

**KEY TAKEAWAYS:**

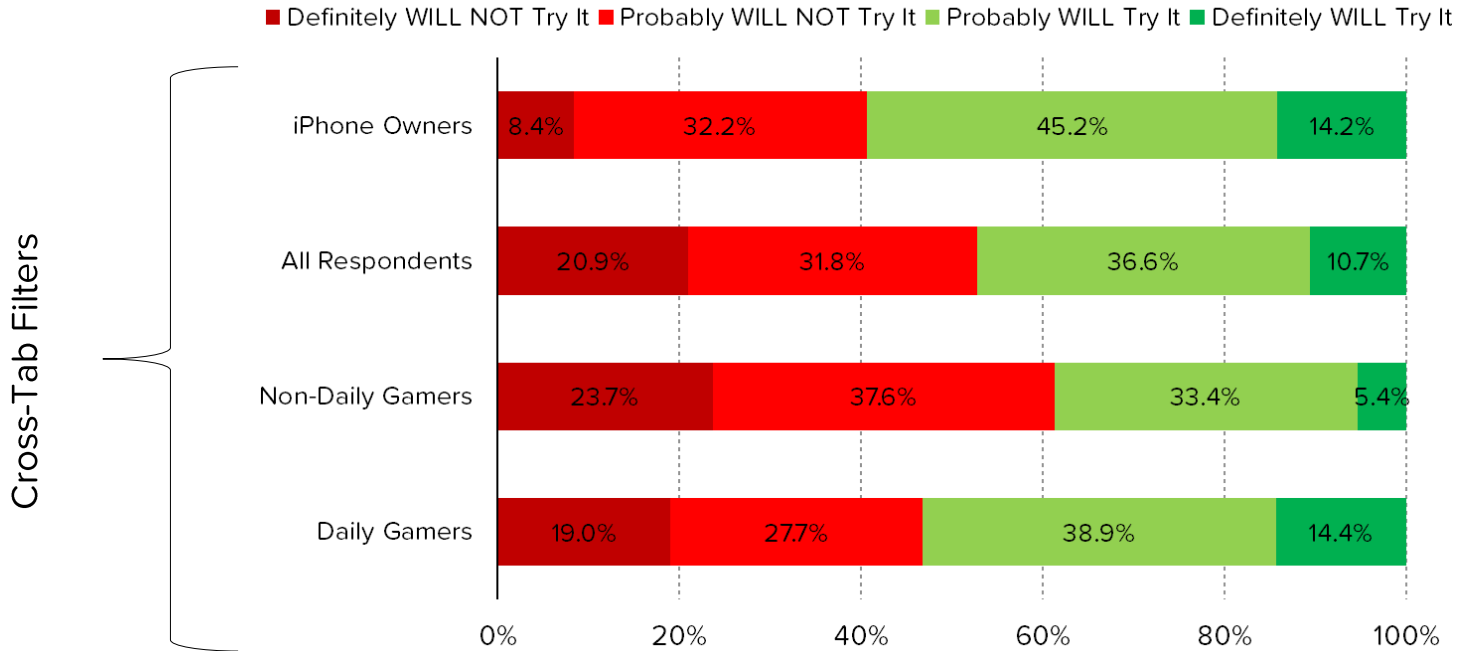
**CONSTRUCTIVE FEEDBACK ON APPLE'S UPCOMING ARCADE VIDEO GAME SERVICE**

- Video gamers who own an iPhone and video gamers who play daily show a relatively strong degree of interest in Apple's upcoming Arcade video game service (59.4% of video game playing iPhone owners said they will probably or definitely try it).
- Among those who have interest, expected average price point is \$19.70, on average (median response is \$15.00).
- Sonic Racing is the biggest draw for Apple Arcade, followed by LEGO Brawls, Frogger in Toy Town, and Kings of the Castle.

# APPLE ARCADE

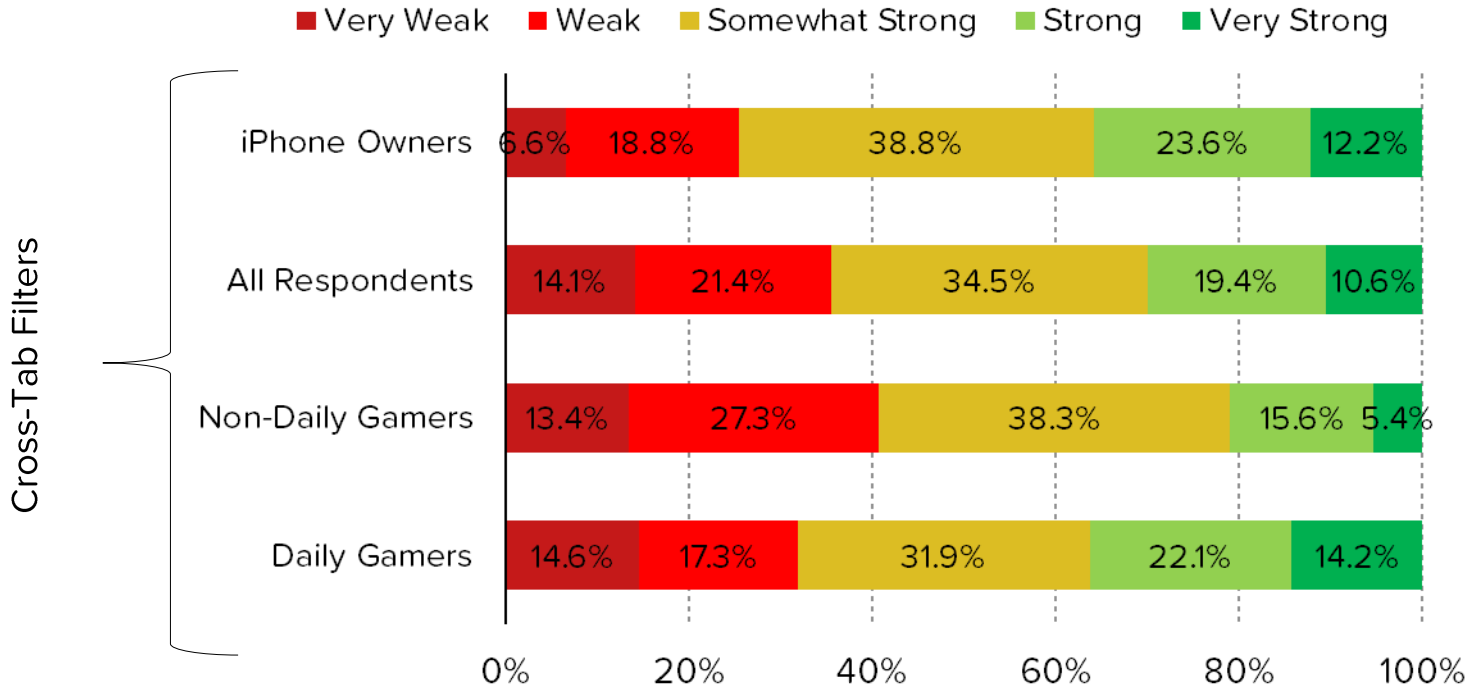
**HOW MUCH INTEREST DO YOU HAVE IN TRYING OUT APPLE'S UPCOMING ARCADE VIDEO GAME SERVICE (DUE FOR RELEASE LATER THIS YEAR)?**

This question was posed to the target audience.



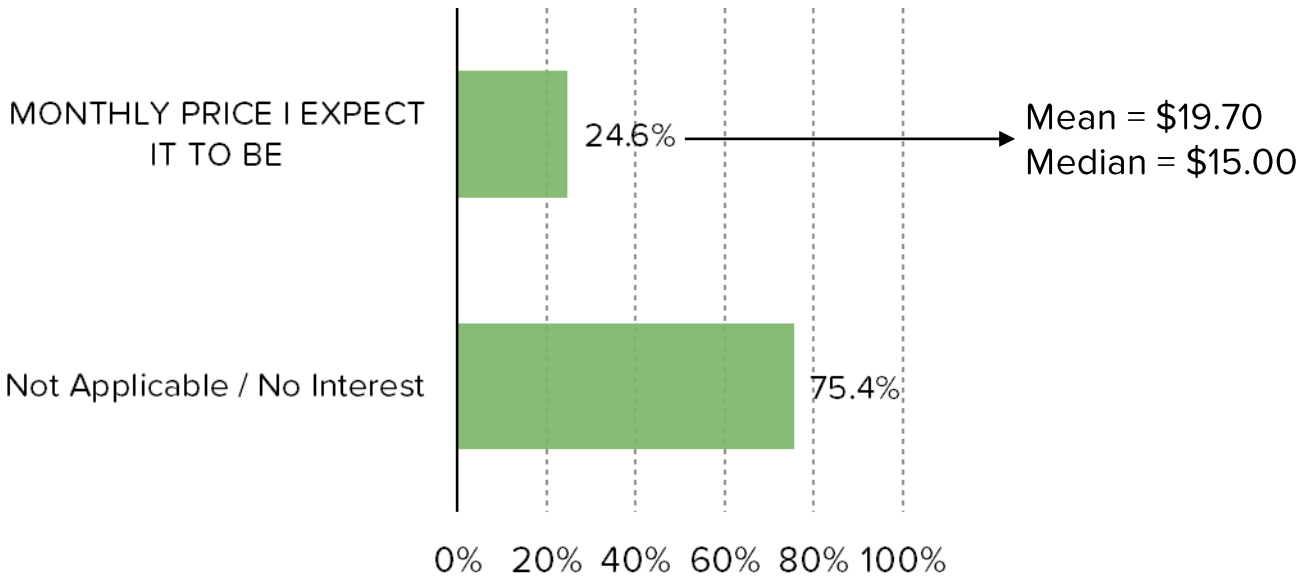
**HOW WOULD YOU CHARACTERIZE YOUR LEVEL OF EXCITEMENT FOR THE RELEASE OF APPLE ARCADE? (APPLE ARCADE INFO GRAPHICS SHOWN)**

This question was posed to the target audience.



**WHAT MONTHLY PRICE POINT DO YOU EXPECT APPLE'S UPCOMING ARCADE VIDEO GAME SERVICE TO BE?**

This question was posed to the target audience.



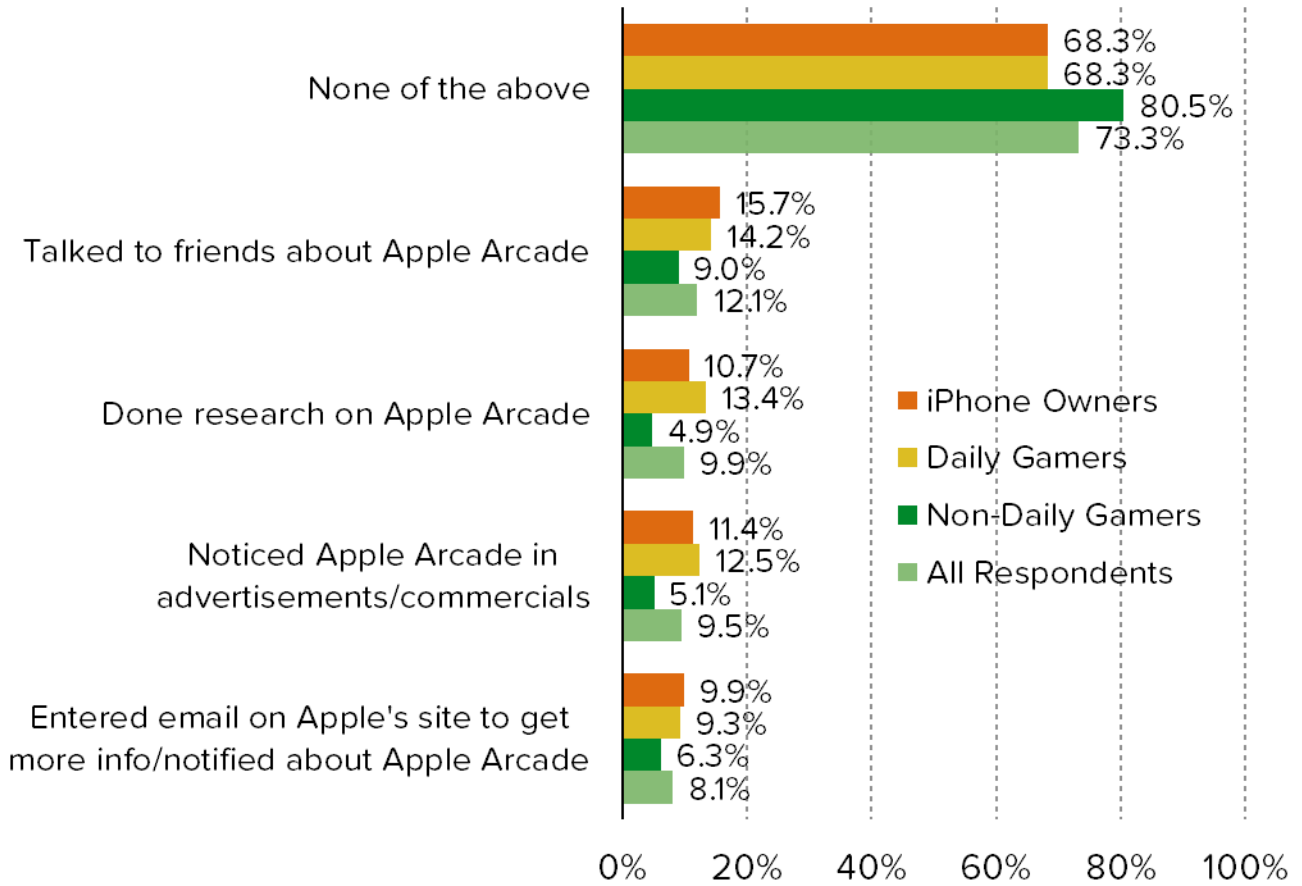
**WOULD YOU BE INTERESTED IN PLAYING ANY OF THE FOLLOWING GAMES?  
(SELECT ALL THAT APPLY)**

This question was posed to the target audience.

Answer Choices	All Respondents	Non-Daily Gamers	Daily Gamers	iPhone Owners
Sonic Racing	23.74%	22.44%	24.66%	25.13%
LEGO Brawls	14.79%	10.73%	17.64%	15.23%
Frogger in Toy Town	14.08%	11.71%	15.75%	17.01%
Kings of the Castle	10.87%	5.61%	14.55%	11.42%
Doomsday Vault	8.95%	6.10%	10.96%	9.64%
HitchHiker	8.75%	5.37%	11.13%	8.12%
No Way Home	7.24%	5.12%	8.73%	6.85%
Oceanhorn 2: Knights of the Lost Realm	7.14%	2.68%	10.27%	6.35%
Overland	6.54%	3.66%	8.56%	7.36%
Sneaky Sasquatch	6.34%	2.20%	9.25%	7.36%
Projection: First Light	6.24%	2.68%	8.73%	6.35%
Lifelike	6.04%	2.93%	8.22%	7.87%
Beyond a Steel Sky	5.84%	1.46%	8.90%	6.09%
Hot Lava	5.73%	2.44%	8.05%	5.84%
UFA on Tape: First Contact	5.63%	2.93%	7.53%	7.11%
Winding Worlds	5.63%	2.68%	7.71%	5.33%
Where Cards Fall	5.43%	3.41%	6.85%	6.60%
The Pathless	5.33%	2.68%	7.19%	4.82%
Mr. Turtle	5.13%	3.17%	6.51%	5.84%
Spidersaurs	5.03%	2.20%	7.02%	4.06%
ATONE: Heart of the Elder Tree	4.83%	2.20%	6.68%	5.33%
The Bradwell Conspiracy	4.73%	2.44%	6.34%	5.58%
Down in Bermuda	4.63%	3.17%	5.65%	3.55%
Lega Arthouse, Cardpocalypse	4.63%	1.46%	6.85%	5.58%
Yaga	4.63%	2.44%	6.16%	6.09%
Enter The Construct	4.43%	0.98%	6.85%	5.33%
Repair	4.23%	0.98%	6.51%	5.33%
Sayonara Wild Hearts	4.12%	1.22%	6.16%	3.55%
Monomals	3.82%	0.98%	5.82%	4.82%
None of the above / Not Applicable	45.47%	51.22%	41.44%	42.64%

**HAVE YOU DONE ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)**

This question was posed to the target audience.



**DO YOU OWN ANY OF THE FOLLOWING? (SELECT ALL)**

This question was posed to the target audience.

