

About The NPD Group, Inc.

The NPD Group provides market information and analytic solutions that drive better decision-making and better results. The world's leading brands rely on us to help them get the right products in the right places for the right people. Practice areas include apparel, appliances, automotive, beauty, consumer electronics, diamonds, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, mobile, office supplies, retail, sports, technology, toys, video games, and watches / jewelry. For more information, visit npd.com and npdgroupblog.com. Follow us on Twitter: @npdgroup.

PC and Video Games – DLC and Microtransaction Purchasing

In-depth insight into the growing market for downloadable gaming content and microtransactions

Gone are the days when gamers purchased a game and just played it to its full potential. Today more game developers and publishers are offering additional gaming possibilities in the form of downloadable content (DLC) and microtransactions. To expand and enhance their experiences, gamers are given access to multiple storylines, additional lives, and valuable tools to take their gameplay to the next level.

The ***DLC and Microtransactions Purchasing Report*** provides in-depth detail about the market for additional DLC and microtransactions. It tells you how often and how much gamers are actually purchasing and reveals what gamers like and dislike most about DLC and microtransactions. You get new data and fresh insights so you can better meet gamers' needs.

Business Benefits

- Discover what motivates gamers' purchases of DLC and microtransactions, to develop content aligned with what gamers will pay for
- Find out who is purchasing, so you can target marketing campaigns more effectively
- Learn the similarities and differences between various demographic groups, in order to adjust the type and pricing of microtransactions and content

- Understanding exactly what gamers value, as input for developing new and improved offerings
- Leverage exclusive non-mobile spending insight so you can understand the rapidly expanding market

Key Measures

- Purchasing dynamics
- Perceptions of additional content
- Demographic profiles

Methodology

The report is based on more than 2,000 completed online surveys of U.S. consumers aged 13 to 54 who have downloaded or purchased DLC or microtransactions in the previous three months. Questions surfaced detailed purchasing information about respondents' most recent purchases.

Industry Expertise

Gamers are faced with a proliferation of options both in content acquisition and gaming platforms. The options continue to expand, fueled not only by the increasing number of devices on which video games can be played, but also by the many devices that allow consumers to acquire digital video game content.

In this increasingly complex market, companies require a variety of research options. Our combination of point-of-sale (POS) information, consumer insights, industry expertise, and market experience delivers the video game market research options necessary to help you make better business decisions.

Learn More

For more information, contact your NPD account representative, call 866-444-1411, or e-mail contactnpd@npd.com.

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