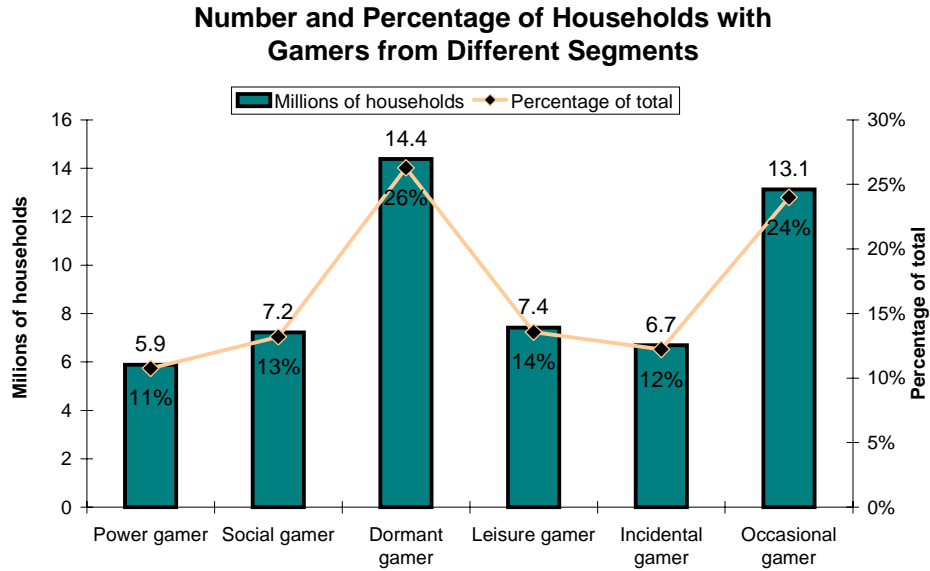


Synopsis **Size and Percentage of Gamer Segments**

This survey of more than 2,000 Internet gamers reveals that the U.S. Internet gamer population has diversified to include six distinctive gamer groups. This study provides analysis of these gamers' favorite gaming platforms and genres, their gaming behaviors (time and money spent on different gaming activities), interest in new gaming services, and perspectives on game advertising.



Source: *Electronic Gaming in the Digital Home*
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"If game companies insist on chasing the mythical hardcore and casual gamer segments, they will miss out on more than half of the market," said Yuanzhe (Michael) Cai, Director of Broadband and Gaming, Parks Associates. "The market is not black and white anymore, and game marketers need to understand these finer nuances."

Deliverables

- Executive Summary**
- The Bottom Line (Slide Deck)**
- Resource Book (Slide Deck)**
- Banner Tabs**
- Raw data (in SPSS)**

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