

CONVERGENCE: Game Tech in Australian Households

- In 2012, 92% of Australian households have a device for playing computer games, up from 88% in late 2008 as mobile gaming has become mainstream.
- 95% of homes with children under the age of 18 have a device for playing computer games.
- Across Australia, PCs are in 98% of game households with 62% of game households using a PC for games. PCs are in 99% of non-game households.
- Game consoles are in 63% of game households, dedicated handheld consoles in 13%.
- Mobile phones are used to play games in 43% of game households, tablet computers in 13%.
- Flat-panel LCD, LED and Plasma TVs are in 85% of game homes and 70% of non-game homes. CRT analogue TVs remain in 29% of game homes and 38% of non-game homes.
- DVD players are found in equal numbers in game and non-game homes (66%) while DVD recorders are in 31 and 32% of game and non-game homes respectively.
- Print media remain 88% of homes while ePrint media are now in 39%.
- Access to the Internet by Australian households with broadband is 72% ADSL, 22% 3G, 15% Cable and 3% satellite or other meaning that some homes use more than one source or service.

Gamers in Australia

- Females make up 47% of the total game population, up from 46% in 2008.
- The average age of video game players in Australia is 32 years, up from 30 in 2008.
- 75% of gamers in Australia are aged 18 years or older.
- 94% aged 6 to 15 years compared with 43% of those aged 51 or older play video games.
- The average adult gamer has been playing video games for 12 years, 26% have been playing for more than 20.
- Nearly 1 in 5 gamers play social network games and 1 in 10 massively multiplayer games.
- PC and console gamers play mainly for fun and relaxation; mobile gamers play mainly to pass the time.
- Playing habits are moderate with 59% playing for up to an hour at one time and only 3% playing for five or more hours in one sitting.
- 57% of all gamers play either daily or every other day.
- One in five 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

- 83% of parents of children aged 18 and under living with them play computer games – up from 70% in 2008.
- Of parents who play games, 88% play with their children, up from 80% in 2008.
- 90% of parents who play computer games themselves use them to help educate their children, up from 75% in 2008.

- 79% of parents say an adult makes the purchase when games are purchased for their children.
- 56% of parents who play games, compared with 35% 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 \$29. Games account for 28% of the total non-subscription media spend.
- 43% of Australian gamers mainly purchase boxed games new from a local retailer while 22% buy them new from a download store and 14% boxed new from an online store.
- Family games accounted for 19% of all unit game sales in 2010 followed by Action (18%), First-Person Shooters (15%) and Sports and Racing games (9% each) according to The NPD Group Australia point of sale data.
- The Australian computer games industry hardware and boxed software sales totalled \$1.7 billion in 2010 according to The NPD Group Australia.
- The Australian games industry is forecast to reach \$2.5 billion by 2015, a compound annual growth rate of 9.5%. 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 Australia is based on a national survey of 1252 households and 3533 people living in them in July 2011 using the Nielsen Your Voice Panel and conducted by Bond University.