BACKGROUND

❑   We surveyed 6,000+ video gamers in the US to collect some feedback on the recently released PS5 and Series X specs/features.

FINDINGS:

❑   **Gamers have been proactive about looking into recently announced specs for the PS5 and Series X (interest has been slightly stronger in learning about the PS5).**

❑   **Among those who have familiarized themselves with the recently announced specs, sentiment is very positive and suggests that they surprised to the upside in terms of specs being better than expected.**

❑   **In unaided questions, consumers have a slightly more favorable opinion of the PS5 specs, but feedback is positive for both.**

❑   **After showing respondents the specs side-by-side, however, the Series X gets slightly more favorable feedback and seems to be positively influencing people who are currently undecided (but, again, feedback for both consoles is very positive).**

UNADIDED PERCEPTION (BEFORE SHOWING THEM THE SPECS)

Have you familiarized yourself with the specs or features released in the past month about...
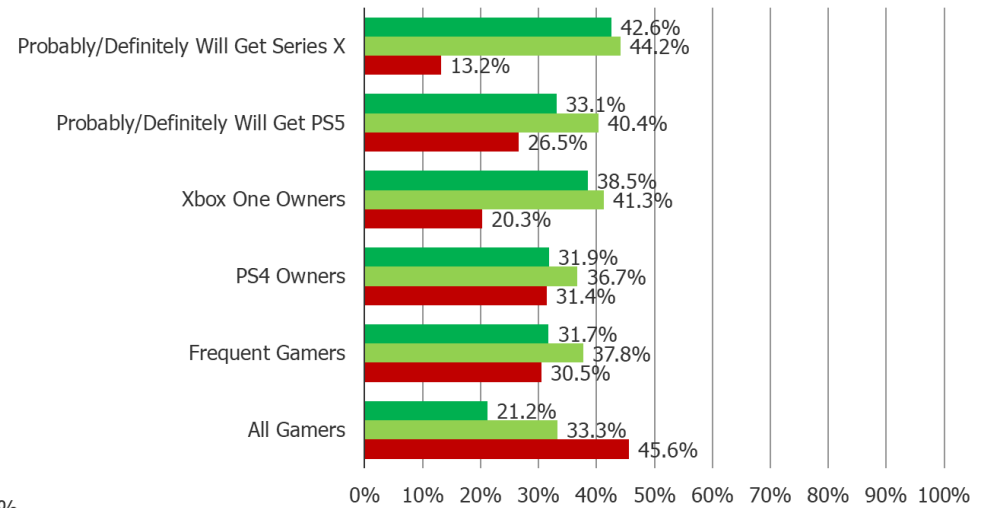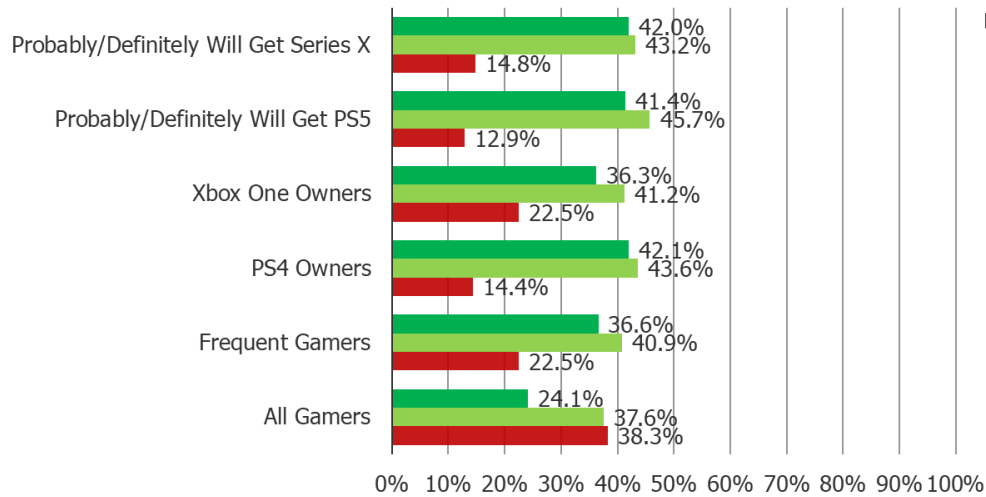
Posed to video gamers with cross-tabs also displayed

PS5

- ■ I have familiarized myself with the recently announced specs and features
- ■ I have a rough idea
- ■ Not at all

Category	Familiarized	Rough idea	Not at all
Probably/Definitely Will Get Series X	42.0%	43.2%	14.8%
Probably/Definitely Will Get PS5	41.4%	45.7%	12.9%
Xbox One Owners	36.3%	41.2%	22.5%
PS4 Owners	42.1%	43.6%	14.4%
Frequent Gamers	36.6%	40.9%	22.5%
All Gamers	24.1%	37.6%	38.3%

Series X

- ■ I have familiarized myself with the recently announced specs and features
- ■ I have a rough idea
- ■ Not at all

Category	Familiarized	Rough idea	Not at all
Probably/Definitely Will Get Series X	42.6%	44.2%	13.2%
Probably/Definitely Will Get PS5	33.1%	40.4%	26.5%
Xbox One Owners	38.5%	41.3%	20.3%
PS4 Owners	31.9%	36.7%	31.4%
Frequent Gamers	31.7%	37.8%	30.5%
All Gamers	21.2%	33.3%	45.6%

What is your overall opinion of the recently announced specs and features of the following...

Posed to video gamers who have familiarized themselves with the specs, with cross-tabs also displayed

PS5

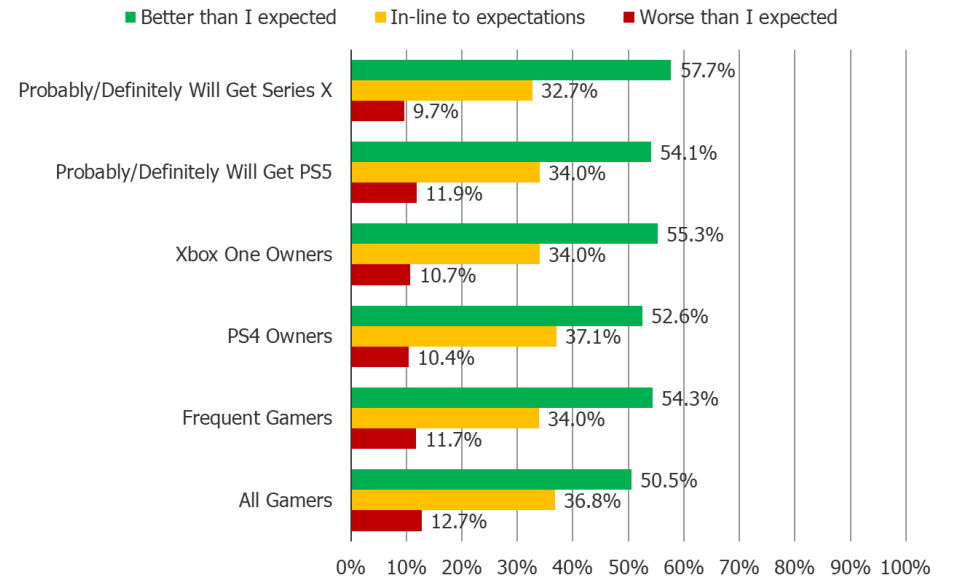|	
Very Negative	0.3%, 0.2%, 0.3%, 0.2%, 0.4%, 0.3%
Negative	0.5%, 0.5%, 1.2%, 0.6%, 0.5%, 0.8%
Neutral	6.9%, 5.5%, 8.0%, 4.5%, 7.0%, 9.4%
Positive	27.1%, 27.3%, 27.2%, 27.9%, 27.1%, 29.7%
Very Positive	65.2%, 66.6%, 63.2%, 66.8%, 65.1%, 59.9%

Legend:
- Probably/Definitely Will Get Series X
- Probably/Definitely Will Get PS5
- Xbox One Owners
- PS4 Owners
- Frequent Gamers
- All Gamers

Series X

Very Negative	0.1%, 0.9%, 0.4%, 1.1%, 0.7%, 0.7%
Negative	1.1%, 1.6%, 1.0%, 1.7%, 1.5%, 1.9%
Neutral	5.7%, 8.1%, 6.4%, 6.3%, 6.6%, 9.7%
Positive	30.4%, 30.6%, 31.0%, 32.7%, 30.6%, 32.7%
Very Positive	62.7%, 58.8%, 61.2%, 57.2%, 60.6%, 55.1%

Legend:
- Probably/Definitely Will Get Series X
- Probably/Definitely Will Get PS5
- Xbox One Owners
- PS4 Owners
- Frequent Gamers
- All Gamers

How do the recently announced specs and features compare to what you were expecting them to be?

Posed to video gamers who have familiarized themselves with the specs, with cross-tabs also displayed

PS5

■ Better than I expected   ■ In-line to expectations   ■ Worse than I expected

Probably/Definitely Will Get Series X
- Better than I expected: 59.6%
- In-line to expectations: 29.9%
- Worse than I expected: 10.5%

Probably/Definitely Will Get PS5
- Better than I expected: 56.7%
- In-line to expectations: 34.2%
- Worse than I expected: 9.1%

Xbox One Owners
- Better than I expected: 56.4%
- In-line to expectations: 32.6%
- Worse than I expected: 11.0%

PS4 Owners
- Better than I expected: 57.8%
- In-line to expectations: 34.7%
- Worse than I expected: 7.5%

Frequent Gamers
- Better than I expected: 55.0%
- In-line to expectations: 33.6%
- Worse than I expected: 11.4%

All Gamers
- Better than I expected: 52.1%
- In-line to expectations: 37.0%
- Worse than I expected: 10.9%

Series X

■ Better than I expected   ■ In-line to expectations   ■ Worse than I expected

Probably/Definitely Will Get Series X
- Better than I expected: 57.7%
- In-line to expectations: 32.7%
- Worse than I expected: 9.7%

Probably/Definitely Will Get PS5
- Better than I expected: 54.1%
- In-line to expectations: 34.0%
- Worse than I expected: 11.9%

Xbox One Owners
- Better than I expected: 55.3%
- In-line to expectations: 34.0%
- Worse than I expected: 10.7%

PS4 Owners
- Better than I expected: 52.6%
- In-line to expectations: 37.1%
- Worse than I expected: 10.4%

Frequent Gamers
- Better than I expected: 54.3%
- In-line to expectations: 34.0%
- Worse than I expected: 11.7%

All Gamers
- Better than I expected: 50.5%
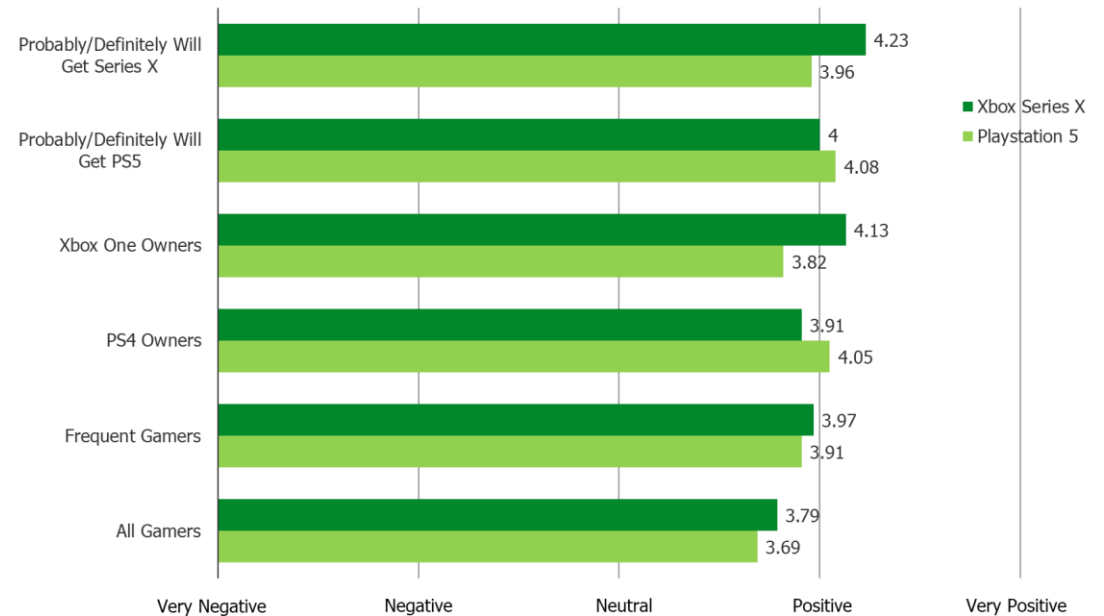- In-line to expectations: 36.8%
- Worse than I expected: 12.7%

AIDED PERCEPTION (WE SHOWED THEM THE SPECS)

What is your opinion of the above listed specs for each console (image below shown to respondents)

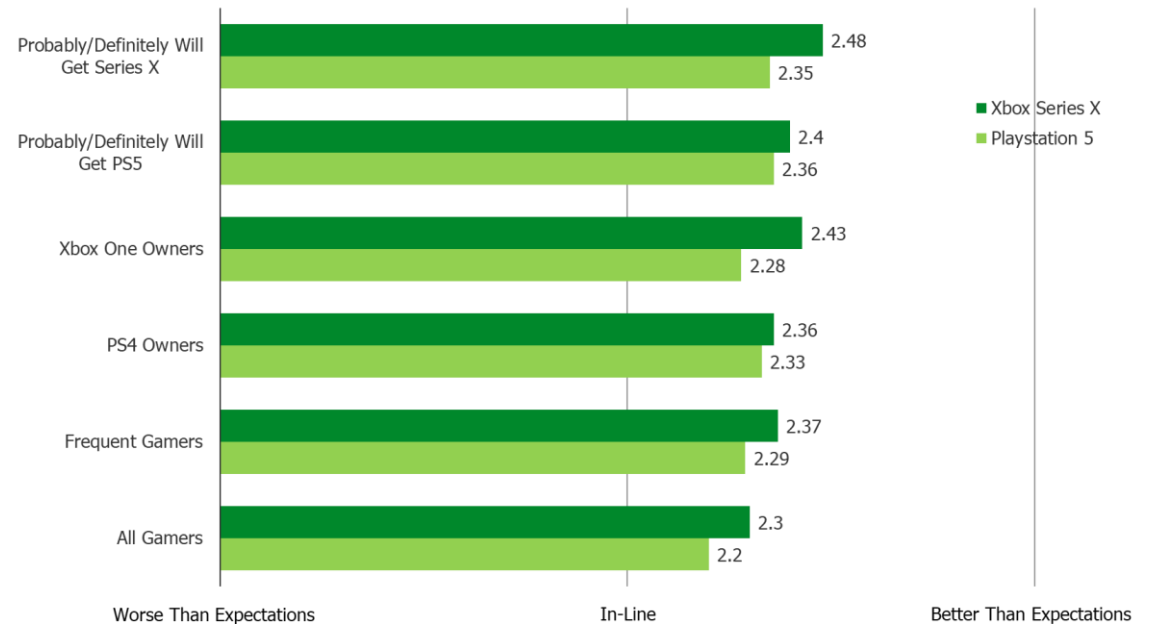*Posed to all video gamers, with cross-tabs also displayed*

	Xbox Series X	PS5
Dimensions	15.1 x 15.1 x 30.1 cm	–
Weight	9.8 pounds	–
Color	Black	Black and White
CPU	3.8GHz Custom Zen 2	3.5GHz Custom Zen 2
GPU	12 TFLOPS 1.825GHz RDNA 2	10.28 TFLOPS 2.23GHz
Memory	GDDR6, 16GB	GDDR6, 16GB
Memory bandwidth	10GB at 560GBps, 6GB at 336GBps	448GBps
Storage	1TB custom NVME SSD	825GB SSD
Optical drive	4K Blu-ray	Yes
4K	Yes	Yes
HDR	Yes	–
Ports	HDMI x 2, USB 3.2 x 2, Ethernet, storage, power	Includes USB and NVME slot

Bar chart — Xbox Series X (dark green) and Playstation 5 (light green):

	Xbox Series X	Playstation 5
Probably/Definitely Will Get Series X	4.23	3.96
Probably/Definitely Will Get PS5	4	4.08
Xbox One Owners	4.13	3.82
PS4 Owners	3.91	4.05
Frequent Gamers	3.97	3.91
All Gamers	3.79	3.69

Scale: Very Negative — Negative — Neutral — Positive — Very Positive

Are the specs/features displayed better or worse than you expected they would be? (image below shown to respondents)

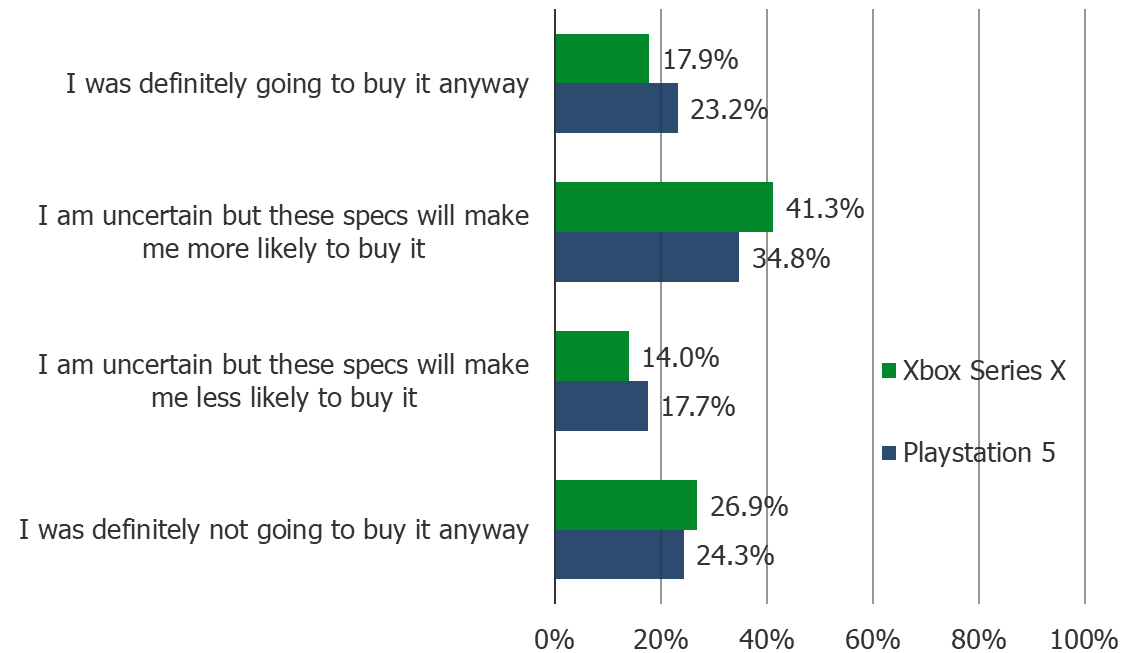*Posed to all video gamers, with cross-tabs also displayed*

	Xbox Series X	PS5
Dimensions	15.1 x 15.1 x 30.1 cm	–
Weight	9.8 pounds	–
Color	Black	Black and White
CPU	3.8GHz Custom Zen 2	3.5GHz Custom Zen 2
GPU	12 TFLOPS 1.825GHz RDNA 2	10.28 TFLOPS 2.23GHz
Memory	GDDR6, 16GB	GDDR6, 16GB
Memory bandwidth	10GB at 560GBps, 6GB at 336GBps	448GBps
Storage	1TB custom NVME SSD	825GB SSD
Optical drive	4K Blu-ray	Yes
4K	Yes	Yes
HDR	Yes	–
Ports	HDMI x 2, USB 3.2 x 2, Ethernet, storage, power	Includes USB and NVME slot

Legend: ■ Xbox Series X ■ Playstation 5

	Xbox Series X	Playstation 5
Probably/Definitely Will Get Series X	2.48	2.35
Probably/Definitely Will Get PS5	2.4	2.36
Xbox One Owners	2.43	2.28
PS4 Owners	2.36	2.33
Frequent Gamers	2.37	2.29
All Gamers	2.3	2.2

Worse Than Expectations   In-Line   Better Than Expectations

Do the specs pictured above change how likely you are to buy the console? (image below shown to respondents)
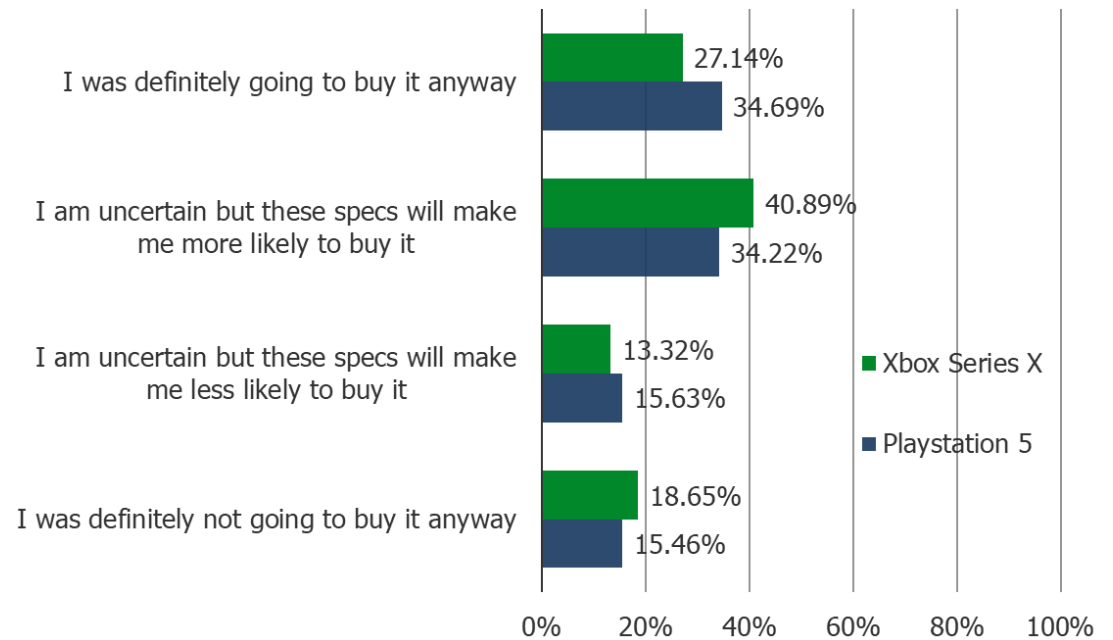
Posed to all video gamers

	Xbox Series X	PS5
Dimensions	15.1 x 15.1 x 30.1 cm	-
Weight	9.8 pounds	-
Color	Black	Black and White
CPU	3.8GHz Custom Zen 2	3.5GHz Custom Zen 2
GPU	12 TFLOPS 1.825GHz RDNA 2	10.28 TFLOPS 2.23GHz
Memory	GDDR6, 16GB	GDDR6, 16GB
Memory bandwidth	10GB at 560GBps, 6GB at 336GBps	448GBps
Storage	1TB custom NVME SSD	825GB SSD
Optical drive	4K Blu-ray	Yes
4K	Yes	Yes
HDR	Yes	-
Ports	HDMI x 2, USB 3.2 x 2, Ethernet, storage, power	Includes USB and NVME slot

I was definitely going to buy it anyway
- Xbox Series X: 17.9%
- Playstation 5: 23.2%

I am uncertain but these specs will make me more likely to buy it
- Xbox Series X: 41.3%
- Playstation 5: 34.8%

I am uncertain but these specs will make me less likely to buy it
- Xbox Series X: 14.0%
- Playstation 5: 17.7%

I was definitely not going to buy it anyway
- Xbox Series X: 26.9%
- Playstation 5: 24.3%

■ Xbox Series X
■ Playstation 5

Do the specs pictured above change how likely you are to buy the console? (image below shown to respondents)

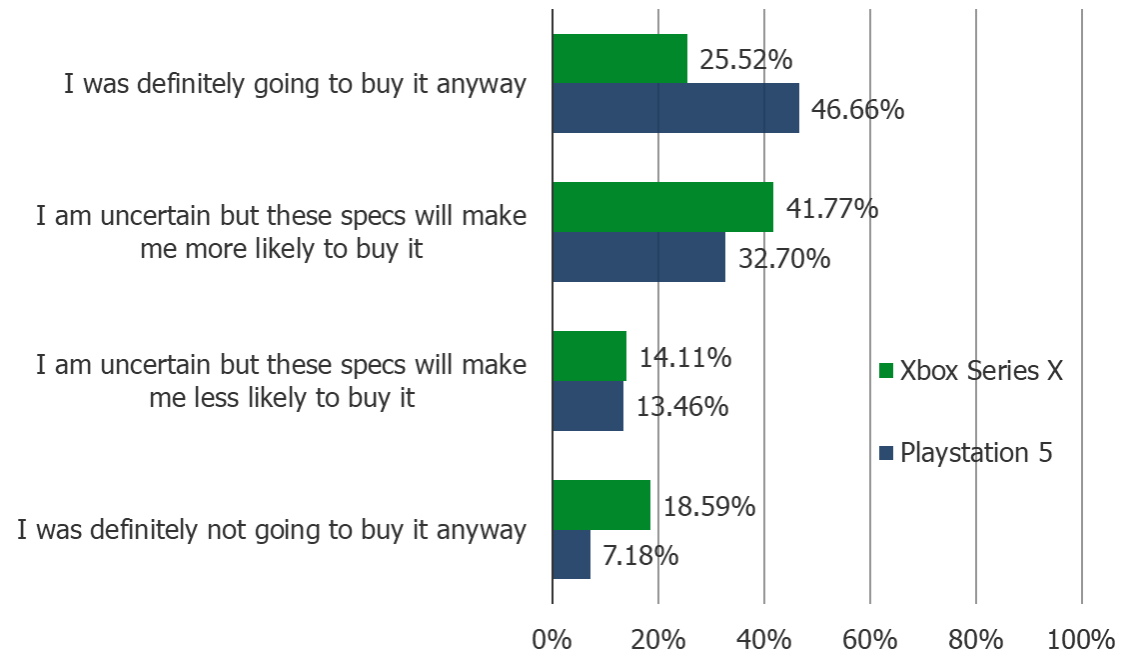*Posed to respondents who play video games often/very often*

	Xbox Series X	PS5
Dimensions	15.1 x 15.1 x 30.1 cm	-
Weight	9.8 pounds	-
Color	Black	Black and White
CPU	3.8GHz Custom Zen 2	3.5GHz Custom Zen 2
GPU	12 TFLOPS 1.825GHz RDNA 2	10.28 TFLOPS 2.23GHz
Memory	GDDR6, 16GB	GDDR6, 16GB
Memory bandwidth	10GB at 560GBps, 6GB at 336GBps	448GBps
Storage	1TB custom NVME SSD	825GB SSD
Optical drive	4K Blu-ray	Yes
4K	Yes	Yes
HDR	Yes	-
Ports	HDMI x 2, USB 3.2 x 2, Ethernet, storage, power	Includes USB and NVME slot

I was definitely going to buy it anyway
- Xbox Series X: 27.14%
- Playstation 5: 34.69%

I am uncertain but these specs will make me more likely to buy it
- Xbox Series X: 40.89%
- Playstation 5: 34.22%

I am uncertain but these specs will make me less likely to buy it
- Xbox Series X: 13.32%
- Playstation 5: 15.63%

I was definitely not going to buy it anyway
- Xbox Series X: 18.65%
- Playstation 5: 15.46%

Legend: ■ Xbox Series X   ■ Playstation 5

0% 20% 40% 60% 80% 100%

Do the specs pictured above change how likely you are to buy the console? (image below shown to respondents)

Posed to PS4 owners.

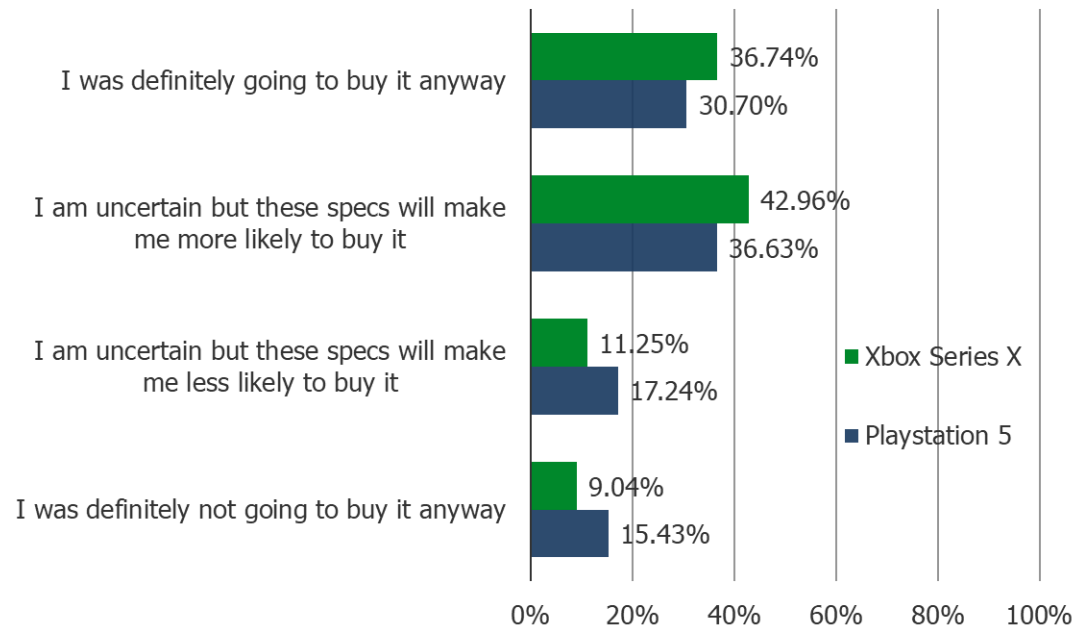|	Xbox Series X	PS5
Dimensions	15.1 x 15.1 x 30.1 cm	-
Weight	9.8 pounds	-
Color	Black	Black and White
CPU	3.8GHz Custom Zen 2	3.5GHz Custom Zen 2
GPU	12 TFLOPS 1.825GHz RDNA 2	10.28 TFLOPS 2.23GHz
Memory	GDDR6, 16GB	GDDR6, 16GB
Memory bandwidth	10GB at 560GBps, 6GB at 336GBps	448GBps
Storage	1TB custom NVME SSD	825GB SSD
Optical drive	4K Blu-ray	Yes
4K	Yes	Yes
HDR	Yes	-
Ports	HDMI x 2, USB 3.2 x 2, Ethernet, storage, power	Includes USB and NVME slot

I was definitely going to buy it anyway
- Xbox Series X: 25.52%
- Playstation 5: 46.66%

I am uncertain but these specs will make me more likely to buy it
- Xbox Series X: 41.77%
- Playstation 5: 32.70%

I am uncertain but these specs will make me less likely to buy it
- Xbox Series X: 14.11%
- Playstation 5: 13.46%

I was definitely not going to buy it anyway
- Xbox Series X: 18.59%
- Playstation 5: 7.18%

■ Xbox Series X
■ Playstation 5

Do the specs pictured above change how likely you are to buy the console? (image below shown to respondents)

Posed to Xbox One Owners

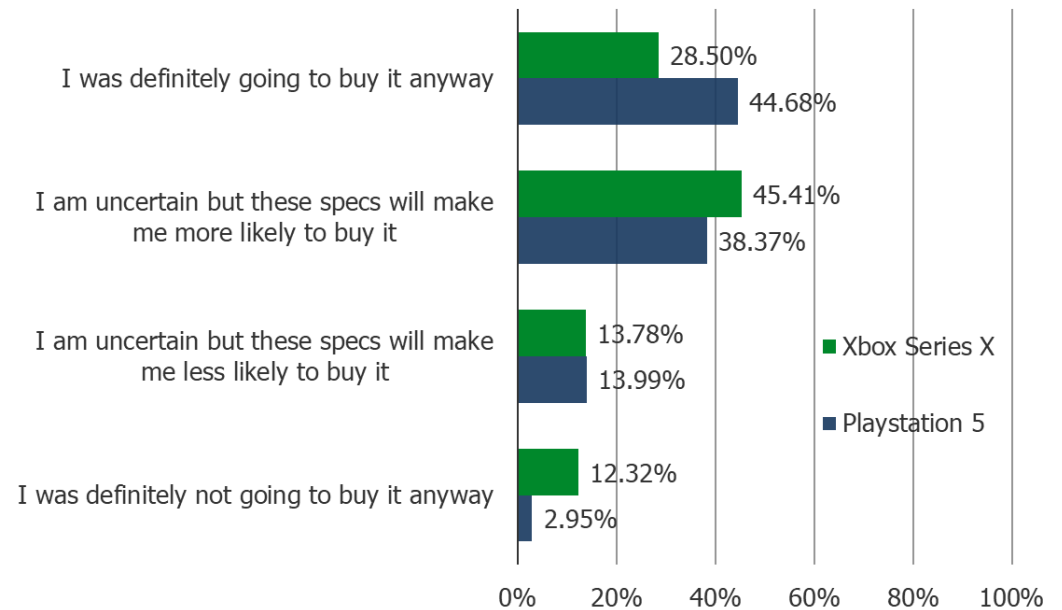|	Xbox Series X	PS5
Dimensions	15.1 x 15.1 x 30.1 cm	–
Weight	9.8 pounds	–
Color	Black	Black and White
CPU	3.8GHz Custom Zen 2	3.5GHz Custom Zen 2
GPU	12 TFLOPS 1.825GHz RDNA 2	10.28 TFLOPS 2.23GHz
Memory	GDDR6, 16GB	GDDR6, 16GB
Memory bandwidth	10GB at 560GBps, 6GB at 336GBps	448GBps
Storage	1TB custom NVME SSD	825GB SSD
Optical drive	4K Blu-ray	Yes
4K	Yes	Yes
HDR	Yes	–
Ports	HDMI x 2, USB 3.2 x 2, Ethernet, storage, power	Includes USB and NVME slot

I was definitely going to buy it anyway
- Xbox Series X: 36.74%
- Playstation 5: 30.70%

I am uncertain but these specs will make me more likely to buy it
- Xbox Series X: 42.96%
- Playstation 5: 36.63%

I am uncertain but these specs will make me less likely to buy it
- Xbox Series X: 11.25%
- Playstation 5: 17.24%

I was definitely not going to buy it anyway
- Xbox Series X: 9.04%
- Playstation 5: 15.43%

Legend: ■ Xbox Series X ■ Playstation 5

Do the specs pictured above change how likely you are to buy the console? (image below shown to respondents)

Posed to respondents who said they probably or definitely will buy the PS5

	Xbox Series X	PS5
Dimensions	15.1 x 15.1 x 30.1 cm	-
Weight	9.8 pounds	-
Color	Black	Black and White
CPU	3.8GHz Custom Zen 2	3.5GHz Custom Zen 2
GPU	12 TFLOPS 1.825GHz RDNA 2	10.28 TFLOPS 2.23GHz
Memory	GDDR6, 16GB	GDDR6, 16GB
Memory bandwidth	10GB at 560GBps, 6GB at 336GBps	448GBps
Storage	1TB custom NVME SSD	825GB SSD
Optical drive	4K Blu-ray	Yes
4K	Yes	Yes
HDR	Yes	-
Ports	HDMI x 2, USB 3.2 x 2, Ethernet, storage, power	Includes USB and NVME slot

I was definitely going to buy it anyway
- Xbox Series X: 28.50%
- Playstation 5: 44.68%

I am uncertain but these specs will make me more likely to buy it
- Xbox Series X: 45.41%
- Playstation 5: 38.37%

I am uncertain but these specs will make me less likely to buy it
- Xbox Series X: 13.78%
- Playstation 5: 13.99%

I was definitely not going to buy it anyway
- Xbox Series X: 12.32%
- Playstation 5: 2.95%

Legend: ■ Xbox Series X ■ Playstation 5

Do the specs pictured above change how likely you are to buy the console? (image below shown to respondents)

Posed to respondents who said they probably or definitely will buy the Series X

	Xbox Series X	PS5
Dimensions	15.1 x 15.1 x 30.1 cm	–
Weight	9.8 pounds	–
Color	Black	Black and White
CPU	3.8GHz Custom Zen 2	3.5GHz Custom Zen 2
GPU	12 TFLOPS 1.825GHz RDNA 2	10.28 TFLOPS 2.23GHz
Memory	GDDR6, 16GB	GDDR6, 16GB
Memory bandwidth	10GB at 560GBps, 6GB at 336GBps	448GBps
Storage	1TB custom NVME SSD	825GB SSD
Optical drive	4K Blu-ray	Yes
4K	Yes	Yes
HDR	Yes	–
Ports	HDMI x 2, USB 3.2 x 2, Ethernet, storage, power	Includes USB and NVME slot

Chart data:

- I was definitely going to buy it anyway: Xbox Series X 41.94%, Playstation 5 37.98%
- I am uncertain but these specs will make me more likely to buy it: Xbox Series X 45.86%, Playstation 5 36.79%
- I am uncertain but these specs will make me less likely to buy it: Xbox Series X 9.56%, Playstation 5 16.71%
- I was definitely not going to buy it anyway: Xbox Series X 2.64%, Playstation 5 8.52%

■ Xbox Series X
■ Playstation 5