

Synopsis	Hours Played per Week												
<p>This report focuses on several key growth areas in the online gaming space, including online console games, casual games, subscription and microtransaction-based massively multiplayer online games (MMOGs), and Gaming 2.0, a new online gaming category which includes cloud-based gaming, user generated content, gamer social networks, social gaming, and offline games requiring online connectivity to play.</p>	<p style="text-align: center;"><b>Weekly Time Spent Playing Games</b></p> <p style="text-align: center;">"Approximately how many hours per week do you spend playing games on...?" (Among U.S. broadband households engaged in activity on weekly basis)</p> <table border="1"> <caption>Median # hours/week</caption> <thead> <tr> <th>Device</th> <th>Median # hours/week</th> </tr> </thead> <tbody> <tr> <td>Computer</td> <td>~5.5</td> </tr> <tr> <td>Game Console</td> <td>~5.5</td> </tr> <tr> <td>Portable Gaming Device</td> <td>4.0</td> </tr> <tr> <td>MP3 Player/iPod</td> <td>3.5</td> </tr> <tr> <td>Mobile Phone</td> <td>2.0</td> </tr> </tbody> </table> <p><small>Source: Digital Media Evolution II © 2010 Parks Associates</small></p>	Device	Median # hours/week	Computer	~5.5	Game Console	~5.5	Portable Gaming Device	4.0	MP3 Player/iPod	3.5	Mobile Phone	2.0
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"Because of increasing average Internet speeds and advances in technology, a large number of game genres are now playable online," said Pietro Macchiarella, Research Analyst, Parks Associates. "With these new online gaming options, people are spending a larger share of their online time playing games. Playing video games currently amounts to ten percent of the time spent online by American consumers."

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