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## 'Breaking' Video Game Research at E for All - 5 Different Types of Gamers

*Quite useful information for those looking to tap the video games market, but nothing we didn't already know*

The [E for All Expo](#) held in Los Angeles has been the "platform" for two new studies from research firms IDC and IDG Entertainment (IDGE) this year, regarding the future of the video games market. The official report also talks of the five key segments of gamers, also revealing new data on the acquisition of video games through non-traditional means, as an increasing phenomenon, and on the people purchasing games. IDC has not only provided new information on the evolution of the video games market, but also on what retailers should expect this holiday season and beyond, according to an official report. The company's program manager for games research, Billy Pidgeon, discussed the increasing popularity of consoles allowing [online play](#), projecting that North America's user base of such consoles will be over 37 million units by 2008. As for what retailers will need to do to see some profits, Pidgeon noted that shifting in order to adapt to these significant changes in gamers' purchasing behavior will be an important factor. In fact, IDC projects that video game console software sales through traditional third party online and retail stores will see a 19.5 percent revenue growth over 2006, whereas downloadable content will see a growth rate of 1,029 percent and subscription sales will increase "only" 158 percent, according to the same report. Wow, and it takes not one, but two research firms to come to these conclusions, huh? But wait, there's more. As I'm sure you're curious about those five gamer segments of IDGE's, here they are below, along with their respective definition: **Core Gamers:** Core Gamers choose gaming as their main form of entertainment and want to maximize their time gaming. They prefer gaming over going to the movies or out to dinner. Don't they mean "Hardcore" gamers....? **Status Gamers:** Status Gamers are proud of their gaming skills and enjoy being the first to try the newest and hottest titles. They also like to discuss their gaming experiences at school or work. **Social Gamers:** Social Gamers view gaming as a communal experience. They prefer to play games with people they care about, forming a social link, and coordinate social functions around gaming. **Active Gamers:** Active Gamers prefer games where movements are reflected in the game and allow gamers to get out of their chairs. They use gaming as a physical release. **Casual Gamers:** Casual Gamers use gaming as an emotional release and as a way to play different roles. Casual gamers view gaming as a secondary form of entertainment and don't feel the necessity to be the first to try a new game. Kind of funny, but very true and a good piece of information nonetheless? Which is you?