

## Reaching the Video Gamers Demo



### Facts

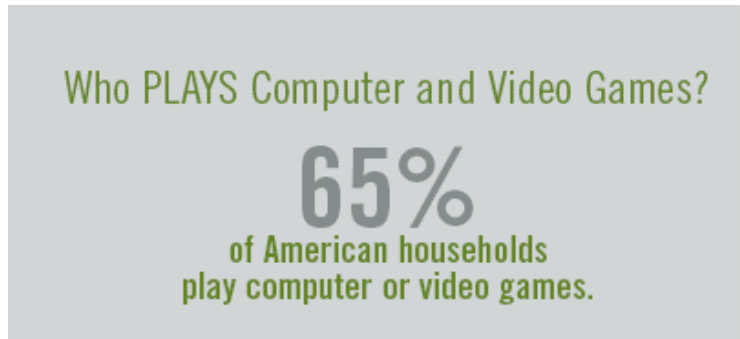
### Demographics

### Programs

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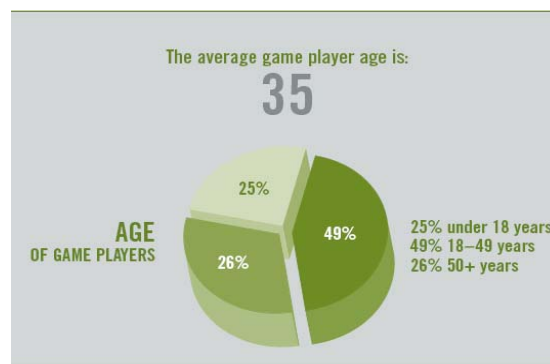
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## Facts and Demographics



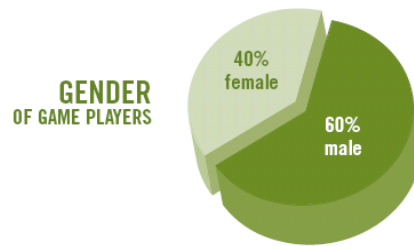
Video games are no longer only a form of entertainment for children and young adults. The industry, its customers, and its technology have vastly advanced in the past three decades. Entertainment software is now one of the fastest growing industries in the U.S. economy. And video games are driving technological and societal advancements that serve gamers and non-gamers alike. From education, to health, to business, the computer and video game industry is helping Americans lead healthier, happier, and more productive lives.

Video games are a source of family entertainment, with parents, children and grandparents all vying for the controls. Today's parents increasingly view video games as a positive and often educational way to interact with their children. In fact, in 2007 games in the "family entertainment" category were the fastest growing segment of the video game market. Parents now have a variety of resources available to help them monitor and evaluate games, so they can ensure that only appropriate materials make it into their children's hands.



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**WOMEN age 18 or older represent a significantly greater portion of the game-playing population (33%) than boys age 17 or younger (18%).**

Entertainment software is one of the fastest growing industries in the U.S. economy. In fact, according to PricewaterhouseCoopers, the sector remains "one of the above-average growth segments of the global entertainment industries through 2011." From 2005-2006 the industry's real rate of growth was more than double the real rate of growth for the entire economy. In addition, computer and video games companies posted record sales in 2007 with revenues of \$9.5 billion. In addition, entertainment software companies continue to add jobs to state and local economies across the nation.

A recent study, "Video Games in the 21<sup>st</sup> Century: Economic Contributions of the U.S. Entertainment Software Industry," detailed the impact that computer and video game companies have on America's economy. The study found:

- From 2003 to 2006, the entertainment software industry's annual growth rate exceeded 17 percent. Over the same period, the entire U.S. economy grew at a less than four percent rate;
- In 2006, the entertainment software industry's value added to U.S. Gross Domestic Product (GDP) was \$3.8 billion;
- The entertainment software industry makes a disproportionate contribution to the real growth of the nation as a whole. For example in 2005-06, the industry's contribution to real growth exceeded its share of GDP by more than four to one.

The U.S. entertainment software industry also continues to grow as a source of employment. Currently, computer and video game companies directly and indirectly employ more than 80,000 people in 31 states. The average salary for direct employees is \$92,300, resulting in total national compensation of \$2.2 billion. By 2009, it is projected that the industry will support over a quarter of a million American jobs.

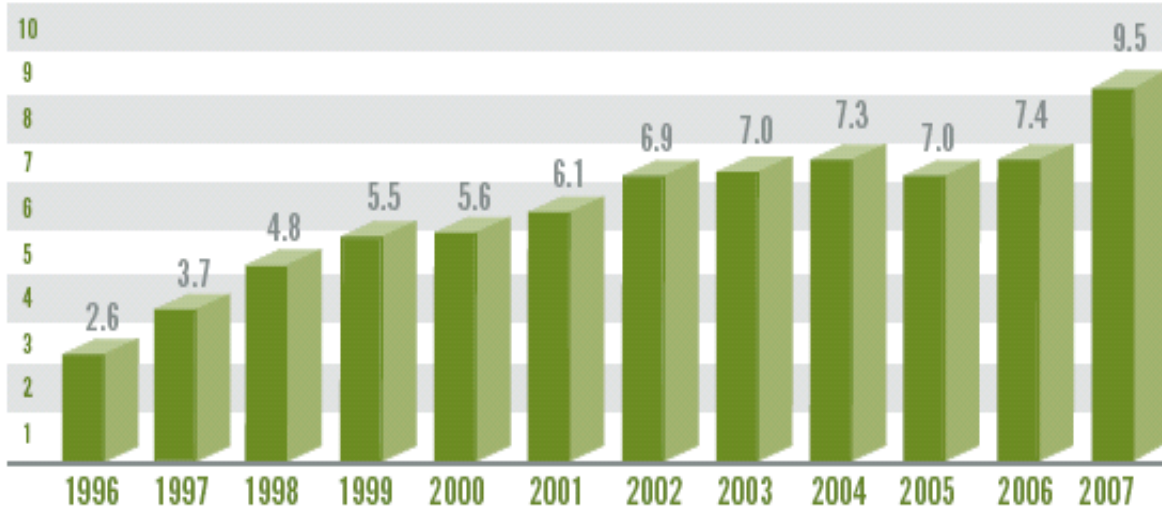
Source: The Entertainment Software Association – Essential Facts 2008

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## U.S. COMPUTER AND VIDEO GAME DOLLAR SALES GROWTH

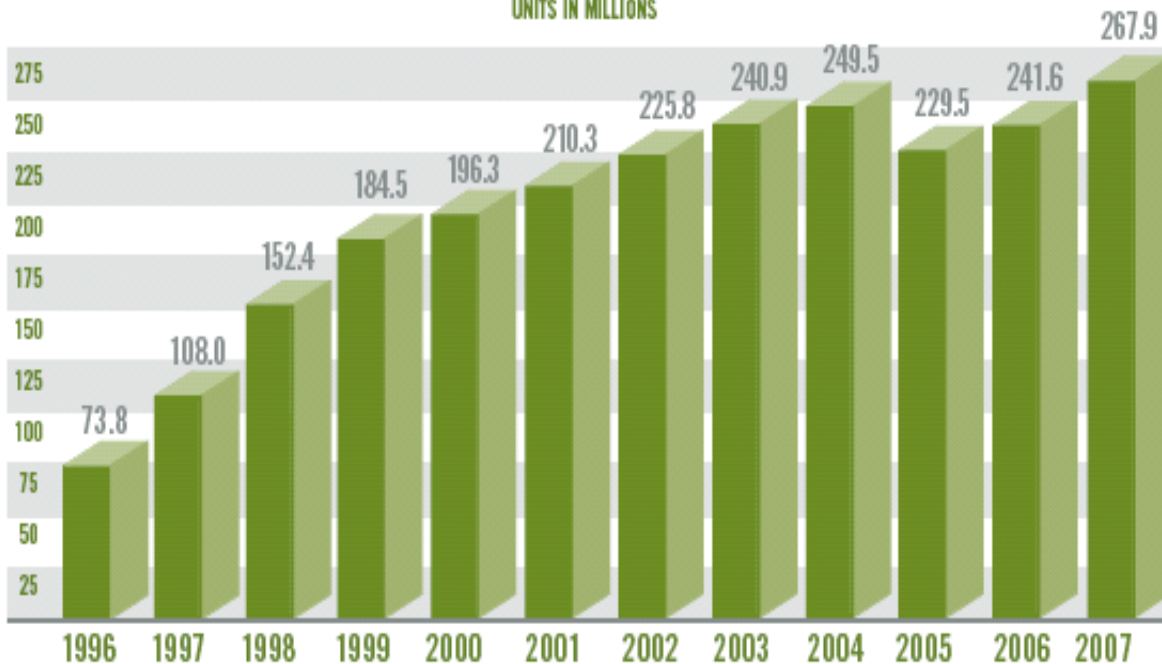
DOLLARS IN BILLIONS



Source: The NPD Group / Retail Tracking Service

## U.S. COMPUTER AND VIDEO GAME UNIT SALES GROWTH

UNITS IN MILLIONS



Source: The NPD Group / Retail Tracking Service

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The average age of the most frequent game buyer?

**40**

How long has the average adult gamer been playing?

**13 years**

What percentage of gamers plays in person with other gamers?

**59%**

What percentage of U.S. homes have a video game console?

**39%**

What were the Top 2 video games of 2007?

**Halo 3**  
**Wii Play with remote**

What percentage of Americans play games on their wireless devices?

**36%**

What percentage of parents is present when their children purchase or lease a video game?

**94%**

Do parents believe the video games are a positive part of their children's life?

**64% of them do**

## Reaching the Video Gamers

*Take advantage of Evolutions arrangements with the premiere online site that is a must for gamers.*



[www.gamezone.com](http://www.gamezone.com)

GameZone Online is the innovative leader connecting gamers to all that is new and cool in the gaming community. As the gaming environment grows, we continue to make it our mission to offer a unique, complete, reliable, and comprehensive guide to games – in one single, convenient location. GameZone Online gives consumers and gamers' access to vital gaming information, enabling them to evaluate, compare and get the absolute most out of software games.

Gamers love GameZone or we wouldn't be moving up in the world. We have grown to over 20 million plus page views. This is not a roll up of a network of sites, this is JUST [www.gamezone.com](http://www.gamezone.com). We have been gaining ground fast and consistently hold one of the top five traffic site positions on both Google and Yahoo for most of the platforms and we cover every major gaming platform. We also have a network of 35 million page views, that's above and beyond GameZone's traffic.

### [www.gamezone.com](http://www.gamezone.com) programs

- Attractive online advertising rates, with ability to link back to your site.
- Special offers to be included in GameZone promotions – such as its End of Year GameZone Game of the year program.
- Dozens of opportunities are available and position your product as something the gamers need.
- Be part of this growing community.
- Partnerships also available.

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### Video Gaming Tournaments and Expositions



- Large scale video gaming tournaments are held in every major metro area, at all different times of the year, at a variety of different venues.
- Sponsorship opportunities available.
- Booths and interactive areas.
- Product Sampling.
- Gift Bag inclusion.
- Interact with your audience.

### Electronic Entertainment Retail Opportunities



- Sample your product where the hottest games are purchased.
- Set up an interactive area.
- Run in store Gift with purchase programs.
- Provide a "get to the next level" tip sheet.
- Reach your target at point of purchase.

### Mall Video Arcade Programs



- Create your own Arcade day.
- Sample product, award prizes.
- Run tournaments.
- Get your product into the hands of your key demo.
- Literature distribution.
- Many, many opportunities.

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### Video Gaming Clubs

- Video Gaming Clubs are in every major metro region.
- Evolution has tapped into who they are where they are.
- Sample product.
- Run tournaments.
- Get your product into the hands of your key demo.
- Literature distribution.
- Special kits and promotions go directly to the clubs.
- Be involved in their world.



### Mother's Club Sampling

- Mother's Club are independent groups started by local Mom's. Each Suburban metro area has dozens of such clubs.
- Moms get together for a variety of reasons, play dates, social times, cooking clubs, etc.
- Your products and/or gift bags can be sampled at these local chapters in metro markets of your choice.
- Believe it or not, mother's clubs have been used by leading video game manufactures to test market new releases.

