Itâ€™s On for Young and Old! New Research Uncovers Australiaâ€™s Appetite for Video Games

Please find below a media release announcing new research intoAustralia’s video gaming habits. The Digital Australia 2012 report foundnine out of ten Australian households own a device for playing video andcomputer games, and nearly one in five gamers play social network games.Key findings of the research is attached to this email.Please contact Grace Gabriel (0431 528 127 or grace@espressocomms.com.au) formedia interviews with:

Dr Jeff Brand, Associate Professor at Bond University

Ron Curry, CEO of the Interactive Games &Entertainment Association

Audio links, video footage and a copy of the report can be found here.

To download a copy of the Digital Australia report, go to: http://www.igea.net/2011/10/digital-australia-2012-da12/

For immediate release

Tuesday, 11th October 2011

It’s On forYoung and Old! New Research Uncovers Australia’s Appetite for Video Games

New research into how Australians are playing video games has found nineout of ten Australian households own a device for playing games, and nearly onein five gamers play social network games.

In households that play computer or video games, 43 per cent use amobile phone and 13 per cent use a tablet computer to play games. Afurther 13 per cent play video games on a handheld device.

The 4th report in a series conducted by Bond University, DigitalAustralia is based on a random sample of over 1200 Australian households andprovides data on video and computer game use and attitudes, as well as thebroader consumption of digital media.

Dr Jeff Brand, Associate Professor at Bond University and author of thereport, says the growing use of mobile devices such as smartphones or tabletcomputers to play games has created a pattern of “snack gaming” in Australia.

“The average Australian gamer is 32 years old and we’ve moved well awayfrom the traditional teenage boy stereotype of a gamer. Australian gamers areparents and grandparents ‘snacking’ on games when they’re commuting to work onthe bus or train, or while they’re filling in that little bit of time betweenmeetings.

Research shows people who play video games on a mobile or tabletcomputer are trying to pass time and the majority play games between 30 minutesto an hour at a time every other day, instead of playing long periods of timeevery day,” says Dr Brand.

43 per cent of Australian gamers buy games traditionally from a localretailer whilst 22 per cent buy games new from a download store (such asPlayStation Network or Xbox Live) and 14 per cent buy games from an onlinestore.

Ron Curry, CEO of Interactive Games & Entertainment Australia (iGEA)adds, playing video games has truly become a family affair.

“Four in five parents are playing video games with their children andmost believe it’s a great way to educate and spend time with their children.”

“Australian gamers are growing up and 43 per cent of people aged over 50now play video games.”

Other key findings of the report include:

• 47 per cent of gamers are females and this number has steadilyincreased since 2005.

• The average adult gamer has been playing for 12 years.

• 75 per cent of gamers are 18 years or older.

• The Australian computer games industry hardware and boxed softwaresales totaled $1.7 billion in 2010.

• 44 per cent of households that play computer and video games also owna portable music device compared to only 3 per cent of households that don’tplay video or computer games.

• 21 per cent of game households also own a BluRay device compared to 7per cent of households that don't play games

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About the iGEA

The Interactive Gaming & Entertainment Association proactivelyrepresents companies that publish, market and/or distribute interactive gamesand entertainment content. The iGEA aims to further advance the industryand the business interests of its members through informing and fosteringrelationships with the public, the business community, government and otherindustry stakeholders. The iGEA is administered by a Board of Directorsand supported by the CEO, Ron Curry. The iGEA was formerly known as theInteractive Entertainment Association of Australia (IEAA).

For more information, please visit: www.igea.net.

For audio and video links, please visit: http://medianet.multimediarelease.com.au/bundles/128b4142-1c67-4036-8fcb-3a3852014455

For media interviews, please contact:

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*Digital Australia 2012 is a study of 1252 Australian households and3533 women, men, girls and boys in them. These participants were from anonline national random sample using the Nielsen Your Voice Panel. Thesurvey was conducted in July 2011.