

CONVERGENCE: Game Tech in New Zealand Households

- In 2012, 93% of New Zealand households have a device for playing computer games, up from 92% in late 2010, as mobile gaming has become mainstream.
- 98% of homes with children under the age of 18 have a device for playing computer games.
- Across New Zealand, PCs are in 98% of game households with 62% of game households using a PC for games. PCs are in 93% of nongame households.
- Game consoles are in 51% of game households, dedicated handheld consoles in 8%.
- Mobile phones are used to play games in 38% of game households, tablet computers in 9%.
- Flat-panel LCD, LED and Plasma TVs are in 75% of game homes and 71% of non-game homes. CRT analogue TVs remain in 34% of game homes and 29% of non-game homes.
- DVD players are used in 66% of game homes and 71% of non-game homes while DVD recorders are in 31% and 29% of game and non-game homes respectively.
- Print media remain in over 90% of homes while ePrint is now in 45% of game homes and 30% of nongame homes.
- Access to the Internet by New Zealand households with broadband is 70% ADSL, 23% 3G, 11% Cable and 4% satellite or other meaning that some homes use more than one source or service.

Gamers in New Zealand

- Females make up 47% of the total gamer population.
- The average age of video game players in New Zealand is 33 years.
- 72% of gamers in New Zealand are aged 18 years or older; 75% of all New Zealanders aged 18 years or older.
- 95% aged 6 to 15 years compared with 41% of those aged 51 or older play video games.
- The average adult gamer has been playing video games for 12 years; 25% have been playing for more than 20 years.
- 21% of gamers play social network games and 8% play massively multiplayer games; these values hold for those under and those over 18 years of age.
- PC and console gamers play mainly for fun (29%) and relaxation (27%); mobile gamers play mainly to pass the time (50%).
- Playing habits are moderate with 69% playing for up to an hour at one time and only 3% playing for five or more hours in one sitting.
- 58% of all gamers play either daily or every other day.
- One in four gamers say they would either be “motivated” or “very motivated” to sign up to a faster broadband service for game downloads and online play.

Parents and Games

- 79% of parents of children aged 18 and under living with them play computer games.
- Of parents who play games, 90% play with their children.
- 92% of parents who play computer games themselves use them to help educate their children.

Key Findings

- 69% of parents say an adult makes the purchase when games are purchased for their children.
- 63% of parents who play games, compared with 33% of parents who do not play, say they are aware of parental controls available in game systems.

Game-related Spending

- The average total physical or online store spend on all media “in the past week” was \$31. Games account for 42% of the total online non-subscription media spend and 14% of the total in-store media spend.
- 37% of New Zealand gamers mainly purchase boxed games new from a local retailer while 24% buy them new from a download store and 14% boxed new from an online store.
- Action games accounted for 19% of all New Zealand unit game sales in 2010 followed by Family games (16%), First-Person Shooters (15%) and Sports Games (11%) according to The NPD Group Australia point of sale data.
- The New Zealand computer games industry hardware and boxed software sales totalled \$158 million in 2010 according to The NPD Group Australia.
- The NZ games industry is forecast to reach \$192 million by 2015, a compound annual growth rate of 6.9%. Globally the interactive game market is expected to reach \$90.1 billion by 2015, a compound annual growth rate of 8.2% according to the PwC report, *Australian Entertainment & Media Outlook, 2011-2015*.

About

Digital New Zealand is based on a national survey of 846 households and 2428 people living in them in July 2011 using the Nielsen Your Voice Panel and conducted by Bond University.