

# BREAK MEDIA FINDS 75% OF AUDIENCE ARE CONSOLE GAMERS



**We Know Guys**

Video game software for console platforms—dedicated boxes, handhelds and PCs—reached \$11.7 billion in sales for 2008 according to the Entertainment Software Association. With fierce competition for generating awareness of new titles, effectively reaching console gamers is critical for a successful launch that stimulates the word-of-mouth so influential to game sales. Many game publishers direct their online advertising solely to gaming news and reviews sites, but a study by Break Media indicates publishers can boost their online advertising effectiveness with supplemental placements on entertainment sites such as Break.com—Break Media's premier online video community for men.

## SUMMARY OF KEY FINDINGS

- \* Three-fourths of Break's audience are console gamers who average 16 hours of play time per week.
- \* Some Break gamers play on a single platform (dedicated box, PC or handheld), but almost 40% play on all 3 platforms. Most own around 3 console models, but over one-third (36%) owns 4+ models.
- \* Break gamers bought an average of 7 games and received 4 as gifts in the past year. More than one-quarter (28%) spent over \$200 on console games in the past year.
- \* Heavy users of Break (i.e. visit site multiple times each day) own the most consoles, play the most hours each week and spend the most money on games. They comprise 27% of the Break console gamer population.
- \* Few Break gamers visit gaming news & reviews sites (e.g. IGN), thus game publishers miss a sizable population of gamers when entertainment sites like Break.com are not included in the media plan.

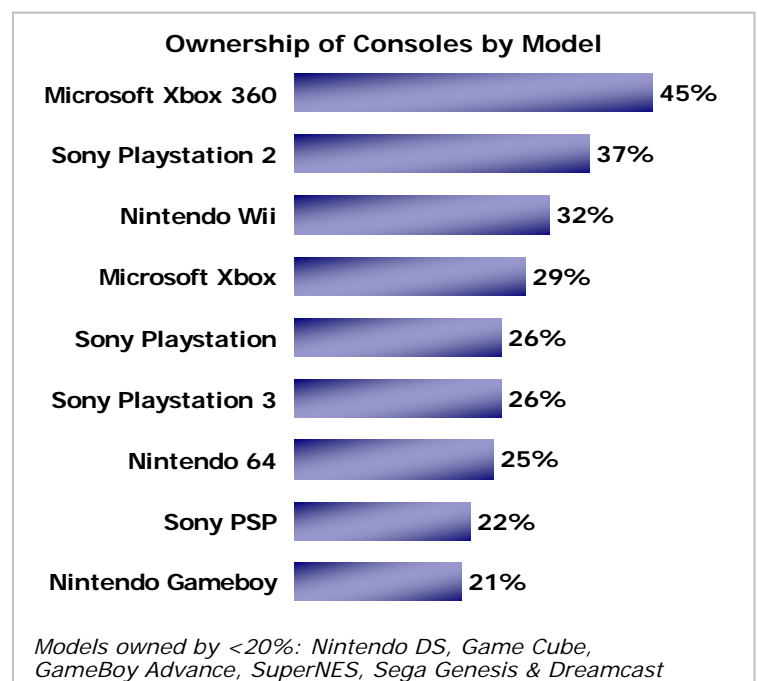
## WHOPPING 75% OF THE BREAK.COM AUDIENCE ARE CONSOLE GAMERS

Three-fourths of the Break audience are console gamers. Among these, the "heavy users" of Break (i.e. visit the site multiple times each day) own the most consoles and play the most hours each week. Heavy users comprise 27% of the Break console gamer population.

Break gamers love consoles with 78% playing on boxes, 78% on PCs and 56% on handhelds. And almost 40% say they play regularly on **all three** types of platforms! The most popular consoles owned are Xbox 360, Playstation 2 and Nintendo Wii followed by Xbox, Playstation and Playstation 3.

### About the Research

The study is based on 1,600+ visitors to Break.com in August 2009, 779 of which indicated they were console gamers defined as: uses a box, handheld or PC platform to play console video games; excludes persons who only plays via an online platform or games packaged with PC operating systems.



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Break gamers on average own more than 3 console models, but 36% own **4 or more** models.

Across all platforms combined, Break gamers play on average 16 hours per week. Heavy users of Break are significantly more likely to play 16+ hours per week.

**Shooter** games are by far the most popular genre among Break console gamers. Second most popular genres are: Military/Strategy, Role Playing, Action and Racing/Flying.

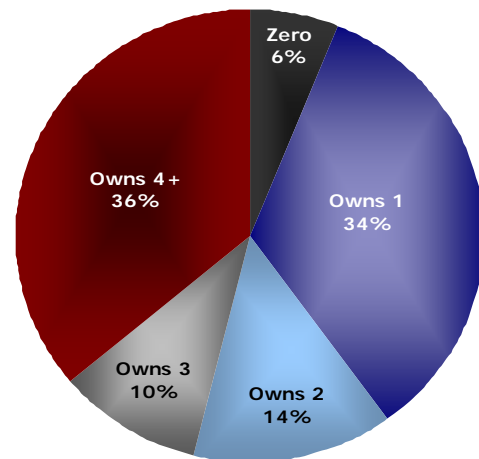
### Ranking of Gamers' Top 3 Genres

First-Person Shooter	68%
Military / Strategy / Defense	41%
Role Playing / Fantasy	38%
Action / Adventure / Arcade	36%
Racing / Flying / Simulator	32%
Sports	28%
Fighting / Boxing / MMA	20%
Puzzles / Brain Teasers	9%
Casino / Cards	5%
Board Games	5%

## BREAK GAMERS SPEND...AND SO DO THE PEOPLE WHO LOVE THEM

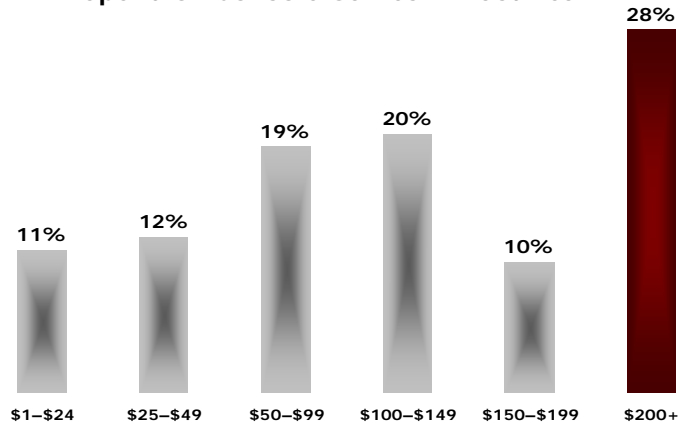
The overwhelming majority of Break gamers both buy games for themselves AND receive games as gifts (the small percent *only* receiving games as gifts tend to be under 18 years old). Almost 90% of Break gamers bought console games in the past year, with an average buy of over 7 titles. Break's heavy users were the most prolific buyers, purchasing an average of 9 titles last year. Over half (56%) of Break gamers received console games as gifts, with an average haul of more than 4 titles. Combining purchases and gifts, Break gamers added an average of 12 new titles to their video game libraries in the last year.

Number of Consoles Owned  
(includes handhelds)



In terms of dollars, almost two-thirds (58%) of Break's gamers spent more than \$100 on games in the past year—and 28% spent more than \$200! Break's heavy users are significantly more likely to have spent in the \$200+ range last year.

Spend on Console Games in Past Year



Of particular interest are Break gamers (29%) who bought games for their own use for a platform they **did not personally own!** In other words, one-third of Break console gamers are leaving their homes to play on other people's consoles. Talk about the optimal scenario for generating powerful word-of-mouth advertising! Wow!

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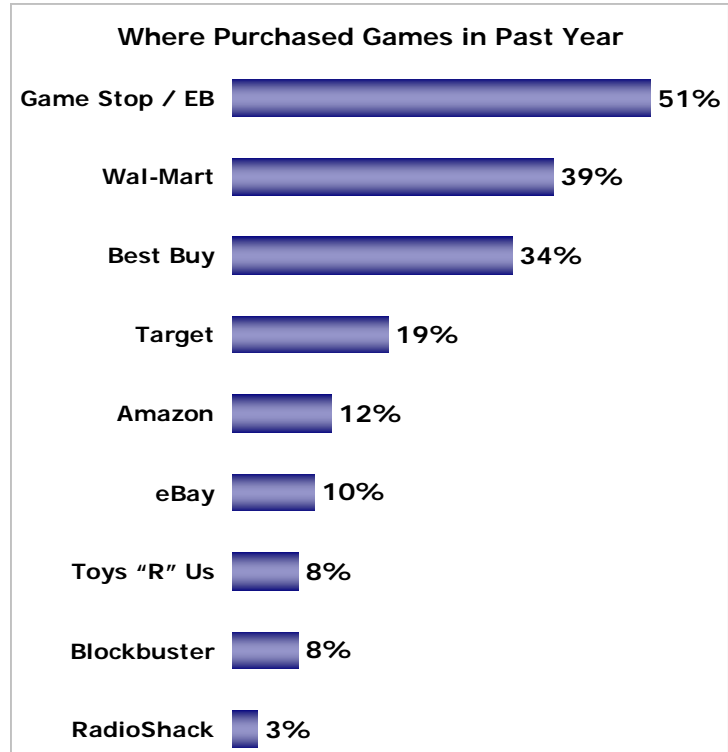
**We Know Guys**

Break gamers are also anxious to get the latest titles, with 40% expecting to buy their next game in less than a month and 17% expecting to buy their next game in less than a week. The most popular place to buy is Game Stop (EB Games) followed by Wal-Mart and Best Buy; Target and Amazon bring up the rear.

## GAMING NEWS & REVIEWS SITES ARE A BUST

A very small percent of Break console gamers visit gaming news & reviews sites on a regular basis. Although IGN and GameSpot are the most popular destinations, more than half of Break gamers have NEVER visited these two sites. This implies game publishers potentially are missing a HUGE audience if the majority of online advertising is directed toward these types of gaming related sites.

Break Gamers Who Never Visit Site	
Game Winners	86%
Games Radar	85%
1UP, SuperCheats or MaxGames	82%
Nexon.net or Battle.net	79%
Cheat Code Central	74%
CheatCodes, FileFront or CheatMasters	68%
Game Trailers	65%
IGN	55%
GameSpot	54%



## BREAK CONSOLE GAMERS HAVE DISTINCT PERSONALITIES

Break console gamers fall into three categories:

- \* **Typical Gamer**
- \* **High-Spend Gamer**
- \* **Hard-Core Gamer**

**Typical Gamers** generally own 2 console models (none are handhelds) but play equally on often the PC platform. They spend less than \$150 per year on console games and rarely receive games as gifts. They keep their play time under 10 hours per week (only 15% play 20+ hours per week), and almost never visit gaming news & reviews sites. Low-Profilers' responses to statements such as "Most of my friends are into video games" or "I can live without sleep, but not without video games" result in 50%-80% saying the statements **do not** describe them at all.

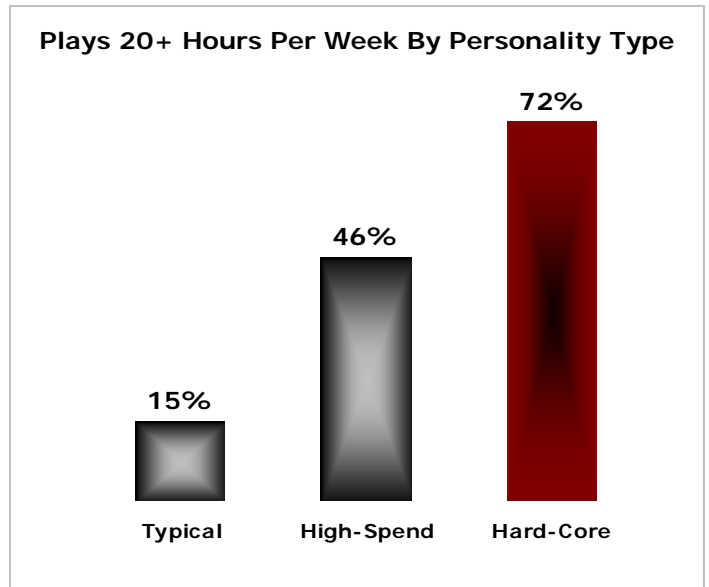
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**High-Spend Gamers** are social creatures who say “Most of my friends are into video games” and “My primary leisure time activity is playing video games.” These gamers prefer playing on box or handheld consoles and typically own 5-11 models! Nearly 50% play 20+ hours per week and over 40% spend more than \$200 per year on console games. Like Typical Gamers, they almost never visit gaming news & reviews sites.

**Hard-Core Gamers** are absolutely addicted to console games! They play on all 3 types of platforms every week and own around 3 console models. The majority say “I’d rather play video games than have sex,” “I’d stand in line all day to be the first to buy a new video game” and “I subscribe to video game magazines or newsletters.” The earlier personality statements mentioned also apply. Over 70% play 20+ hours per week and almost 40% spend more than \$200 per year on console games. They receive many games as gifts (over 40% receive 5+ games as gifts) and 50% buy games for platforms they don’t own. They are more likely to visit gaming news & reviews sites, but only 18% of them on average visit one of these sites at least weekly.



## IMPLICATIONS FOR ADVERTISERS

- \* Game publishers may be missing a sizable portion of console gamers by not allocating online advertising budgets to general entertainment sites that have high concentrations of console gamers.
- \* Not all console gamers visit gaming news & reviews websites; thus console gamers who visit these sites irregularly (or at all) **may never see** game publishers’ advertising.
- \* With 75% of its audience comprised of console gamers, Break.com offers an effective setting for reaching game publishers’ key constituency of high-spend and hard-core console gamers.

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### About Break Media

Break Media is the Internet’s premier entertainment community for men. The company’s owned and operated branded properties—Break.com, Cage Potato, MadeMan, Chickipedia, Holy Taco, Screen Junkies and All Left Turns—combined with the publisher sites in the Break Media Network, reach over 70 million men worldwide on a monthly basis. Break Media is currently the 32nd largest domestic Web property in the U.S. and a recognized leader in the Web video space. Founded in 1998, Break Media offers advertisers unique opportunities to market directly to a young, male demographic through innovative ad formats that introduce relevant brands to the audience on a targeted, integrated basis. For more information, please visit <http://breakmedia.break.com>.