

## More than just fun and games – online gaming as a high-revenue popular sport

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paysafecard is the first European prepaid payment solution available to everyone to pay for digital goods online. No credit card or bank account is needed. With its core product, paysafecard, the company is now represented in over 480,000 sales outlets in over 40 countries worldwide. Thousands of renowned online shops and online entertainment providers accept paysafecard as a payment method.

### Intro / June 2015

**Dear readers,**

Online gaming is a source of both revenue and worry for many. The current line of discussion lies between its business opportunities and the fear of today's youth becoming nerds. paysafecard is a safe and convenient payment method for online gaming and an expert on the scene. For this reason, there follows a collection of facts, trends and tips on the subject.

**Best regards,  
Your paysafecard team**

## #Sales: the economics of gaming

Fiscal year 2014 was incredibly successful for the global gaming industry: The Game Developers Conference ascertained this from among 2000 game developers based in the USA, the "heartland of the gaming industry". 41% of them increased in profits. Only 9% suffered losses. This is unsurprising when one considers that in the USA alone there are 155 million people who consume digital games on at least a casual basis (roughly equal to every second US citizen). The average age of players is 35 years old, which is significantly higher than what one would probably expect.

The gaming industry is also a powerful engine of employment: 44% of those companies surveyed expanded their teams in 2014. Only 15% had to reduce them. According to OVUS (Austrian Entertainment Software Association), 3000 game developers, graphic artists or programmers work in Austria in around 800 companies that generate an annual turnover of around 160 million euros.

The general trend, which already led to a paradigm change in 2013, continues: This year the industry earned more money from digital sales than physical sales. That this fact doesn't amaze us only proves how rapidly the change in this trend is taking place.

Turnover revenues in the industry are well-guarded secrets. However, the following figure is sufficient for estimating potential: In 2013, the US games industry alone generated 21.53 billion dollars.

## #Surprise: Women game too!

In contrast to a popularly believed prejudice, women are more than equally represented when it comes to gaming. In some markets - such as Great Britain - there are already more women than men enjoying this form of digital entertainment.

According to a recent survey of 4000 participants conducted by the International Advertising Bureau (IAB), more than two thirds of all Britons are gamers and 52% of them are women. According to IAB, this is primarily due to the female age group 25-44, which particularly enjoys downloading free quiz and puzzle apps.

The increased proportion of adult women in the British gaming population is in accordance with the international picture. As recently as the end of August, the ESA published a study in which 36% of all US gamers are adult women (18+). This makes them the biggest group, closely followed by adult men, and way out in front of male teens, which represent only 17% of US gamers.

A study by market researcher Flurry (based on 1.1 million devices) also shows that women play around 35% longer than men. They also spend more on in-game purchases. 31% more women than men spend money on in-app purchases in mobile games.

However, according to an IAB study, action, adventure and shooter games are the preferred genre of 45% of men aged 16 to 24. Among the total British gaming population, only 18% name these high-action games as their favourites. This is similar to most markets.

## #See: the top 5 trends in gaming

No other industry is in such a powerful state of flux as the gaming industry: However, identifiable trends do characterise its development:

### 1. F2P remains dominant

A few years ago, free-to-play (F2P) usurped the traditional purchasing model. A game must no longer be bought and is free to download. Revenues are then generated in-game through additional modules, subscriptions or upgrades (which makes the fast payment system of paysafecard necessary). This will remain so, simply because consumers, who quickly recognise the convenience of the model, will not be drawn from it. A return to the traditional purchasing model is inconceivable.

### 2. Cloud gaming

The era of developing a game and selling it is over. More than ever, games of the future will be available online and regularly updated from the cloud. This creates opportunities and challenges for developers.

### 3. Rapid growth of eSports

The fusion of the multiplayer experience with real sports outside of the digital world is booming. The attendance figures at gaming events characterised as eSports speak for themselves. This boom also highlights the fact that online games can promote contact and communication. It is against this background that paysafecard sponsors ESL (Electronic Sports League) events. ESL is one of the world's largest independent eSports companies. Over the next few weeks alone, paysafecard will be at the forefront of online tournaments with 225,000 players and 54,000 teams.

### 4. Global Distribution

It is not only the target markets of digital games which are becoming increasingly international, their subjects and genres are becoming so, too. Asia, with its numerous, large and diverse internet-adept societies, is both a highly essential market and the original gaming market. Internationalisation also applies in a thematic sense too: from a strongly North American / Western European focus, the thematic horizon is expanding to subjects such as Mayan culture and Chinese mythology.

### 5. Mobile – what else?

Currently, almost every trend report put together on the digital world boils down to going mobile. It's no wonder, when one considers the smartphone penetration of societies, that the gaming sector is following suit. Even today, the most popular apps are games and it is here too that the greatest revenue opportunities of the future lie. The paysafecard app provides handy features, such as mobile payments with Scan2pay. This allows payments to be completed by simply scanning a QR code and entering a personal security PIN to pay securely in seconds. And the game can go on ...

## #Summer: Gaming never goes on holiday – top tips for hot summer days

Many gamers are physically fit, tanned and anything but couch potatoes. Online gaming can remain relevant in summer when one takes a few tips into account.

### **Creating shade for gaming enjoyment**

The most important thing for gaming outdoors is good screen visibility. There are dedicated outdoor screens, but not everyone takes sunny conditions into account when purchasing hardware. For this reason, a little shade is the gamer's best friend when it comes to playing outdoors. A good spot should be found before gaming begins. Important points to consider: Which path will the shade follow throughout the day? How long will I be able to make use of it before having to change location?

### **Keep the computer cool**

A cooling pad, such as those available in shops for twenty to thirty euros is a good idea. Another option is software tools designed to optimise laptop cooling performance. The popular site chip.de offers a selection of free programs.

### **The body doesn't stop**

Don't forget the basic necessities of life when gaming: hydrate sufficiently (preferably with water, fruit juice or tea), keep the head shaded or covered, and preferably sit completely in the shade. Avoid prolonged, uncomfortable postures, such as sprawled on a towel. It's easy not to notice during exciting moments in a game, but bad posture will return to exact its price over the coming days ...

## About paysafecard:

paysafecard.com Wertkarten GmbH (holding of paysafecard businesses) - [www.paysafecard.com](http://www.paysafecard.com), - is based in Vienna with subsidiaries in London, Dusseldorf, Lucerne, New York and Buenos Aires, among other places. The company was founded in Austria and Germany in 2000 and is a full subsidiary of the Skrill Group. With its core product, paysafecard, it is present in over 480,000 sales outlets in 39 countries. paysafecard is a prepaid payment solution for the internet available to everyone. No credit card or bank account is needed. The 16-digit paysafecard PIN is all that's needed to complete a payment transaction. paysafecard can be used at thousands of online shops. The company has become the European market leader in prepaid payment solutions with the brands paysafecard, my paysafecard, paysafecard MasterCard® and YUNA.

paysafecard has received numerous awards over the years. These include the Paybefore Award in the categories of „Best Digital Currency“, „Best Virtual or Digital Program“ and „Top Digital Dollars“, as well as in the newly created category „Consumer Value“ in early 2015. paysafecard has also been awarded the Paybefore Award Europe in the categories of „Most Innovative Prepaid Solution“ and „Consumer Champion“. In 2014, The New Economy recognised paysafecard as one of the 40 most innovative companies of 2013.

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