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Electronic Gaming in the Digital Home: Game Advertising

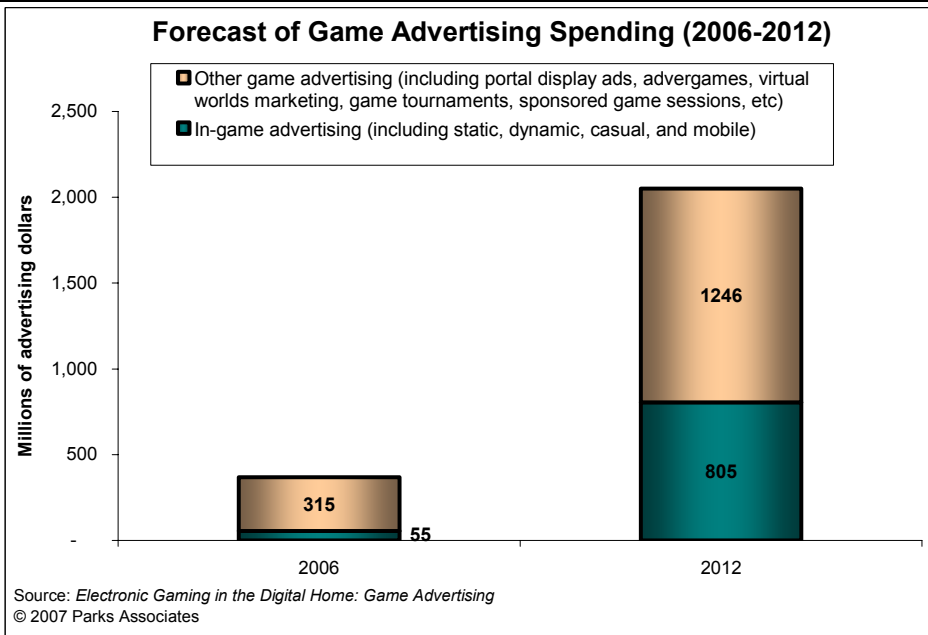By Yuanzhe (Michael) Cai, Director, Broadband & Gaming

2Q 2007

Synopsis

Electronic Gaming in the Digital Home: Game Advertising paints a complete picture of the fledging game advertising industry. The report includes analysis and forecast for different game advertising models, including SIGA, DIGA, display, advergames, game tournament, and virtual worlds. It also provides profiles of 26 key players in the game advertising industry and comprehensive consumer perspectives.

Forecast of Game Advertising Spending (2006-2012)

Forecast of Game Advertising Spending (2006-2012)

- Other game advertising (including portal display ads, advergames, virtual worlds marketing, game tournaments, sponsored game sessions, etc)
- In-game advertising (including static, dynamic, casual, and mobile)

Source: *Electronic Gaming in the Digital Home: Game Advertising*
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"With an average monthly household expenditure of less than half a dollar in 2006, compared to $37 for broadcast TV, electronic gaming represents a seriously under-leveraged advertising medium," said Yuanzhe (Michael) Cai, Director of Broadband and Gaming at Parks Associates. "Nevertheless, if executed in the right way, game advertising can provide a win-win solution for advertisers, game developers and publishers, console manufacturers, game portals, and even gamers."

Contents

The Bottom Line *is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.*

A Parks Associates' **Resource Book** *contains a wealth of consumer survey data and company profiles— a must-have reference for product/market planning.*

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Average Game Session Length
Gaming Time Allocation by Platform: Male vs. Female
Number of PC Gaming Sessions per Month: by Age and Gender
Number of Console Gaming Sessions per Month: by Age and Gender
Number of Gaming Sessions on a Mobile Phone: by Age and Gender
How Do Different Gamer Groups Allocate Gaming Time
Social Gaming Habits of Teens
Social Gaming Habits of Adults
Gaming with Child
Number of PC Gaming Sessions per Month: Online vs. Offline
Number of PC Gaming Hours per Month: Online vs. Offline by Age &
PC Gaming Session Length per Month: Online vs. Offline
PC Gaming Session Length per Month Online vs. Offline
Gaming Budget Allocation
Monthly Expenditure on Gaming
PC Gaming Under-monetized Compared to Console Gaming
Monthly Expenditure on Computer Games by Age and Gender
Monthly Expenditure on Console Games by Age and Gender
Monthly Expenditure on Online Games
Types of Games Played Personally
Casual Game Genres Played by Gender & Age
Game Genres Played by Gender & Age: Kids, Dancing/Singing
Game Genres Played by Gender & Age: FPS/Sports/Action/Driving
Game Genres Played by Gender & Age: RPG, Simulation, Strategy
Game Genres Played by Gender & Age: Advergaming
Average Number of Hours Playing PC Games
Average Number of Hours Playing Console Games
Time Spent on Playing New vs. Old Games
Average Time Spent Playing New vs. Old Games by Age
Average Time Spent Playing New vs. Old Games by Gender
Average Time Spent Playing New vs. Old Games by Segment
Perception of In-Game Advertising
Power Gamers Have Strong Opinions about Game Advertising
Perception of In-Game Ads Always Having Negative Impacts: by Gender and
Opinion about Seeing In-Game Ads to Win Prizes: by Gender and Age
Opinion about Seeing In-Game Ads if it Helps Reduce Cost
Opinion about Seeing In-Game Ads if it Helps Enhance Game Play
Interest in Subscribing to a Game Service Featuring in-Game Ads at Various
    Price Points
Price Sensitivity toward Game Services with Ads
Appeal of Free Ad-Supported Gaming Service
Interest in Games Featuring In-Game Ads and Special Features
Interest in Extra Features in a Game with In-Game Ads: Gender Difference
Desired Discount for Games with In-Game Ads
Discount Expected for Games with Ads: by Age and Gender
Perception of Different Types of Ad Insertion
Least Intrusive Approach of Ad Insertion: by Age and Gender
Double Fusion Publisher Partners and Game Titles
Double Fusion Milestones
Engage Milestones
Greystripe Milestones
IGA Worldwide Publisher Partners and Game Titles
IGA Worldwide Milestones
Massive Milestones

Massive Publisher Partners and Advertisers
Arkadium Casual Game Publisher Partners and Selected Titles
Arkadium Milestones
Boonty Milestones
Fuel Industries' Casual Game Publisher Partners and Selected Titles
Neoedge Casual Game Publisher Partners and Selected Titles
Neoedge Milestones
Real Networks Milestones
Shockwave Milestones
Skyworks Milestones
WildTangent Milestones
Yahoo! Games Milestones
Xbox and Xbox 360 Units Sold
Number of Xbox Live! Subscribers
Microsoft Game Advertising Platforms and Divisions
Nintendo GameCube Units Sold Worldwide
Nintendo Wii Units Sold Worldwide
PlayStation 2 Units Shipped Worldwide
PlayStation 3 Units Shipped Worldwide
Eyeblaster Milestones
Exent Publisher Partner and Game Titles
Exent Milestones
Trymedia Milestones