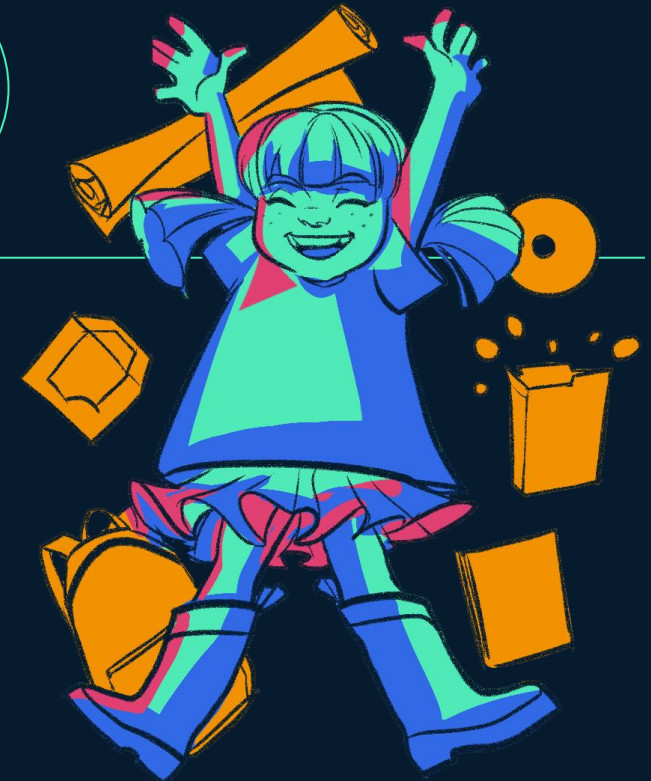




GameByte

2020

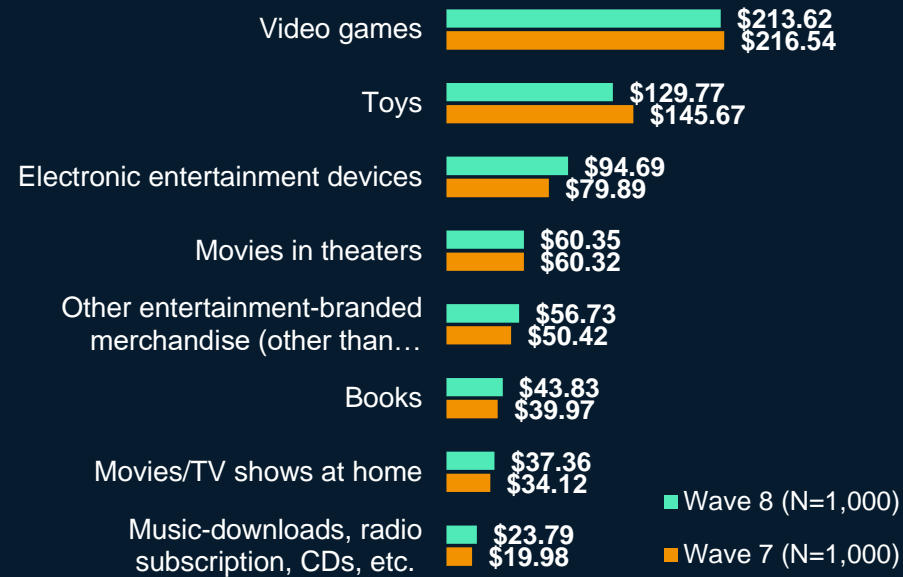


Kids' Gaming Defined

- Gaming **mindshare**, **timeshare** & **walletshare** by platform (**mobile**, **PC**, **console**)
- Gaming **allowance** provided by parents
- Motivations** for gaming
- Device** preferences and influence on devices purchased
- Genre & title** preferences
- Preferred game **brands**
- Parental involvement in game play and **ad/purchase** preferences
- Insight into players of **Roblox**, **Fortnite** & **Minecraft**
- Trending data measures impact of COVID-19 shelter-in-place **behaviors**
- Comparative** results: 2020 to 2019

Walletshare: 6-Month Entertainment Spend

Among Parents of Gamers 3-12



Methodology: Online survey of children 3 to 12, and their parents, who play games* at least one hour per week on mobile, PCs or consoles

*90% of kids are game players