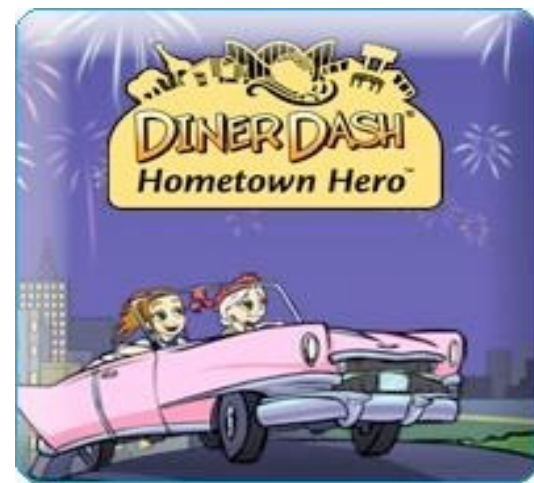


gamers in the world of the perpetual sale  
ethan levy | monetization design consultant | @FamousAspect

# Why they buy







motivation | methodology | data collection

# the studies

# the first study



+ FOLLOW

## We're Buying More PC Games Than We Can Play



Ethan Levy

Filed to: INFOGRAPHIC 3/12/14 11:00am

167,399 🔥 48 ★



Published the “Pile of Shame” after collecting 1,400 data points



# data collection

Mostly I'm left with questions and regrets about the way I structured certain questions. Thanks to the 1,000 written comments from the gamers who took the survey I have a plenty of leads on what motivates their buying behavior. So many that I have written a **new, more in depth survey** to help me dive deeper into the mindset created by the Perpetual Sale. For now I will have to be comforted by the knowledge that I am not the only one who checked Steam every 8 hours over the past week despite owning a lifetime's worth of unplayed games. ➕

Responses sourced from the article, Twitter, LinkedIn and Reddit

# the studies

- 4 surveys run from Dec 13 through Dec 14
- Survey via TypeForm
- Sourced from Kotaku/Twitter/Reddit/Email List
  - ◆ Backlogs, bundles and sales
  - ◆ Why they buy
  - ◆ DLC and MTX
  - ◆ Trust and publishers

# acknowledged biases

- Skew towards PC gamers
- Skew adult gamers
- Skew US based gamers
- Skew towards indie gamers
- Skew towards Kotaku readers
- Self selection bias
- Stated vs actual preferences

the first study

# Backlogs, bundles and sales

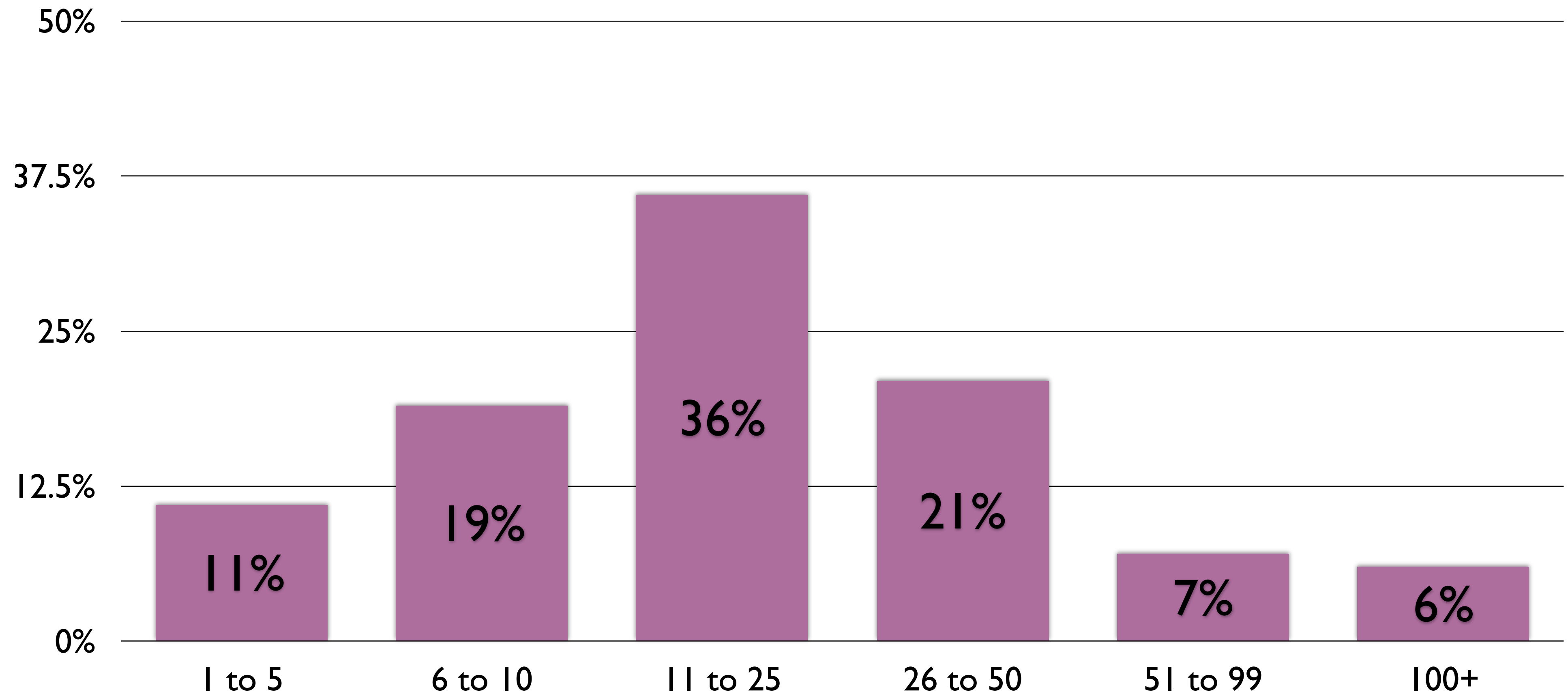


# survey info

- N = 1,399
- December '13
- No demographics data



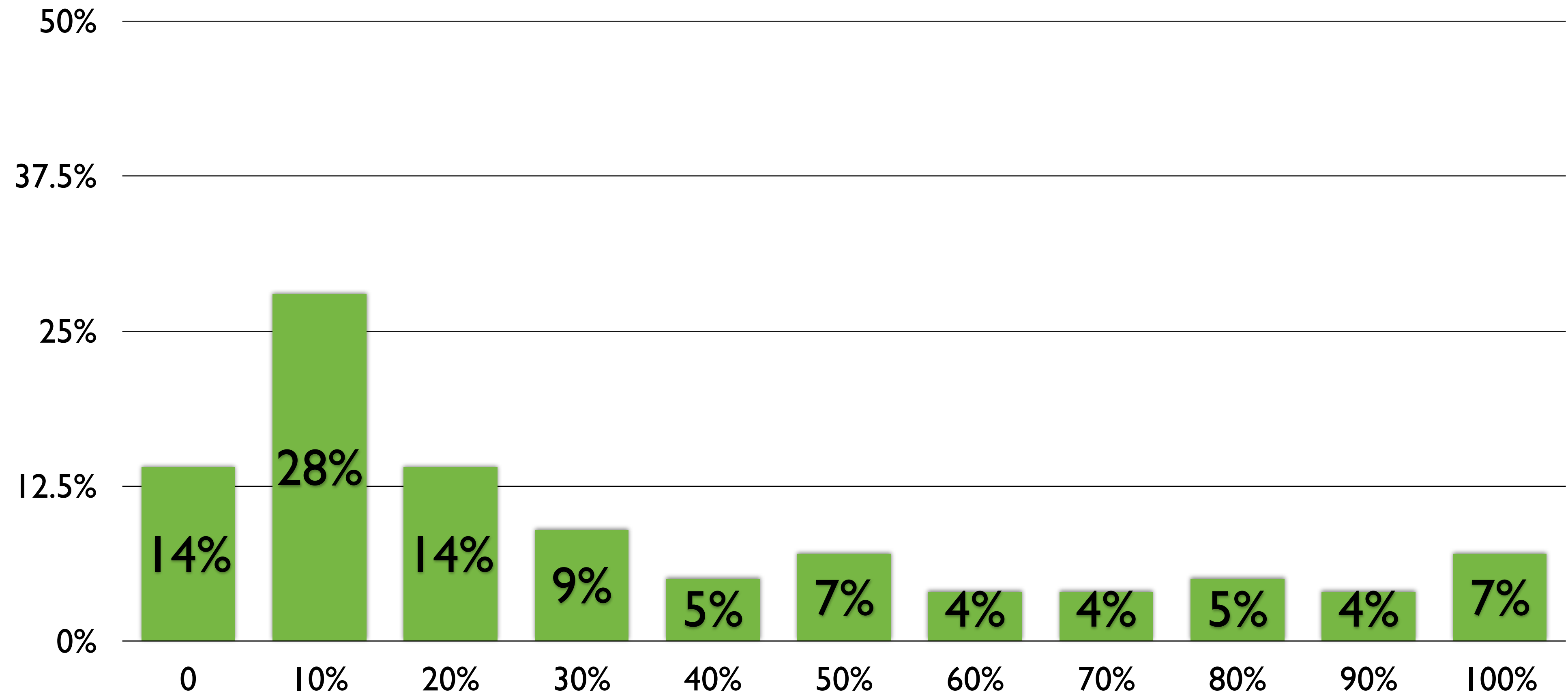
# # games have you purchased in last 12 months?



Median gamer - 11 to 25 games



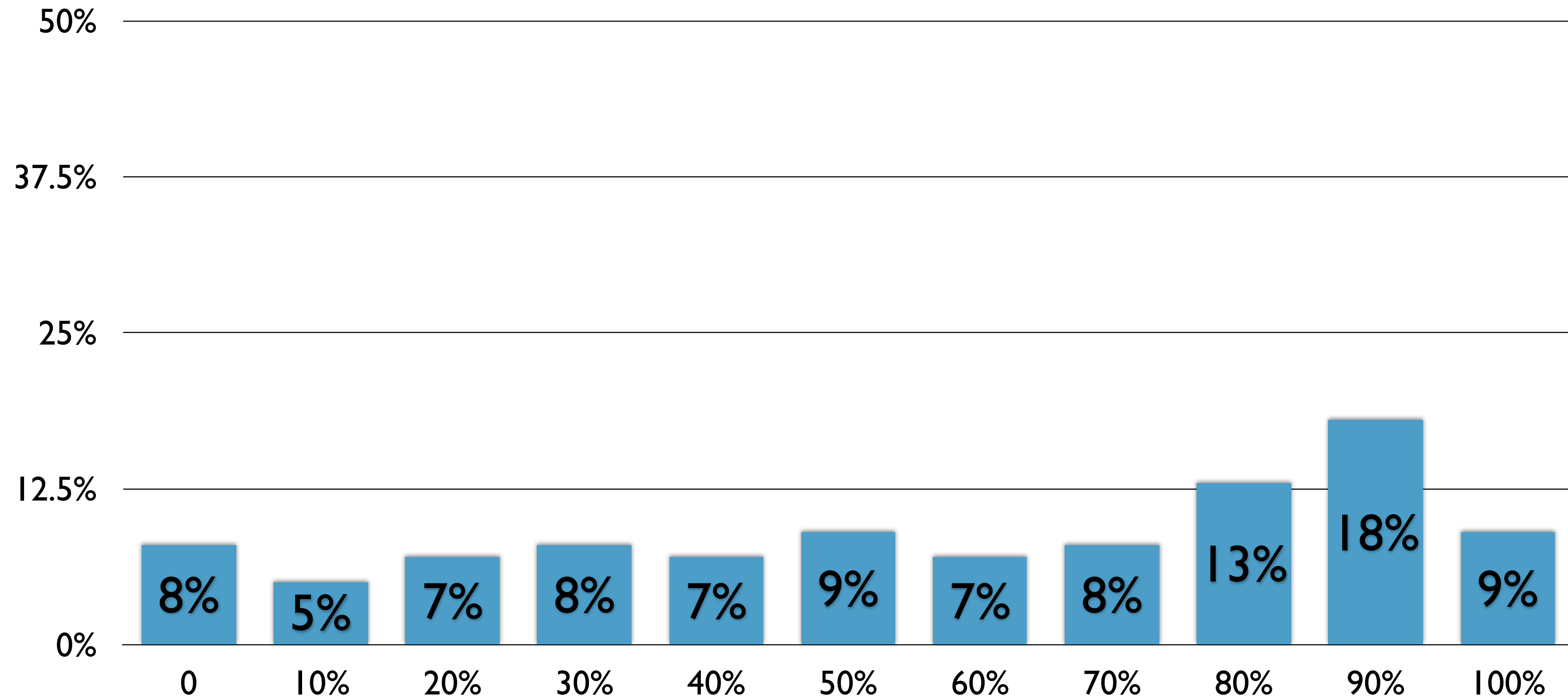
# % games purchased at full price?



Median gamer - 20% of purchases (2 to 5 games)



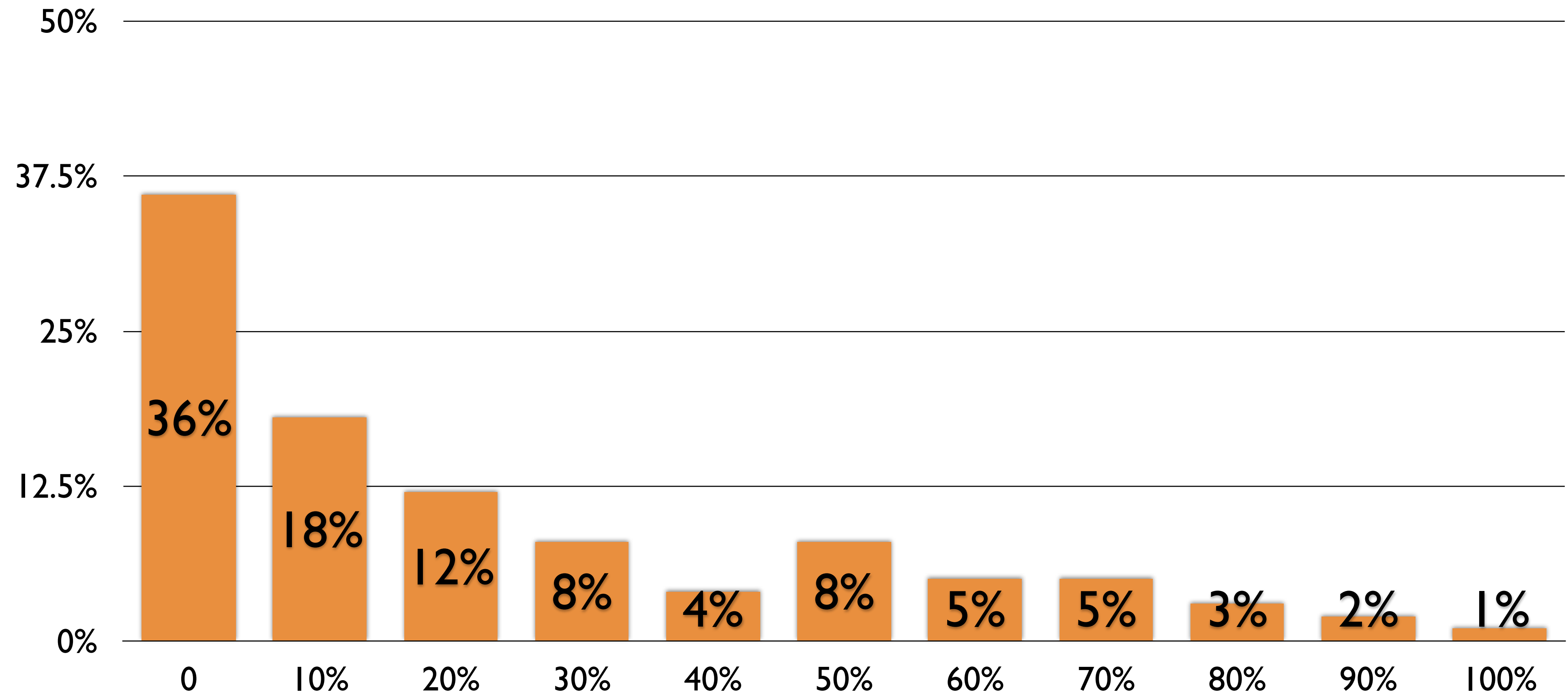
# % games purchased on sale?



Median gamer - 60% of purchases (7 to 15 games)

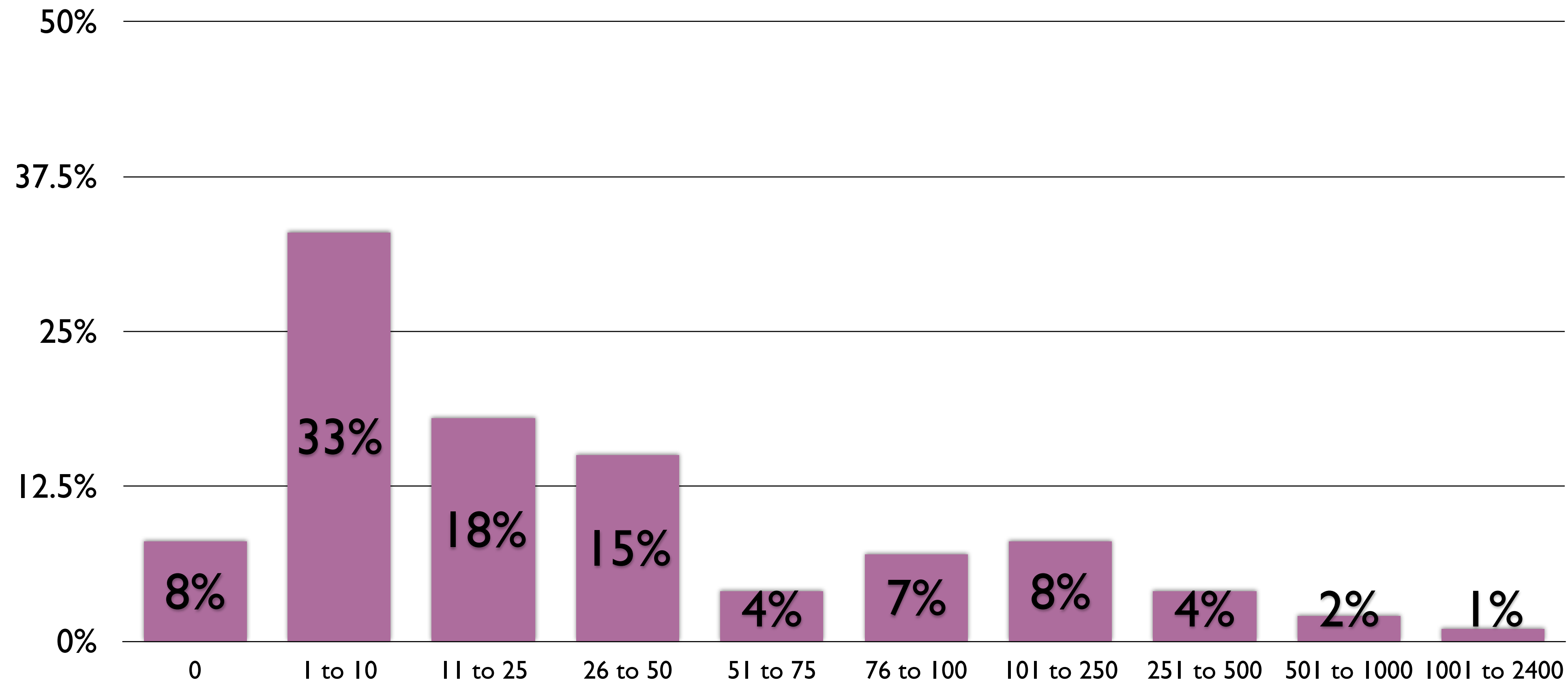


# % of games purchased in a bundle?



Median gamer - 10% of purchases (1 to 3 games)

# how many unplayed games in your backlog?

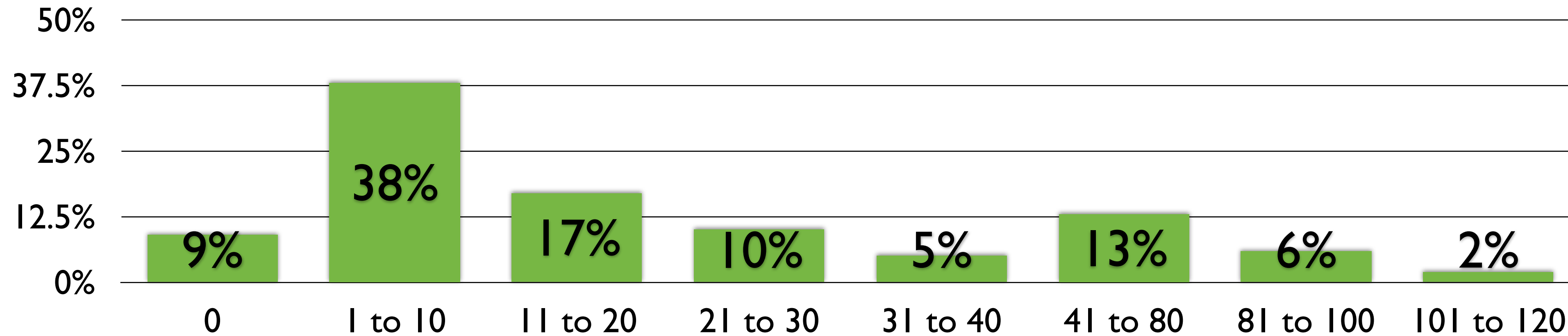


Median gamer - 18 games

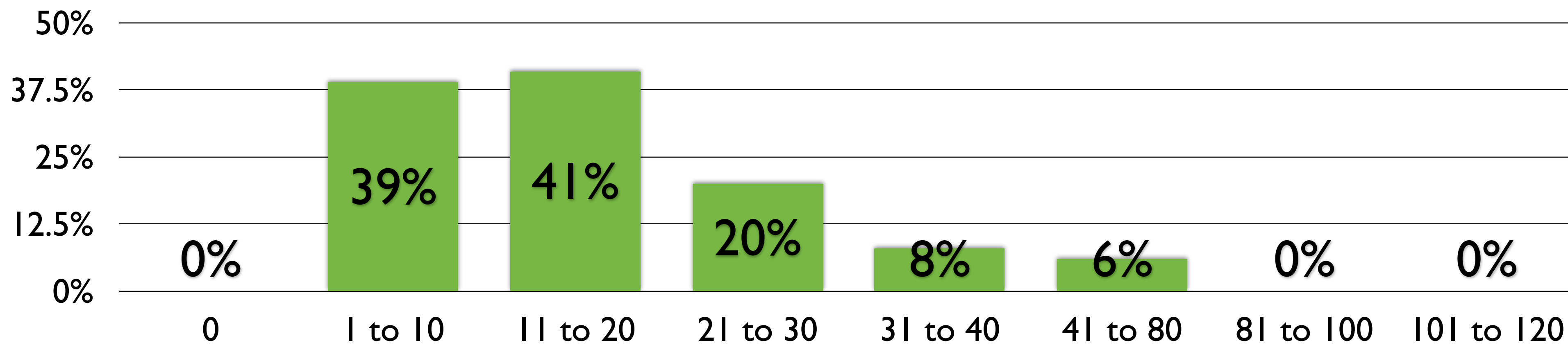


# how many hours do you spend on your hobby per week?

Hours gaming



Hours consuming media



Median gamer - 18 hours gaming, 10 hours consuming media

the second study

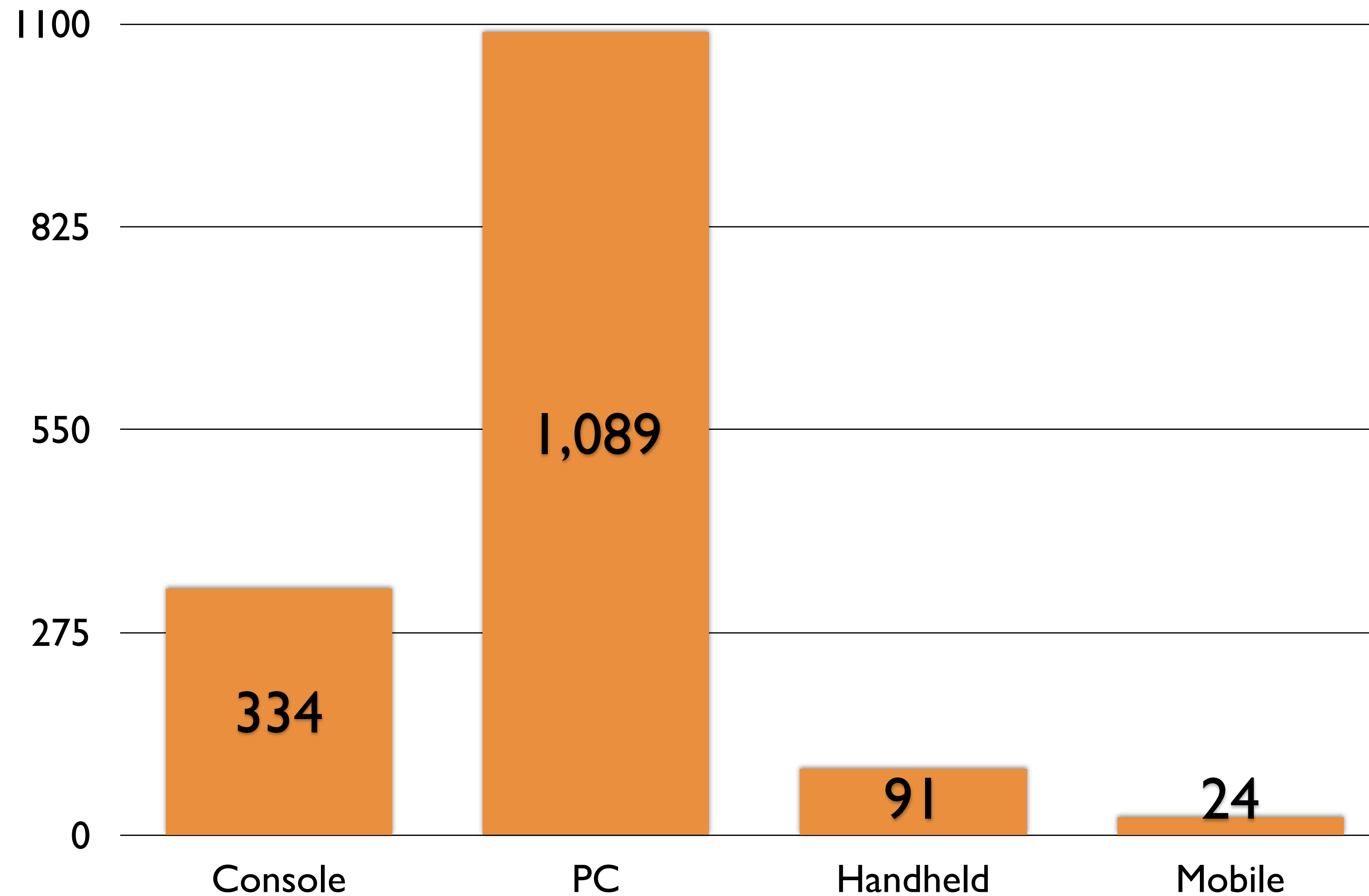
# Why they buy



# survey info

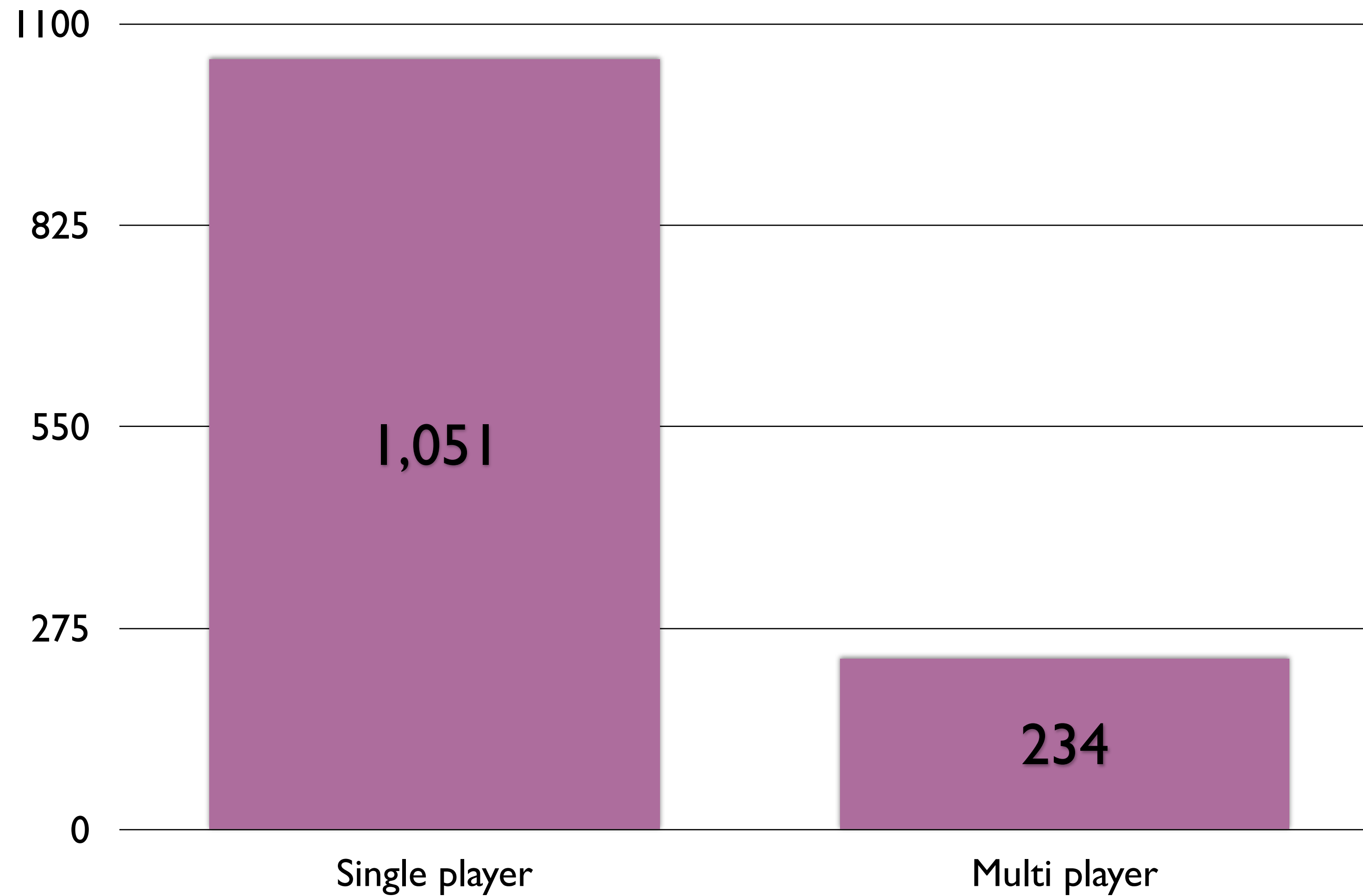
- n = 1,556
- January '14
- Average respondent:
  - ♦ Played 20 games in the past 12 months
  - ♦ Purchased 30 games in the past 12 months
  - ♦ Purchased 80% of games on sale or in a bundle

# primary platform

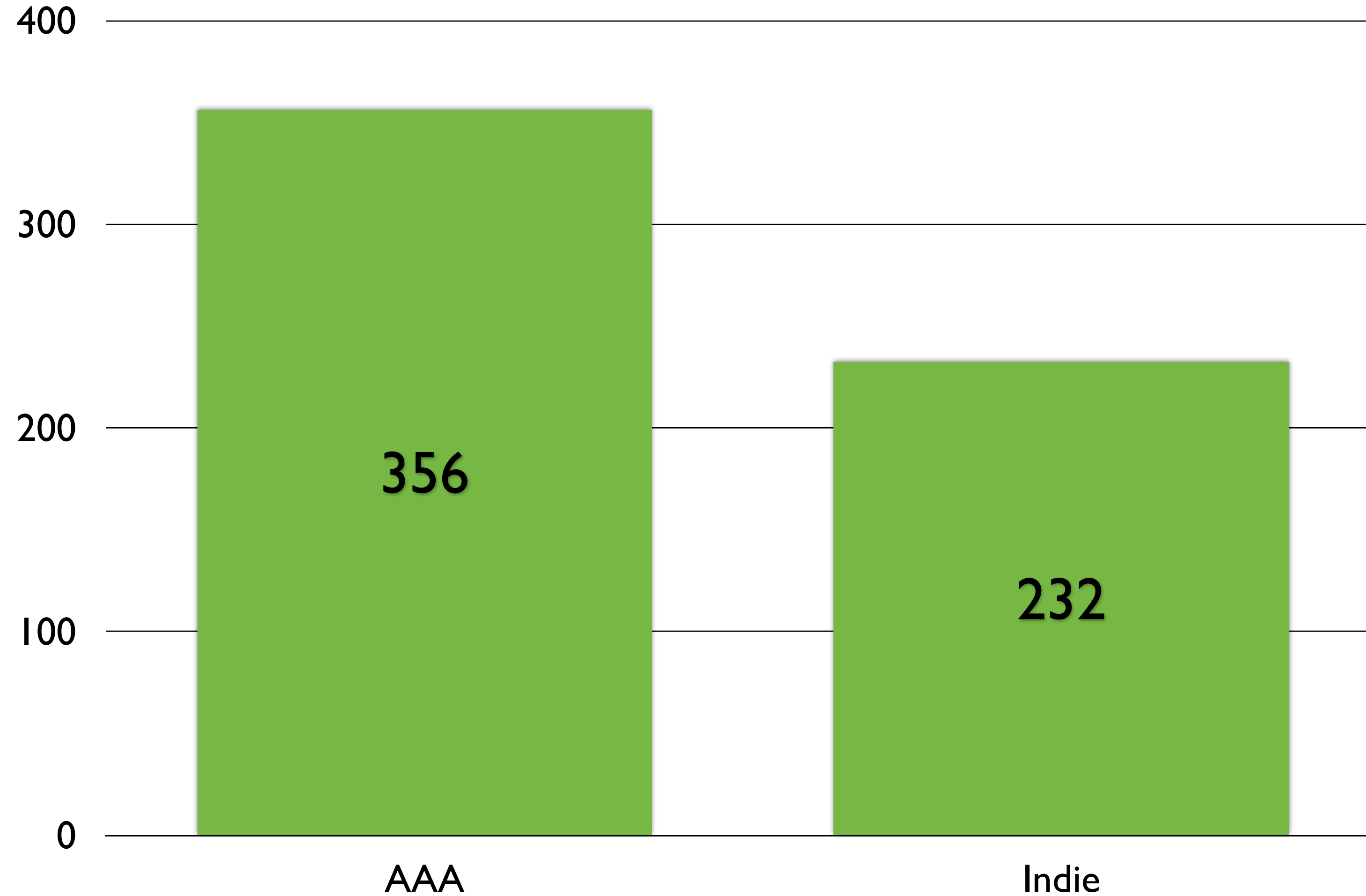




# primary play mode



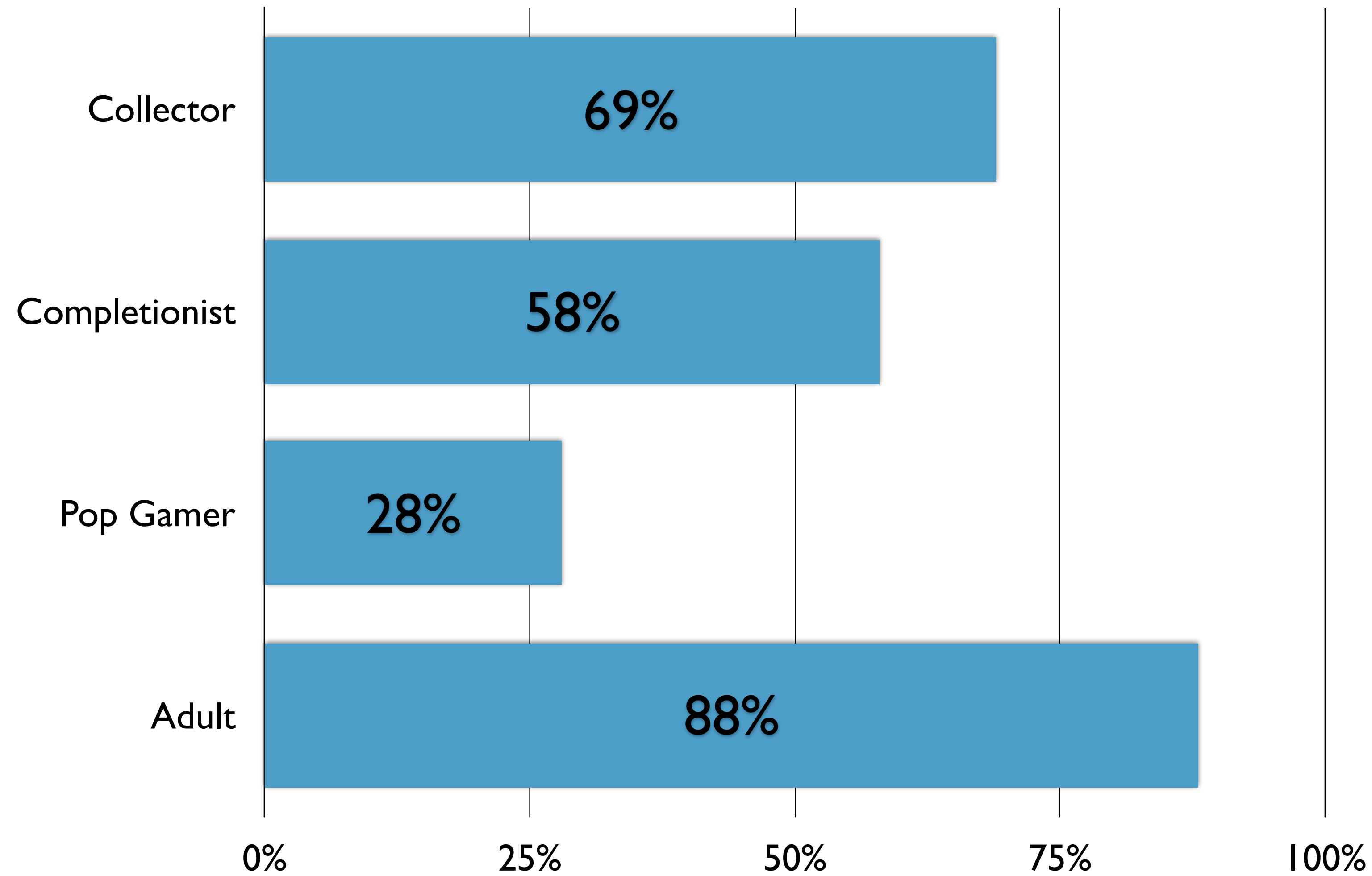
# primary game type



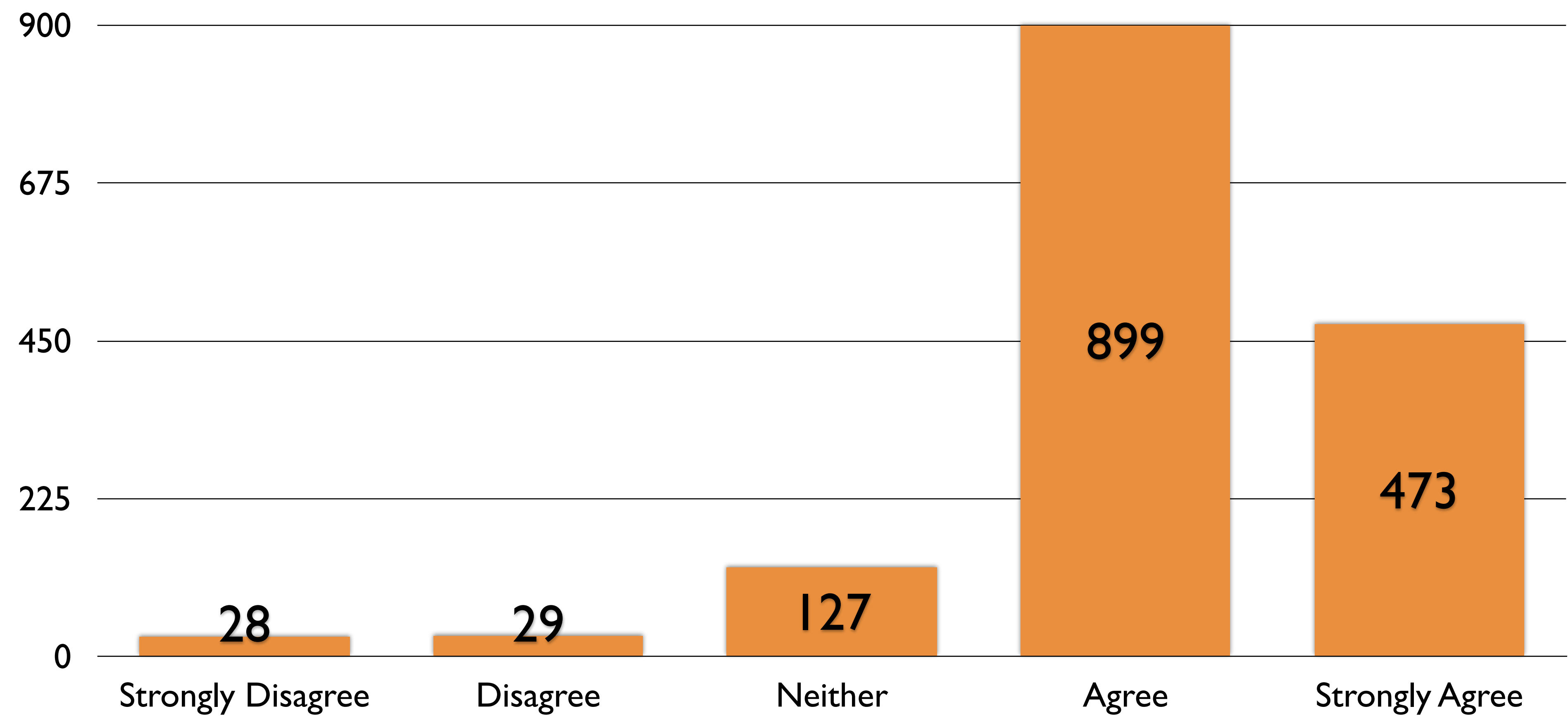
Most players did not align most strongly with a type of game



# I am a...



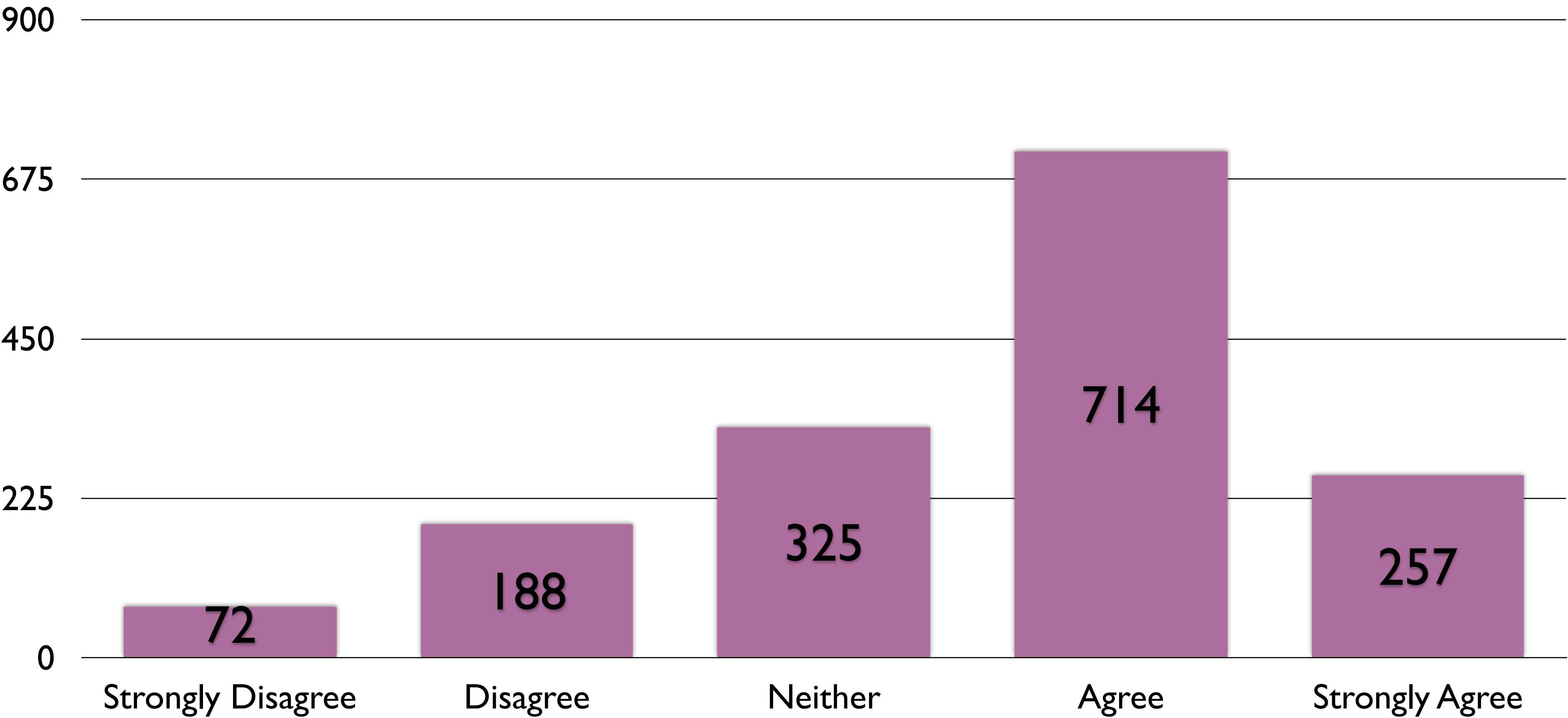
# do you buy games because the look interesting/unique?



88% agree (perhaps a poorly worded question)

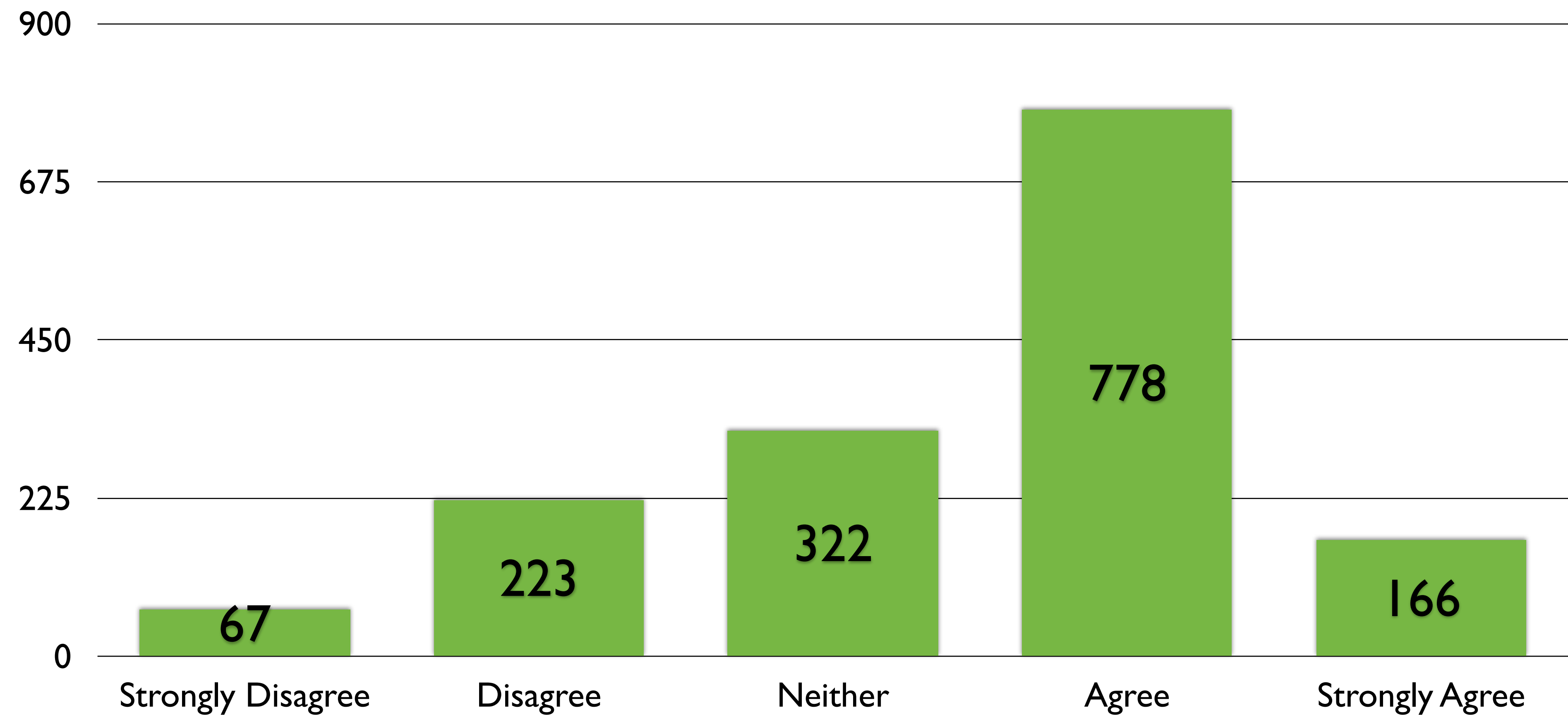


# do you buy games to support the developer?



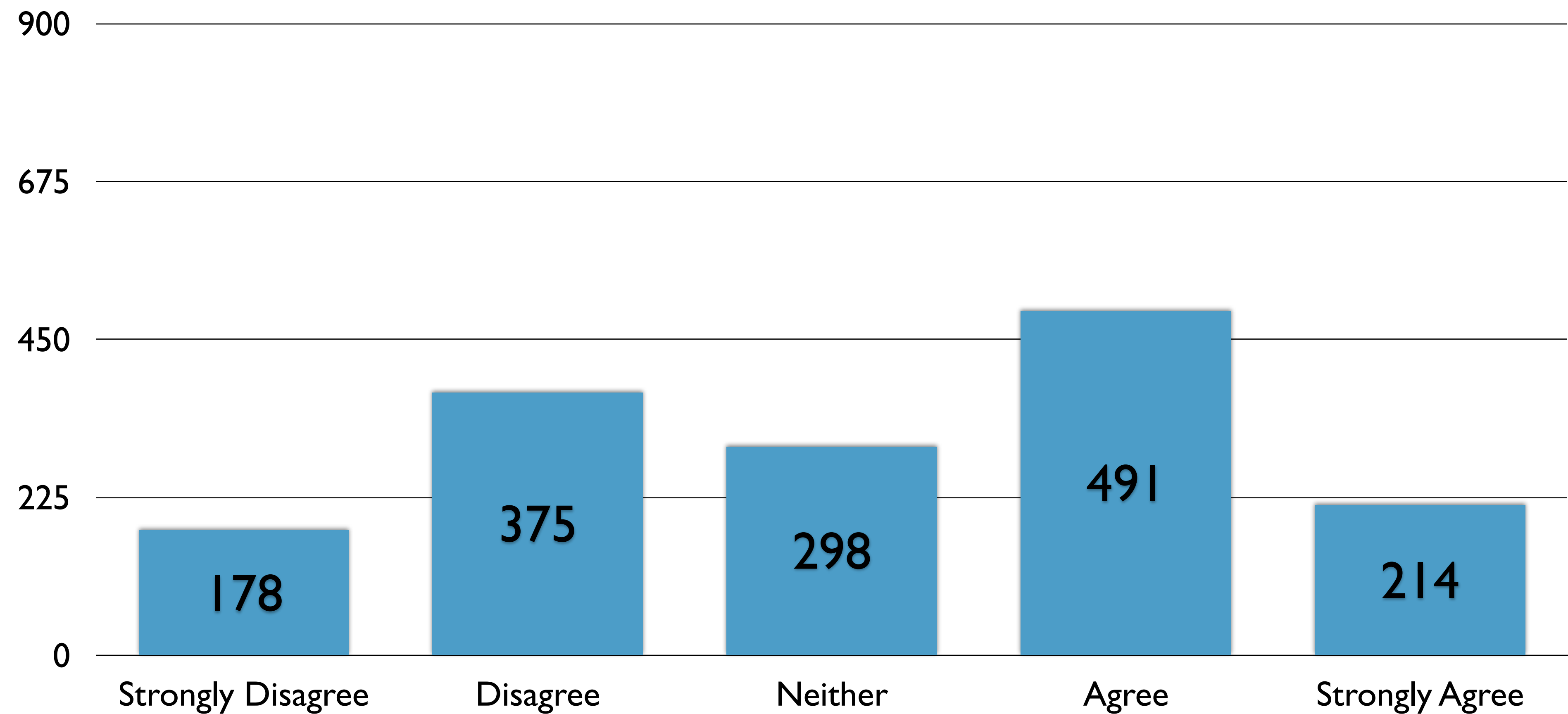
62% agree

# do you buy games because of friend recommendations?



61% agree

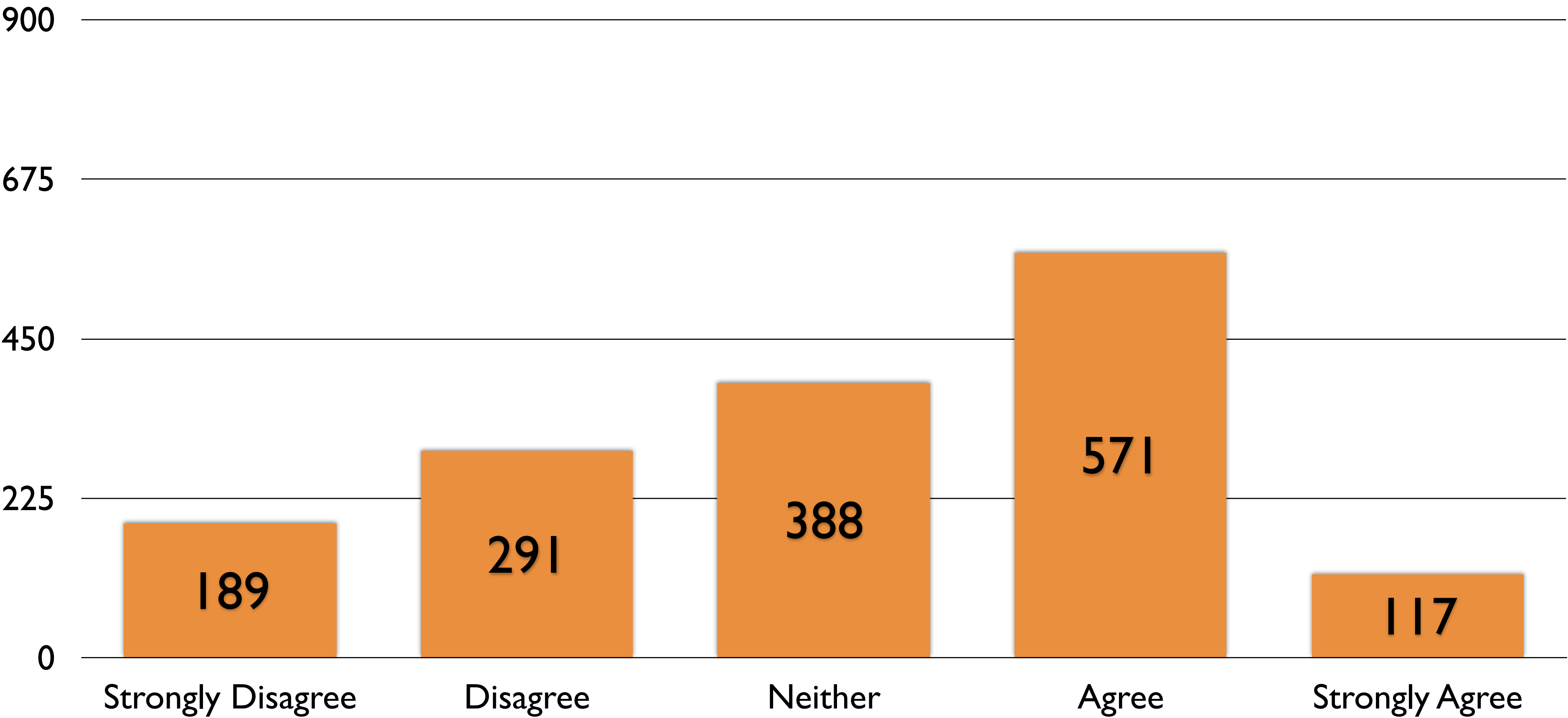
# do you play demos of games before buying?



45% play demos when available

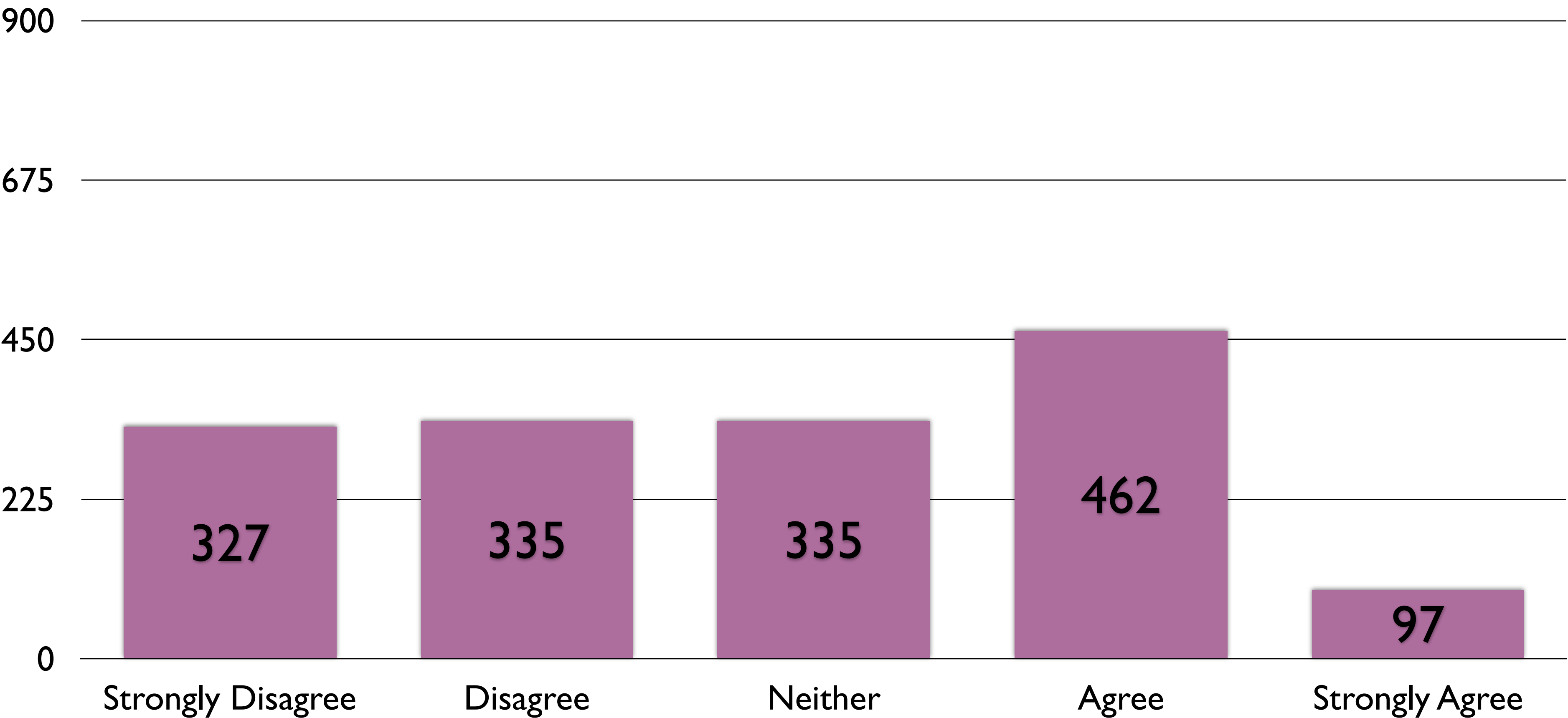


# do you buy games because of high critic review scores?



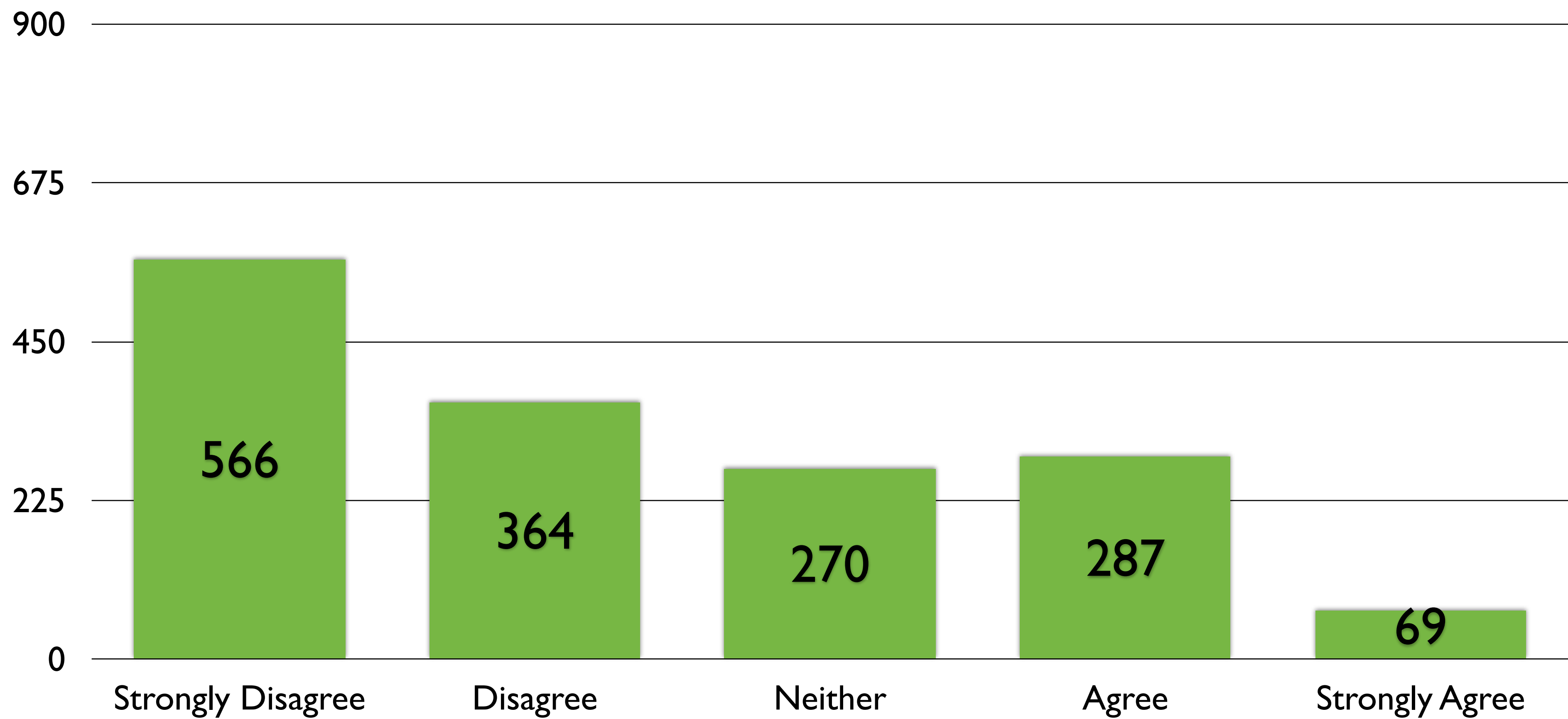
44% agree

# do you buy games because of recommendations from gaming personalities?



36% agree

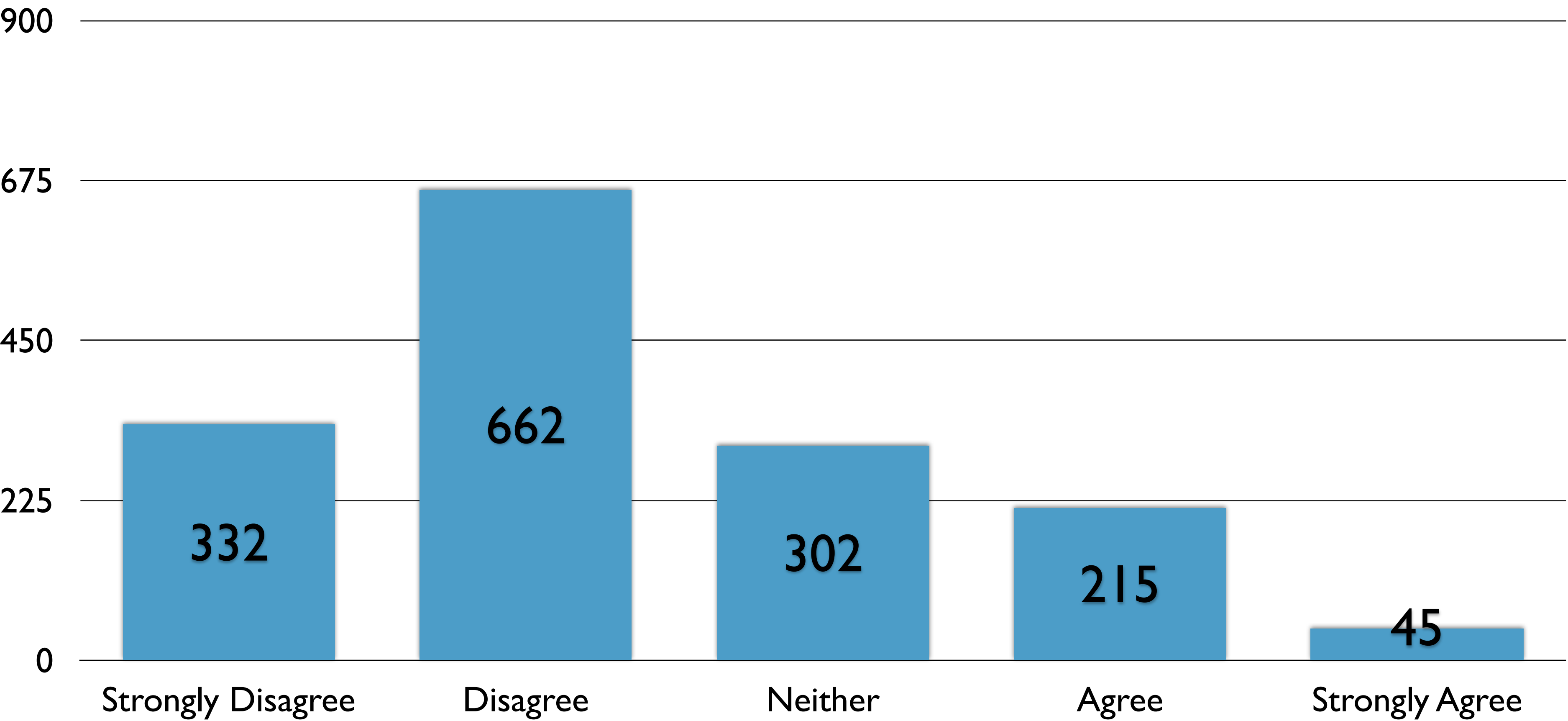
# do you buy games because of watching Let's Play videos?



23% agree



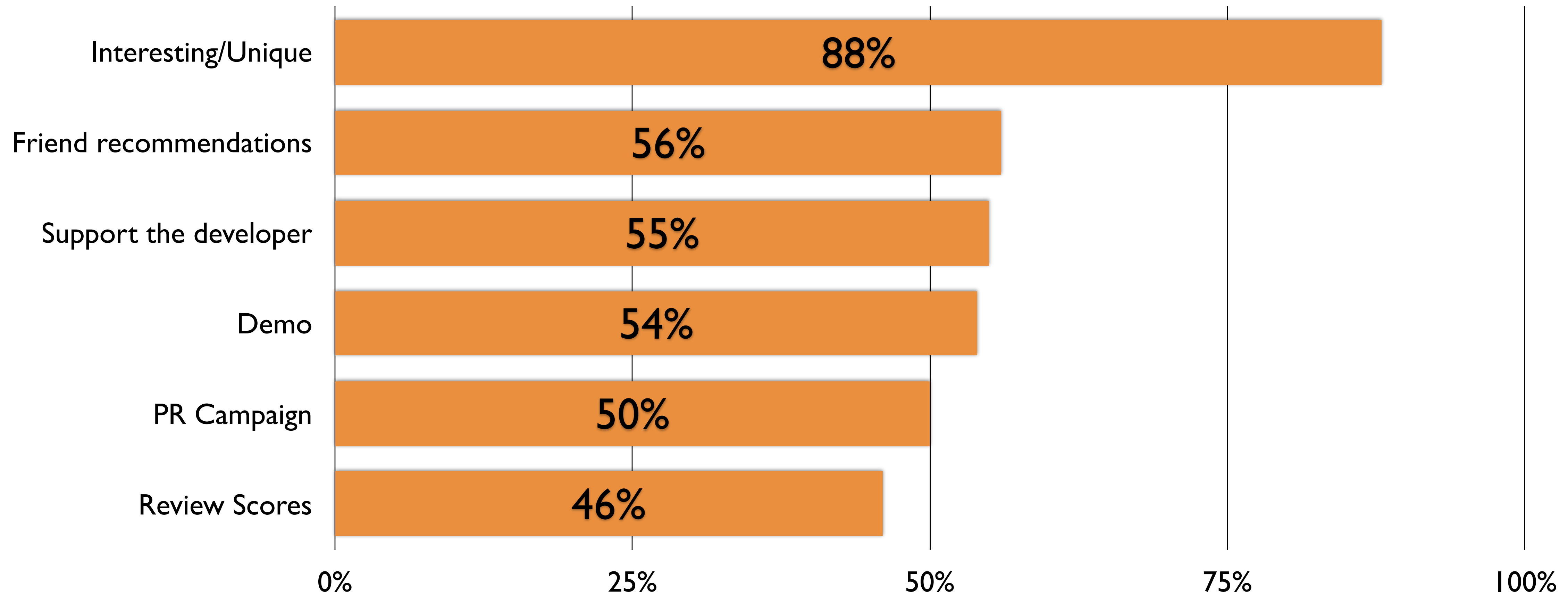
# do you buy games because you like to own all the biggest games?



17% agree

# console gamers

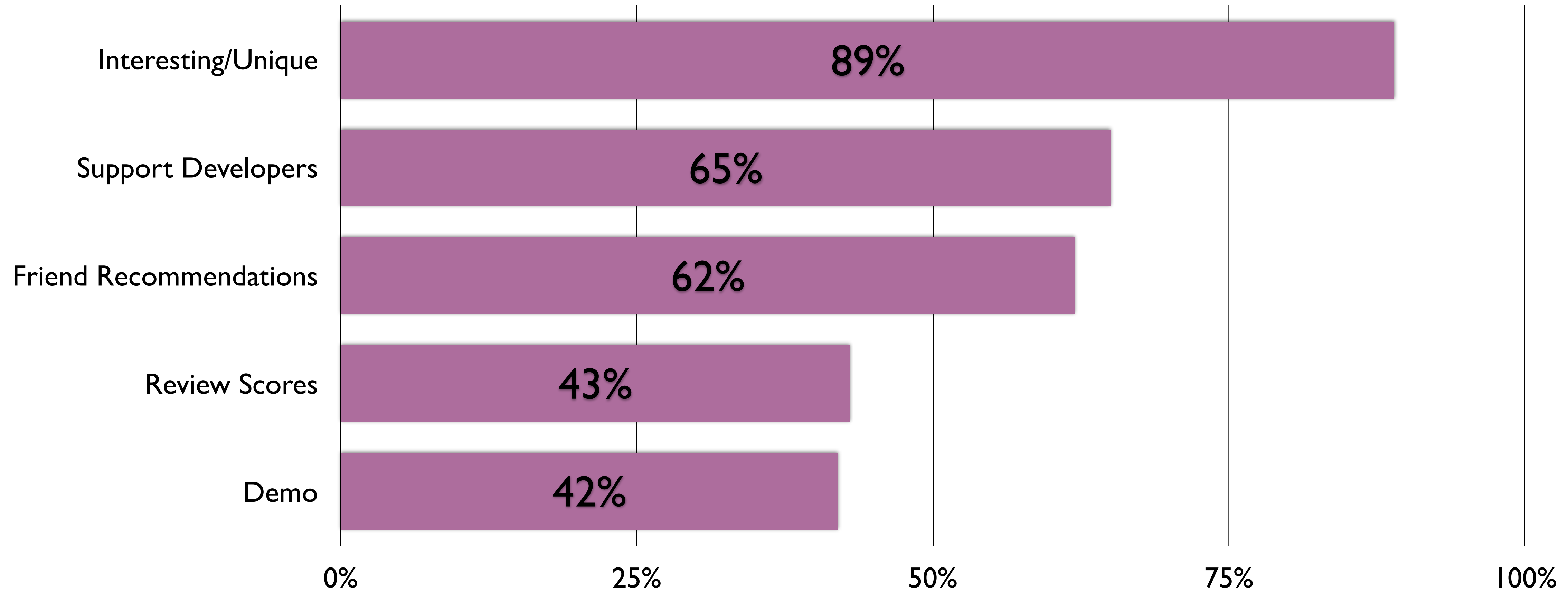
Which factors affect a purchase decision for the majority of console gamers?



Sample size - 334

# pc gamers

Which factors affect a purchase decision for the majority of console gamers?

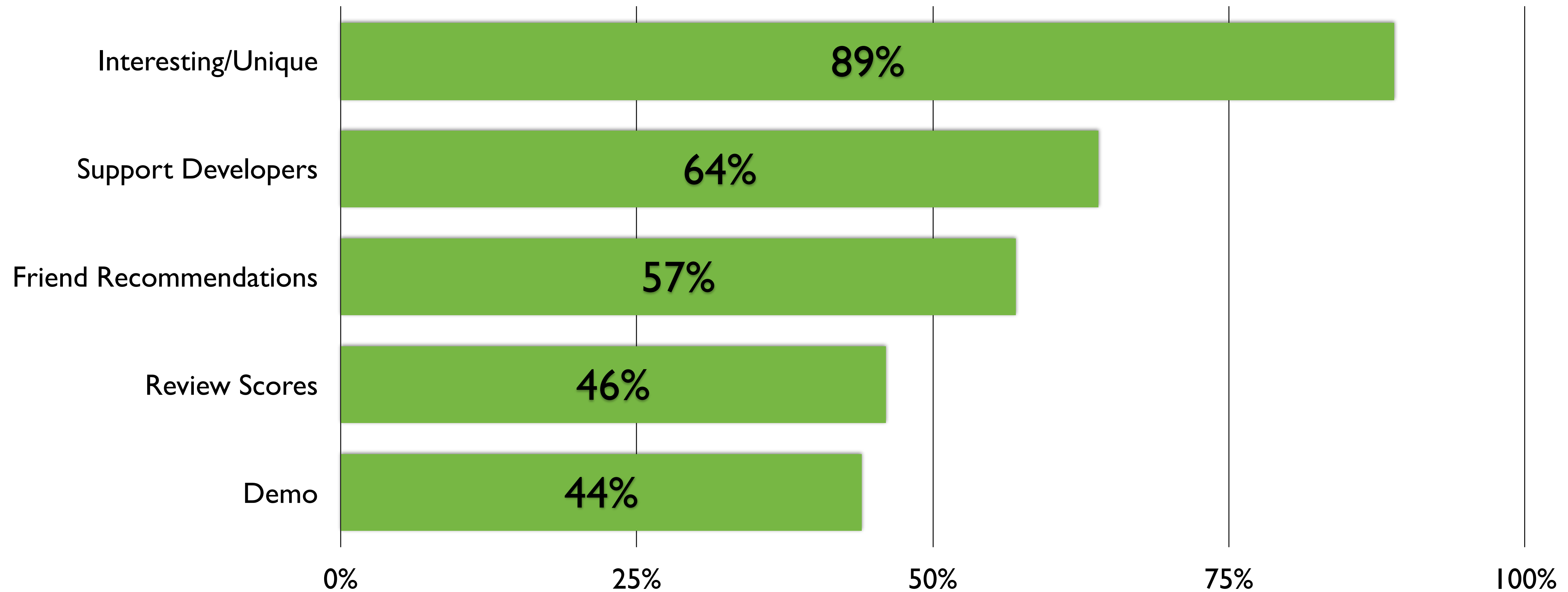


Sample size - 1,089



# single player gamers

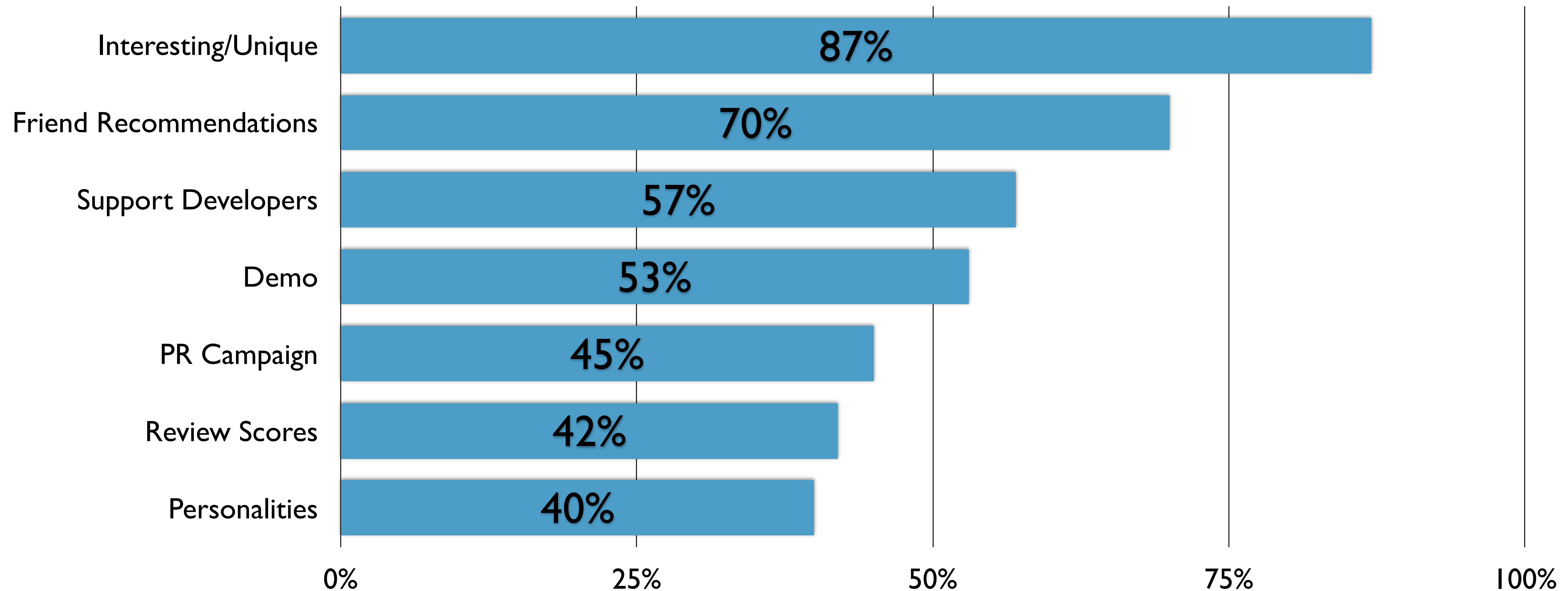
Which factors affect a purchase decision for the majority of single player gamers?



Sample size - 234

# multi player gamers

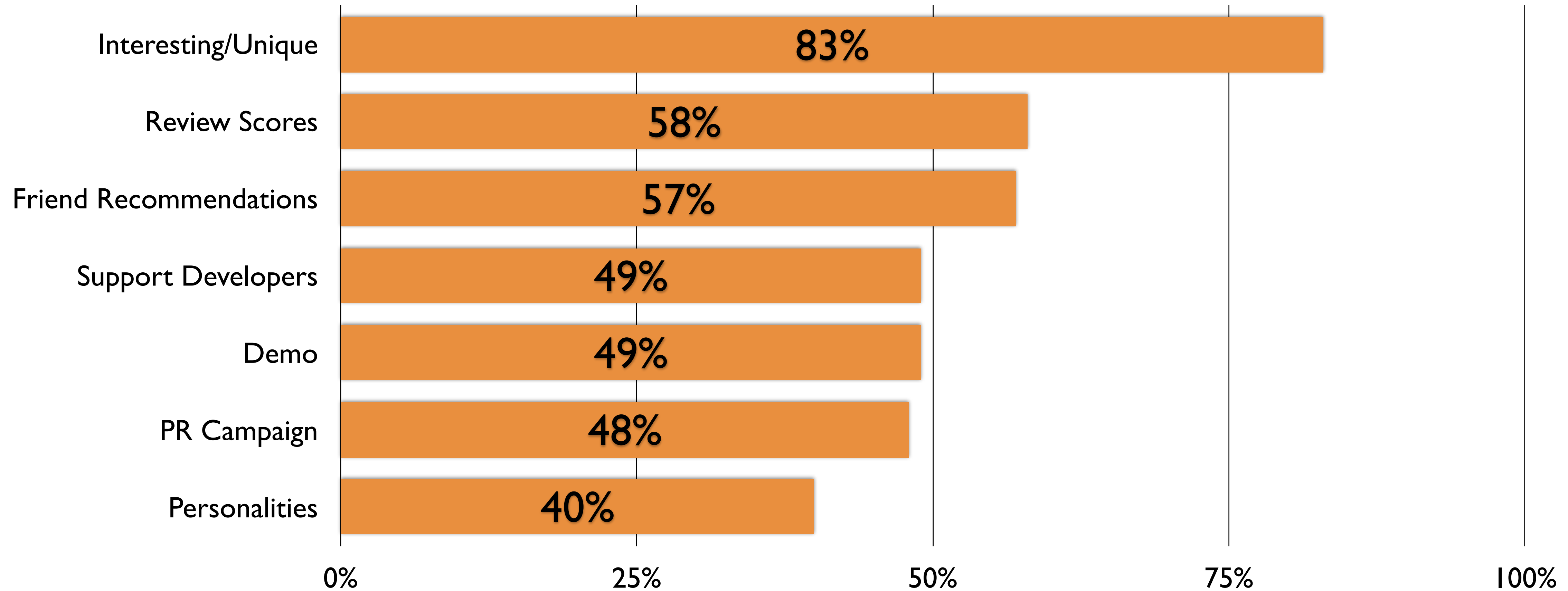
Which factors affect a purchase decision for the majority of multi player gamers?



Sample size - 234

# AAA gamers

Which factors affect a purchase decision for the majority of AAA gamers?

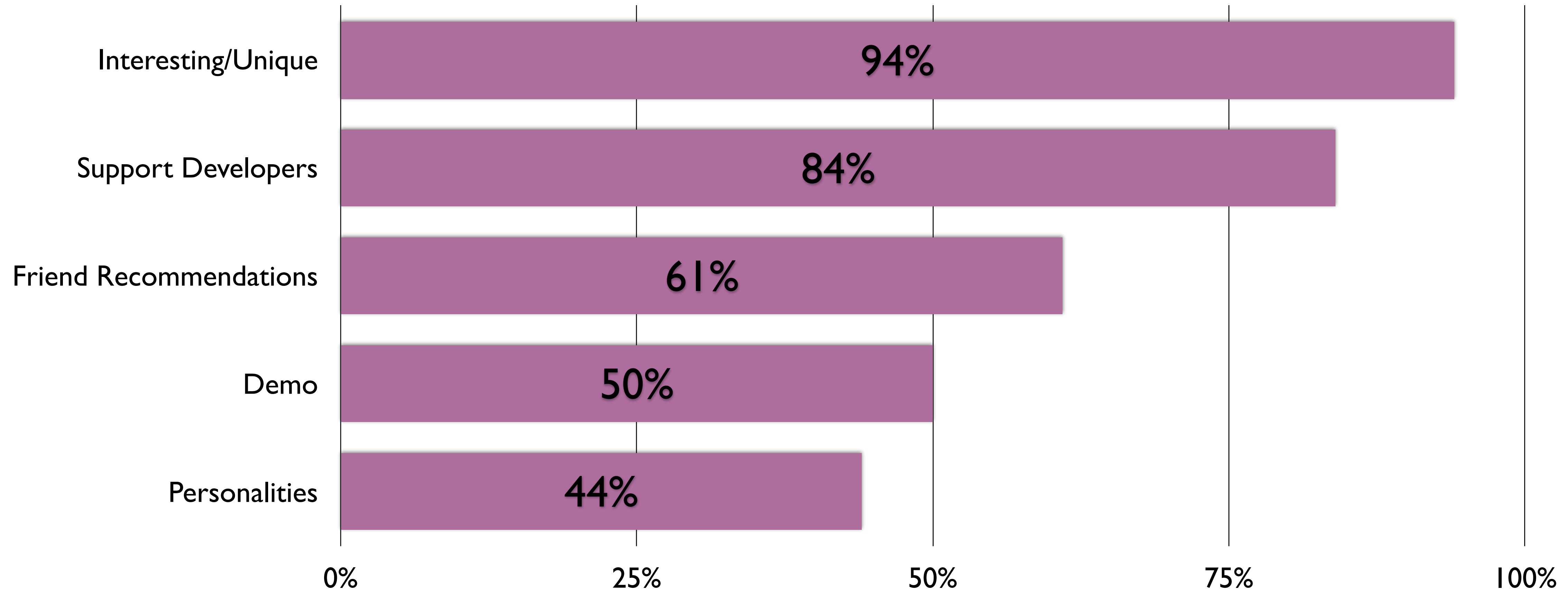


Sample size - 356



# indie gamers

Which factors affect a purchase decision for the majority of indie gamers?



Sample size - 232

the third study

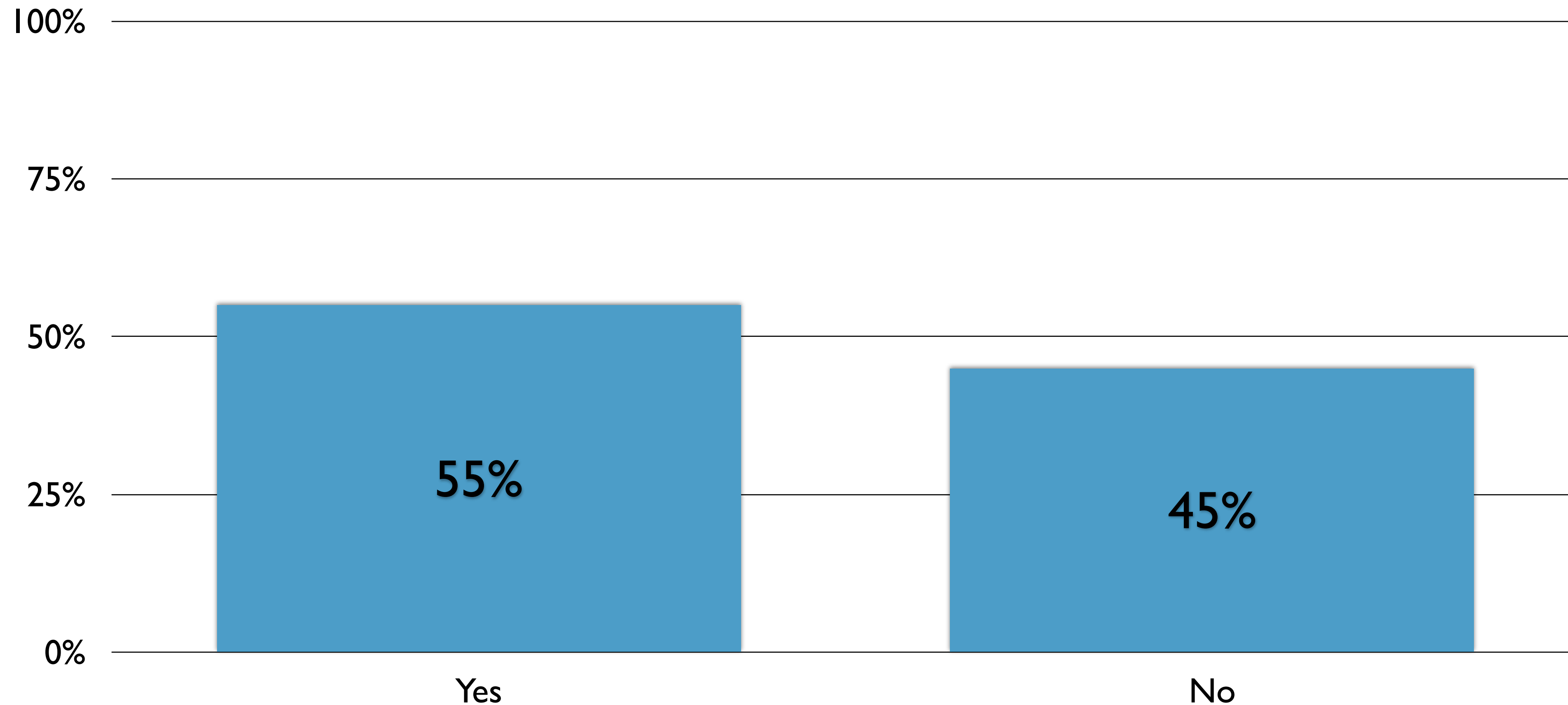
# DLC & MTX

The background features several overlapping geometric shapes. A large purple pentagon is on the left, partially overlapping a brown hexagon. To the right is a large green pentagon with a black circle in the center. Below the green pentagon is a blue trapezoid with a black circle. The shapes are semi-transparent, creating layered effects.

# survey info

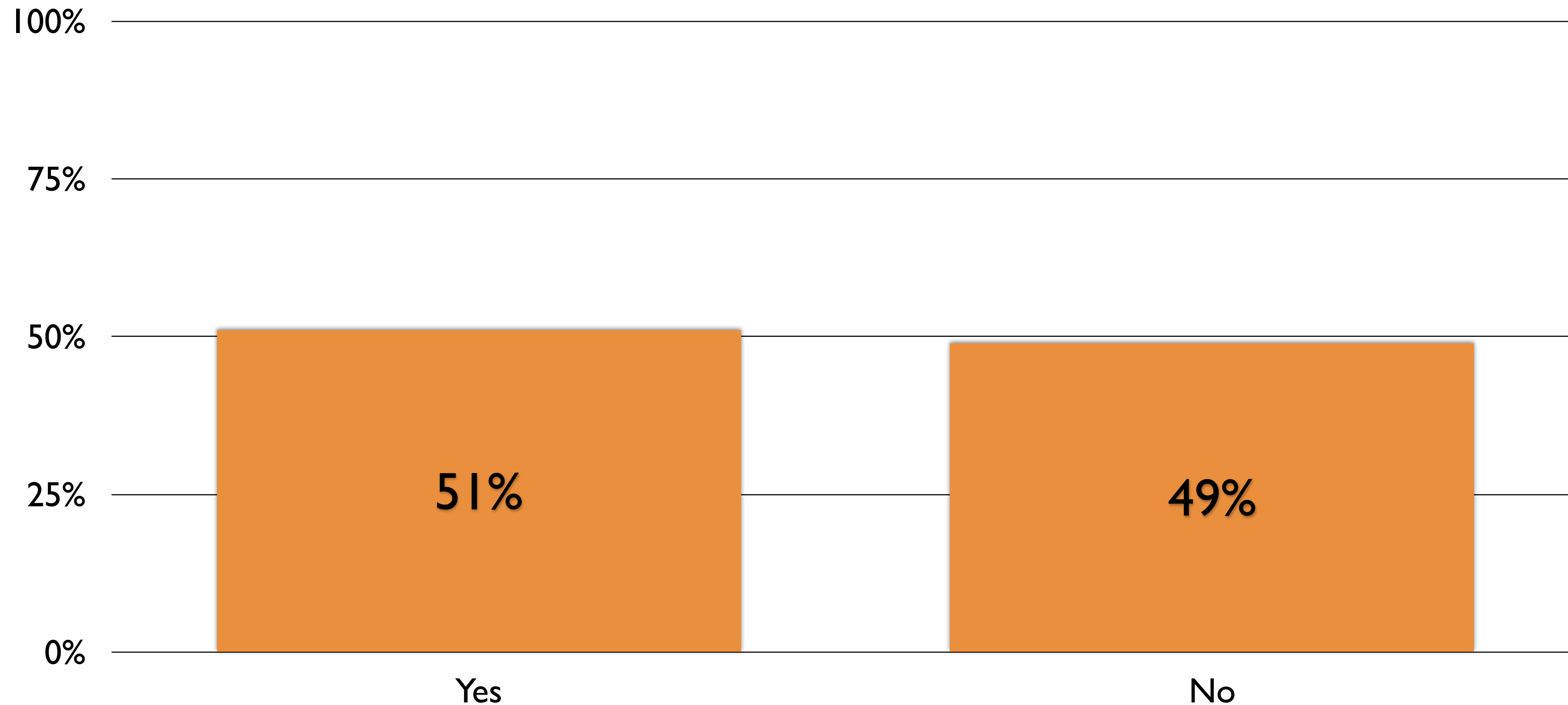
- n = 2,727
- Nov '14
- Average respondent:
  - 25 to 34
  - Male
  - Lives in the US
  - Employed full time
  - Plays an average of 15 hours a week

# have you purchased a pre-order in the past 3 months?

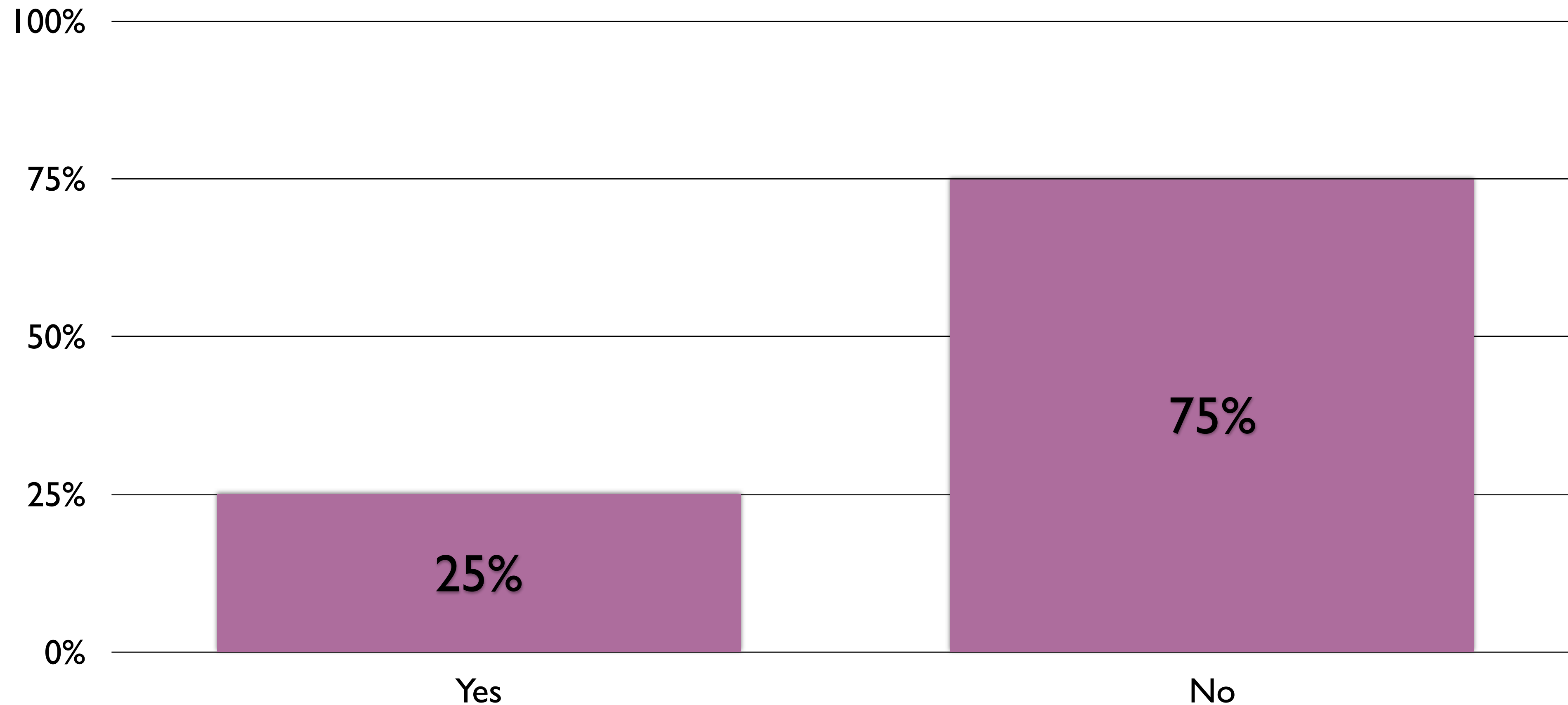




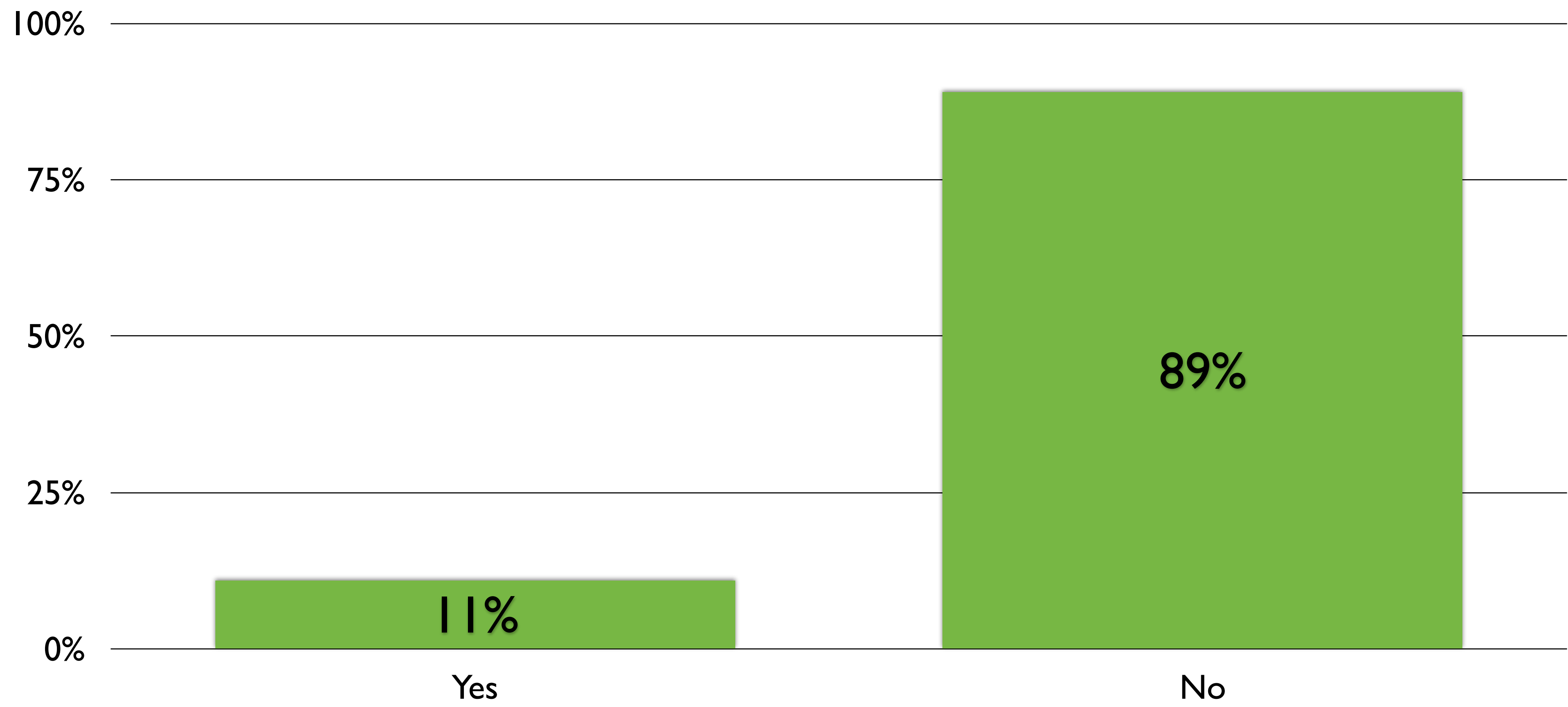
# have you purchased DLC (content) in the past 3 months?



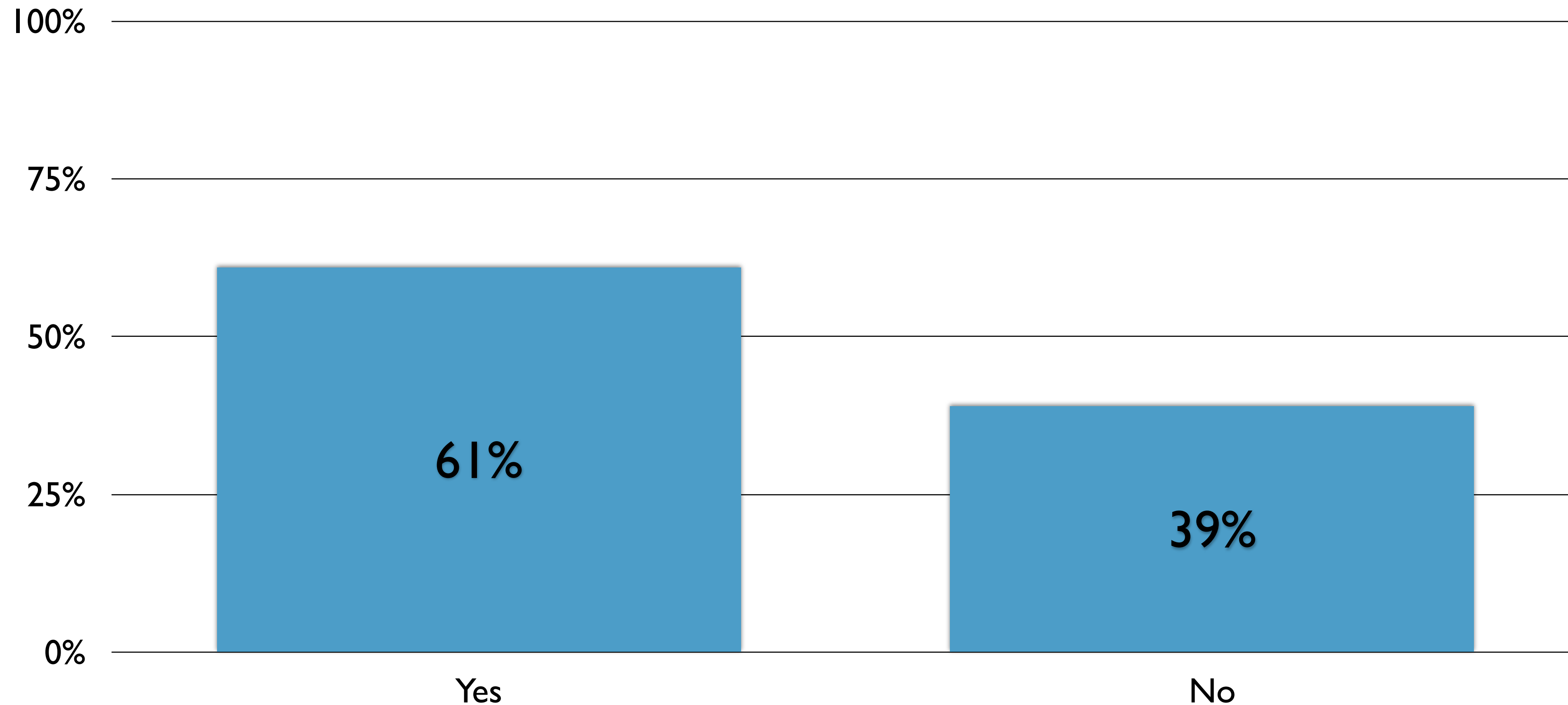
# have you purchased a season pass in the past 3 months?



# have you purchased MTX in a AAA premium game in the past 3 months?

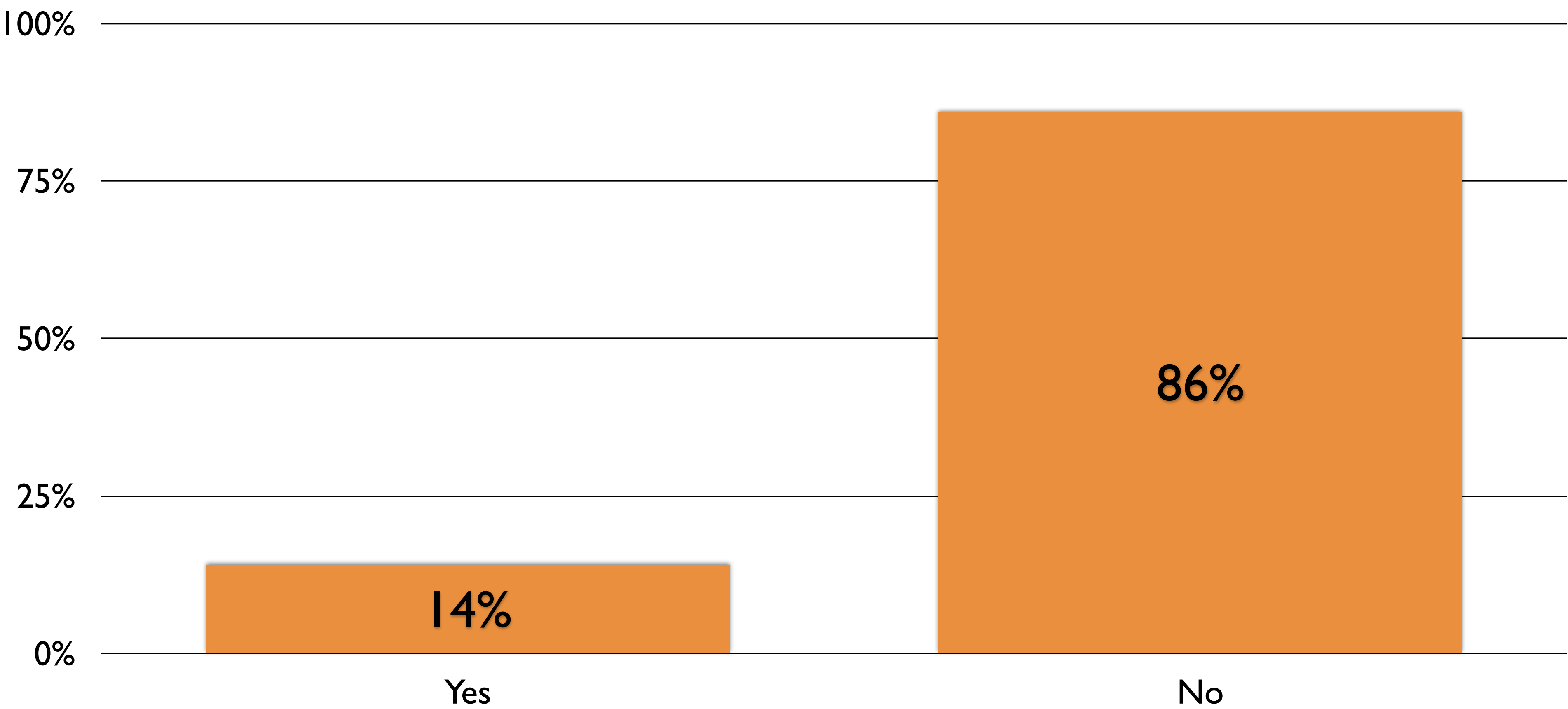


# have you played a F2P mobile game in the past 3 months?





# have you purchased an MTX in a mobile F2P game in the past 3 months?



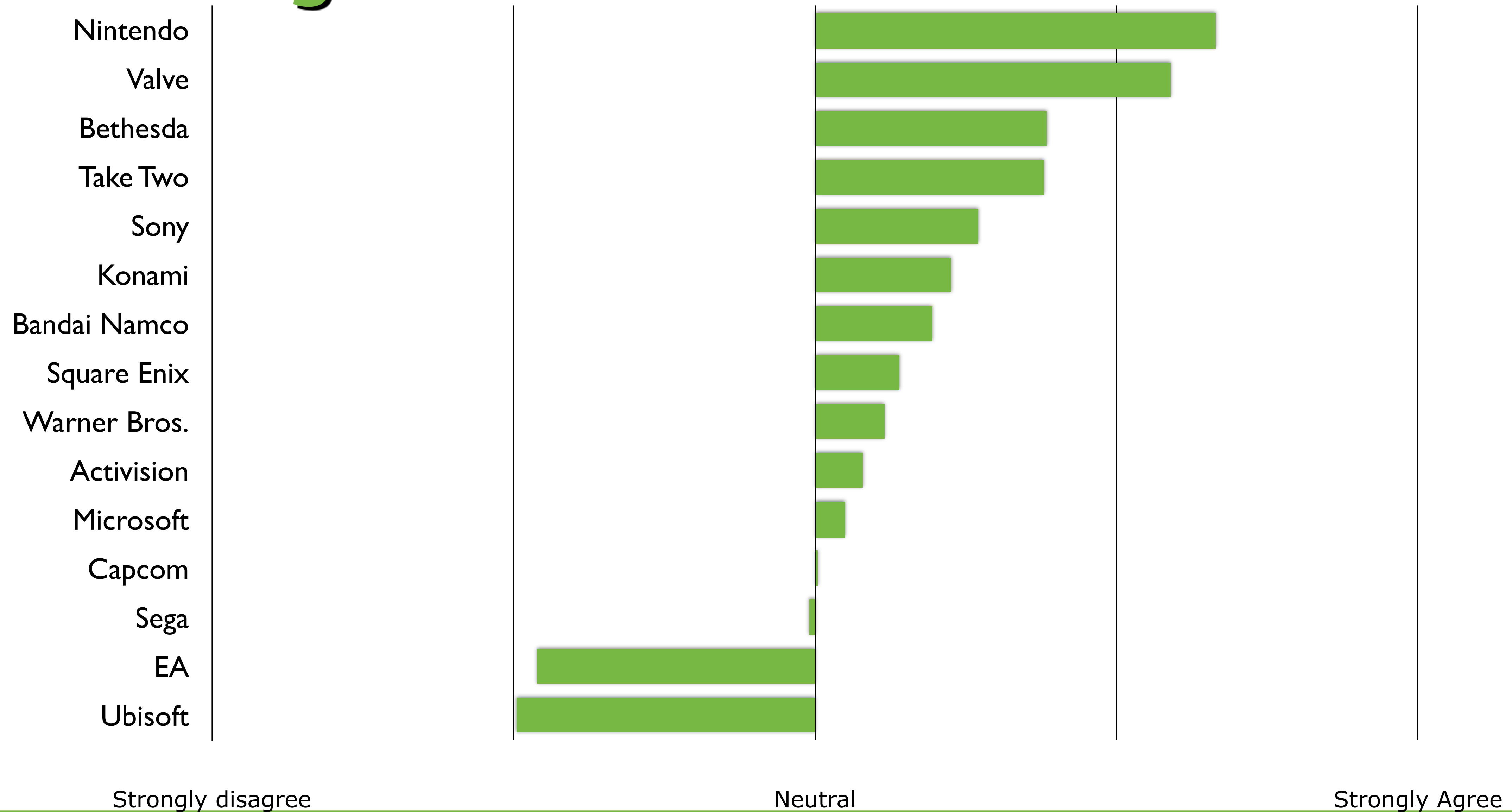
the fourth study

# Trust & Publishers

# survey info

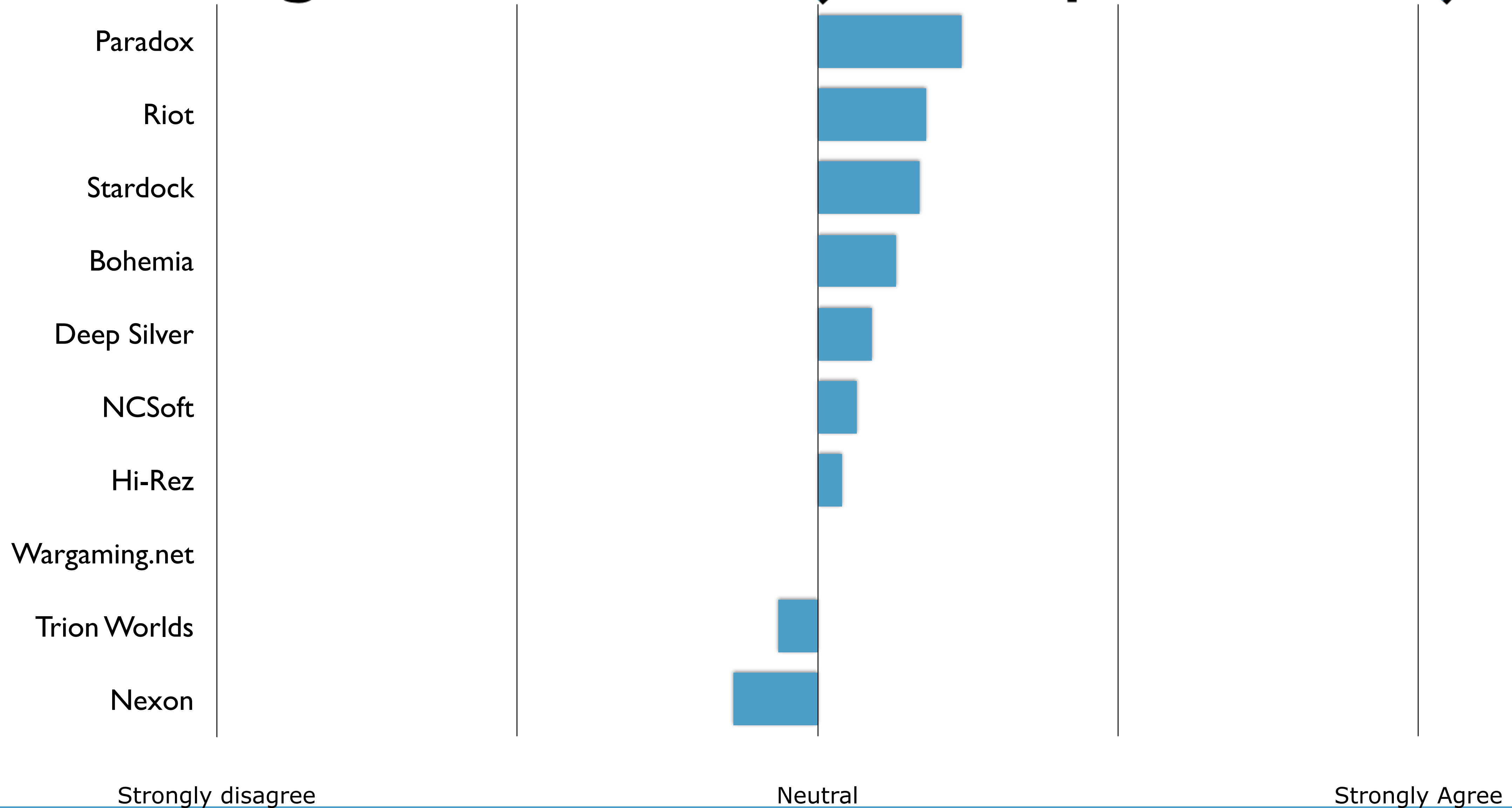
- n = 1,364
- Dec/Feb '14
- Average respondent:
  - ♦ 25 to 34
  - ♦ Male
  - ♦ Lives in the US
  - ♦ Plays an average of 18 hours a week
  - ♦ Purchased 5 games in the past 3 months

# Who do gamers trust?

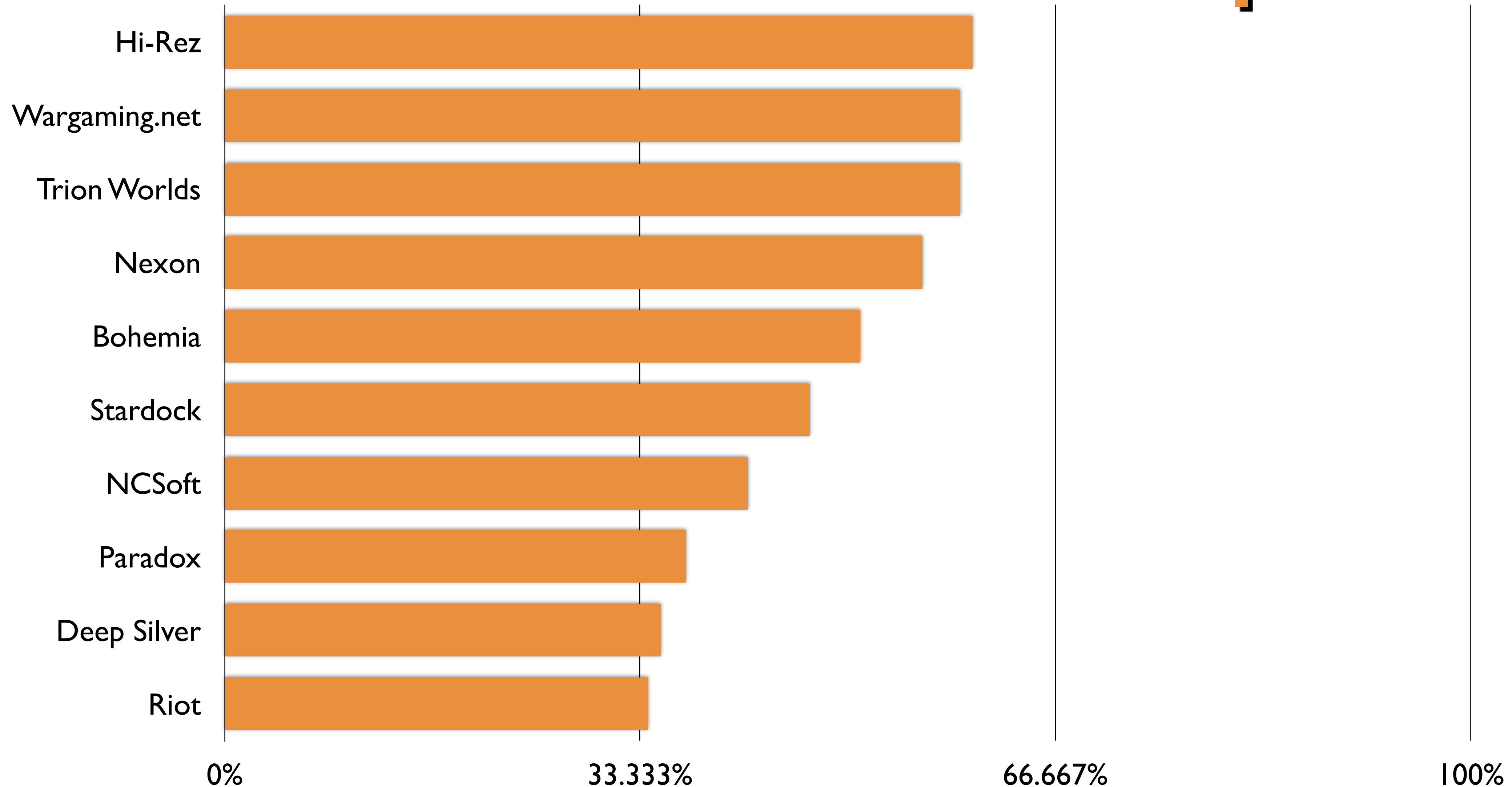




# Who do gamers trust? (minor publishers)



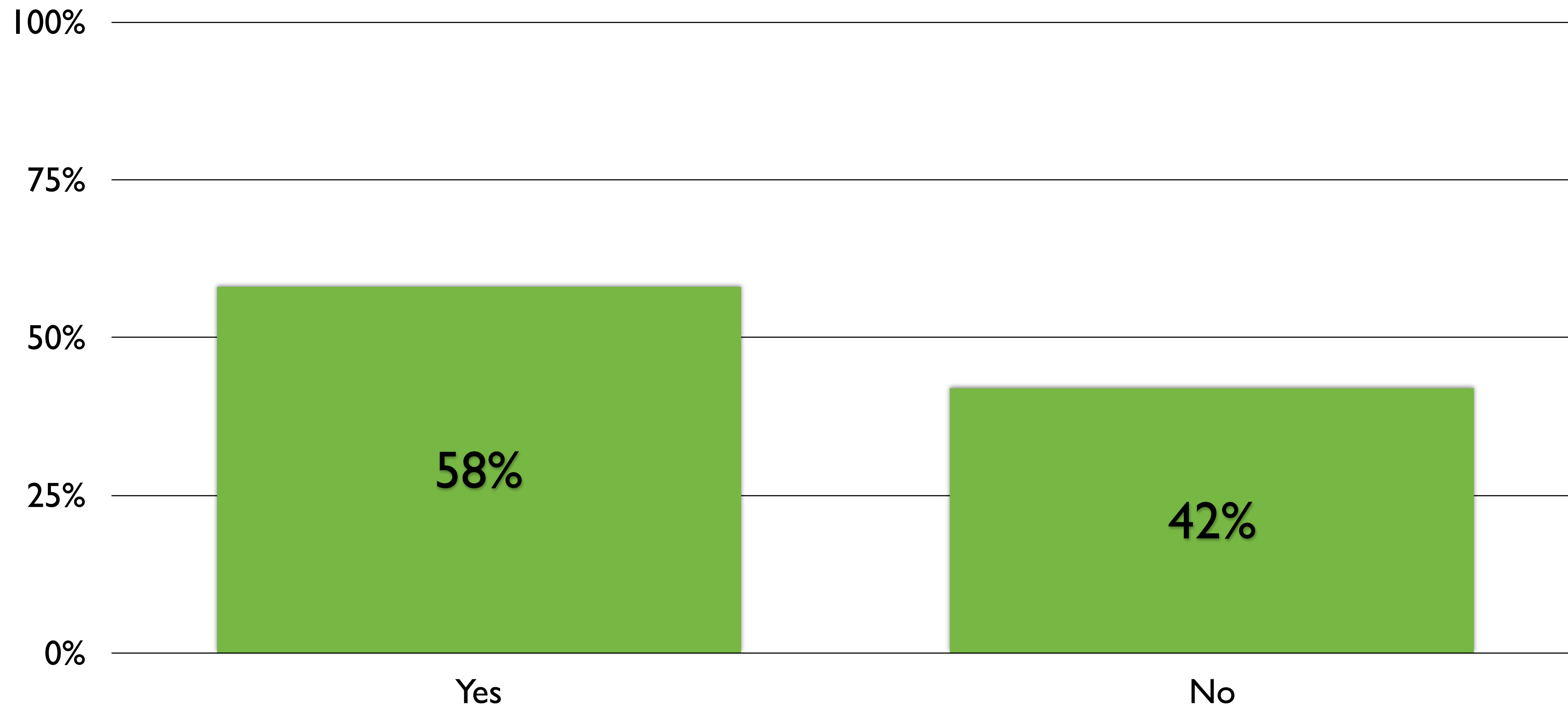
# I am unfamiliar with this publisher:



# Top 5 causes for loss of trust

- included microtransactions in a game
- released a bad game in a series I enjoyed
- mislead by the game's marketing
- bought a game that was broken
- botched game launch

# I have promised to stop buying the games of a publisher after they lost my trust





# the data

- Full slides available soon
- Download the data: [famousaspect.com/gdc15-data](https://famousaspect.com/gdc15-data)

# continue the conversation

- Email: [ethan@FamousAspect.com](mailto:ethan@FamousAspect.com)
- Twitter: [@FamousAspect](https://twitter.com/FamousAspect)
- Articles, tools and templates: [FamousAspect.com](https://FamousAspect.com)