

KEY TAKEAWAYS:

OF THE UPCOMING NEXT GENERATION OF CONSOLES, THE PS5 IS IN GREATER DEMAND COMPARED TO ANY OTHER, INCLUDING THE UPCOMING XBOX CONSOLE.

NINJA FANS ARE WATCHING MORE MIXER AND LESS TWITCH SINCE NINJA SWITCHED TO MIXER.

VIDEO GAME CATEGORY ENGAGEMENT IS OFF SERIES HIGHS BUT HAS STABILIZED OVER THE PAST YEAR (THE YEAR PRIOR SAW A CONSIDERABLE DECLINE).

DIGITAL GAME SHARE CONTINUES TO HOVER AT AROUND 40% OF NEW RELEASE PURCHASES AND 50% OF PRE-ORDERS.

GAMERS HAVE SLOWLY BEEN INCREASING TIME AND BUDGET ALLOCATION TO FREE GAMES WITH IN-APP PURCHASES AND DECREASING ALLOCATION TO NEW RELEASES PURCHASED UP FRONT.

FEEDBACK ON GAMESTOP REMAINS FIRMLY OFF SERIES HIGHS, BUT THE DATA GOT "LESS BAD" THIS QUARTER IN A NUMBER OF AREAS.

NINTENDO SWITCH IS NOT GAINING TRACTION AT THE RATE IT ONCE WAS, BUT OWNERSHIP CONTINUES TO CREEP HIGHER SEQUENTIALLY AND ATTACH RATES CONTINUE TO IMPROVE.

DESPITE ITS DECLINE, GAMESTOP IS STILL THE MOST COMMONLY FILLED IN RESPONSE WHEN WE ASK WILL BE PURCHASERS WHERE THEY ARE MOST LIKELY TO GET NEXT GEN CONSOLES.

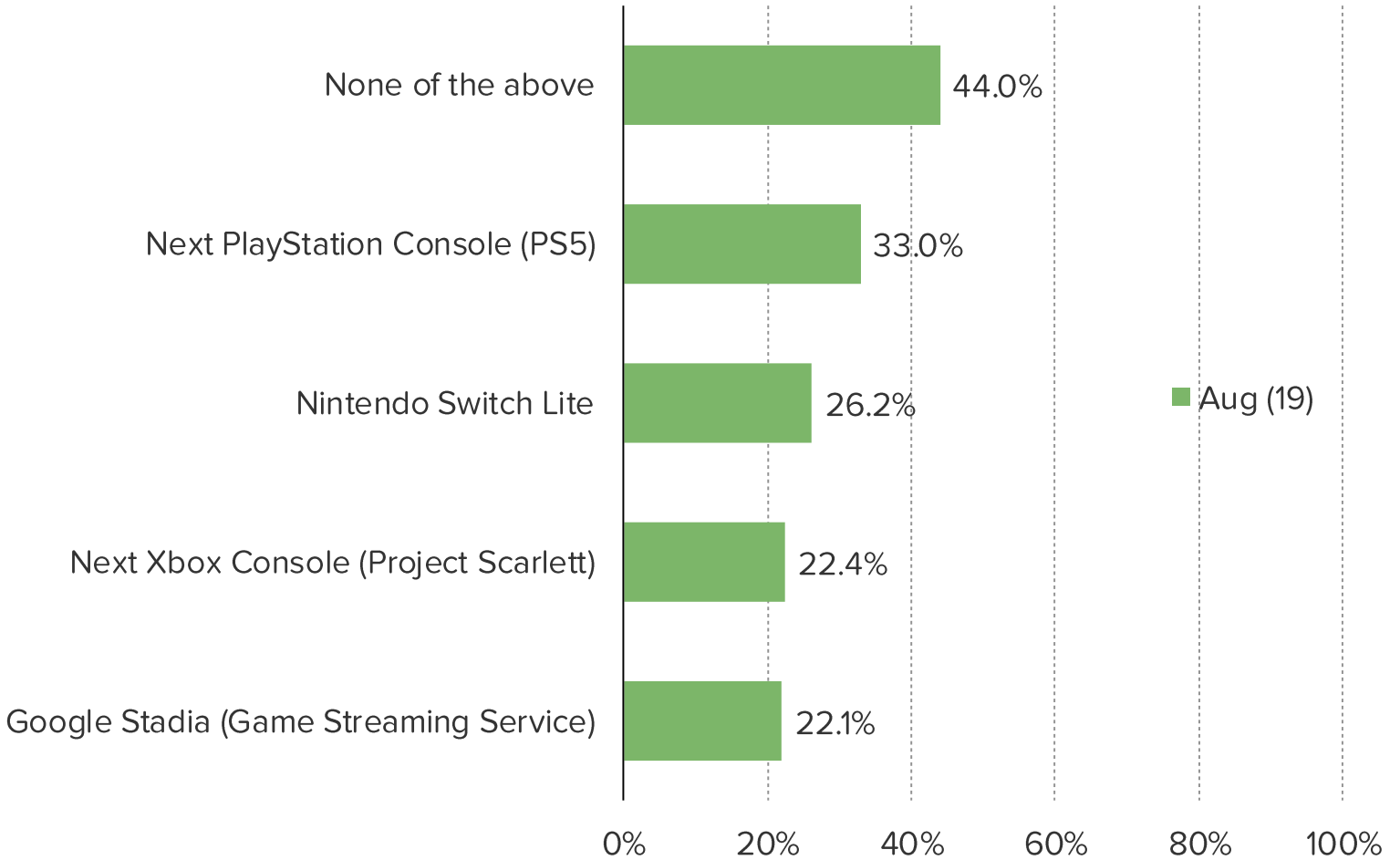
It's In The Game

NEW QUESTIONS THIS QUARTER:
UPCOMING CONSOLES
ESPORTS
TWITCH/MIXER

It's In The Game

HAVE YOU HEARD ANYTHING YET ABOUT THE FOLLOWING UPCOMING SERVICES/CONSOLES? (SELECT ALL THAT APPLY)

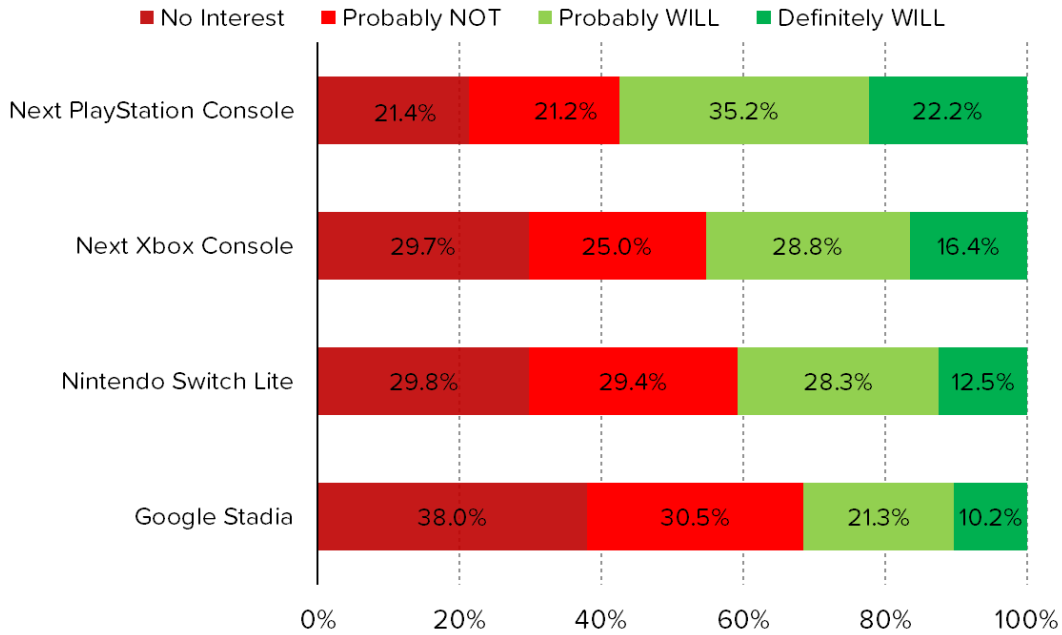
Posed to the target audience.



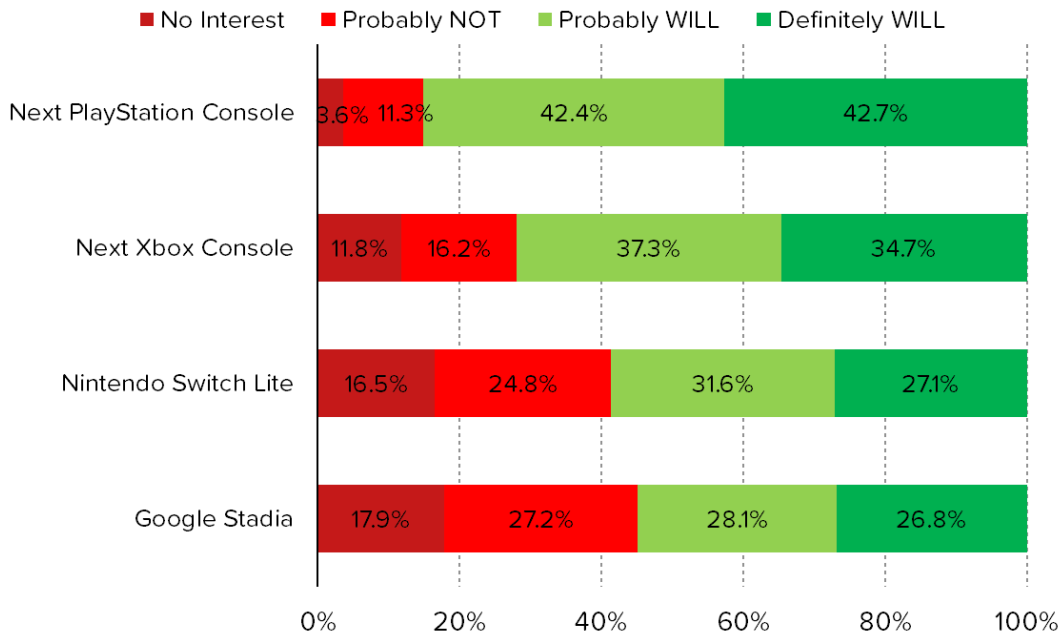
It's In The Game

PLEASE CHARACTERIZE YOUR INTEREST IN GETTING EACH OF THE FOLLOWING:

Posed to the target audience.



Posed to respondents who have heard details about each of the following:

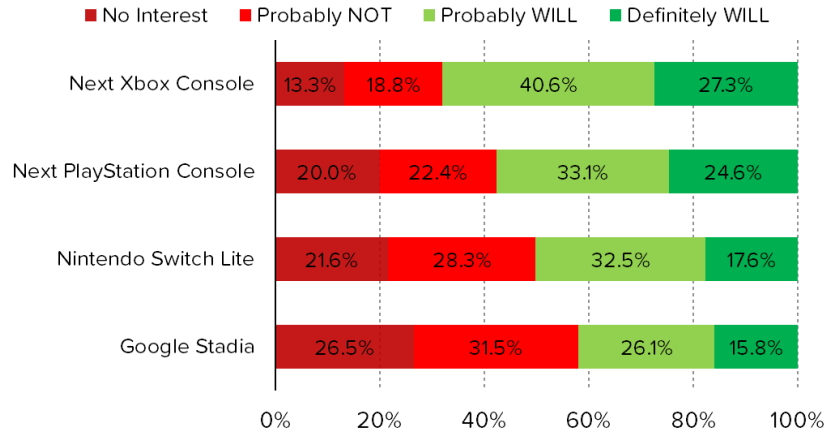


It's In The Game

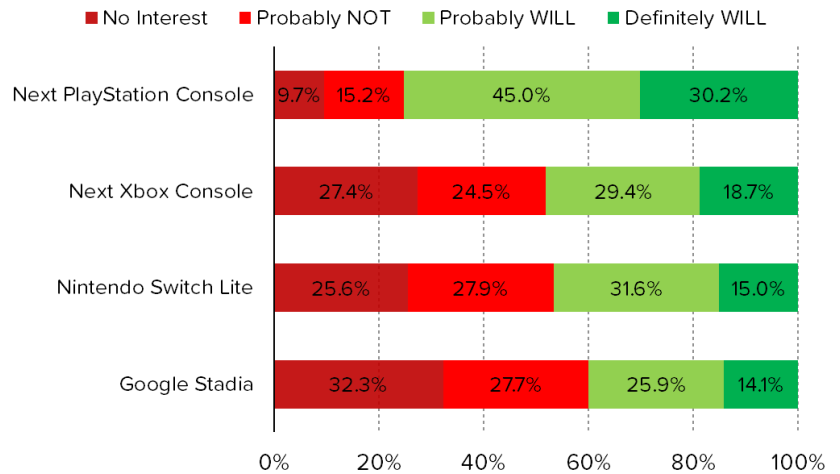
PLEASE CHARACTERIZE YOUR INTEREST IN GETTING EACH OF THE FOLLOWING:

Cross-Tab: Respondents Who Regularly or Occasionally Play Each of the Following:

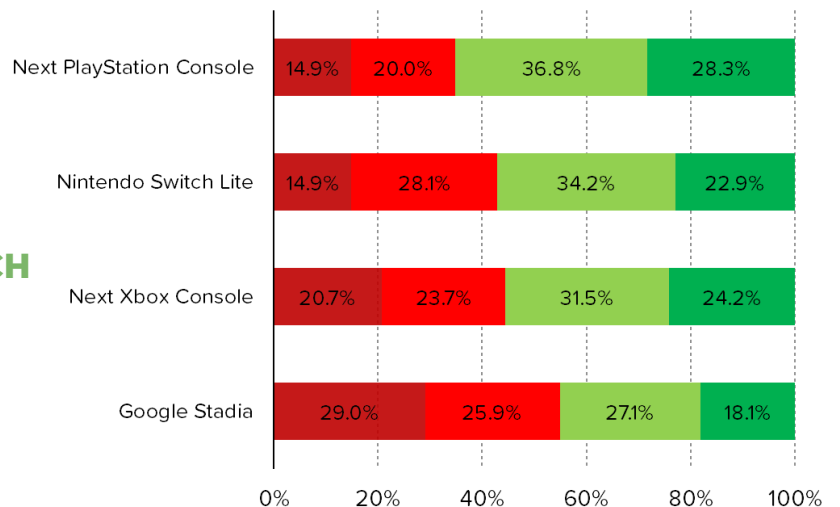
CURRENTLY PLAYS XBOX ONE



CURRENTLY PLAYS PS4



CURRENTLY PLAYS NINTENDO SWITCH

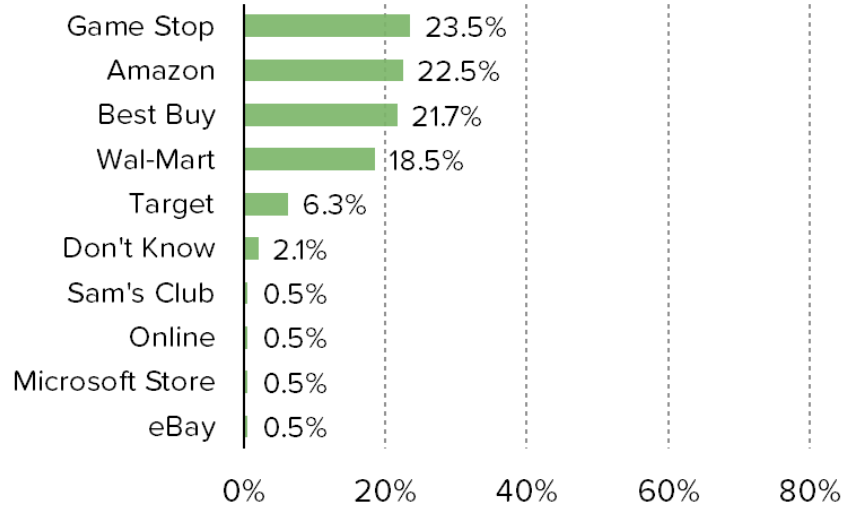


It's In The Game

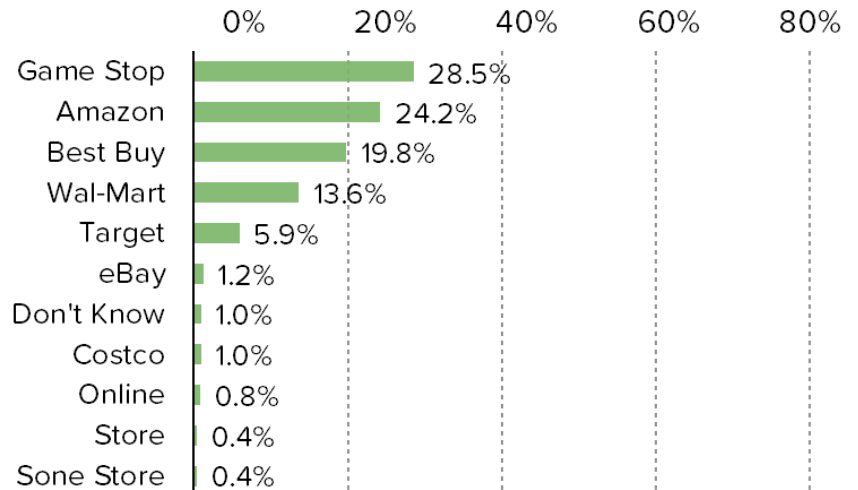
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY IT?

Posed to respondents who said they will probably or definitely buy each of the following.

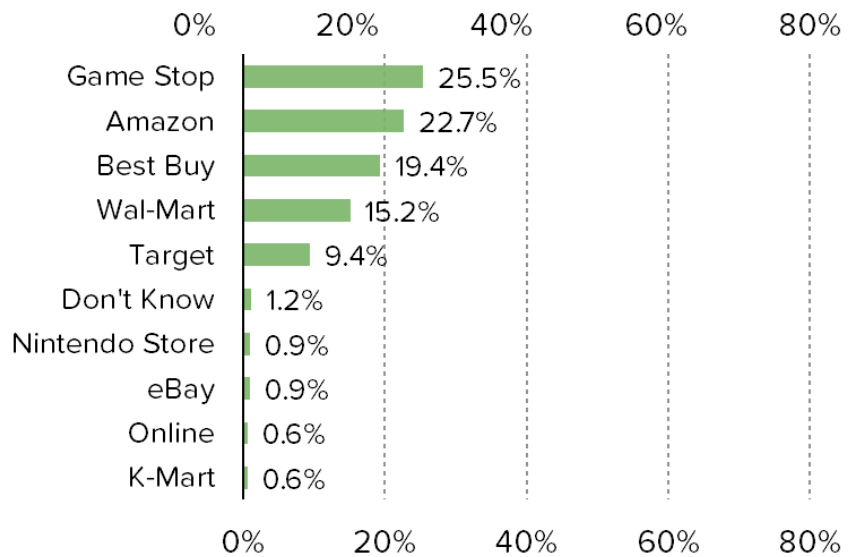
NEXT XBOX CONSOLE



NEXT PLAYSTATION CONSOLE



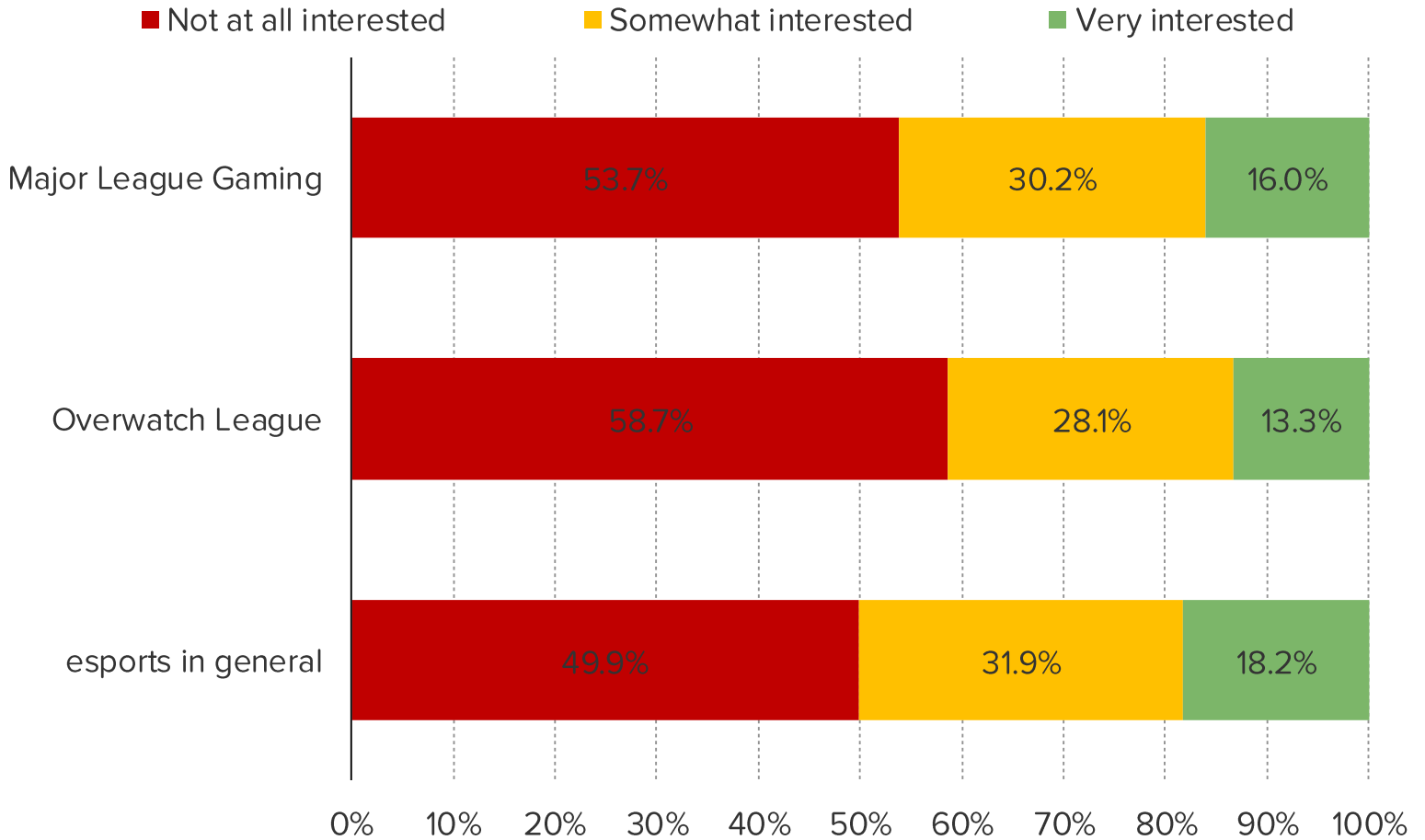
NEXT NINTENDO SWITCH CONSOLE



It's In The Game

HOW INTERESTED WOULD YOU SAY YOU ARE IN ESPORTS?

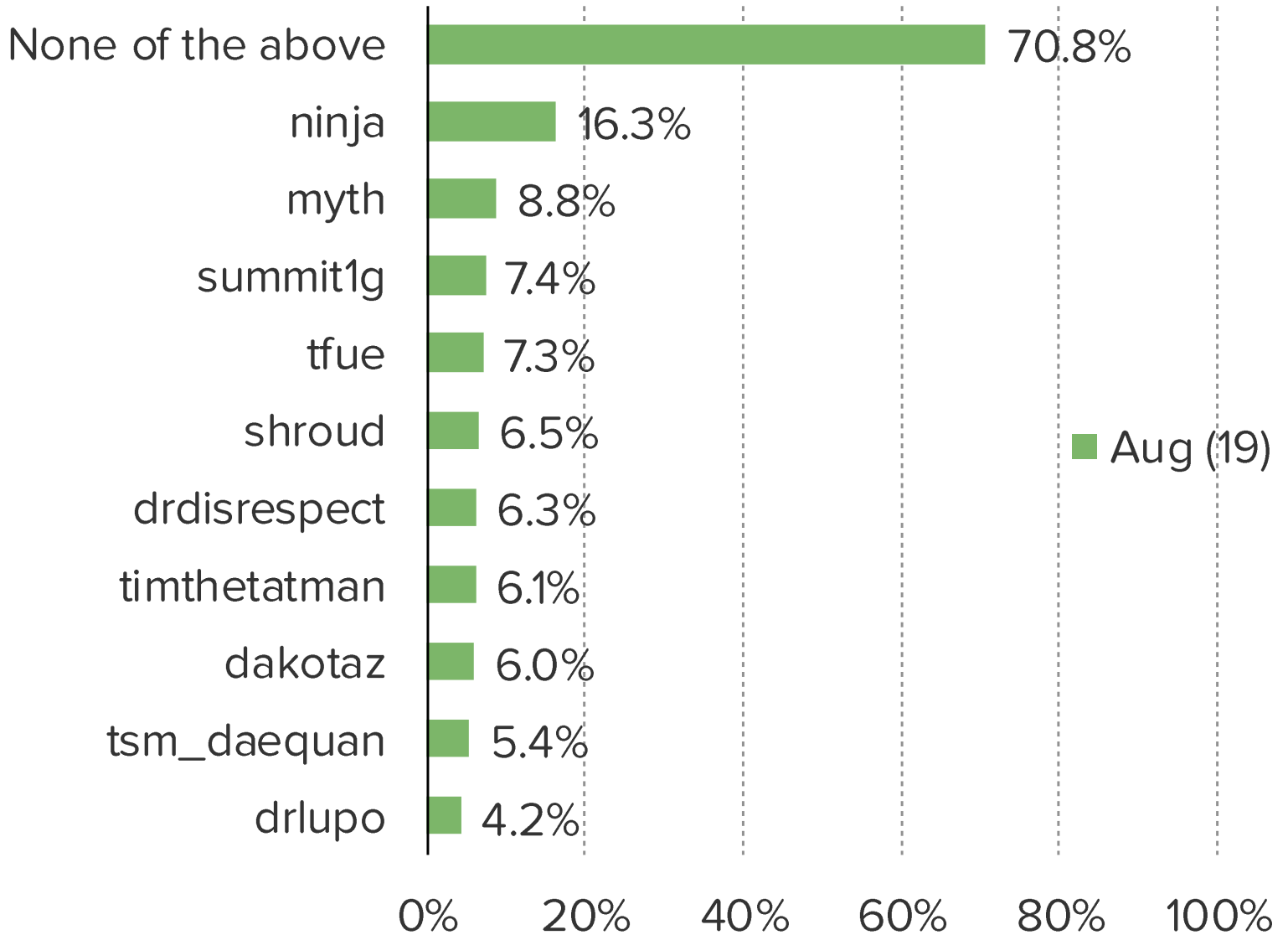
Posed to the target audience



It's In The Game

DO YOU REGULARLY WATCH ANY OF THE FOLLOWING LIVE VIDEO GAME STREAMERS? (SELECT ALL THAT APPLY)

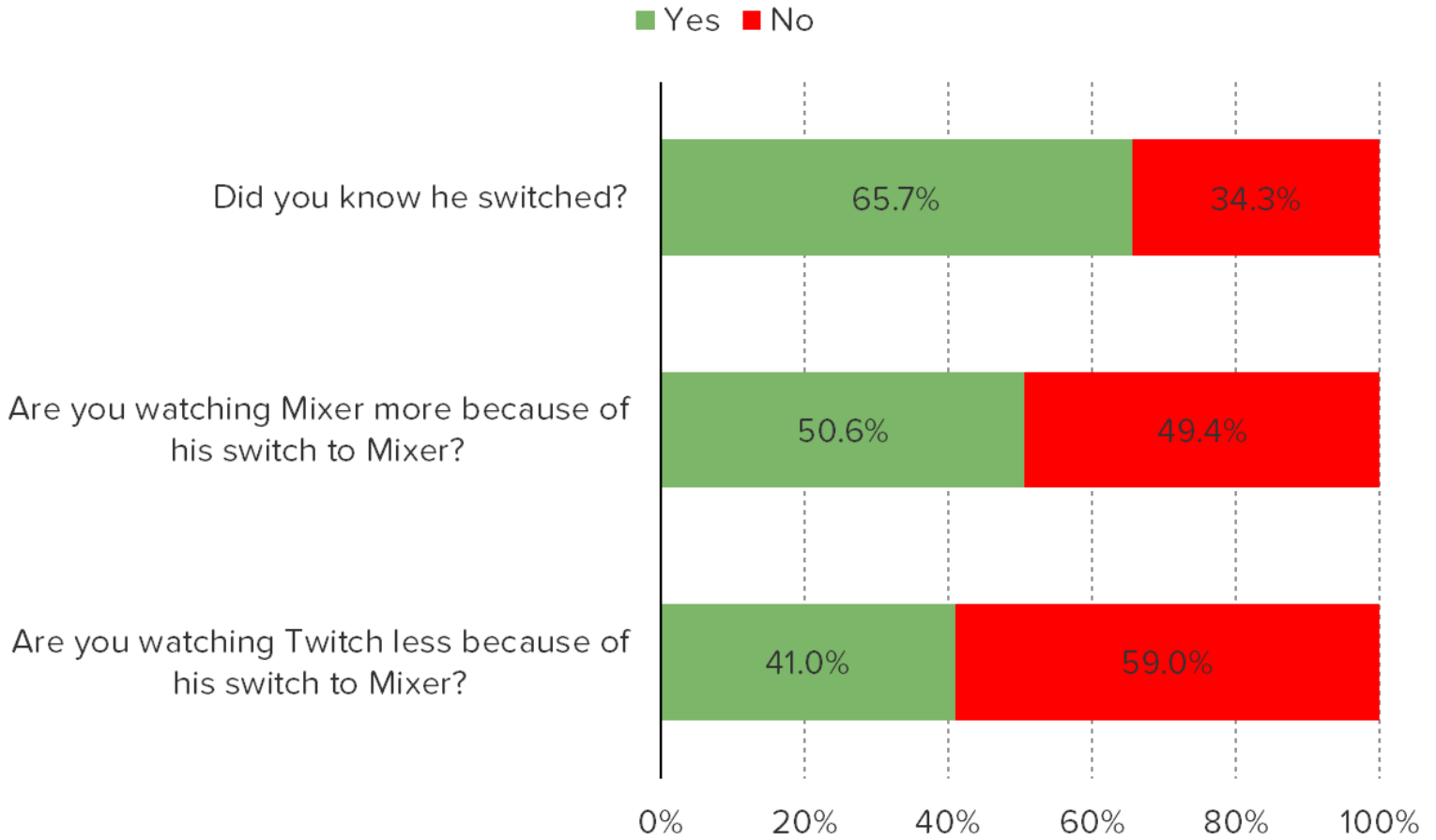
Posed to the target audience



It's In The Game

WHICH OF THE FOLLOWING BEST REPRESENTS YOUR REACTION TO NINJA SWITCHING FROM TWITCH TO MIXER?

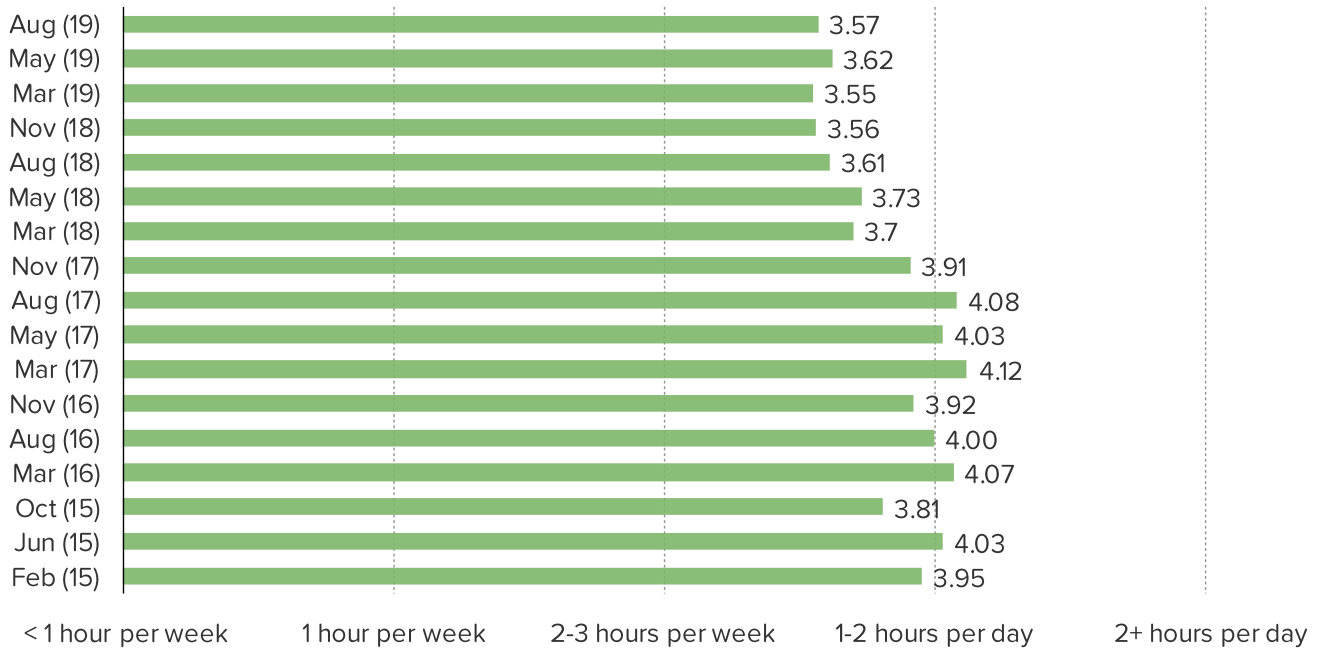
Posed to respondents who watch Ninja regularly.



VIDEO GAME ENGAGEMENT

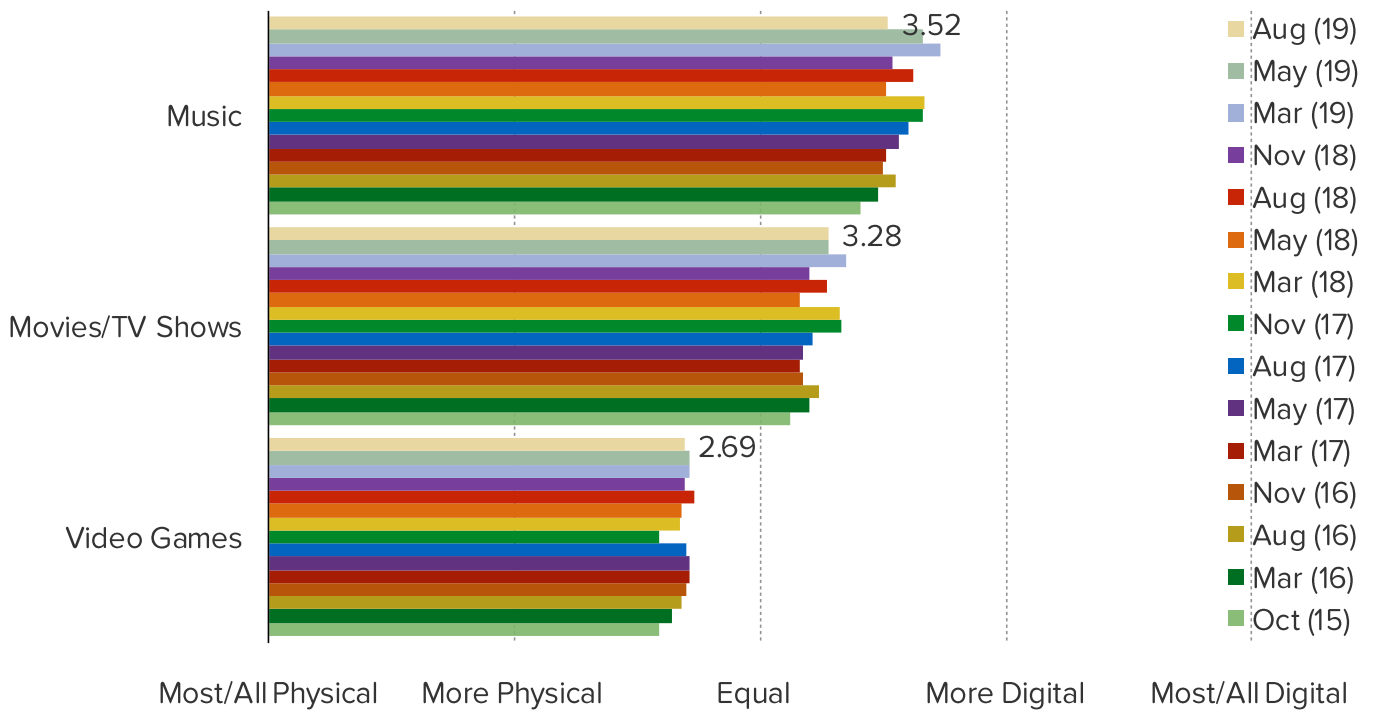
HOW OFTEN DO YOU PLAY VIDEO GAMES?

This question was posed to the target audience.



FOR EACH OF THE FOLLOWING, WHICH BEST DESCRIBES YOUR USAGE?

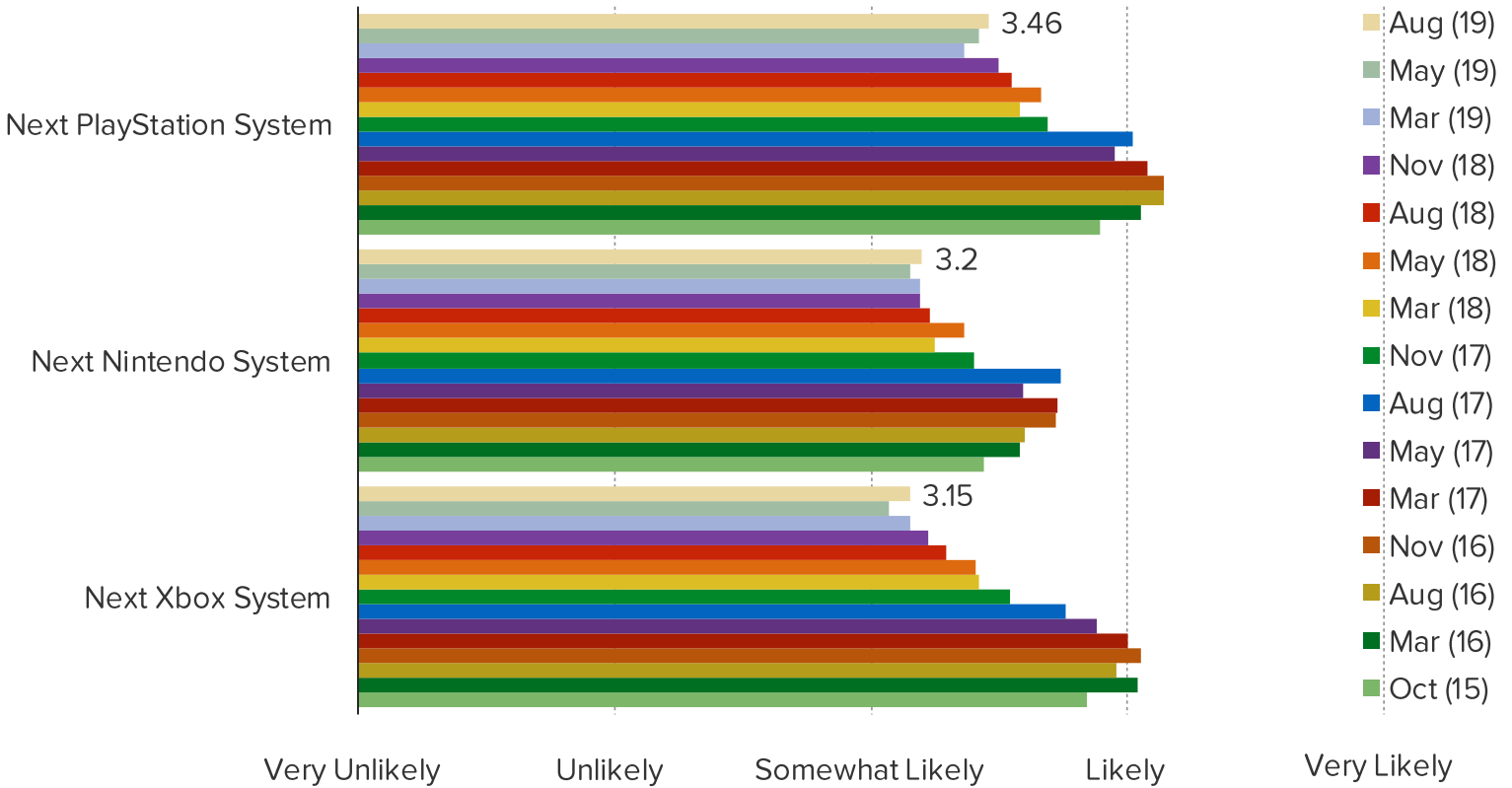
This question was posed to the target audience.



It's In The Game

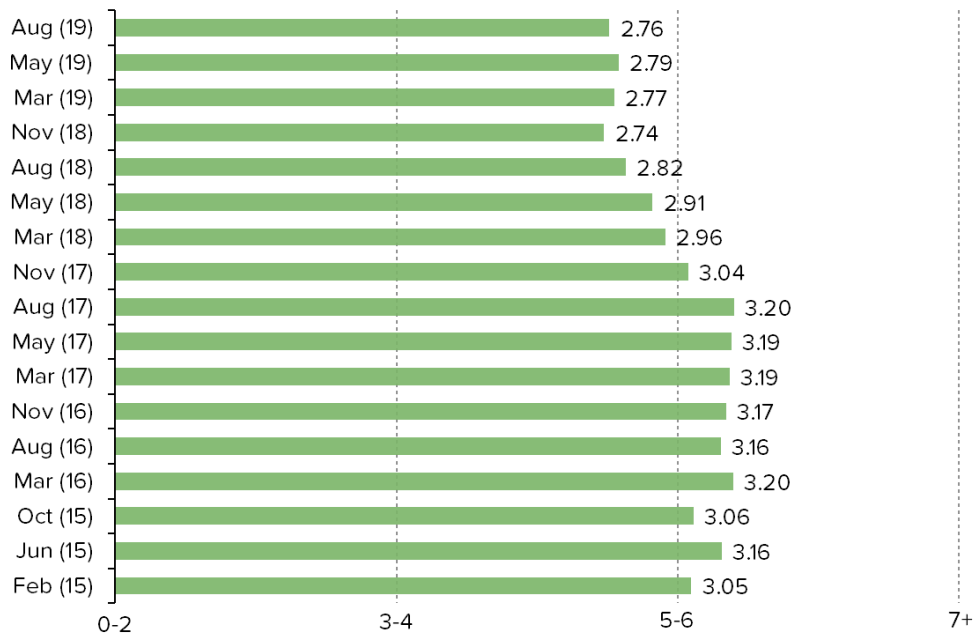
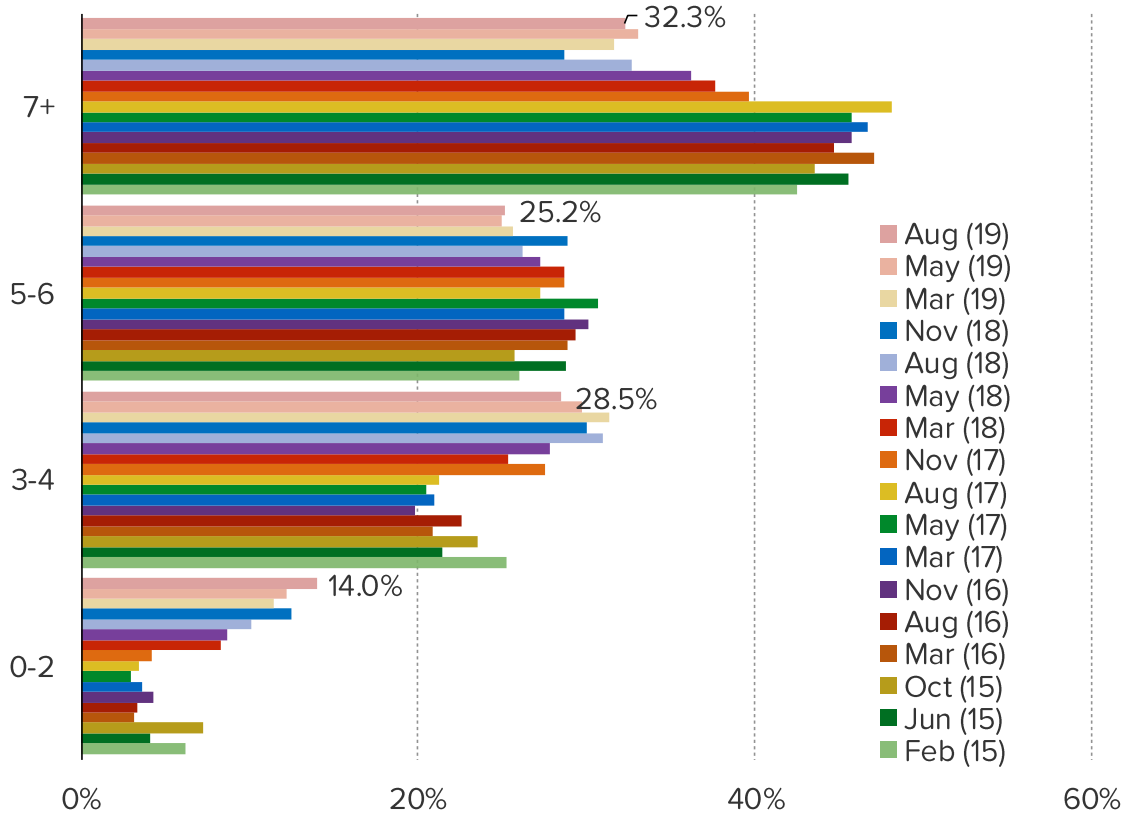
WHENEVER A NEW VERSION OF THE FOLLOWING CONSOLES ARE RELEASED, HOW LIKELY ARE YOU TO PURCHASE IT?

This question was posed to the target audience.



HOW MANY TITLES DO YOU PLAY PER YEAR?

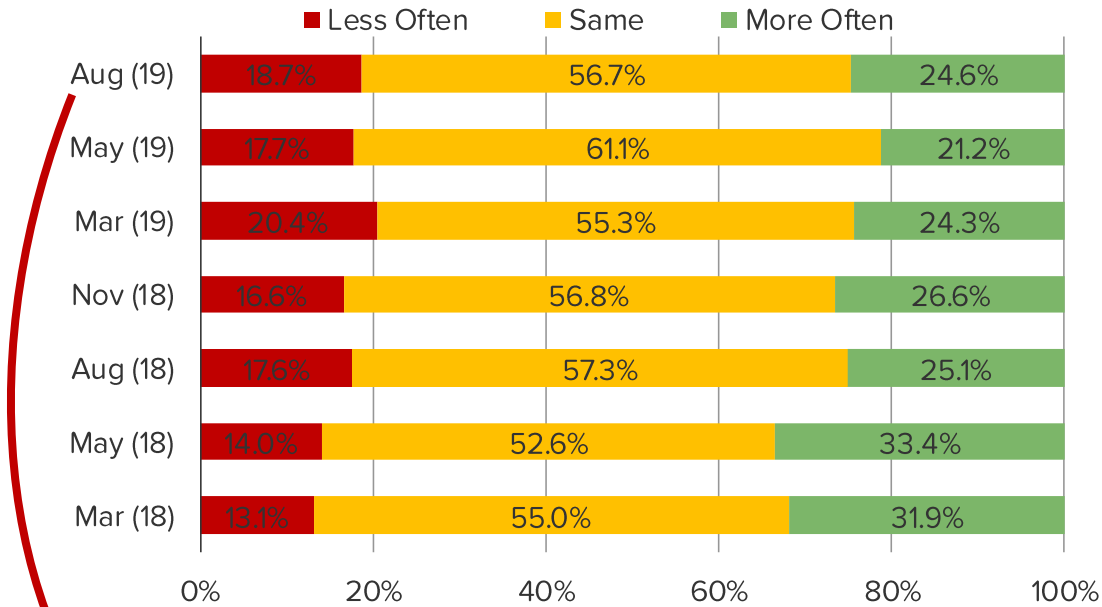
This question was posed to the target audience.



It's In The Game

COMPARED TO A YEAR AGO, ARE PURCHASING VIDEO GAMES MORE OR LESS OFTEN?

This question was posed to the target audience.



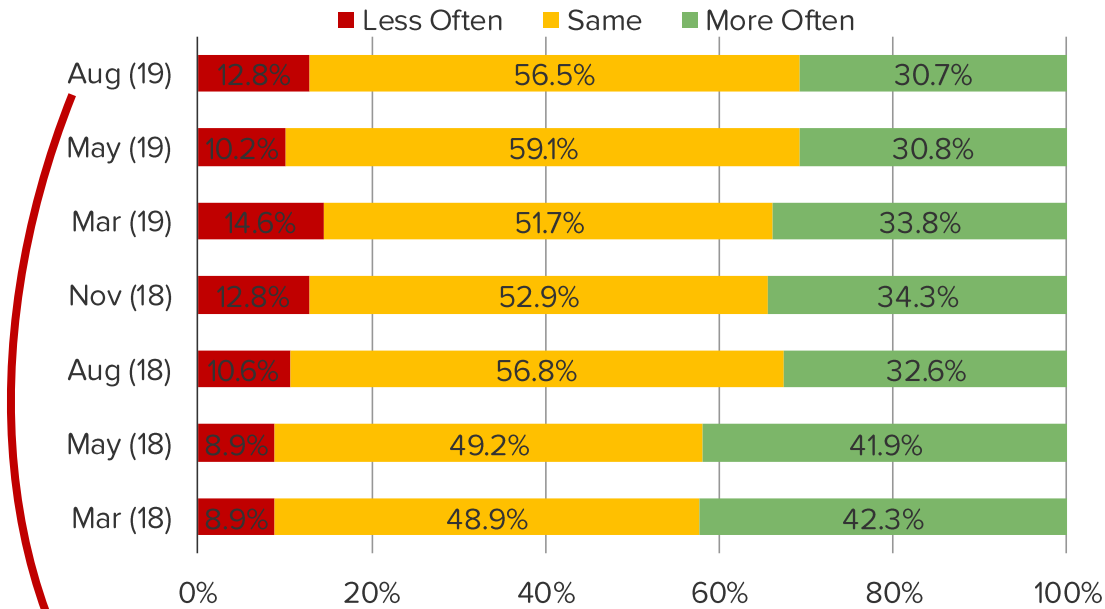
Why less?



It's In The Game

COMPARED TO A YEAR AGO, ARE YOU PLAYING VIDEO GAMES MORE OR LESS OFTEN?

This question was posed to the target audience.



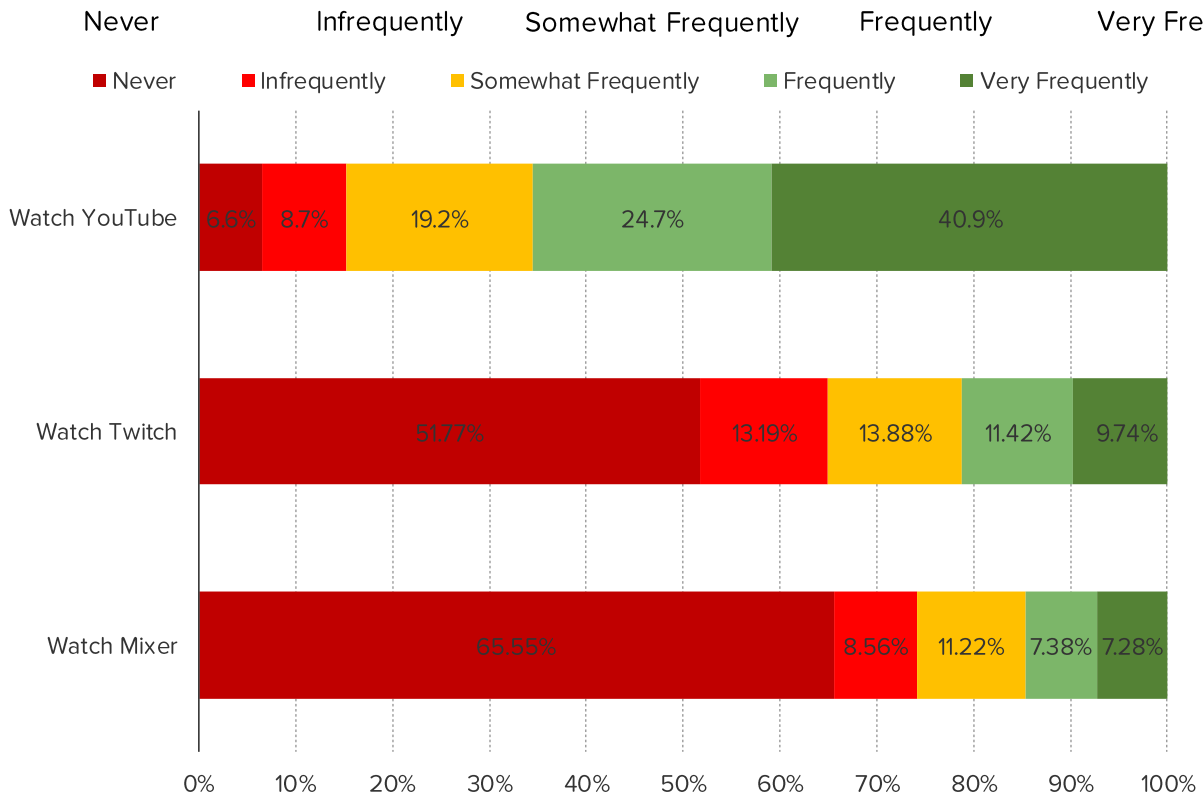
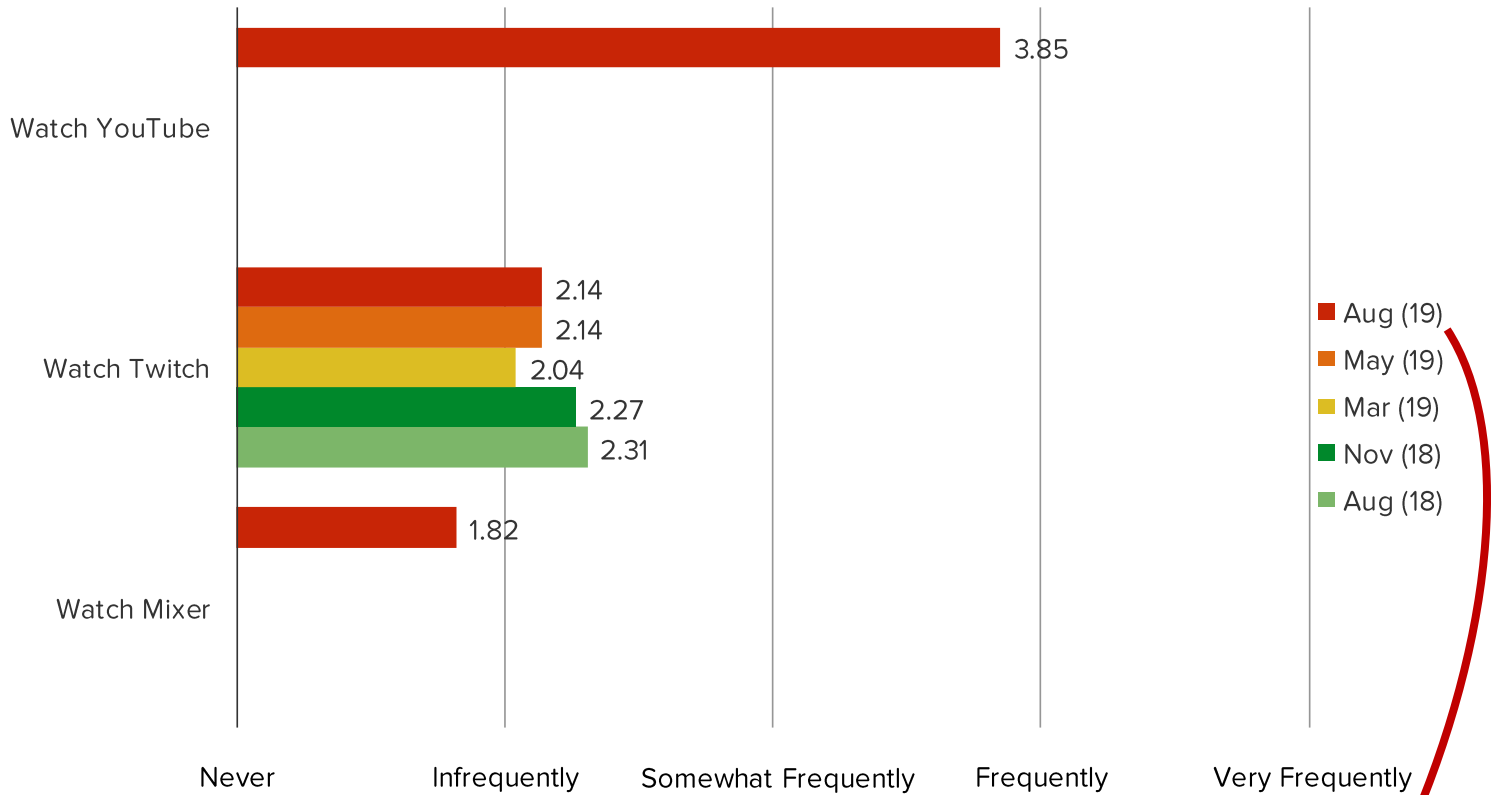
Why less?



It's In The Game

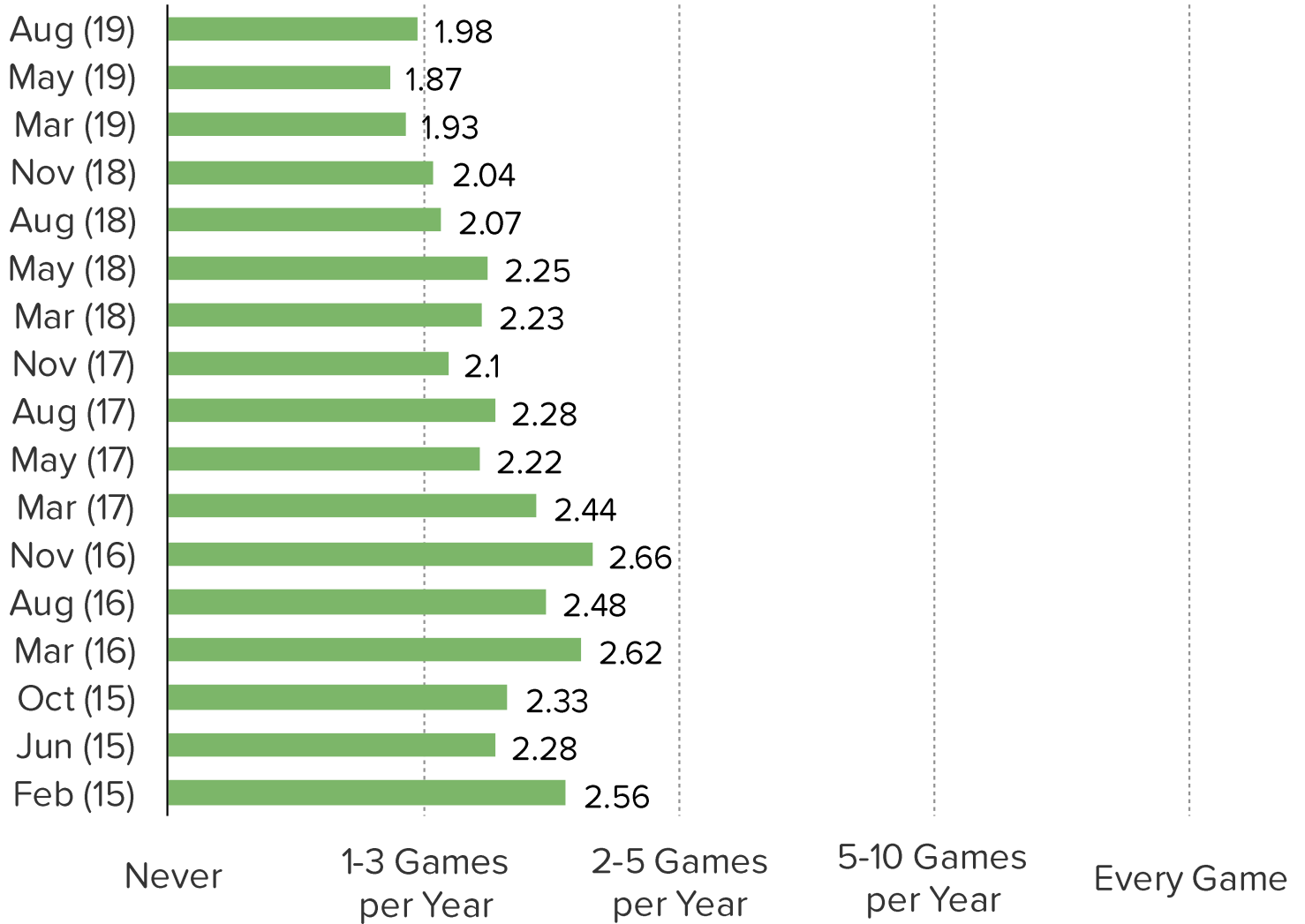
HOW OFTEN DO YOU...

These questions were posed to all respondents.



HOW OFTEN DO YOU TRADE-IN VIDEO GAMES?

These questions were posed to all respondents.



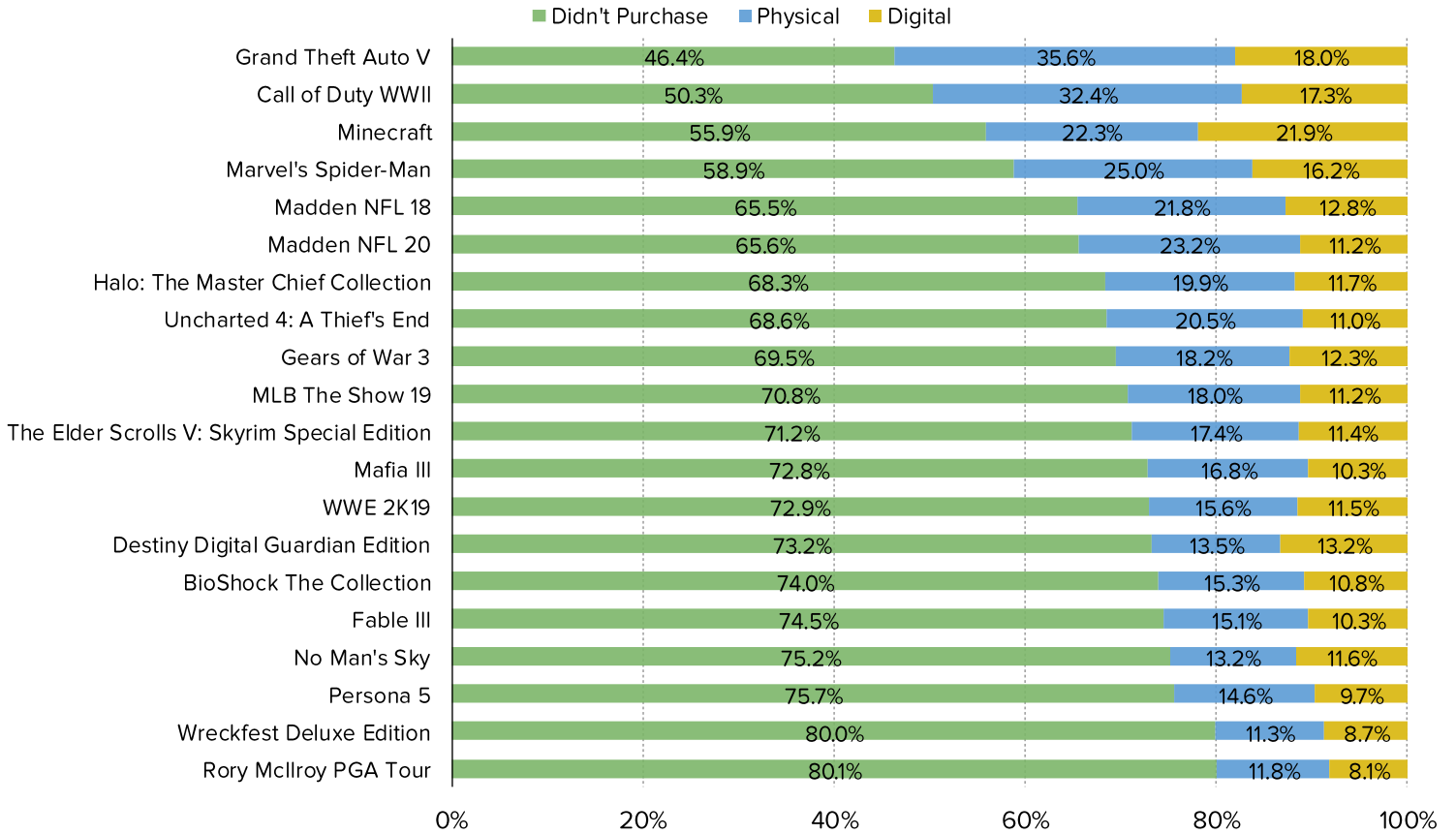
It's In The Game

DIGITAL MARKET SHARE

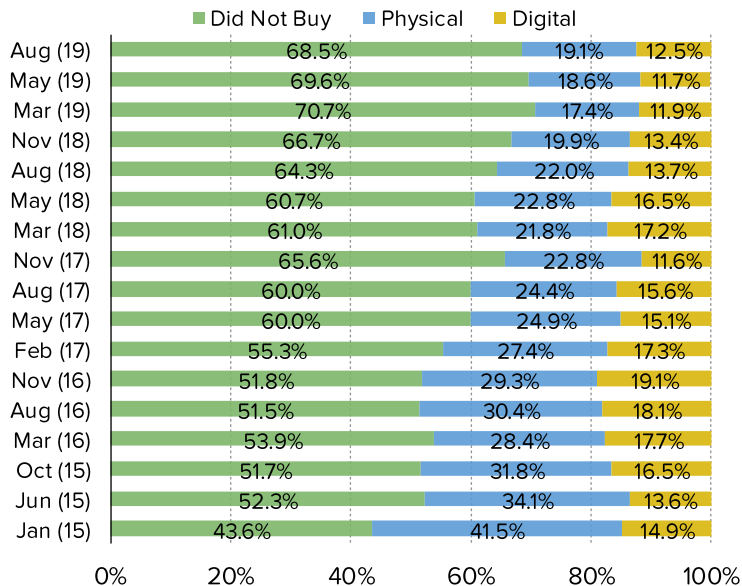
It's In The Game

HAVE YOU PURCHASED ANY OF THE FOLLOWING IN THE PAST YEAR?

This question was posed to the target audience.

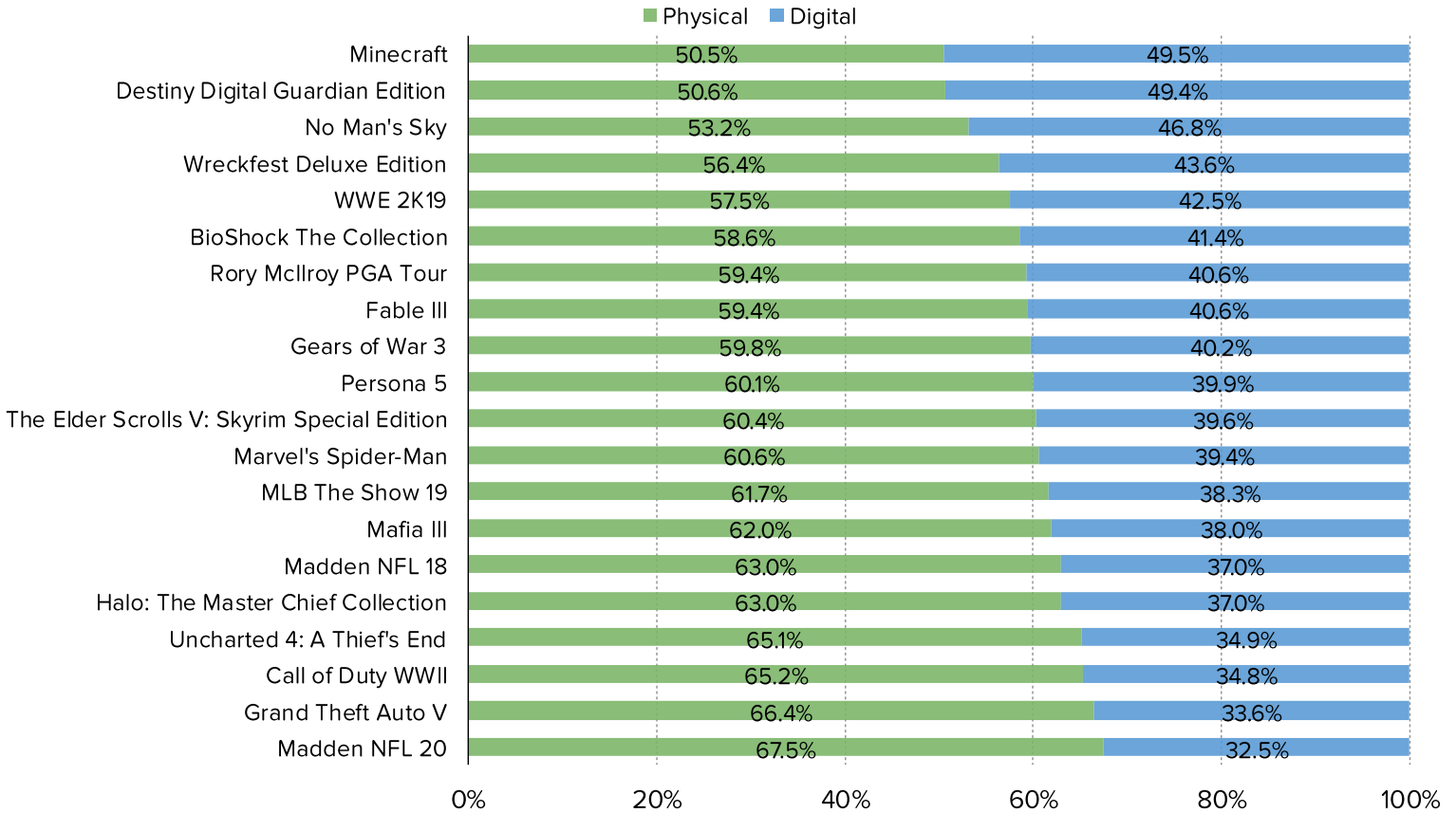


Average Across All Games. ** Please note that in each volume we presented the target audience with the top 15-20 newly released games available at the time of the survey.

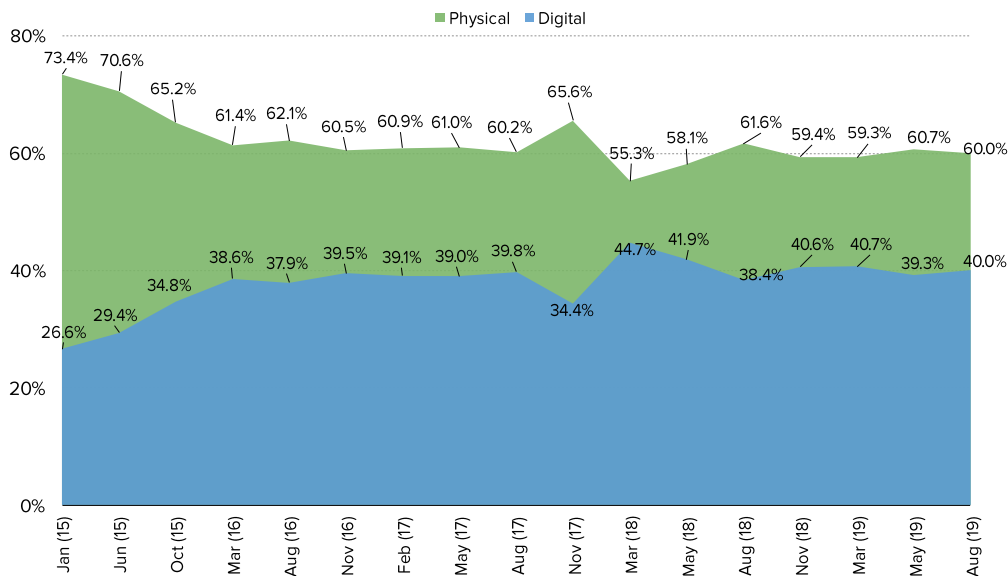


AMONG THOSE WHO HAVE PURCHASED IN THE PAST YEAR: DIGITAL VS. PHYSICAL

This question was posed to the target audience.

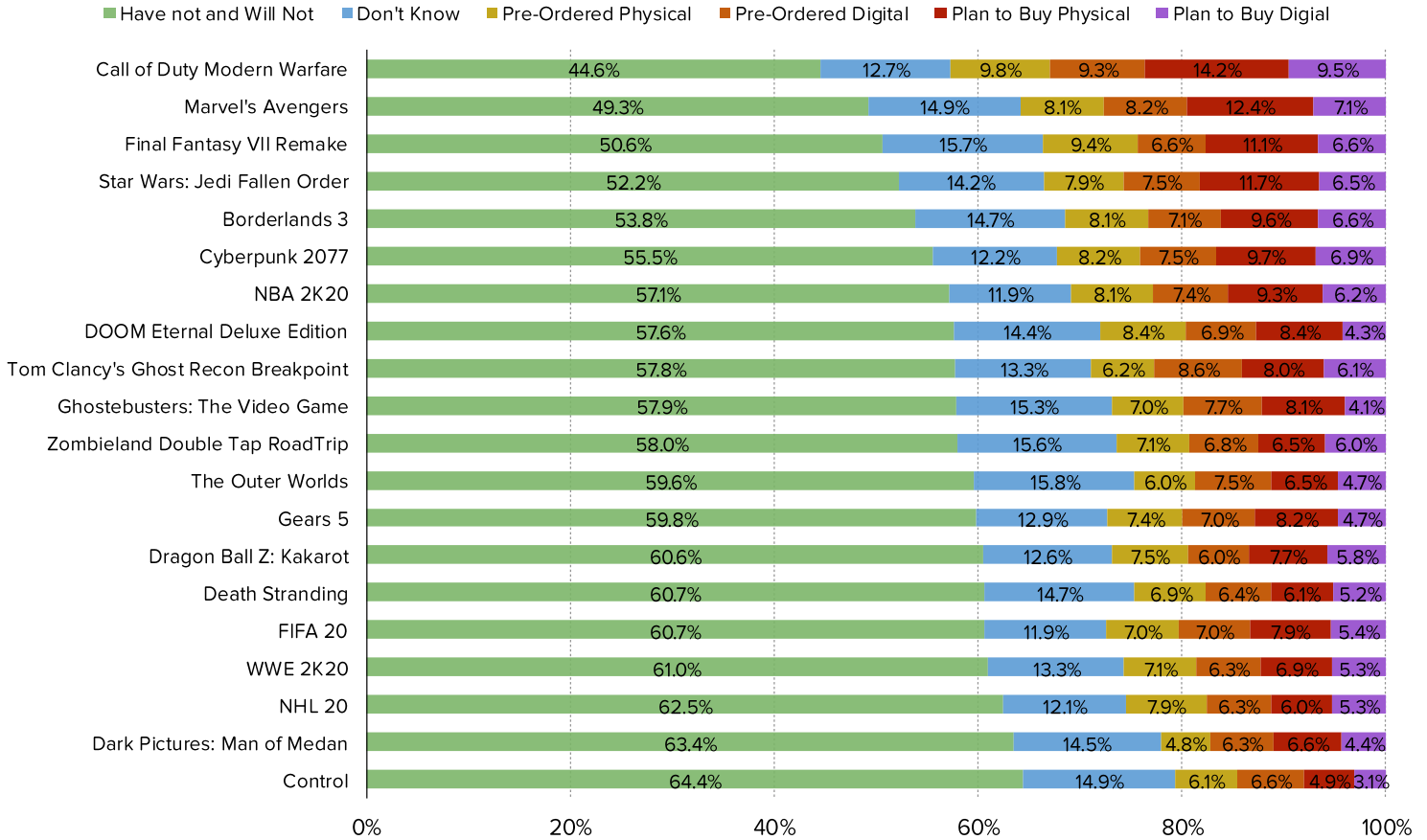


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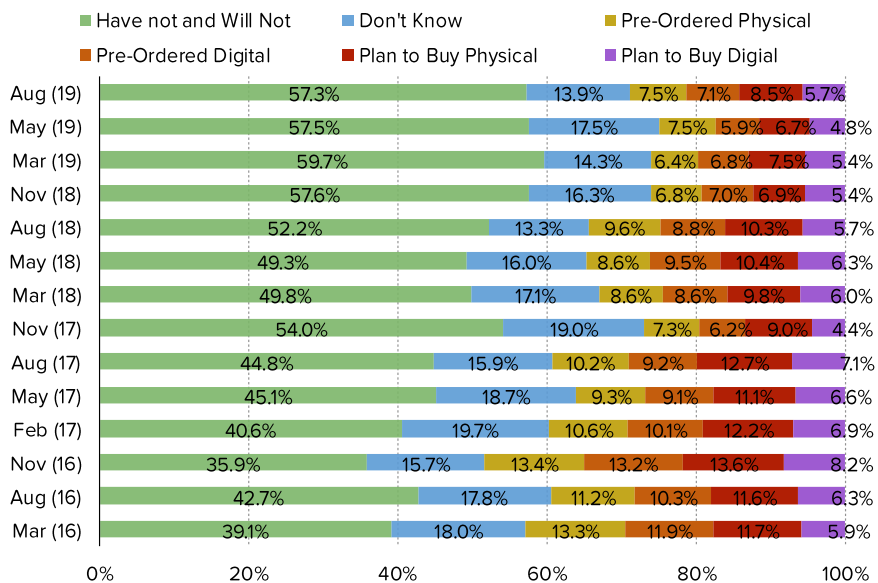


ENGAGEMENT WITH UPCOMING GAMES

This question was posed to the target audience.

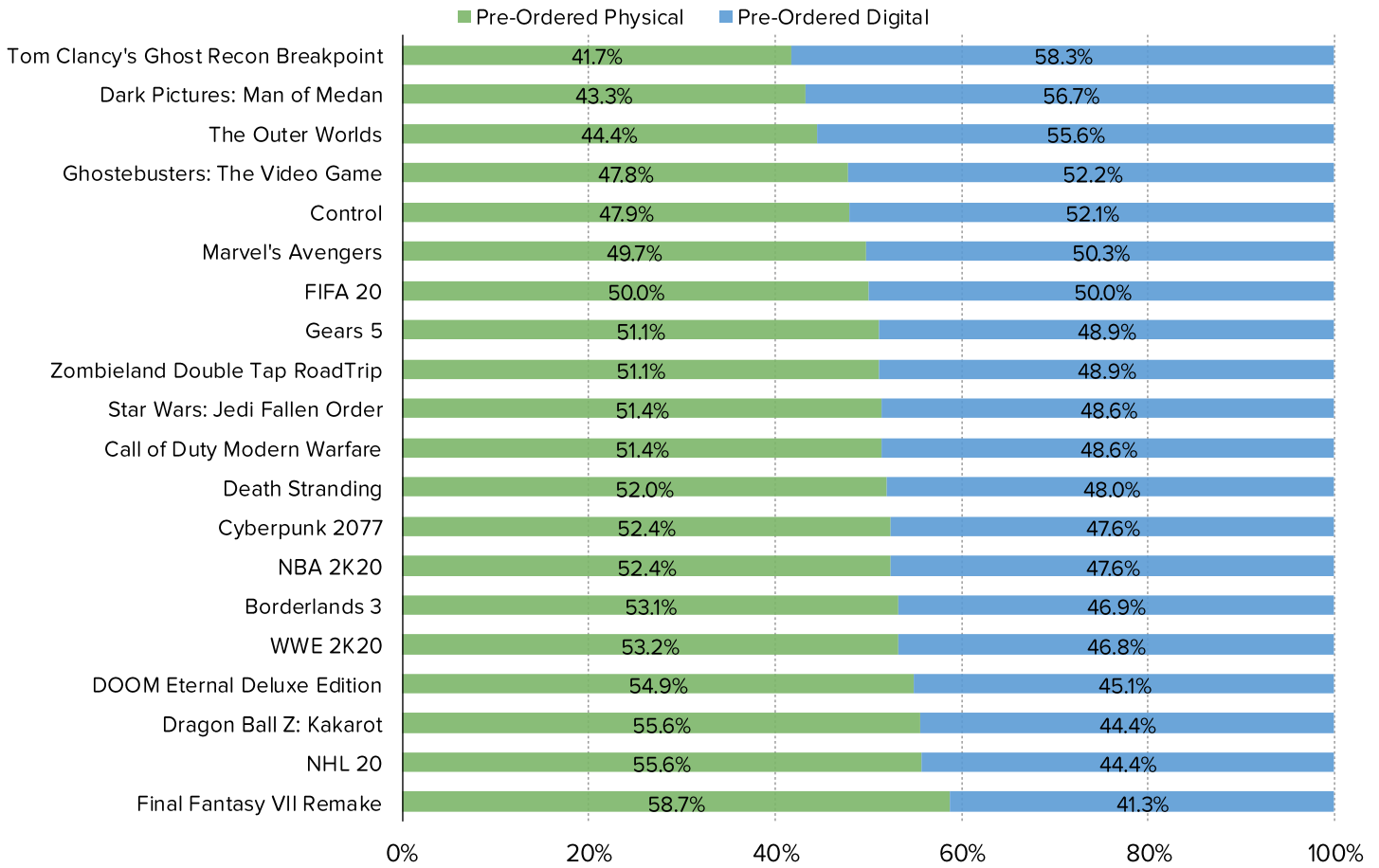


Average Across All Games. ** Please note that presented the target audience with the top 20 Upcoming Games And Asked If They Have Pre-Ordered It And How

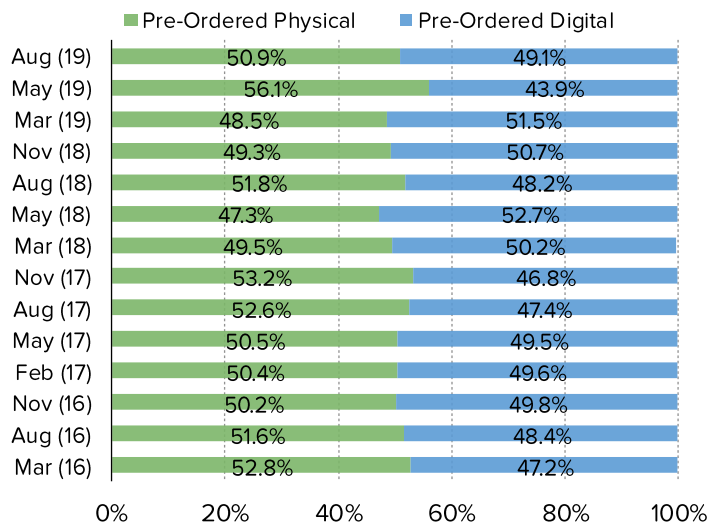


ENGAGEMENT WITH UPCOMING GAMES: AMONG RESPONDENTS WHO HAVE PRE-ORDERED

This question was posed to the target audience.

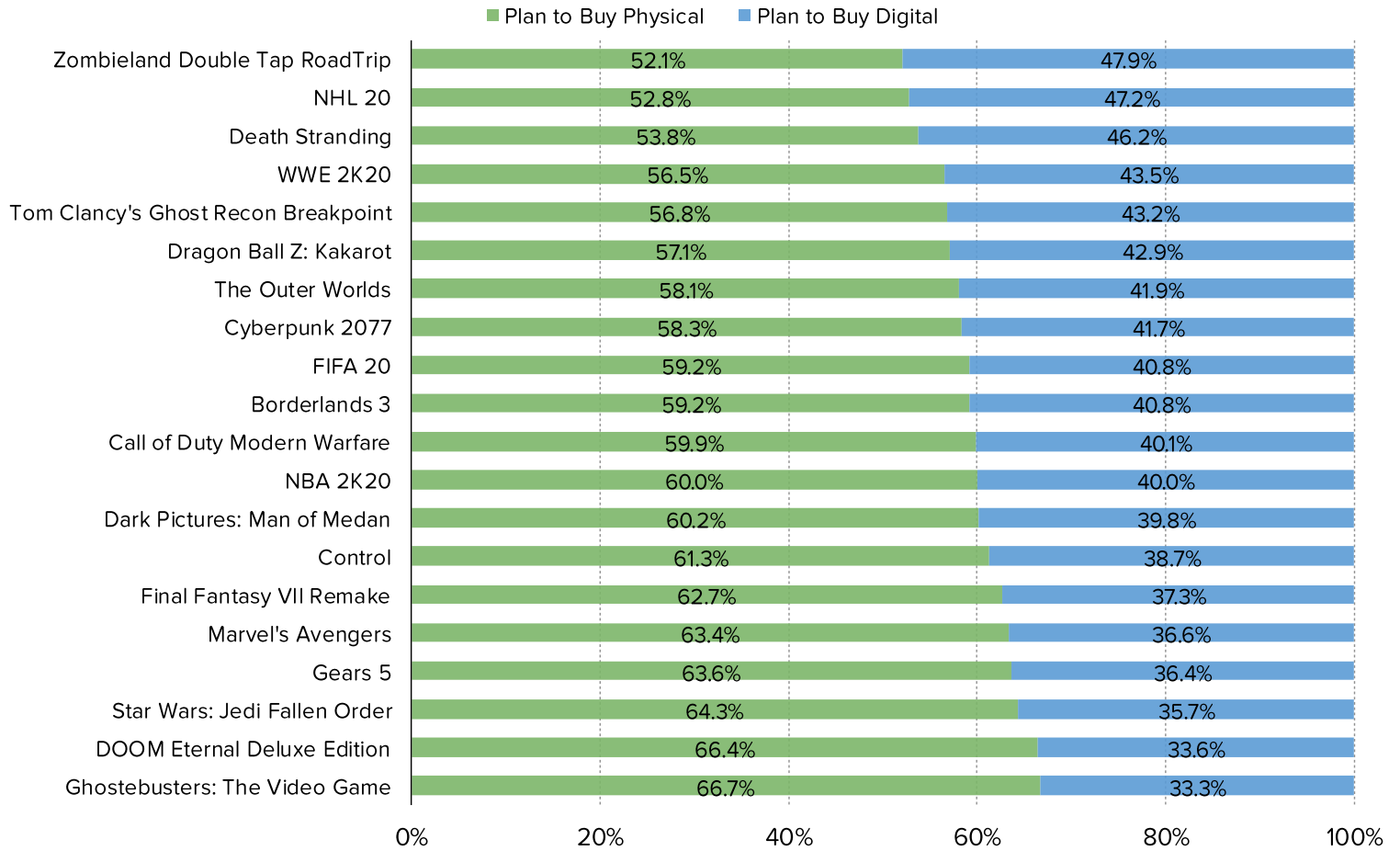


Average Across All Games. ** Please note that presented the target audience with the top 20 Upcoming Games And Asked If They Have Pre-Ordered It And How

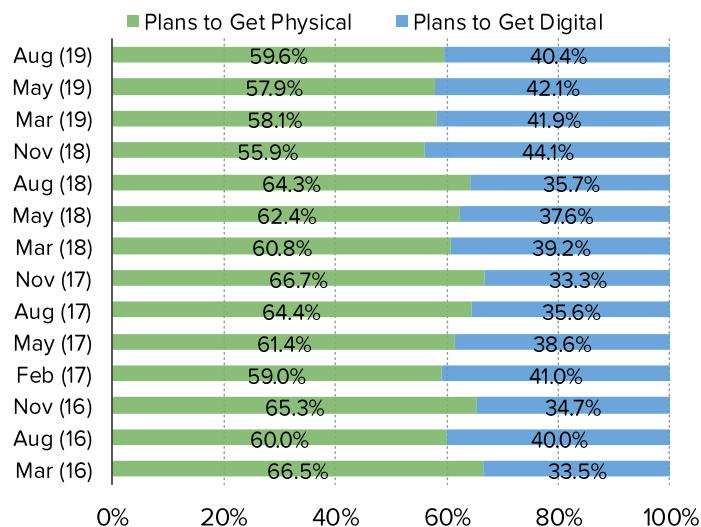


ENGAGEMENT WITH UPCOMING GAMES: AMONG RESPONDENTS WHO HAVE NOT YET PRE-ORDERED BUT PLAN TO PURCHASE

This question was posed to the target audience.



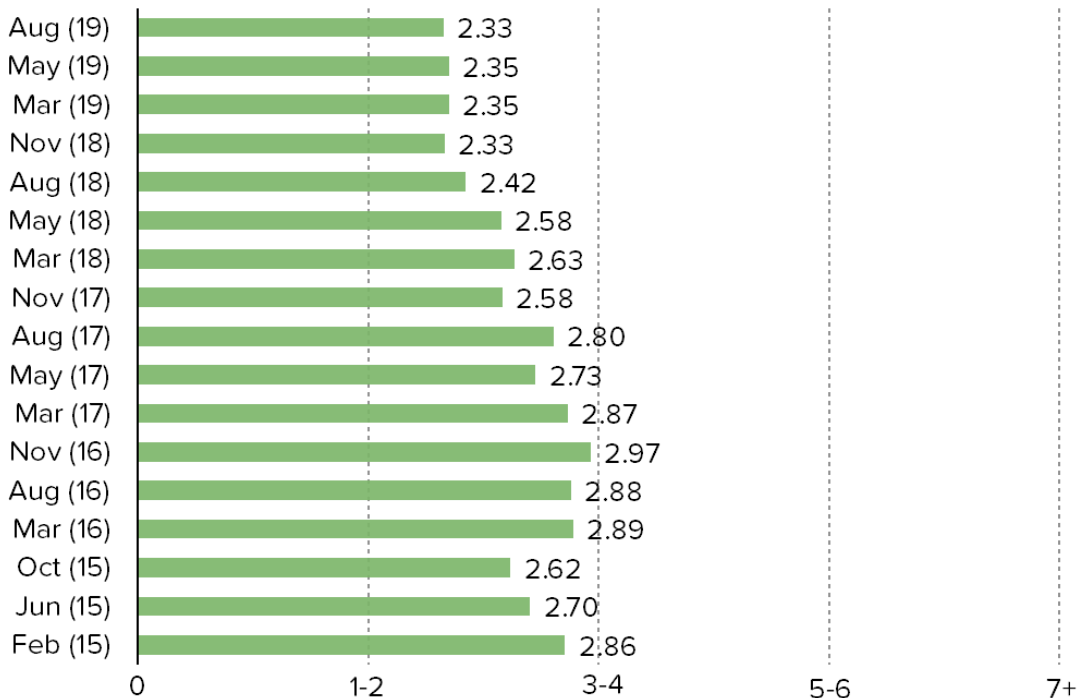
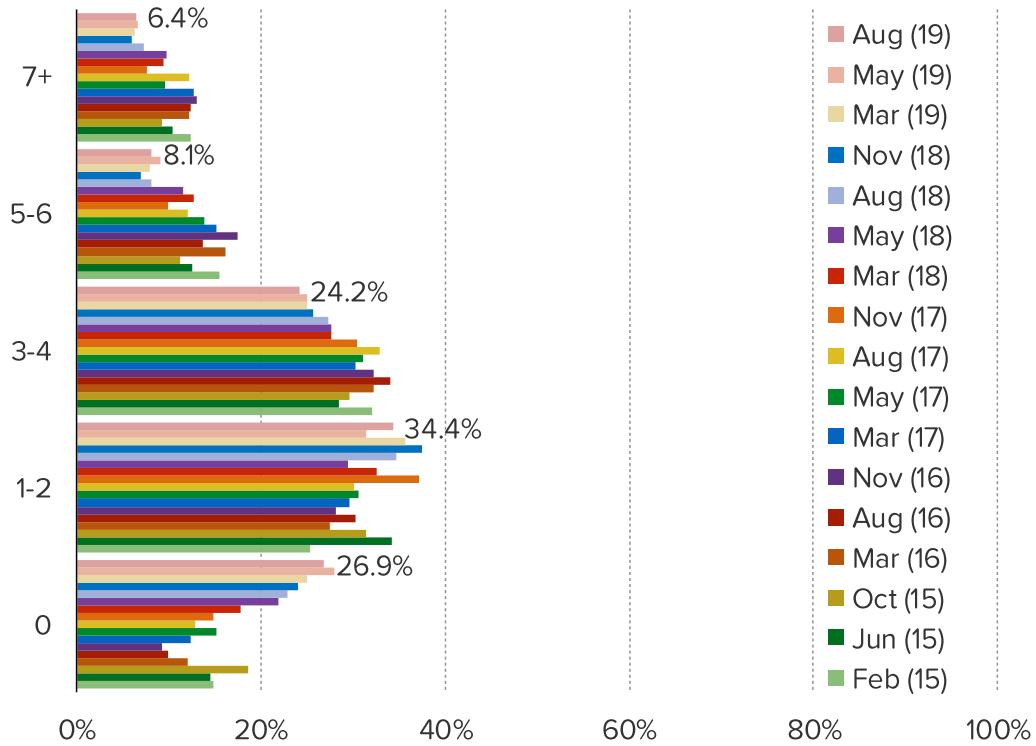
Average Across All Games. ** Please note that presented the target audience with the top 20 Upcoming Games And Asked If They Have Pre-Ordered It And How



It's In The Game

HOW MANY NEW RELEASE GAMES HAVE YOU PURCHASED VIA DIGITAL DOWNLOAD OVER THE PAST 12 MONTHS?

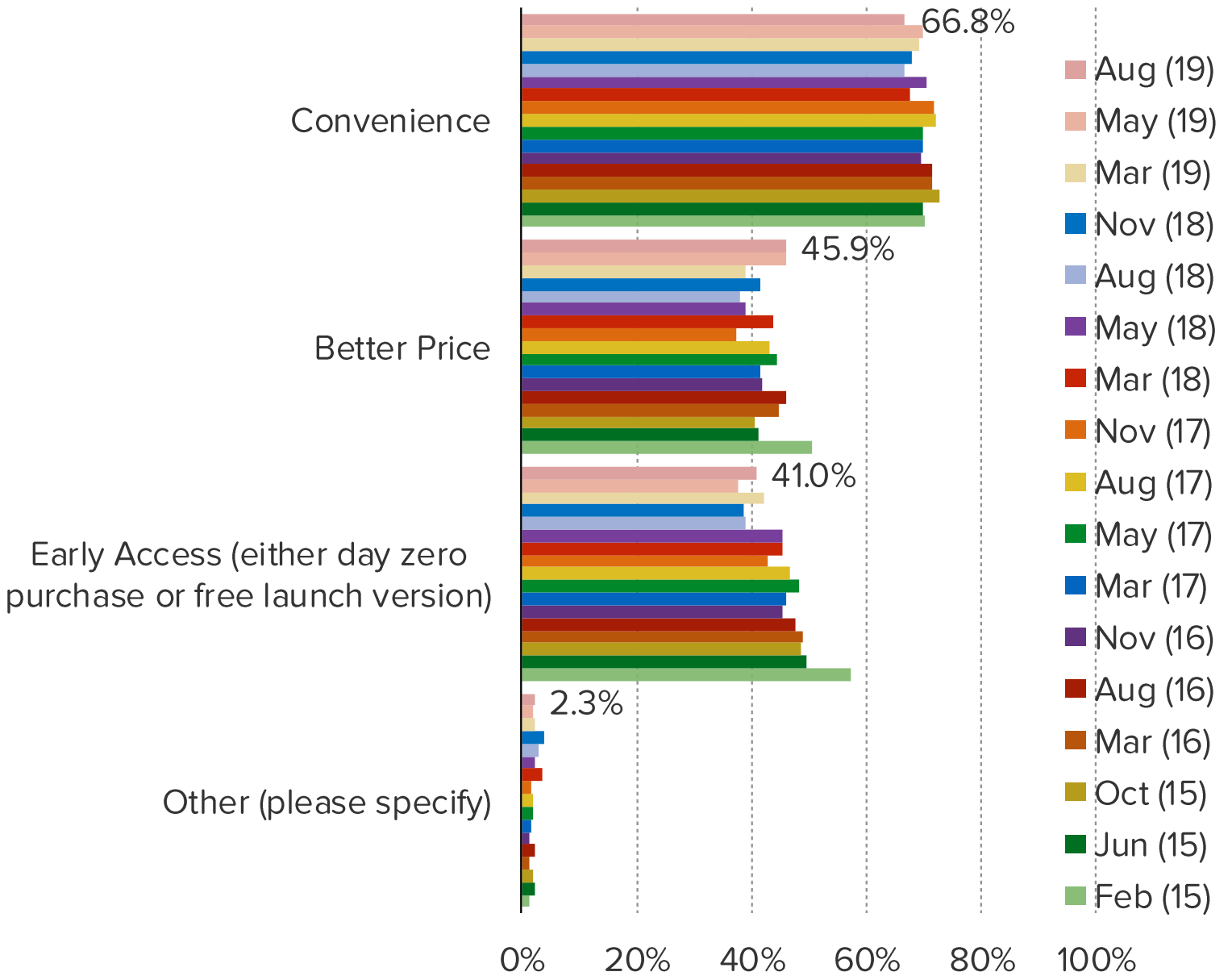
This question was posed to the target audience.



It's In The Game

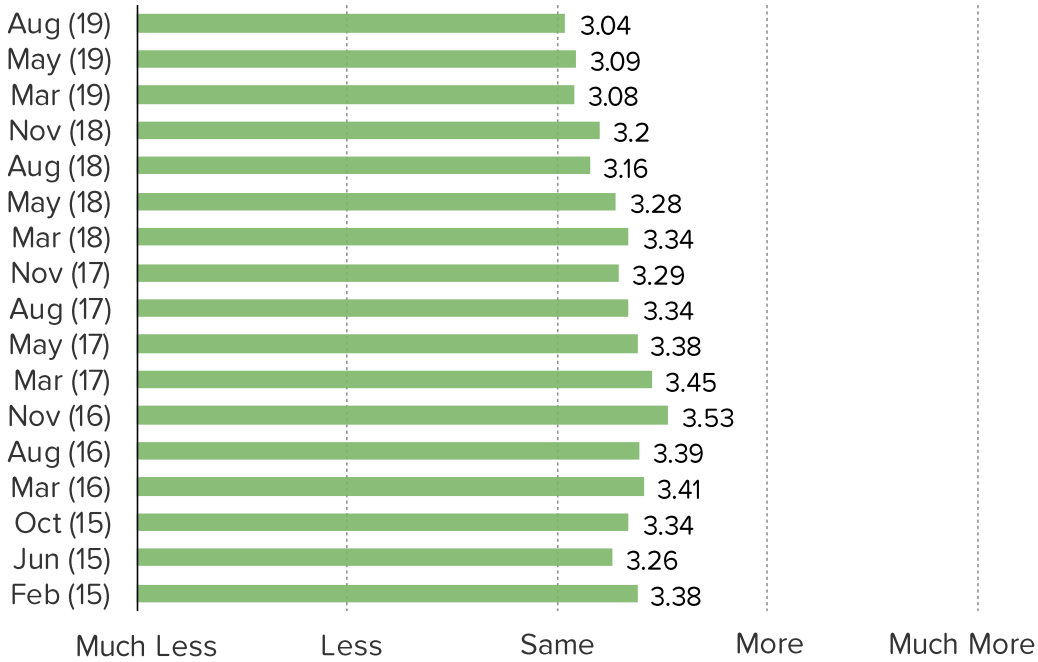
FOR THOSE WHO BOUGHT AT LEAST ONE NEW RELEASE GAME VIA DIGITAL IN THE PAST YEAR, WHY?

This question was posed to respondents from the target audience who purchased at least one digital game in the past year.



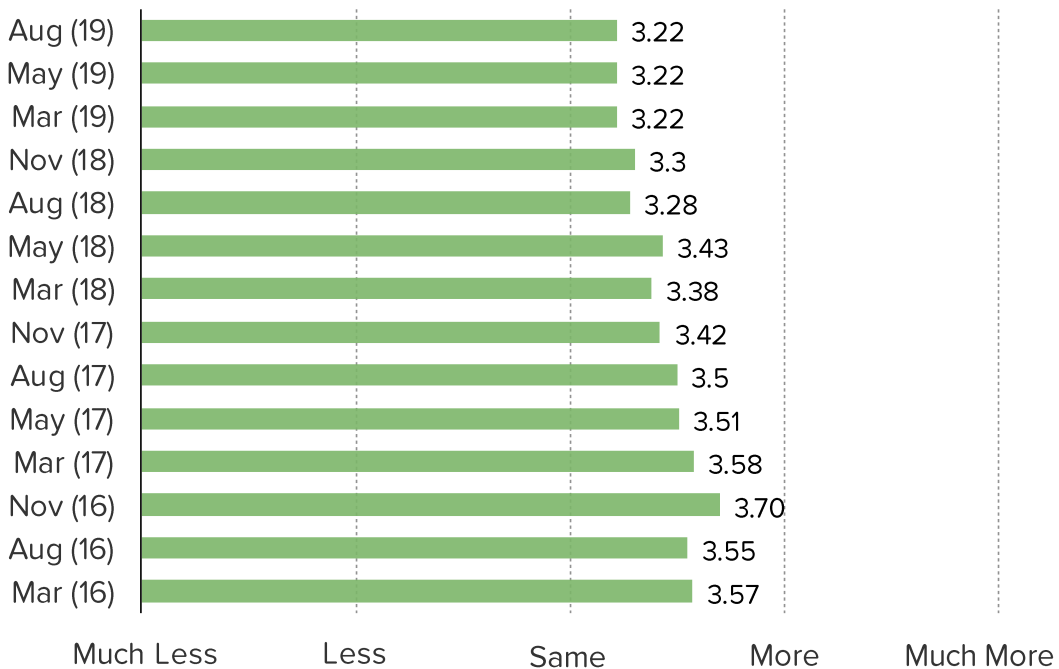
HOW OFTEN ARE YOU DOWNLOADING NEW RELEASE DIGITAL GAMES NOW COMPARED TO 12 MONTHS AGO?

This question was posed to the target audience.



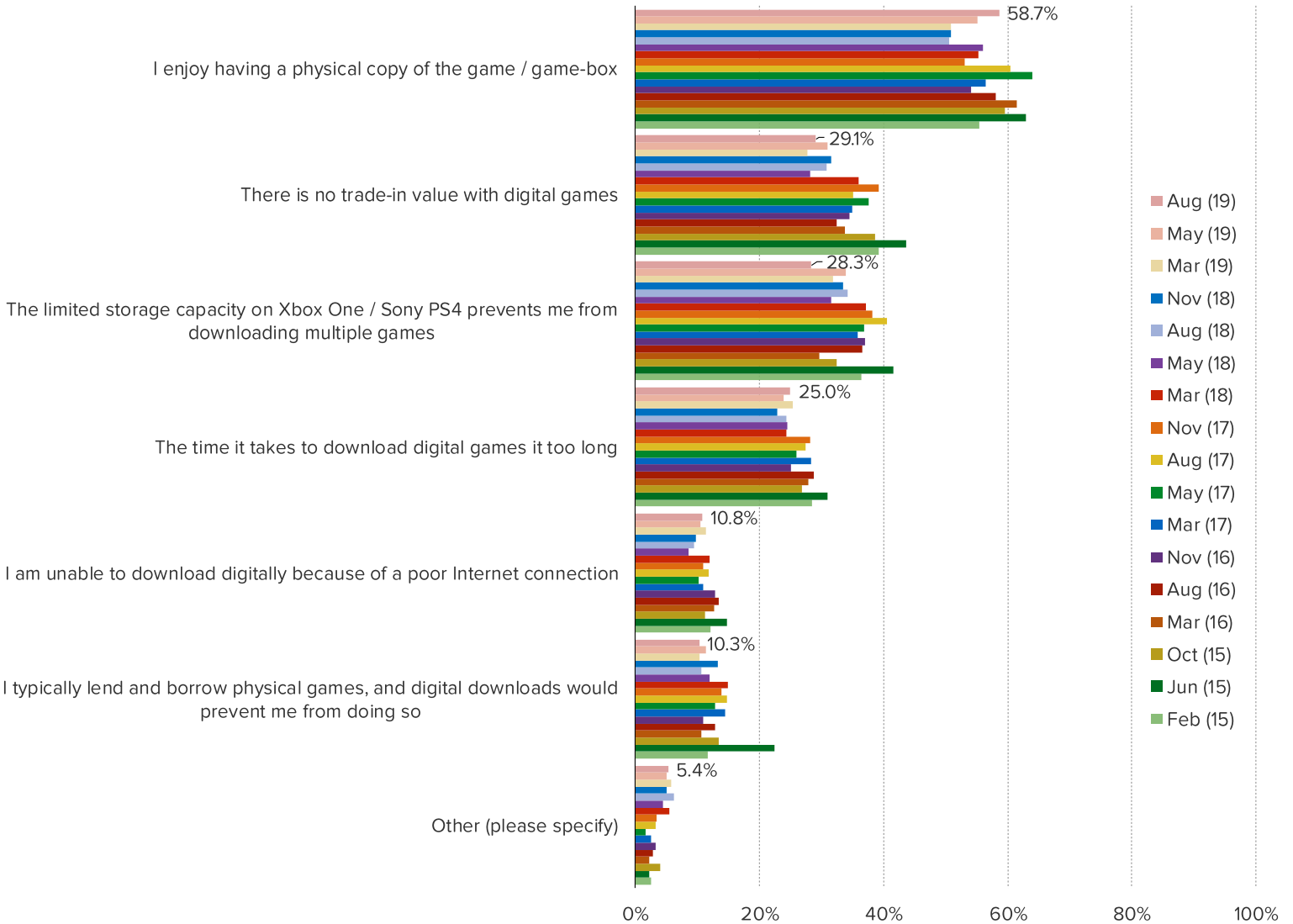
DO YOU EXPECT TO INCREASE OR DECREASE THE NUMBER OF GAMES THAT YOU PURCHASE VIA DIGITAL DOWNLOAD IN THE NEXT 12 MONTHS?

This question was posed to the target audience.



FOR THOSE WHO EXPECT TO BUY THE SAME OR LESS DIGITAL GAMES IN THE NEXT 12 MONTHS, WHY DO YOU PREFER PHYSICAL GAMES?

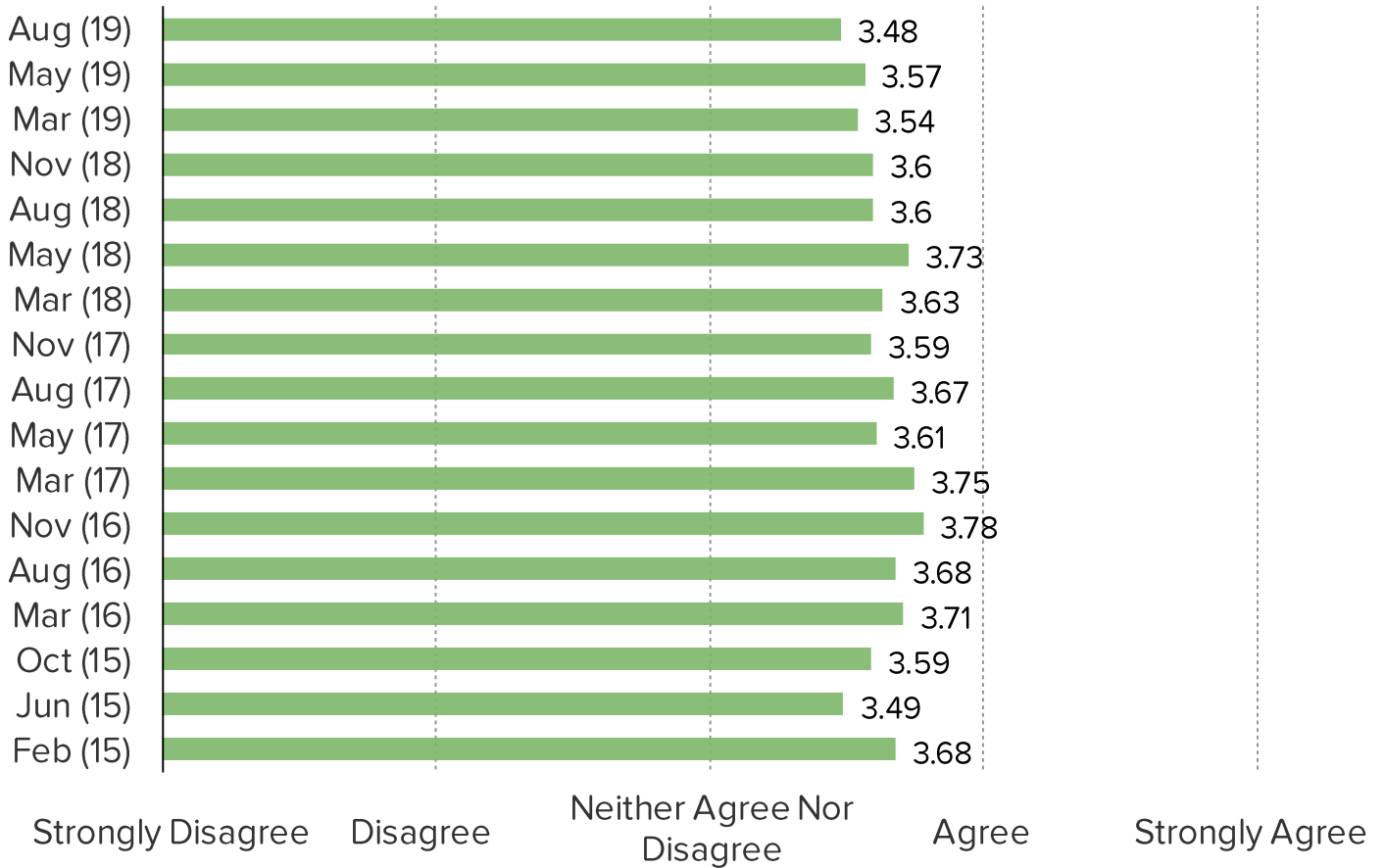
This question was posed to the target audience who does not plan to increase digital game purchasing in the next 12 months.



It's In The Game

“EVENTUALLY, ALL GAMES WILL BE PURCHASED OR DOWNLOADED DIGITALLY”

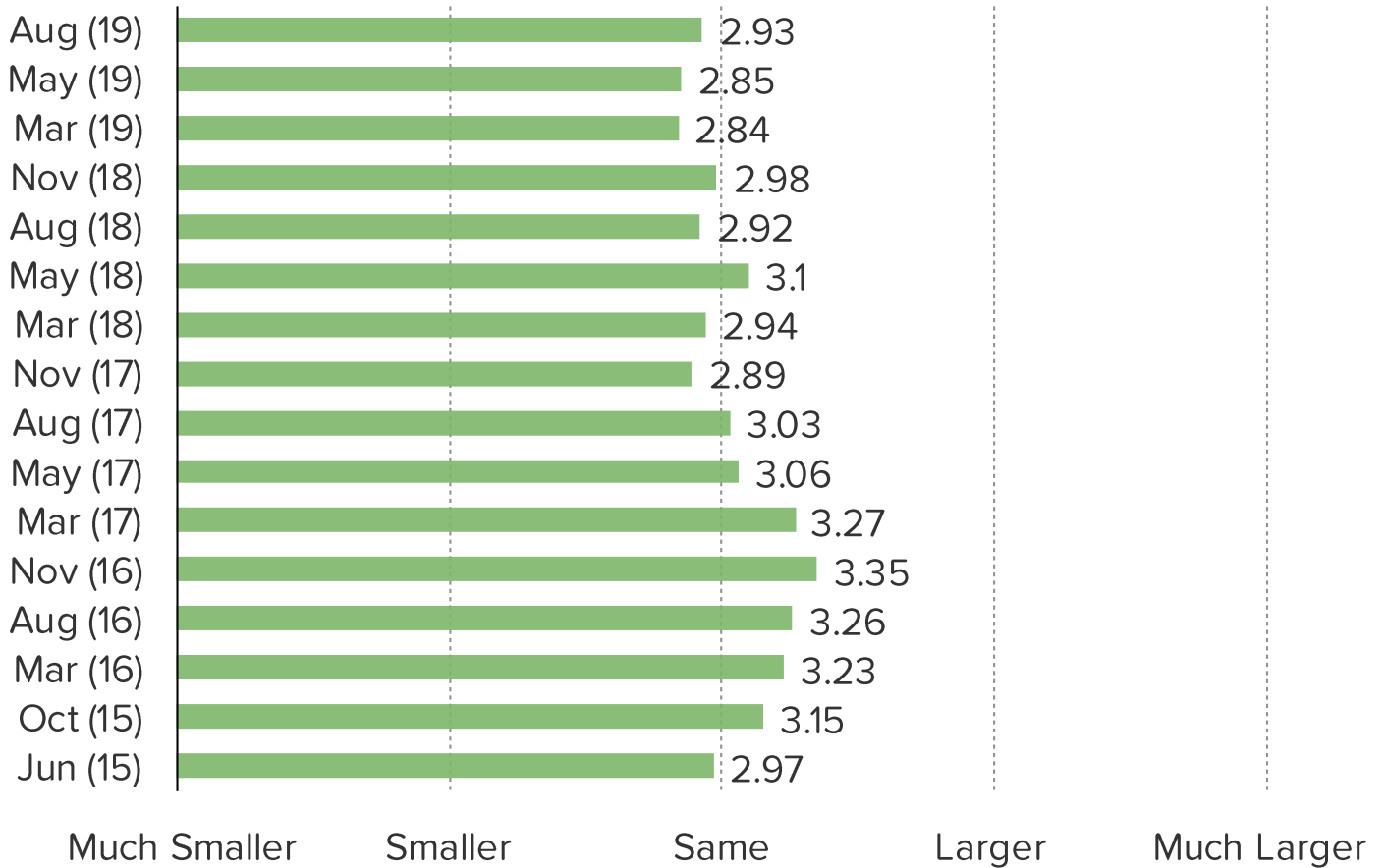
This question was posed to the target audience.



It's In The Game

HOW LARGE OF A ROLE DO YOU THINK GAMESTOP WILL PLAY AS DIGITALLY DOWNLOADED GAMES BECOME MORE POPULAR?

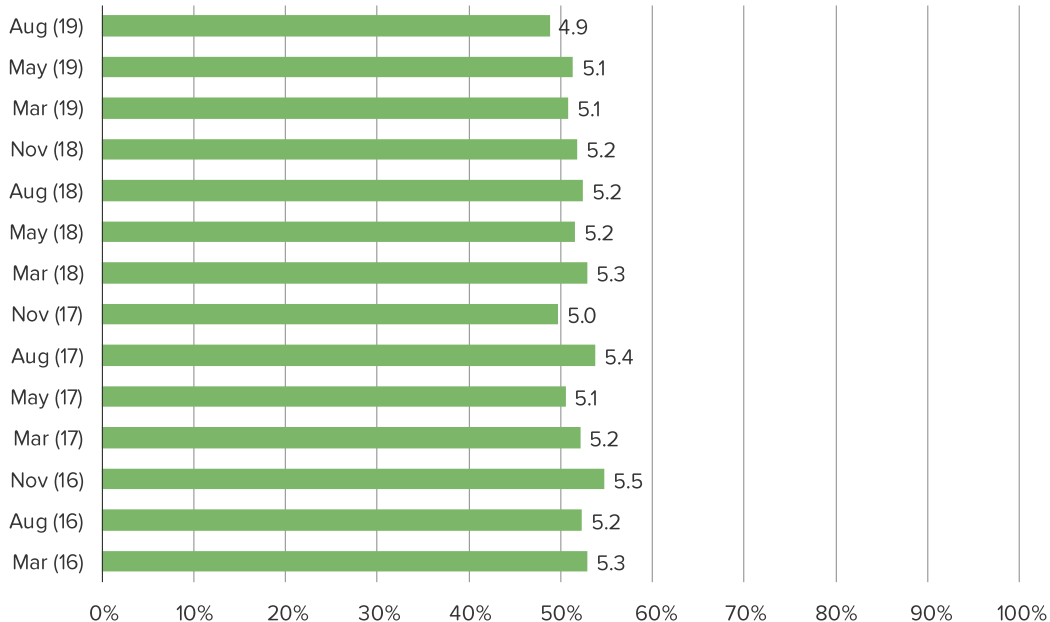
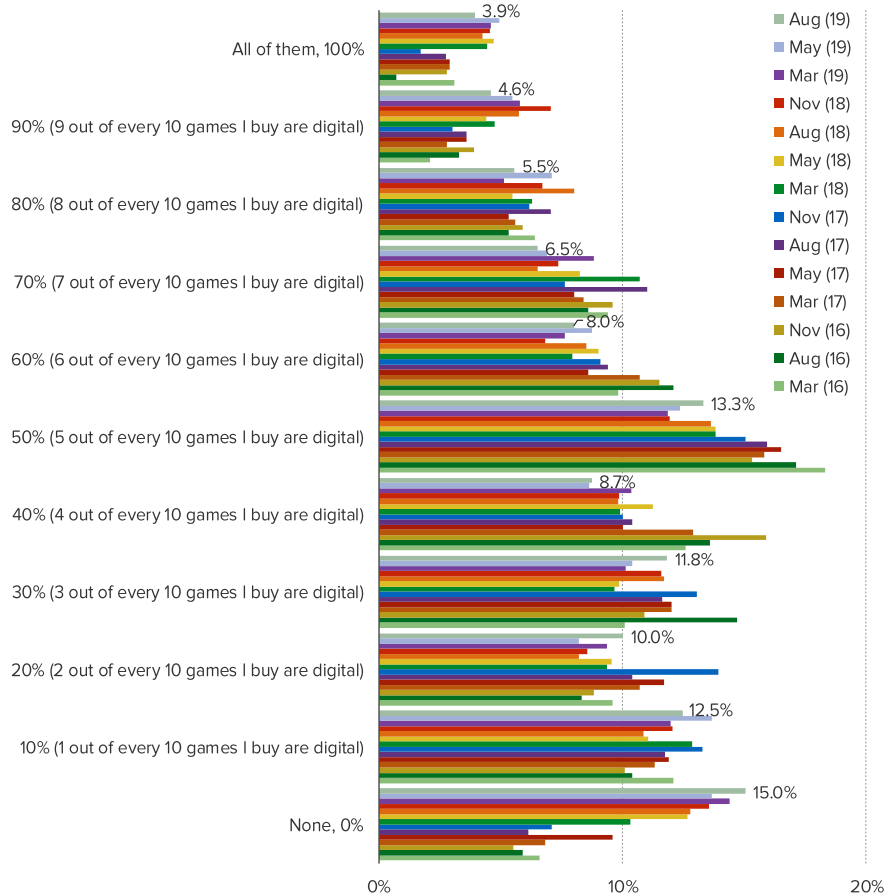
This question was posed to the target audience.



It's In The Game

WHAT PERCENTAGE OF VIDEO GAMES THAT YOU BUY ARE DIGITAL DOWNLOADS?

This question was posed to the target audience. Each percentage value below was a multiple choice that they could select.



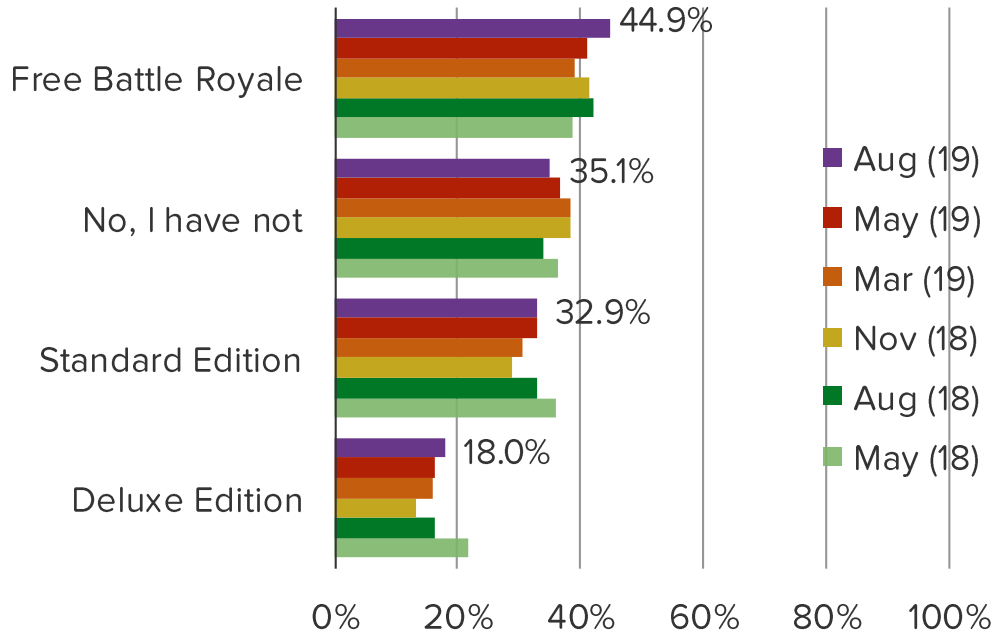
It's In The Game

FORTNITE

It's In The Game

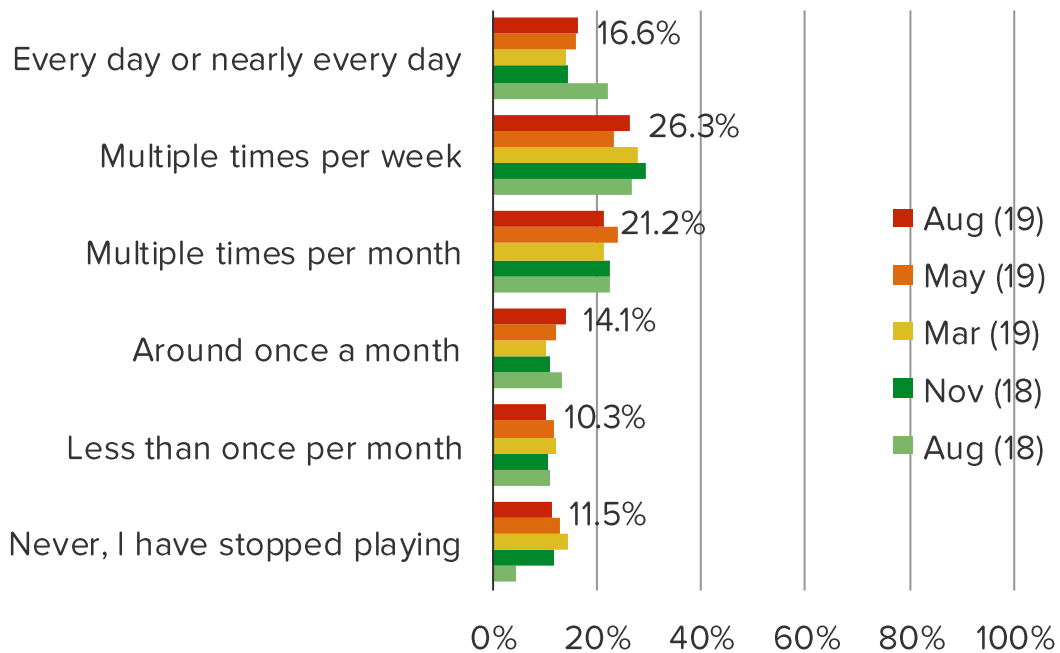
HAVE YOU PLAYED FORTNITE? (SELECT ALL THAT APPLY)

This question was posed to the target audience.



HOW OFTEN DO YOU CURRENTLY PLAY FORTNITE?

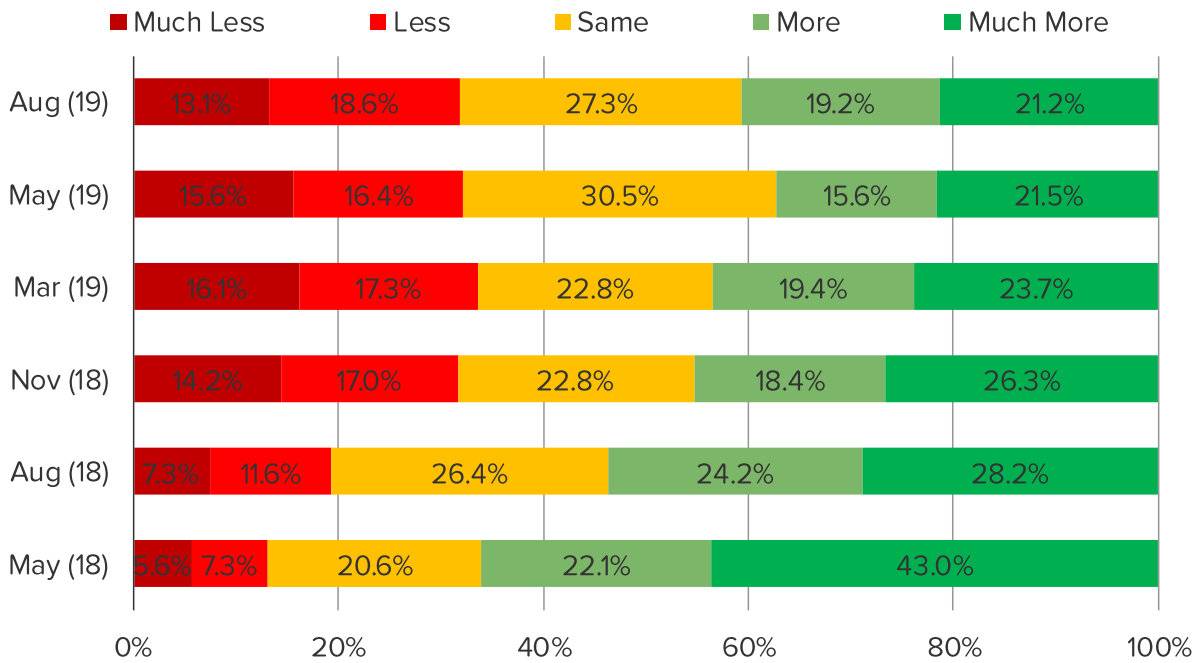
This question was posed to respondents who have played Fortnite.



It's In The Game

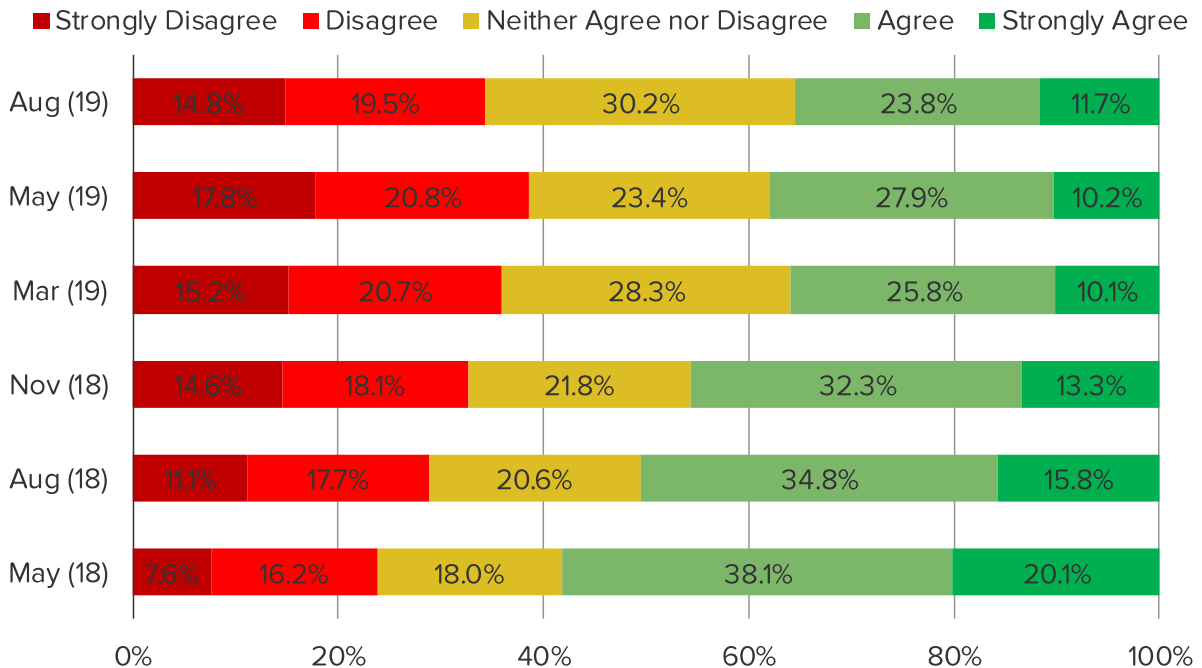
ARE YOU PLAYING FORTNITE NOW MORE OR LESS COMPARED TO THE FIRST MONTH AFTER YOU GOT IT?

This question was posed to respondents who have played Fortnite.



“BECAUSE OF FORTNITE I AM NOT PURCHASING AS MANY GAMES AS I NORMALLY WOULD BE.”

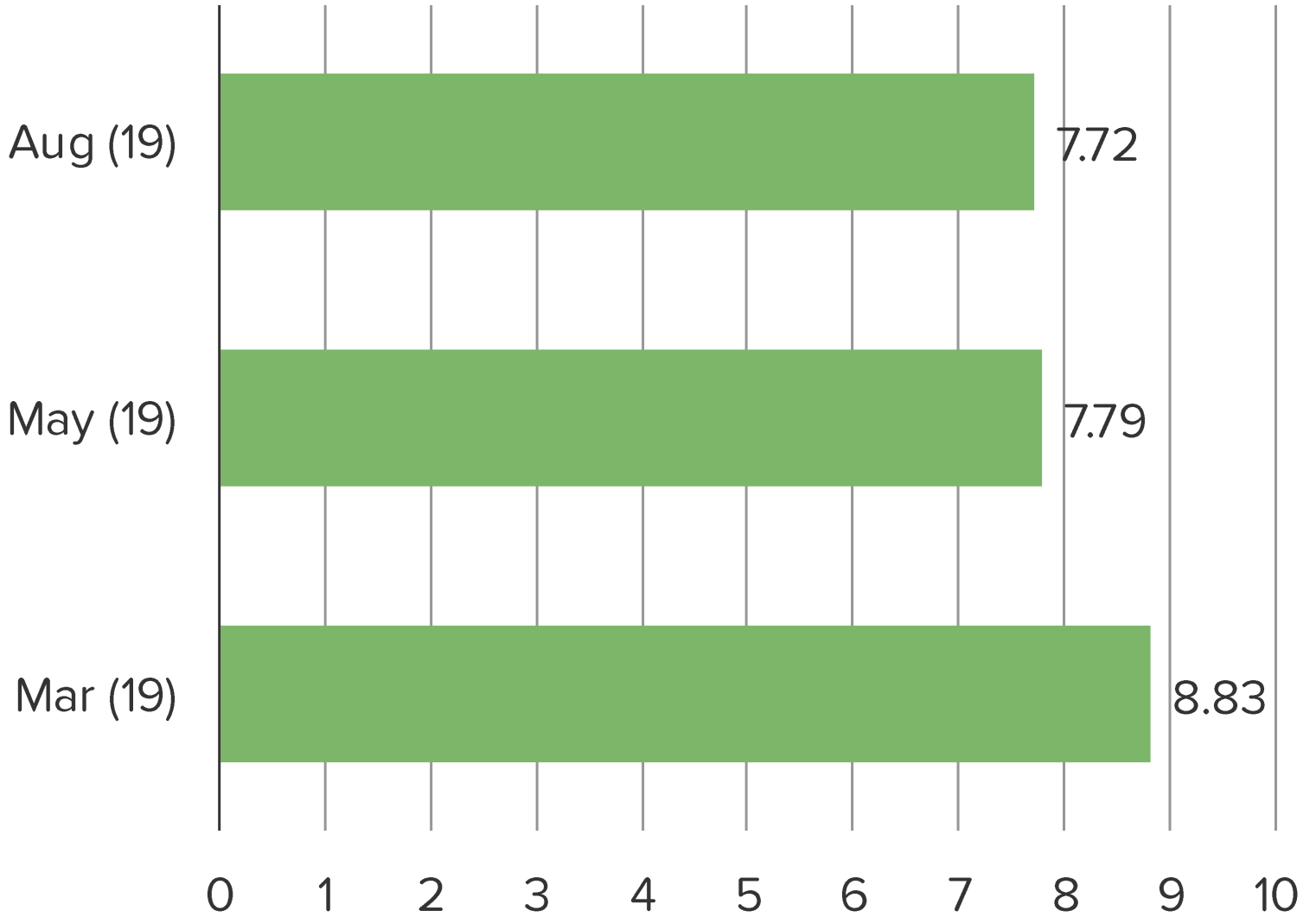
This question was posed to respondents who have played Fortnite.



It's In The Game

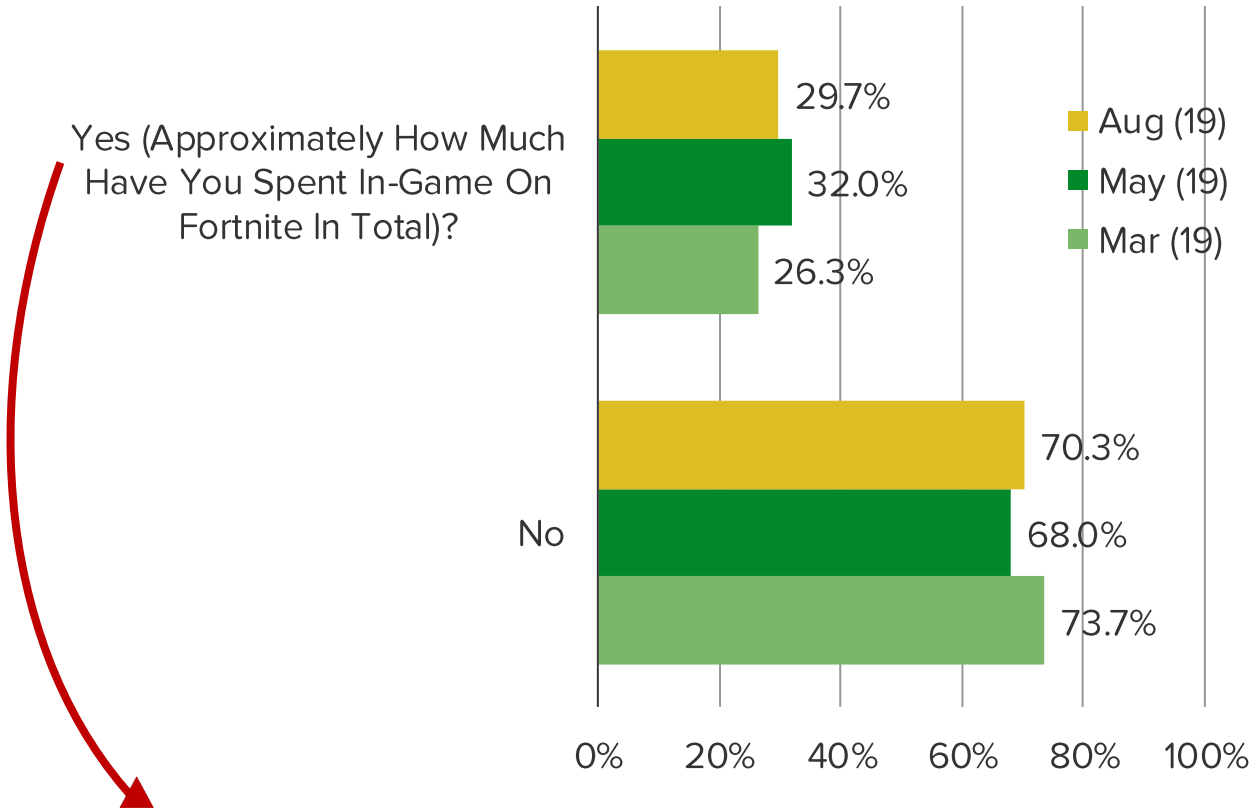
NET PROMOTER SCORE - FORTNITE

This question was posed to respondents who have played Fortnite.



DO YOU MAKE IN-GAME PURCHASES WHILE PLAYING FORTNITE?

This question was posed to respondents who have played Fortnite.

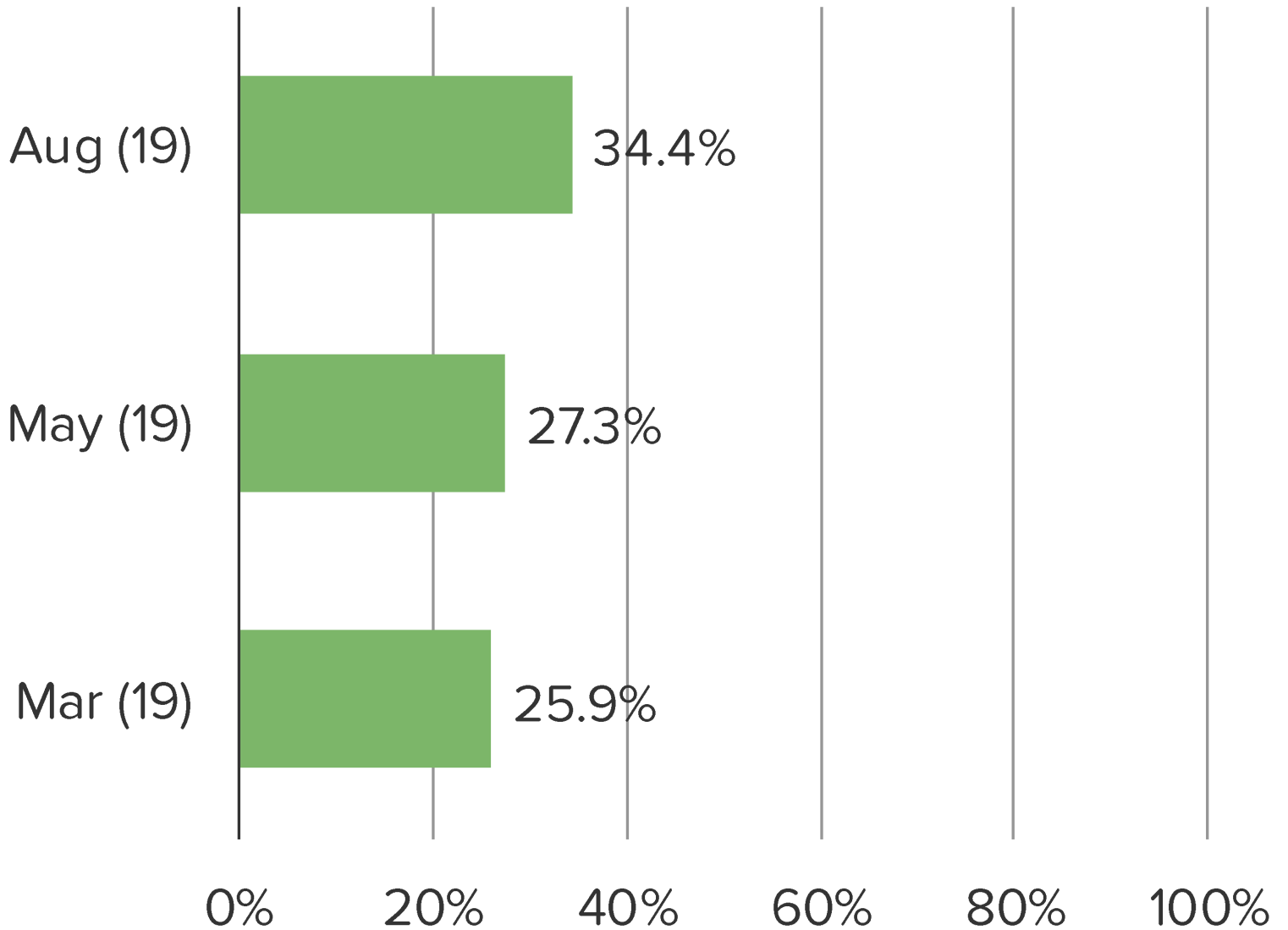


APEX LEGENDS

It's In The Game

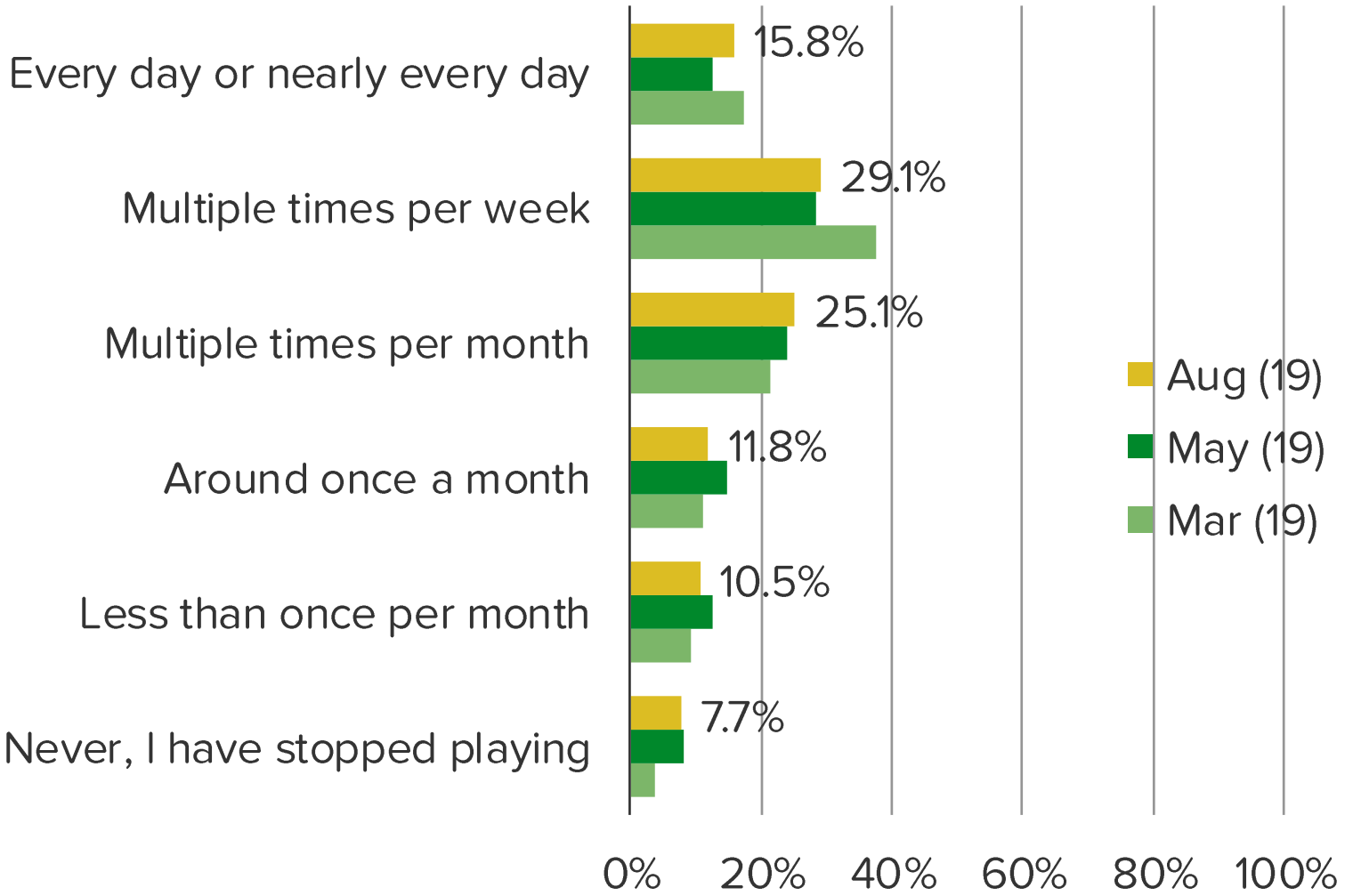
HAVE YOU PLAYED APEX LEGENDS?

Posed to respondents who own a PS4 or Xbox One.



HOW OFTEN DO YOU PLAY APEX LEGENDS?

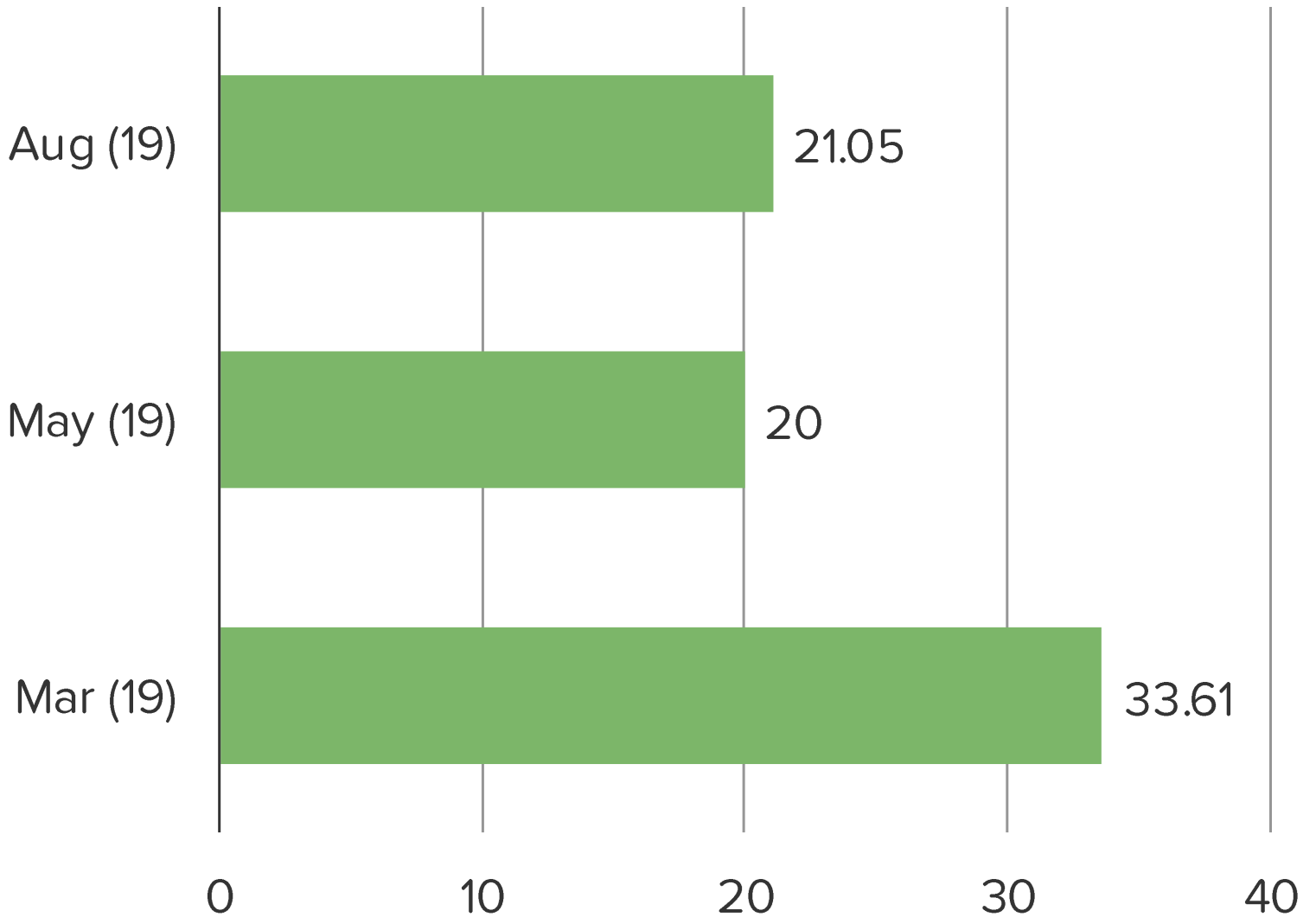
Posed to respondents who have played Apex Legends.



It's In The Game

NET PROMOTER SCORE - APEX LEGENDS

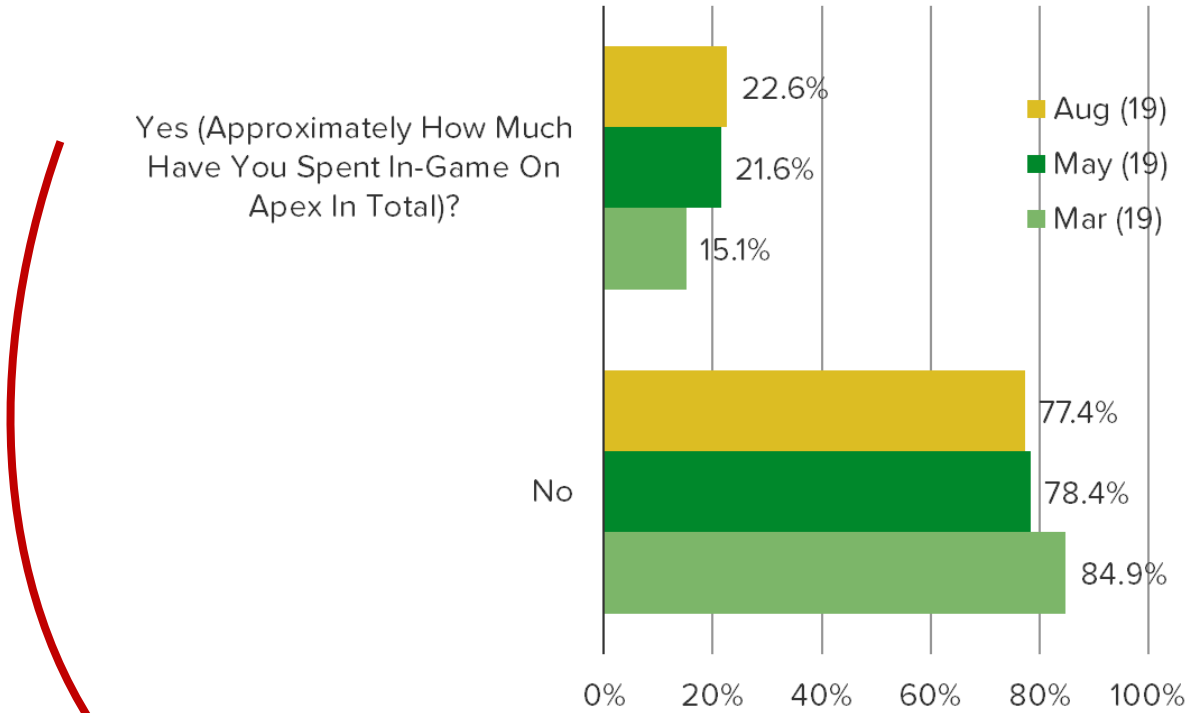
Posed to respondents who have played Apex Legends.



It's In The Game

DO YOU MAKE IN-GAME PURCHASES WHILE PLAYING APEX LEGENDS?

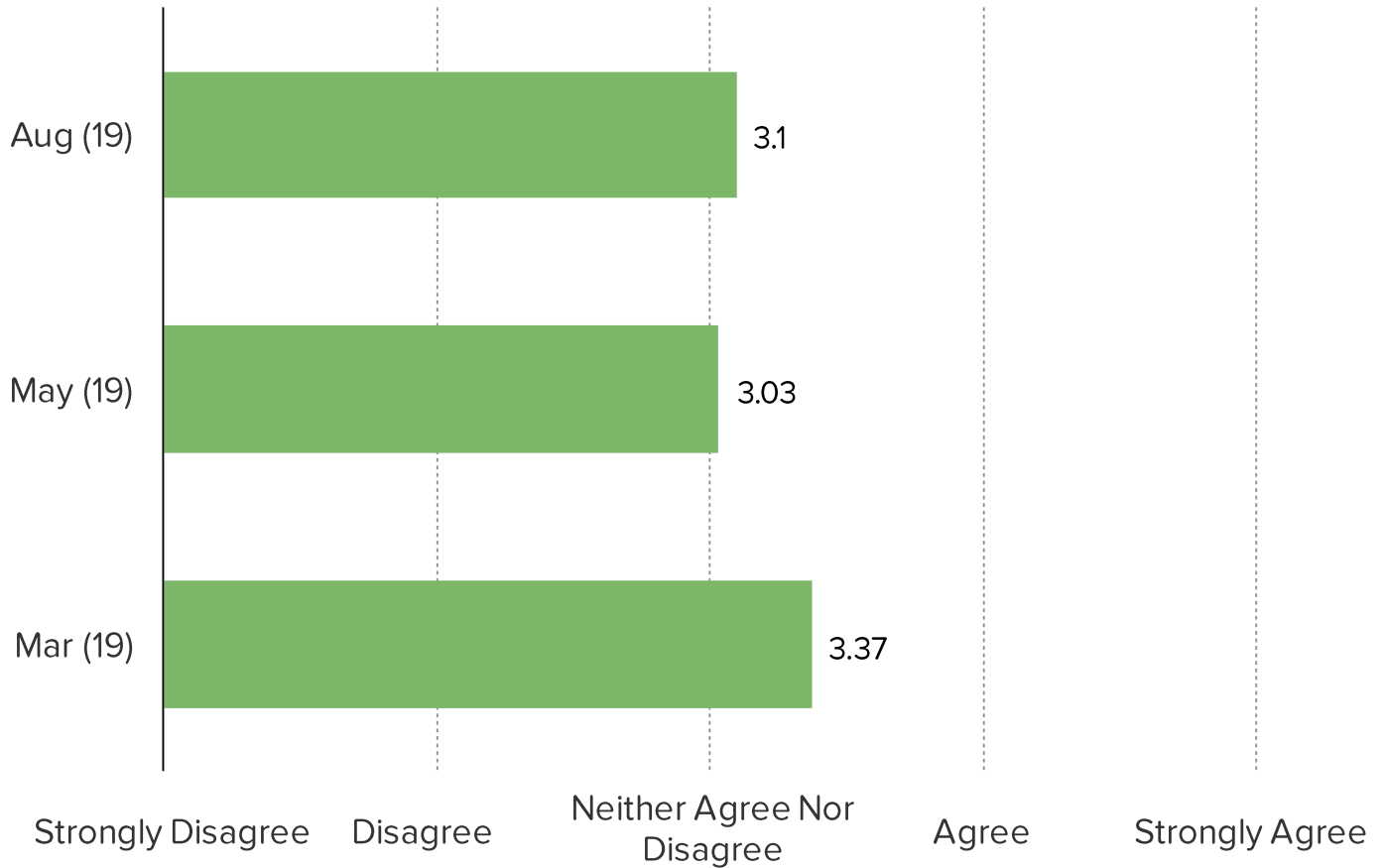
Posed to respondents who have played Apex Legends.



It's In The Game

“BECAUSE OF APEX LEGENDS I AM NOT PURCHASING AS MANY GAMES AS I NORMALLY WOULD BE”

Posed to respondents who have played Apex Legends.

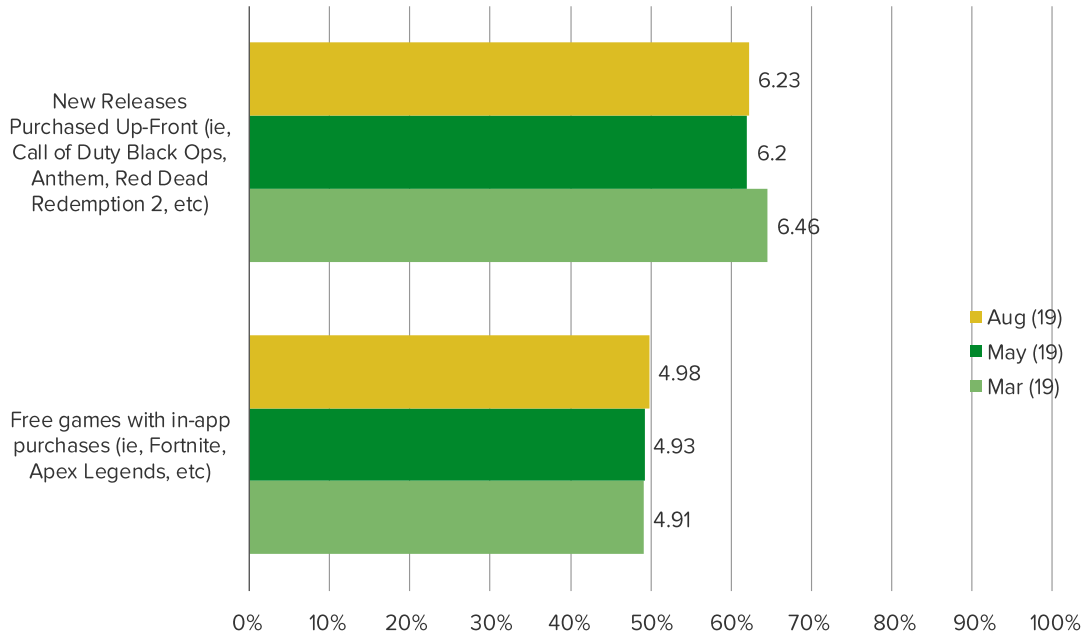


NEW RELEASES VS. FREE GAMES AND MICROTRANSACTIONS

It's In The Game

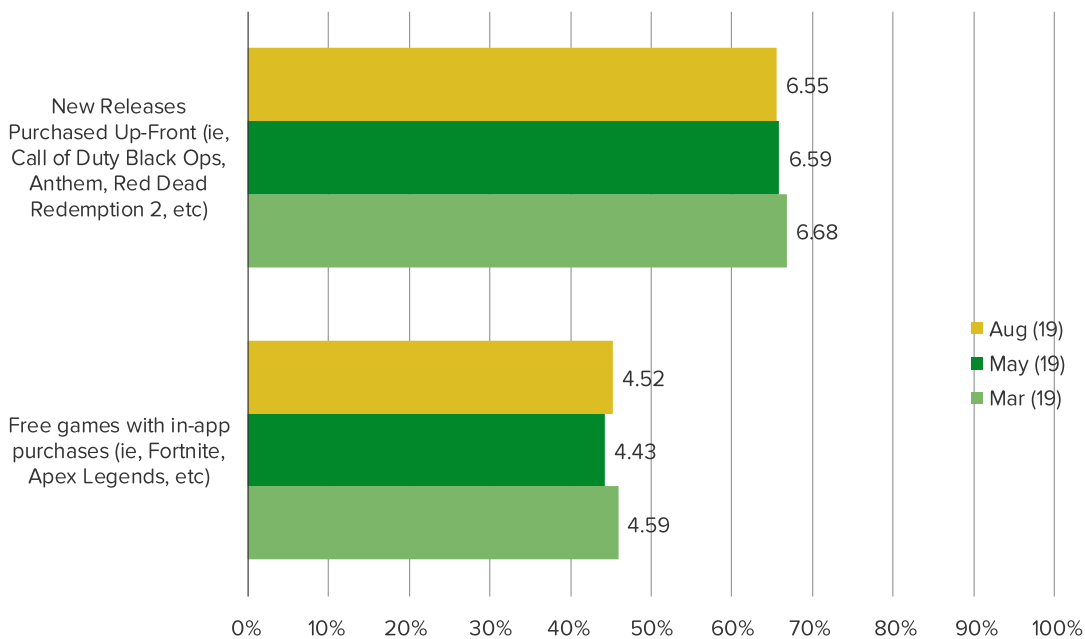
HOW MUCH OF YOUR GAME PLAYING TIME GETS ALLOCATED TO THE FOLLOWING?

Posed to respondents who own a PS4 or Xbox One.



HOW MUCH OF YOUR GAME SPENDING BUDGET GETS ALLOCATED TO THE FOLLOWING?

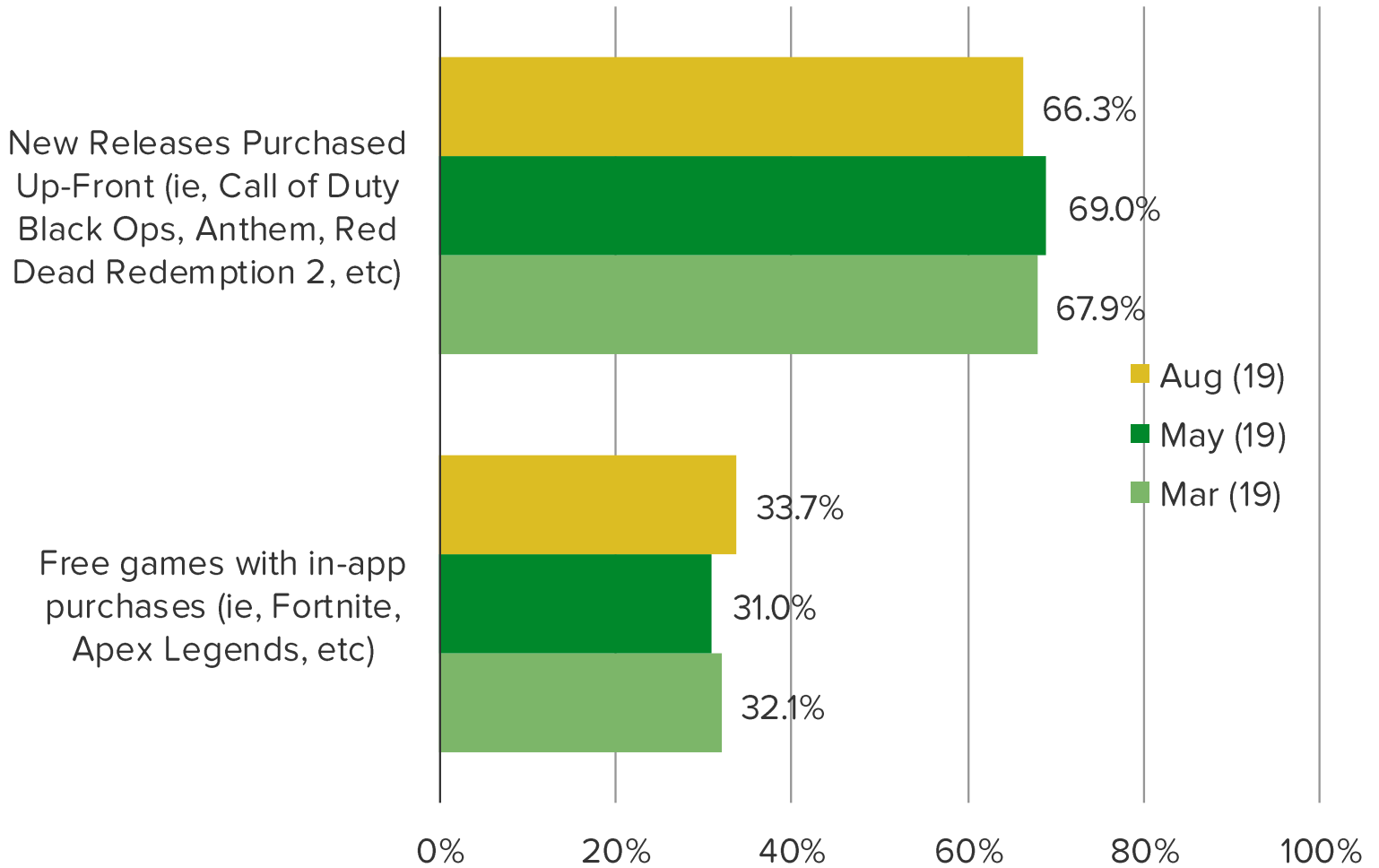
Posed to respondents who own a PS4 or Xbox One.



It's In The Game

WHICH DO YOU PREFER?

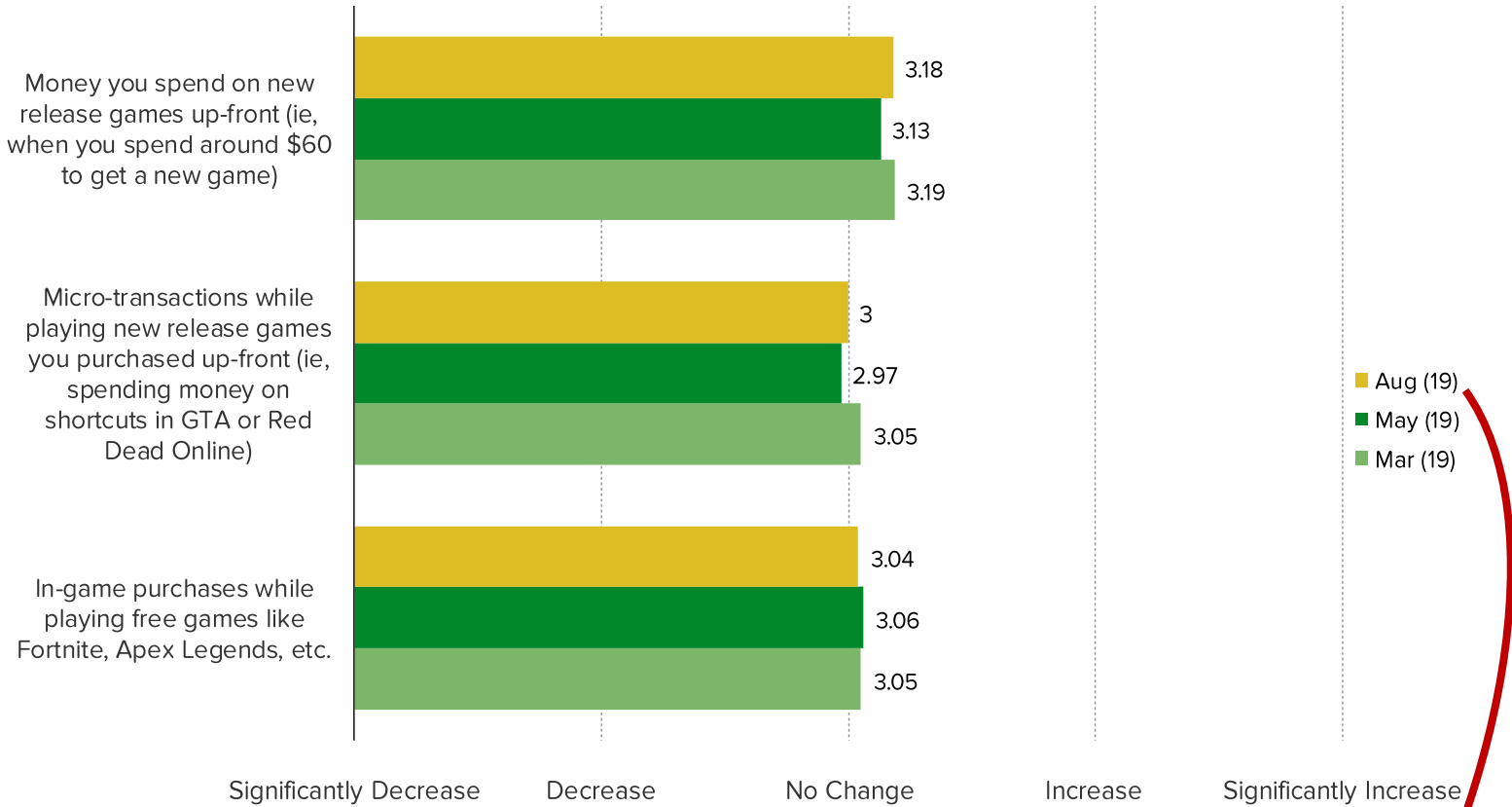
Posed to respondents who own a PS4 or Xbox One.



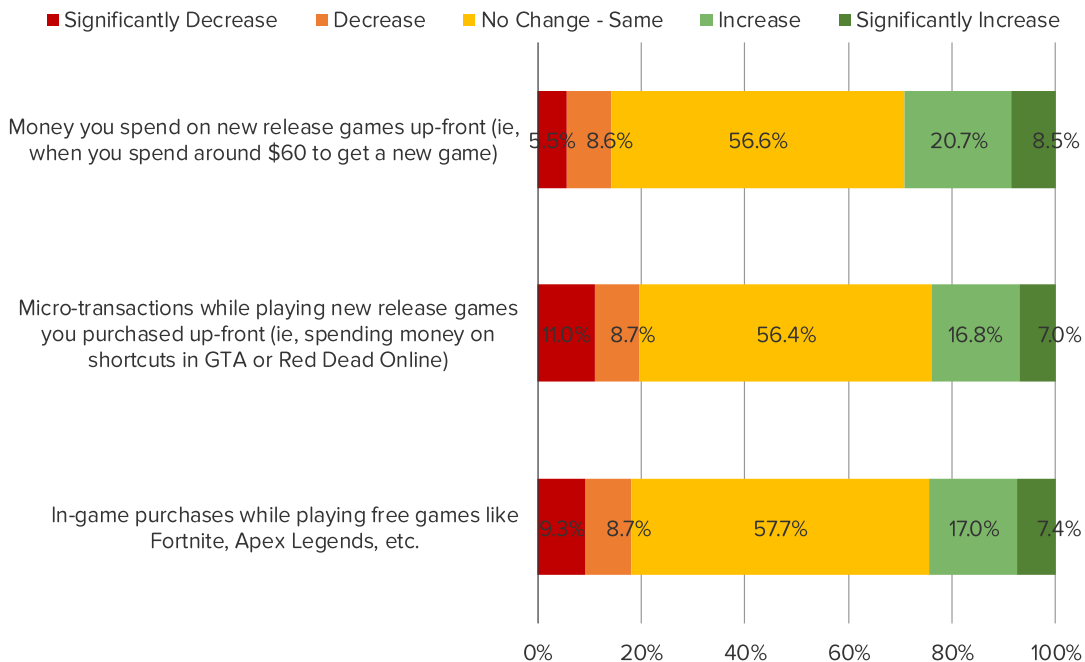
It's In The Game

**DO YOU EXPECT TO INCREASE OR DECREASE SPENDING ON THE FOLLOWING?
(NOTE WE ARE REFERRING TO MONEY SPENT, NOT TIME SPENT PLAYING)**

Posed to respondents who own a PS4 or Xbox One.



Significantly Decrease Decrease No Change Increase Significantly Increase



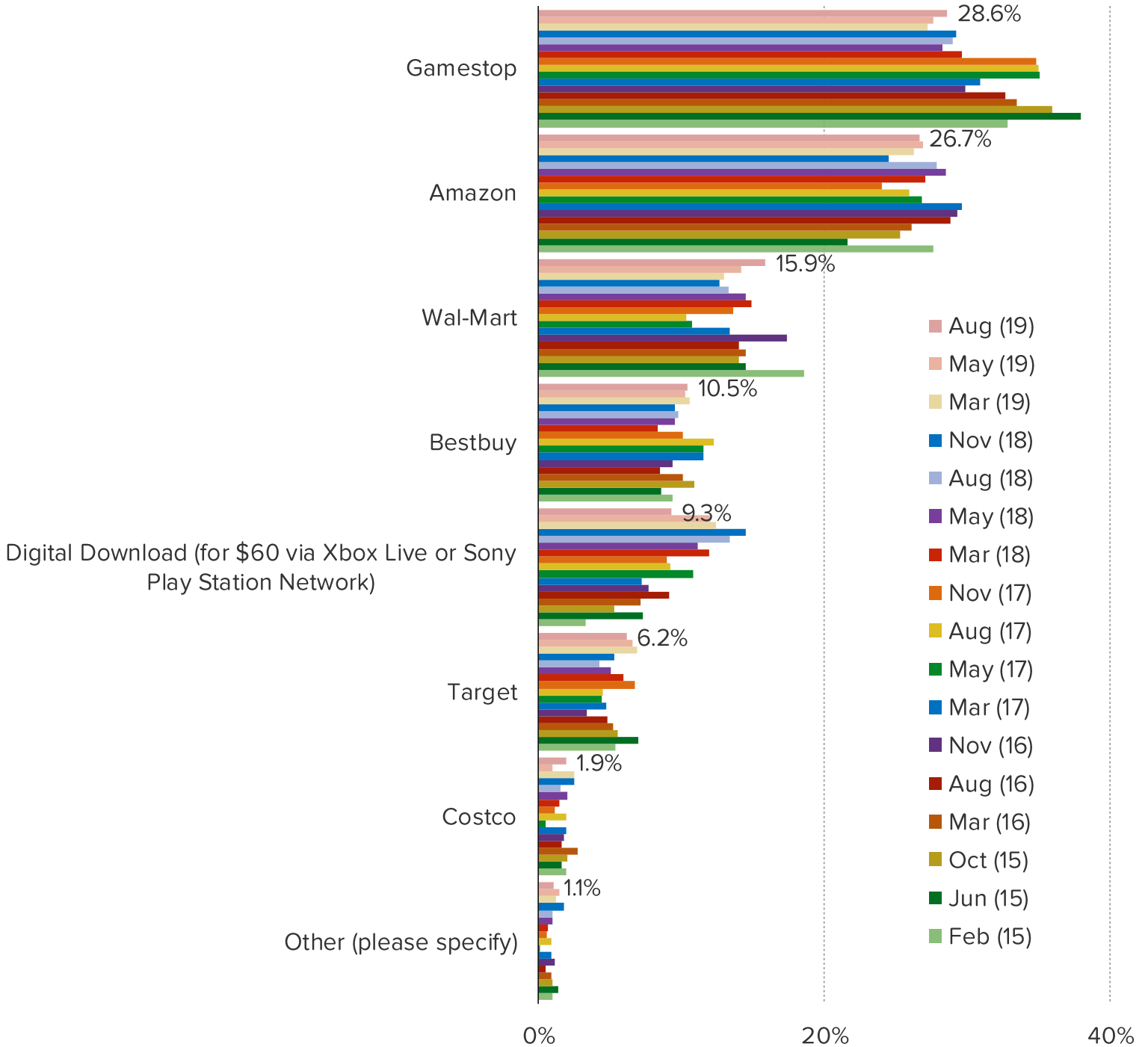
It's In The Game

GAMESTOP

It's In The Game

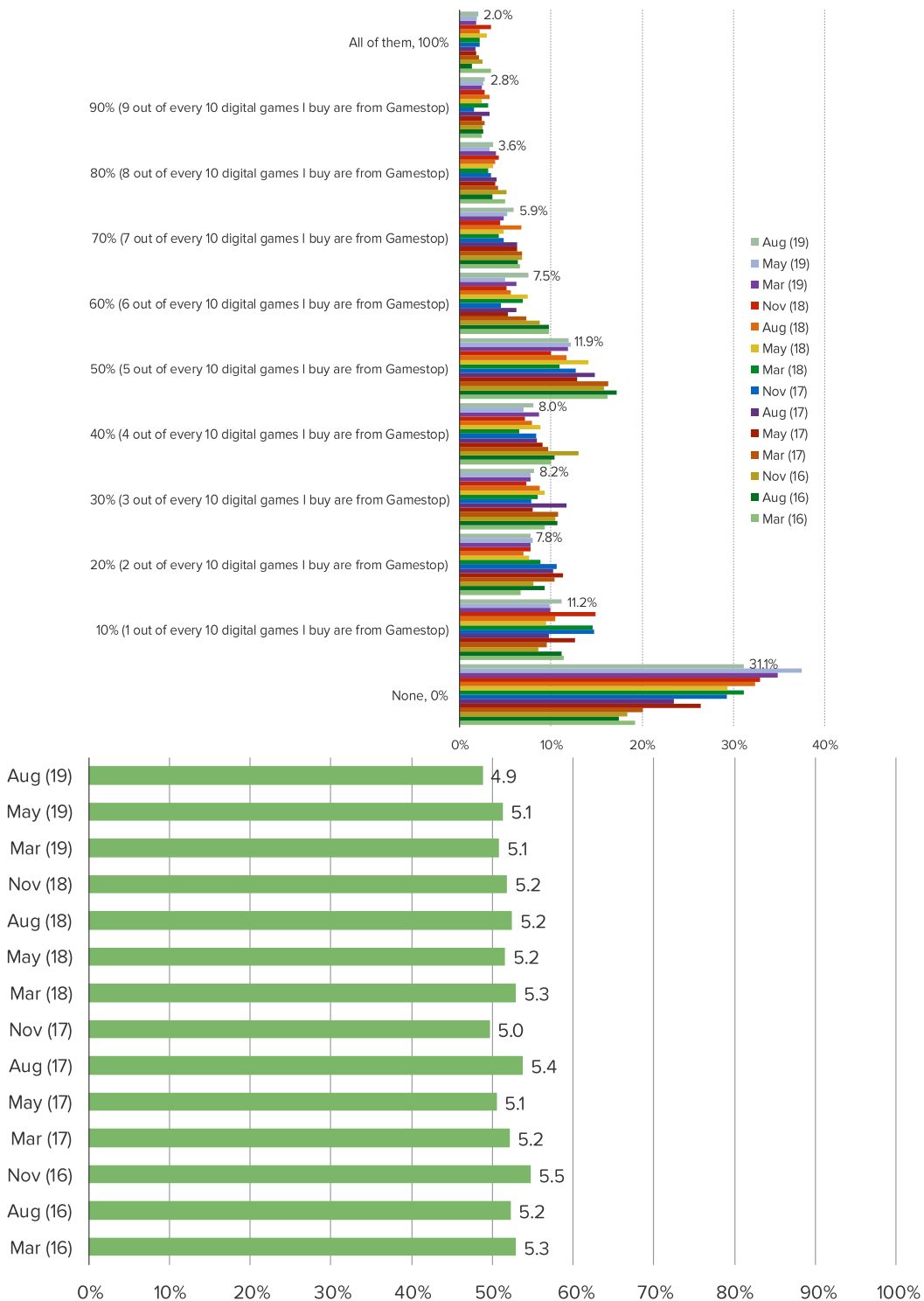
IF YOU WERE BUYING A BRAND NEW GAME TODAY, WHERE WOULD YOU PURCHASE IT?

This question was posed to the target audience.



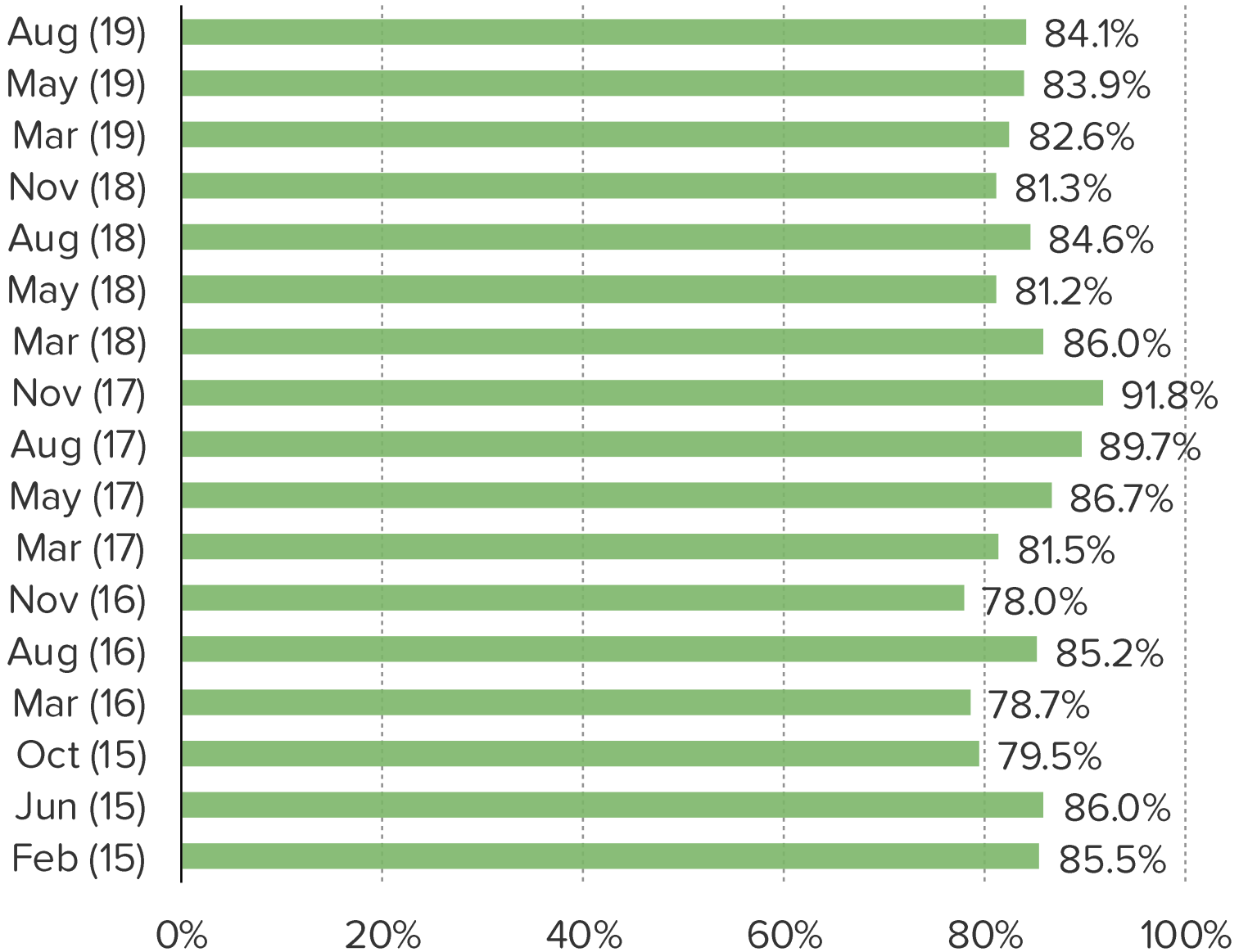
WHAT PERCENTAGE OF YOUR DIGITAL DOWNLOAD PURCHASES DO YOU MAKE THROUGH GAMESTOP?

This question was posed to the target audience who replied more than 0% to the question regarding what percentage of their video game purchases are digital. Each percentage value below was a multiple choice that they could select.



HAVE YOU EVER SHOPPED AT A GAMESTOP STORE OR AT GAMESTOP ONLINE?

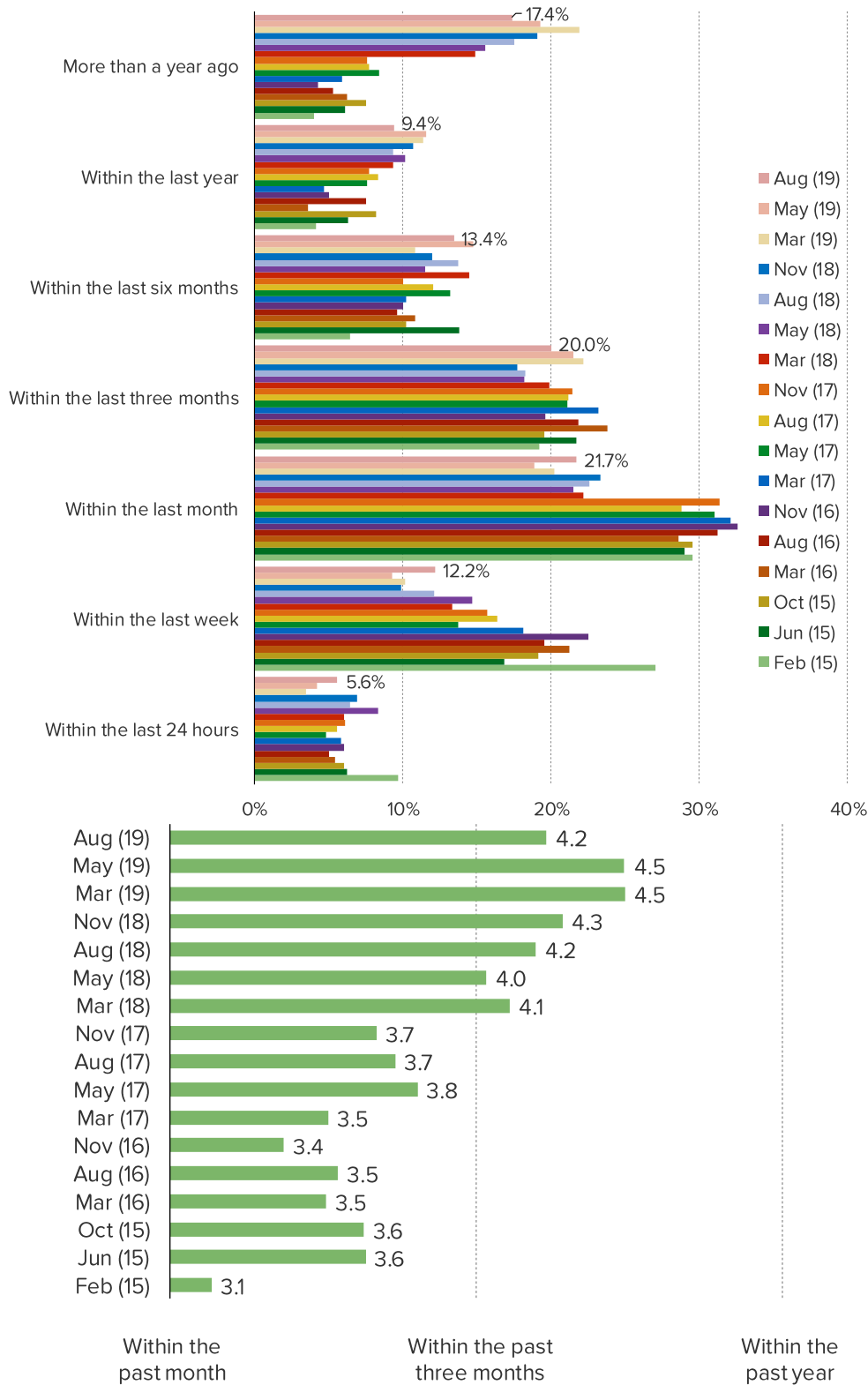
This question was posed to the target audience.



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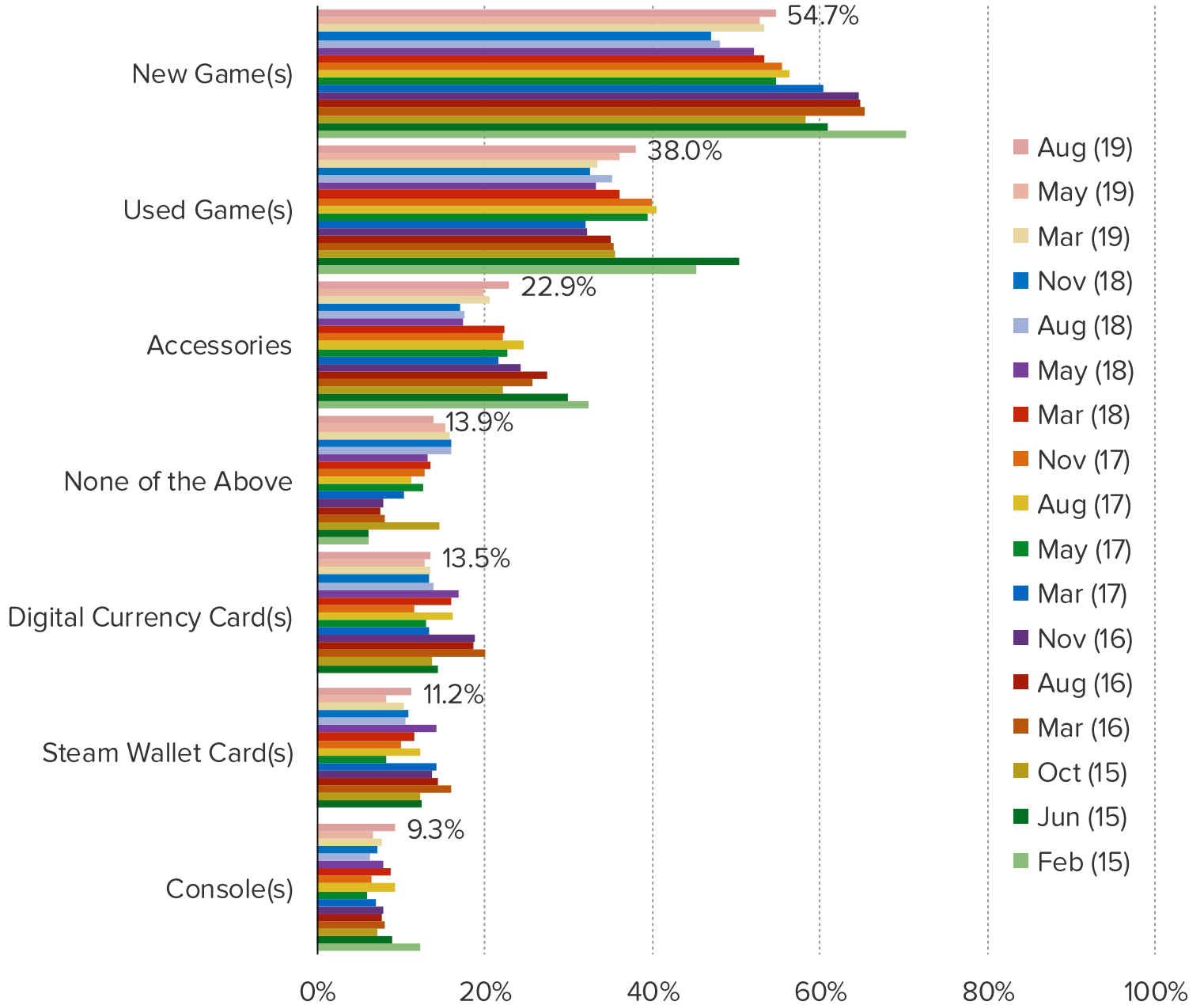
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING AT A GAMESTOP STORE?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



WHAT DID YOU BUY WHEN YOU MOST RECENTLY VISITED GAMESTOP STORES?

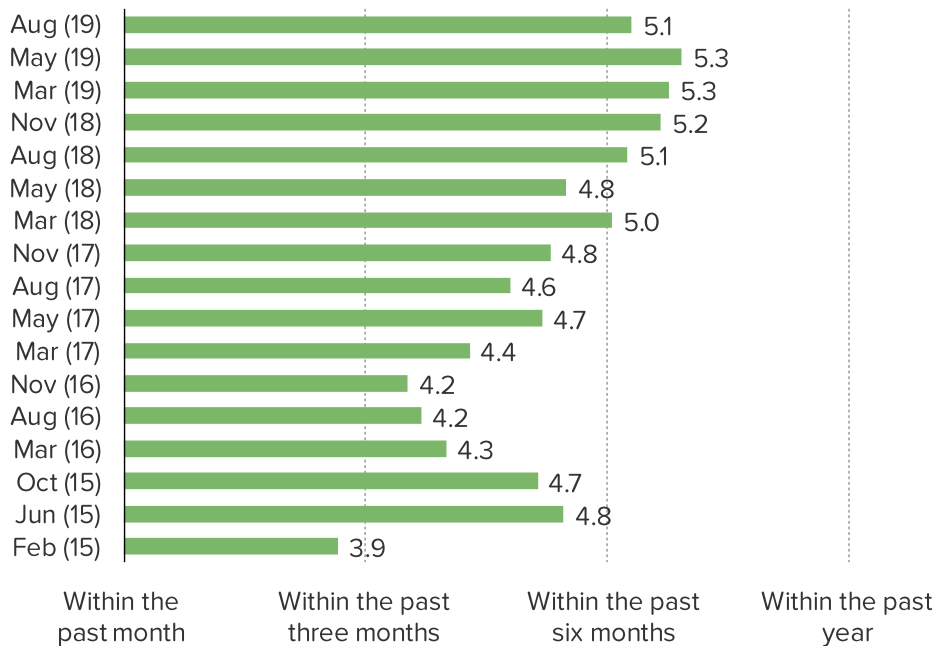
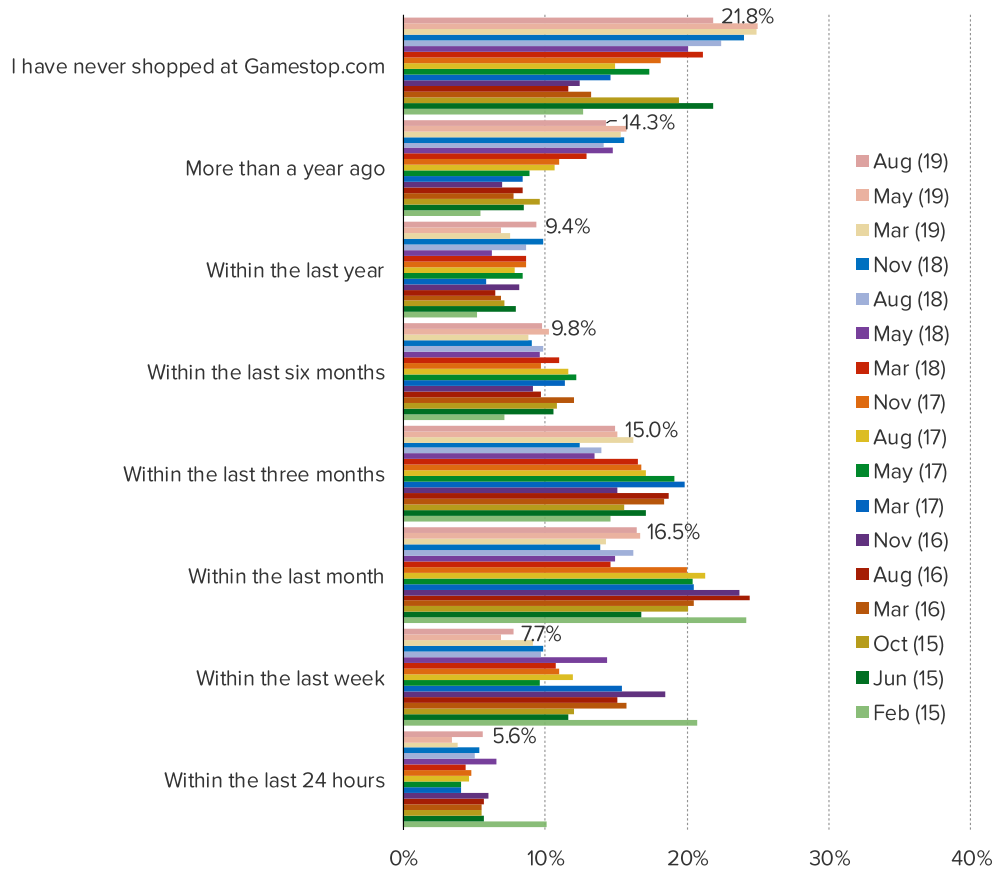
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING ONLINE AT GAMESTOP?

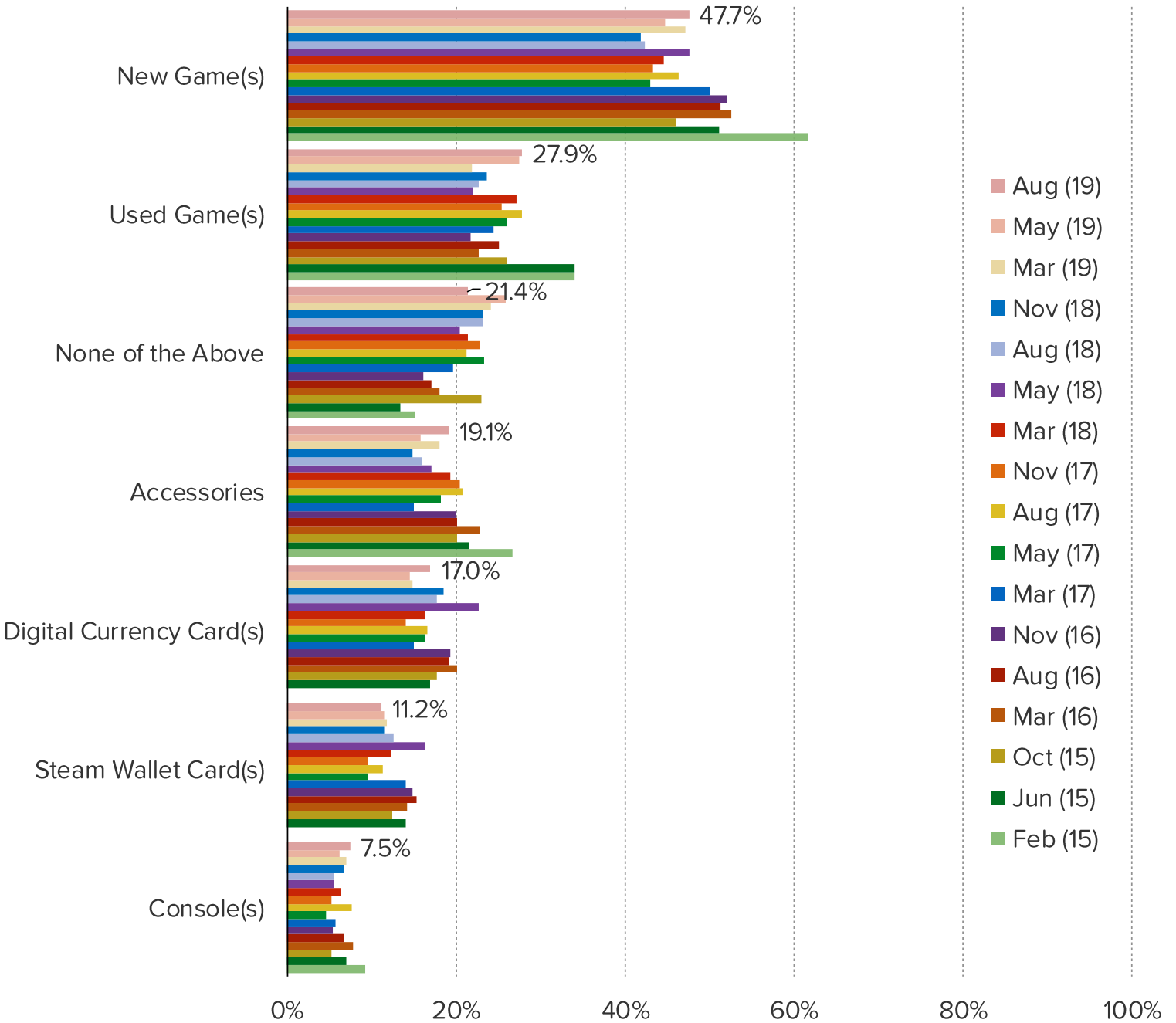
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

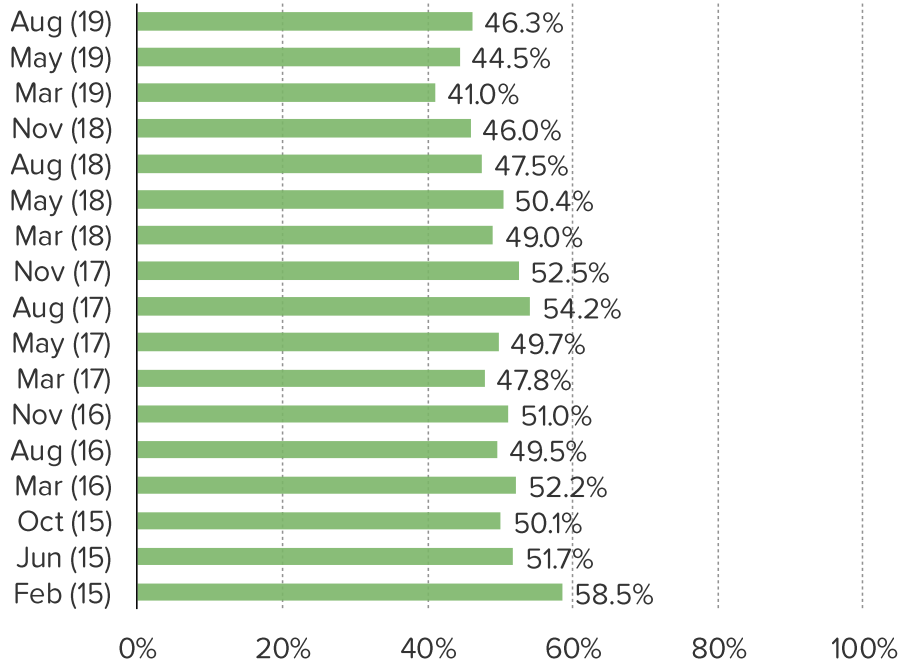
WHAT DID YOU BUY WHEN YOU LAST PURCHASED SOMETHING AT GAMESTOP ONLINE?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



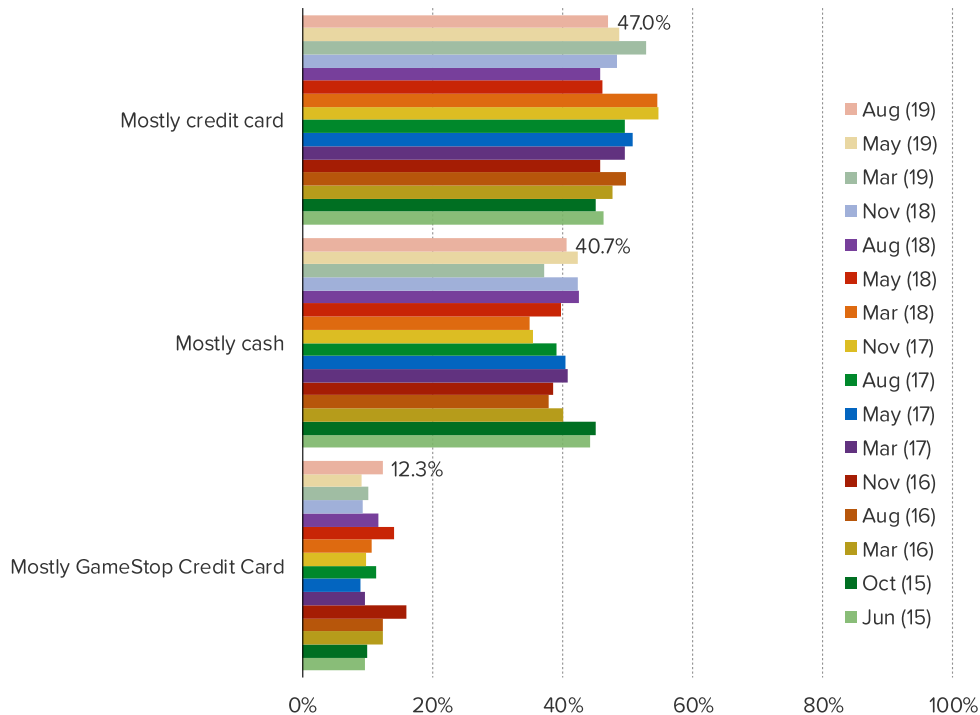
ARE YOU A GAMESTOP POWERUP REWARDS MEMBER?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



WHEN YOU SHOP AT GAMESTOP, HOW DO YOU USUALLY PAY?

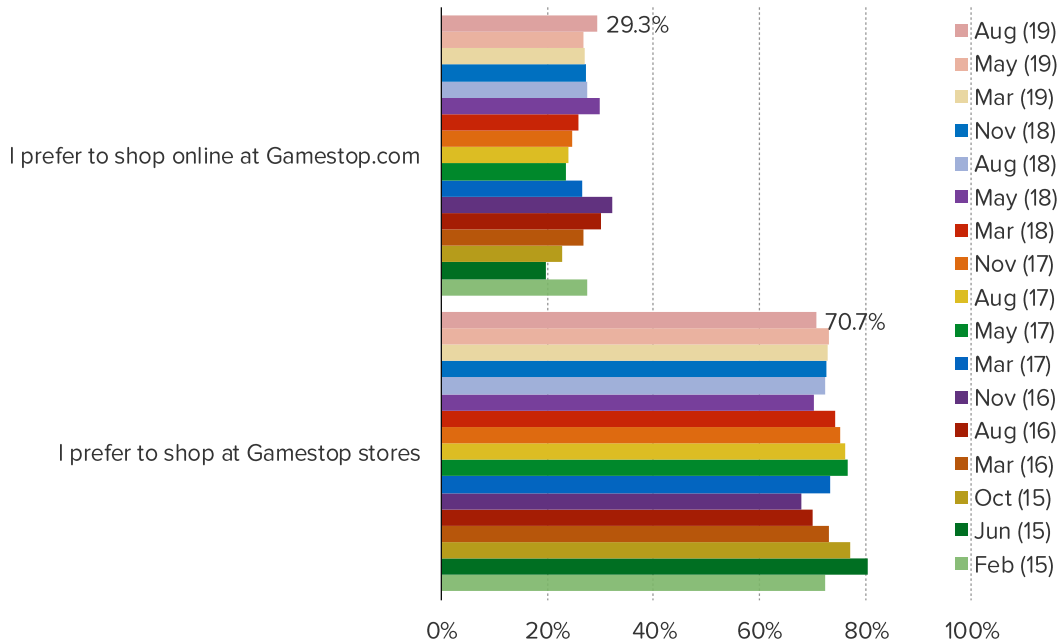
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

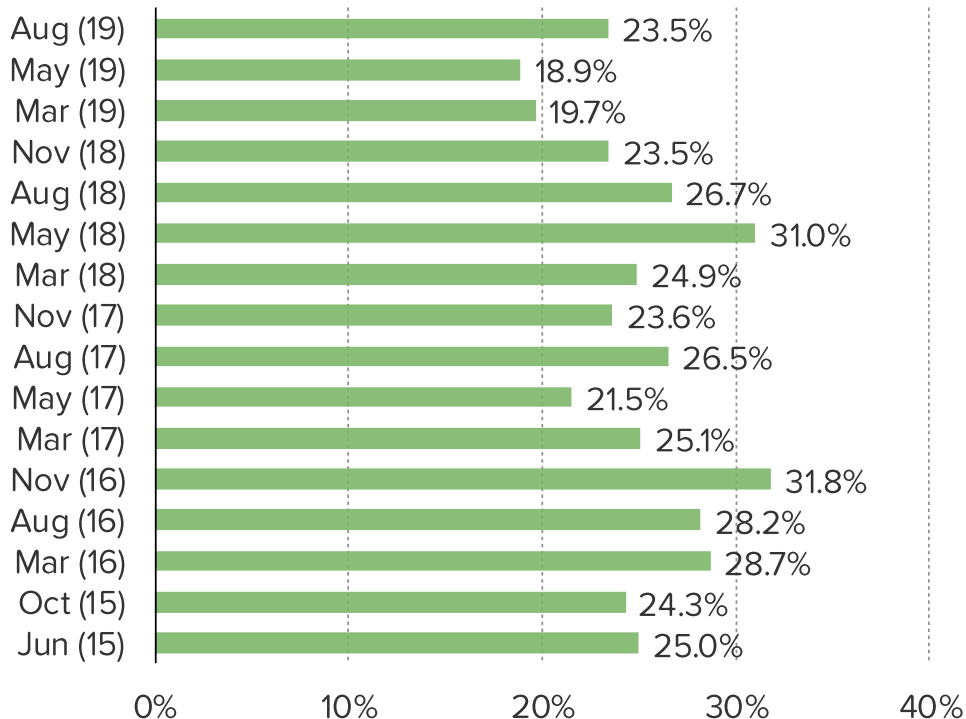
DO YOU PREFER TO SHOP AT GAMESTOP STORES OR AT GAMESTOP ONLINE?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



DO YOU HAVE A GAMESTOP POWER-UP REWARDS CREDIT CARD?

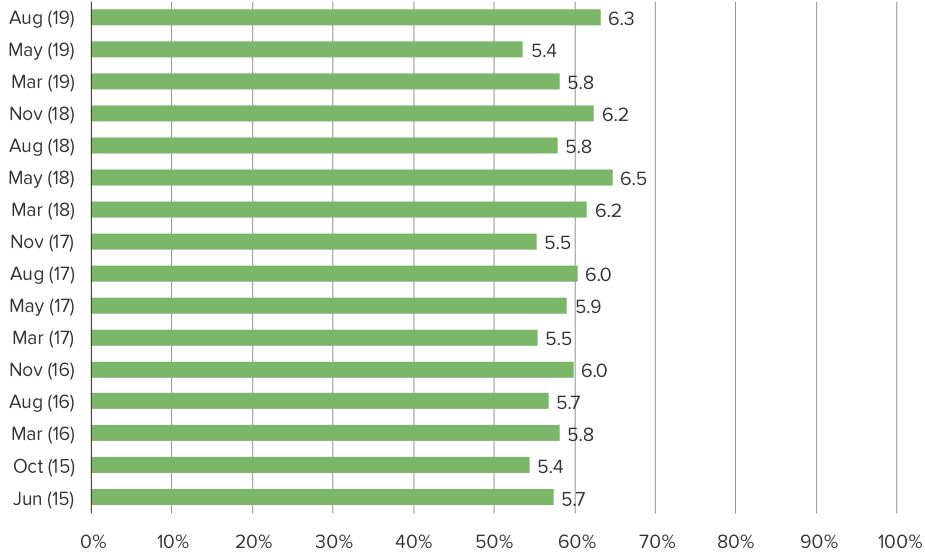
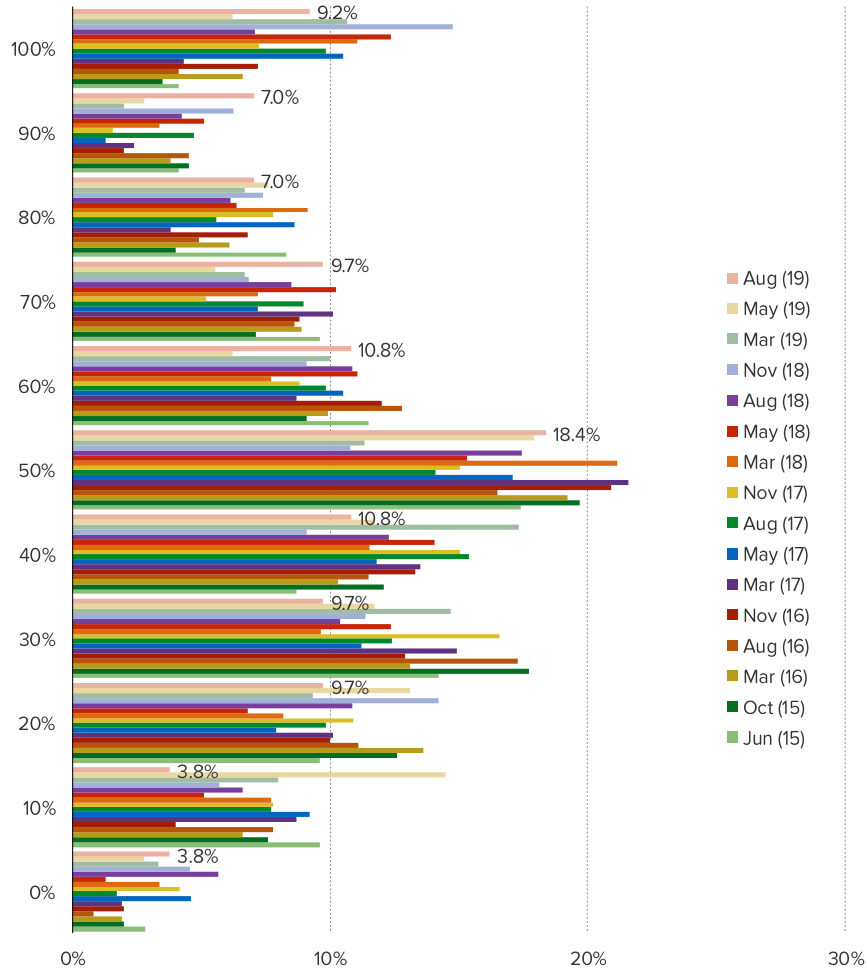
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

WHAT PERCENTAGE OF YOUR PURCHASES THROUGH GAMESTOP DO YOU MAKE WITH YOUR POWER-UP REWARDS CREDIT CARD?

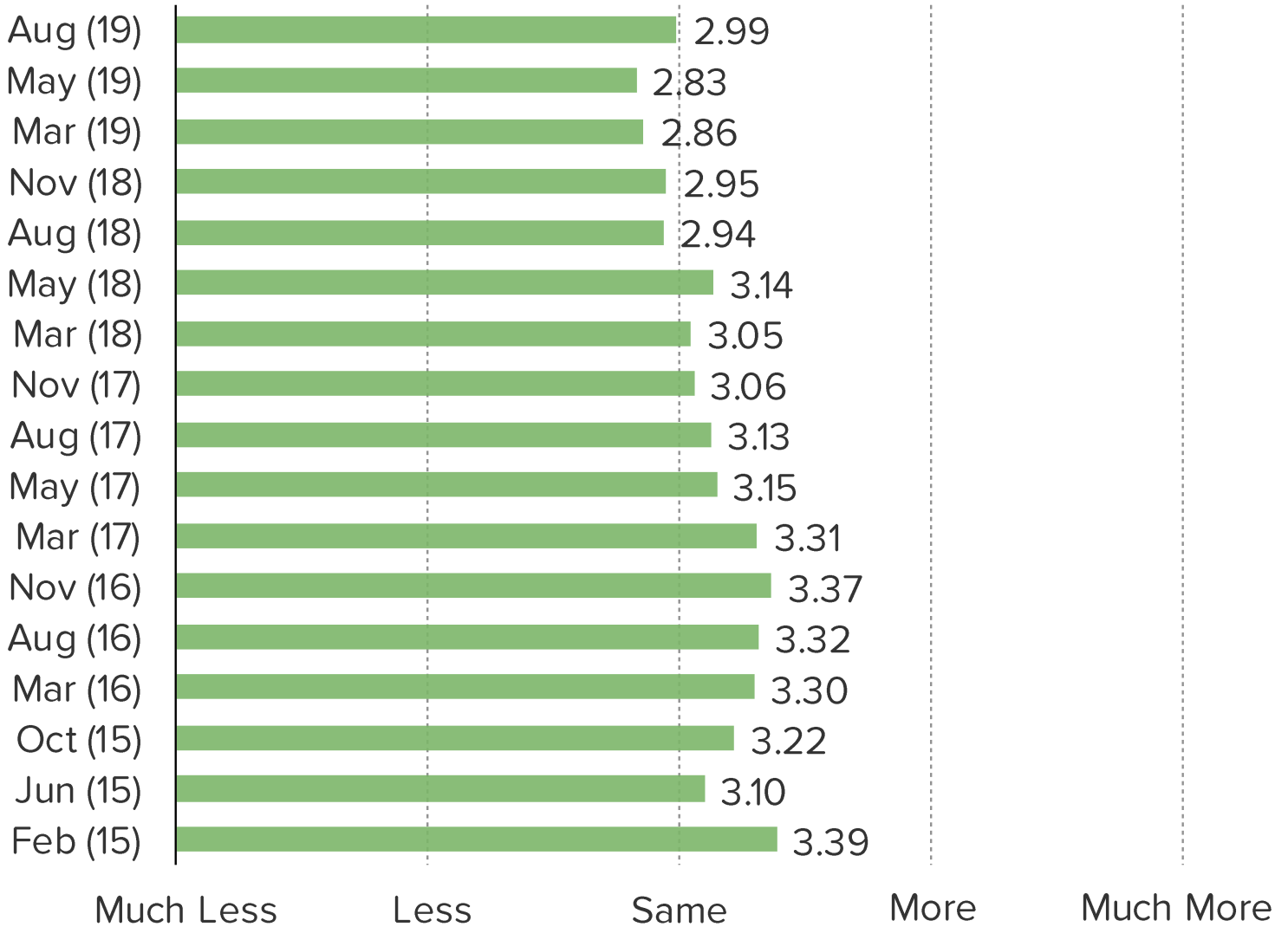
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

HOW DO YOU COMPARE THE AMOUNT OF SHOPPING YOU CURRENTLY DO AT GAMESTOP WITH THE AMOUNT ONE YEAR AGO?

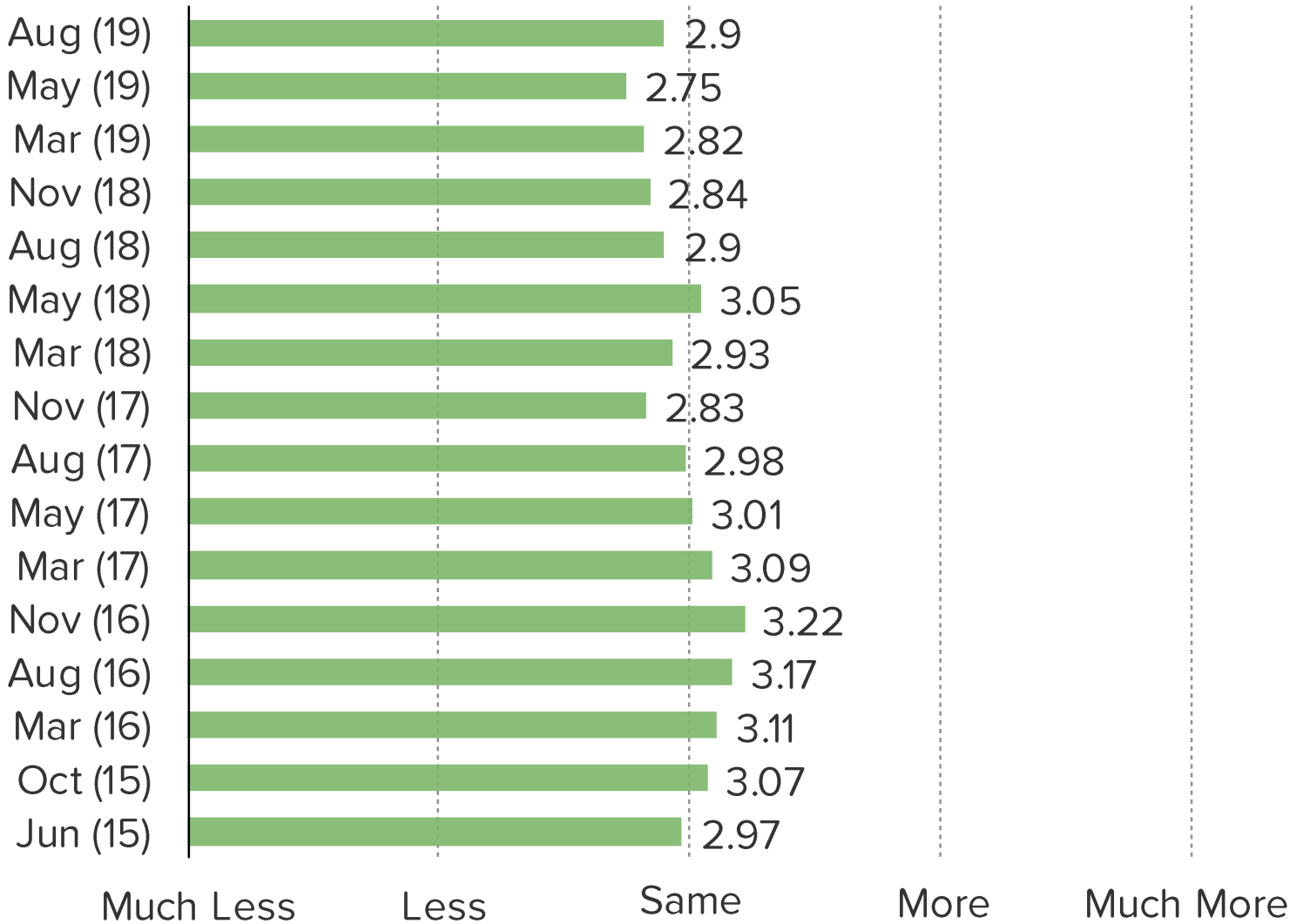
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

HOW WOULD YOU COMPARE THE AMOUNT OF TRADE-INS YOU ARE CURRENTLY DOING AT GAMESTOP VS ONE YEAR AGO?

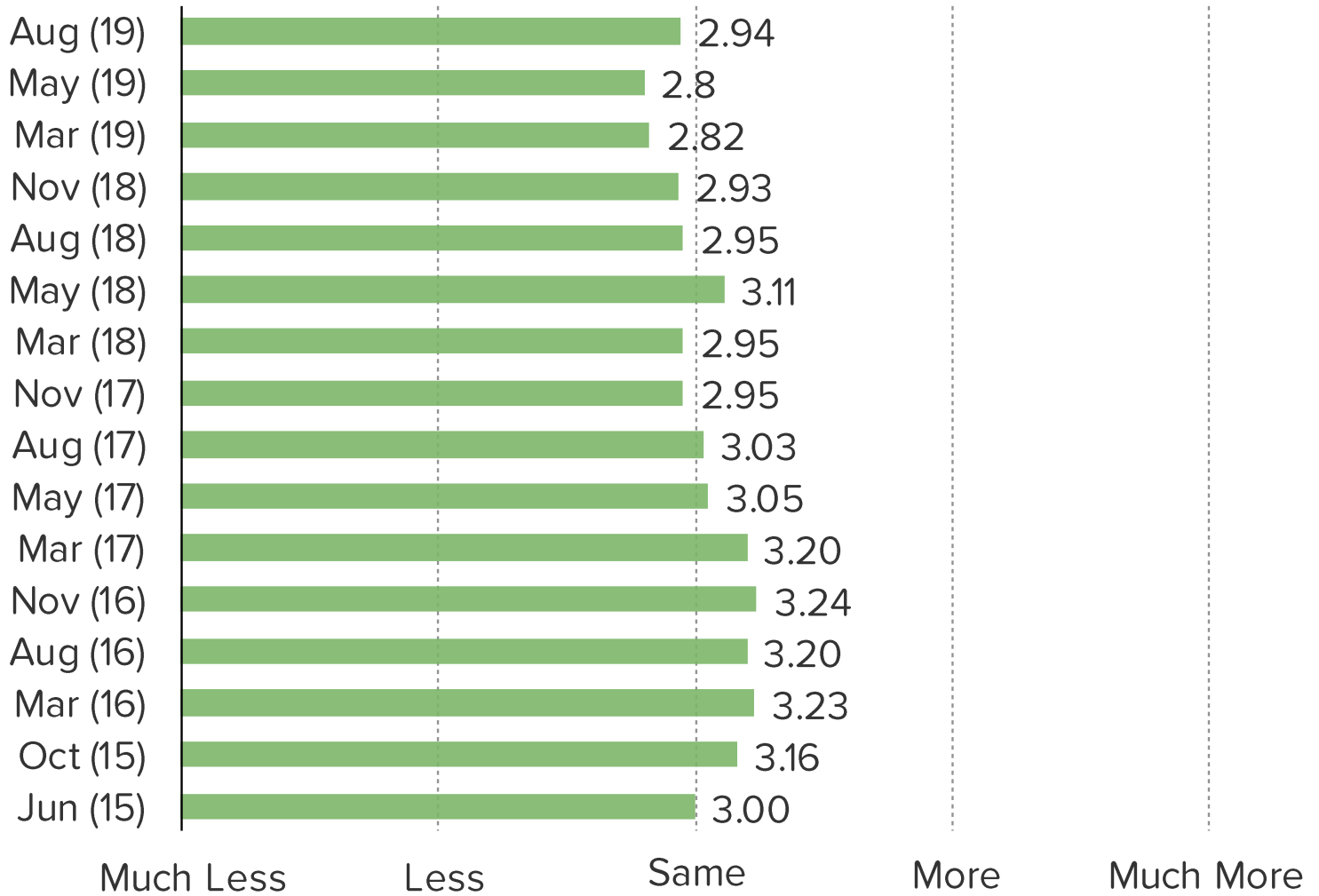
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

HAS THE ABILITY TO DOWNLOAD GAMES DIGITALLY IMPACTED THE AMOUNT OF MONEY YOU SPEND AT GAMESTOP?

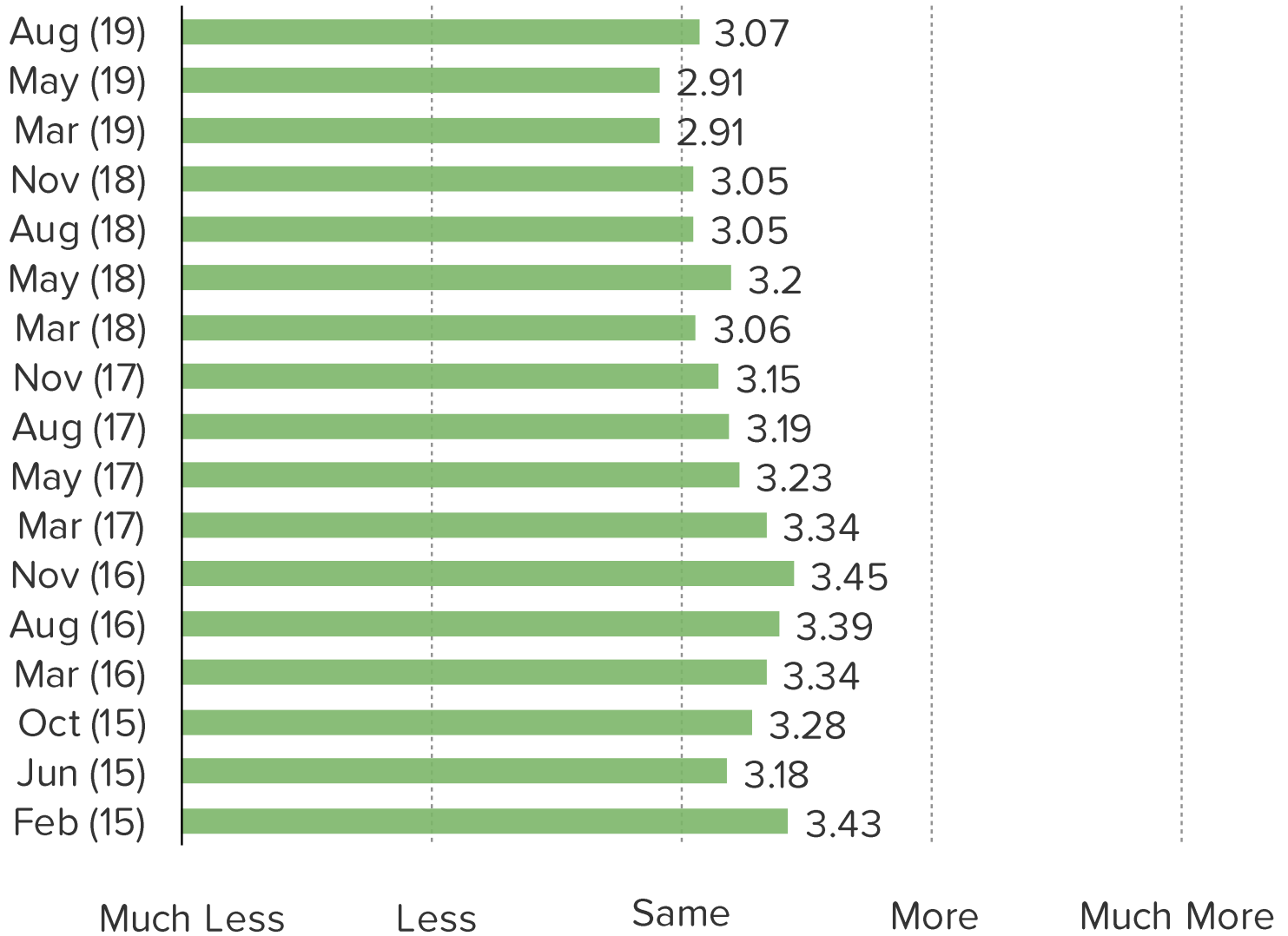
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

HOW MUCH DO YOU EXPECT TO SHOP AT GAMESTOP IN THE NEXT TWELVE MONTHS?

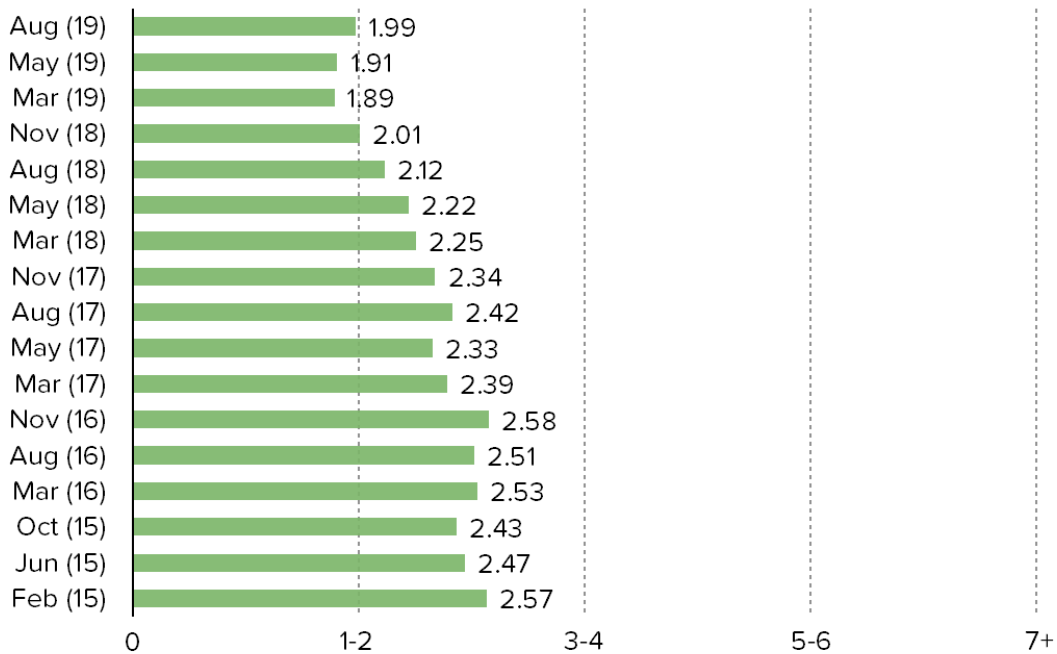
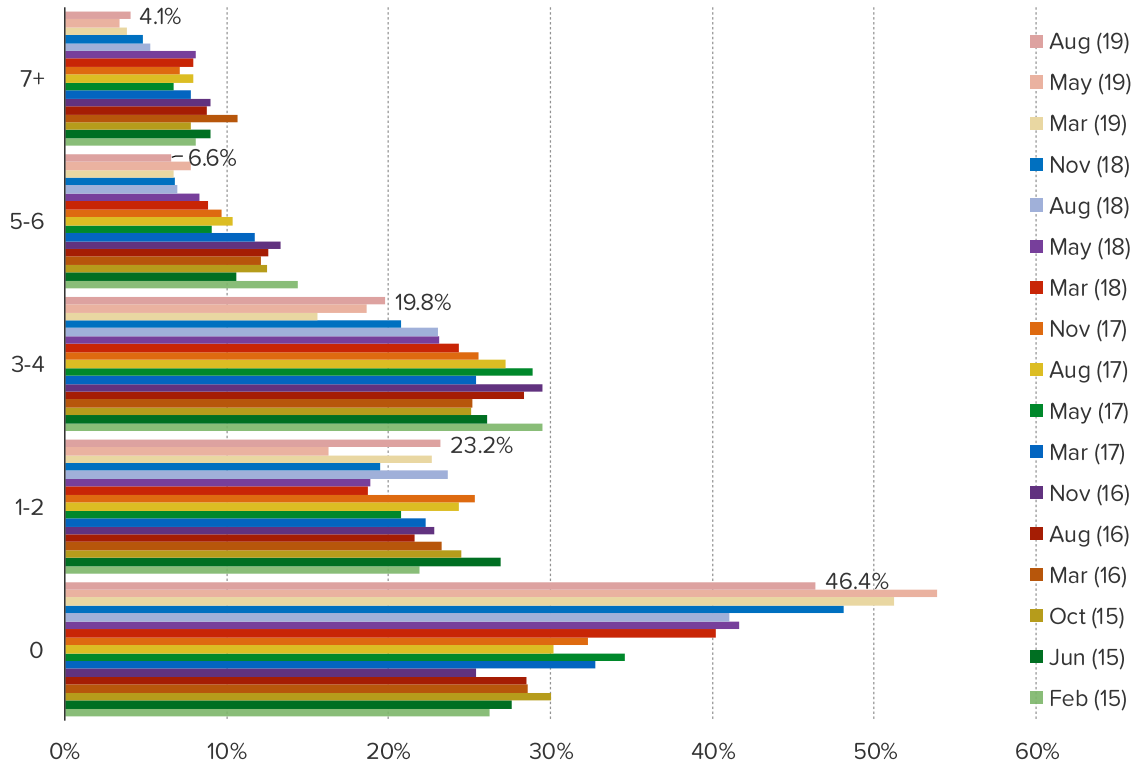
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

HOW MANY USED GAMES HAVE YOU SOLD TO GAMESTOP IN THE PAST 12 MONTHS?

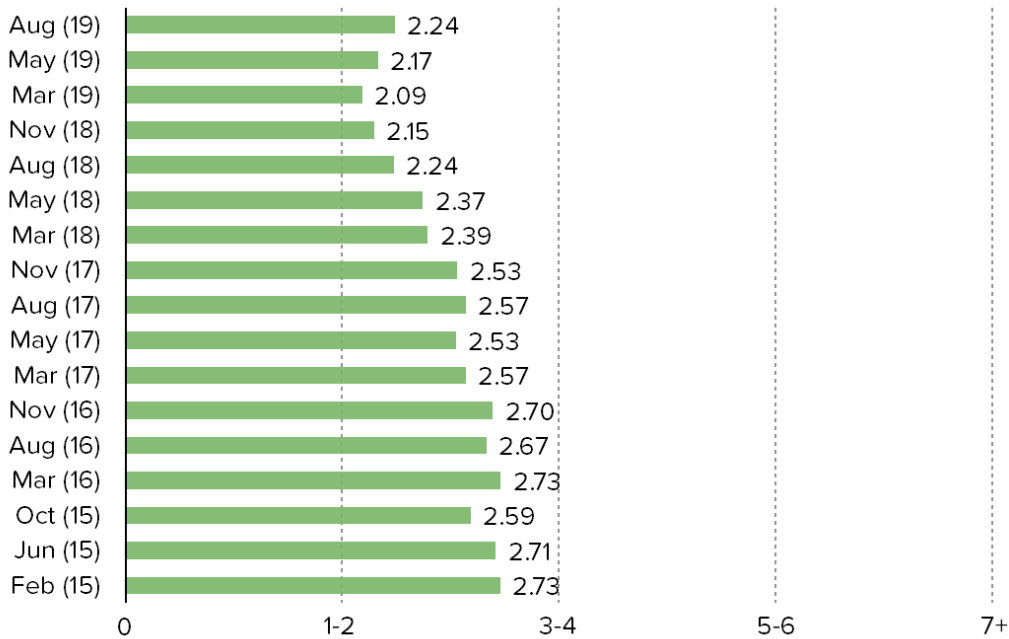
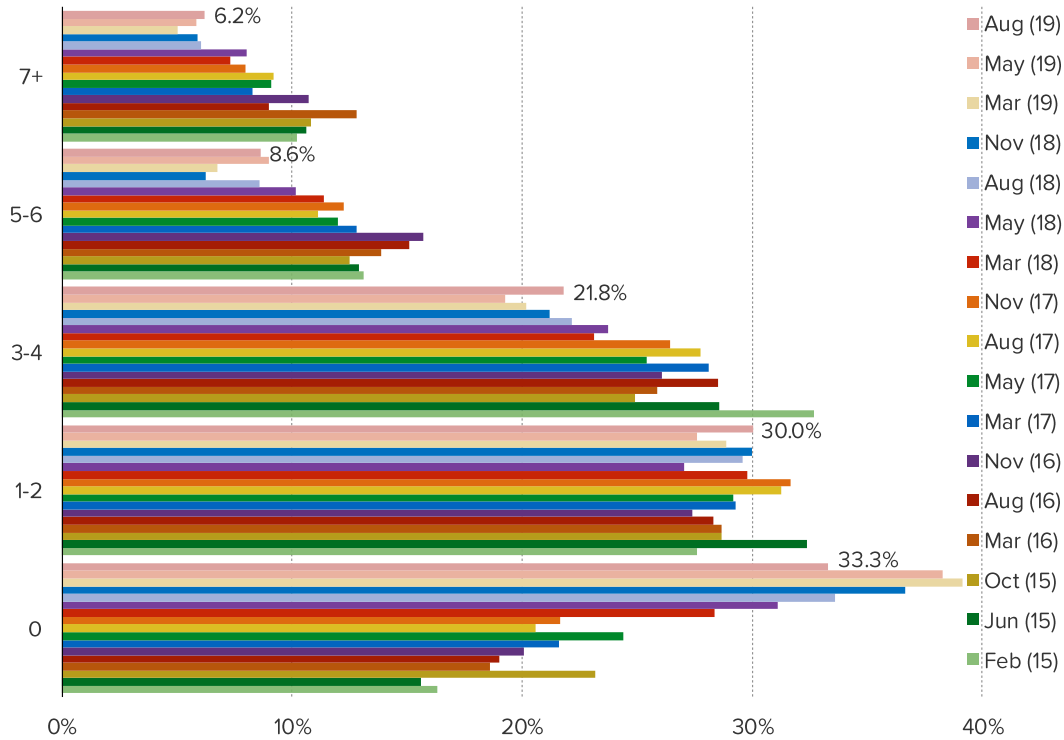
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

HOW MANY USED GAMES HAVE YOU BOUGHT FROM GAMESTOP IN THE PAST 12 MONTHS?

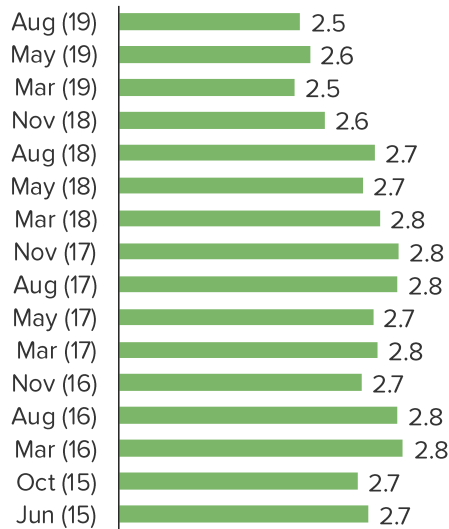
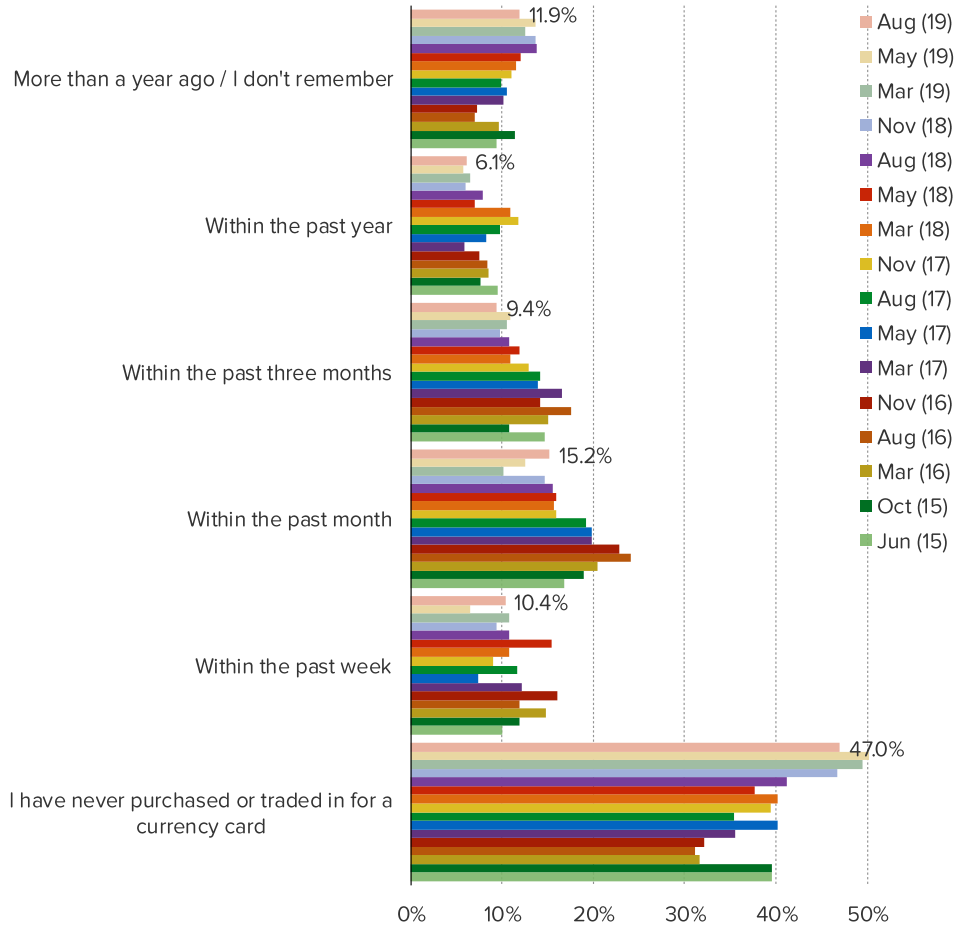
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



It's In The Game

WHEN IS THE LAST TIME THAT YOU PURCHASED OR TRADED IN FOR A CURRENCY CARD FROM GAMESTOP TO BE USED TO DOWNLOAD A DIGITAL GAME?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Within the past week

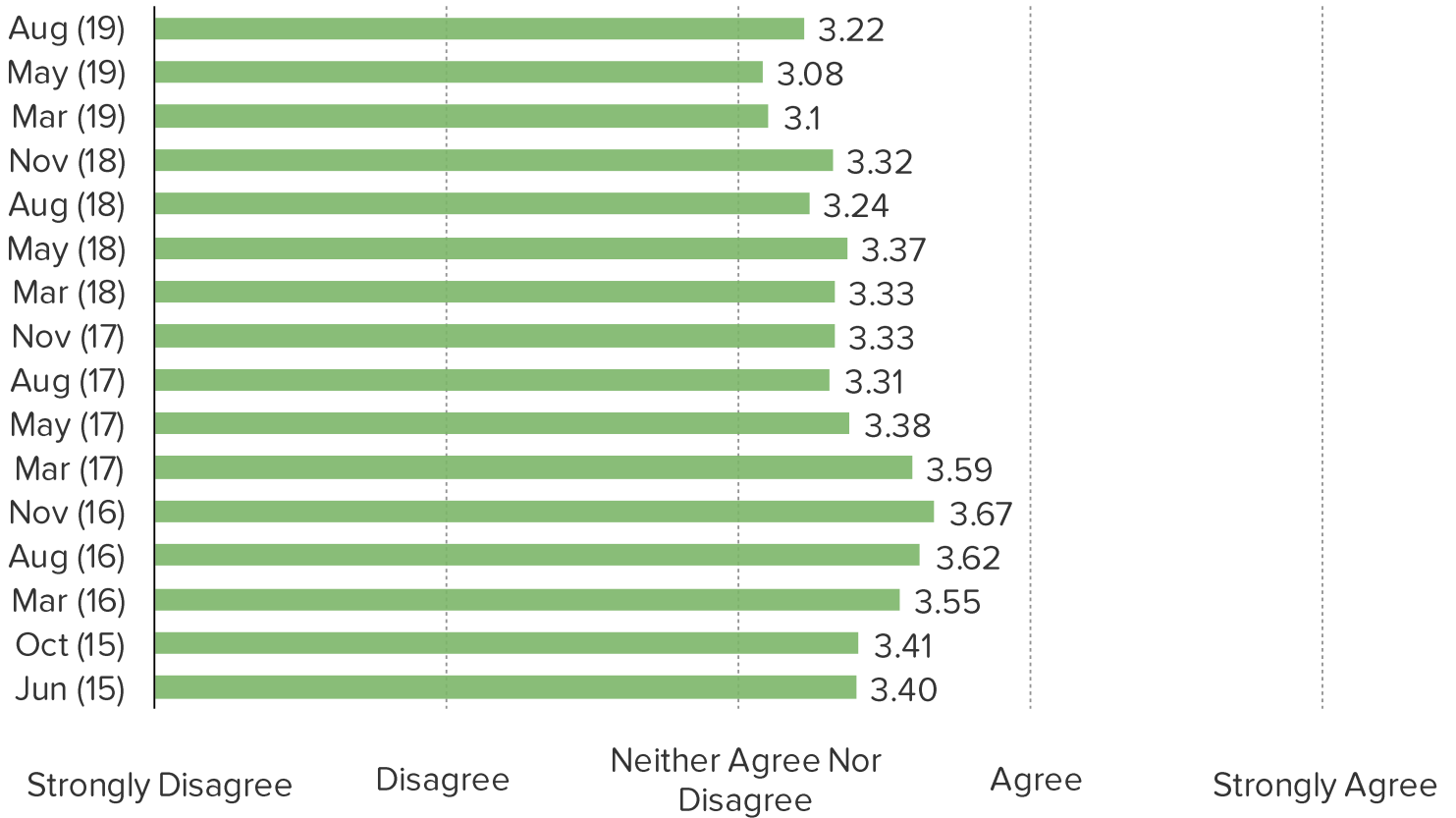
Within the past month

Within the past three months

It's In The Game

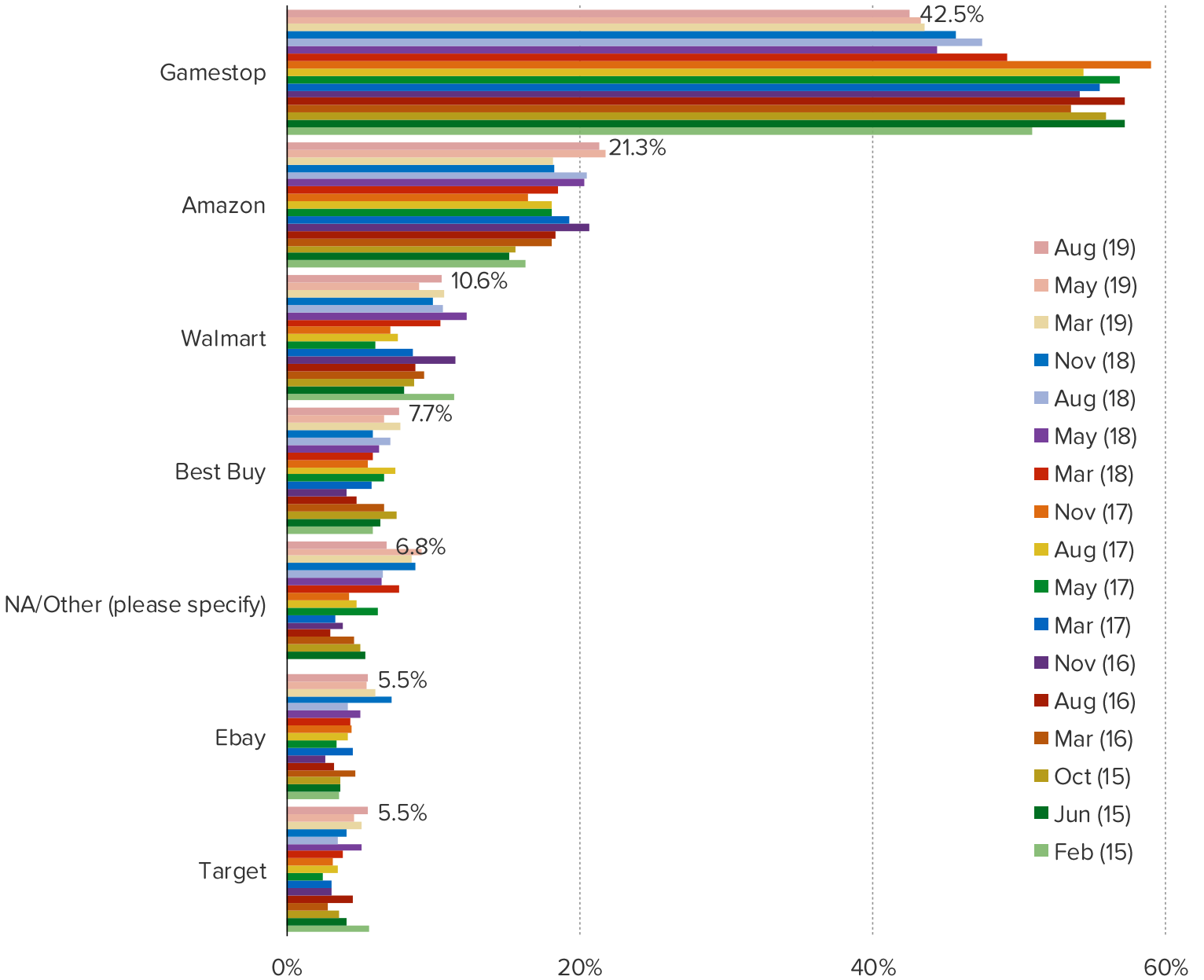
"I RELY ON THE KNOWLEDGE OF GAMESTOP STORE ASSOCIATES AS PART OF MY VIDEO GAME BUYING, SELLING, DOWNLOADING, AND PLAYING EXPERIENCE."

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



WHERE DO YOU PREFER TO BUY USED VIDEO GAMES?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.

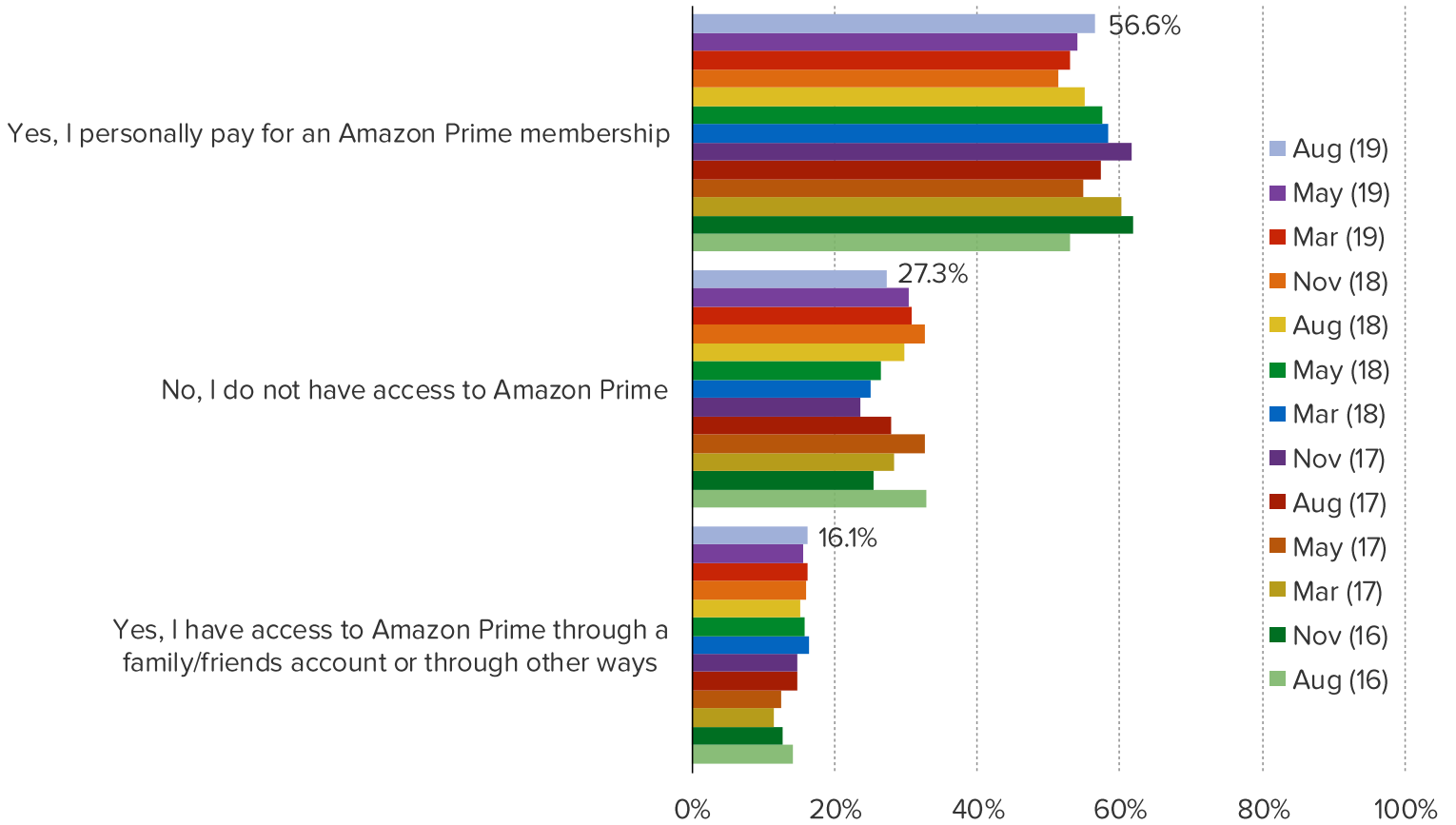


It's In The Game

AMAZON PRIME AND GAMERS

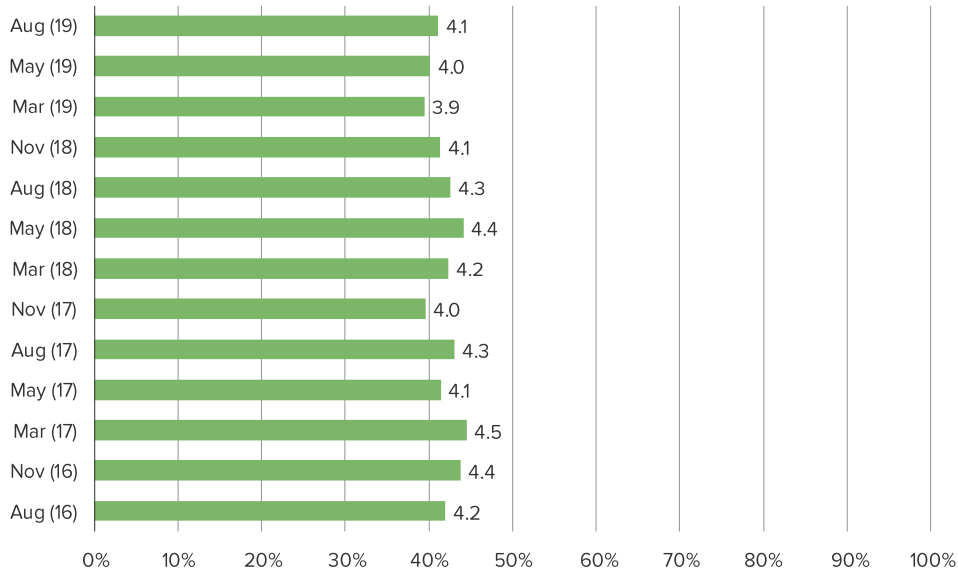
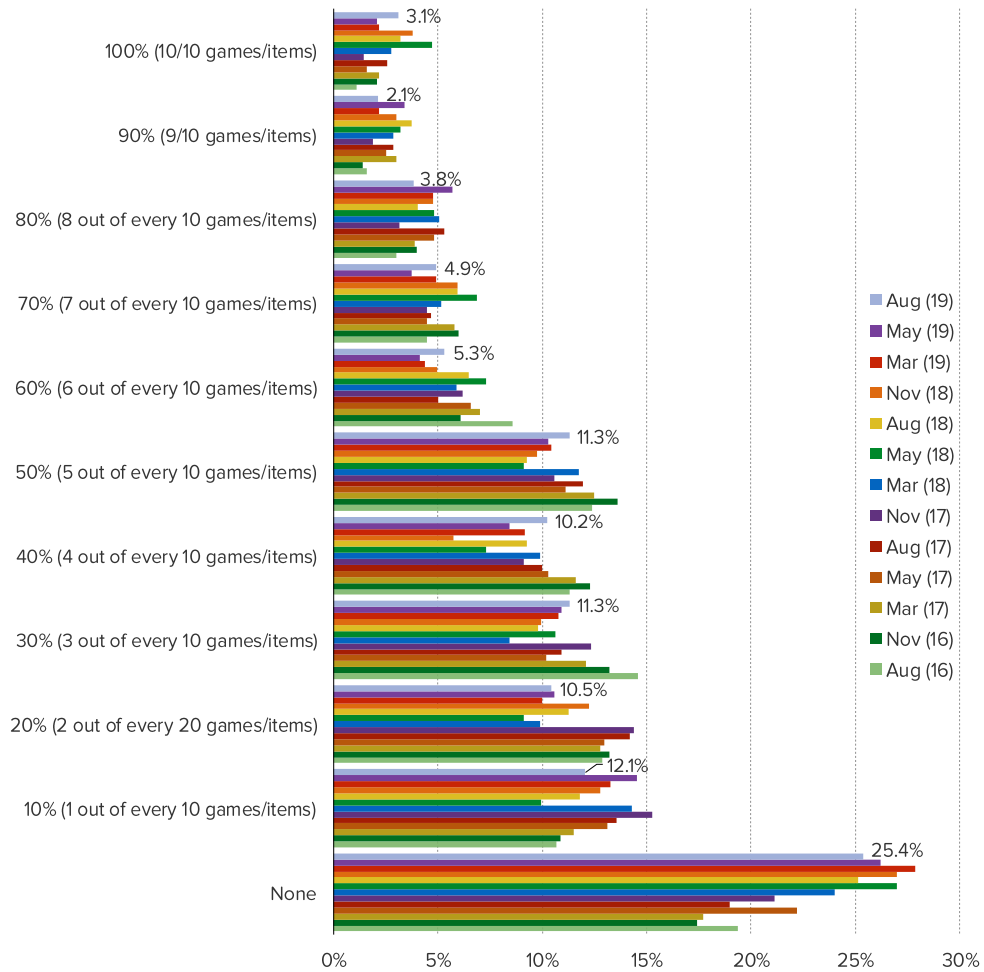
DO YOU HAVE ACCESS TO AN AMAZON PRIME ACCOUNT?

Posed to all respondents.



PERCENTAGE OF GAME PURCHASES MADE THROUGH AMAZON?

Responses broken down by various cross-tabs.

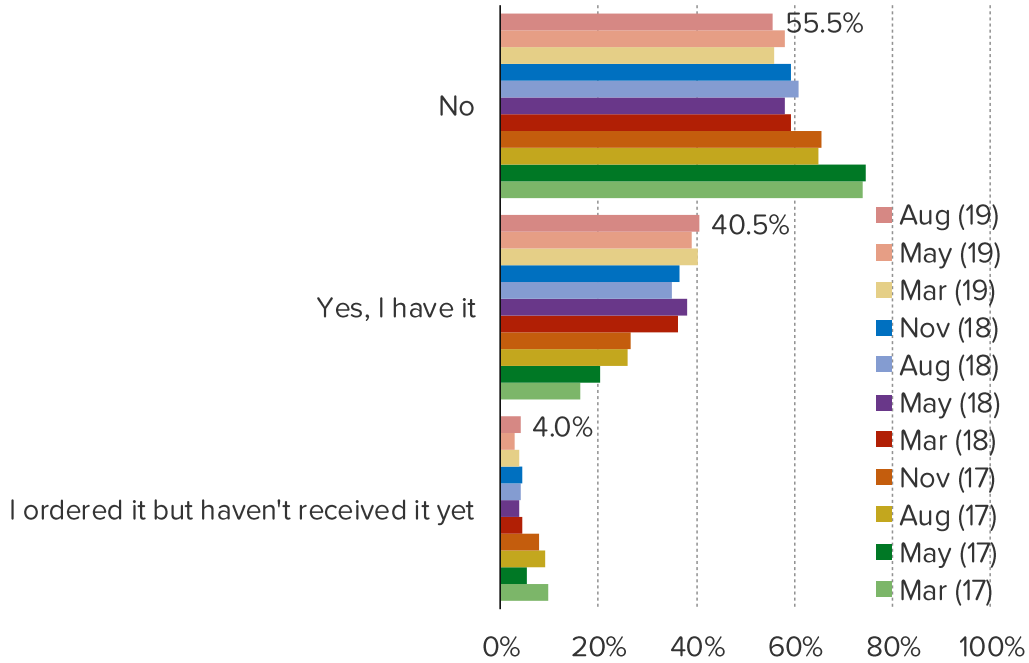


CONSOLES: NINTENDO SWITCH

It's In The Game

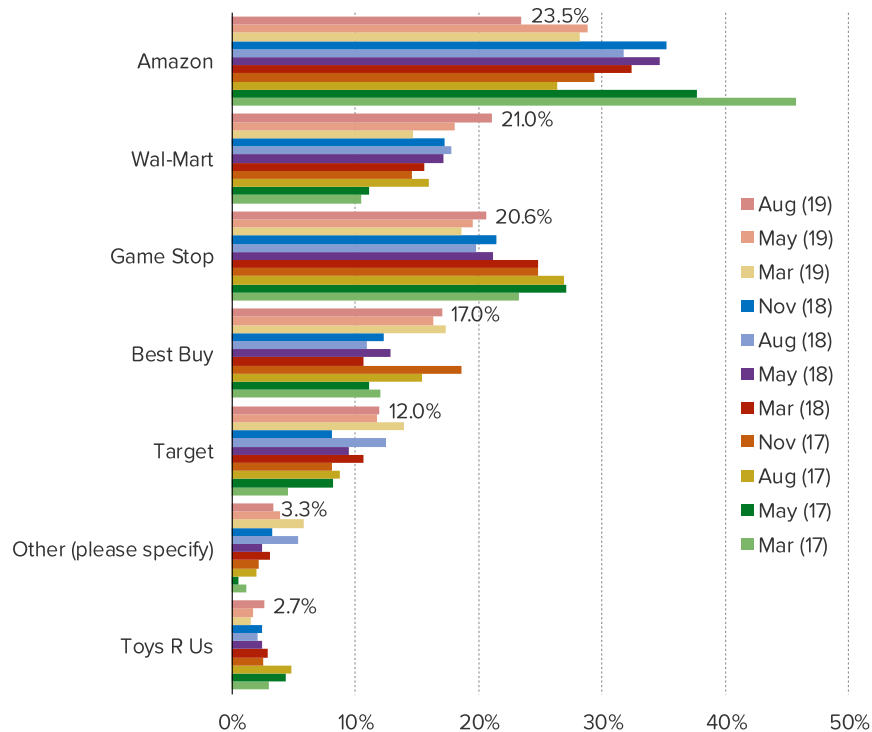
DO YOU OWN A NINTENDO SWITCH?

This question was posed to the target audience.



WHERE DID YOU BUY / ORDER THE SWITCH?

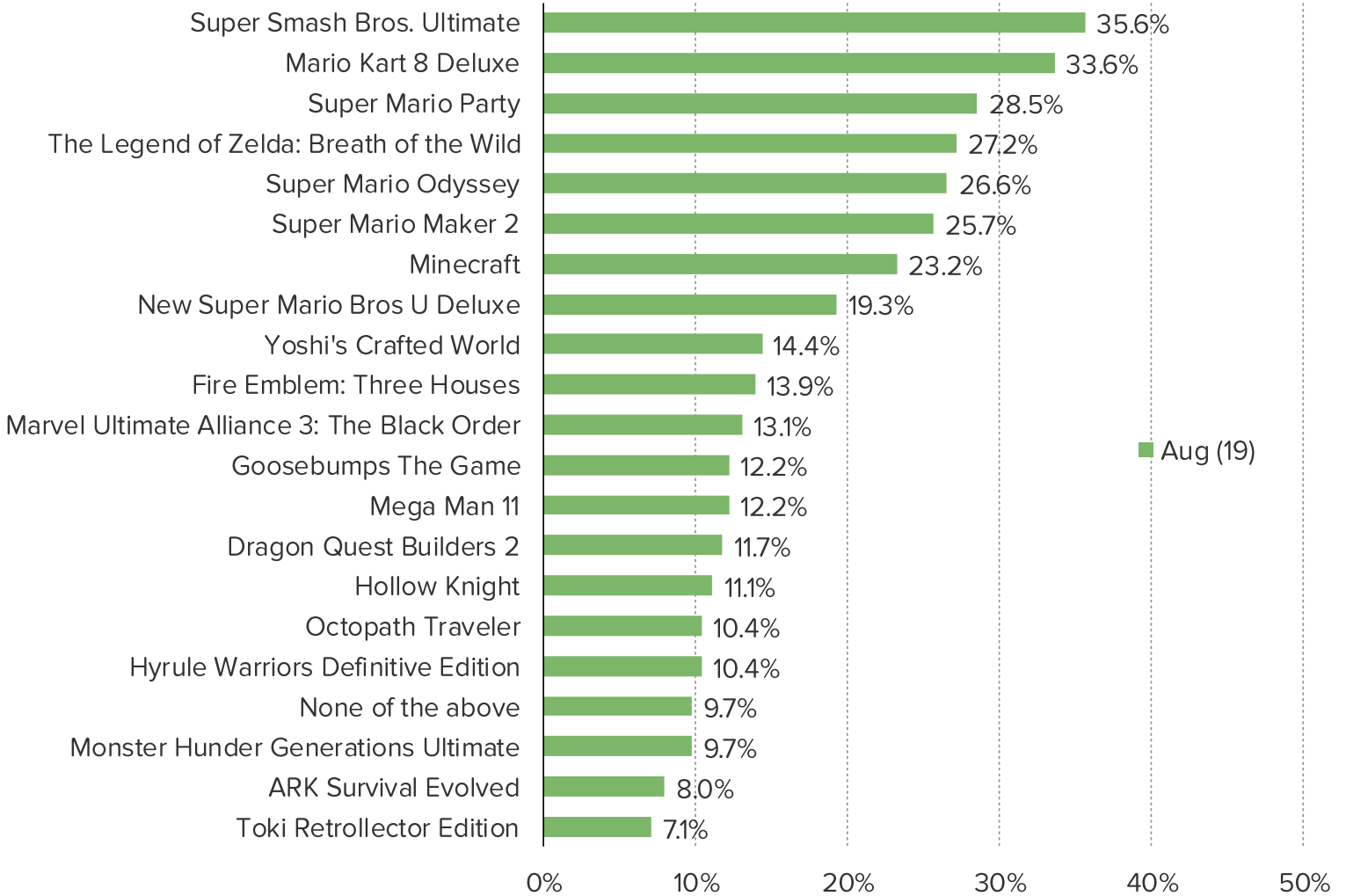
This question was posed to respondents who own or ordered the Nintendo Switch.



It's In The Game

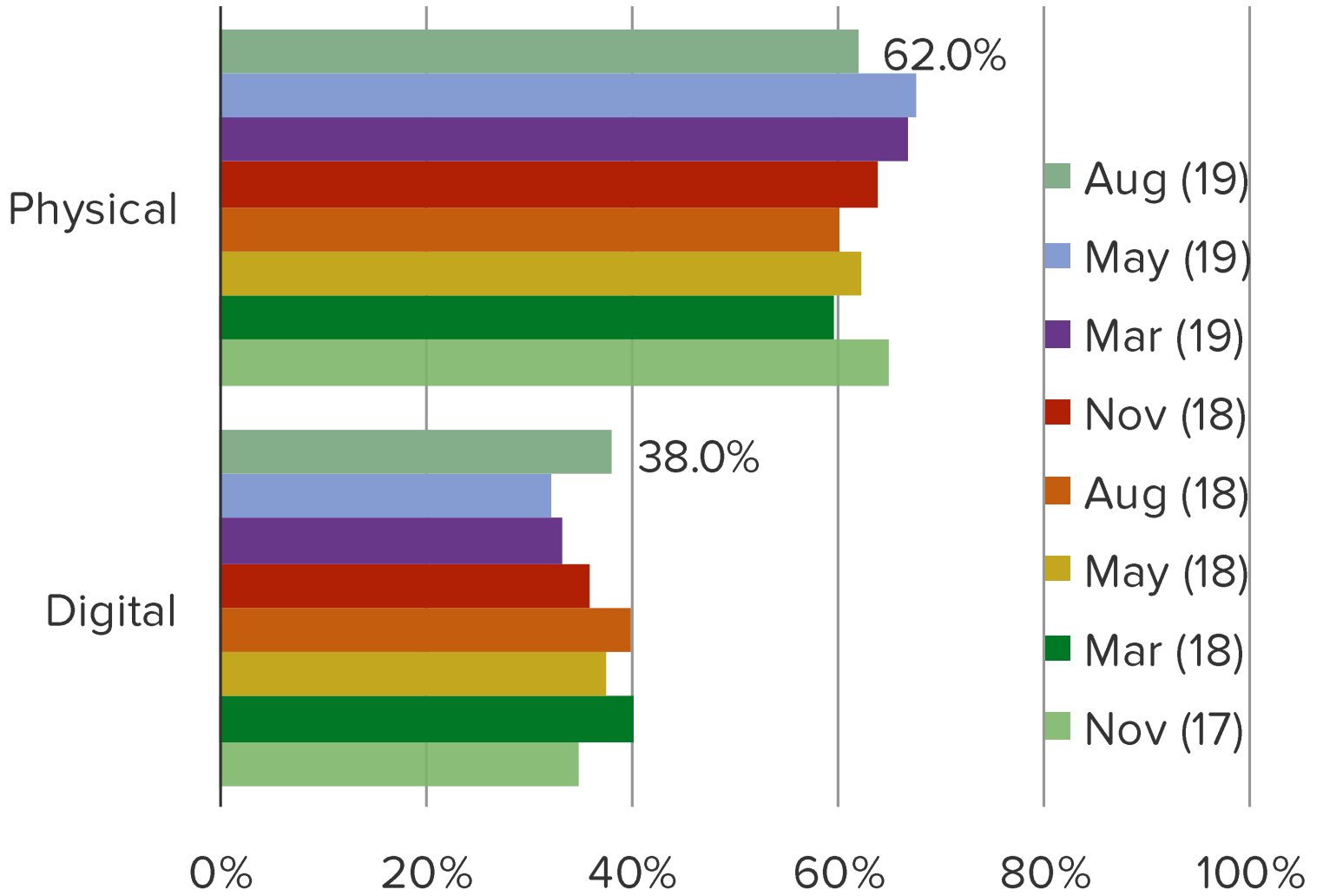
HAVE YOU PURCHASED ANY OF THE FOLLOWING SWITCH GAMES IN THE PAST YEAR? (SELECT ALL THAT APPLY)

This question was posed to respondents who own or ordered the Nintendo Switch.



It's In The Game

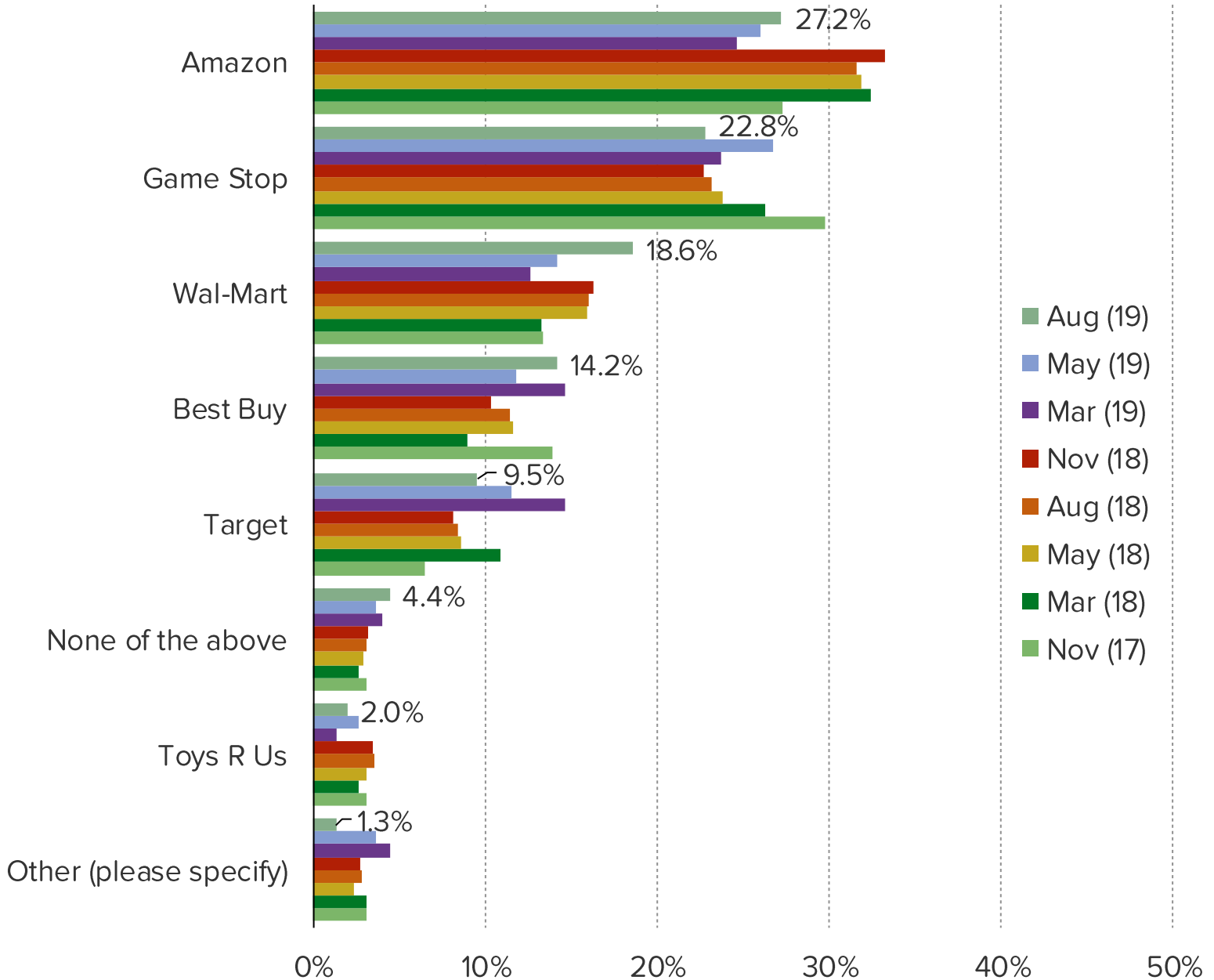
THOSE WHO HAVE PURCHASED ANY GAMES FROM PRIOR PAGE: HOW DID YOU BUY IT?



It's In The Game

THINKING ABOUT THE LAST GAME YOU BOUGHT FOR THE SWITCH, WHERE DID YOU BUY IT?

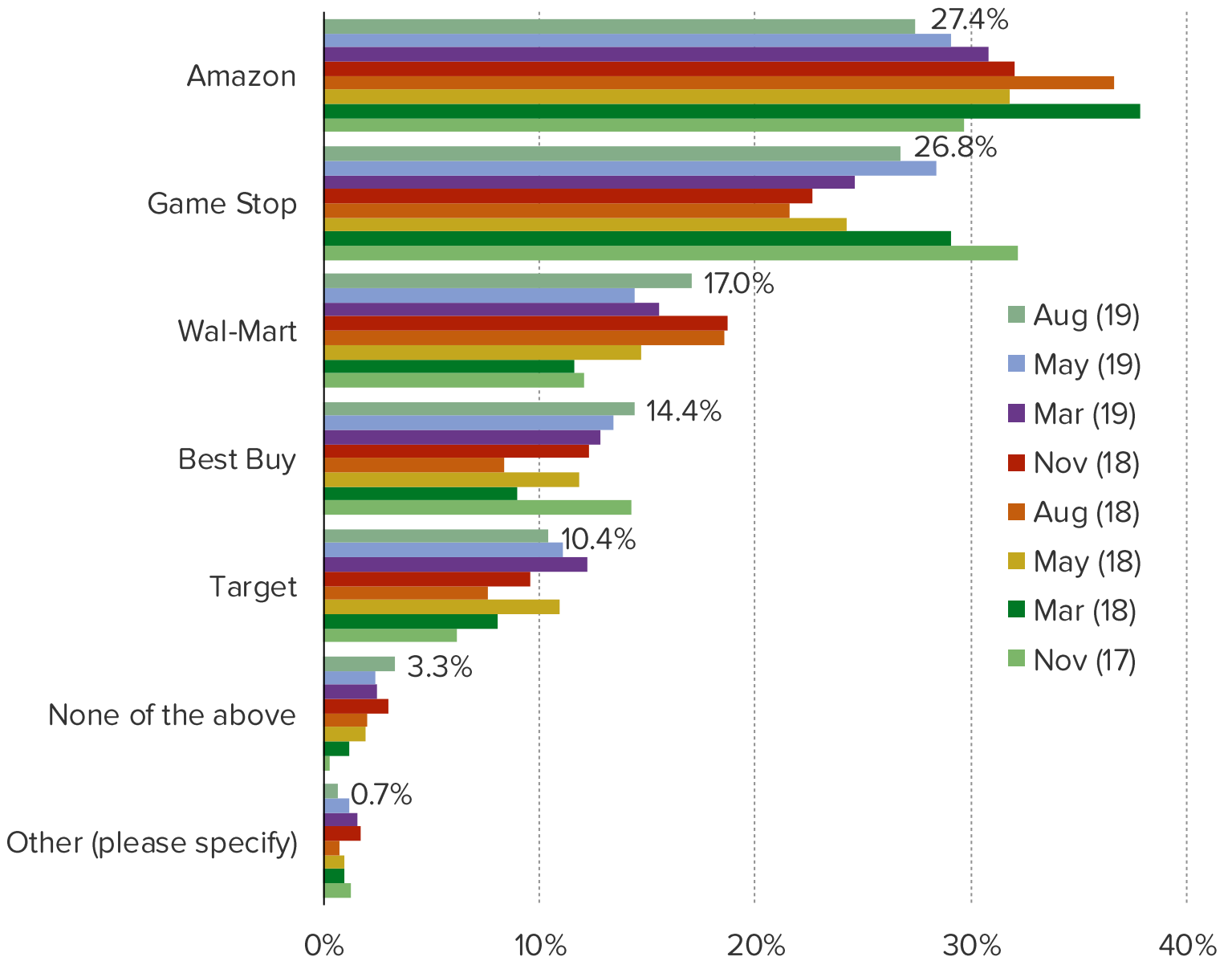
This question was posed to respondents who own or ordered the Nintendo Switch.



It's In The Game

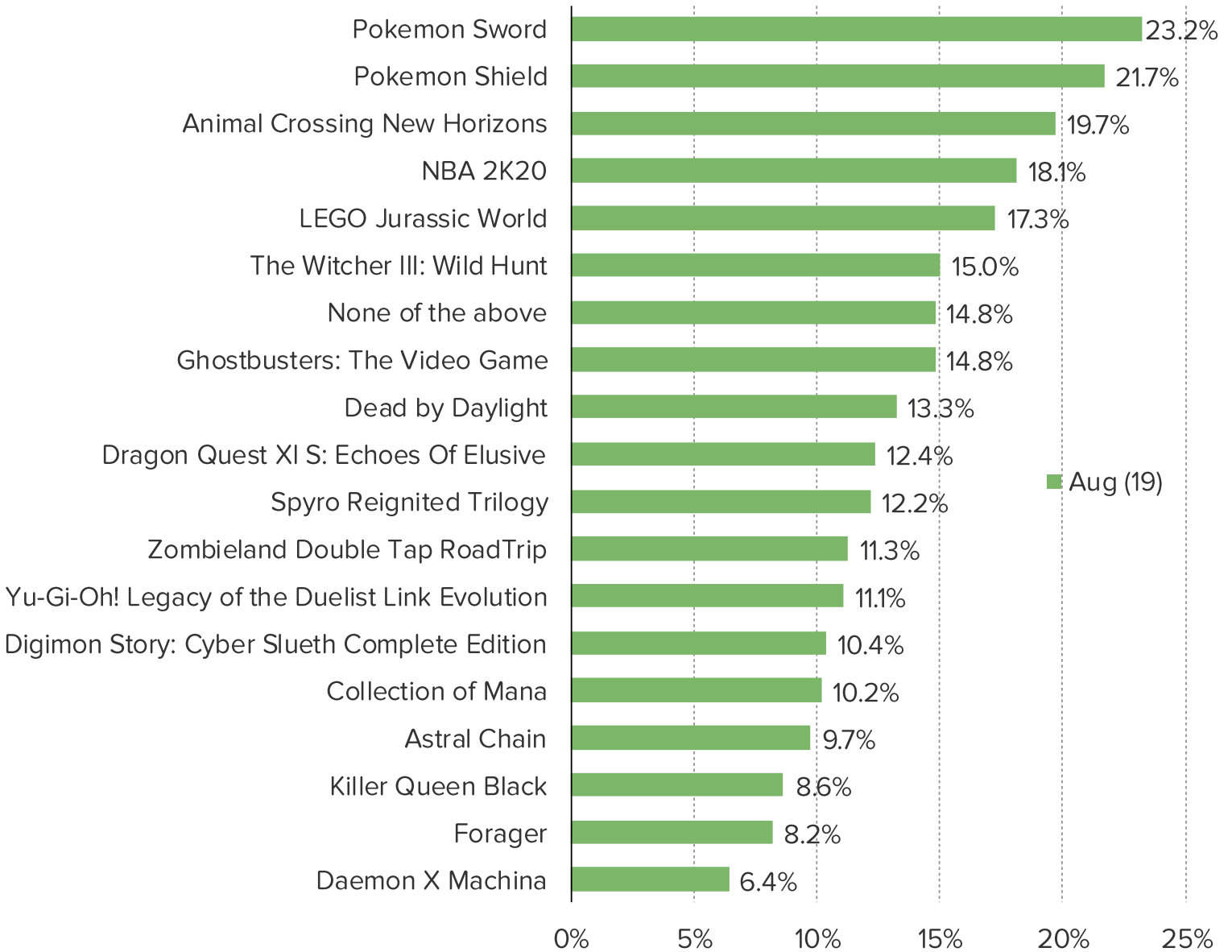
IF YOU NEEDED TO BUY A NEW SWITCH GAME TODAY, WHERE WOULD YOU BE MOST LIKELY TO GET IT?

This question was posed to respondents who own or ordered the Nintendo Switch.



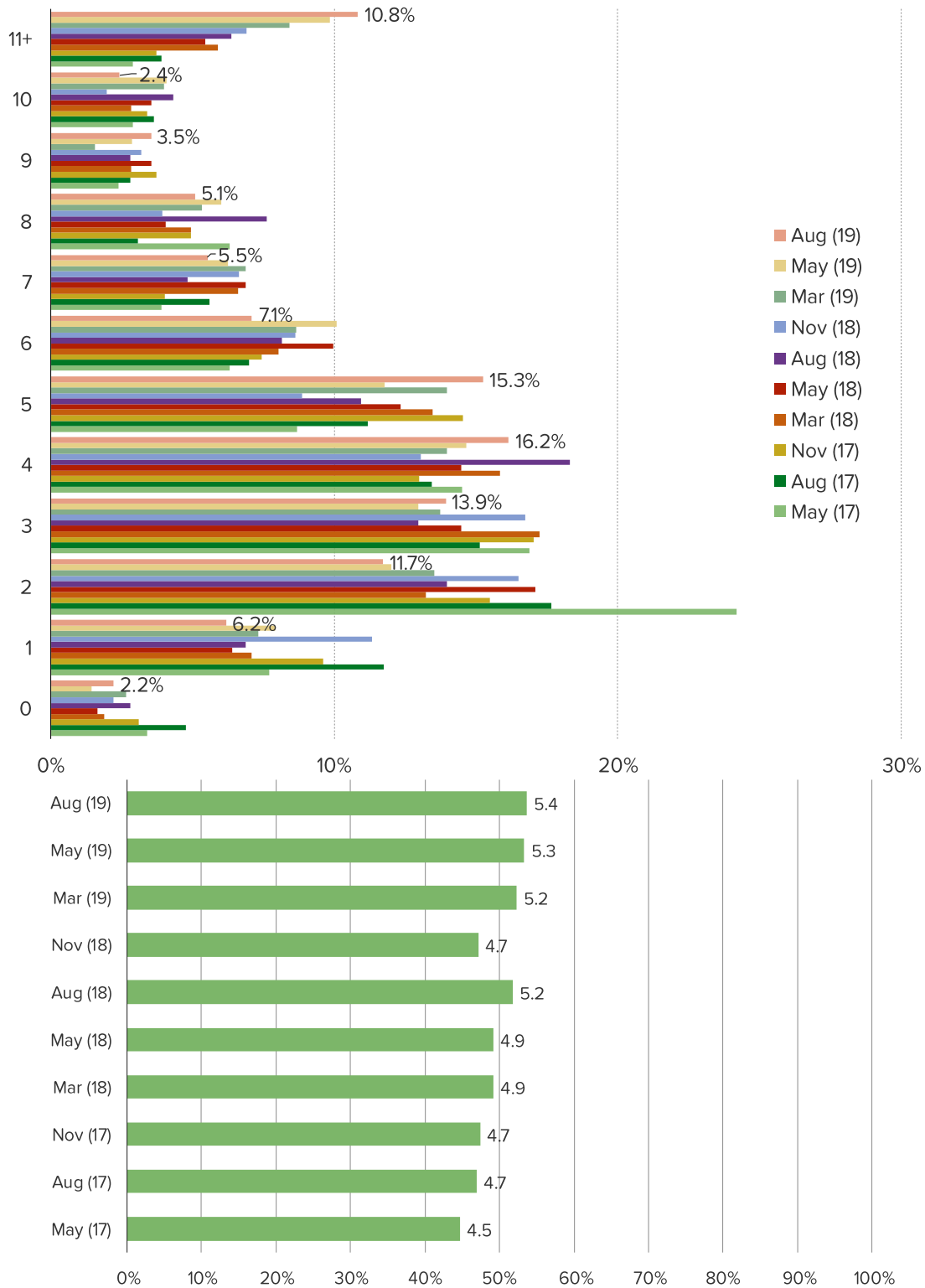
DO YOU PLAN TO GET ANY OF THE FOLLOWING GAMES IN THE NEXT FEW MONTHS? (SELECT ALL THAT APPLY)

This question was posed to respondents who own or ordered the Nintendo Switch.



HOW MANY GAMES HAVE YOU PURCHASED SO FAR FOR THE SWITCH?

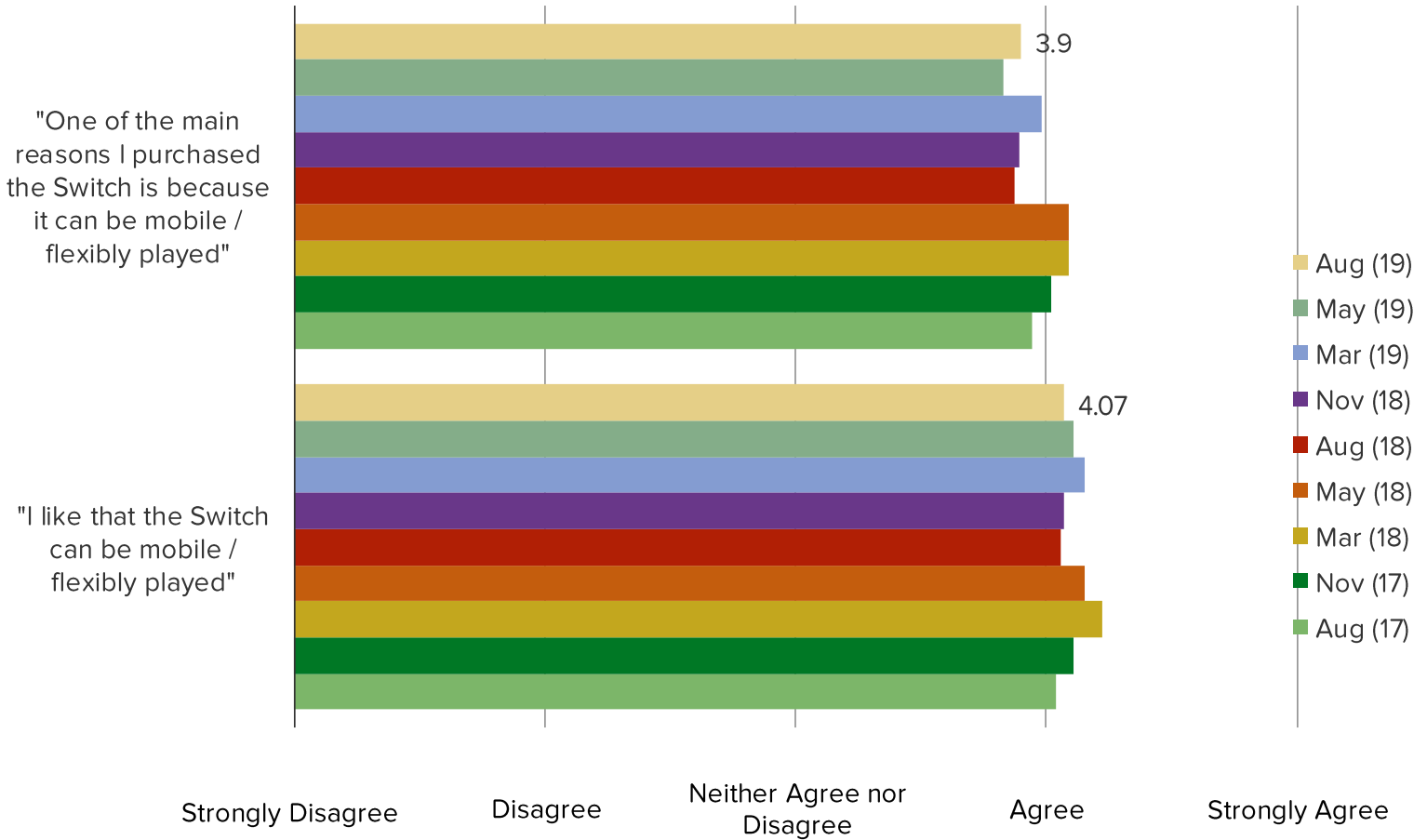
This question was posed to the target audience that owns a Nintendo Switch



It's In The Game

RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENT:

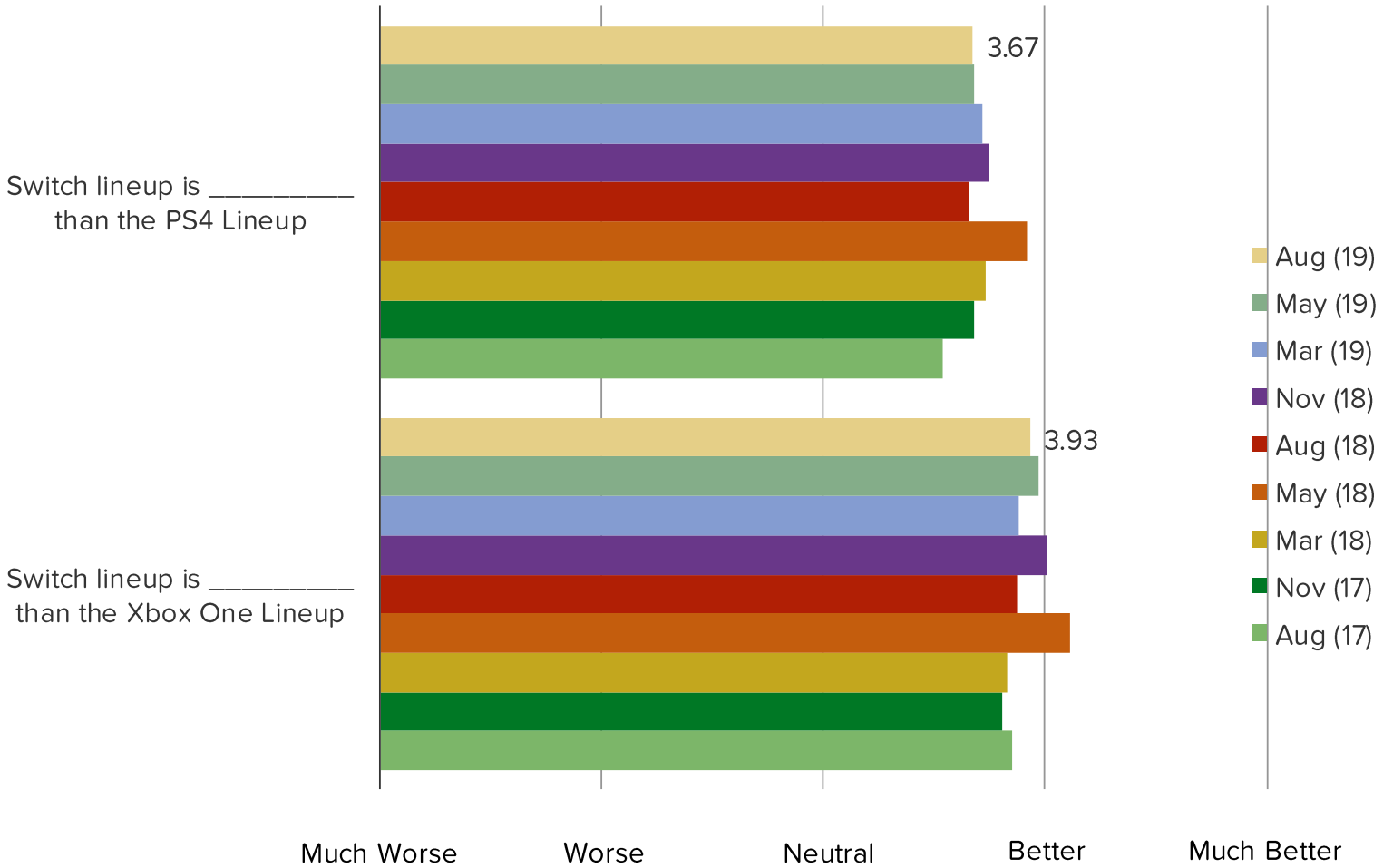
This question was posed to the target audience that owns a Nintendo Switch



It's In The Game

COMPARING THE SWITCH TO THE PS4 AND XBOX ONE

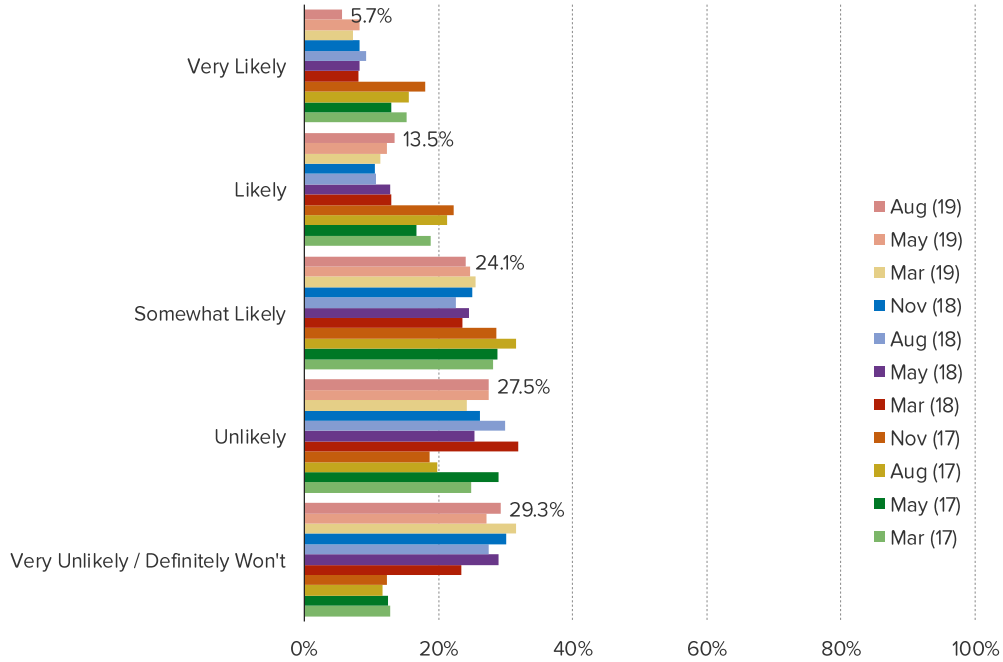
This question was posed to the target audience that owns a Nintendo Switch



It's In The Game

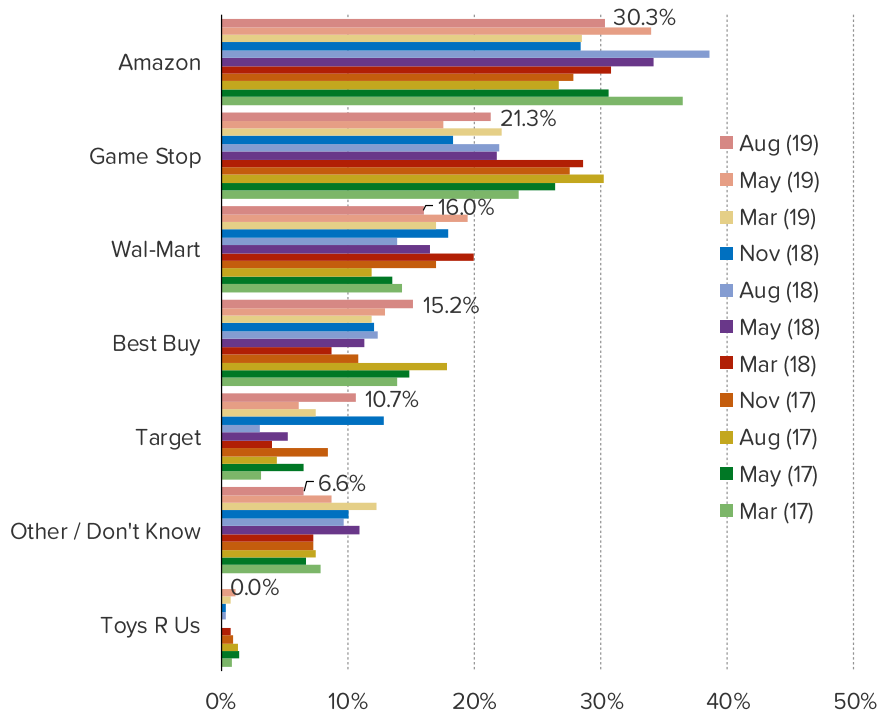
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH IN THE NEXT YEAR?

This question was posed to the target audience that doesn't currently own the Nintendo Switch.



WHERE WOULD YOU BUY / ORDER THE SWITCH?

Posed to respondents who don't own the Switch but are at least somewhat likely to get it in the next year.

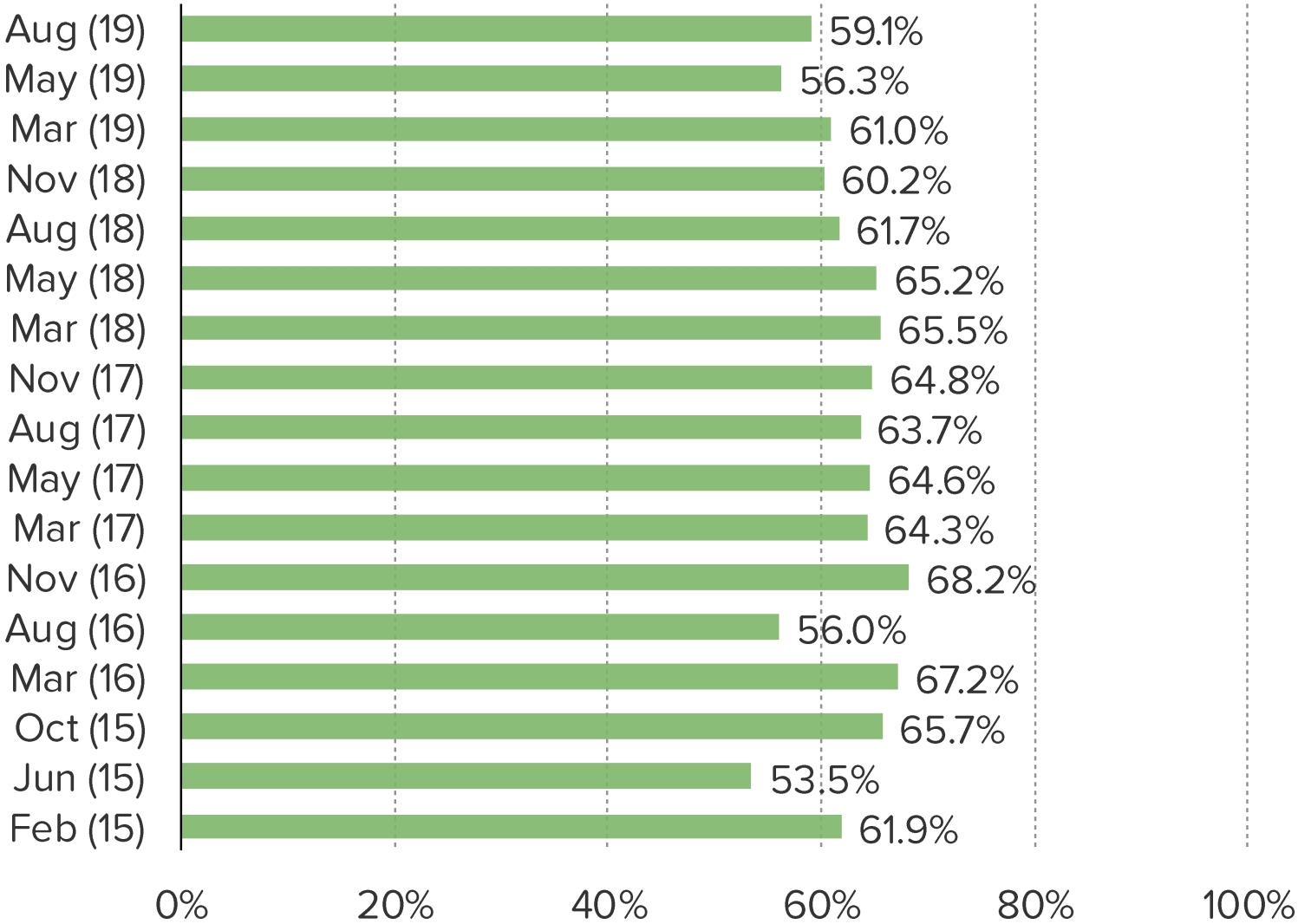


CONSOLES: PS4 AND XBOX ONE

It's In The Game

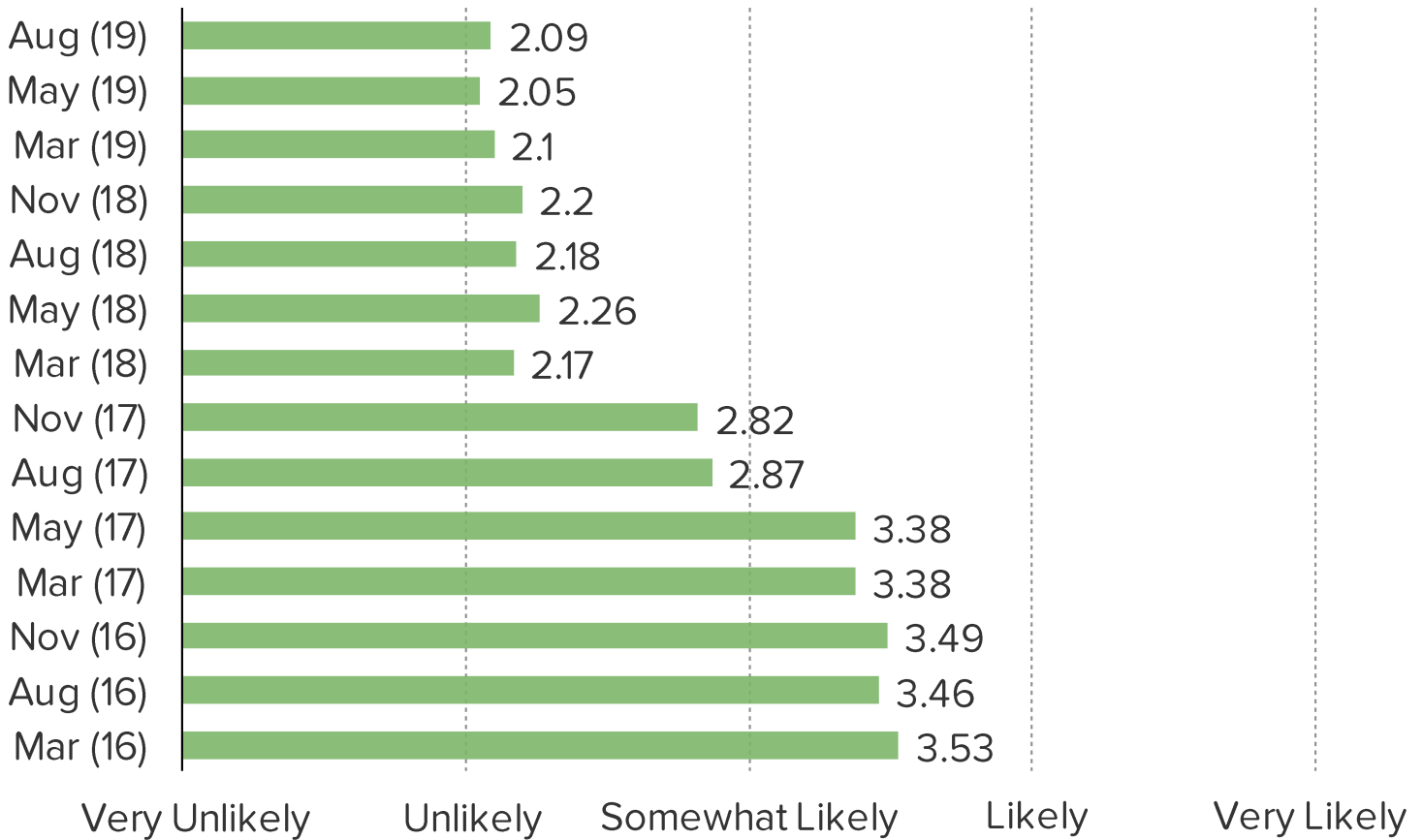
DO YOU OWN AN XBOX ONE?

This question was posed to the target audience.



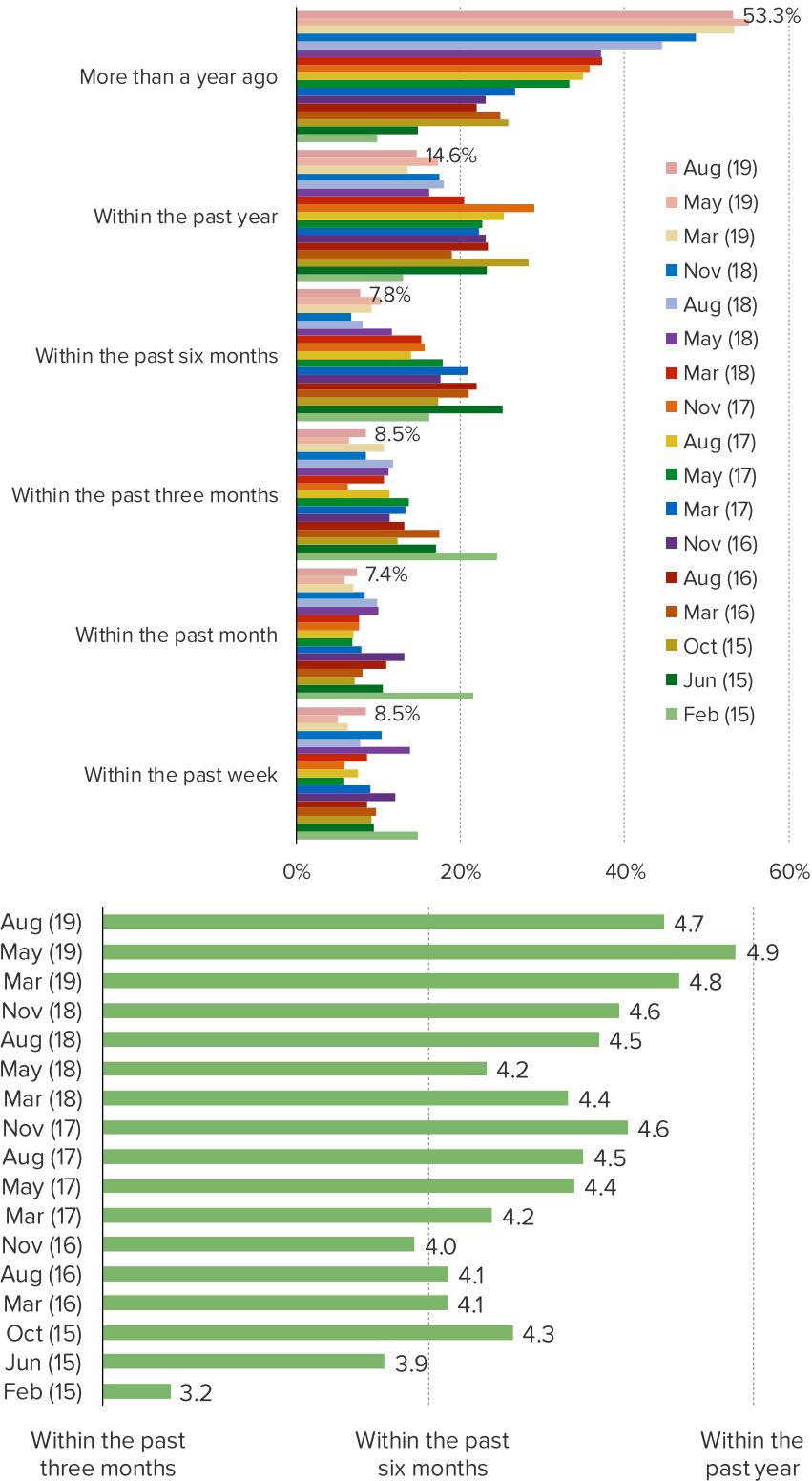
HOW LIKELY ARE YOU TO BUY AN XBOX ONE IN THE NEXT 12 MONTHS?

This question was posed to respondents who DO NOT own an Xbox One.



WHEN DID YOU GET YOUR XBOX ONE?

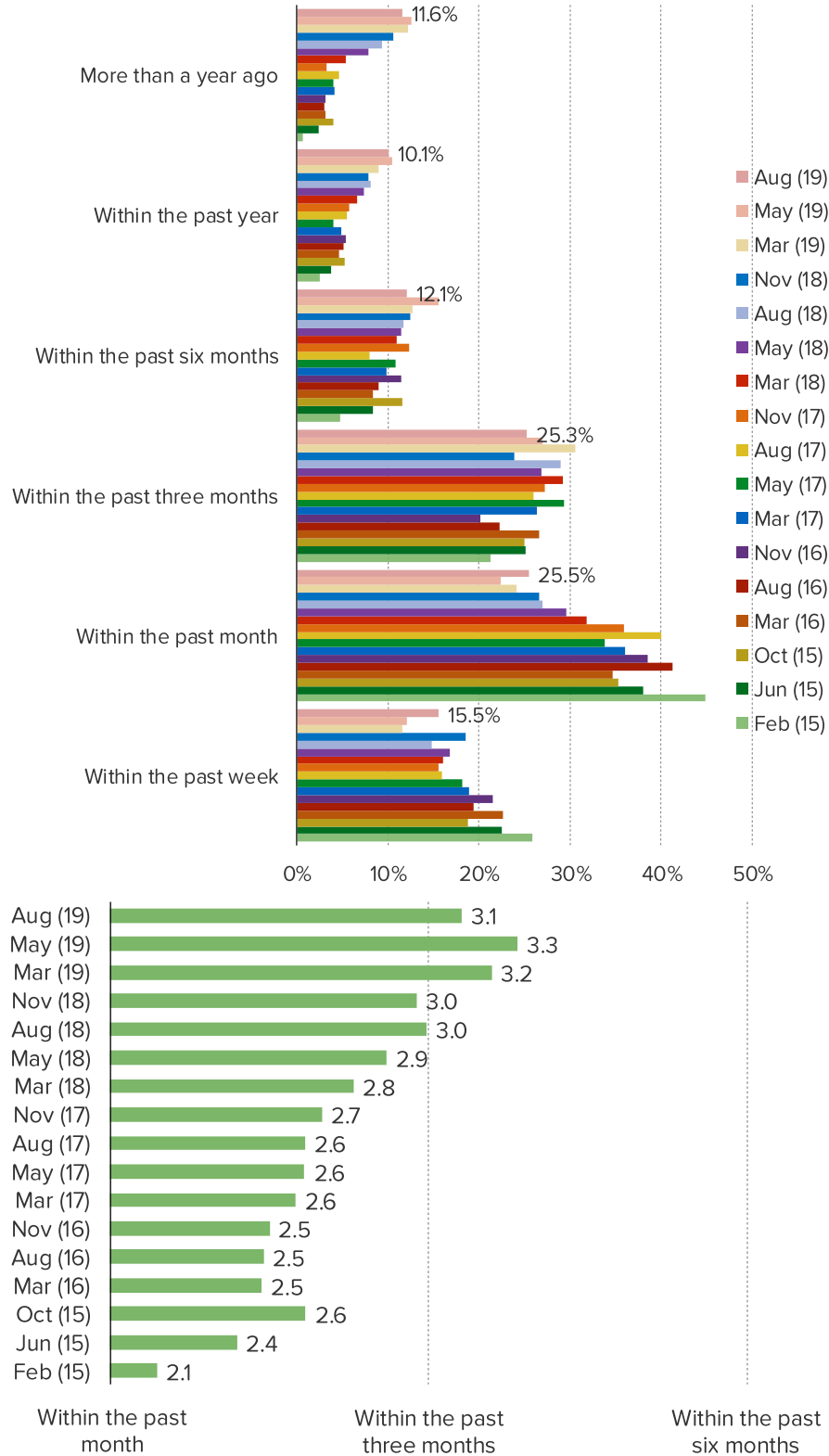
This question was posed to Xbox One Owners.



It's In The Game

WHEN WAS THE LAST TIME YOU PURCHASED OR RECEIVED A NEW GAME FOR XBOX ONE?

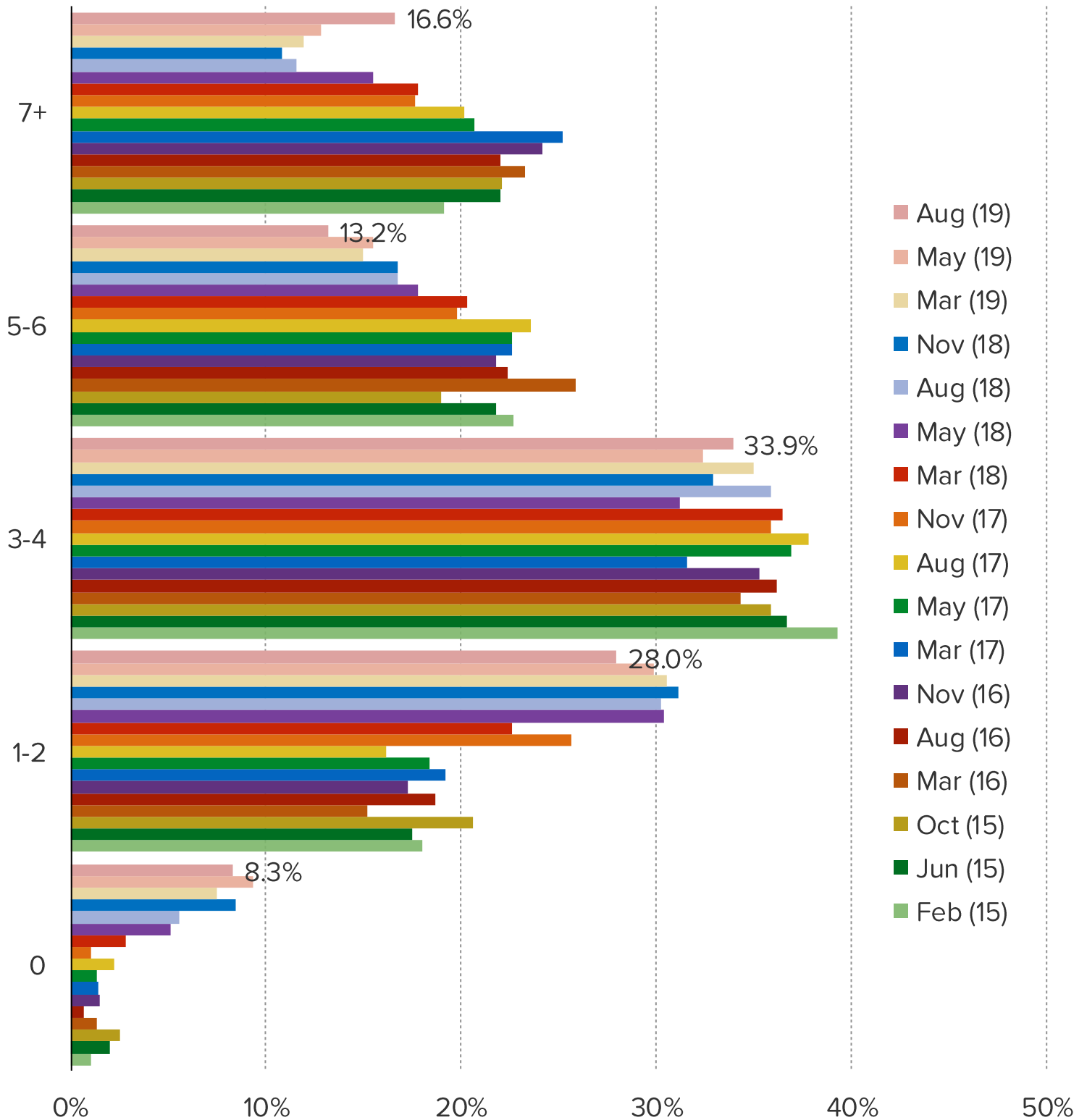
This question was posed to Xbox One Owners.



It's In The Game

HOW MANY XBOX ONE GAMES DID YOU PURCHASE OR RECEIVE IN THE PAST 12 MONTHS?

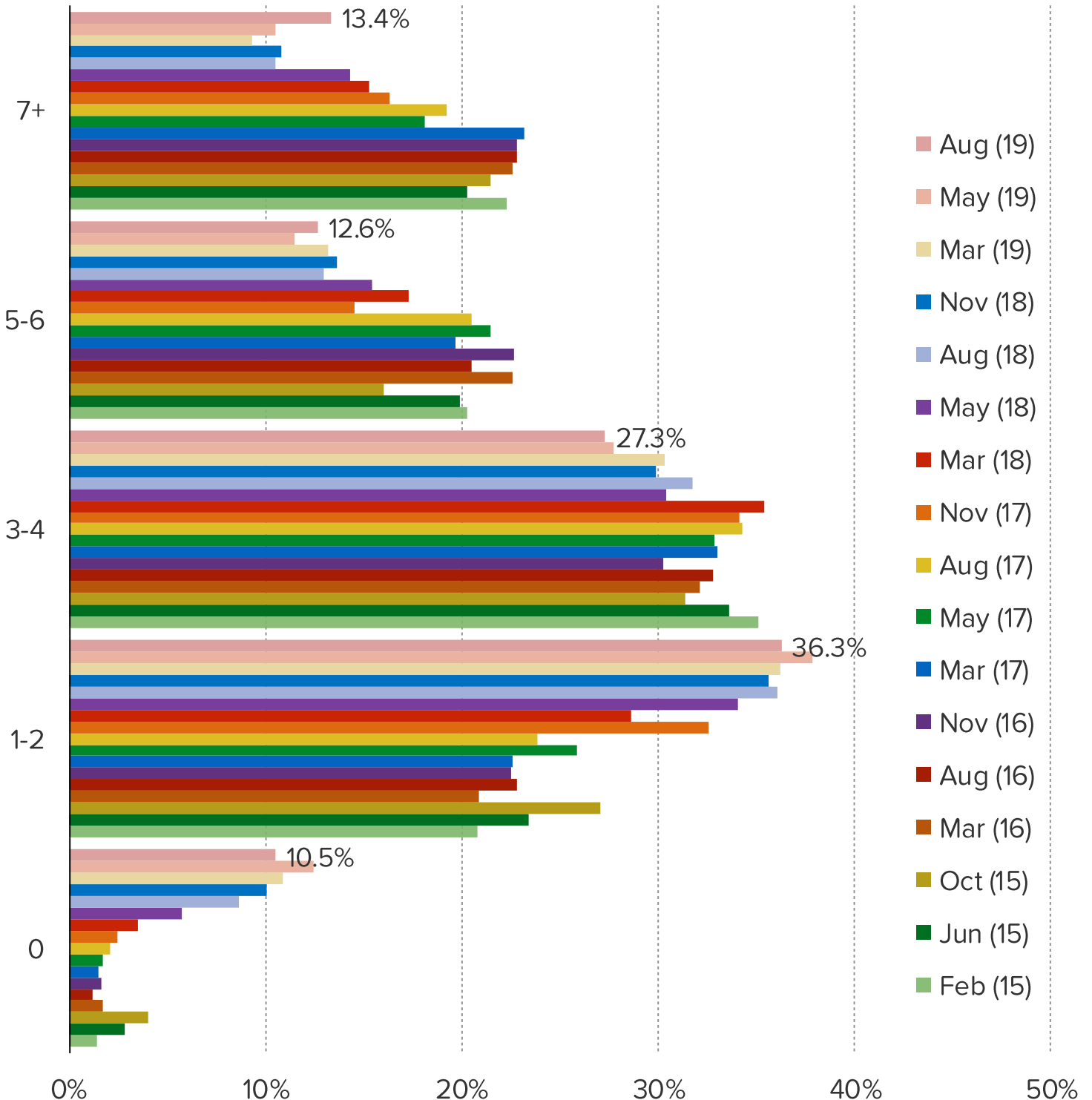
This question was posed to Xbox One Owners.



It's In The Game

HOW MANY XBOX ONE GAMES DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?

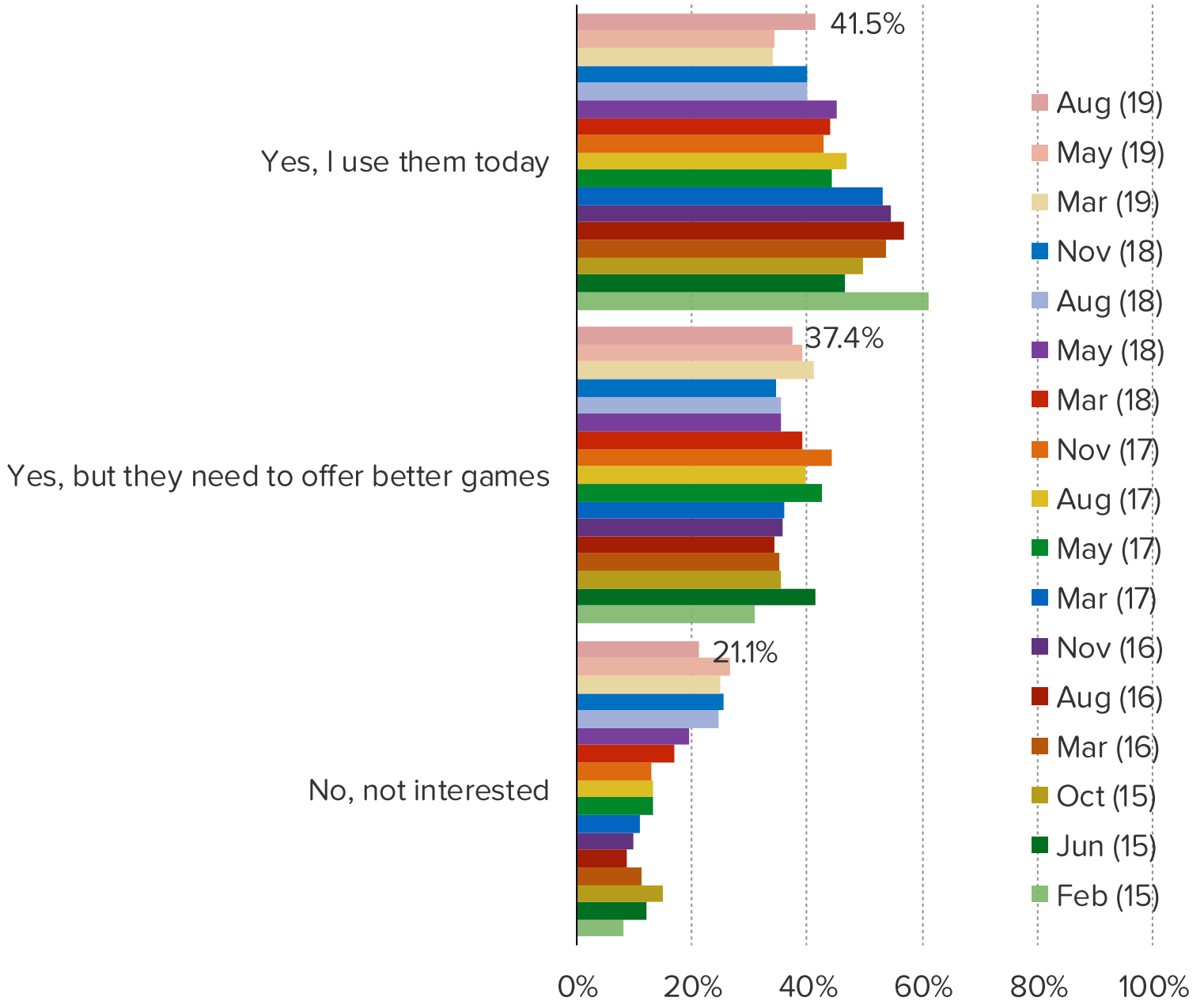
This question was posed to Xbox One Owners.



It's In The Game

WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES WITHIN XBOX ONE STORES?

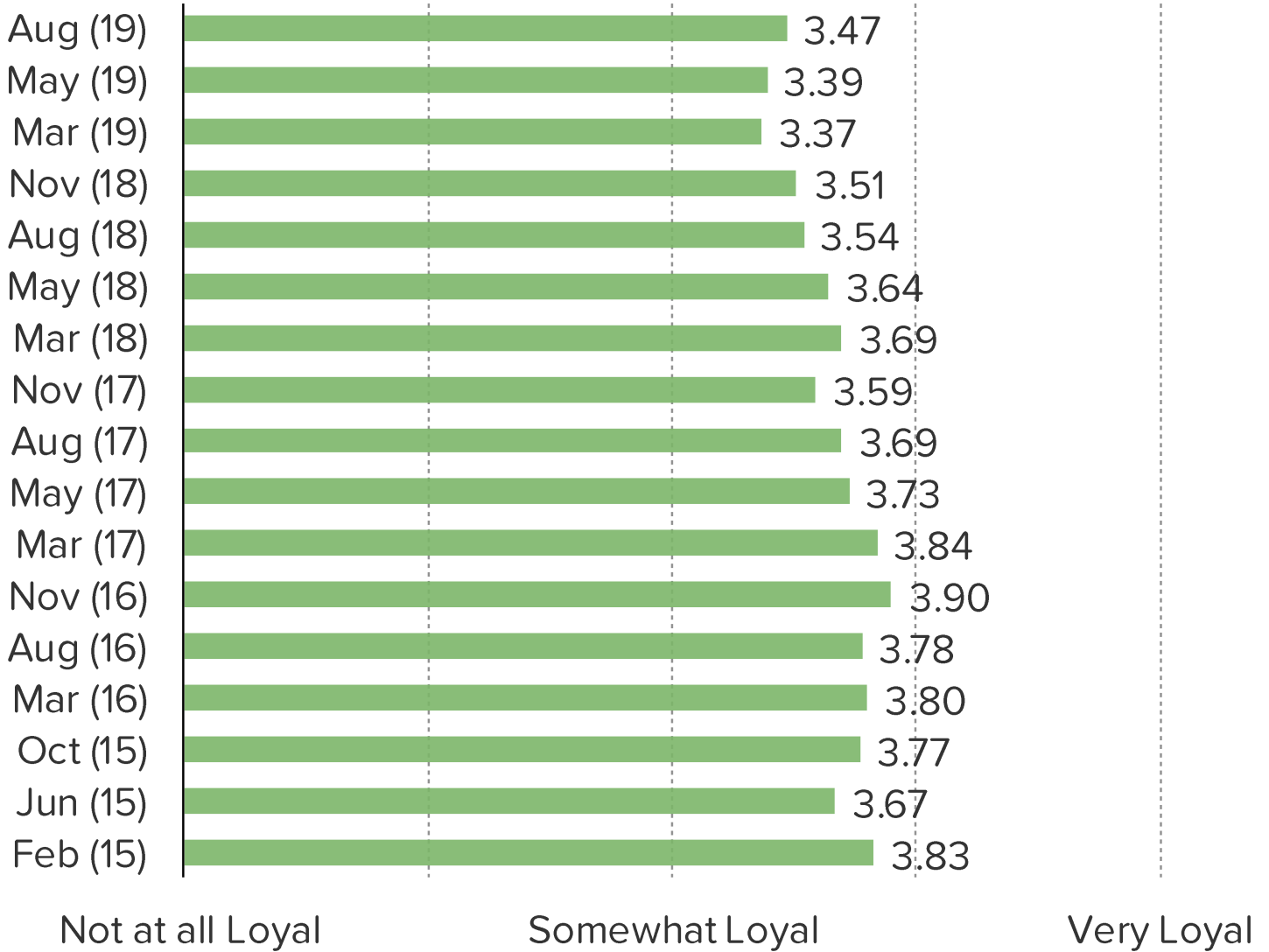
This question was posed to Xbox One Owners.



It's In The Game

HOW LOYAL ARE YOU TO THE XBOX ONE BRAND?

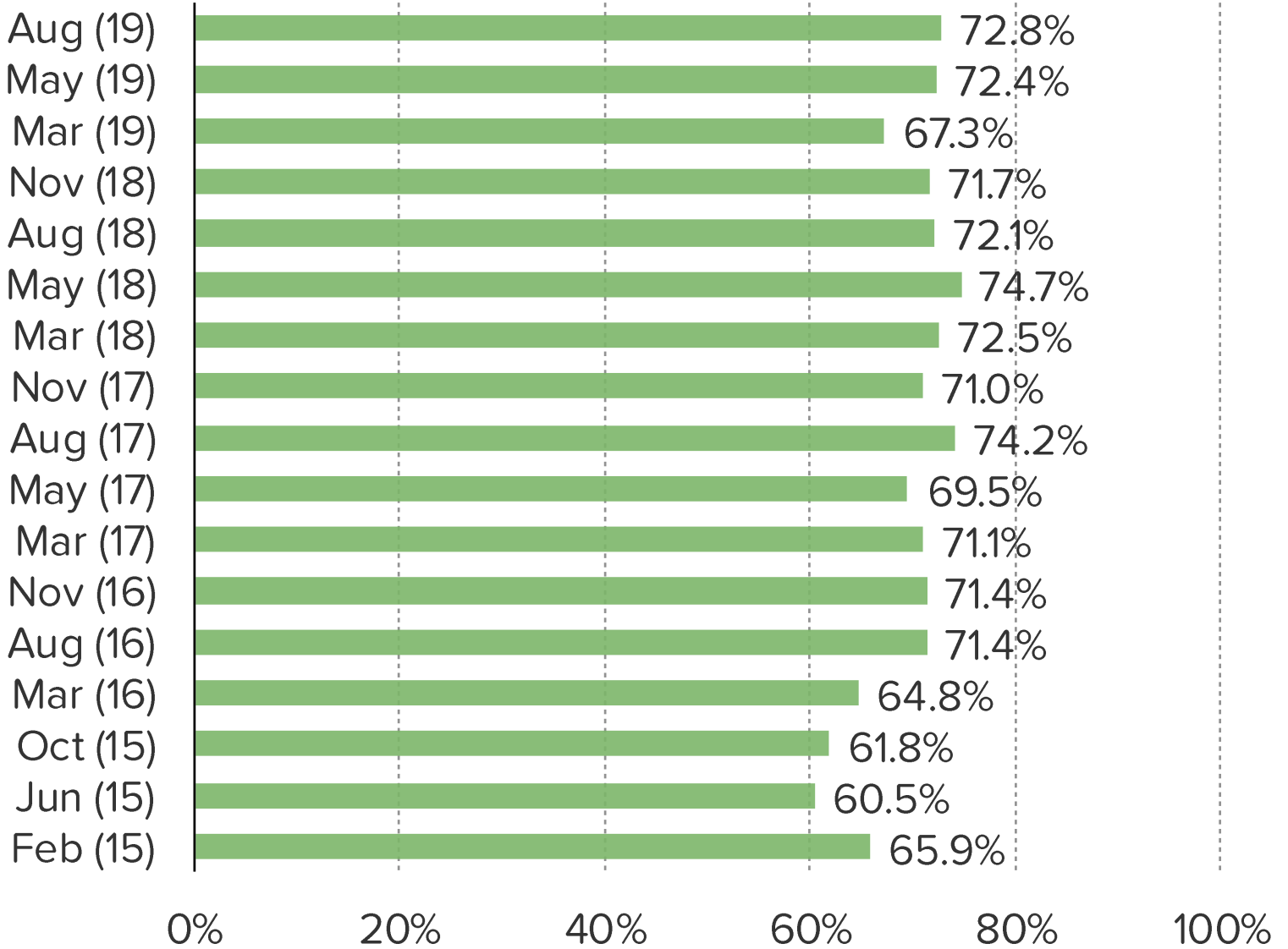
This question was posed to Xbox One Owners.



It's In The Game

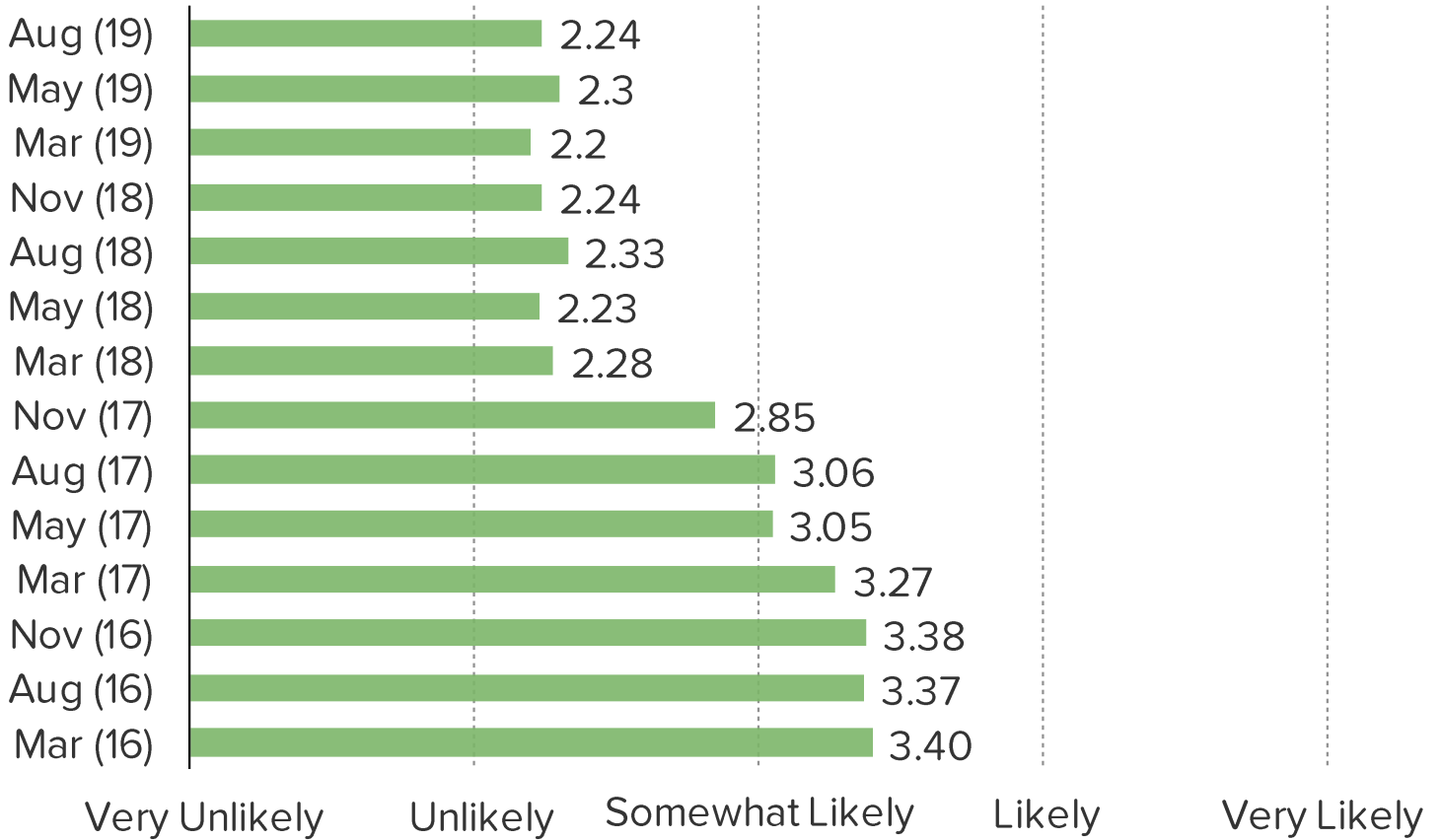
DO YOU OWN A PS4?

This question was posed to the target audience.



HOW LIKELY ARE YOU TO BUY A PS4 IN THE NEXT 12 MONTHS?

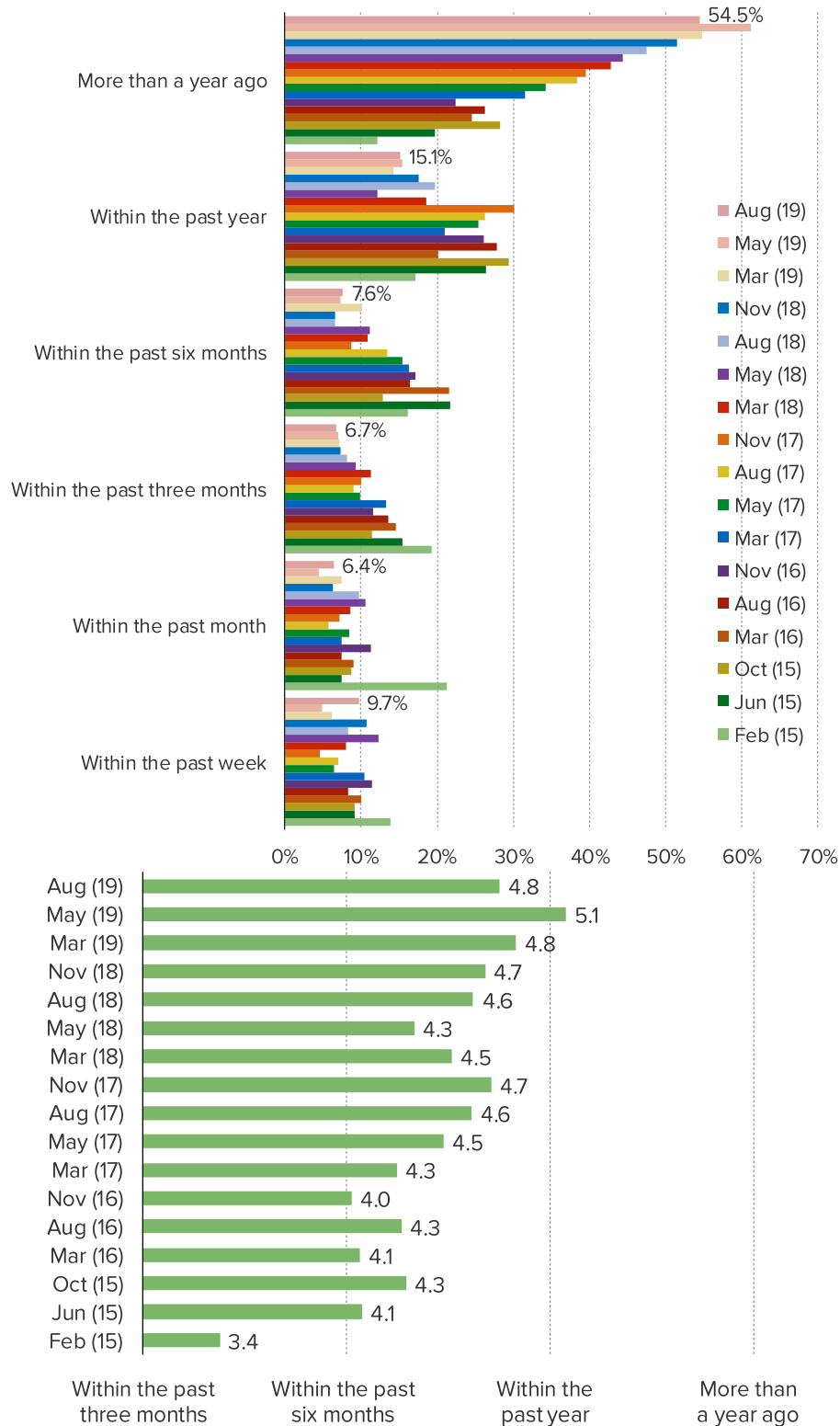
This question was posed to respondents who DO NOT own a PS4.



It's In The Game

WHEN DID YOU GET YOUR PS4?

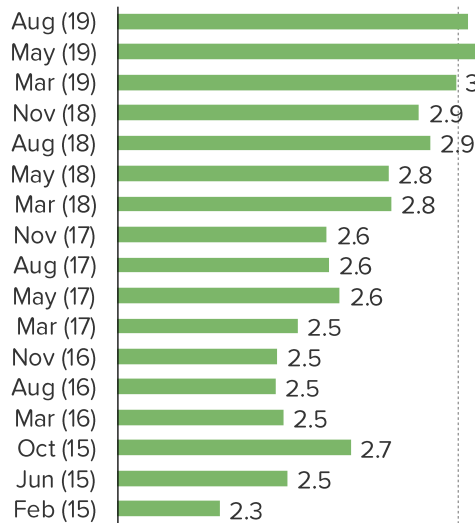
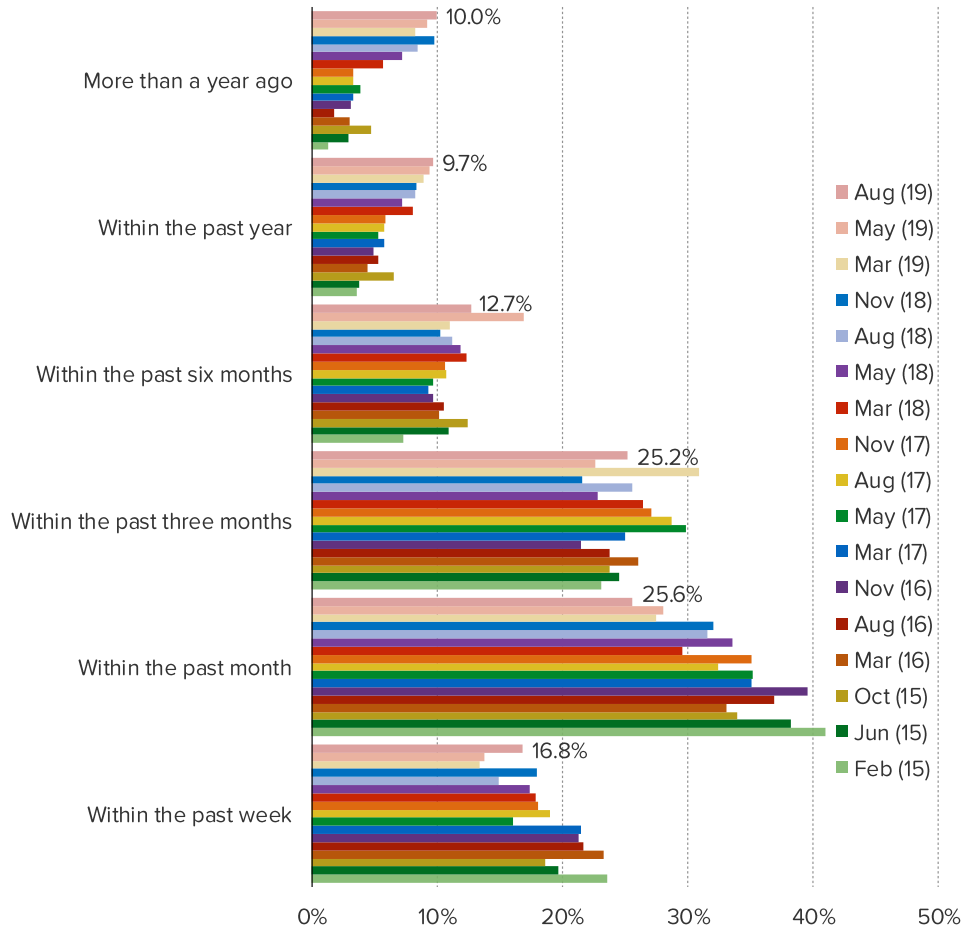
This question was posed to PS4 Owners.



It's In The Game

WHEN WAS THE LAST TIME YOU PURCHASED OR RECEIVED A NEW GAME FOR THE PS4?

This question was posed to PS4 Owners.



Within the past month

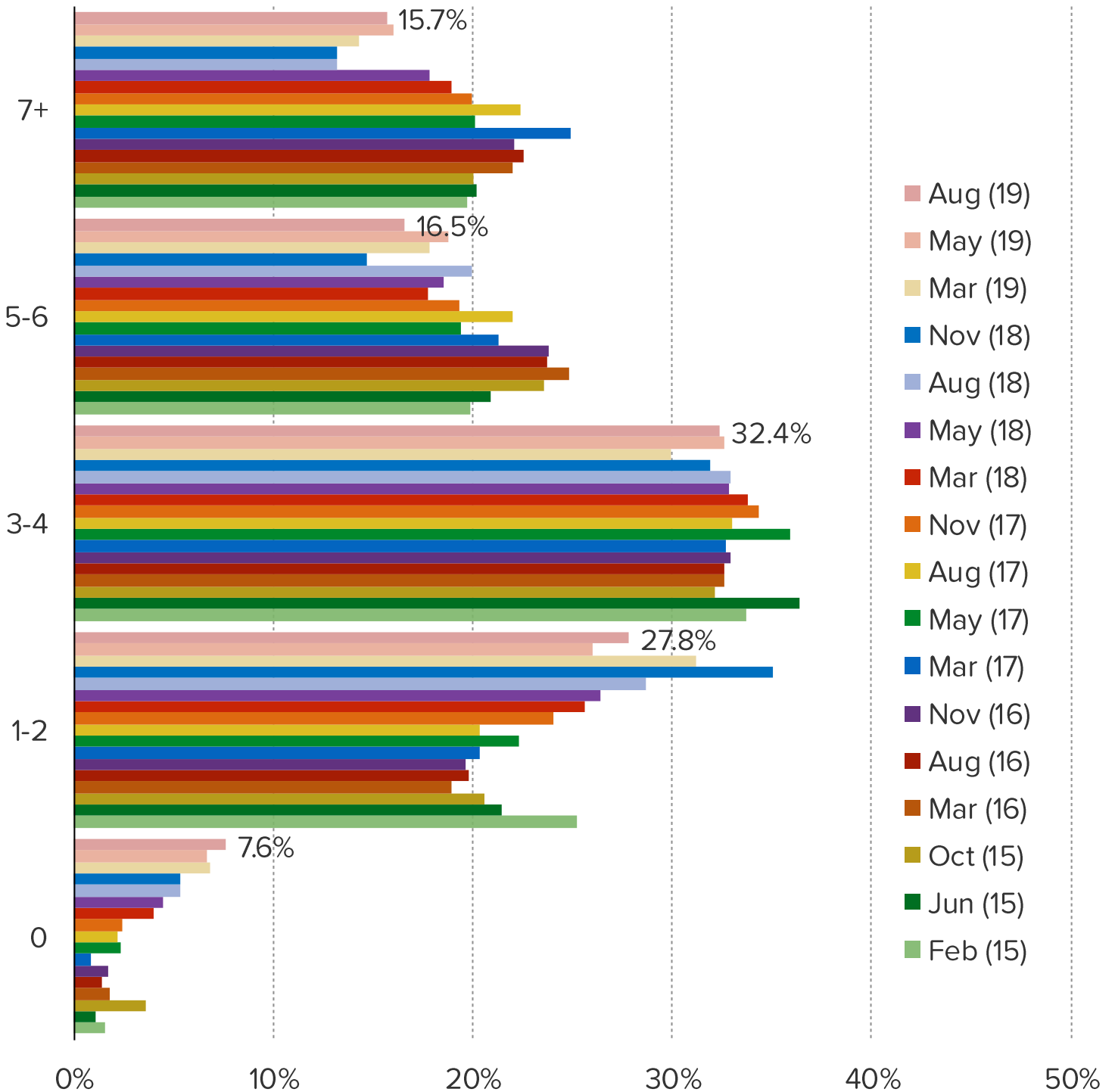
Within the past three months

Within the past six months

It's In The Game

HOW MANY PS4 GAMES DID YOU PURCHASE OR RECEIVE IN THE PAST 12 MONTHS?

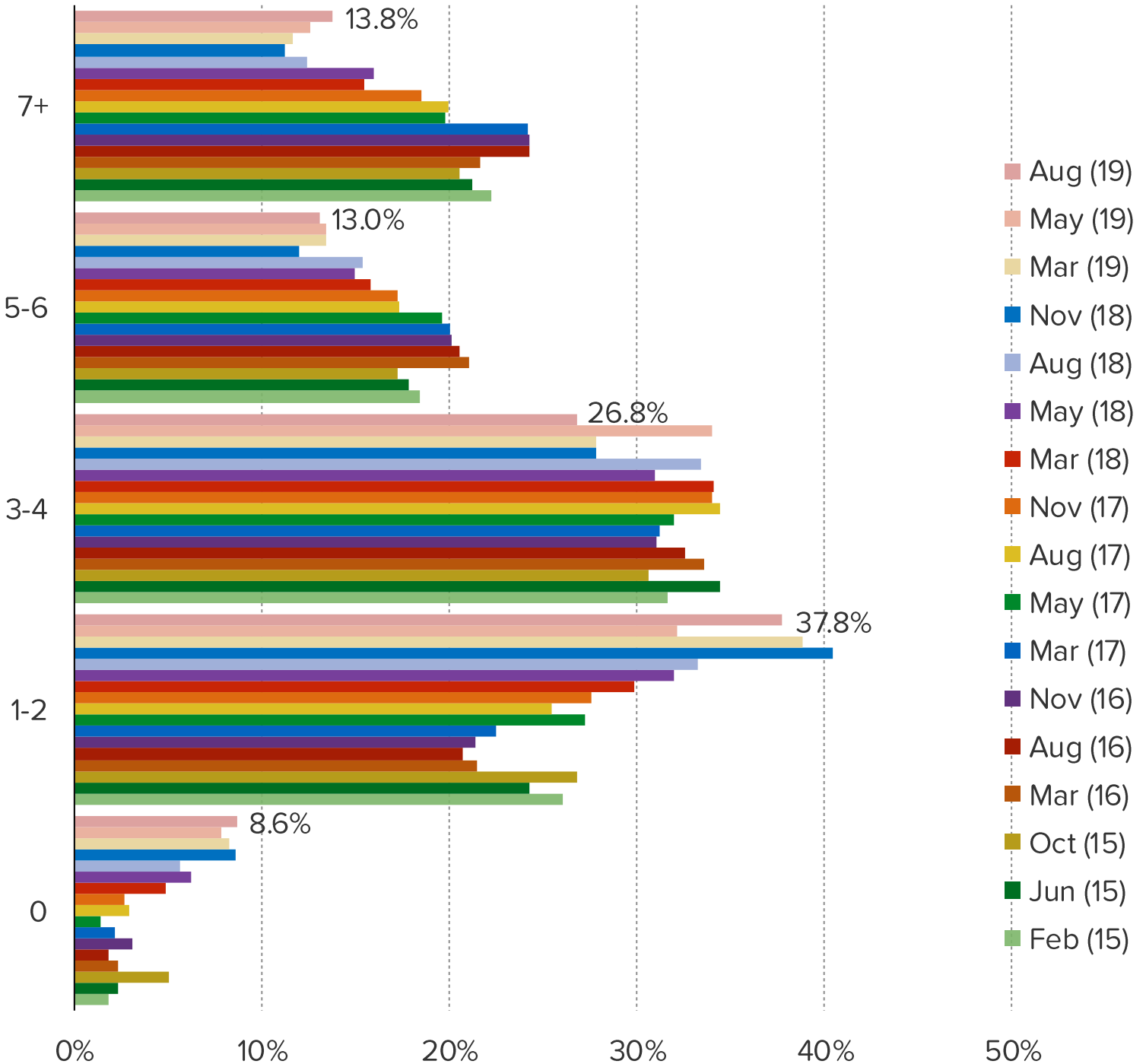
This question was posed to PS4 Owners.



It's In The Game

HOW MANY PS4 GAMES DO YOU PLAN TO PURCHASE IN THE NEXT 12 MONTHS?

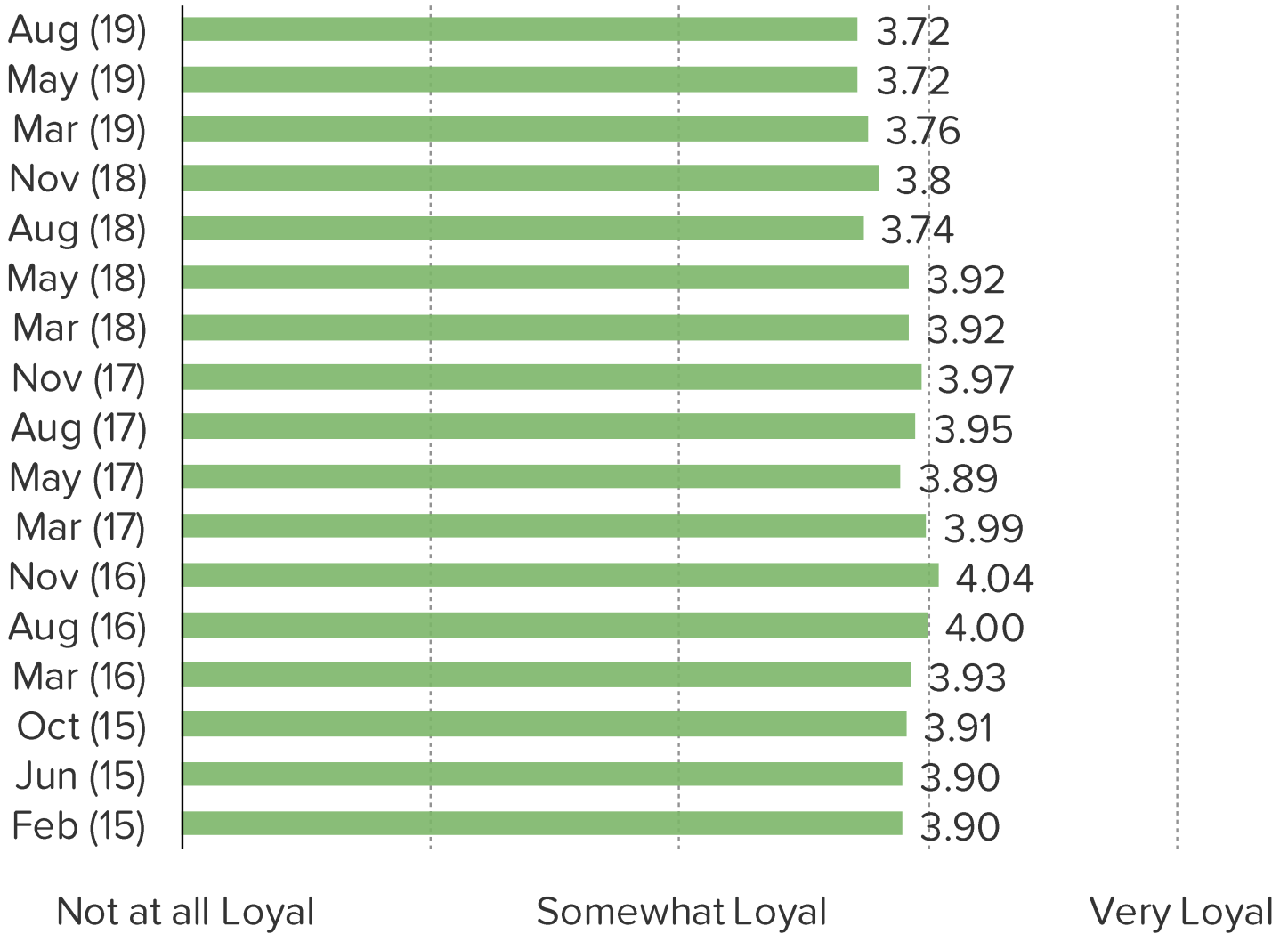
This question was posed to PS4 Owners.



It's In The Game

HOW LOYAL ARE YOU TO THE PLAYSTATION BRAND?

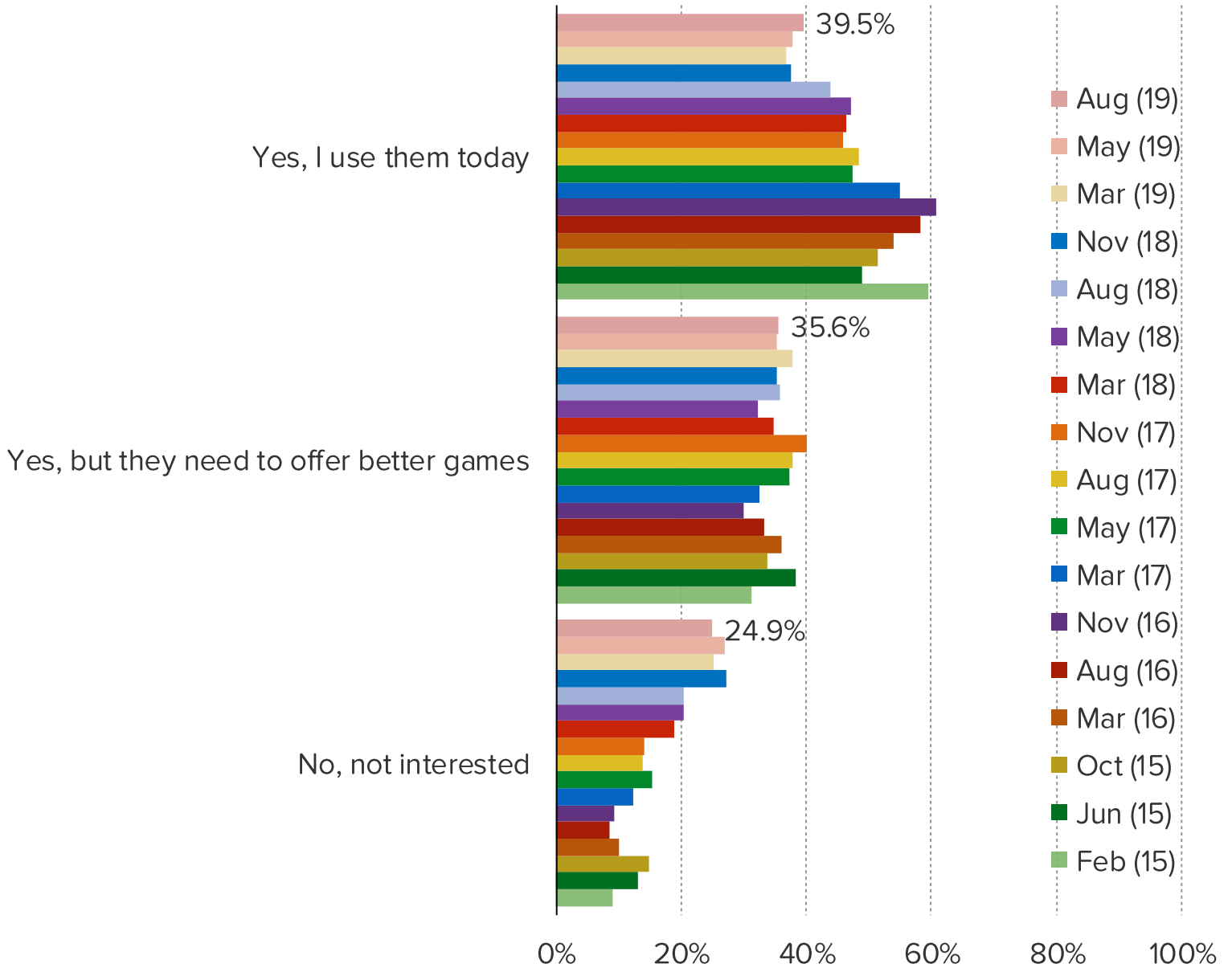
This question was posed to PS4 Owners.



It's In The Game

WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES PROVIDED WITHIN PLAYSTATION STORES?

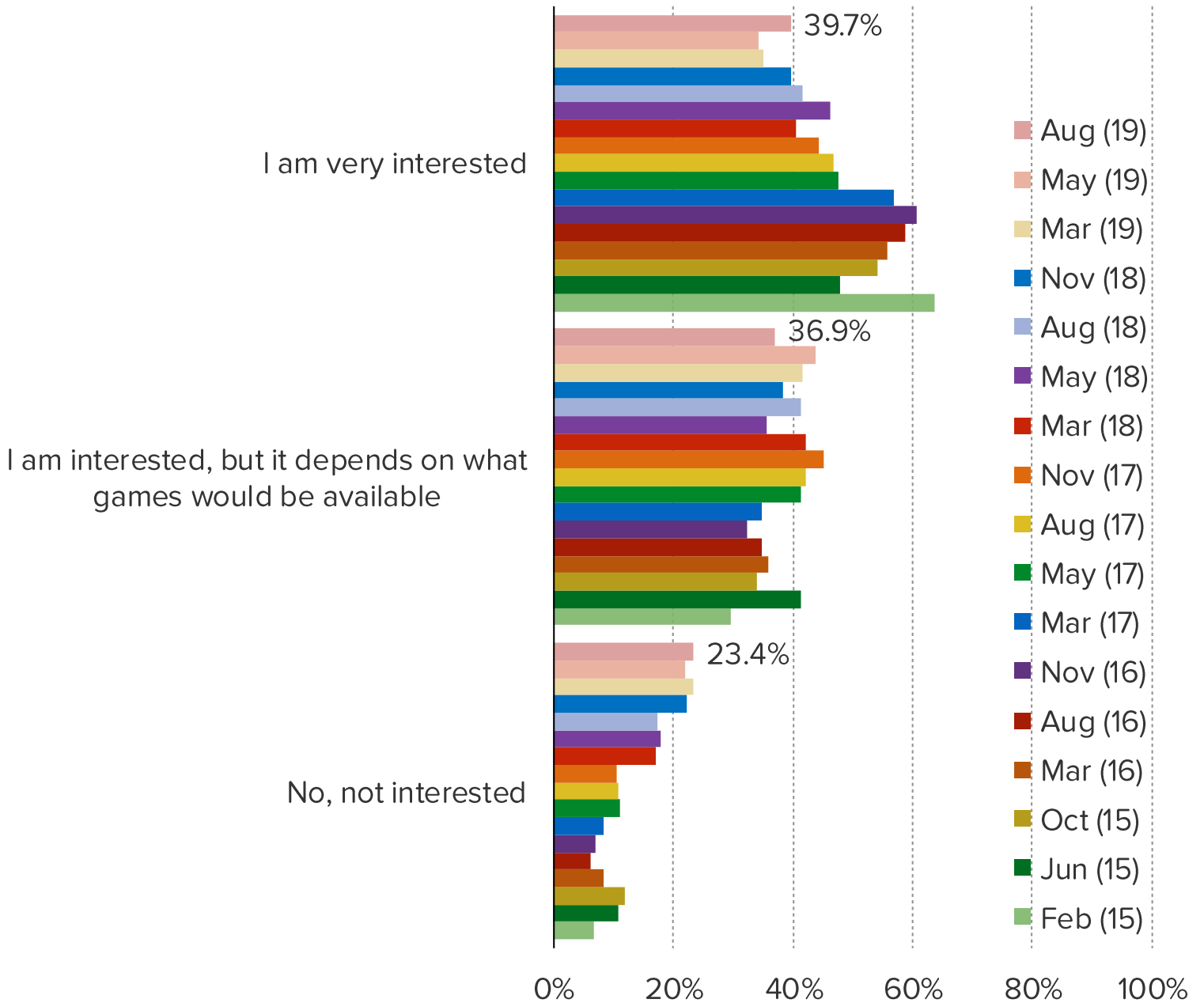
This question was posed to PS4 Owners.



It's In The Game

HOW INTERESTED WOULD YOU BE IN GAINING ACCESS TO PLAYSTATION GAMES FOR A MONTHLY SUBSCRIPTION PRICE?

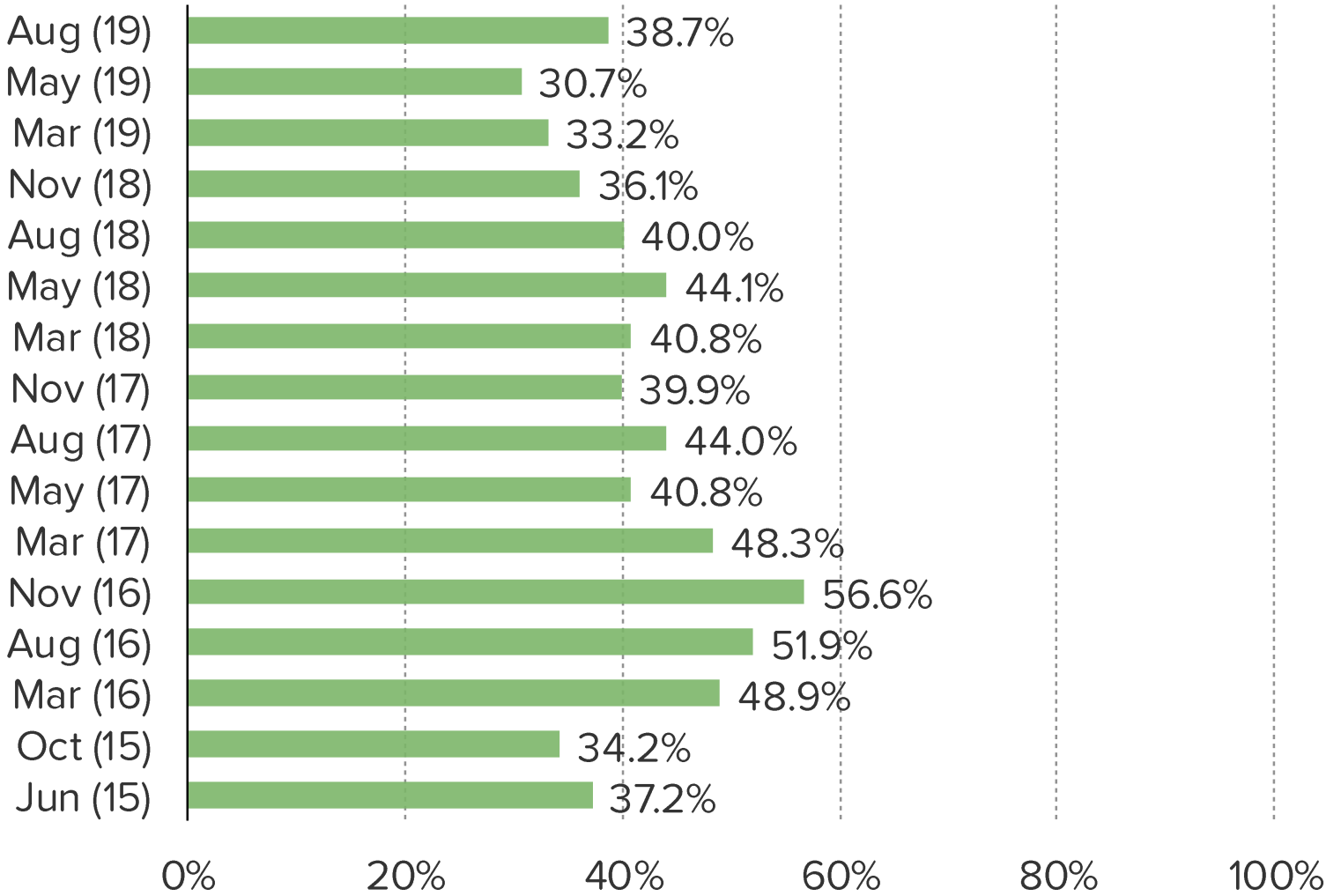
This question was posed to PS4 Owners.



It's In The Game

ARE YOU CURRENTLY A SUBSCRIBER TO SONY'S PLAYSTATION NOW STREAMING SUBSCRIPTION OFFERING?

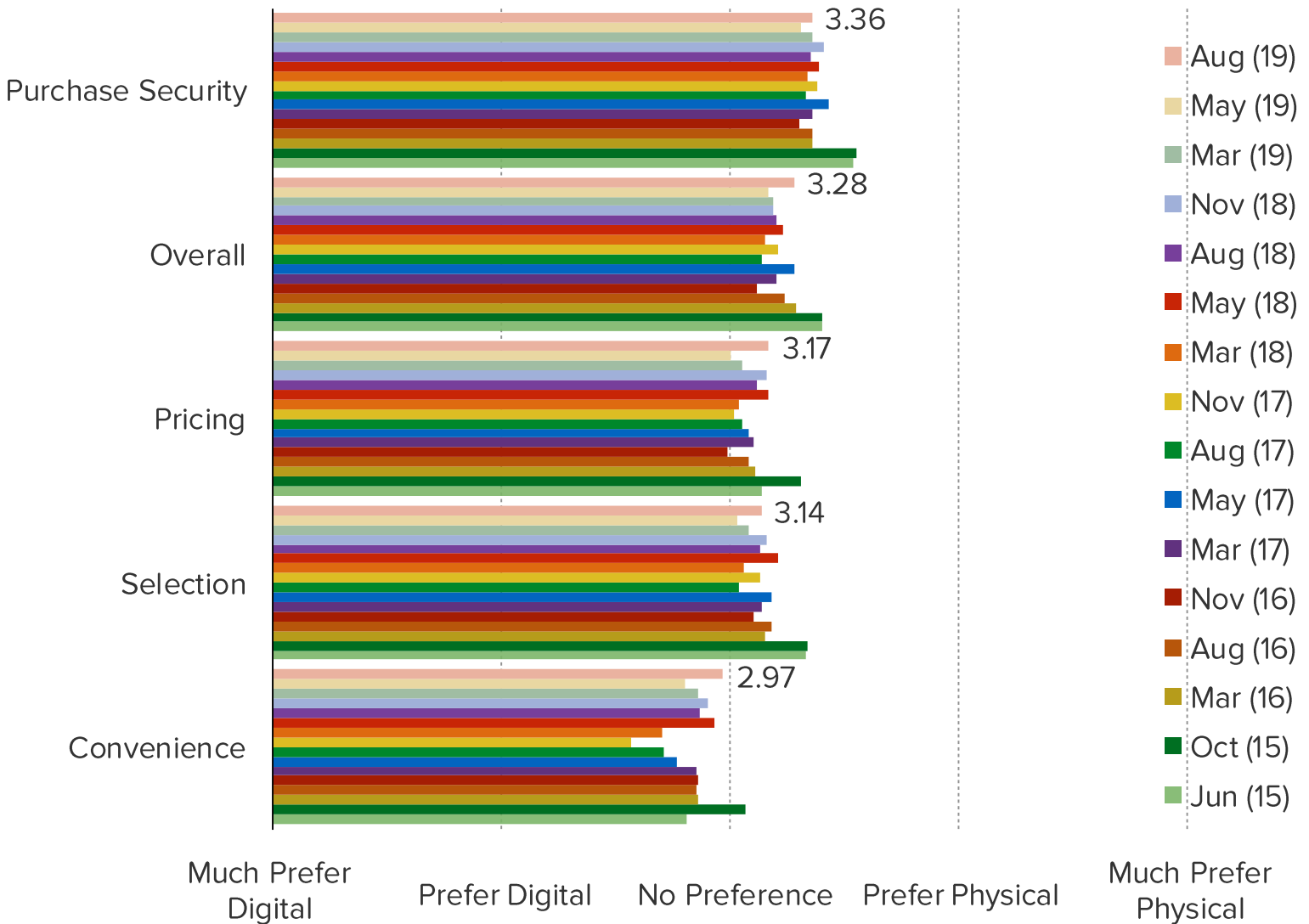
This question was posed to PS4 Owners.



It's In The Game

FOR EACH OF THE FOLLOWING ATTRIBUTES, DO YOU PREFER PHYSICAL OR DIGITAL GAMES?

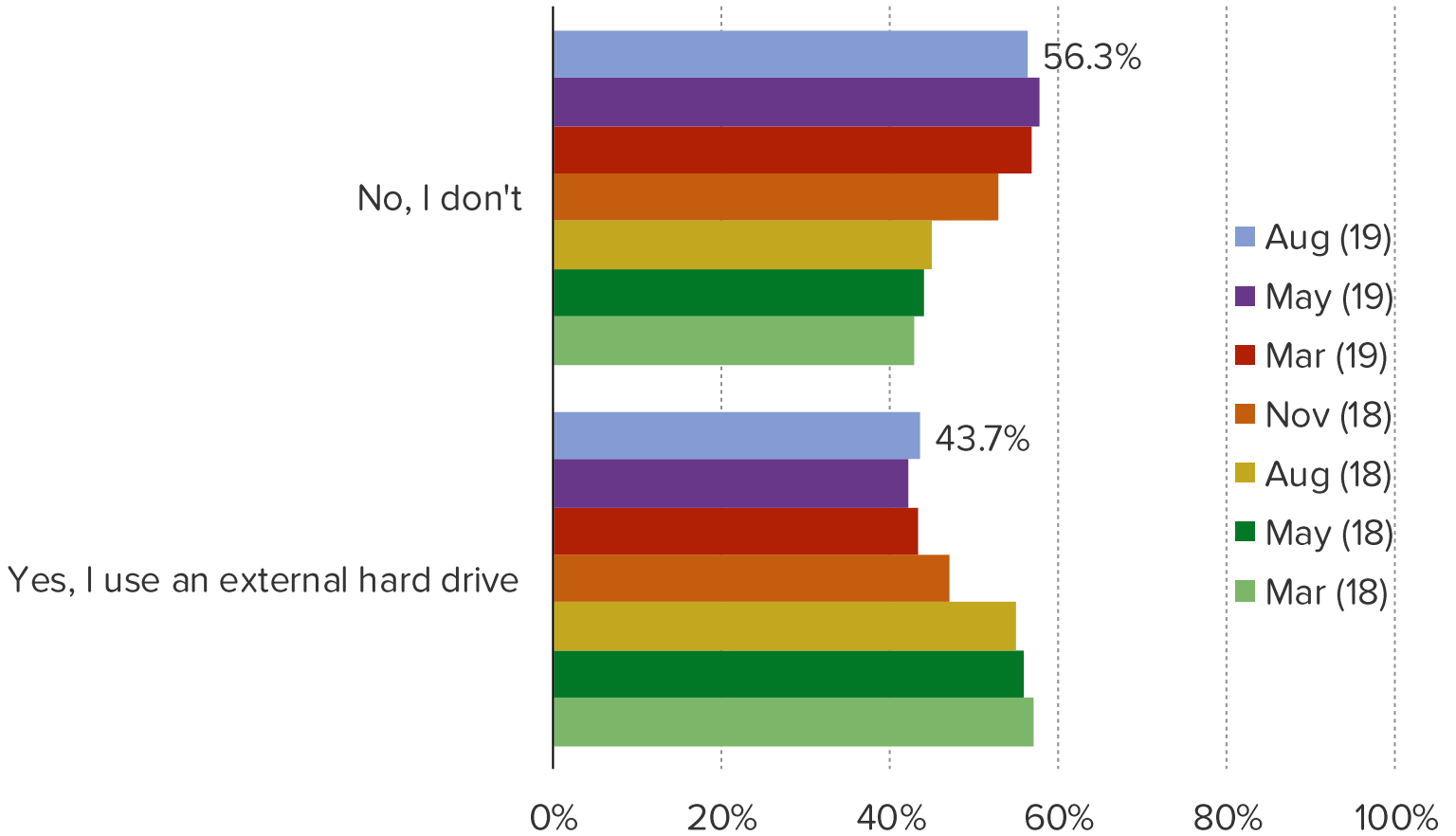
This question was posed to the target audience.



It's In The Game

DO YOU USE AN EXTERNAL HARD DRIVE TO STORE DIGITALLY DOWNLOADED GAMES AND CONNECT TO PLAY THEM ON CONSOLES LIKE PS4 OR XBOX ONE?

This question was posed to the target audience.

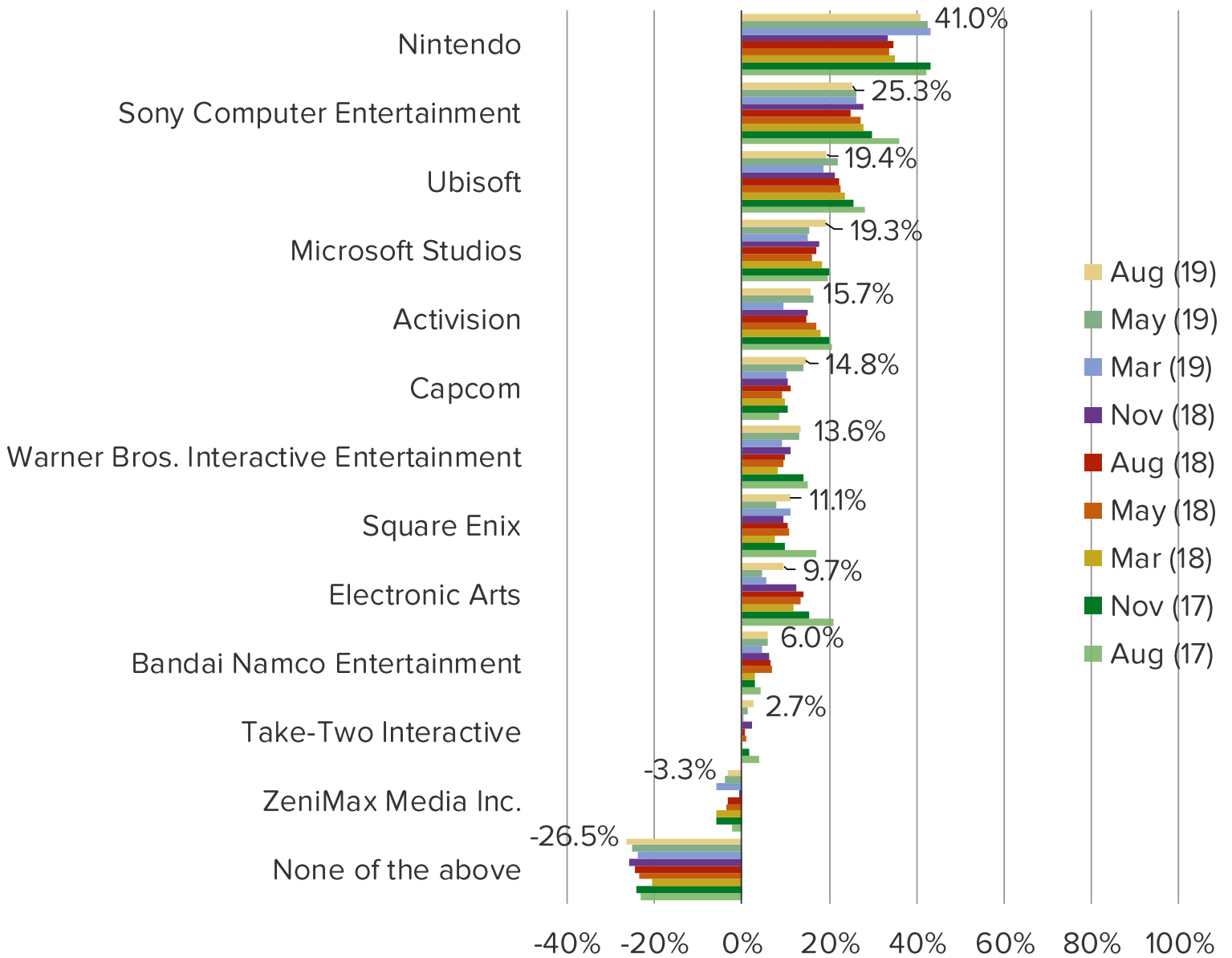


PUBLISHERS

It's In The Game

PUBLISHER POPULARITY (GAINING POPULARITY MINUS LOSING POPULARITY)

Posed to the target audience



It's In The Game

WHICH OF THE FOLLOWING PUBLISHERS DO YOU THINK PUTS OUT THE BEST GAMES?

Posed to the target audience

