



Global E-Commerce Intelligence
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SAMPLE REPORT
EUROPE DIGITAL GAMING MARKET 2023
PUBLICATION DATE: APRIL 2023

PREFACE

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OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
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■ allows up to ten (10) user of a company worldwide to access the downloaded report.

GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report covers the European digital gaming market. It considers wide definition of digital gaming, including the sale of mobile, computer and console games and subscriptions through digital retail channels (online and mobile), as well as in-game digital purchases (microtransactions).
- The Europe region is covered, including selected major markets within the region.
- Besides regional and country data, information about global development is also included in this report.

Report Structure

- The opening chapter of the report is devoted to global development, including worldwide revenue figures, international comparisons and trends.
- The rest of the report is devoted to regional data.
- Within the regional chapter, regional information is provided first, followed by countries presented in the descending order of gaming revenues.
- The following types of information are included, where available: breakdown of total gaming revenues, digital gaming revenues and growth, information about digital gamers and their preferences, such as devices used to play games.

DEFINITIONS



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The following expressions and definitions are used in this market report*:

- **GAME REVENUE** Revenues generated in the global games market, excluding tax, betting, online gambling, and digital content service revenues.
- **DOWNLOADED/BOXED PC GAMES** PC games that can be downloaded from a website or purchased in form of CD/DVD.
- **METaverse** An emerging 3D enabled digital space that uses AR, VR, and other advanced technology allowing people to have lifelike personal and business experiences online
- **CLOUD GAMING** cloud gaming also known as gaming on demand or game streaming is a type of online gaming in which video games run on remote servers, while streaming it directly to a user's device. It refers to playing game remotely on cloud without the use of hardware.
- **PLAY-TO-EARN GAMES** Online games in which players can play and earn rewards in-game. The rewards maybe in the form of crypto tokens, virtual land, NFTs, and weapons. Players can earn these rewards by completing specific game levels, winning battles and defeating other players. Unlike traditional games, play-to-earn games also allow to transfer in-game assets outside the virtual world.
- **AR/VR TECHNOLOGY** Augmented reality is a real-world technology that adds to a gamer's surroundings via digital elements often with the help of camera, while virtual reality is a technology in an immersive world that replaces real-world environment with a simulated one
- **IN-GAME PURCHASE** Refers to a fee paid by a user within a mobile gaming app that goes beyond the initial download. This may include purchase of items such as in-game virtual currencies, reward passes, playable characters, among others.
- **REAL MONEY GAMING** This refers to games such as casino, bingo, sports, and poker played online in which real money is bet on as the outcome of the game.
- **FREE-TO-PLAY GAMES** Free-to-play games are online games consisting of a business model in which the game designer does not charge the user to join the game
- **BLOCKCHAIN GAMING** These are video games that use blockchain technology and its elements such as cryptocurrency and NFTs, allowing players to buy, sell and trade in-game items with other players.
- **E-SPORTS** E-sports refers to a professional competition of computer and video games. It is a competition for professional gamers and is live streamed for viewers.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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OBJECTIVE

20%

8%

11%

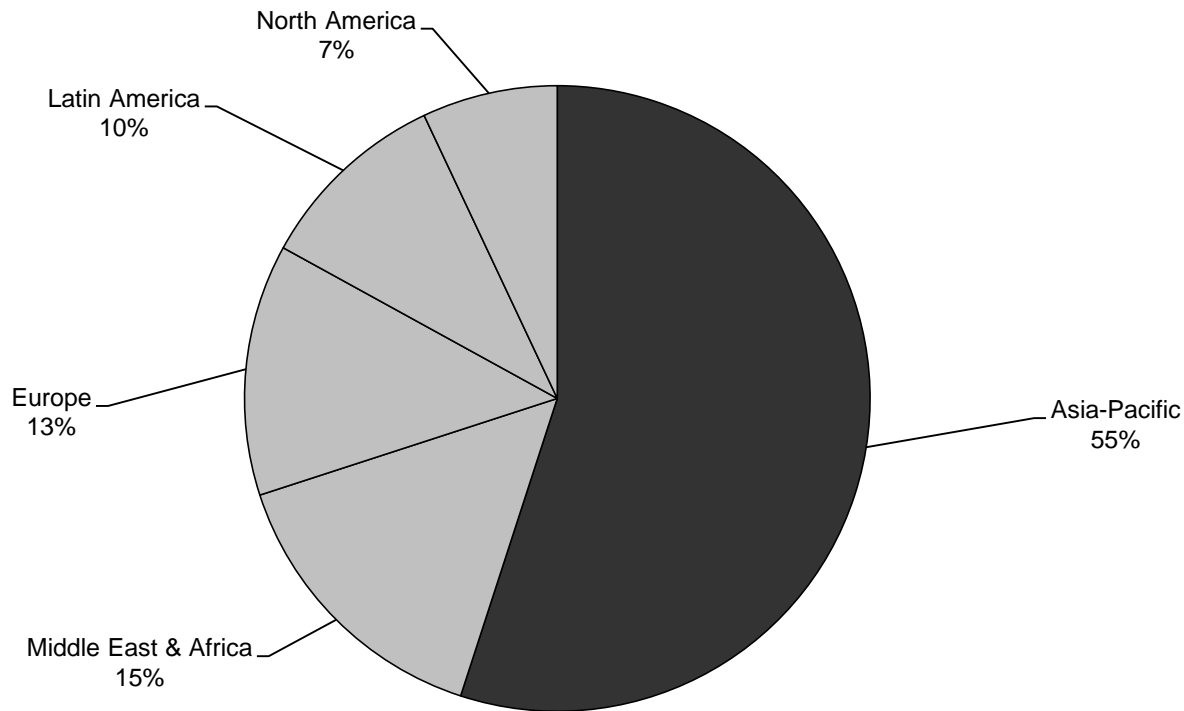
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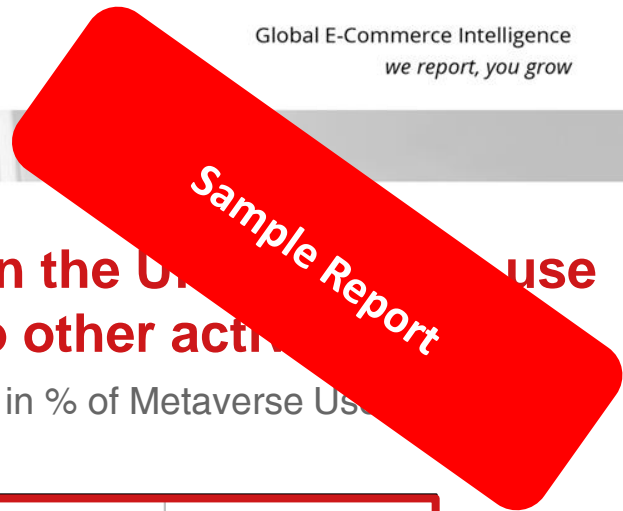


Asia-Pacific estimated to account for the highest share of gaming players compared to other regions, at 55% as of 2022.

Global: Breakdown of Total Number of Players, by Regions, in % of Total Gaming Players, 2022

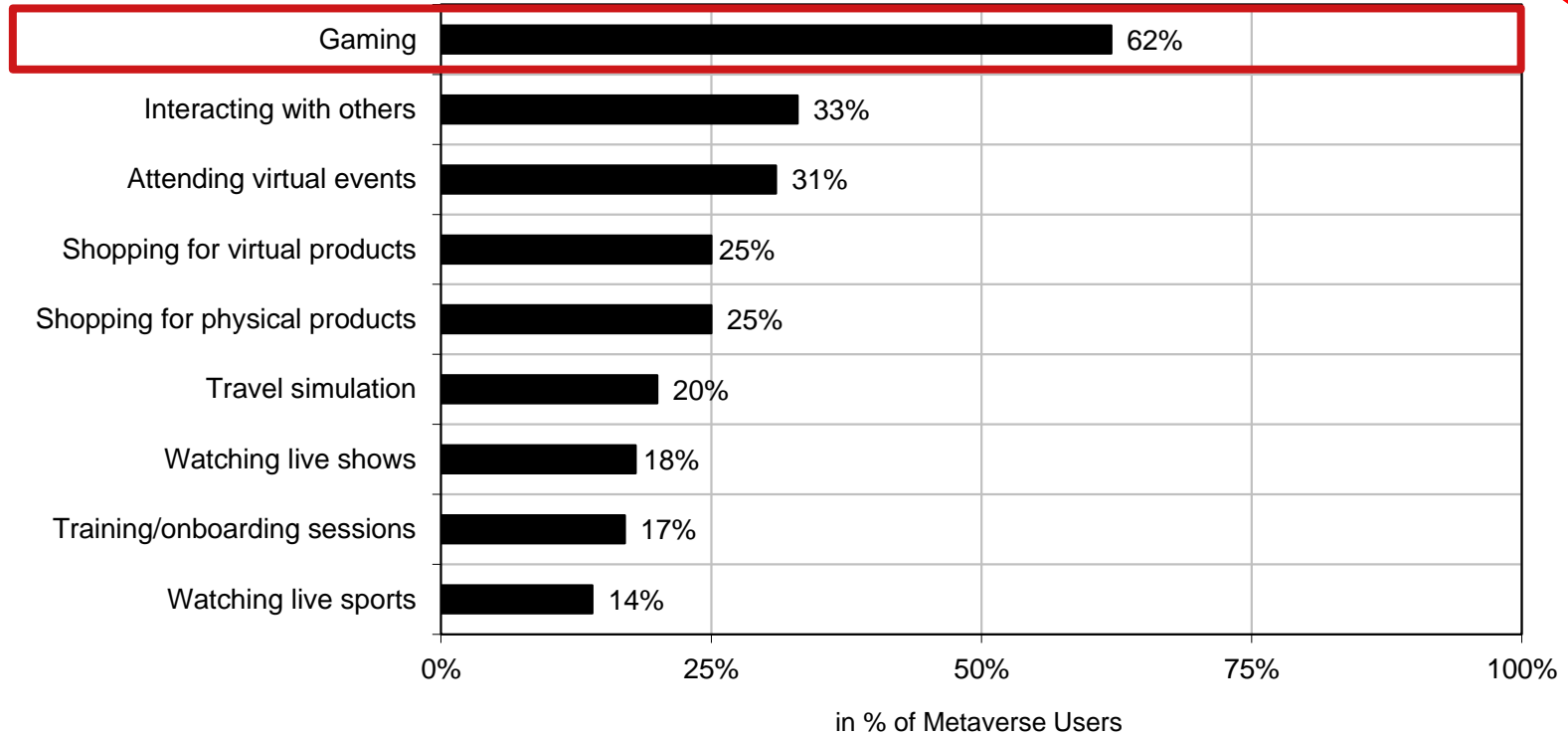


Definition: Players- anyone who has played games on PC, console, or mobile device in the past 6 months
Source: Newzoo, July 2022



As of October 2022, 62% of metaverse users in the UK use the metaverse mainly for gaming compared to other activities

UK: Top Activities for Which Users Use the Metaverse, incl. "Gaming", in % of Metaverse Users, October 2022



Note: does not add to 100% due to multiple answers possible
this question was asked to a specific subset of respondents who said that they accessed the metaverse

Survey: based on a survey of 997 respondents across the UK, out of which 87 answered this question, aged 18+, who understand the definition and concept of metaverse, conducted in October 2022, question asked: "Which activities do/did you use metaverse for?"

Source: GetApp, November 2022



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