Digital Gaming Global Overview

Research and Insights by

SUPERDATA
GAMES & INTERACTIVE MEDIA INTELLIGENCE

Methodology

Research Methodology

This study was conducted across 25 markets and approx. 25,000 consumers globally.

Fieldwork

Online survey

Global fieldwork: Feb -Mar 2018

20 minute questionnaire

This research was carried out to the international quality standard for market research by SuperData Research

Sample, per market

25 markets Sample of c.1000 in target markets[1]

Pay for digital content online[2]

Nationally representative of online population aged 18+

Respondents recruited from online panels

Questionnaire

Screening

Transaction & Spend: Past 3 Months

Digital goods sentiments & spending habits

Drivers, barriers and attitudes for digital goods purchases

Payment preferences & piracy habits

Note: survey respondents within are considered active paying gamers.

1. Argentina, Australia, Brazil, Canada, China, Czech Republic, France, Germany, Greece, Hong Kong, Hungary, India, Israel, Italy, Japan, Mexico, Netherlands, Poland, Russia, South Africa, Spain, Sweden, UAE, United Kingdom, United States
2. Digital content includes full video game downloads, in-game content, streaming subscriptions and purchases of digital music, movies and TV series

PayPal

Executive Summary

Executive Summary

Gaming Accounts for Billions of PayPal's Annual Bottom Line

- PayPal's gaming business increased by more than 23% in 2017, accounting for more than $12 billion in total payment volume globally.

Gamers Double Consumption of Streaming Content, but Female Streamers Earn Revenue Almost Half As Much as Male Counterparts

- People are willing to spend massive sums of money supporting streamers – especially in the U.S., where more than a third (34%) of livestream viewers reported spending $50 or more over the last 3 months toward streamers on platforms like Twitch.
- However, more can be done to support female streamers. When streamers were asked how they get paid for the content they create, almost half of women content creators (43% globally, 47% in the U.S.) said they are not paid for what they create.
- The U.S. had the largest difference between men and women in the world. In the U.S., almost half as many men (just 24%) do not get paid for the content they create.

Executive Summary

eSports Monetization Trajectory Could Rival Professional Sports

- While eSports has seen an incredible explosion over the last year, only 15% of gaming video viewers globally - and 13% of U.S. gamers - have watched esports content.

Globally, In-Game Purchasing and Full Game Purchases Are Nearing Parity*

- In most countries, in-game spending is now within just a few dollars of average spend on full games on their preferred gaming platform.
- Among those who spend across in-game purchases, full games, and on supporting streamers, they tend to spend similar amount of money on each vertical.

When Gamers Make Purchase Decisions, YouTubers Carry More Weight Than Journalists

- In the U.S., livestreamers on sites like Twitch are roughly as influential as journalists when it comes to influencing purchase intent (15% vs 16%, respectively). However, YouTubers (27%) already far exceed journalists.
- Players in both age groups (18-34 and 35+) have roughly the same trust in journalists, but younger gamers are far more likely to trust YouTubers (36% vs. 21%).

*on customers' preferred gaming devices

Executive Summary

Gamers Purchase Through a Dizzying Combination of Platforms and Stores

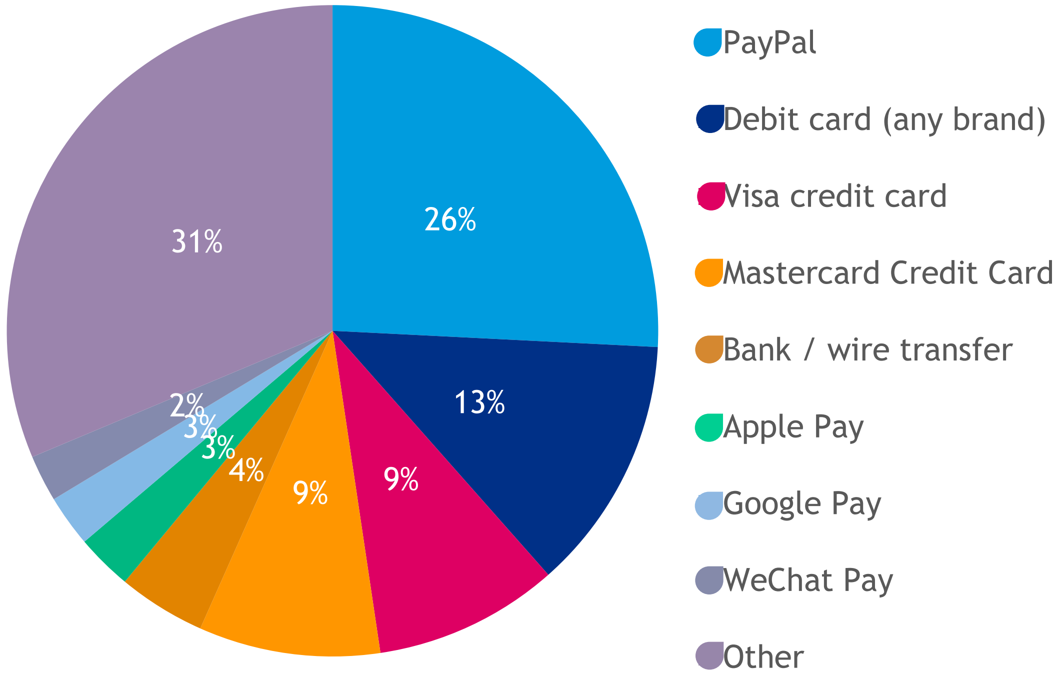
- Globally, active paying gamers polled shop across 14 different gaming platforms and nearly 30 different storefronts over the last three months, an incredible variety.
- Gaming consumers pay for their digital content using a variety of methods, forcing developers and publishers to adopt a robust payment solution that supports those needs.
- Gaming consumers are likely to abandon their purchase if their preferred payment method is not offered. Half of global respondents (50%) said they would not make the purchase online.

PayPal’s Place in Gaming

Worldwide, 1 in 4 gamers prefer to pay with PayPal

50% of gamers globally would abandon their purchase if their preferred payment method is not offered

Most used payment methods



PayPal Data

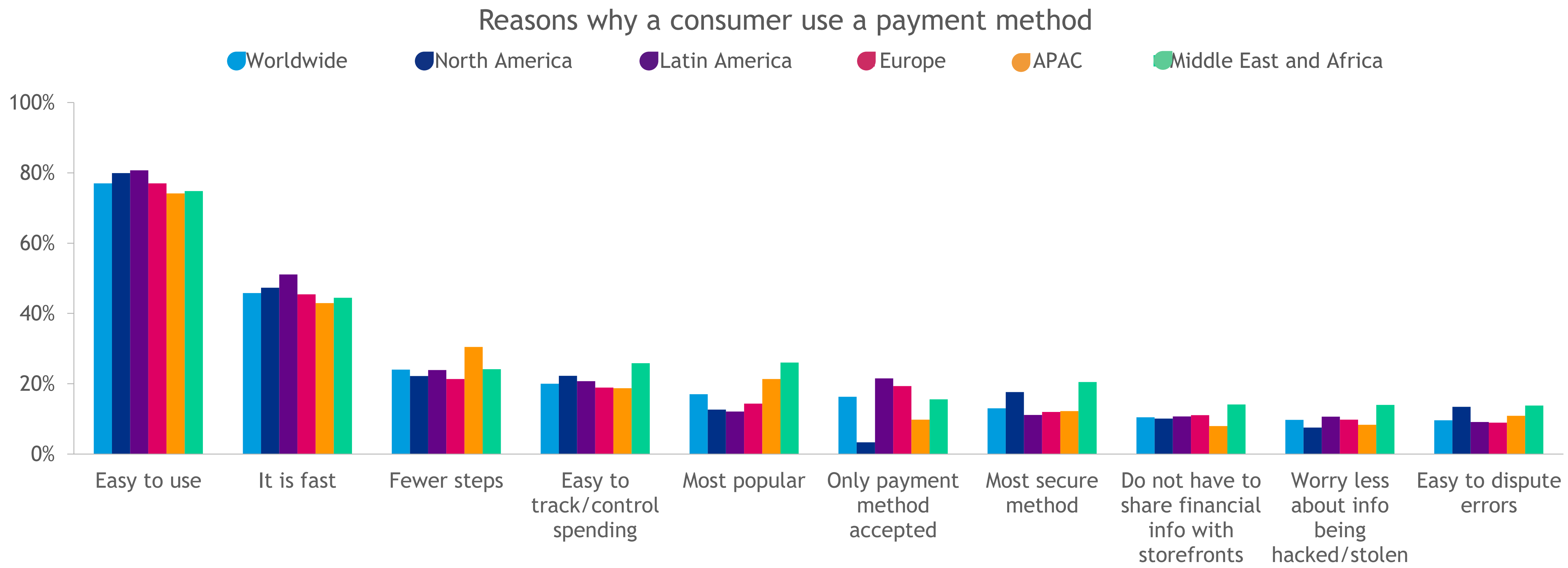
- Gaming accounted for more than $12 billion in PayPal's total payment volume (TPV) in 2017
- PayPal TPV in gaming increased 23.5% year over year in 2017

Q12: In the past THREE MONTHS, which of the following payment methods did you use to purchase digital video game downloads or in-game content for your [most-used platform]? Select all that apply.

Q15: If your selected payment method was not available to you, which would you pay with MOST OFTEN instead?

Ease of use and speed are more important to consumers than security when choosing a payment method

Only 13% of gamers worldwide choose a method because they believe it is the most secure, but consumers in the Middle East and Africa tend to put a relatively large premium on security



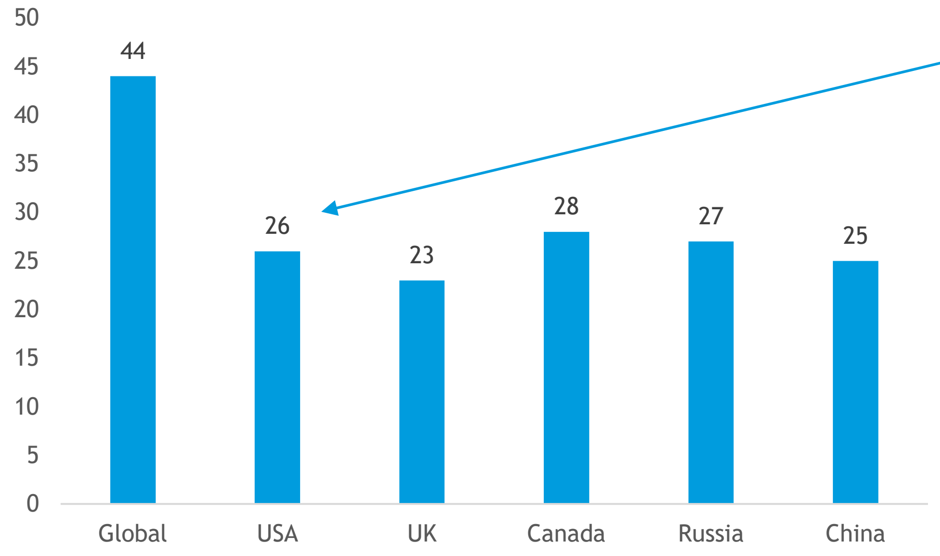
Q14: Why do you prefer your selected payment method? Select all that apply.

Digital Game Habits and Sentiments

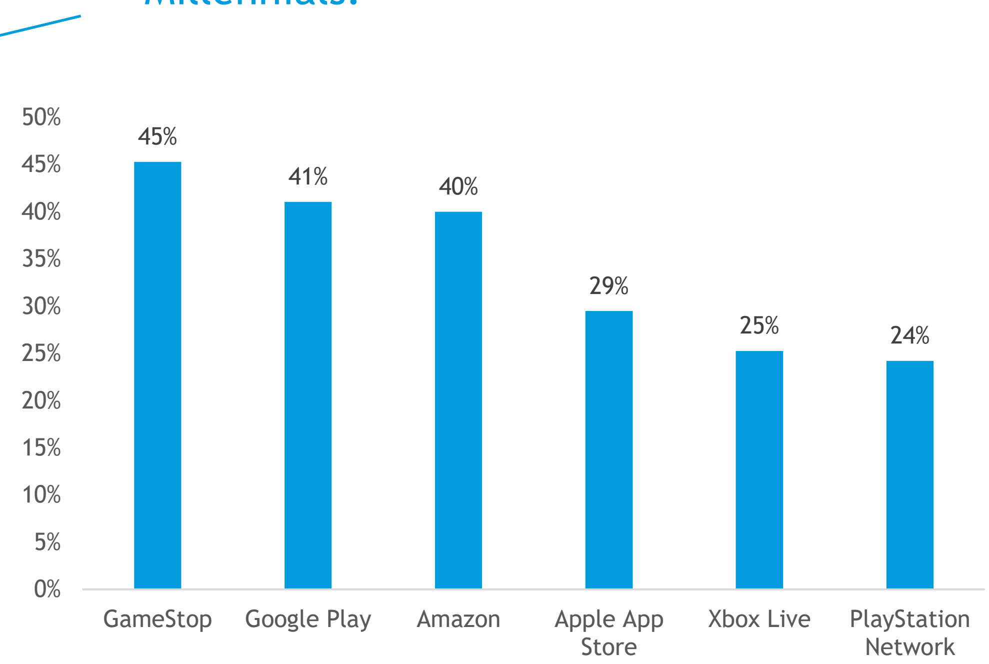
Gamers shop from nearly 50 storefronts across 14 devices

Fast, global payment solution with wide acceptance can help developers and publishers navigate shopping complexity

From how many storefronts have you purchased gaming content in the last three months?



Preferred storefronts among U.S. Millennials:

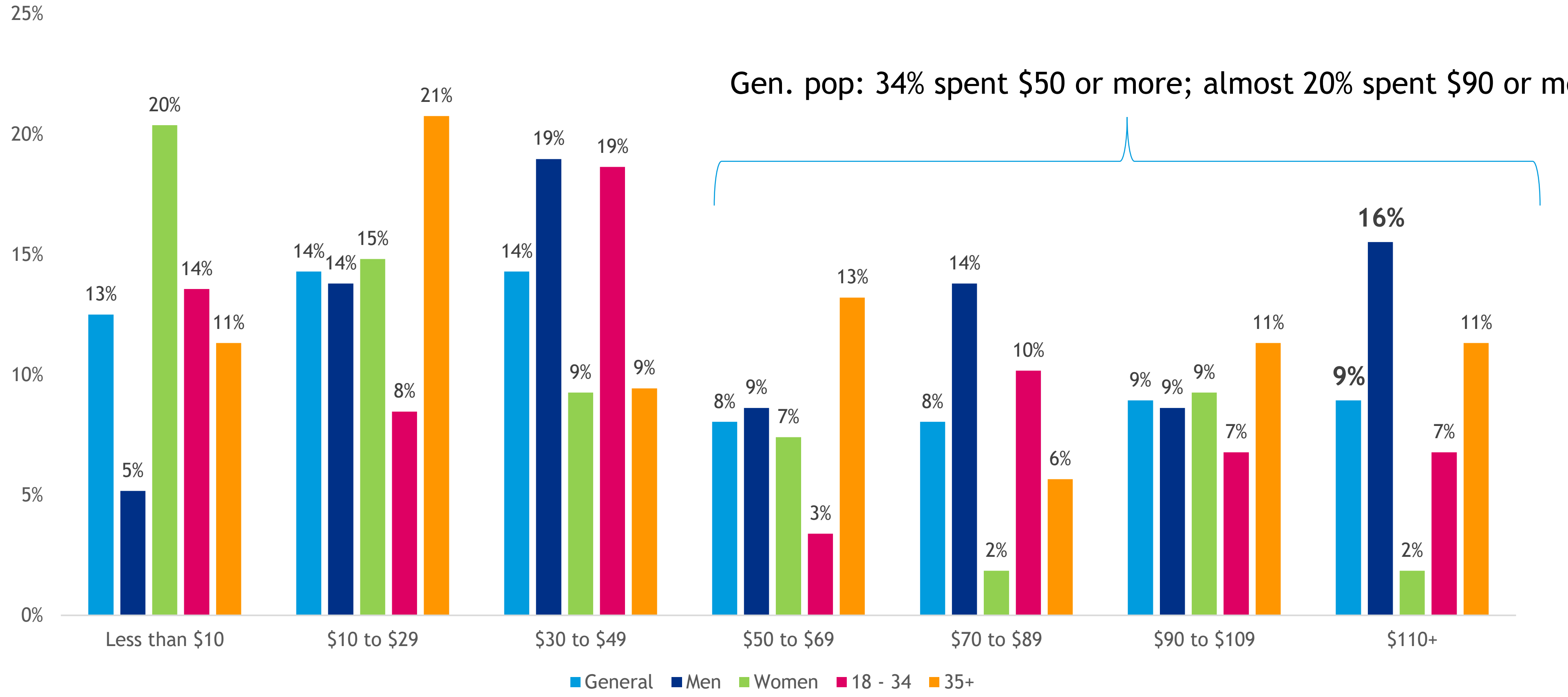


Q12: In the past THREE MONTHS, which of the following payment methods did you use to purchase digital video game downloads or in-game content for your [most-used platform]? Select all that apply.

In the U.S., a high willingness to spend in support of livestreamers…

34% of livestream viewers have spent $50 or more in support – offering a huge monetization opportunity

In the past three months, how much money did you spend on donations and subscriptions for streamers on sites like Twitch? (U.S.)

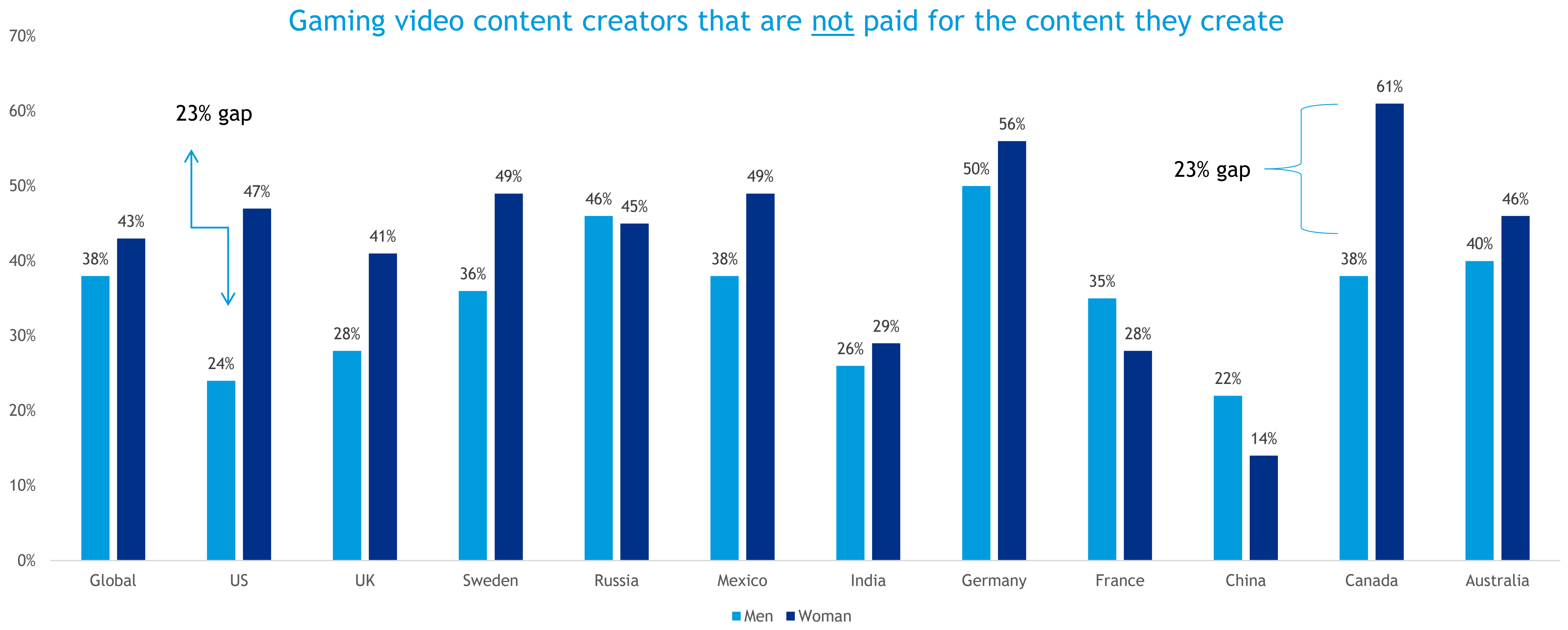


PayPal

Q4: In the past THREE MONTHS, how much money did you spend on donations and subscriptions for streamers on sites like Twitch?

…but financial support for female streamers trails compared to men

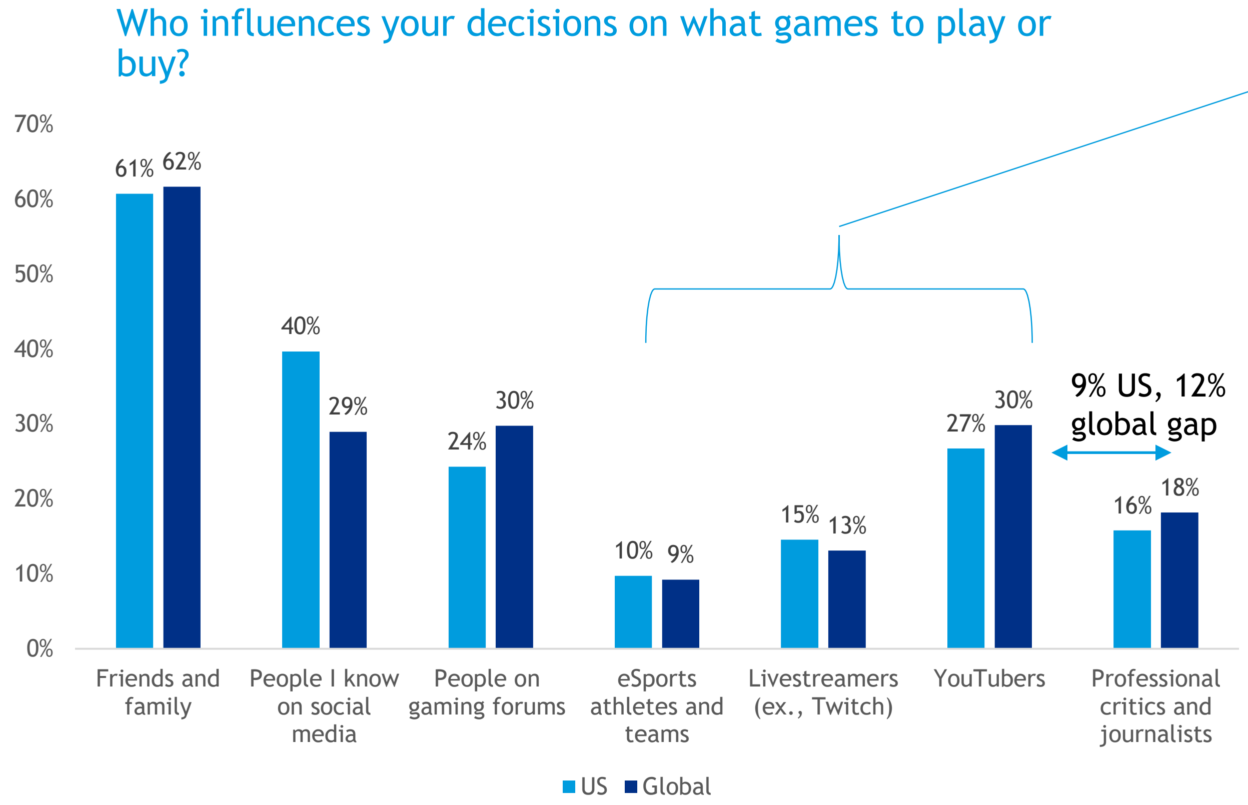
Gender payment gap widest in the U.S. and Can.; Canadian women streamers among least supported globally

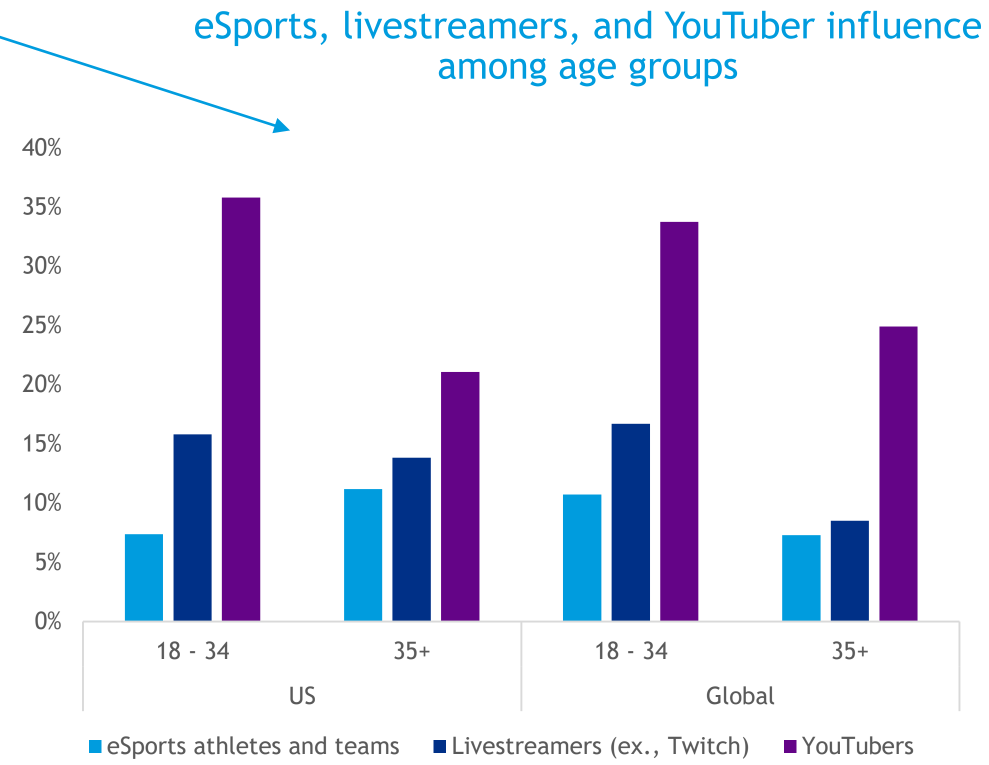


Q6: As a gaming video content creator/streamer, in what ways are you paid? Select all that apply.

YouTubers carry more influence than journalists on gaming purchases

Developers and publishers looking to monetize should focus on YouTubers – particularly among younger gamers

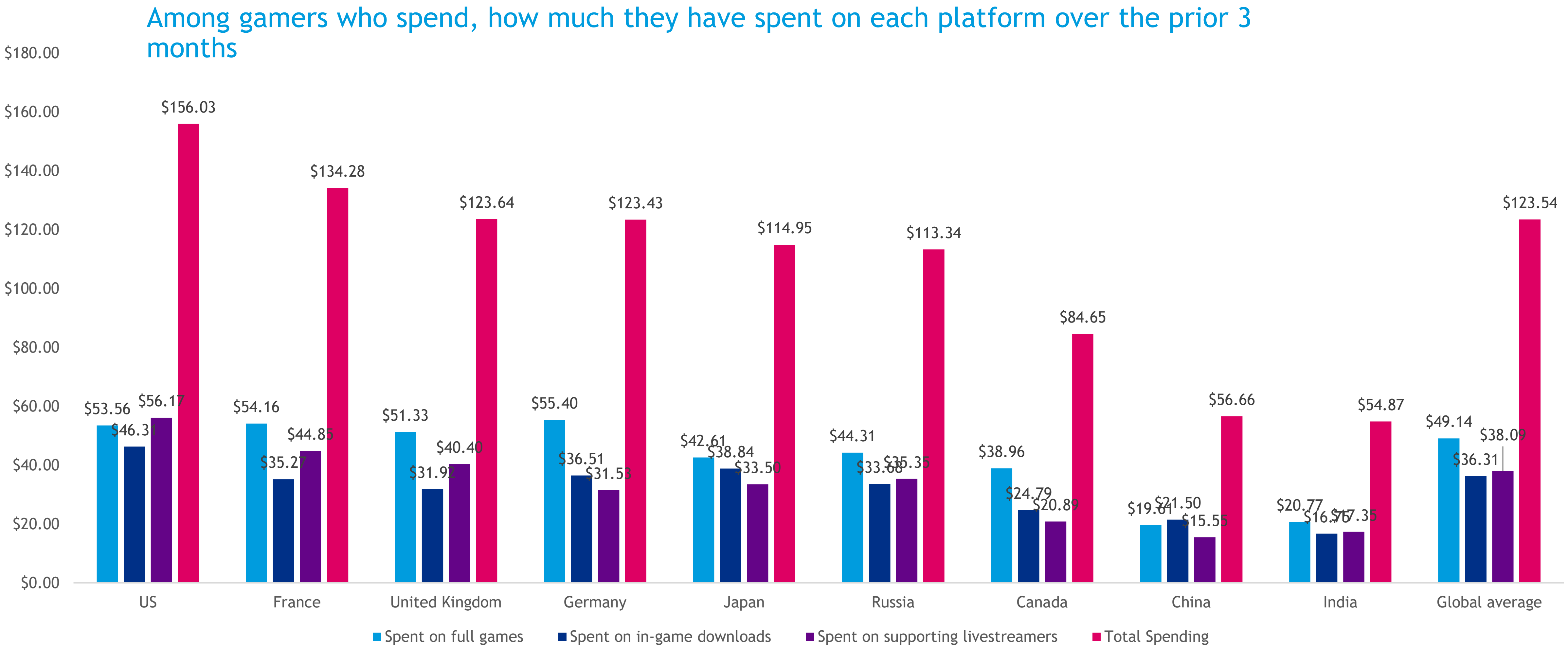




Q28: Who influences your decisions on what games to play or buy? Select all that apply.

Gamers spend similarly on full games, IGP, and streamer support

"Total spend per gamer" in most major markets below global average – except USA and France



Q4: In the past THREE MONTHS, how much money did you spend on donations and subscriptions for streamers on sites like Twitch?
Q10: In the past THREE MONTHS, how much money did you spend in TOTAL on digital video game downloads and in-game content for your [PLATFORM]?