

PayPal

Get ahead of the game.

You know gaming. We know how to take you global, helping you to find new players, fight fraudsters, and win at checkout.



Contents

Part 1: Generating Sales

The battle for gamers' attention	4
New worlds, limitless sales opportunities	6
An overview of the 5 most important gaming markets	9
- Gaming in the USA	10
- Gaming in the UK	14
- Gaming in Germany	18
- Gaming in Mexico	22
- Gaming in Japan	26
Building an active community	30

Part 2: Protecting Your Revenue

The issue of latency	32
Fraud: One of the biggest risks	33

Conclusion	34
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Part 1: Generating Sales



Part 1: Generating Sales

The battle for gamers' attention.

Status quo

The gaming industry has grown a lot in the past year. VR and AR technology have created realistic virtual spaces and blurred the line between the digital and physical worlds. Ray tracing in real time produces incredibly realistic graphics, while AI-driven non-player characters (NPCs) and dynamic gameplay are revolutionizing gaming. Cloud gaming platforms are also enabling seamless streaming across all devices.¹

The battle for new territory

As gaming experiences continue to expand, publishers and developers are doing their best to attract and hold on to gamers with a raft of captivating games. It depends on scalability – and having an international fan base is more important than ever.

Given the internet's global reach, and increasingly accessible gaming platforms, opening up different markets and interacting with gamers from all over the world is key to lasting success.

¹ FINSMES (2022), <https://www.finsmes.com/2022/11/how-technology-is-changing-the-gaming-industry.html>



Part 1: Generating Sales

These are some of the benefits of an expanded international fan base for your business:

- Reach a diverse target audience and increase your sales potential with game purchases, in-game purchases, subscriptions, and advertising.
- Raise your global profile and attract the attention of developers, partner businesses, and investors.
- Attain international visibility, brand awareness, and media coverage.

In this detailed guide, we explain how you can conquer new territories and be successful in emerging gaming markets. A trustworthy brand with two decades of payment experience, PayPal can help your business achieve unparalleled growth in the fascinating world of gaming

PayPal hack #1

Developers and publishers can use PayPal's huge user base to achieve global growth.



Expand into over **200 markets** and grow your international customer base.



Gain access to PayPal's network of over **430 million** customers who value seamless online transactions.

*Source: PayPal Q1 FY2025



Part 1: Generating Sales

New worlds, limitless sales opportunities.

As the line between the physical and virtual worlds becomes ever more blurred, gaming companies are becoming pioneering innovators and taking on the role of visionary creators. Virtual experiences are undergoing a remarkable change in this dynamic environment and turning into lucrative business models that capture customers' imagination and promise commercial results.

Examples of emerging business models and new, hybrid monetization opportunities include Coachella Island in Fortnite² and Elton John's "Beyond the Yellow Brick Road" on Roblox.³

These interactive virtual events generate a range of sales opportunities for the platforms, from ticket sales to in-game purchases and virtual products, to personalization, sponsoring, brand collaborations, media and broadcasting rights, partnerships with artists and record labels, and e-commerce offerings in the real world.



² Rolling Stone (2023), <https://www.rollingstone.com/music/music-news/coachella-fortnite-metaverse-virtual-world-1234713842/>
³ Music Ally (2022), <https://musically.com/2022/11/03/elton-john-goes-beyond-the-yellow-brick-road-on-roblox/>

There are some important points to be aware of regarding the many monetization models in gaming.

Type	Pay-to-play	In-game purchases	Virtual real estate	Subscriptions	DLC and add-ons	E-sport
Benefits	<p>Appeals to traditional gamers who prefer to avoid constant micro-transactions.</p> <p>Offers all gamers equal access to content.</p>	<p>Offer the opportunity to increase the revenue per gamer through additional content.</p>	<p>Potential to generate revenue through property transactions and rental income.</p>	<p>Encourage engagement and loyalty among gamers and the community.</p>	<p>Generate sales from existing gamers who want additional content.</p>	<p>Facilitates partnerships, sponsoring, and advertising opportunities between publishers and e-sport leagues.</p>
Drawbacks	<p>Lack of ongoing revenue can discourage regular updates and impact long-term gamer engagement.</p>	<p>Possible negative reactions if micro-transactions seem overly expensive or are required to advance in the game.</p>	<p>May only appeal to a limited target audience.</p> <p>Difficult to set an exact price for virtual real estate.</p>	<p>Requires a constant stream of new and exciting content to keep subscribers.</p>	<p>Come with the possible risk of developers holding back content from customers to sell separately online.</p>	<p>Associated with the high entry and ongoing cost of organizing and putting on events.</p>

Part 1: Generating Sales

PayPal hack #2

Independently of your monetization model, PayPal can help secure your sources of income thanks to its trustworthiness as a brand and its simple and secure payment solutions.

Trust in the brand:

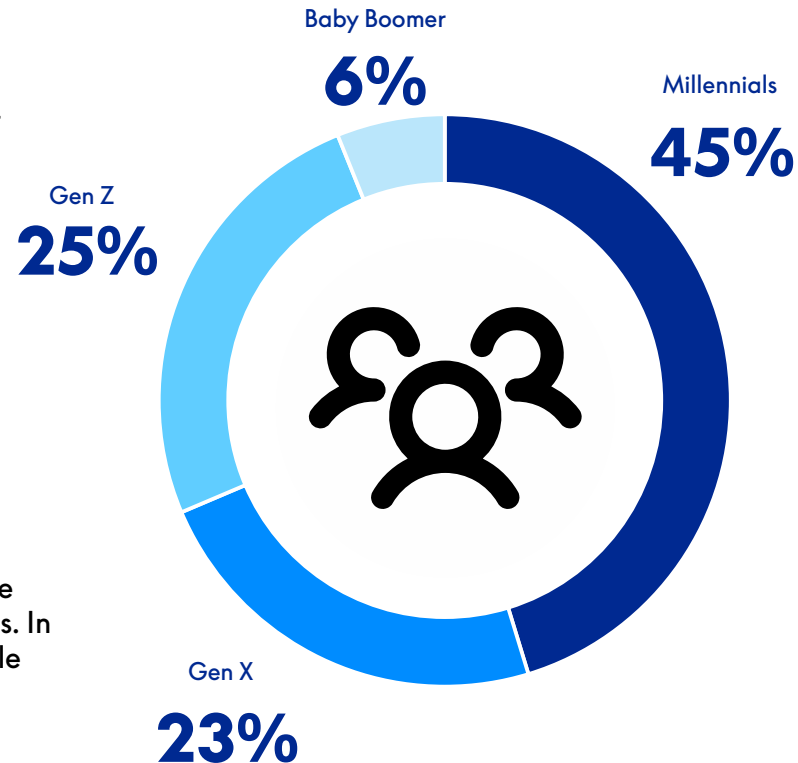
XX of consumers in Germany consider PayPal to be the most trustworthy brand when it comes to keeping their financial information safe.⁴ This trust in the brand is the reason that 51% of Germans make repeat online purchases.⁵

Subscriptions:

PayPal enables gaming companies to offer subscription models based on recurring payments. Retailers who have introduced PayPal's subscriptions in Germany increased their sales revenues by an average of 31%.⁶

Mobile payments:

Gamers can easily make purchases via their mobile device thanks to PayPal's mobile payment solutions. In Germany, consumers of all ages use PayPal's mobile payments system, with millennials making up the largest group (45%).⁷



⁴ Statista, Global Consumer Survey Brand Report, Mobile payment: PayPal users in Germany, September 2023. Multi Pick; Base: n=504, PayPal users, n=1,101 mobile payment users, n=35,994 all respondents.
⁵ TRC, Commissioned by PayPal, April 2021. TRC conducted an online survey of 1,000 consumers aged 18+ across Germany. (n=1,000).
⁶ Nielsen, Commissioned by PayPal, Nielsen Media Attitudinal Survey of Germany (October 2021) with 1,000 recent PayPal transactions (past 4 weeks) from SMB merchants.
⁷ Based on internal PayPal data analyzed between July 1, 2020, and May 1, 2021 (based on 10 retailer participants).

Part 1: Generating Sales

An overview of the 5 most important gaming markets.

To maximize international reach and customer loyalty toward your business, you need to understand the demographic characteristics and preferences of gamers in the various core markets (USA, Mexico, Japan, Germany, and the UK). This lets game developers appeal to their target audience in a targeted, effective way.



Each country is different and, once you know the most popular platforms, genres, and channels in each target market, you can adapt your products and marketing accordingly – to maximize your chances of success within the growing, highly competitive international gaming market.



USA



UK



Germany



Mexico



Japan



Part 1: Generating Sales

Gaming in the USA.

Welcome to America, the birthplace of video games and the second-largest gaming market in the world. Gaming is one of the fastest-growing areas of the entertainment industry in the USA and almost three quarters of Americans are gaming fans.⁸ The USA is an exciting and diverse market with lots of different types of gamers and a growing interest in e-sport.



⁸ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trendreports/key-insights-into-us-gamers-what-howand-why-they-play>



Part 1: Generating Sales



The channels your target audience likes best

The most popular social media platforms among US gamers are YouTube, Facebook, Instagram, Discord, TikTok, and Twitch.¹⁷ Depending on the genre and target audience for your game, it could also be a hit on Reddit and Twitter, as these are very popular with some groups.

Statistics and demographic data



191

Number of gamers (mill.)⁹



47.3

Gaming revenue (bn. USD)¹⁰

	Gamer gender ¹¹	Age ¹²	Share of gamers per platform ¹³	Top 3 genres of PC and console games ¹⁴	Top 3 PC and console games ¹⁵	Most popular e-commerce payment methods ¹⁶
1	Male (52%)	21–35 (36%)	Mobile devices (48%)	Shooter	Fortnite	Digital wallet (32%)
2	Female (47%)	10–20 (26%)	Console (39%)	Adventure	Counter-Strike: Global Offensive	Credit card (30%)
3	Non-binary/Other (1%)	36–50 (25%)	PC (27%)	Battle Royale	Grand Theft Auto V	Debit card (20%)

⁹ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>. ¹⁰ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>. ¹¹ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>. ¹² Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>. ¹³ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>. ¹⁴ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>. ¹⁵ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>. ¹⁶ FIS (2023), The Global Payments Report 2023, <https://www.fisglobal.com/en-gb/global-payments-report>. ¹⁷ Statista (2023), <https://www.statista.com/statistics/1351103/us-most-used-social-related-to-gaming>

Part 1: Generating Sales

Gaming conventions and events.

The USA plays host to some of the world's largest gaming events, including the biggest event worldwide for industry experts, the Game Developers Conference (GDC) in San Francisco. You can meet gamers and gaming fans at the following conventions:

- 1. PAX (Penny Arcade Expo, Seattle) and PAX East (Boston):**
A celebration of gaming and gaming culture.
- 2. E3 (Los Angeles):**
One of the largest gaming conventions in the world.
- 3. Comic Con International (San Diego):**
Originally dedicated to comics, the event now has a strong focus on video games.



Industry association

The national industry association for the US video games industry is the Entertainment Software Association (ESA): www.theesa.com.

18 Statista, Global Consumer Survey Brand Report, Online payment: PayPal users in the United States, November 2022. Base: n=4040, online payment users. 19 An online study commissioned by PayPal and conducted by Nefflential in November 2020, involving 1,000 US online shoppers aged 18-39. (Among PayPal users, n=682.) 20 Nielsen Study, commissioned by PayPal, Nielsen Media Behavioral Panel of USA with 408K large enterprise desktop purchase transactions, from 25K consumers between January-December 2022. *Checkout conversion measured from the point at which customers start to pay. 21 Nielsen Study, commissioned by PayPal, Nielsen Media Behavioral Panel of USA with 408K large enterprise desktop purchase transactions, from 25K consumers between January-December 2022. *Checkout conversion measured from the point at which customers start to pay. 22 Major global payments network analysis from transactions over a 12-month period from Q4 2020-Q3 2021 in 8 markets (US, UK, DE, AU, FR, IT, ES, CA) across 12 verticals. Does not include transactions from domestic schemes (e.g. Cartes Bancaires, eftpos).



PayPal in the USA



82%

of consumers in the USA use PayPal. ¹⁸



69%

of PayPal users feel safer when shopping with retailers that accept payments via PayPal. ¹⁹



33%

PayPal has been proven to increase checkout conversion for large businesses by 33% on average. ²⁰



x2.2

PayPal users are 2.2 times more likely to complete their purchase on websites that clearly offer PayPal as a payment option. ²¹



6 basis points:

PayPal can demonstrably contribute to a 6-basis point reduction in rates of credit card fraud. ²²

Part 1: Generating Sales

A large but challenging market.

The USA's gaming market is large and diverse but also has its challenges. This can make it hard for new businesses to establish themselves. Try these 3 top tips to increase your chances of success:

1. Carefully define your target audience:

The USA is a huge market and it will cost you a lot of money to reach a wide audience.

2. It all comes down to localization:

It's critical to translate accurately into American English (or into Spanish if you are targeting the large Hispanic population) and to use relevant and up-to-date cultural references.

3. Work on building a strong online presence and community:

The best way to build a fan base in this huge market is to actively build a strong, enthusiastic community.



PayPal hack #3

Use insights from cross-border transactions to plan ahead:

PayPal offers businesses valuable insights and analyses in relation to their cross-border transactions. This data can help companies to understand customer behavior, spot market trends, and make informed decisions regarding their expansion strategies.

Part 1: Generating Sales

Gaming in the UK.

The UK is the leading gaming market in Europe, with a large, demanding gamer community. Video games are the most popular form of entertainment with the British and gaming is the most profitable segment of the UK entertainment industry.²³ From casual games like Candy Crush Saga and Wordle to exciting adventure games and shooters – people in the UK are big fans of gaming and spend a lot of money on it. 58% of gamers purchase game subscriptions.²⁴



²³ Allcorrect (2022), <https://allcorrectgames.com/insights/the-uk-gaming-market/>
²⁴ Allcorrect (2022), <https://allcorrectgames.com/insights/the-uk-gaming-market/>



Part 1: Generating Sales



The channels your target audience likes best

58% of people in the UK watch game content on popular platforms such as YouTube (74%) and Twitch (25%).³³ The most popular social media platforms in the UK are: TikTok (27.3 hours a month), YouTube (15.5 hours), and Facebook (14.6 hours).³⁴

Statistics and demographic data



39.1

Number of gamers (mill.)²⁵



5.5

Gaming revenue (bn. USD)²⁶

	Gamer gender ²⁷	Age ²⁸	Share of gamers per platform ²⁹	Top 3 genres of PC and console games ³⁰	Top 3 PC and console games ³¹	Most popular e-commerce payment methods ³²
1	Male (54%)	21-35 (33%)	Mobile devices (46%)	Adventure	Overwatch 1&2	Digital wallet (35%)
2	Female (45%)	36-50 (28%)	Console (41%)	Shooter	Fortnite	Credit card (24%)
3	Non-binary/Other (<1%)	10-20 (23%)	PC (29%)	Battle Royale	FIFA 23	Debit card (22%)

²⁵ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>, ²⁶ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>, ²⁷ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>, ²⁸ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>, ²⁹ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>, ³⁰ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>, ³¹ Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>, ³² FIS (2023), The Global Payments Report 2023, <https://www.fisglobal.com/en-gb/global-payments-report>, ³³ Allcorrect (2022), <https://allcorrectgames.com/insights/the-uk-gaming-market/>, ³⁴ Meltwater (2023), <https://www.meltwater.com/en/blog/uk-social-media-statistics#Most%20used%20social%20media%20platforms%20in%20the%20UK>

Part 1: Generating Sales

Gaming conventions and events.

With such a large and enthusiastic gaming community, the UK has no shortage of international, national, and regional gaming events. Here are some of them:

- 1. EGX:**
the largest gaming event in the UK, which takes place in London and focuses on video games.
- 2. UK Comic Con:**
a convention for all aspects of comic-related and pop culture, including cosplay and, of course, video games.
- 3. Insomnia Gaming Festival:**
"a large, community-organized gaming convention" for e-sport, LAN parties, and entertainment.



Industry association

The British national association for gaming and the interactive entertainment industry is UKIE: ukie.org.uk.

35 Statista, Global Consumer Survey Brand Report, Online payment: PayPal in the UK, May 2022. Base: n=1,605, online payment users. 36 Nielsen, commissioned by PayPal, Nielsen Attitudinal Survey of UK (June 2023) with 2,000 recent purchasers (past 4 weeks) from SMB merchants, including 1,000 PayPal transactions & 1,000 non-PayPal transactions. Typical checkout includes credit/debit/prepaid cards, digital wallets, BNPL brands, and others. 37 Nielsen Study, commissioned by PayPal, Nielsen Media Behavioural Panel of UK 95,161 desktop purchase transactions from 27,898 UK consumers between October 2019 and September 2020 to understand and measure the impact that PayPal has for 315 UK-based LE merchants across different verticals. 38 Nielsen Study, commissioned by PayPal, Nielsen Media Behavioral Panel of Germany (DE) with 175,653 desktop transactions from 32,831 consumers who are PayPal users, from October 2019 to September 2020 to understand and measure the impact that PayPal has for 474 Germany-based LE merchants across different verticals. 39 Comparative analysis of major global payments network and PayPal internal data from transactions over a 12-month period from Q4 2020-Q3 2021 in 8 markets (US, UK, DE, AU, FR, IT, ES, CA) across 12 verticals. Does not include transactions from local networks.



PayPal in the UK



91%

of consumers in the UK use PayPal.³⁵



45%

of British consumers say their trust in PayPal is the reason they make repeat purchases on SMEs' websites.³⁶



24%

higher checkout conversion for large businesses with PayPal.³⁷



x3.8

PayPal users are over 3.8 times more likely to complete their purchase on websites that clearly offer PayPal as a payment option.³⁸



9 basis points:

PayPal has been shown to help reduce the rate of fraud in credit card transactions by 9 basis points.³⁹

Part 1: Generating Sales

Think about the right monetization strategies.

Almost 2/3 of UK gamers spend money on games, with sales or special offers being the strongest motivators.⁴⁰ The second strongest motivator is playing with friends and family. At the same time, almost a quarter (24%) of Brits only game as a hobby. It's therefore important to consider which monetization strategies are most suited to your target audience:

- 1. Familiarize yourself with the regulations:**
Games and apps targeted at children are highly regulated in terms of data, analyses, and advertising.
- 2. Hands off the loot boxes:**
There are concerns about the impact of this practice and the UK government (as well as the EU) has announced its intention to ban it by law.
- 3. Think about whether a subscription model is suitable for your game:**
58% of UK gamers purchase game subscriptions.⁴¹



PayPal hack #4

Use insights from cross-border transactions to plan ahead:

PayPal offers businesses valuable insights and analyses in relation to their cross-border transactions. This data can help companies to understand customer behavior, spot market trends, and make informed decisions regarding their expansion strategies.

40 Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>
41 Newzoo (2022), Key Insights Into American Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-us-gamers-what-how-and-why-they-play>

Part 1: Generating Sales

Gaming in Germany

Germany plays host to the largest gaming trade show globally, Gamescom.⁴² Germany's gaming scene is booming. It is made up of lots of small-scale developers and publishers as well as a big community of enthusiastic gamers. The German gaming community offers gaming companies a wide range of options – from occasional gamers looking for a captivating experience to e-sport competitors competing against each other at the highest level.



⁴² <https://www.gamescom.global/en>

Part 1: Generating Sales



The channels your target audience likes best

The most popular media platforms in Germany for the 21–50 age group are Twitch and YouTube for consuming gaming content,⁵¹ Discord for interacting with other community members, and social media platforms such as Facebook, Instagram, and Twitter for news and updates from the gaming world. Gaming websites and fora also play an important role when it comes to helping German gamers to connect and giving them valuable information.

Statistics and demographic data



49.8

Number of gamers (mill.)⁴³



6.6

Gaming revenue (bn. USD)⁴⁴

	Gamer gender ⁴⁵	Age ⁴⁶	Share of gamers per platform ⁴⁷	Top 3 genres of PC and console games ⁴⁸	Top 3 PC and console games ⁴⁹	Most popular e-commerce payment methods ⁵⁰
1	Male (54%)	21–35 (31%)	Mobile devices (43%)	Shooter	Fortnite	Digital wallet (29%)
2	Female (45%)	36–50 (28%)	Console (34%)	Adventure	Overwatch 1&2	Bank transfer (27%)
3	Non-binary/Other (<1%)	51–65 (25%)	PC (34%)	Sport	Grand Theft Auto V	Pay later (23%)

43 Newzoo (2022), Key Insights Into German Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-german-gamers-newzoo-gamer-insights-report>. 44 Newzoo (2022), Key Insights Into German Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-german-gamers-newzoo-gamer-insights-report>. 45 Newzoo (2022), Key Insights Into German Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-german-gamers-newzoo-gamer-insights-report>. 46 Newzoo (2022), Key Insights Into German Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-german-gamers-newzoo-gamer-insights-report>. 47 Newzoo (2022), Key Insights Into German Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-german-gamers-newzoo-gamer-insights-report>. 48 Newzoo (2022), Key Insights Into German Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-german-gamers-newzoo-gamer-insights-report>. 49 Newzoo (2022), Key Insights Into German Gamers, <https://newzoo.com/resources/trend-reports/key-insights-into-german-gamers-newzoo-gamer-insights-report>. 50 FIS (2023), The Global Payments Report 2023, <https://www.fisglobal.com/en-gb/global-payments-report>. 51 Statista (2023), <https://www.statista.com/forecasts/998794/most-used-video-game-streaming-sites-by-brand-in-germany>

Part 1: Generating Sales

Gaming conventions and events.

Germany is the stage for several renowned gaming conventions that draw in gaming fans from near and far. These are the three biggest gaming conventions in Germany:

- 1. Gamescom:**
New products debut at the world's largest gaming convention, which is held in Cologne.
- 2. DreamHack Leipzig:**
A well-known gaming festival with e-sport competitions and interactive exhibitions.
- 3. MAGFest Europe:**
A music, gaming, and cultural festival in Erfurt, Germany, featuring live concerts and indie games demonstrations.



Industry association

Germany's national gaming association is the Verband der deutschen Games-Branche (Game): [game.de](https://www.game.de).

52 Statista, Global Consumer Survey Brand Report, Online payment: PayPal in Germany, May 2022. Base: n=3,148, online payment users. 53 TRC, Commissioned by PayPal, April 2021. TRC conducted an online survey of 1,000 consumers aged 18+ across Germany. (n=1,000). 54 Nielsen, Commissioned by PayPal, Nielsen Media Behavioral Panel of Germany with 17,350 SMB desktop purchase transactions from July 2020 to June 2021. 55 Nielsen Study, commissioned by PayPal, Nielsen Media Behavioral Panel of Germany (DE) with 175,653 desktop transactions from 32,831 consumers who are PayPal users, from October 2019 to September 2020 to understand and measure the impact that PayPal has on 474 Germanybased LE merchants across different verticals. 56 Comparative analysis of major global payments network and PayPal internal data from transactions over a 12-month period from Q4 2020-Q3 2021 in 8 markets (US, UK, DE, AU, FR, IT, ES, CA) across 12 verticals. Does not include transactions from domestic schemes (e.g. Cartes Bancaires, effpos).



PayPal in Germany



93%

of German consumers use PayPal.⁵²



79%

of German consumers using PayPal have the greatest level of trust in the security of their payment data.⁵³



84%

higher checkout conversion for SMEs with PayPal.⁵⁴



x8.7

PayPal users are 8.7 times more likely to complete their purchase on websites that clearly offer PayPal as a payment method.⁵⁵



18 basis points:

With PayPal, you can reduce your chargeback rate by up to 18 basis points.⁵⁶

Part 1: Generating Sales

Regulatory measures and other considerations.

Various factors can contribute to a game not succeeding in the German market. If you want to succeed in Germany, you need to be aware of the following:

- 1. Localization and cultural sensitivity:**
Poor localization or a lack of cultural sensitivity will frustrate gamers and compromise the overall experience.
- 2. Content requirements in Germany:**
Strict rules regarding violence, blood, and explicit content in video games make it difficult for excessively violent or explicit games to obtain an age rating or comply with the guidelines.
- 3. Poor execution:**
Games developed under licenses that do not reflect the sense of the original – or that offer substandard game play – will not go down well with German gamers.



PayPal hack #5 Increase your potential revenue through flexible payment options:

By adding a "pay later" button or banner to your website, gamers have the choice to pay immediately or in installments. You can also offer your customers the opportunity to pay in 30 days, on account, by credit card, or via another payment method.

Part 1: Generating Sales

Gaming in Mexico

Mexico is one of the largest and most dynamic gaming markets in Latin America and globally. The country is also one of the biggest importers of video games and software.⁵⁷ Most Mexican gamers are young (although gaming is growing in popularity with older age categories, too) and tend to prefer casual games for mobile devices. E-sport competitions are popular in Mexico as well.



⁵⁷ TheSocialTalks.com (2022), <https://thesocialtalks.com/latestnews/mexico-a-growing-video-game-market/>



Part 1: Generating Sales



The channels your target audience likes best

If your games are targeted at children, you must have a presence on social media. Mexican children tend to have access to devices and use social media more often than children of the same age elsewhere in the world. Mexican children aged between 6–11 favor TikTok, Facebook, and Twitch.⁶⁶ WhatsApp, Facebook, Instagram, and TikTok are the favorites across all age categories.⁶⁷

Statistics and demographic data



65.9

Number of gamers (mill.)⁵⁸



2.4

Gaming revenue (bn. USD)⁵⁹

	Gamer gender ⁶⁰	Age ⁶¹	Preferred gaming platform ⁶²	Top 3 gaming genres ⁶³	Top 3 mobile games ⁶⁴	Most popular e-commerce payment methods ⁶⁵
1	Male (52%)	5-20 (43%)	Mobile devices (80%)	Strategy (mobile) Sport (console)	Roblox	Credit card (33%)
2	Female (48%)	21-30 (24%)	Console (21%)	Puzzle (mobile) Shooter (console)	Free Fire	Digital wallet (27%)
3	Non-binary/Other (<1%)	31-40 (14%)	PC (7%)	Adventure (mobile) Battle Royale	Clash Royale	Debit card (22%)

58 The Competitive Intelligence Unit (2022), <https://www.theciu.com/publicaciones-2/2022/8/29/dadelgamer2022-industria-de-videojuegos-en-mxico-jugamoescosadanos?lang=es>. 59 Revistaespejo.com (2022), <https://revistaspejo.com/2022/08/29/la-industria-del-videojuego-en-mxico-jugar-no-es-cosa-de-ninos/>. 41 billion Pesos in 2022. 60 The Social Talks (2022), <https://thesocialtalks.com/latest-news/mexico-a-growing-video-game-market/>. 61 The Competitive Intelligence Unit (2022), <https://www.theciu.com/publicaciones-2/2022/8/29/dadelgamer2022-industria-de-videojuegos-en-mxico-jugamoescosadanos?lang=es>. The proportion of the population from the CIU report was applied to the actual population figures to determine the percentage of gamers in the population. 62 The Competitive Intelligence Unit (2022), <https://www.theciu.com/publicaciones-2/2022/8/29/dadelgamer2022-industria-de-videojuegos-en-mxico-jugamoescosadanos?lang=es>. 63 The Competitive Intelligence Unit (2022), <https://www.theciu.com/publicaciones-2/2022/8/29/dadelgamer2022-industria-de-videojuegos-en-mxico-jugamoescosadanos?lang=es>. 64 Marketing4Ecommerce (2023), <https://marketing4ecommerce.net/en/top-the-most-downloaded-apps-in-mexico/>. 65 FIS (2023), The Global Payments Report 2023, <https://www.fisglobal.com/en-gb/global-payments-report>. 66 Paramount Insights (2022), <https://insights.paramount.com/post/kids-in-brazil-and-mexico-are-avid-social-media-users-and-gamers/>. 67 Ding (2022), <https://www.ding.com/community/most-popular-social-media-networks-in-mexico>.

Part 1: Generating Sales

Gaming conventions and events.

Here are some important gaming events in Mexico where you can find gamers and gaming fans:

- 1. Electronic Game Show (EGS):**
Mexico's biggest video games convention.
- 2. Gamergy:**
One of the biggest gaming events in the Spanish-speaking world that has its origins in Madrid (Spain) and is also held in Mexico and Argentina.
- 3. La Mole Comic Con International:**
An event for comics and cosplay that also welcomes gamers.



Industry association

The national industry association for Mexico's video games industry is the Asociación Mexicana de Videojuegos (AMEXVID): [amexvid.com](https://www.amexvid.com).

68 Nielsen, commissioned by PayPal, Nielsen Media Attitudinal Survey of Mexico (June 2022) with 4,000 recent purchasers (past 2 weeks) from large enterprise merchants, including 2,000 PayPal transactions & 2,000 non-PayPal transactions. June 2022. Base N. PayPal users = 3,390. 69 Nielsen, commissioned by PayPal, Nielsen Media Attitudinal Survey of Mexico (June 2022) with 4,000 recent purchasers (past 2 weeks) from large enterprise merchants, including 2,000 PayPal transactions & 2,000 non-PayPal transactions. June 2022. Base N. PayPal users = 3,390. 70 Nielsen, commissioned by PayPal, Nielsen Media Behavioral Panel powered by NetQuest with 33,049 large enterprise desktop purchase transactions from 3,719 consumers from January to December 2021. 71 Nielsen, commissioned by PayPal, Nielsen Media Behavioral Panel powered by NetQuest with 33,049 large enterprise desktop purchase transactions from 3,719 consumers from January to December 2021. 72 Nielsen, commissioned by PayPal, Nielsen Media Attitudinal Survey of Mexico (June 2022) with 4,000 recent purchasers (past 2 weeks) from large enterprise merchants, including 2,000 PayPal transactions & 2,000 non-PayPal transactions. June 2022. Base N. PayPal users = 3,390.



PayPal in Mexico



80%

of PayPal users are more willing to make a purchase from an unknown retailer if they can pay via PayPal.⁶⁸



90%

of Mexican PayPal users say they trust PayPal and that their financial data is secure.⁶⁹



59%

higher checkout conversion for large businesses with PayPal.⁷⁰



x1.3

PayPal users purchase 1.3 times more often from websites that accept PayPal than they do from other websites.⁷¹



Half

of PayPal users have abandoned their purchase during checkout because they couldn't pay via PayPal.⁷²

Part 1: Generating Sales

A young and mobile market.

A young target audience with access to mobile devices, together with a fast-growing national infrastructure, ensure rapid development of the Mexican gaming market. Top tips for a greater chance of success:

- 1. Prioritize mobile experiences:**
Use mobile platforms for marketing, customer retention, and payments, even if your game is not targeted at mobile gamers.
- 2. Focus on the top genres:**
Analyze the popularity of particular genres, for example, wrestling games in Mexico.
- 3. Discover e-sport:**
Get active in the thriving e-sport scene in Mexico in leagues such as the FIFA Interactive World Cup, Call of Duty League, eFormula One, and League of Legends.



PayPal hack #6

Use insights from cross-border transactions to plan ahead:

PayPal offers businesses valuable insights and analyses in relation to their cross-border transactions. This data can help companies to understand customer behavior, spot market trends, and make informed decisions regarding their expansion strategies.

Part 1: Generating Sales

Gaming in Japan

Japan, one of the largest gaming markets in the world, has influential developers, cult franchises, and devoted gaming fans. The spectrum of Japanese gamers ranges from enthusiastic RPG fans to ambitious e-sports players. Understanding this dynamic market is essential for businesses that want to tap into Japan's enormous potential and strike up meaningful connections with its passionate community of gamers.



Part 1: Generating Sales



The channels your target audience likes best

The most important social media platforms in Japan are LINE, YouTube, Twitter, and Instagram.⁸¹ Live-streaming is extremely popular and there are many different local favorites to choose from. The most watched live-streaming sites are YouTube Live, Twitch, Hakuna Live, and Twitch Cast (all with over 2 million monthly views).⁸²

Statistics and demographic data



110

Number of gamers (mill.)⁷³



19.9

Gaming revenue (bn. USD)⁷⁴

	Gamer gender ⁷⁵	Age ⁷⁶	Share of gamers per platform ⁷⁷	Top 3 gaming genres ⁷⁸	Top 3 PC and console games ⁷⁹	Most popular e-commerce payment methods ⁸⁰
1	Male (51%)	21-50 (64%)	Mobile devices (48%)	RPG	Pokémon Scarlet/Violet	Credit card (57%)
2	Female (49%)	10-20 (24%)	Console (34%)	Puzzles (mobile) Adventure (console) Shooter (PC)	platoon 3	Digital wallet (18%)
3	Non-binary/Other (<1%)	51-65 (12%)	PC (18%)	Simulation	Pokémon Legends: Arceus	Bank transfer (7%)

73 Allcorrect (2022), The Gaming Market in Japan, <https://allcorrectgames.com/insights/the-gaming-market-in-japan/>. 74 Allcorrect (2022), The Gaming Market in Japan, <https://allcorrectgames.com/insights/the-gaming-market-in-japan/>. 75 Allcorrect (2022), The Gaming Market in Japan, <https://allcorrectgames.com/insights/the-gaming-market-in-japan/>. 76 Allcorrect (2022), The Gaming Market in Japan, <https://allcorrectgames.com/insights/the-gaming-market-in-japan/>. 77 Allcorrect (2022), The Gaming Market in Japan, <https://allcorrectgames.com/insights/the-gaming-market-in-japan/>. 78 Allcorrect (2022), The Gaming Market in Japan, <https://allcorrectgames.com/insights/the-gaming-market-in-japan/>. 79 Frontline Japan (2023), <https://www.frontlinejp.net/2023/02/02/top-100-best-selling-games-in-japan-2022/>. 80 FIS (2023), The Global Payments Report 2023, <https://www.fisglobal.com/en-gb/global-payments-report>. 81 Japan Buzz (2023), <https://www.japanbuzz.info/the-ultimate-guide-to-social-media-in-japan/>. 82 Japan Buzz (2023), <https://www.japanbuzz.info/popular-live-streamingplatforms-in-japan/>

Part 1: Generating Sales

Gaming conventions and events.

Japan is the host nation for several popular gaming conventions that attract gaming fans from all over the world. Here are some of the best-known gaming conventions in Japan:

- 1. Tokyo Game Show (TGS):**
Japan's largest gaming convention, which showcases upcoming publications and trends.
- 2. Jump Festa:**
Manga and anime festival with gaming demos, cosplay, and merchandise in Tokyo.
- 3. Comiket (comic market):**
The world's largest Doujinshi convention for self-published works in Tokyo.



Industry association

Japan's national industry association for online gaming is the Japan Online Game Association (JOGA): japanonlinegame.org.

83 TRC, on PayPal's behalf, November 2022. A survey carried out by TRC on PayPal's behalf from July to August 2022 surveyed XXXX PayPal users in 10 markets (N = 250-400 for each; US, UK, FR, DE, CN, AU, MX, SG, KR, TW), who had made an online purchase from a Japanese retailer between July 2021 and August 2022. Basis: PayPal preferred (n=2,357)



PayPal in Japan



66%

of PayPal users pay via PayPal when shopping in Japan because they trust PayPal as a payment method.⁸³



41%

of PayPal users have cancelled a purchase in Japan because PayPal was not available.⁸³



67%

of PayPal users say that PayPal is their preferred payment method for making cross-border purchases in Japan, which is the highest rating for any payment method.⁸³



50%

of PayPal users pay with PayPal when shopping in Japan because they are sure their payment data is safe.⁸³



59%

of PayPal users pay with PayPal when shopping in Japan because it's the easiest way for them to pay.⁸³

Part 1: Generating Sales

Gaming preferences can stand in the way of your success.

It's not easy to name particular game formats that are often unsuccessful but there are some genres and types of games that are more challenging to launch, or that don't go down well. Here are some of them:

1. Sports games:

Sports games in Japan are generally less popular than in regions like North America or Europe. The exceptions are games that are based around much-loved sports like baseball or soccer.

2. Niches or specialized genres:

Games that occupy particular niche genres or that involve complex game mechanics will not appeal to a wide audience in Japan. They are often especially popular with die-hard fans.

3. Taking language and culture into account:

Japan's gaming culture is unique, and games need to be adapted to local imagery, cultural associations, and language to be successful.⁸⁴



PayPal hack #7

Use insights from cross-border transactions to plan ahead:

PayPal offers businesses valuable insights and analyses in relation to their cross-border transactions. This data can help companies to understand customer behavior, spot market trends, and make informed decisions regarding their expansion strategies.

84 Allcorrect (2022), The Gaming Market in Japan, <https://allcorrectgames.com/insights/the-gaming-market-in-japan/>

Part 1: Generating Sales

Building an active community.

Promoting your games and building a community on channels like Twitch and Discord – not forgetting e-sport leagues – are vital for commercial success. These platforms let you establish a direct link to gamers, raise the profile of your game, and achieve success in a highly competitive environment.

Here are a few ways to promote your game and build a community:



Make use of e-sport, Twitch, and Discord to create a buzz around your game, build a strong player base, and nurture a community that loves playing your game.

Sponsorship of e-sport teams and tournaments	Working with influencers	Live-streaming game play on Twitch	Interacting with and sponsoring Discord communities	Organizing community events	Cross-promotion
This is a good opportunity to increase the visibility of your game within the gaming community.	Instruct your influencers to stream game play, write reviews, and take part in promotional events to encourage acceptance and grow your reach.	To get people interested in your game, interact with viewers, share insights into the game, and nurture a fan community.	Set up an official Discord server for your game, interact with your community, encourage discussion, respond to feedback, and create a vibrant gaming community	Hold exclusive events, tournaments, or challenges for your Twitch or Discord community. Offer unique rewards, in-game items, or early-bird access to give your users a sense of exclusivity and encourage them to take part.	Promote content reciprocally by including shoutouts, co-streaming sessions, or running joint events. You can expand your reach and attract new gamers by appealing to consumers of your partner brands.



Your website is also important

It's not enough to rely on app stores and gaming platforms to sell your game. If you have your own website you can sell to gamers directly, advertise your games and associated events, and integrate links to community chats. A website also makes your business look professional, which can have a positive effect and promote trust in new markets. Learn more about this sales-boosting tool here.

Part 2:
Protecting
Your
Revenue.



Part 2: Protecting Your Revenue

The issue of latency.

A latency period of almost zero is essential in today's digital world, whether for in-game sales or other purchases. This ensures that transactions are seamless and fluid, and that gamers are instantly satisfied rather than getting frustrated unnecessarily. Your users will be happier if purchases can be made quickly – it will encourage them to make repeat purchases, which in turn increases your sales opportunities.

High latency periods can have the following effects in the highly competitive world of gaming:

1. Rejected transactions that lead to errors, aborted purchases, and duplicate billing.
2. Unfair advantages for some gamers, who are able to acquire desirable objects earlier than others.
3. Problems with currency conversions, exchange rates, and delayed payments, which can compromise the reliability and accuracy of in-game transactions.
4. Deterring gamers from making purchases in the future and possibly even abandoning the game.

PayPal hack #8 Uninterrupted game play with PayPal

PayPal ensures a seamless gaming experience thanks to the following features: simplified payment processes, one-click payments, Buyer Protection, a mobile-friendly app, integration with online retailers, secure transactions, and assistance with making international payments. These features make paying online simple and straightforward for PayPal gamers. The main focus is on security and an easy-to-use interface.



Part 2: Protecting Your Revenue

One of the biggest risks with regard to latency periods is fraud.

Reacting too slowly to attempted fraud opens the door to fraudsters being able to exploit system vulnerabilities, access sensitive payment information, and launch malicious attacks. These types of fraudulent activities can have serious consequences, including financial losses, compromised customer data, and damage to your brand reputation.

Here are some examples of fraud risks that can be an issue with Massively Multiplayer Online Role-Playing Games (MMORPGs):

- 1. Financial loss:** Unauthorized transactions, stolen account information (account takeover), or fraudulent in-game purchases can lead to actual monetary losses and chargebacks.
- 2. Uninterrupted game play:** If stolen account information is used to cheat, hack, or annoy people, this results in negative, unpleasant consequences and experiences.
- 3. Loss of trust and reputation:** Gamers lose trust in security, leading to lower revenues, customer loyalty, and investment.
- 4. Legal and regulatory issues:** Cases of serious fraud and compromised customer data can lead to legal and regulatory issues, including legal proceedings and fines.

To minimize the risk of fraud, developers can implement security measures such as multi-factor authentication, fraud detection systems, account recovery procedures, and notification procedures for gamers. Explaining to gamers the risks of fraud, and promoting safe online practices, helps to minimize the likelihood of fraud occurring and creates a safe gaming environment.



PayPal hack #9 Experience as the key to success

In 24 years in the payment industry, PayPal has gathered an enormous amount of data that allows us to detect patterns, anomalies, and suspicious activities. Using advanced algorithms and analyses, we can quickly evaluate transaction data, user behavior, and historic trends to identify any potential fraud.

Conclusion.

Discover a world full of possibilities and find out how PayPal can help your gaming business transcend borders and expand to other parts of the world. It's time to rethink payment processes for gamers and boost your business. With PayPal at your side, you can tap into new markets with confidence, build your global reach, and maximize your revenue opportunities.

Contact us

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