



U.S. Digital Media Consumers

eBooks and Gaming: Sentiments and behavior



Diving into the mind of the Digital Media Consumer

Digital Media Consumer Insights Research 2016



Digital media consumers are growing as online marketplaces become more convenient, devices become more accessible, and storing and streaming content on one device becomes more reliable



Understanding that we are going through a commerce revolution, PayPal, in partnership with SuperData Research, conducted a global 10-market survey with approximately 10,000 consumers to examine how people consume digital media



This survey was designed to gain insight into consumers from 10 markets in 2 media segments:

- eBooks
- Games

Key Takeaways

eBooks:

- Tablets offer Americans more than just eBooks, allowing the 60% of consumers who read on them to have access to other functions on the same device
- Only 27% of non-Millennials are interested in Romance, but it is the top genre for US Millennials (43%)
- Brand recognition and multi-device eBook support gives 85% makes Amazon a one-stop shop

Games:

- 78% of US game consumers play on their smartphone, but the US's exceptionally large console base helps PS4 just barely edge out PC laptops for males (49% vs 48%)
- Women prefer casual genres like Puzzle, Arcade and Casino games more than male players
- A large segment of respondents play games in the office ranging from mobile games (30%), PC/Laptop games (13%), and console games (10%)
- US console gamers buy new content twice as fast as on PC (9 vs. 18 days) due to console's predictable AAA release cycles

Payments:

- 21% of US digital media consumers prefer using Amazon Payments to purchase non-gaming content, while PayPal is the eWallet of choice for gamers due to its compatibility with most popular gaming marketplaces



Research Methodology

This study was conducted across 10 markets and 10,000 consumers globally by SuperData Research.

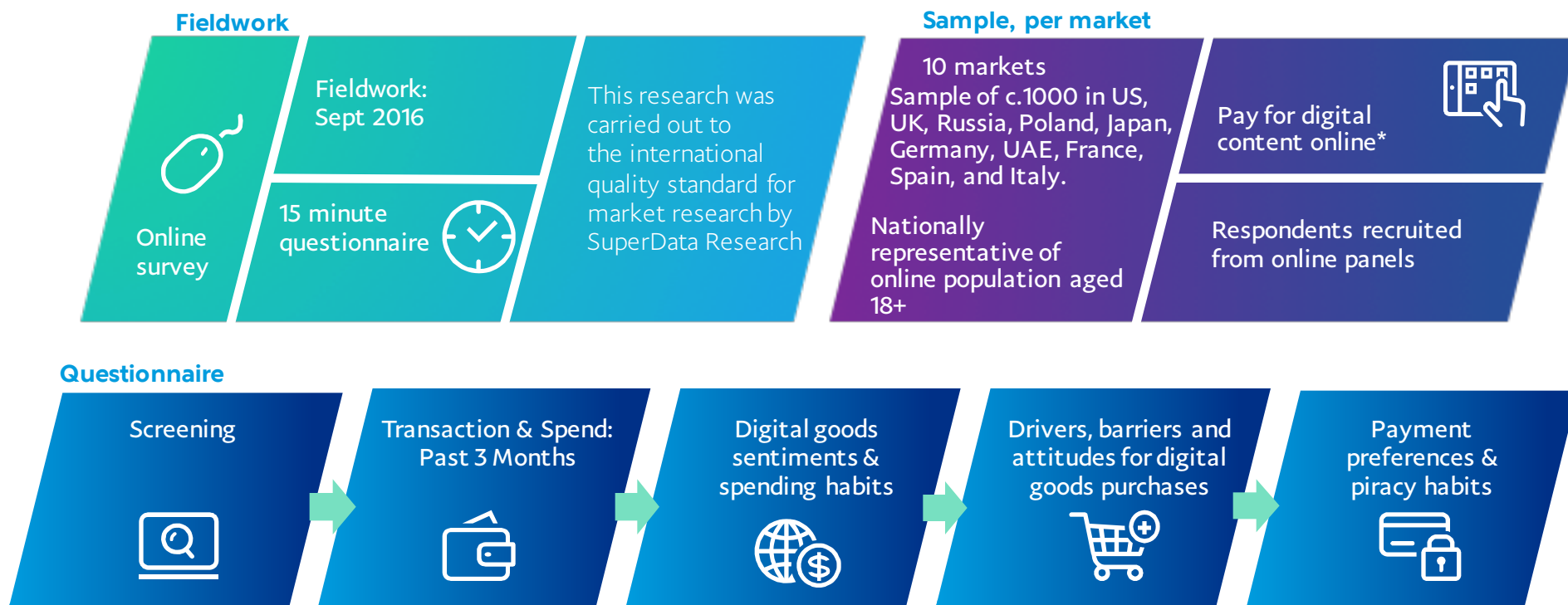


Table of contents

1. eBooks
2. Gaming
3. Payment Preferences



Tablets offer American digital media consumers more than just eBooks

Non-dedicated devices are an overall favorite, though Millennials (18-24) prefer smartphones (65% vs. 59% tablets)



60%

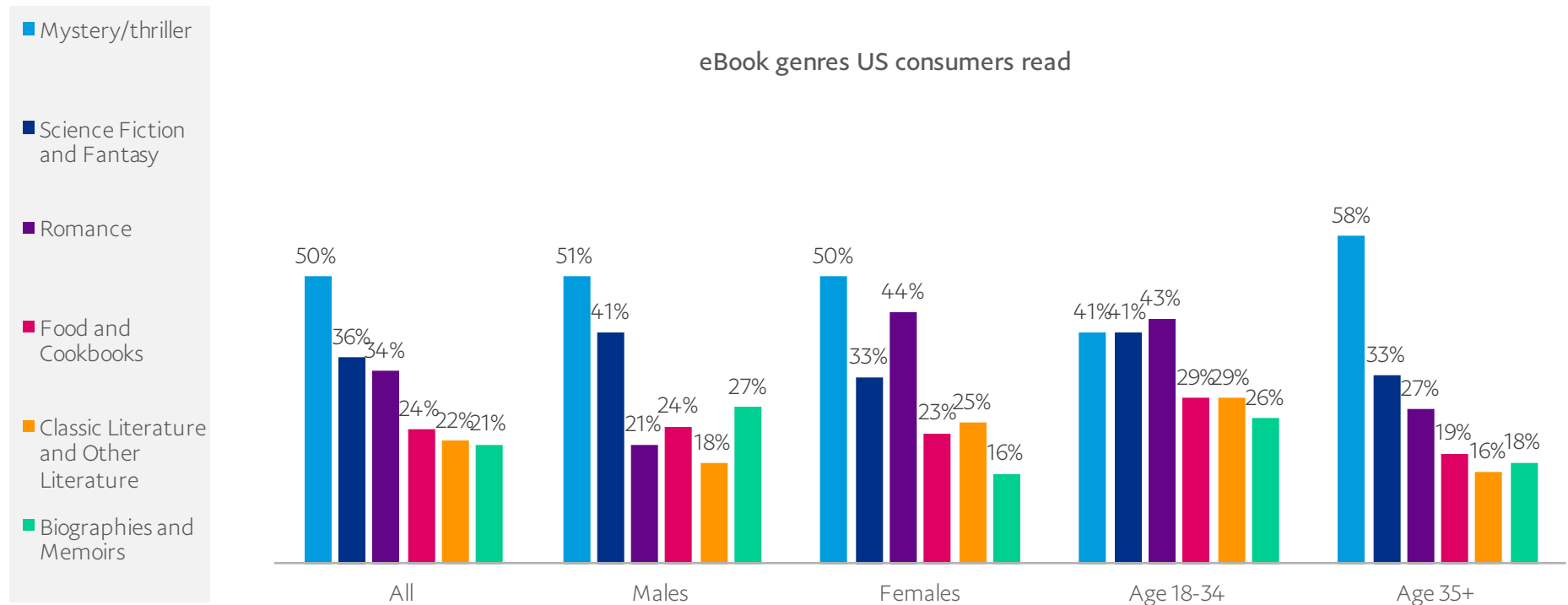
US eBook consumers who read on tablets



©2016 PayPal Inc. Confidential and proprietary.

Mystery/thriller novels are most popular among all but Millennials

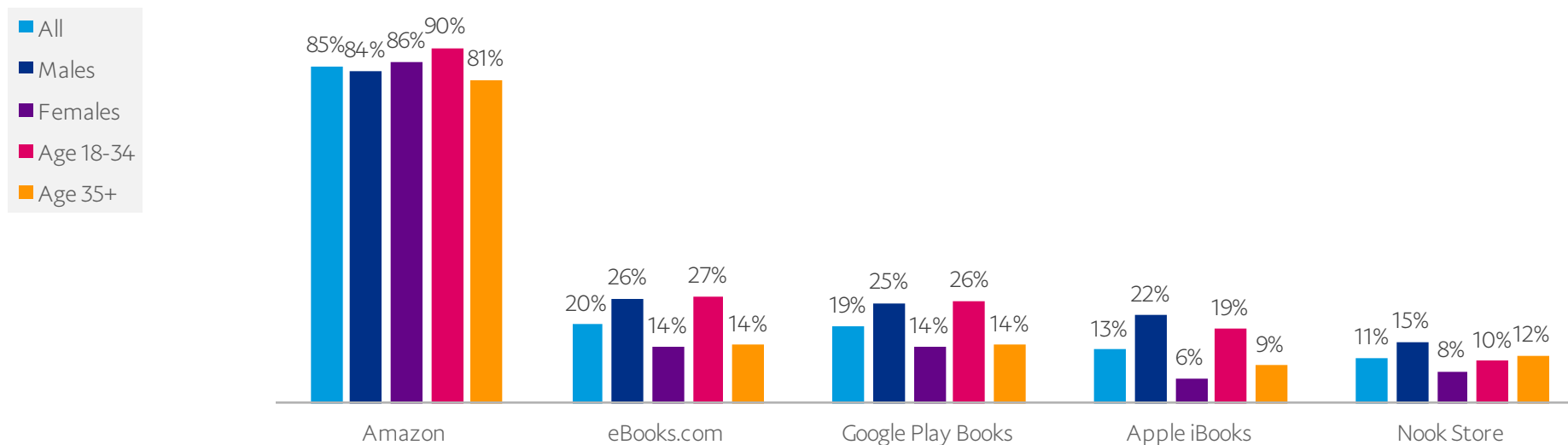
Only 27% of non-Millennials are interested in Romance, but it is the top genre for US Millennials (43%)



eBooks add to Amazon popularity for retail in the US

Brand recognition and multi-device eBook support gives 85% of readers a one-stop shop

Marketplaces where US eBook consumers shop



Smartphones are most popular among US gamers

The availability of more hardcore gameplay makes them particularly attractive to males (77%) and Millennials (77%)

78%

US game consumers who play on smartphones

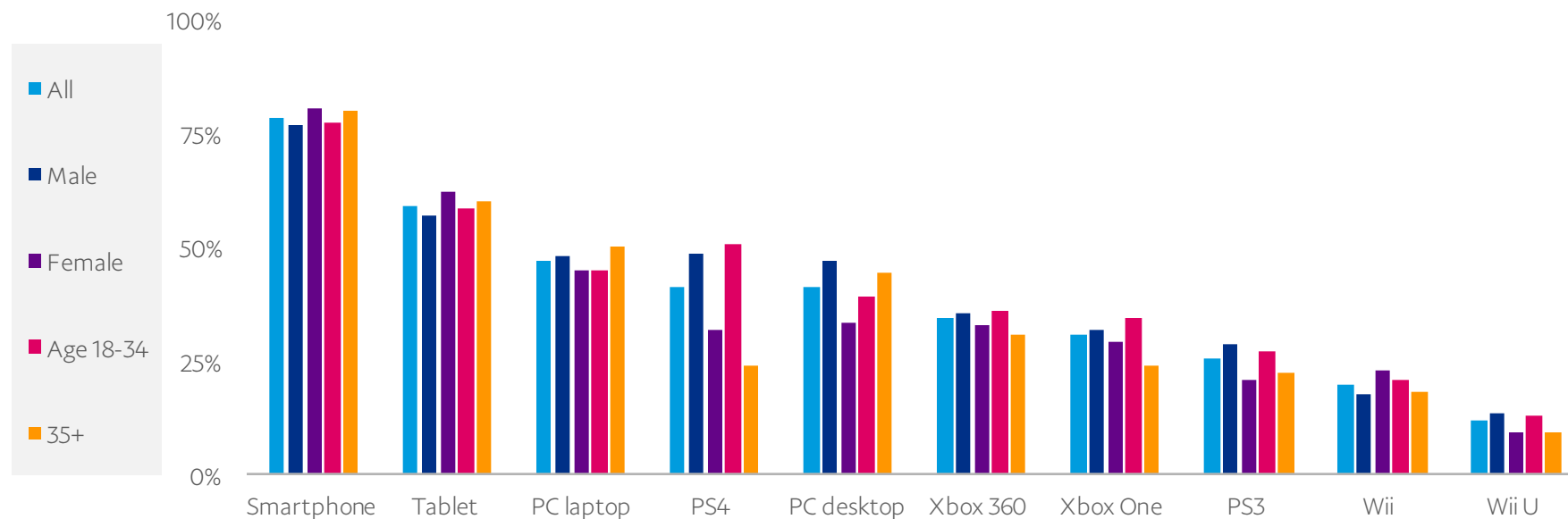


©2016 PayPal Inc. Confidential and proprietary.

Males (49%) and Millennials (51%) opt for PlayStation 4 over PCs*

US's exceptionally large console base helps PS4 just barely edge out PC laptops for males (49% vs 48%)

Where US gamers play games



©2016 PayPal Inc. Confidential and proprietary.

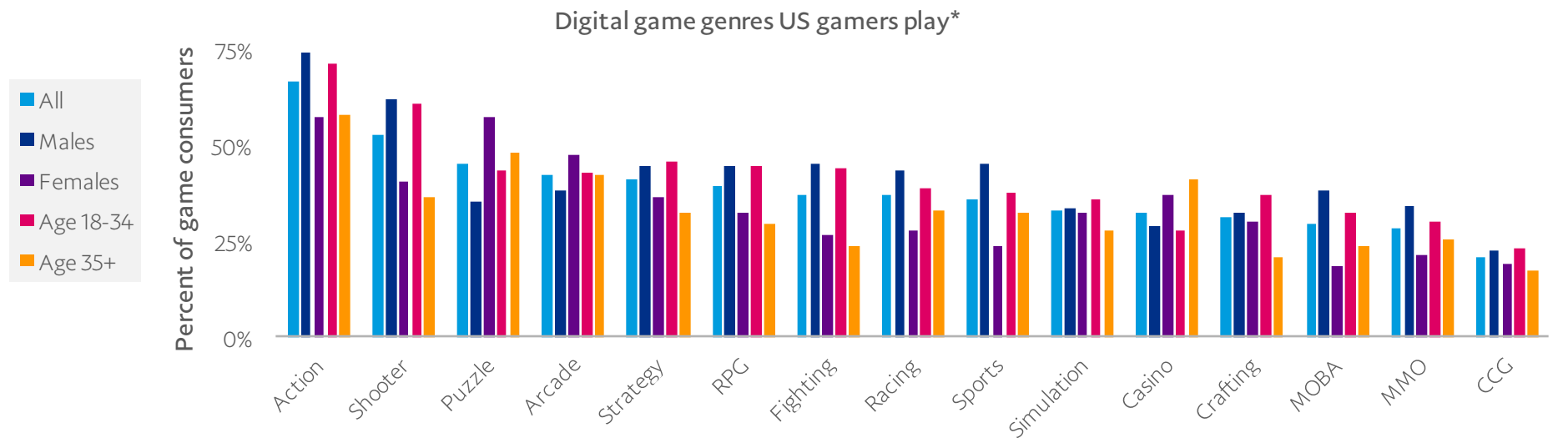
*PC does not include Apple products

Puzzle (45%) and Casino (33%) game popularity makes the US unique

Puzzle and Casino games fall further down the list for general gamers in other markets

Women prefer casual genres like Puzzle, Arcade and Casino games more than male players

- Puzzle: 36% of males, 58% of females
- Arcade: 39% of males, 48% of females
- Casino: 29% of males, 37% of females



©2016 PayPal Inc. Confidential and proprietary.

*RPG: Role-playing games; MMO: Massive multiplayer online games; MOBA: Multiplayer online battle arenas; CCG: Collectible card games

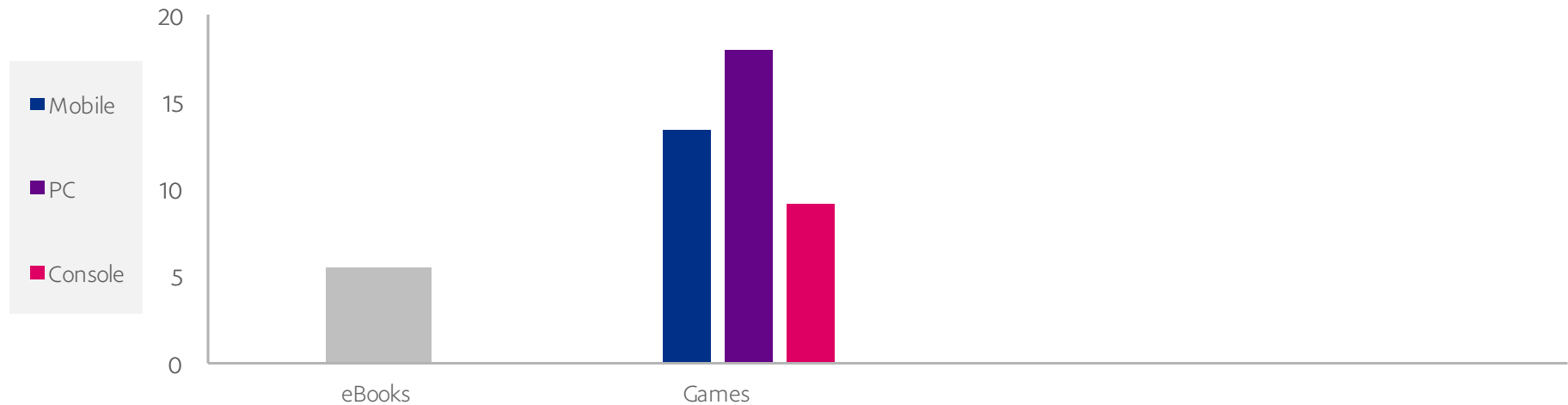
US console gamers buy new content twice as fast as on PC (9 vs. 18 days)

Console's predictable AAA release schedule allows gamers to plan their purchases

The US is an exception in the worldwide market as gamers wait longer than any other media type to buy content

- PC gamers are the most patient gamers as they wait for flash sales like the Steam Summer Sale before buying new content
- Mobile gamers tend to wait longest to make their first in-game purchase, but once the spending seal is broken they are more likely to jump on content quicker

Days between deciding to purchase content and making the purchase



Ease of use and speed of processing drive payment method choice

“Easy to use” was the overwhelming reason U.S. respondents cited for their preferred payment method across eBooks (80 percent) and gaming (82 percent for mobile games, 80 percent for PC games and 87 percent for console games). Processing payments quickly was also noted as a strong consideration across categories.

Top reasons for selecting a preferred payment method

