### QUICK FACTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global Interactive Media Market</strong></td>
<td>$105B 2017</td>
</tr>
<tr>
<td><strong>Global Market Growth</strong></td>
<td>+12% 2016-2017</td>
</tr>
<tr>
<td><strong>Mobile Audience (Active Users)</strong></td>
<td>2.9B 2017</td>
</tr>
<tr>
<td><strong>Virtual Reality Market, Hardware + Software</strong></td>
<td>$28.3B 2020</td>
</tr>
<tr>
<td><strong>Largest Digital Platform</strong></td>
<td>Mobile 2017</td>
</tr>
<tr>
<td><strong>% Of US Gaming Video Audience That Is Female</strong></td>
<td>46% 2017</td>
</tr>
<tr>
<td><strong>People Who Watch Videos Online About Games</strong></td>
<td>665M 2017</td>
</tr>
<tr>
<td><strong>Biggest Game of 2017 So Far</strong></td>
<td>League of Legends Through June 2017</td>
</tr>
</tbody>
</table>
The SuperData Arcade and Player Profile are the world's most robust and only cross-platform business intelligence tools on the worldwide games market. The metrics contained here represent the largest and comprehensive view of the vast and growing digital games market.

To arrange a demo, contact Sam Barberie at sam@superdataresearch.com.

- **Access insights of over 500 games and 100 publishers**, ranging from high-level trends to granular data.
- **Create custom queries and segmentation** across all data and export to .csv or PDF format for full analytical control and presentations.
- **Receive automatic custom data pulls and spot opportunities early** as soon as updates are available.

- **Learn detailed consumer data and behavior on Player Profile** across all demographies and domains.
- **See beyond the numbers from quarterly updated Audience Tracker**; know your consumer, where to find them, and what they want.
- **Identify audience inflection points and explain** who and what is driving them.
Gaming isn’t just about games anymore.

**Modern gaming is about more than just ‘play’**. Esports, online gaming videos and virtual reality are providing an ecosystem where players can personalize how they interact with games. Giving consumers the tools to customize their experience keeps them invested (and spending) longer.

**Gamers aren’t stereotypes**. Almost half of all gamers today are female, providing publishers, brands and platforms an opportunity to access a variety of personas.

**There’s no such thing as one-size-fits-all monetization**. Free-to-play, additional content and microtransactions give gamers the ability to buy only what suits their unique needs instead of also having to pay for things they don’t want.

**The future of games is virtually here**. Games are the obvious choice when it comes to virtual reality experiences, so it’s only natural they account for almost half of its revenue. By 2020, players will spend $4.5B on virtual gaming -- more than 30 times what they do today.

**Players stay in the game even after they put the controller down**. Whether it’s to watch gaming tournaments, tutorials or trailers, 665M people around the world tune in to sites like Twitch and YouTube for content about their favorite games.
## The Top 10 Games So Far in 2017

Worldwide, January-June 2017 by revenue

<table>
<thead>
<tr>
<th>PC</th>
<th>CONSOLE</th>
<th>MOBILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  League of Legends</td>
<td>FIFA 17</td>
<td>Honour of Kings</td>
</tr>
<tr>
<td>2  Dungeon Fighter Online</td>
<td>Grand Theft Auto V</td>
<td>Fantasy Westward Journey</td>
</tr>
<tr>
<td>3  Crossfire</td>
<td>Battlefield 1</td>
<td>Monster Strike</td>
</tr>
<tr>
<td>4  Fantasy Westward Journey Online II</td>
<td>Call of Duty: Infinite Warfare</td>
<td>Clash Royale</td>
</tr>
<tr>
<td>5  World of Warcraft</td>
<td>Tom Clancy’s Ghost Recon: Wildlands</td>
<td>Clash of Clans</td>
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<tr>
<td>6  World of Tanks</td>
<td>Call of Duty: Black Ops III</td>
<td>Game of War: Fire Age</td>
</tr>
<tr>
<td>7  DOTA 2</td>
<td>Destiny</td>
<td>Lineage 2 Revolution</td>
</tr>
<tr>
<td>8  Overwatch</td>
<td>Madden NFL 17</td>
<td>Mobile Strike</td>
</tr>
<tr>
<td>9  Counter-Strike: Global Offensive</td>
<td>NBA 2K17</td>
<td>Onmyoji</td>
</tr>
<tr>
<td>10 New Westward Journey Online II</td>
<td>Overwatch</td>
<td>Fate/Grand Order</td>
</tr>
</tbody>
</table>
Worldwide interactive media reaches a milestone in 2017 as it breaches $100B for the first time.

The global market for games and interactive media will grow 12% this year, but will add over 80% more revenue by 2020.

Mobile revenue will increase by $6.7B this year, while PC and console combined will add another $1B.

Immersive technology, esports and gaming videos earned just 7% of market revenue last year. By 2020 they will triple their share, supplementing games’ slowing revenue growth.

*Gaming Video Content refers to online videos on video-sharing and live streaming sites that are about or show games and gameplay.

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Click below to see more data and insights from SuperData’s suite of research reports.
ADDITIONAL CONTENT IN TODAY’S CONSOLE MARKET
If publishers ignore added content, they are losing out on a big share of the $8B digital console market.

Consumers are becoming more comfortable buying games digitally, pushing the share of full game revenue ($4.03B) past additional content ($4.0B) for the first time next year.

Successful publishers like EA and Activision Blizzard are catering their digital strategies to their games' unique user bases and game types.
Rocket League shows that console gamers are willing to spend on optional cosmetic items in multiplayer games.

Indie title Rocket League ensures its longevity by keeping all its meaningful content free and monetizing solely through cosmetic items.

Limited-time items give players an incentive to spend heavily during holidays and other in-game events.

Esports has become a major focus for Rocket League as its developers use revenue from in-game items to fund prize pools.
THE VIRTUAL CONSUMER
VR revenue will total almost $30B by 2020 — 15 times what it was in 2016

Total earnings will rise 104% from 2016 to 2017, helping to pull the industry out of the gap of disappointment.

VR software revenue will reach $16.2B by 2020, surpassing hardware earnings for the first time.

Gaming has become the primary use for VR, but location-based experiences are gaining traction and will be a gateway to adoption.

Video content will become the second highest-grossing software segment by 2020, earning $3.3B.
The American Virtual Reality User

The Immersed Console Player
Male Millennials age 18-24
- Only demographic to use PSVR (52%) over any other headset
- Three in four use VR to play games
- Most interested in content that features their favorite athletes (34% are interested)

The Starstruck Explorer
Female Millennials age 18-24
- Most compelled by content where they can explore landmarks and locations (37%)
- Want to see their favorite celebrities (24%), artists (24%) and fashion designers (23%) in VR

The High-Earning Virtual Tourist
Males 35 years old and over
- Earns almost 40% more annual income than all other user types ($81K)
- Mostly likely to use a mobile headset over any other demographic (70%)

The Engaged Mobile Crusader
Females 35 years old and over
- Most likely to try a device for the first time inside their own home (48%), often trying their children’s headsets
- Fewer know how to skip mobile VR ads than other user types (36%)

Figures include active and potential VR users in the United States who are at least 18 years old. Mobile includes premium mobile devices and does not include Google Cardboard.

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GAMING VIDEO CONTENT & THE NEW ESSENTIAL AUDIENCE
More people watch GVC than HBO, Netflix, ESPN and Hulu combined.

The audience for GVC is more than twice the size of the U.S. population.

325M
Population of the U.S.

665M
Worldwide gaming video content viewers (2017)

Global audience size, 2016

Amazon's Twitch is focused on games and has a larger audience (185M) than legacy channels and services like ESPN.
Game content viewers are leaving traditional media platforms behind.

The American GVC viewer (18+)

- **54% male**
- **46% female**
- **$58k** average annual personal income
- **33** average age

The GVC audience is now wider than the typical "gamer" with women making up 46% of watchers, and viewers having above average income.

Companies that ignore GVC ads in favor of legacy media like cable TV risk missing tens of millions of potential customers.
Gamers are watching live streaming content instead of primetime TV.

When viewers watch live streams about gaming

Cable’s prime time (weekday evenings) is when gaming content viewers are most likely to tune in to streams on sites like Twitch.

People are scheduling their viewing time around the schedules of their favorite broadcasters -- similar to sports and TV programming.
SuperData provides relevant market data and insight on digital games and playable media. Founded by veteran games industry researchers, SuperData covers the market for free-to-play gaming, digital console, mobile, PC downloadable, gaming video content and eSports.

Monthly analyses and industry reports using digital point-of-sale data. Using digital point-of-sale data received from publishers, developers and payment service providers, we base our analyses on the monthly spending of 37 million paying digital gamers worldwide.

Understand what people play, connect to and spend on. Our research combines transaction-level data with qualitative consumer insight. Our leadership team has experience spanning across major research firms, including NPD, Nielsen, DFC Intelligence, Comscore, Experian, Jupiter and Forrester.

A next gen approach for next gen entertainment. Our customer base includes legacy publishers (e.g. Activision/Blizzard, Ubisoft), digital-only publishers (e.g. Nexon, Tencent, Wargaming), media companies (e.g. Google, Coca-Cola) and industry service providers (e.g. PayPal, Visa, GameStop).
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