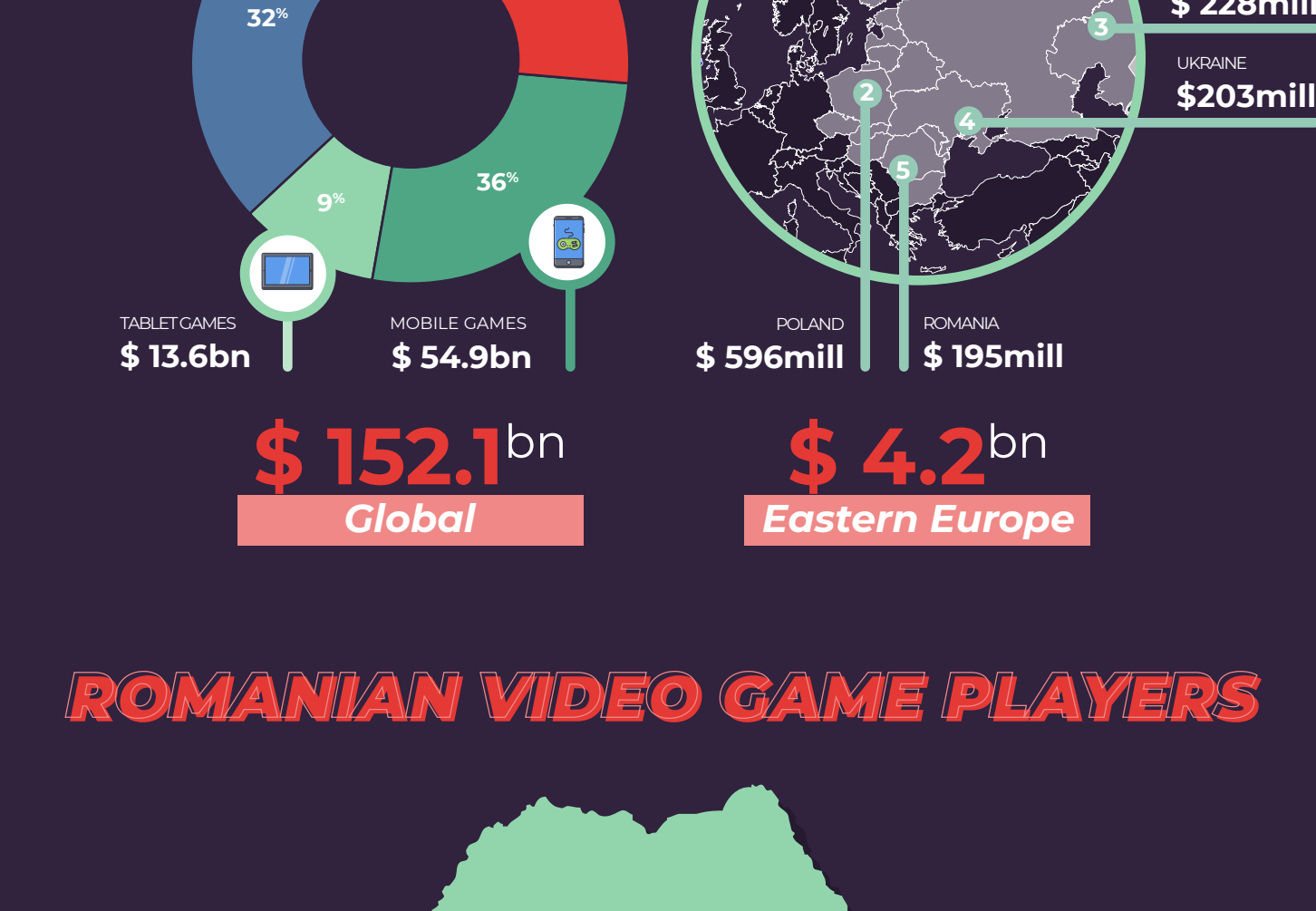


VIDEO GAME PLAYERS IN ROMANIA



THE GAMING INDUSTRY in 2019

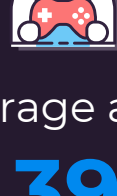


ROMANIAN VIDEO GAME PLAYERS

7.9 mill
video game
players*

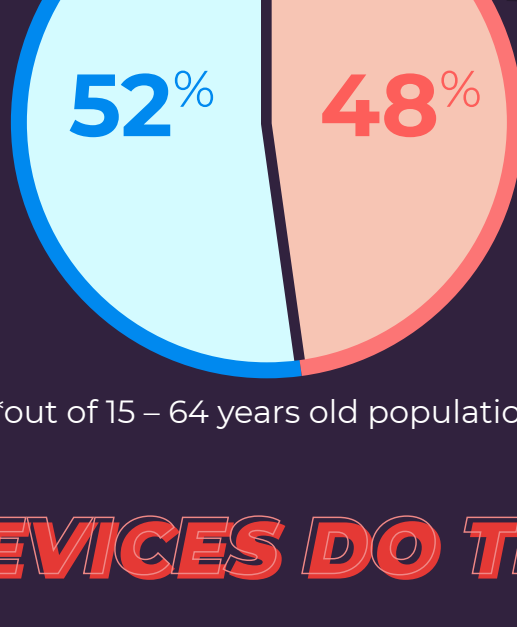
in 2020

Men



Average age*

39yo



Women



Average age*

35yo

*out of 15 – 64 years old population

WHAT DEVICES DO THEY USE?

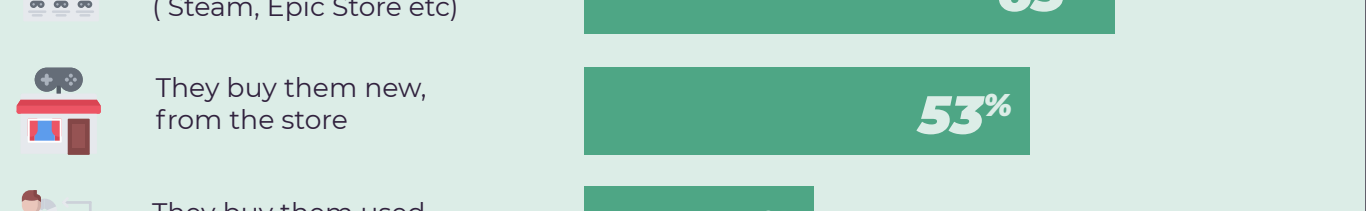


A video game players uses
on average 2-3 devices
in order to play

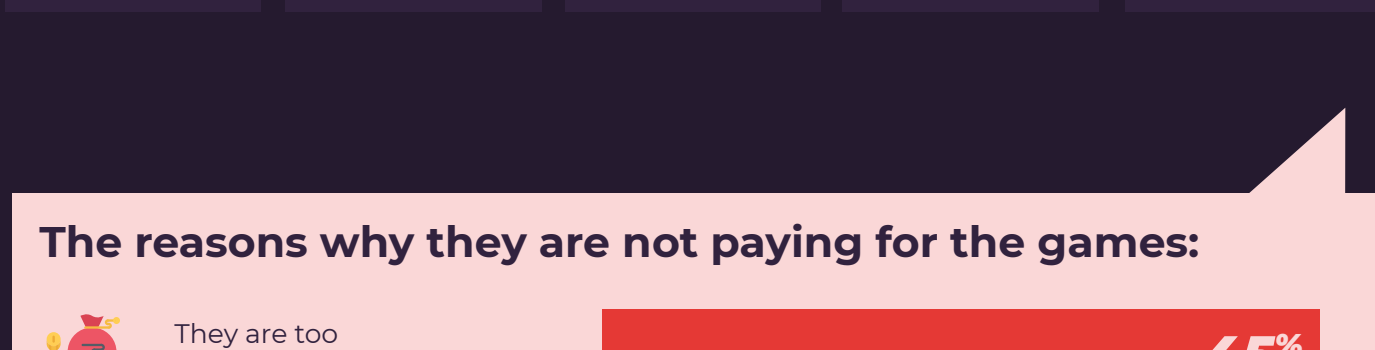
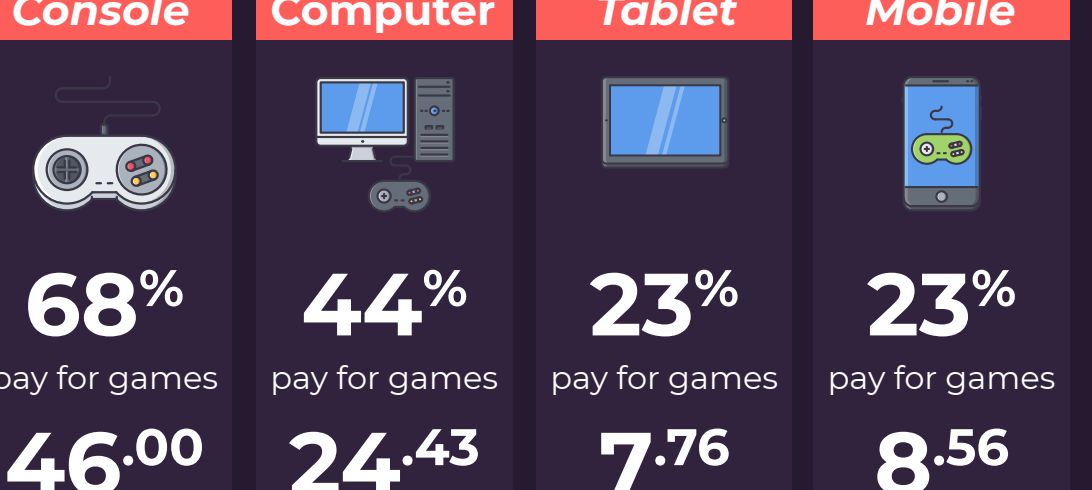


SHOPPING FOR GAMES

Less than half of the video game players buy the games



Where do they buy them from?



The reasons why they are not paying for the games:



BEHAVIOR

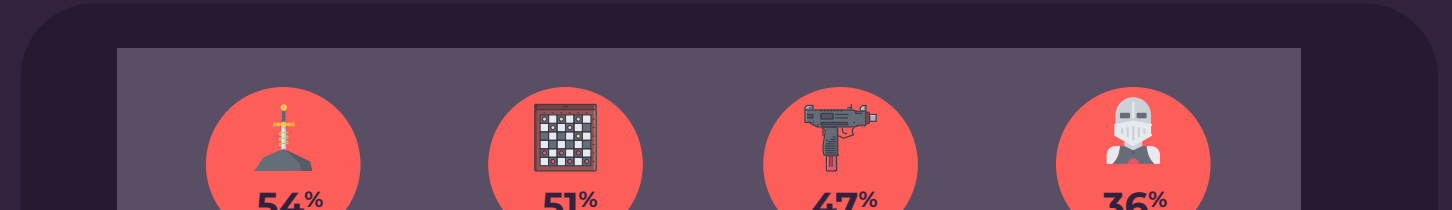
WHY DO THEY PLAY?



WHERE DO THEY PLAY?



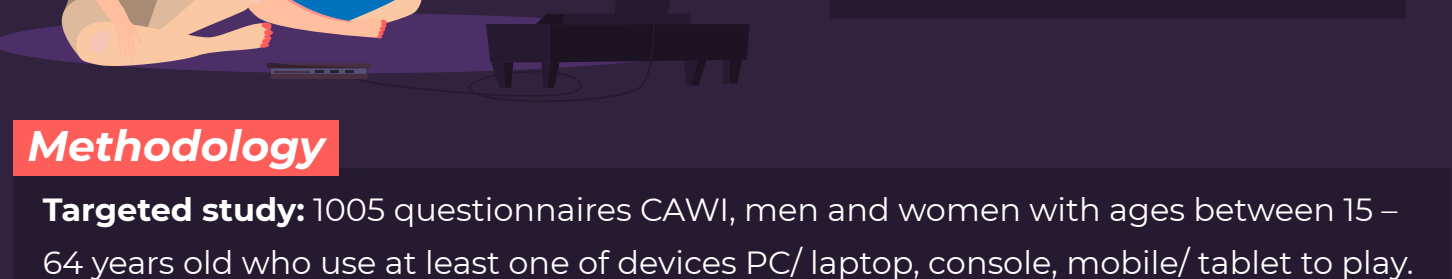
WHAT GAME GENRES DO THEY PREFER?



HOW MANY VIDEO GAME USERS PLAY DAILY?



PARENTAL CONTROL



Methodology

Targeted study: 1005 questionnaires CAWI, men and women with ages between 15 – 64 years old who use at least one of devices PC/ laptop, console, mobile/ tablet to play.

Incidence study: 1020 questionnaires CAWI, representative at national level, men and women with ages between 15 – 64 years old, internet users.