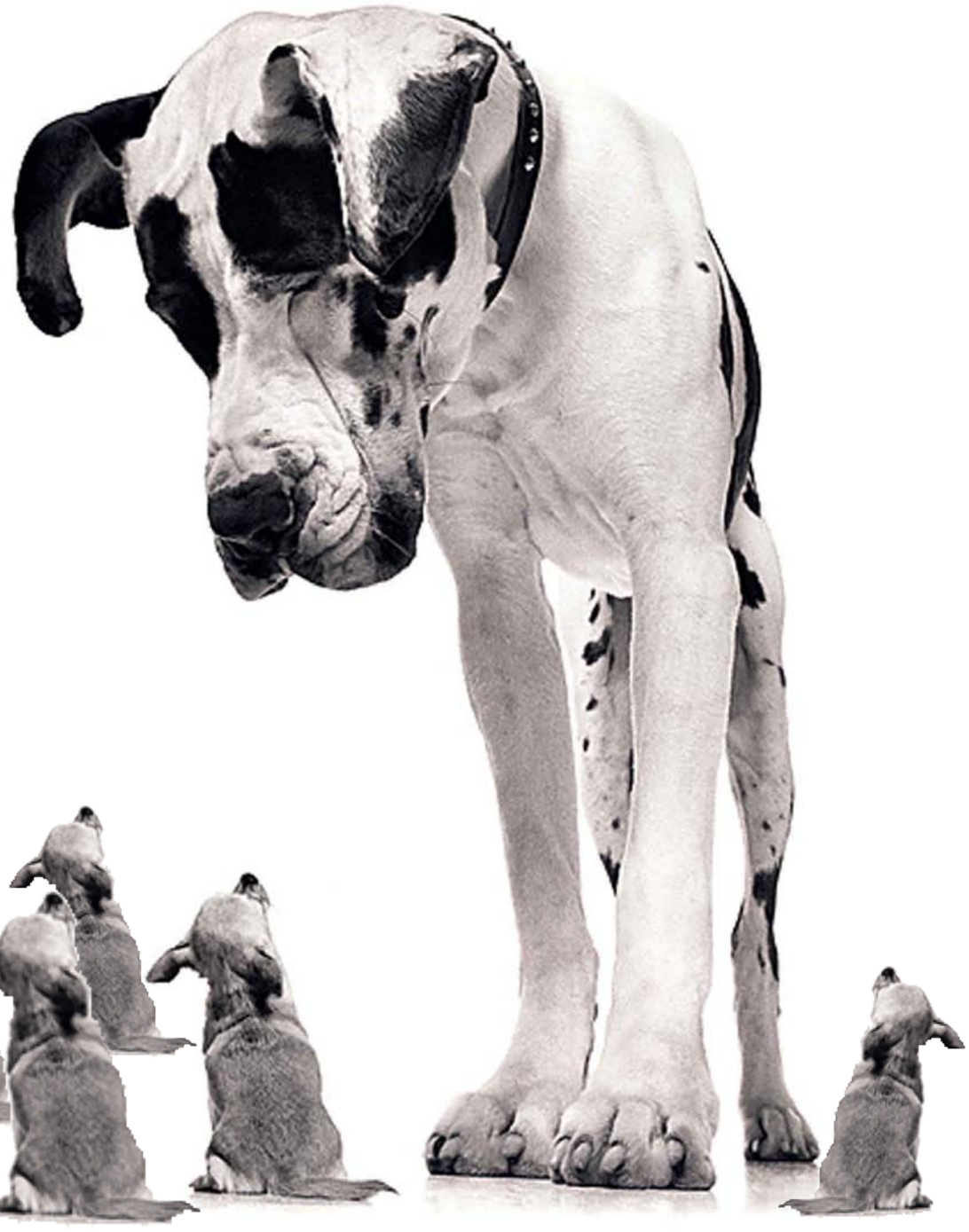


Video
games
today



CONSOLE

COMPUTER

PORTABLE

TABLET

MOBILE

PS3 PlayStation 3
PS2 PlayStation 2
XBOX 360
Wii U

DS

PS3
PlayStation-Portable



APPS
FREE APPS
PAID APPS
PAID EXTRAS



ONLINE
SOCIAL
FREE DOWNLOAD
PAID DOWNLOAD
PAID EXTRAS
MULTIPLAYER
BROWSER



PACKAGED
DISC/CART
NEW
PRE OWNED
RENTAL




iPad
iPhone iPod touch
Windows Phone




GAMETRACK

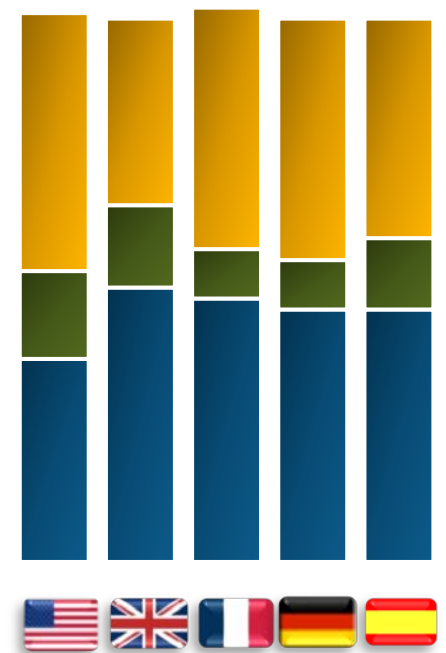
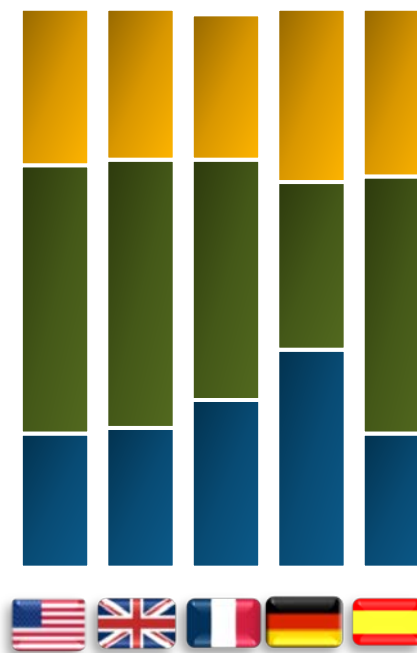
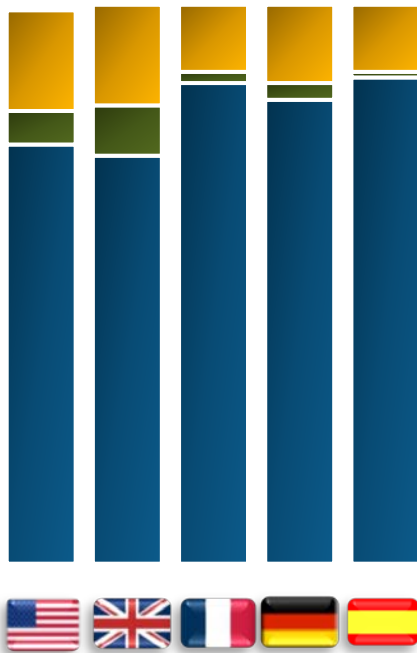
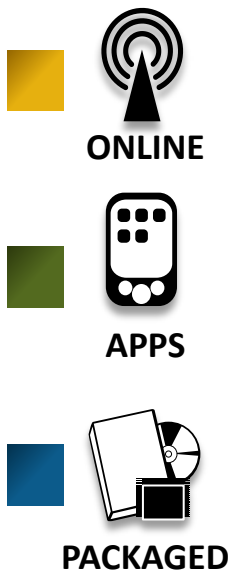
SHARE OF TOTAL MARKET Q3 2012

Base: all 11-64 population in US. 11+ in the UK, France, Germany and Spain


\$€€
% SHARE OF TOTAL VALUE


% SHARE OF TOTAL ACQUIRED VOLUME


% SHARE TOTAL GAMING TIME





Motion control

Service-based

innovation



3-D



tablet
et

And
yet...



= fifa 20
(or fifa
33)

The Elder scrolls 5,
crysis 3, resident evil
6, lost planet 3, dead
space 3, far cry 3,
battlefield 3, halo 4,
dead or alive 5,
assassin's creed 3,
pikmin 3,...

Game accessibility

Control remapping

Subtitles

Game speed adjustment

Speech recognition



48% of europeans
have played
a game this year
- 81% of those
played online
- 55% is male, 45%
is female

Games encourage children to:

	more	No differe nce	less	Don't know
Develop skills	58%	20%	16%	6%
Be creative	47%	27%	20%	6%
Be aggress	27%	42%	23%	8%

46% of parents rarely / never buy games for their children, 23% do that always / most of the time

10% of children often play games with a higher age rating, 33% never do so - according to the parents

51% of europeans is aware of
the PEGI symbols

33% recognises the content
descriptors

86% thinks the age labels are
clear,

89% finds them useful



PEGI

FOR APPS

Games have content that causes concern.

Apps have content & features causing concern.



In-app
purchases



Personal Data
Sharing



Location Data
Sharing



Social
Interaction

Based on trusted elements:

- Same age labels and content descriptors
- Same methodology
- Same criteria

But adapted to a new environment:

- Easy and quick workflow (post-launch review)



INTERNATIONAL APP RATING COUNCIL

INTERNATIONAL ALLIANCE FOR RATING

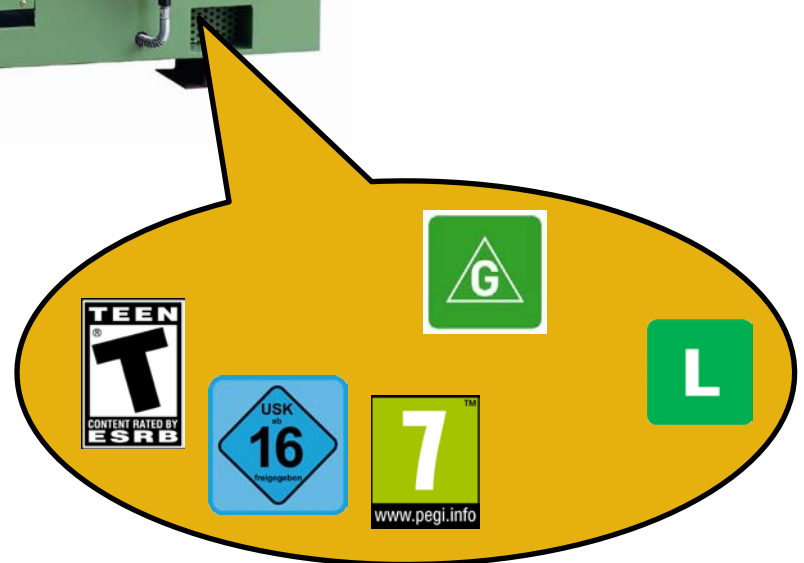
CONTENT

(INCOMPREHENSIBLY ABBREVIATED RIDDLES

CACOPHONY)

This game contains ...

- this kind of violence
- that kind of language
- this type of drugs
- ... or nothing at all





PEGI TM

???

QUESTIONS

The central graphic is a black square containing a white speech bubble with three large black question marks. The background of the square is a repeating pattern of the word "PEGI" in a lighter grey, slanted font. The "TM" trademark symbol is located in the top right corner of the square. Below the speech bubble, the word "QUESTIONS" is written in bold white capital letters.