



CHECK BREAKDOWN:

TREND CHECKS

PS5 ANTICIPATION: POSITIVE | IMPROVING

Video gamers are more enthusiastic about the PS5 than they are about the Series X. Likelihood of purchasing the PS5 improved q/q at all hypothetical price points posed to gamers.

NINTENDO SWITCH TRACTION: POSITIVE | BETTER

The percentage of gamers who own the Nintendo Switch increased considerably q/q.

VIDEO GAME PURCHASES: MIXED

- The number of games purchased by console owners has remained roughly flat in the last few months.
- Respondents indicated they will purchase fewer games in 2020 compared to 2019 for the PS4 (perhaps due to new console launch) while consumers suggested that they will purchase roughly the same number of games in 2020 vs. the prior year for the Nintendo Switch (including Lite), PC, and Xbox.

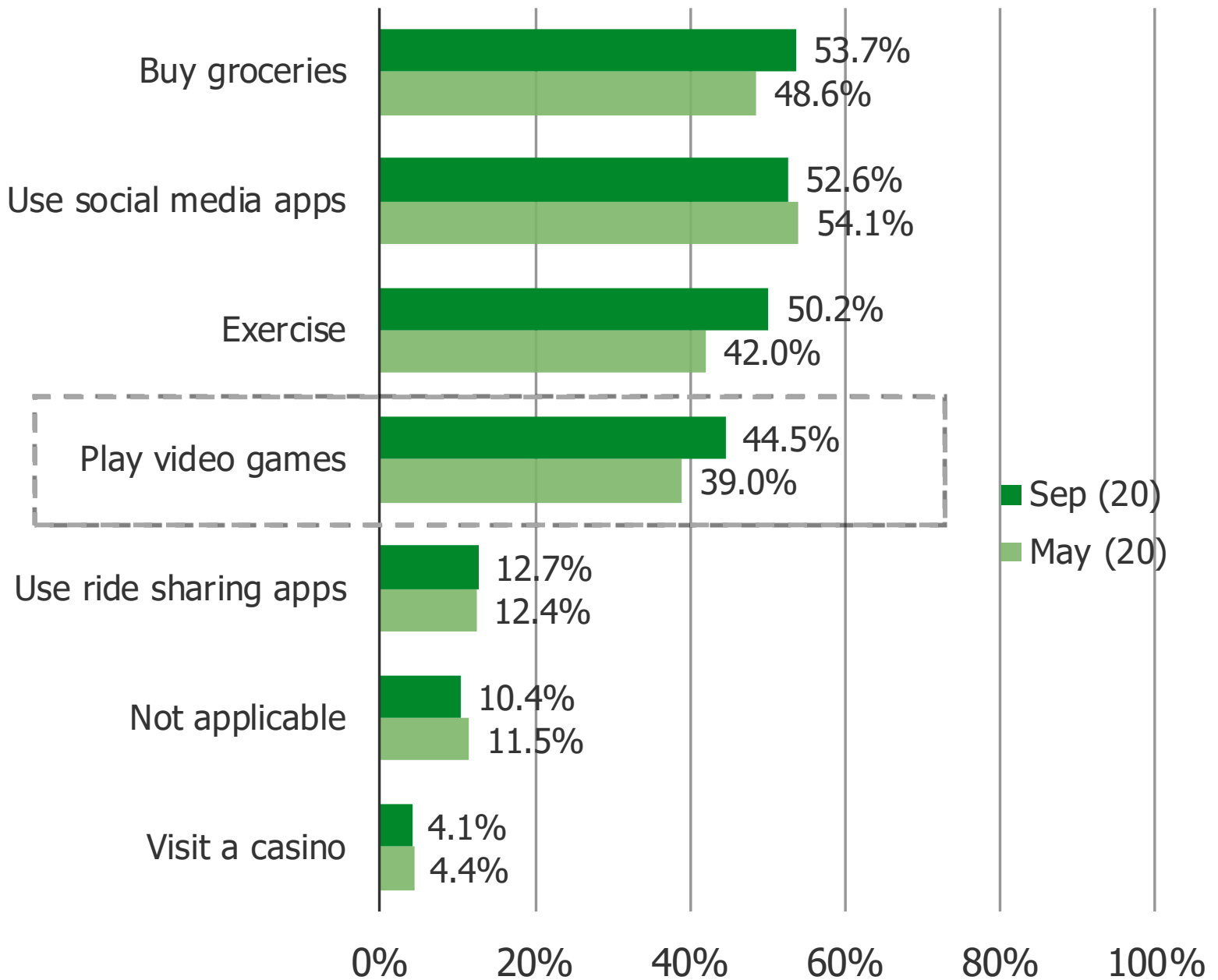
IN-GAME PURCHASES:

Feedback around in-game purchases has remained rather consistent except for the PS4 (we picked up a slight decline from a few months ago).

VIDEO GAMES IN SOUTH KOREA

DO YOU DO THE FOLLOWING OCCASIONALLY OR FREQUENTLY? (SELECT ALL THAT APPLY)

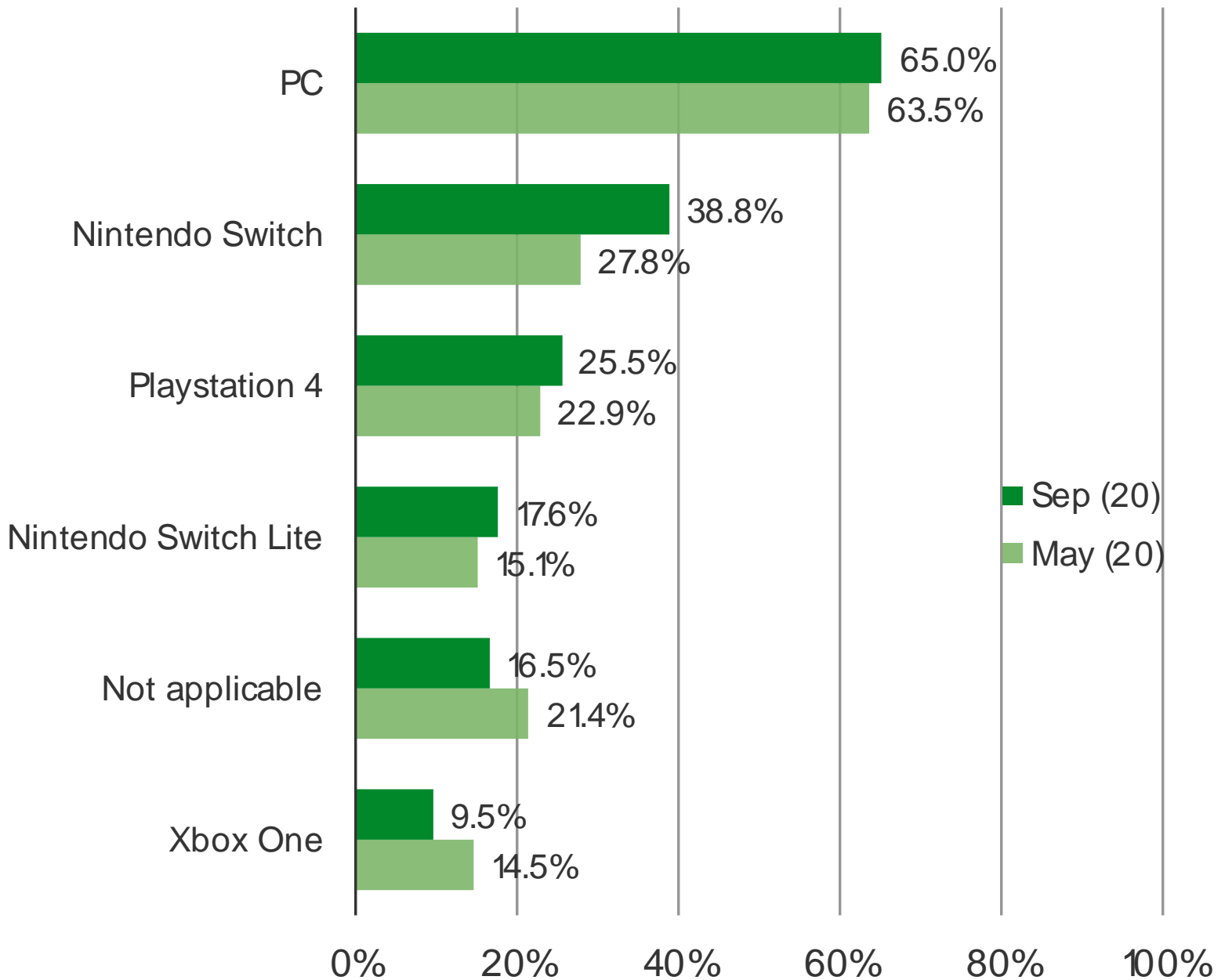
Posed to all respondents



N=829

DO YOU CURRENTLY OWN THE FOLLOWING VIDEO GAME CONSOLES? (SELECT ALL THAT APPLY)

Posed to respondents who play video games.

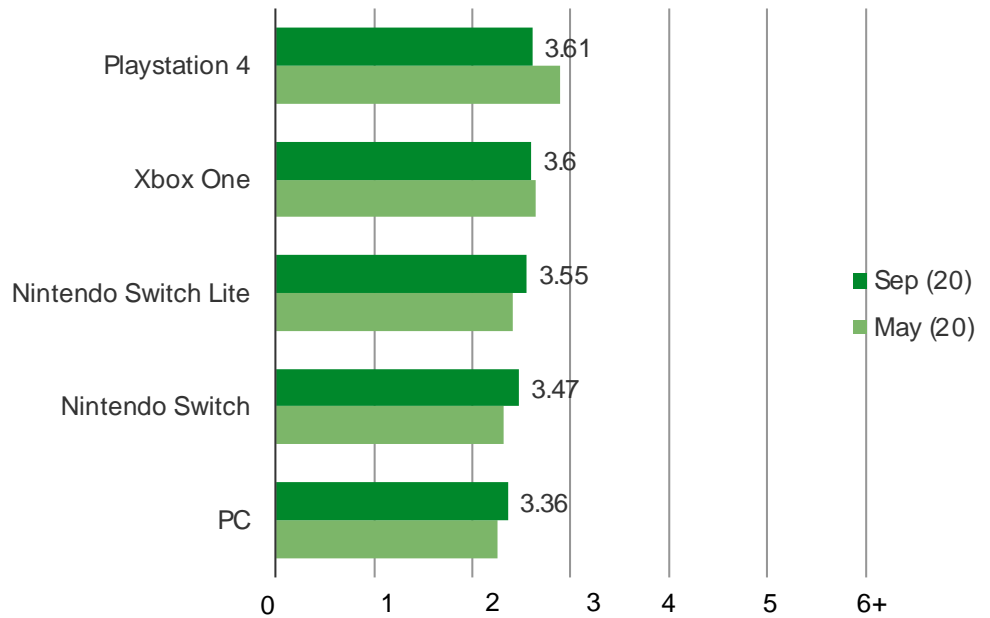


N=369

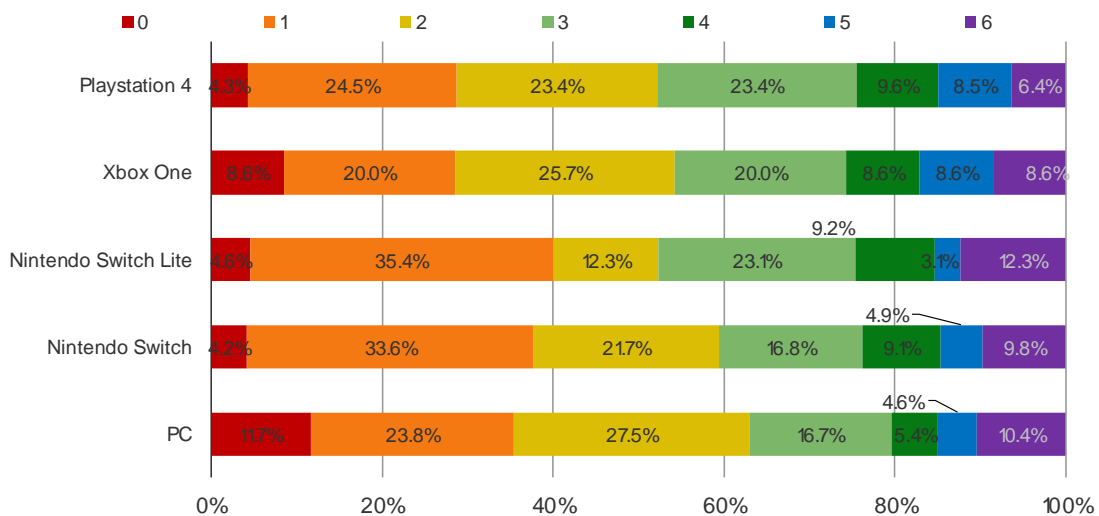
HOW MANY GAMES DO YOU NORMALLY BUY FOR THIS CONSOLE EACH YEAR?

Posed to respondents who own the following game consoles.

N=
PC: 240
PS4: 94
Xbox One: 35
Nintendo Switch: 143
Nintendo Switch Lite: 65



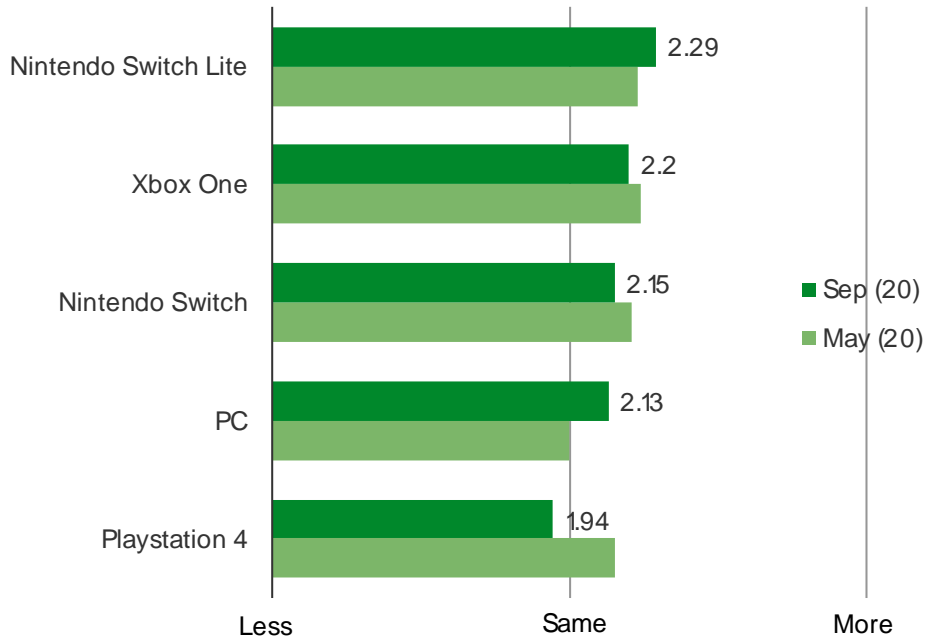
September Data Breakdown.



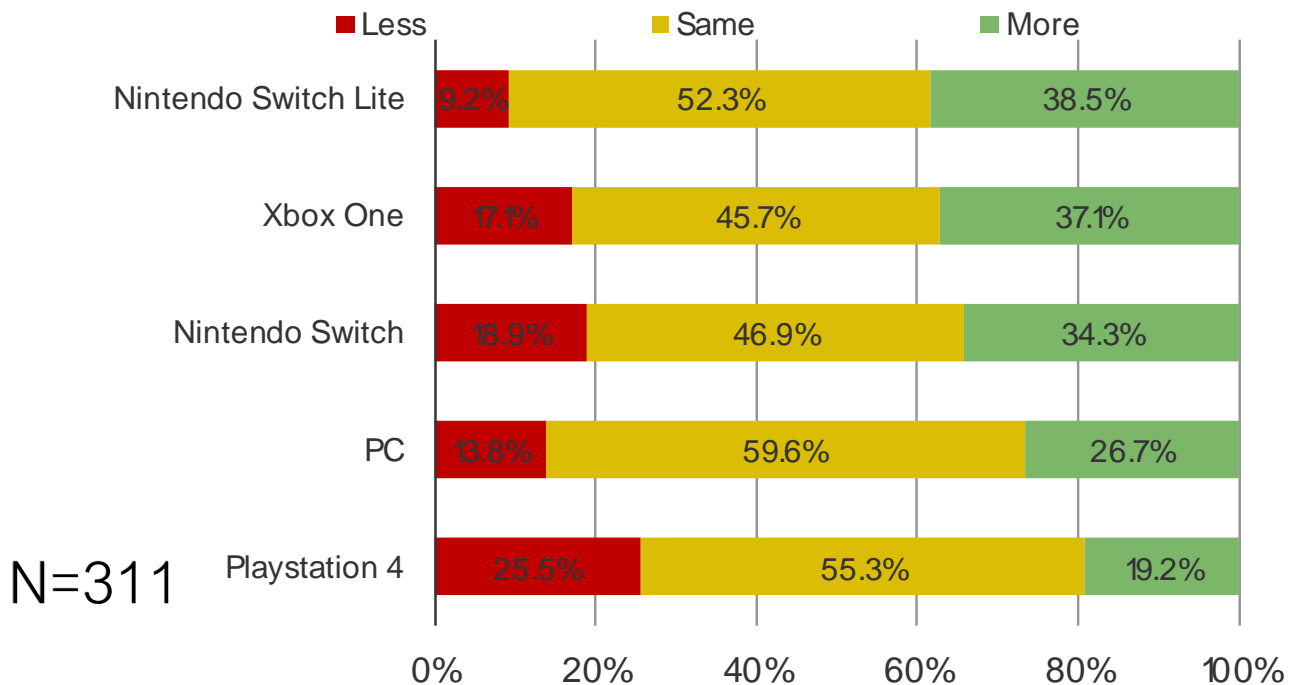
WILL YOU BUY MORE OR LESS GAMES FOR THIS CONSOLE IN 2020 COMPARED TO 2019?

Posed to respondents who own the following game consoles.

N=
PC: 240
PS4: 94
Xbox One: 35
Nintendo Switch: 143
Nintendo Switch Lite: 65

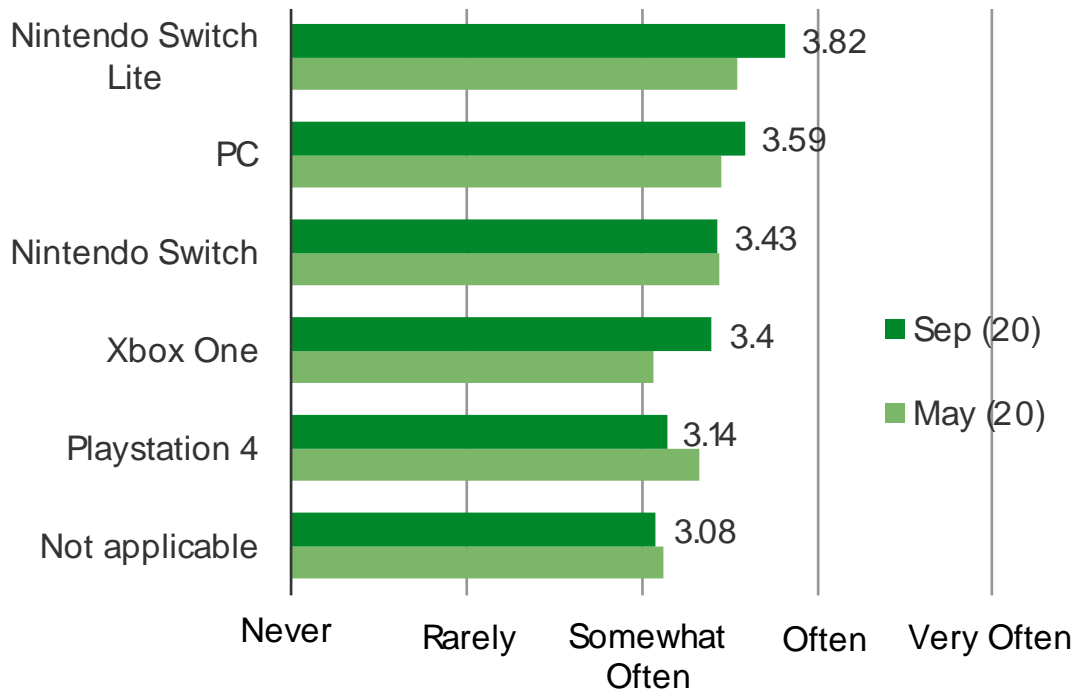


September Data Breakdown.

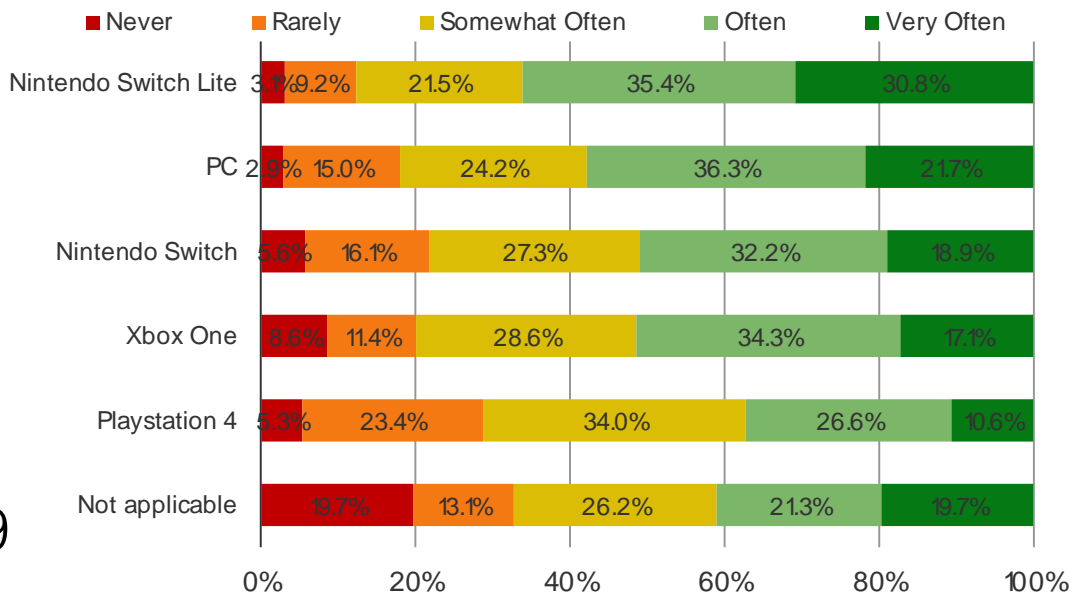


HOW OFTEN DO YOU PLAY GAMES ON THIS CONSOLE?

Posed to respondents who play video games.



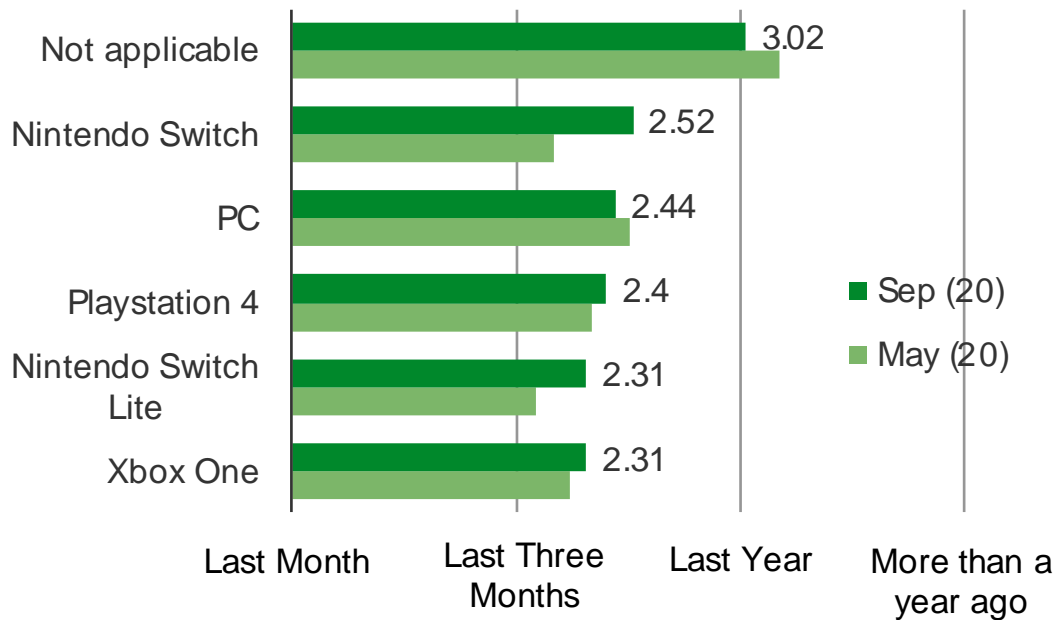
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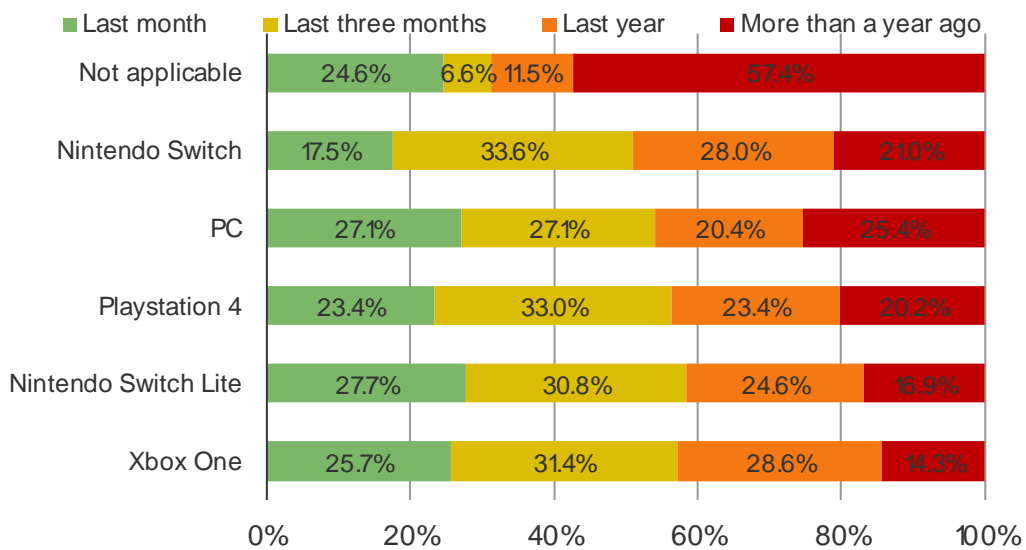
N=369

WHEN WAS THE LAST TIME YOU BOUGHT A GAME FOR THIS CONSOLE?

Posed to respondents who play video games.



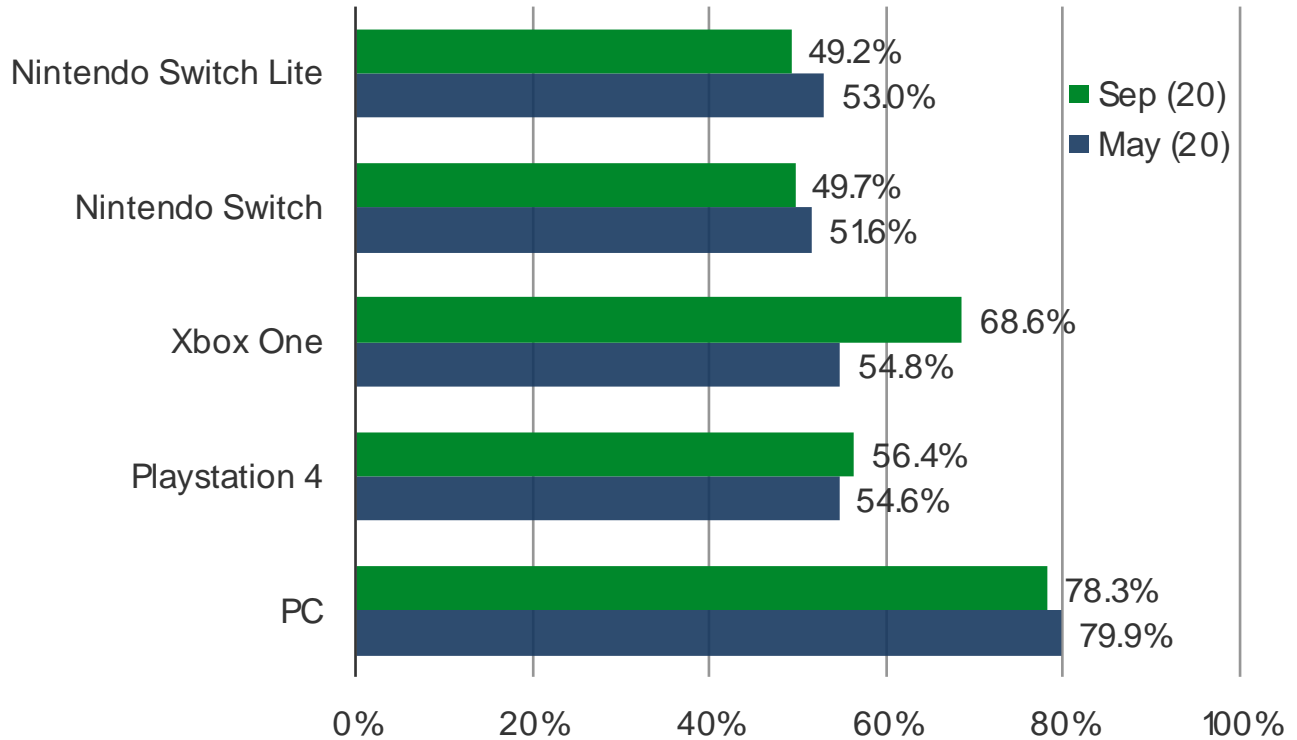
September Data Breakdown.



N=369

WAS YOUR MOST RECENT PURCHASE A DIGITAL DOWNLOAD OR A PHYSICAL GAME? (% VIRTUAL)

Posed to respondents who own the following game consoles.

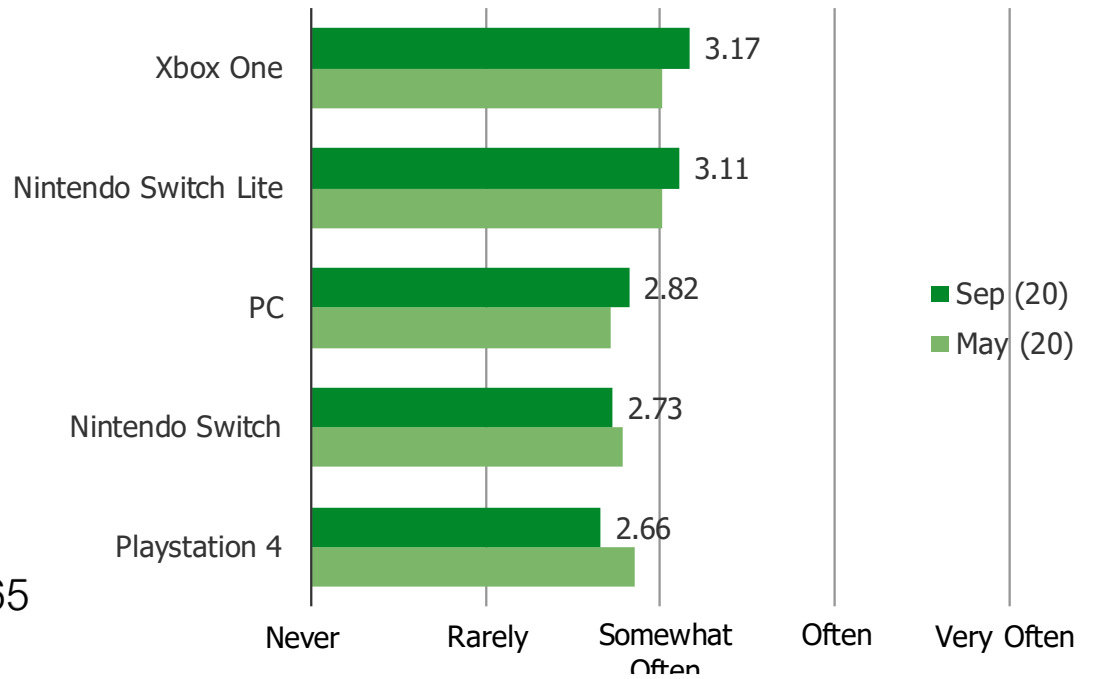


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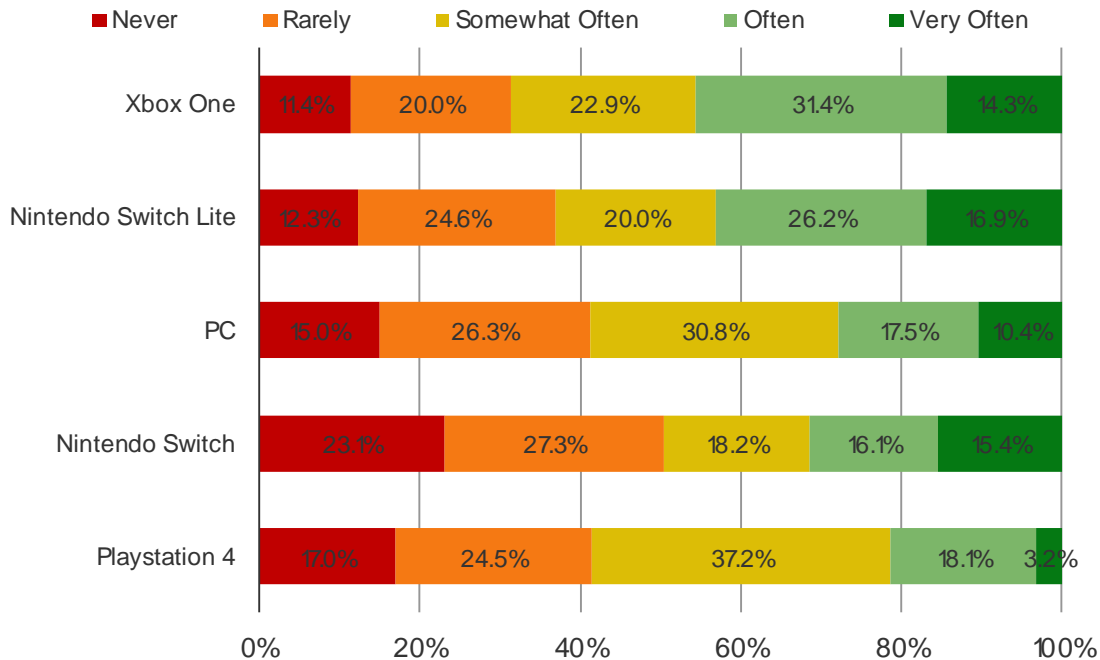
HOW OFTEN DO YOU MAKE ADDITIONAL IN-GAME PURCHASES?

Posed to respondents who own the following game consoles.

N=
PC: 240
PS4: 94
Xbox One: 35
Nintendo Switch: 143
Nintendo Switch Lite: 65



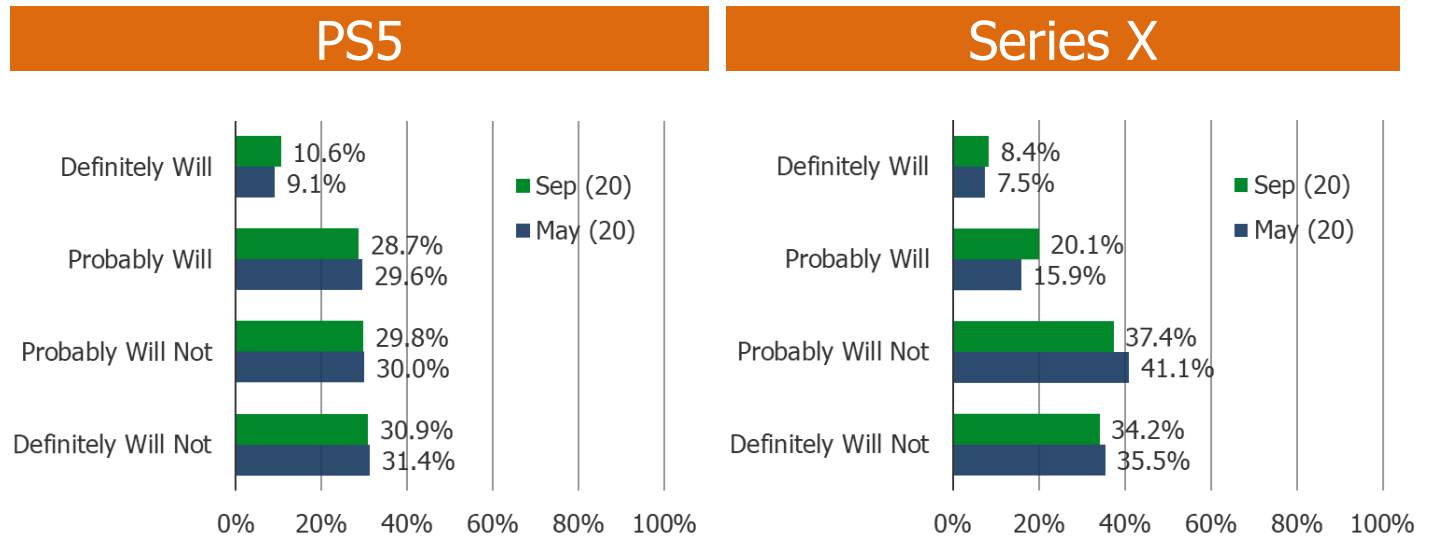
September Data Breakdown.



ARE YOU PLANNING TO PURCHASE THE NEXT CONSOLE WHEN IT'S RELEASED?

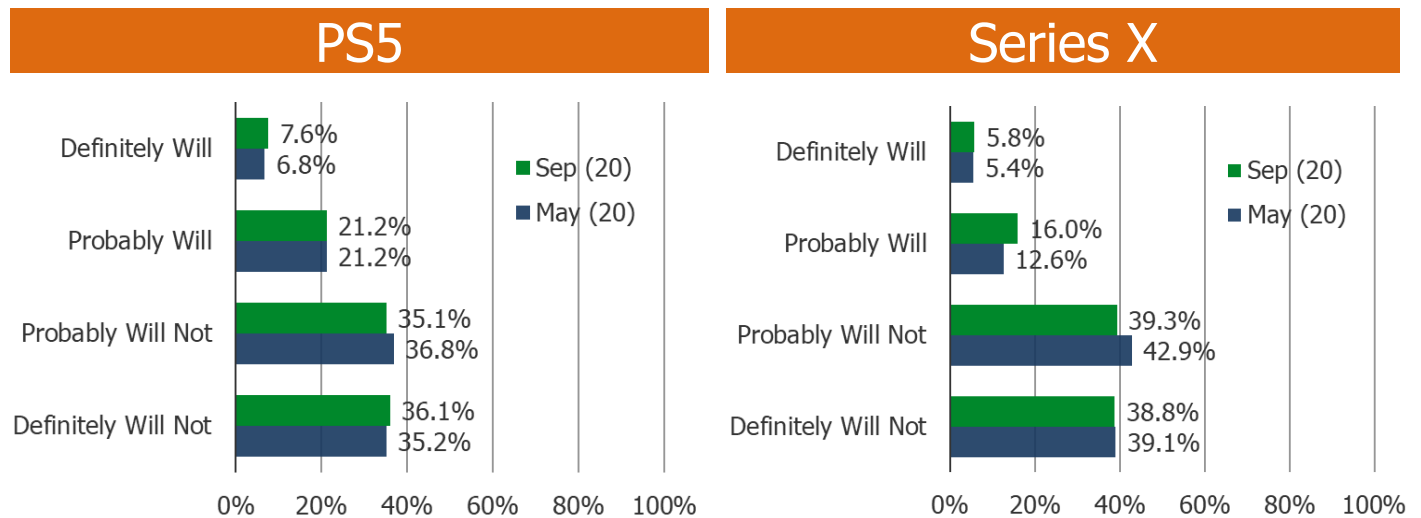
Posed to all respondents (cross-tabbed by ways they game now)

Video Gamers



N=369

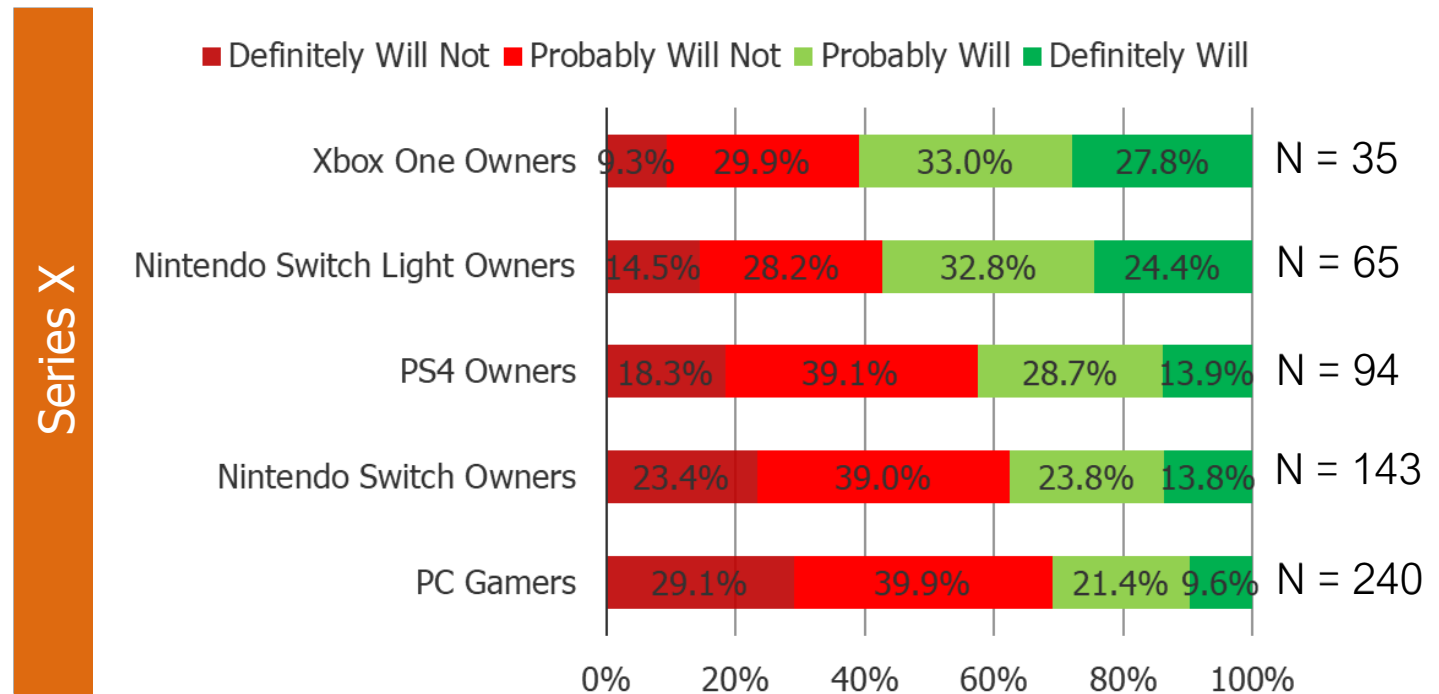
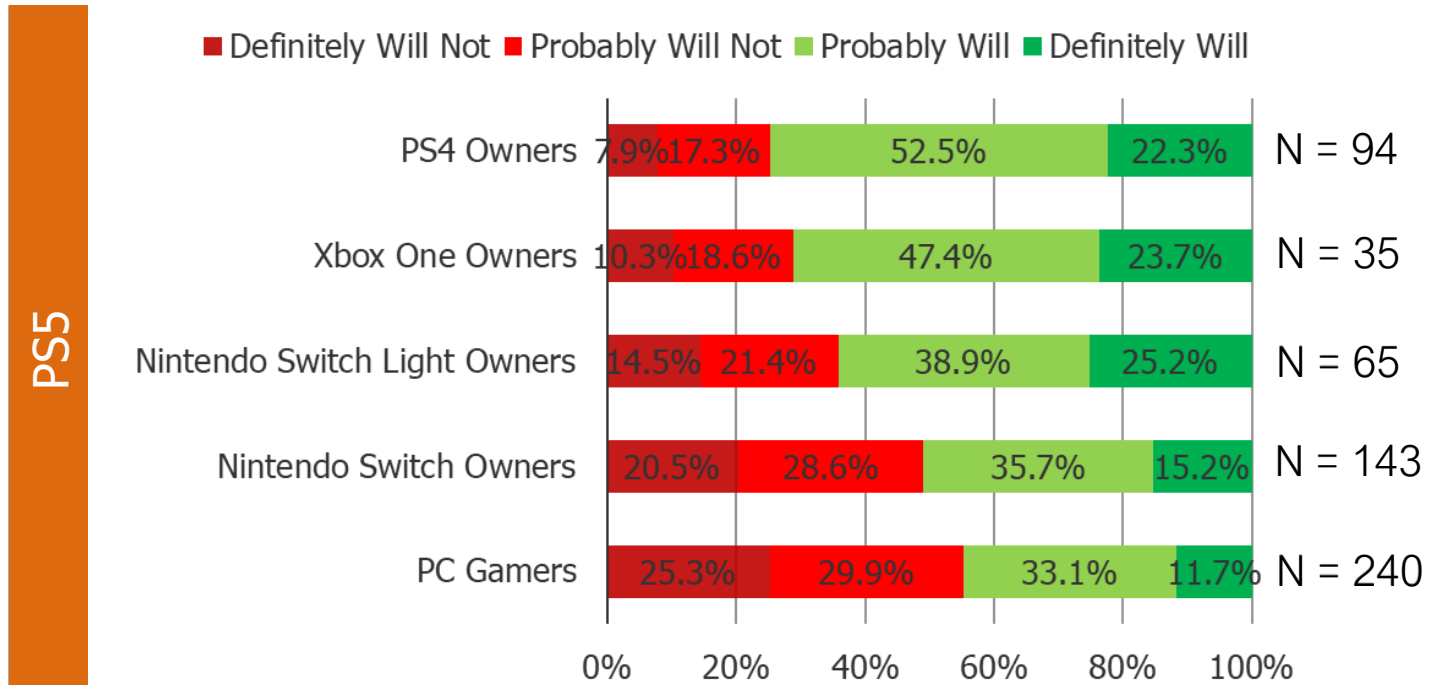
All Respondents



N=829

ARE YOU PLANNING TO PURCHASE THE NEXT CONSOLE WHEN IT'S RELEASED?

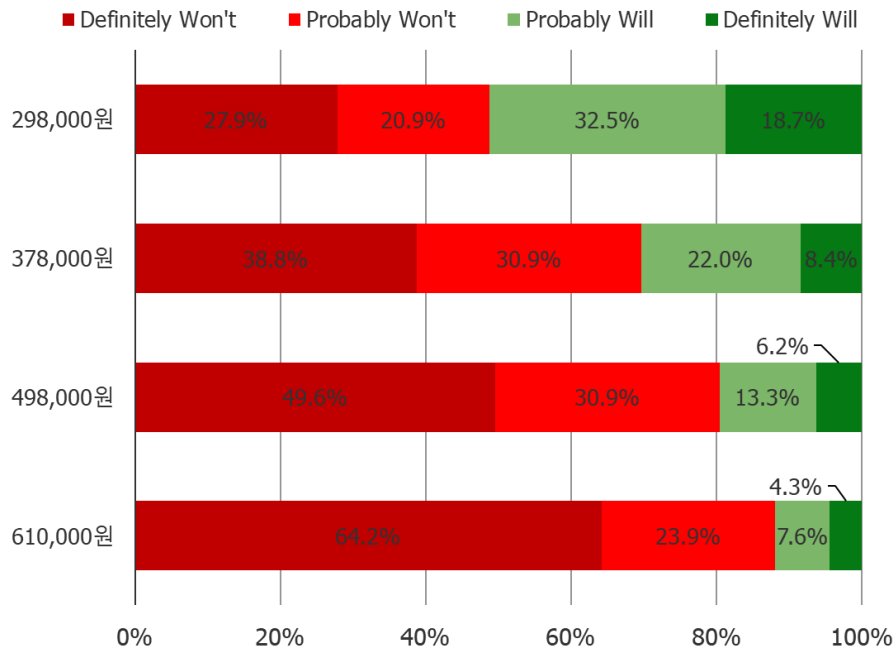
Posed to all respondents (cross-tabbed by ways they game now)



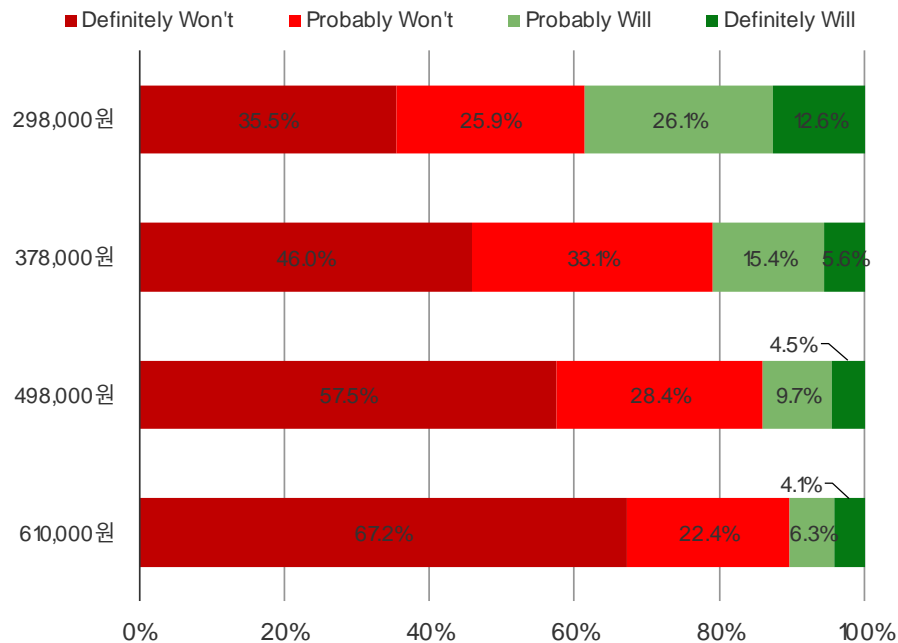
HOW LIKELY ARE YOU TO PURCHASE A PLAYSTATION 5 AT THE FOLLOWING PRICES?

Posed to video gamers

September Data



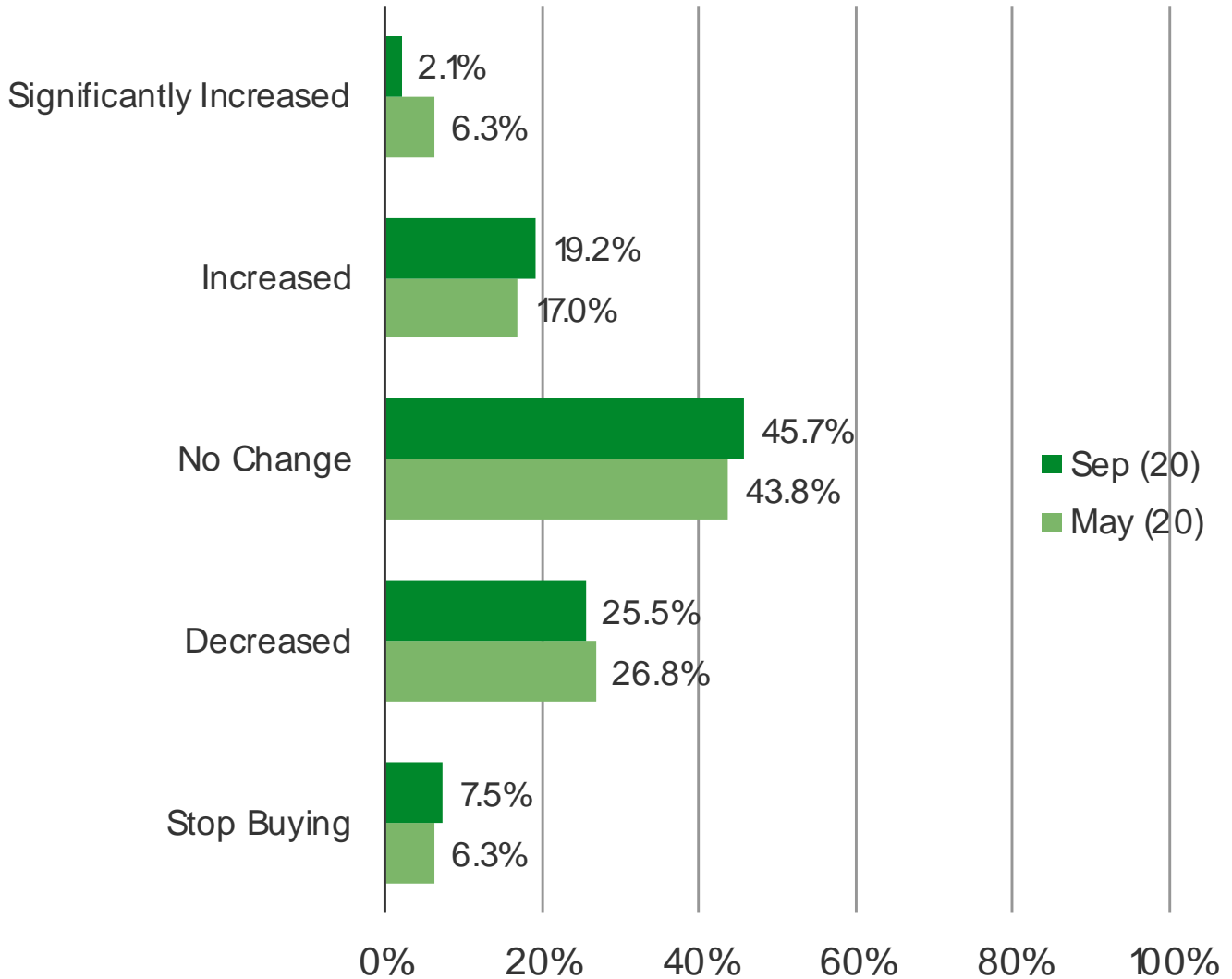
May Data



N=369

HAVE YOU CHANGED THE FREQUENCY OF GAME PURCHASES FOR THE PLAYSTATION 4?

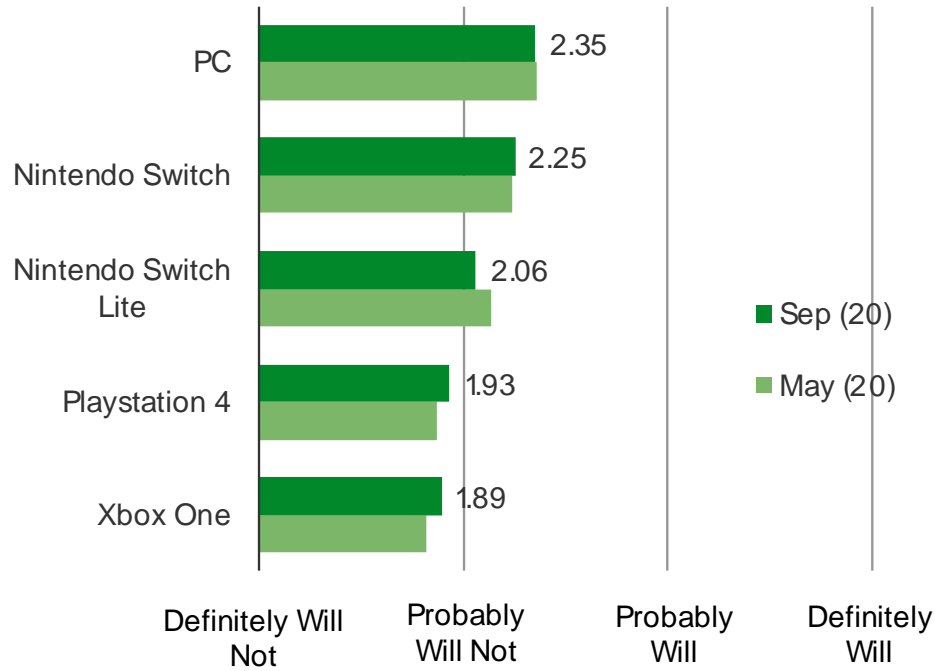
Posed to respondents who own a Playstation 4.



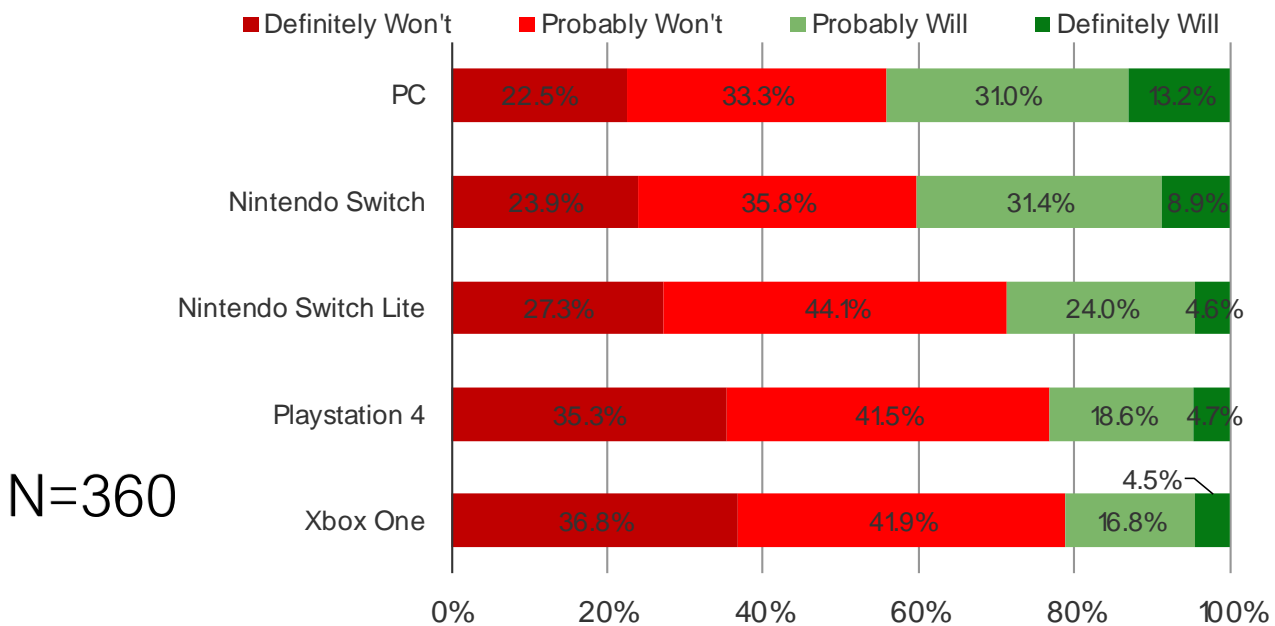
N=94

DO YOU PLAN TO PURCHASE THE NEXT CONSOLE WITHIN THE NEXT THREE MONTHS?

Posed to respondents who play video games.



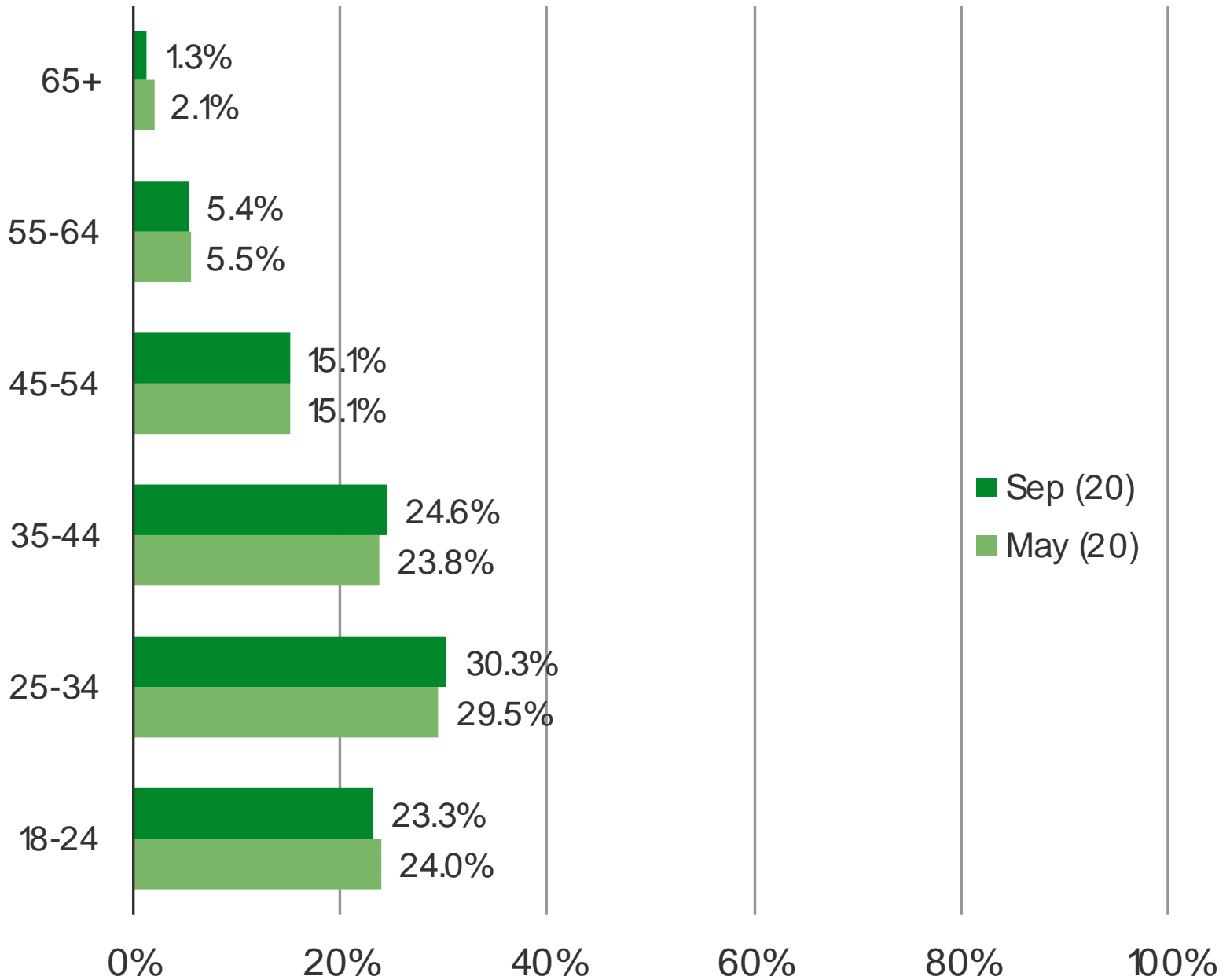
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DEMOGRAPHICS

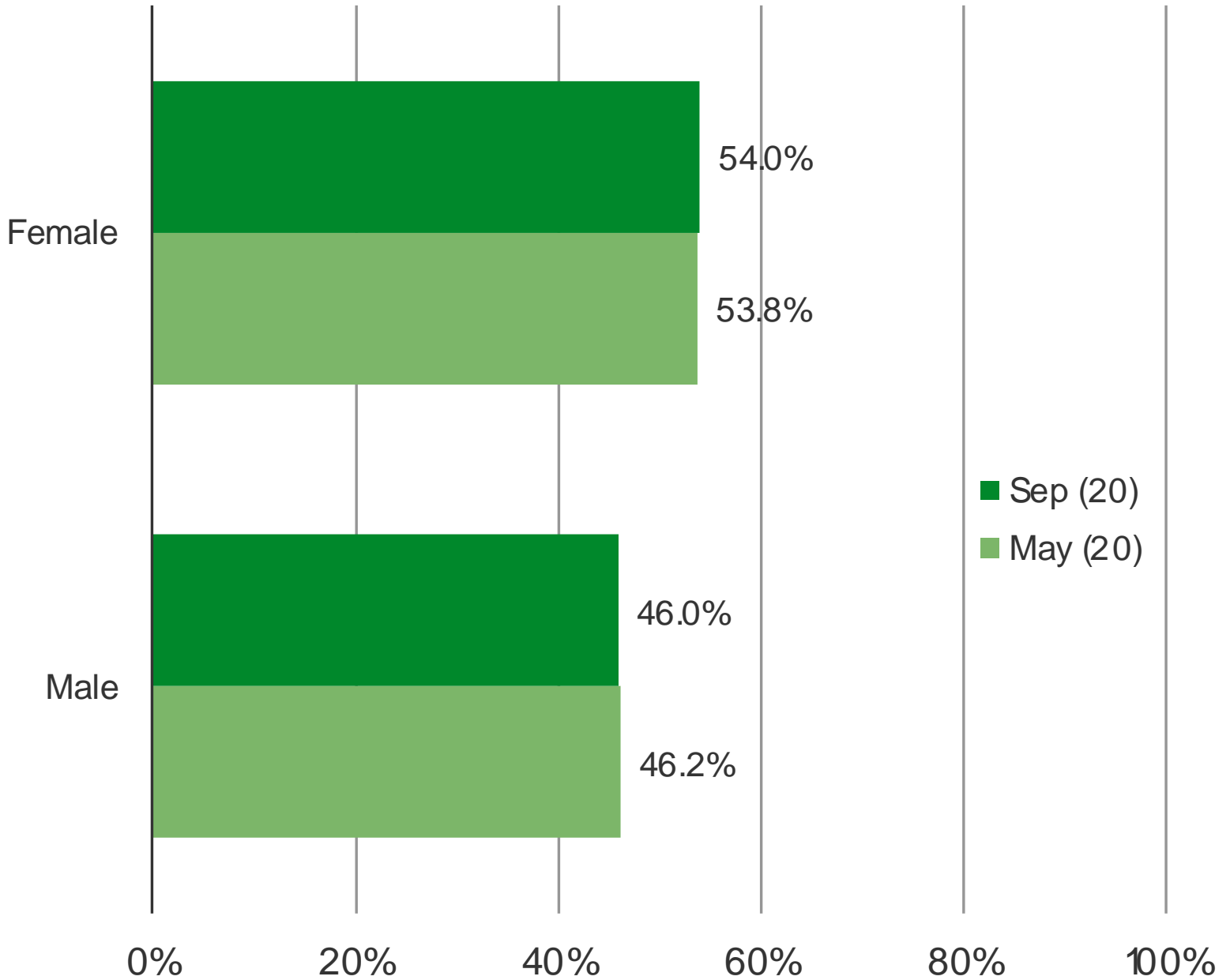
WHAT IS YOUR AGE?

Posed to all respondents



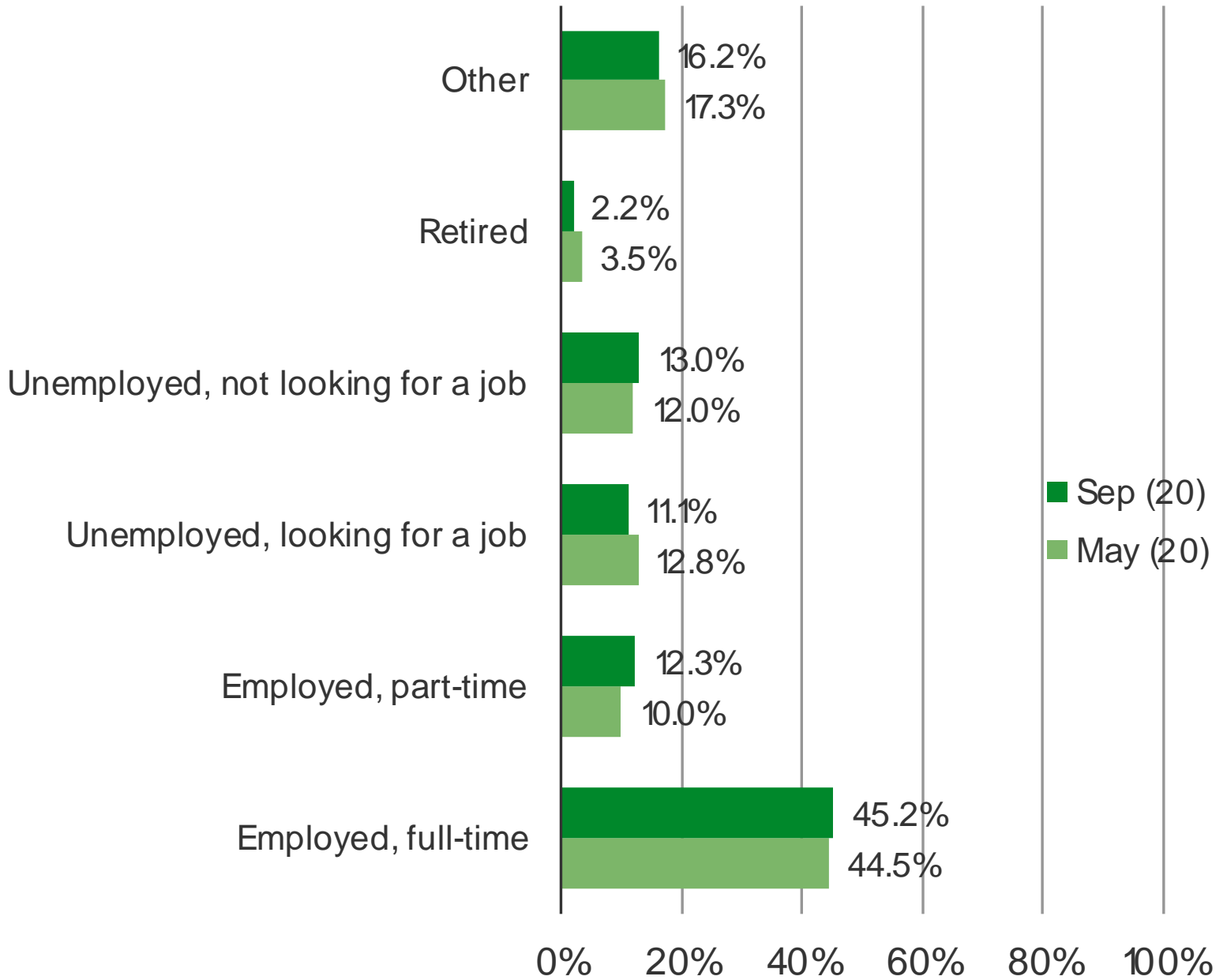
WHAT IS YOUR GENDER?

Posed to all respondents



WHAT IS YOUR EMPLOYMENT STATUS?

Posed to all respondents



HOW MUCH IS YOUR MONTHLY HOUSEHOLD INCOME?

Posed to all respondents

