# Multi-Age Video gaming

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Much like a great novel or film, you can become engrossed in the world created by a video game. Video games are an emerging medium for creative expression and all video games include classic components of art—striking visuals, a powerful narrative, and a strong point of view.

Video games are now a mass medium, widely enjoyed on a variety of platforms by a diverse audience.

72 percent of American households play computer and video games.

# The Numbers

- The average gamer is 37 years old.
- Eighty-two percent of gamers are 18 years of age or older.
- Forty-two percent of all players are women and women over 18 years of age are one of the industry's fastest growing demographics. Today, adult women represent a greater portion of the game-playing population (37 percent) than boys age 17 or younger (13 percent).
- Twenty-nine percent of game players are over the age of 50.
- Sixty-five percent of gamers play games with other gamers in person.
- Fifty-five percent of gamers play games on their phones or handheld device.

# The Numbers

- Ninety-one percent of the time parents are present at the time games are purchased or rented. Parents have observed several benefits of entertainment software.
- 68 percent of parents believe that game play provides mental stimulation or education
- 57 percent believe games encourage their family to spend to time together
- 54 percent believe that game play helps their children connect with their friends.

# Out of the Box

- Wii Sports
- Wii Fit\Zumba
- Dancing games
- Sports tournaments
- Racing Games (Mario Kart)
- Family games

# Out of the box

- HD TV
- Game Consoles
- Apple TV
- Steam

# Questions?

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