research Associates for the IDSA, March 2000

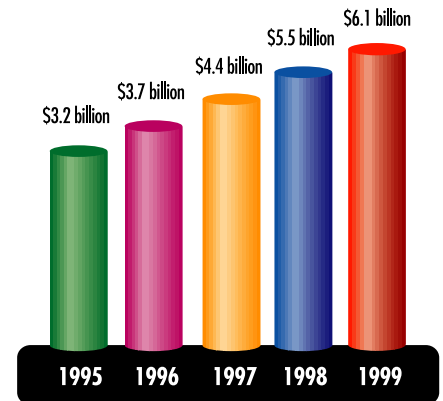
\*\* Source: The NPD Group

\*\*\* Source: IDSA Annual Consumer Survey, April 2000

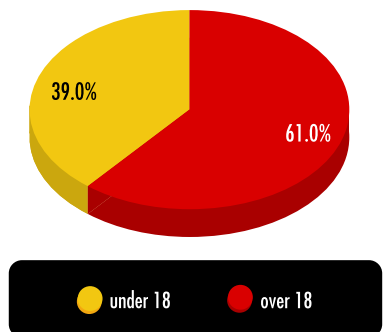


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**1999 Computer and Video Game Industry Growth\*\***

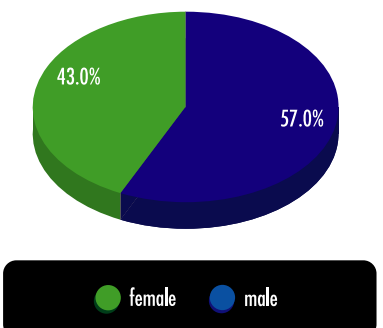


**American Computer and Video Game Use by Age\***



61% of gamers are 18 or older

**American Computer and Video Game Use by Gender\***



43% of Americans who play computer/video games are female and 57% are male