

A man in the foreground is wearing a black VR headset and has a joyful expression. Behind him, a woman with dark hair is laughing heartily. In the background, another person is partially visible, also smiling. The scene is set indoors with warm lighting and wooden paneling. A semi-transparent orange rectangle is overlaid on the lower half of the image, containing text. The bottom of the image is divided into three colored sections: a dark teal section on the left containing a logo, a yellow section in the middle containing the year '2018', and a dark blue section on the right containing a hand holding a game controller.

ESSENTIAL FACTS ABOUT

The Canadian Video Game Industry



**ENTERTAINMENT
SOFTWARE**
ASSOCIATION OF CANADA

2018

Demographics



61% 
(+24%)*
of Canadians define themselves as a “gamer”


64% 
(+12%)*
of Canadians are actually “gamers”, as they have played a video game in the past 4 weeks

23M 
Over 23 million Canadians are “gamers”

*Since 2016

ESAC 2018


50%
of gamers are
Female


50%
of gamers are
Male

39
years is the average age of
a Canadian gamer


10 hours is the average time
gamers spend playing per week

Demographics

Lillian

AGE 63



FAVOURITE GENRES:

Puzzle Games & Card Games

FAVOURITE GAMES:

Scrabble & Solitaire

Warren

AGE 56



FAVOURITE GENRES:

Card Games & Puzzle Games

FAVOURITE GAMES:

Euchre & Crossword Puzzles

Warren likes to play Euchre with his wife Lillian

Boomer Gamers (55-64)

58%



of female boomer gamers most often play games on their **mobile** device

66%



of puzzle gamers play online

73%



of female boomer gamers most often play puzzle games

80% of Canadians view video games as mainstream entertainment

In the last **6 months**, **30%** of Canadian gamers have purchased a digital download of a full game

88%



of adult gamers often watch shows & movies on TV

46%



of male boomer gamers most often play games on their **computer**

64%



of card gamers play online

31%



of male boomer gamers most often play card games

44% of card game players like to play with their spouse

In the last **6 months**, **5%** of Canadian gamers have purchased their games through reoccurring subscriptions online

68%



of Canadian adult gamers often play an instrument in a band

30%



of Canadians believe video games are the best form of entertainment

Demographics

Carlos

AGE 49



FAVOURITE GENRES:

Strategy Games & Action/Adventure Games

FAVOURITE GAMES:

Call of Duty & Madden

Carlos often participates in outdoor activities with his teen son, Malik

Renée

AGE 39



FAVOURITE GENRES:

Puzzle Games & Card Games

FAVOURITE GAMES:

Candy Crush & Solitaire

Gen X Gamers (35-54)

31%  of male gen X gamers most often play on their **console**



Strategy gamers evenly play online and offline

81% 

of strategy gamers typically play with their friends

The vast majority of Canadian gamers also participate in a variety of other activities

92% 

of Canadian adult gamers often watch streaming services

91% 

of adult gamers often workout/exercise

61% 

of female gen x gamers most often play on their **mobile** device

60% 

of female gamers play video games solo

32% 

of online puzzle gamers like to collect trophies/achievements

40% of Canadians like to use their spare time to play video games

In the past **6 months**, **13%** of Canadian gamers have purchased a subscription to a game streaming/downloading service

74% 

of Canadian adult gamers often coach a sports team

Demographics

Naomi

AGE 33



FAVOURITE GENRES:

Puzzle Games & Strategy Games

FAVOURITE GAMES:

Candy Crush & Hitman Go

Naomi likes to play puzzle games with her 7 year old daughter, Talia

Felix

AGE 26



FAVOURITE GENRES:

Shooter Games & Action/Adventure Games

FAVOURITE GAMES:

Fortnite & Assassin's Creed

Felix likes to compete against others, play team games & cooperate with others, and socially interact online with others

Millennial Gamers (18-34)

54%



of female millennial gamers most often play on their **mobile** device



Puzzle gamers typically play with 2-3 other players in the room

51%



of Canadians believe that video games help develop technical/ problem solving skills

71%

of parents play video games with their children at least once a week

In the past **6 months**, **17%** of Canadian gamers have purchased downloadable add-on content for a game

78%



of Canadian adult gamers often participate in combat training/intensive exercise training

37%



of male millennial gamers most often play on their **console**
Competitive genre gamers are most likely to own a console

77%



of shooter gamers play online

87%



of shooter gamers typically play with their friends

40%

of Canadians believe video games teach us to communicate and work as a team

In the last **6 months**, **9%** of Canadian gamers have purchased in-game content that was purely cosmetic

85%



of Canadian adult gamers often watch Twitch/YouTube videos of people playing video games

Demographics

Juliette

AGE 17



FAVOURITE GENRES:

Puzzle Games & Action/Adventure Games

FAVOURITE GAMES:

Sudoku & Pokémon Go

Juliette likes to play adventure games like Pokémon Go with her neighbour Malik

Malik

AGE 14



FAVOURITE GENRES:

Action/Adventure & Role Playing Games/Strategy Games

FAVOURITE GAMES:

NHL & The Legend of Zelda

Malik also likes to play adventure games like Pokémon Go with his neighbour Juliette

Teen Gamers (13-17)

53%



of female teen gamers most often play on their **mobile** device

57%



of action/adventure gamers play online

28%



of female teen gamers most often play action/adventure games

78%

of action/adventure gamers typically play with their friends

In the past **6 months**, **20%** of teen gamers have purchased in-game content that was non-cosmetic

48%



of teen and kid gamers often go to the movies

45%



of teen and kid gamers often play card/board games

44%



of male teen gamers most often play on their **console**

Malik likes to play online to compete and play against others, to unlock options/characters, collect trophies/achievements, and play socially to interact with others

More than 1/3

of teens think video games are a great way to socialize with friends/family

In the past **6 months**, **20%** of teen gamers have purchased a subscription to a game streaming/downloading service

42%



teen and kid gamers often participate in outdoor activities

30%



teen and kid gamers often play team sports with friends/family

Demographics

Elijah

AGE 11



FAVOURITE GENRES:

Racing/Flight Games & Action/Adventure Games

FAVOURITE GAMES:

Forza Motorsport & Roblox

Talia

AGE 7



FAVOURITE GENRES:

Kids Oriented Role Playing Games (RPG) & Puzzle Games

FAVOURITE GAMES:

Minecraft & Angry Birds

Talia likes to play puzzle games with her siblings and her millennial mom, Naomi

Kid Gamers (6-12)

39%  of male kid gamers most often play on a **console**

74%  of racing/flight gamers play offline



Racing/flight gamers typically play with 2 other offline players in the room

37%  of racing/flight gamers typically play with their siblings

In the past **6 months**, **35%** of Canadian gamers have purchased a new game from a store or website

37% of kid and teen gamers often participate in art activities

66%  of female kid gamers most often play on a **mobile** device

78%  of kid RPG gamers play online



47% of kid RPG gamers typically play with their siblings

22%  of puzzle gamers play with their parents

In the past **6 months**, **30%** of Canadian gamers have purchased a digital download of a full game

52%  of kid and teen gamers often read on their spare time

Platform Profiles

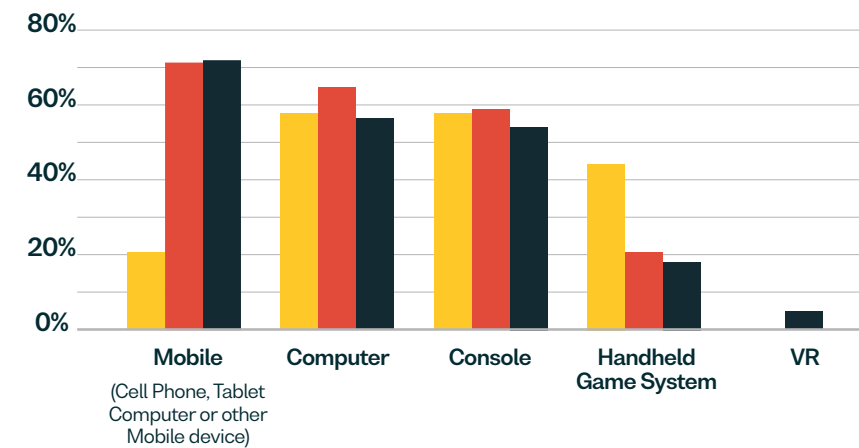


2012

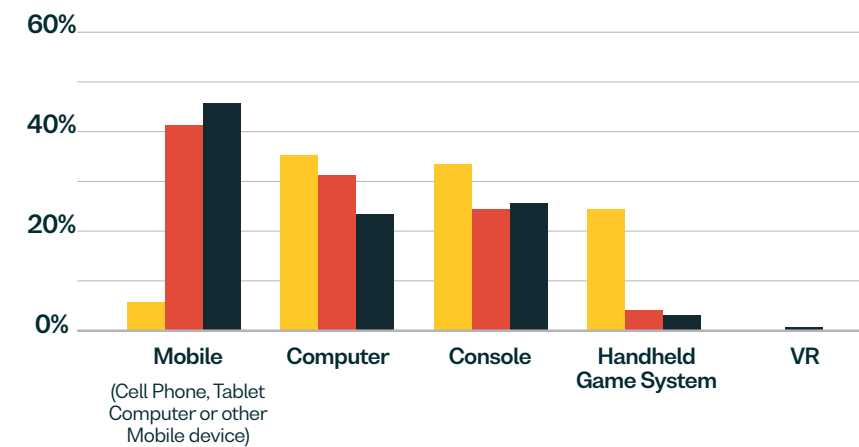
2016

2018

Past 4 weeks



Most often



Mobile

Cell Phone,
Tablet Computer or
Other Mobile Device



94%

of Canadians own a
mobile device



46%

of Canadians **most often** play video
games on a **mobile device**

73%

of Canadians have played a
video game on a mobile device
in the past 4 weeks

54%

of adult females play mobile
games on a **daily** basis



(age 55-64)

1/3

of **boomers** play video games on their computer on a **daily** basis

57%

of Canadians have played a video game on a computer in the past 4 weeks

24%

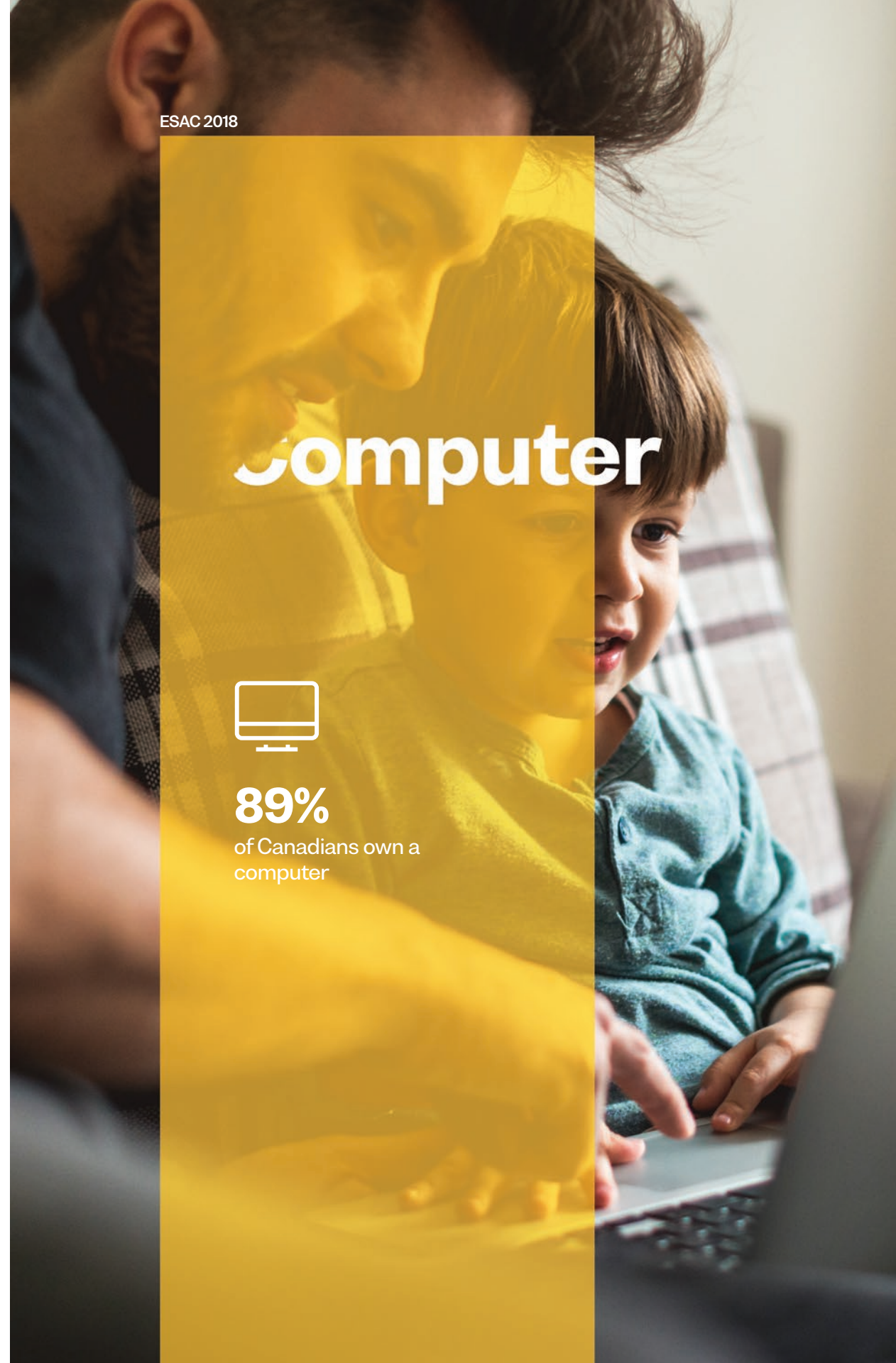
of Canadians most often play video games on a computer

computer



89%

of Canadians own a computer



Console



60%

of Canadians own a console



56%

of **females** own a console



64%

of **males** own a console

54%



of Canadians have played a video game on a console in the past 4 weeks

26%



of Canadians most often play video games on a console

Handheld



29%

of Canadians own a handheld device

Virtual Reality



8%

of Canadians own a VR system

3%

of Canadians **most often** play on a handheld device

18%



of Canadians have played a video game on a handheld device in the past 4 weeks

40%



of Teens and Kids have used a handheld device in the past 4 weeks

5%

of Canadians **have played** on a VR system in the past **4 weeks**

1%



of Canadians **most often** play on a VR system



93%

of parents agree that the **ESRB** rating system is **useful** and **accurate**

80% 

of parents are aware of the **ESRB** rating system

80% 

of parents check **ESRB** ratings

71% 

of parents play video games with their children at least once a week

A photograph of a family (father, mother, and two children) gathered around a tablet computer. The father is pointing at the screen, and the children are looking on with interest. A yellow semi-transparent box is overlaid on the left side of the image, containing the text 'Parents & Ratings'.

Parents & Ratings



ESRB Ratings

The **Entertainment Software Rating Board (ESRB)** is the non-profit, self regulatory body that assigns suitable ratings for video games and apps so consumers, especially parents, can make informed decisions about the video games they deem suitable for their children and family.

ESRB RATINGS HAVE THREE PARTS

- 1. Rating Categories** suggest age appropriateness
- 2. Content Descriptors** indicate content that may have triggered a particular rating and/or may be of interest or concern
- 3. Interactive Elements** inform about interactive aspects of a product, including the user's ability to interact, the sharing of user's location with others, if personal information may be shared with third parties, if in-app purchases of digital goods are completed, and/or unrestricted internet access is provided.



IARC

Administered by many of the world's game rating authorities, the **International Age Rating Coalition (IARC)** provides a globally streamlined age classification process for digitally delivered games and mobile apps, helping to ensure the consistent cross-platform accessibility of established, trusted age ratings by today's digital consumers. The five rating authority participants, which collectively represents regions serving approximately 1.5 billion people, monitors to ensure accurate ratings and the system enables the prompt correction of ratings when necessary.

CLASSIFICAÇÃO INDICATIVA (CLASSIND) - BRAZIL

CLASSIFICATION BOARD - AUSTRALIA

ENTERTAINMENT SOFTWARE RATING BOARD (ESRB) - NORTH AMERICA

PAN EUROPEAN GAME INFORMATION (PEGI) - EUROPE

UNTERHALTUNGSSOFTWARE SELBSTKONTROLLE (USK) - GERMANY

GAME RATING AND ADMINISTRATION COMMITTEE (GRAC) - SOUTH KOREA

PARTICIPATING STOREFRONTS



Canadian Video Game Industry 2017

ESAC 2018

SIZE

596

active studios in Canada

\$3.7

billion is added to Canada's GDP annually

EMPLOYMENT

21,700

directly employed full time workers

\$77,300/year

average salary of full time workers



About ESAC

The Entertainment Software Association of Canada (ESAC) is the voice of the Canadian video game industry. It works on behalf of its members to ensure the legal and regulatory environment is favourable for the long-term development of Canada's video game industry.



The information in Essential Facts 2018 contains original information from:

Understanding the Canadian Gamer 2018 prepared for ESAC by NPD. The report gathered data from 2579 adults (18-64), 260 teens (13-17), and 281 kids (6-12) between June 18 – June 29, 2018.

Canada's Video Game Industry 2017 report prepared for ESAC by Nordicity gathered quantitative and qualitative data between April – June 2017 from 104 video game companies in Canada.



The**ESA**.Ca

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