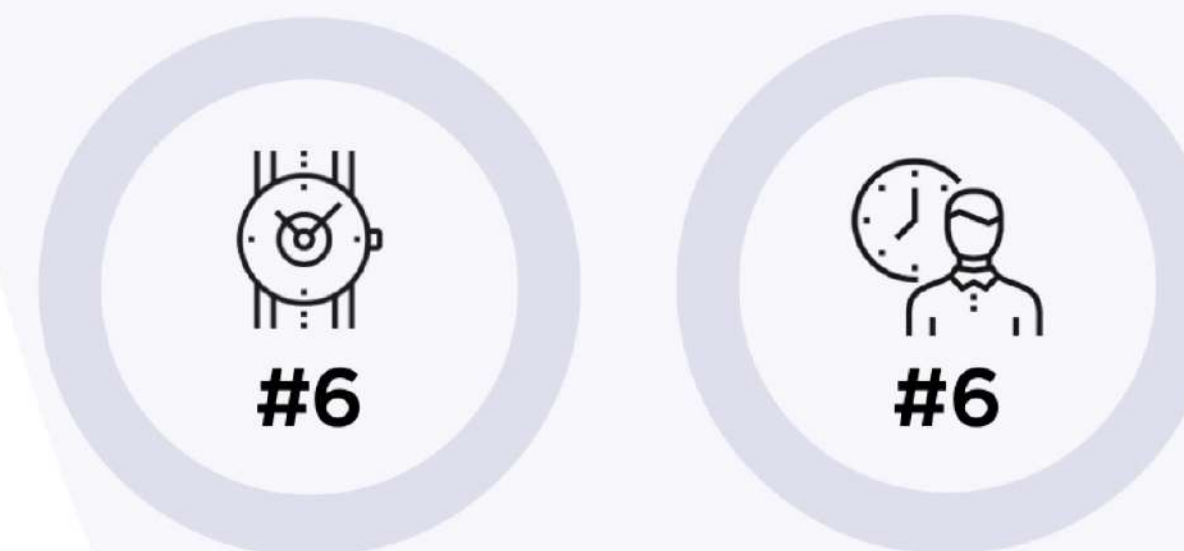
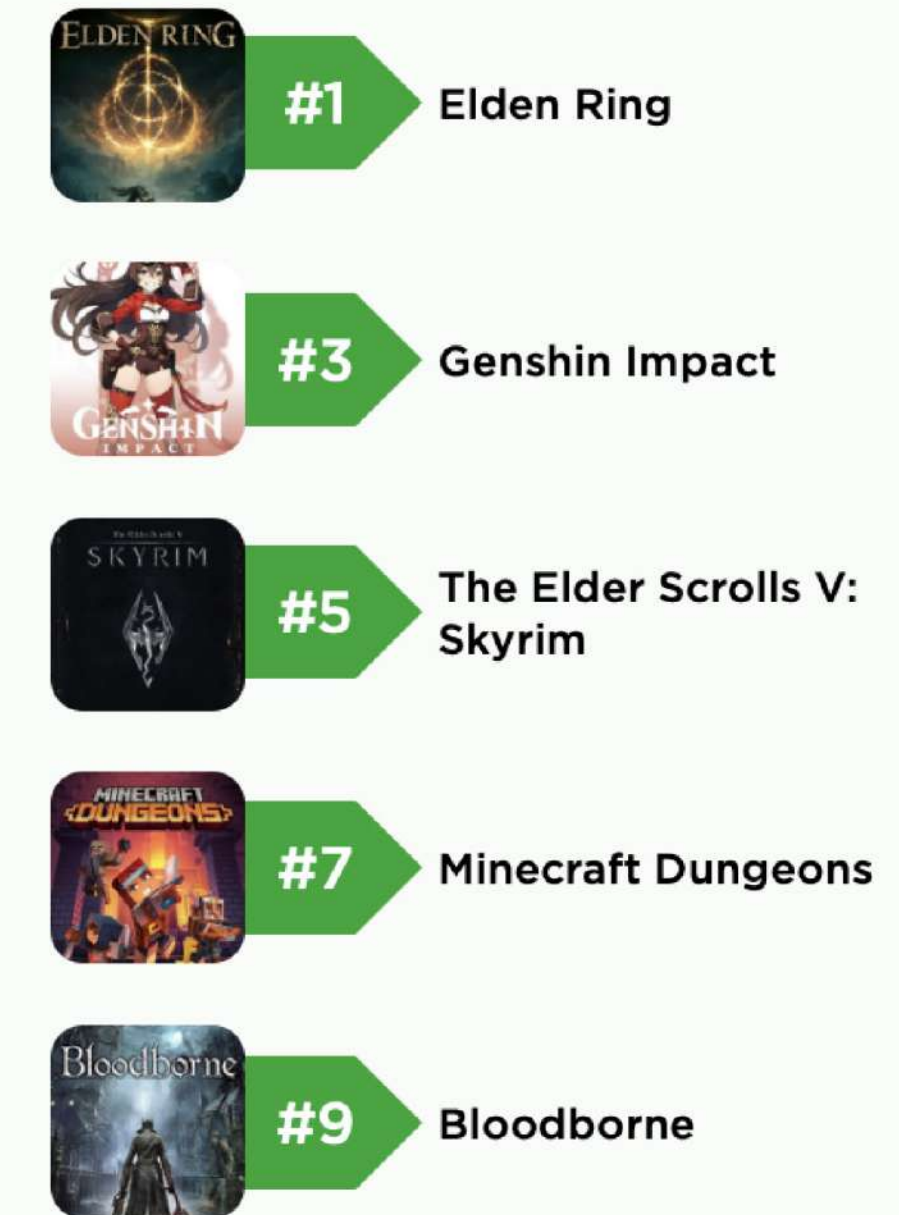


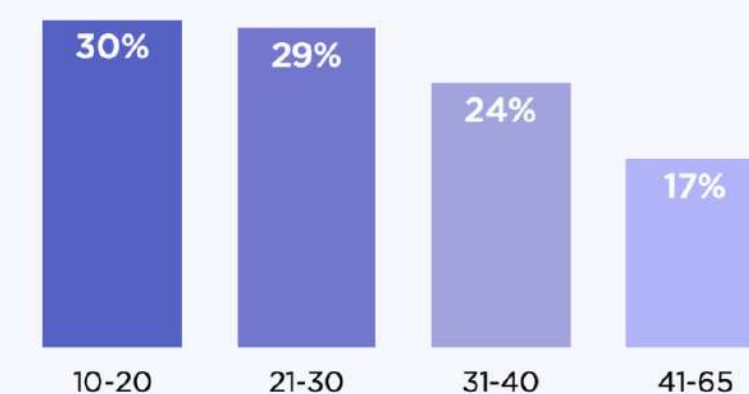


Key Insights into Role-Playing Games (RPGs)

The games, the players, and
the industry



RPG Gamer Age Split



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Foreword

Foreword

Welcome to our free report about Role-Playing Games (RPGs)! RPGs are among the most popular game genres across the world and are played heavily across all gaming platforms.

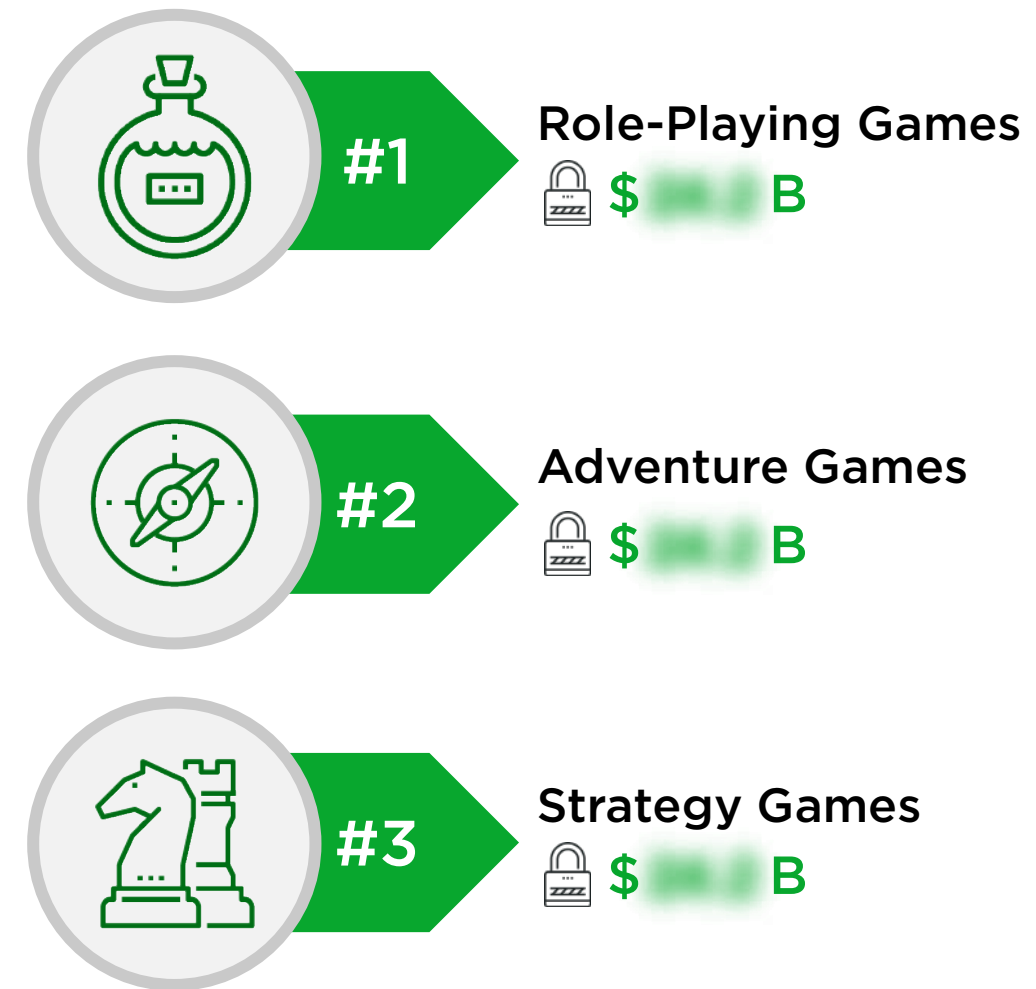
In this report, we include some of the high-level takeaways about this exciting genre. We will dive into the split between the different platforms on which RPGs are played, we will explore gamer demographics and playing habits, game rankings and even RPG game live streaming viewership. We will also go over some of the different markets where RPGs are most popular and define the most popular game themes, mechanics, and monetization options in the genre.

This is a preview of the much broader scope of data we cover on Role-Playing Games in our Newzoo Expert platform. Please [contact us](#) if you would like to learn more about [Newzoo Expert](#). We hope you enjoy this free report!



Tyler Long
Head of Product at Newzoo



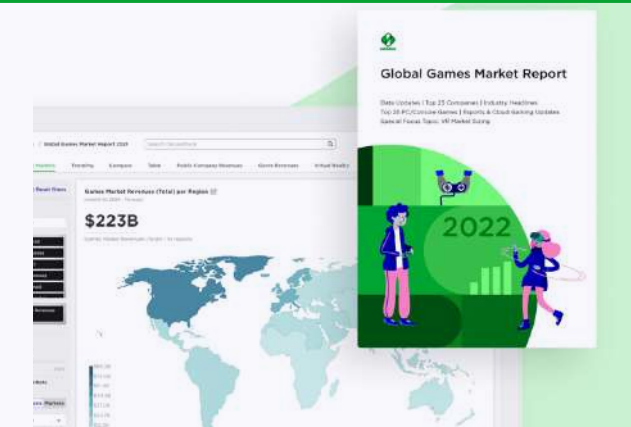


#1 genre in the world

Role-Playing Games (RPGs) are estimated to be the highest-revenue genre across all platforms in 2022.

newzoo.com/reports

Explore the **actual revenue estimates** for each of the 21 genres in our [Global Games Market Report](#).



Source: Newzoo Global Games Market Report, released July 2022.

RPGs: Definition and Revenues per Platform

Defining Role-Playing Games (RPGs)

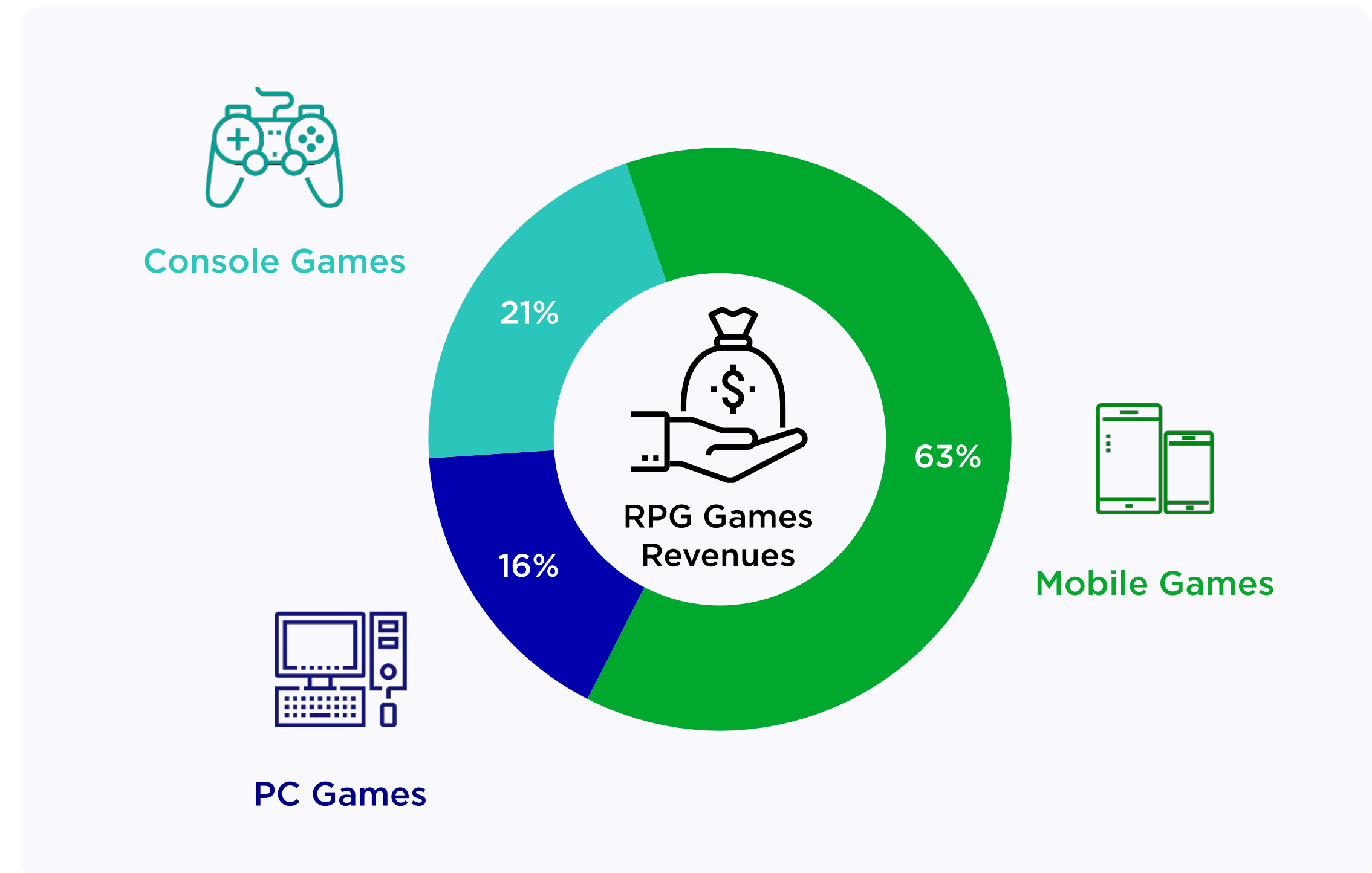
RPGs are among the most popular genres and are played heavily across all gaming platforms.

The **core gameplay in Role-Playing Games** sees the player taking on the role of a group of characters (a party) or an individual character.

Players can **create or deeply develop their character/party** to have its own unique fantasy, specialization, strengths, and shortcomings.

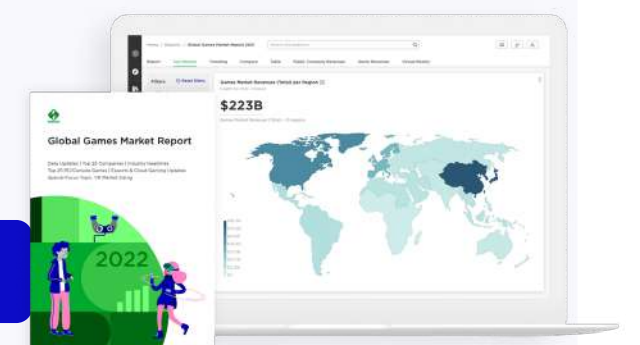
This typically is done through **character classes**—each one boasting its own unique mechanics and abilities.

The player progresses through the course of the game **by gaining experience through combat and quests**, which allows the player to make unique character/party choices.



Want access to the **absolute revenue** numbers for all **Genres**?

newzoo.com/reports



RPG Games on PC and Console

Genre popularity and playing habits in June 2022

RPG Popularity on PC and Console

Ranking vs. other genres



Rank by Monthly Active Users on PC (Steam)



Rank by Monthly Active Users on Console*

RPG Playing Habits

Ranking vs. other genres



Rank by Average Titles Played per player, per month

1.43
RPG games
per player



Rank by Average Monthly Playtime

18.8
Hours per
month

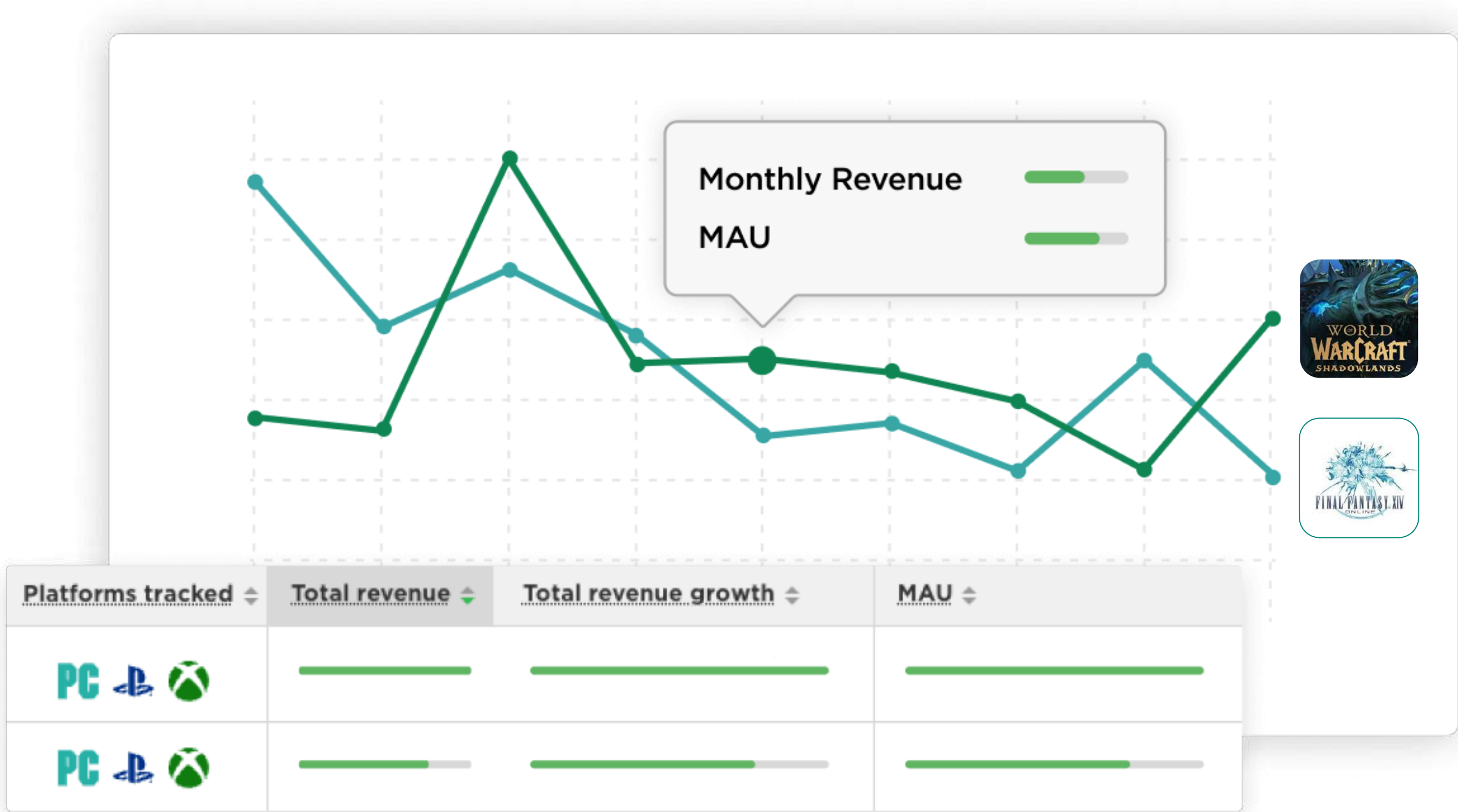


Rank by Average Daily Sessions

1.79
sessions
per day



Dig Deeper Into Game-Level Numbers for 10,000+ Games



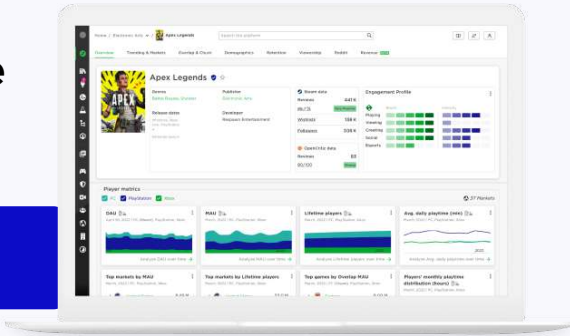
Monthly Revenue and MAU

Curious what PC and Console games are the biggest earners in the U.S. each month? Newzoo Expert now offers PC and console game revenue data, allowing you to track 900+ games' performance.

Learn how Newzoo's revenue data, combined with engagement (MAU, DAU, lifetime players) and viewership data for 10,000+ games can help you build, benchmark, and market a successful game!

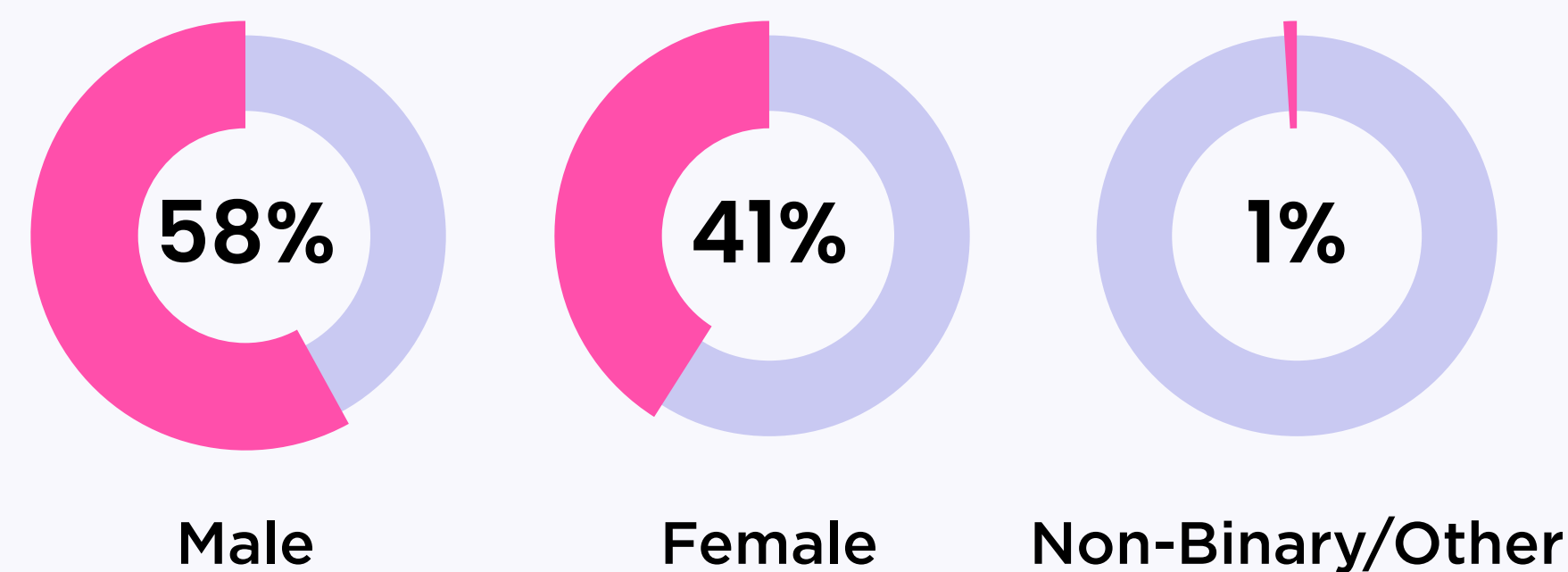
Unlock MAU, DAU and Lifetime players for 10,000+ games.

newzoo.com/expert

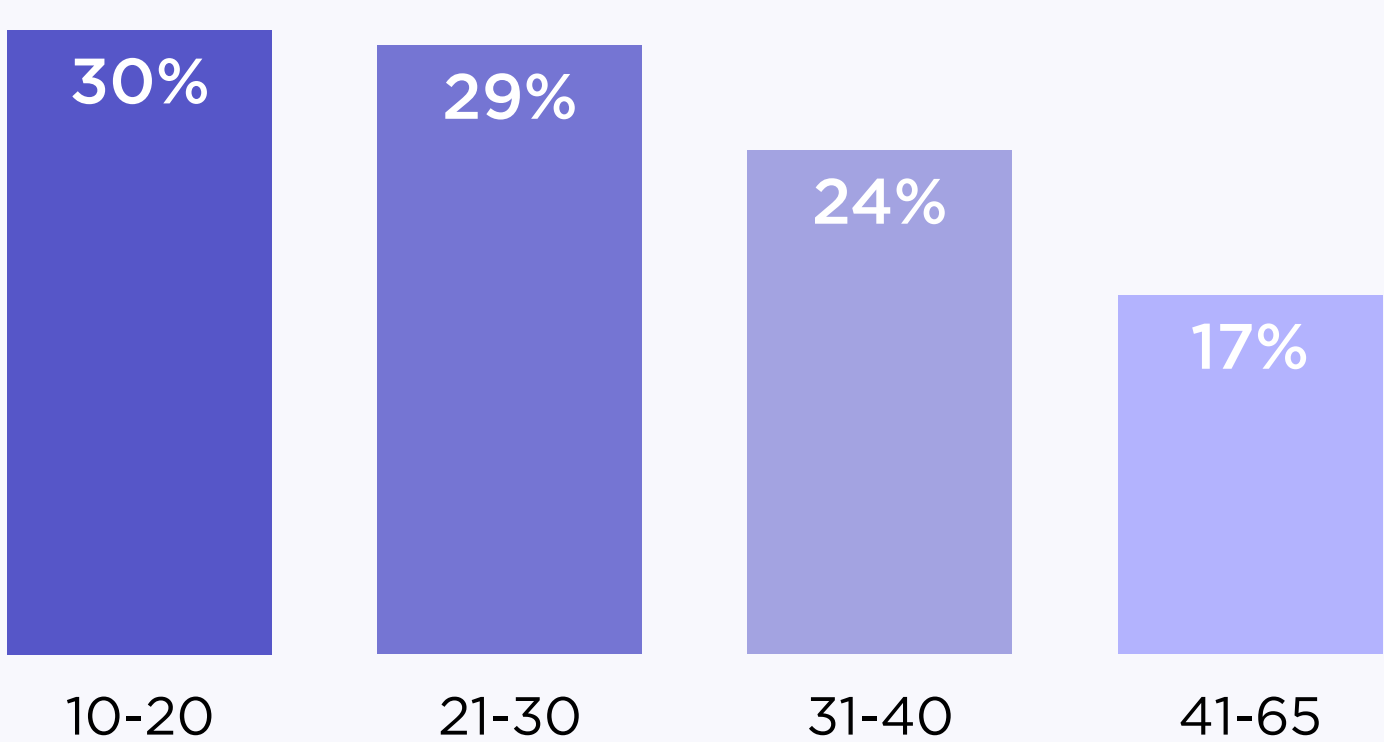


RPG Gamer Demographics Across All Devices in 2022

RPG Gamer Gender Split



RPG Gamer Age Split



There Is No Single Type of RPG “Gamer”

Gaming persona distribution across RPG gamers on all platforms

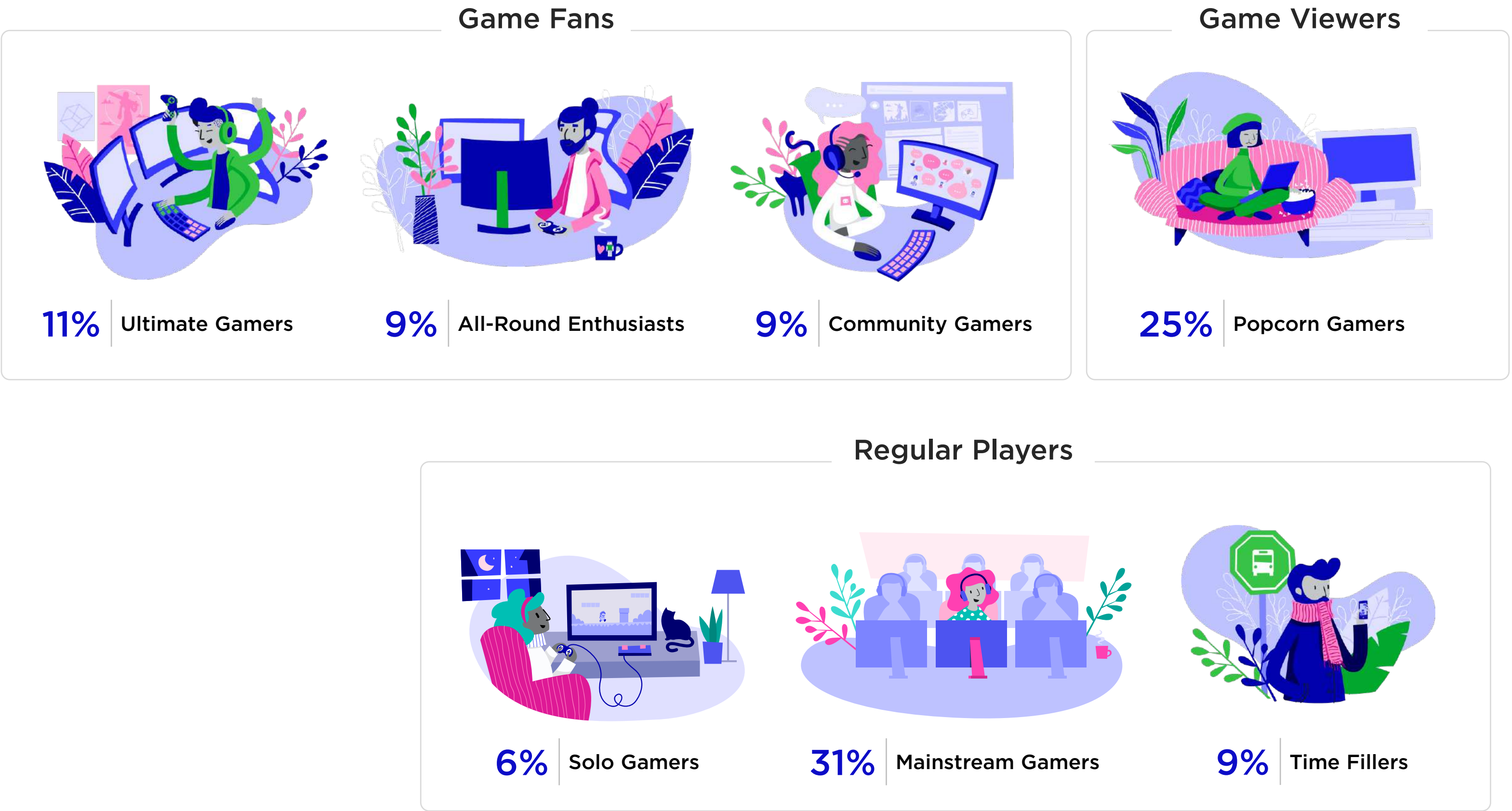
RPG Gamer Personas

As gaming continues to expand its reach, gamers themselves become a more diverse and varied group. Using our proprietary [Gamer Segmentation](#), we identified a few key gamer personas within the larger group of RPG gamers.

True to their name, **Mainstream Gamers** are the most common RPG gamer personas. Mainstream Gamers are passionate about playing games, but do not spend much money on the pastime. They are often mobile-first players.

Game Fans account for almost 30% of all RPG gamers, which demonstrates a higher affinity of RPG gamers for more “core games”, often associated with the RPG genre.

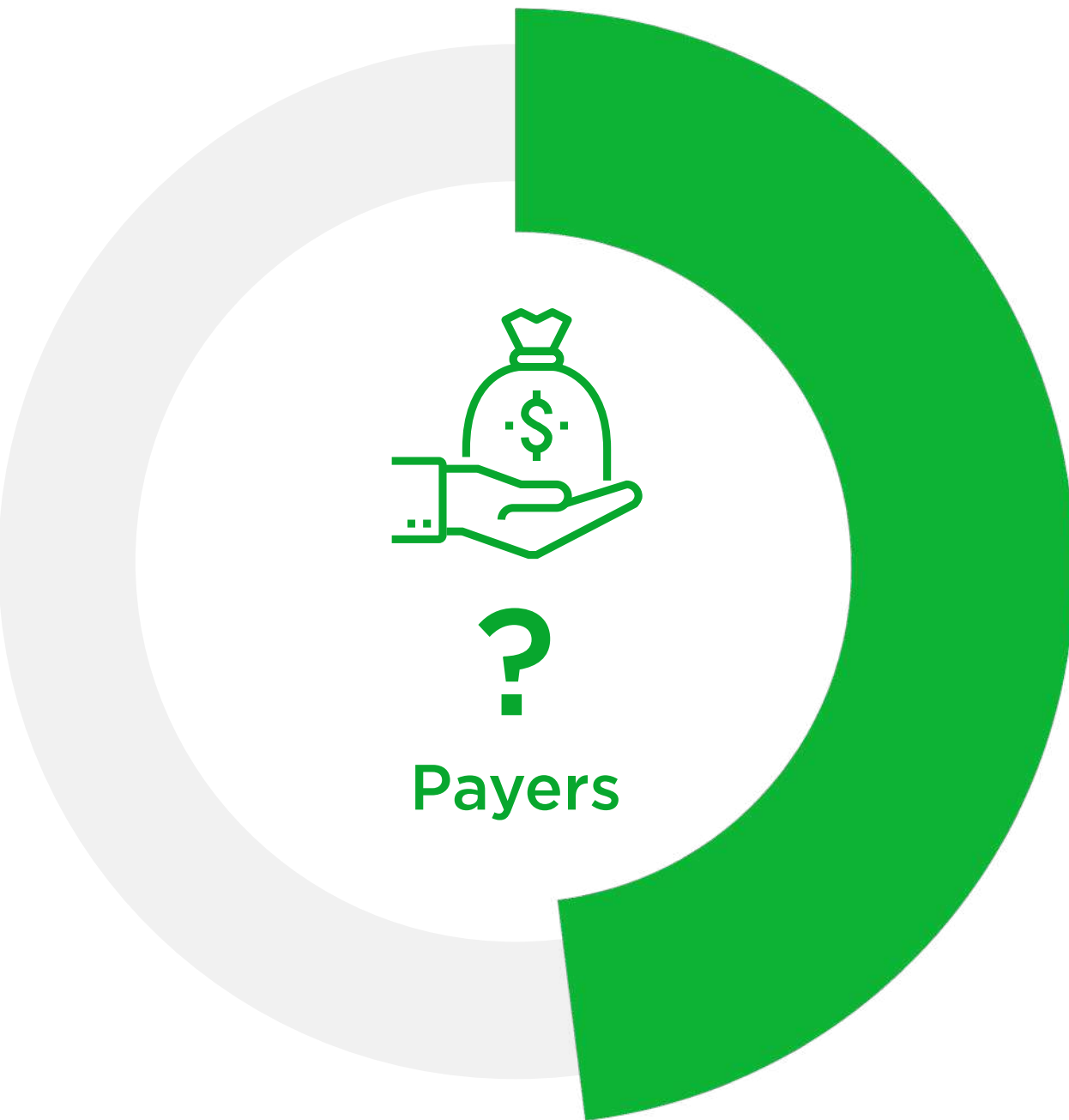
Popcorn Gamers also represent a very high proportion of the RPG audience, attesting to the high watchability of RPG games. Popcorn Gamers do not devote much time to playing games, but they tune into the big video platforms to watch lots of game video content, live streams, or esports.



See How RPG Players Spend Money on Games

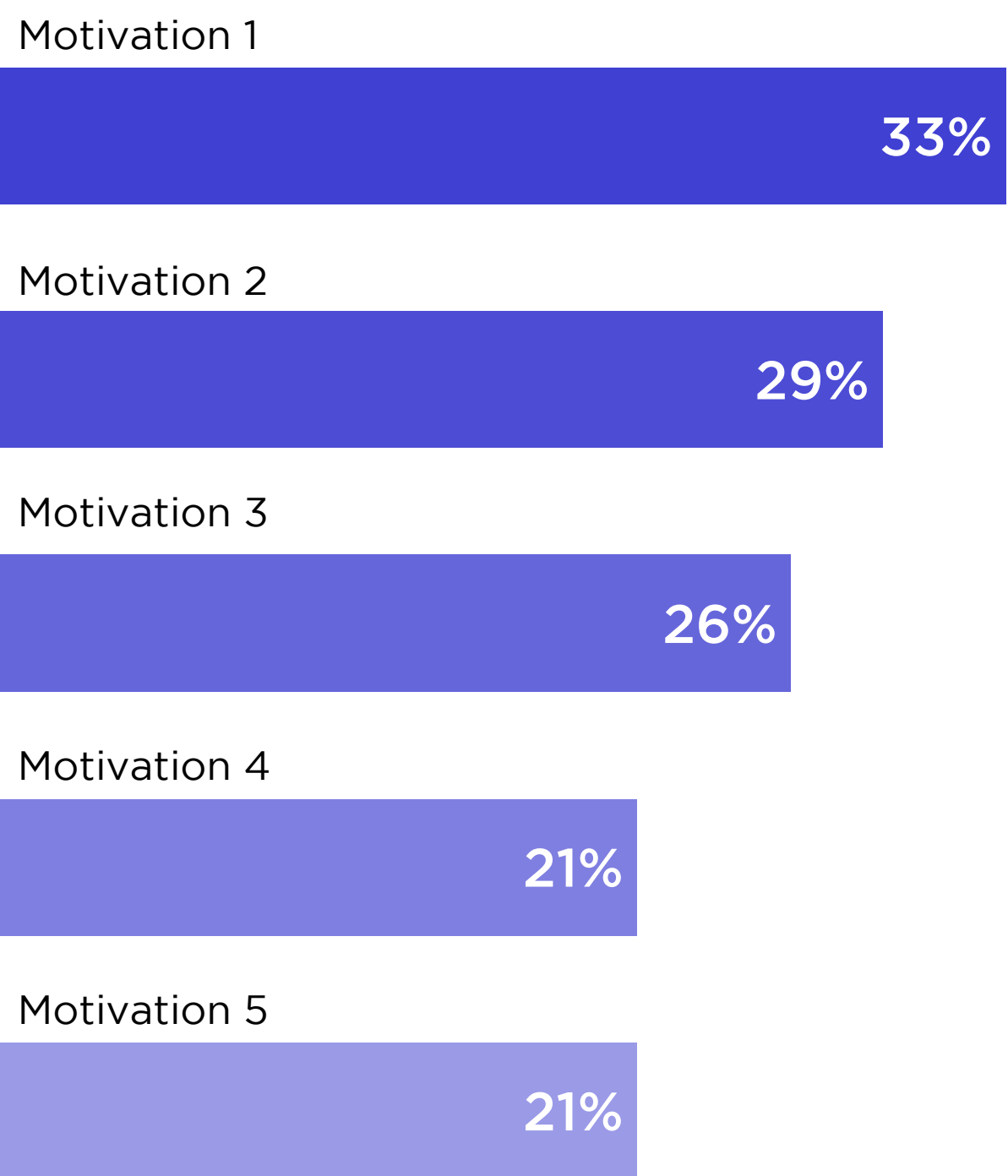
Share of Payers¹

Base: Total RPG Players aged 10-65



Top 5 Paying Motivations

Base: Total RPG Payers



Paying Behavior and Motivations

Find out how many RPG Players actively spend money on games and their motivation for paying.

Unlock key insights on purchase drivers like the motivation to spend money on games for a sale, special offer, or good price, or to be able to play with friends or family.

Source: Consumer Insights – Games & Esports 2022. Newzoo’s proprietary gamer segmentation wherein playing, viewing, owning, and socializing/other gaming engagement are the four main dimensions for classification. Base: (Active Urban) online population aged 10-65 (or 50 in selected markets), who have played RPG video games on a PC, console, or mobile device in the past 6 months (n=14,992)

Unlock the **demographics and psychographics** of RPG gamers.

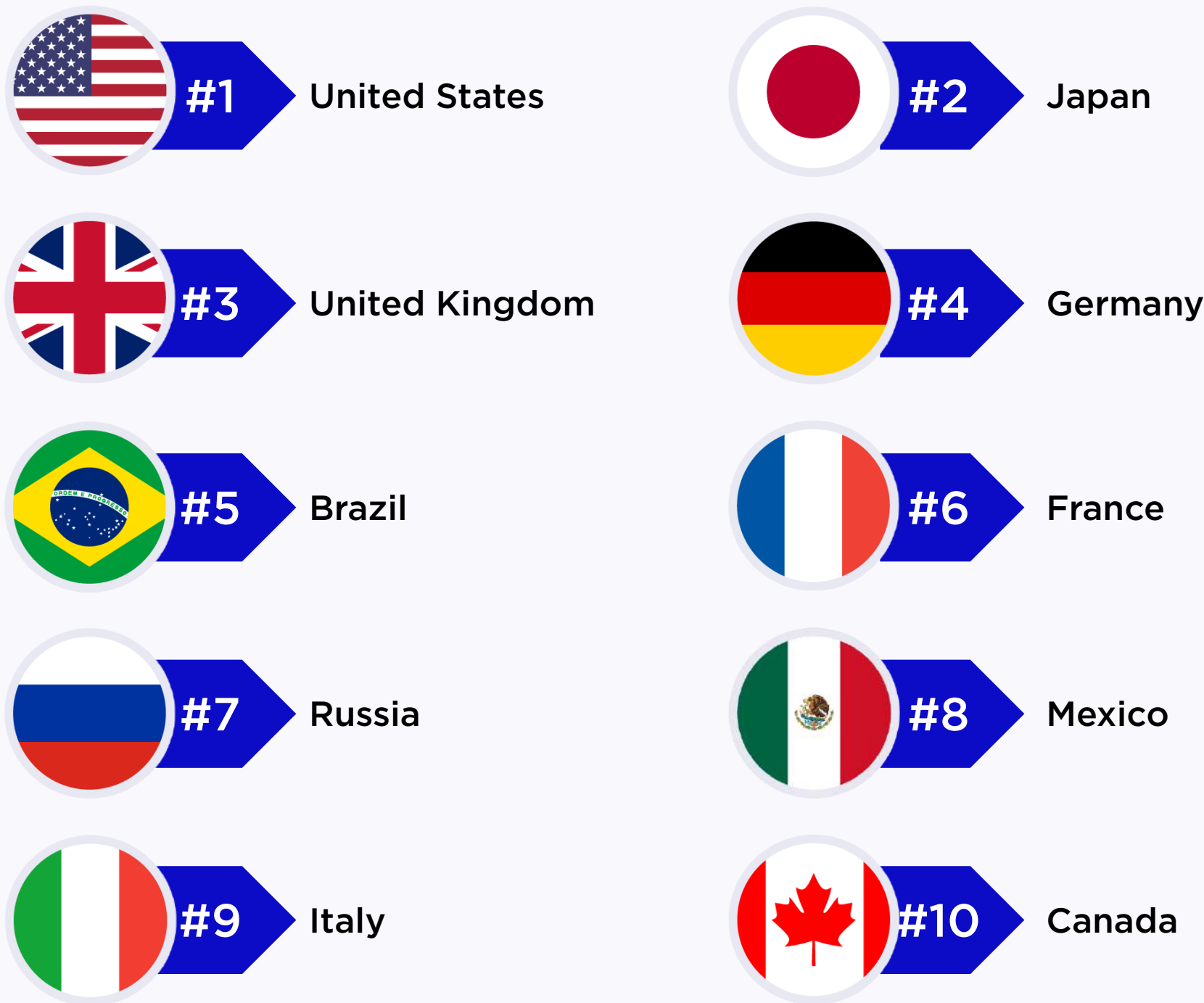
newzoo.com/consumer-insights



The Top Markets for RPGs on PC and Console in June 2022

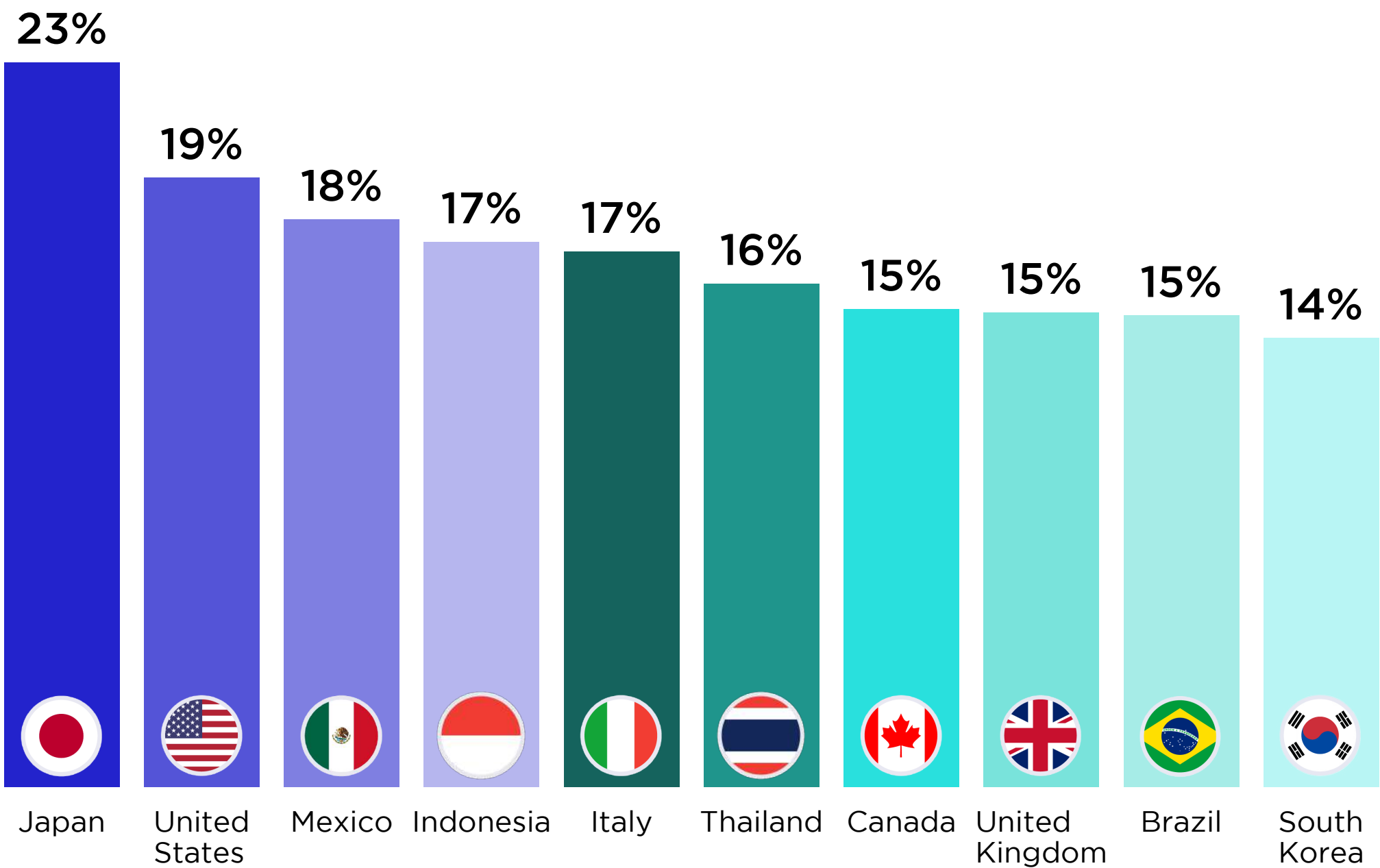
Top RPG PC & Console Markets by MAU

by Monthly Active Users (MAU) in June 2022



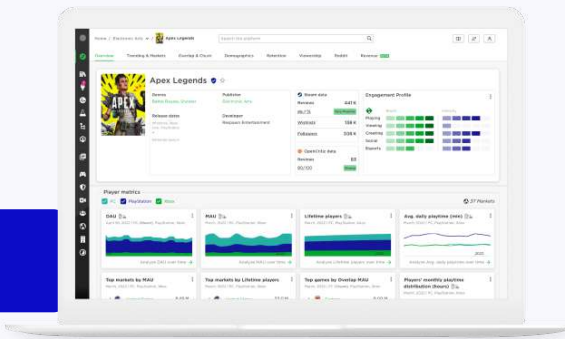
Top RPG PC & Console Markets by Player Share

Player Share for RPGs - Percentage of total player base that played an RPG title in June 2022

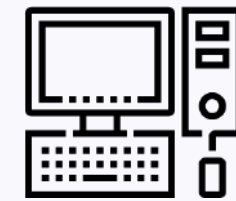


Unlock the **absolute MAU numbers** for each market.

newzoo.com/expert



The Top RPGs on PC and Console in June 2022



Top 10 PC RPGs

by MAU in June 2022



#1

Genshin Impact



#2

World of Warcraft



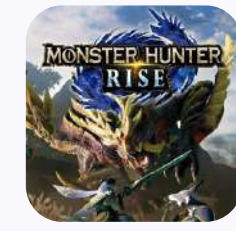
#3

Final Fantasy XIV Online



#4

Diablo III



#5

Monster Hunter Rise



#6

The Elder Scrolls V: Skyrim



#7

Elden Ring



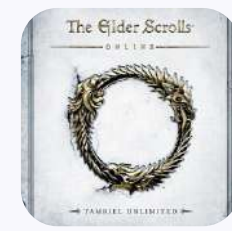
#8

Final Fantasy VII Remake



#9

Warframe



#10

The Elder Scrolls Online



Top 10 Console RPGs

by MAU in June 2022



#1

Elden Ring



#2

Naruto to Boruto: Shinobi Striker



#3

Genshin Impact



#4

Warframe



#5

The Elder Scrolls V: Skyrim



#6

Monster Hunter World



#7

Minecraft Dungeons



#8

The Elder Scrolls Online



#9

Bloodborne

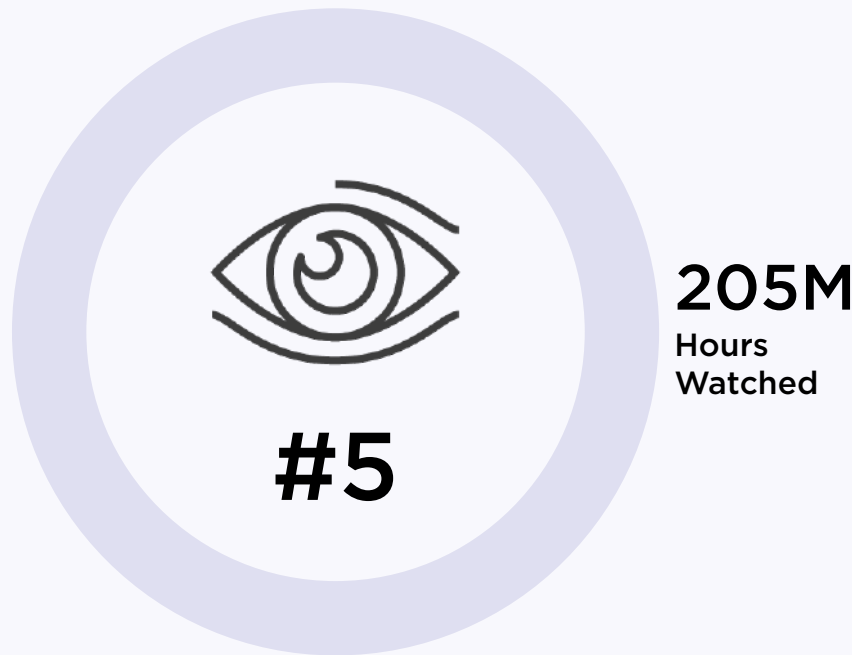


#10

Maneater

RPG Games – Live Streaming Viewership in June 2022

RPG Live Streaming Hours Watched in June 2022



Rank by Hours Watched on
Twitch and Facebook Gaming

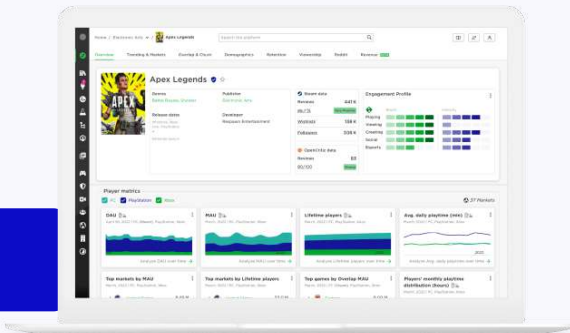
RPG Live Streaming Hours Streamed in June 2022



Rank by Hours streamed on
Twitch and Facebook Gaming

Get the latest **full viewership numbers** and historical data.

newzoo.com/expert



Top RPG Games by Live Streaming Viewership in June 2022



Top RPGs by Hours Watched

on Twitch and Facebook Gaming in June 2022



#1

World of Warcraft



#2

Lost Ark



#3

Diablo Immortal



#4

Genshin Impact



#5

Elden Ring



Top RPGs by Hours Streamed

on Twitch and Facebook Gaming in June 2022



#1

Genshin Impact



#2

World of Warcraft



#3

Elden Ring



#4

Final Fantasy XIV Online



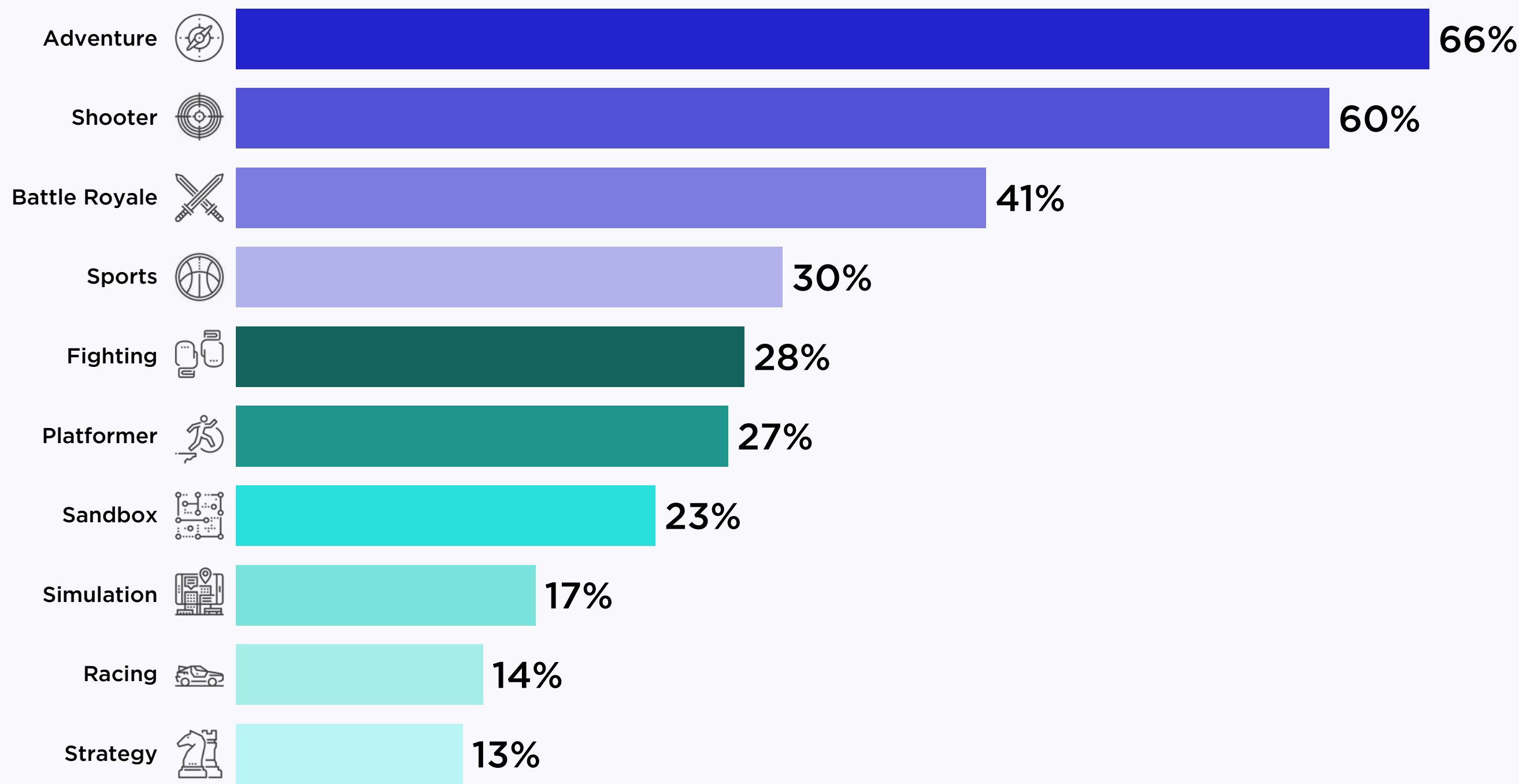
#5

Lost Ark

Other Genres RPG Players play on PC & Console

Top Other Genres by Player Share

Player Share for RPGs - Percentage of total player base that played an RPG title on PC (Steam) & Console in June 2022



How to read the data: 66% of monthly active users that played RPGs have also played Adventure games in June 2022.

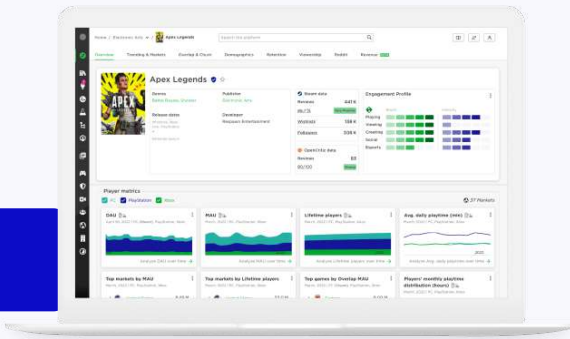
Other Genres Played

Adventure, Shooter and Battle Royale games were the most popular among RPG players in June 2022.

Strategy and Racing were among the genres with the least player overlap with RPG games.

Unlock the full taxonomy in Newzoo Expert.

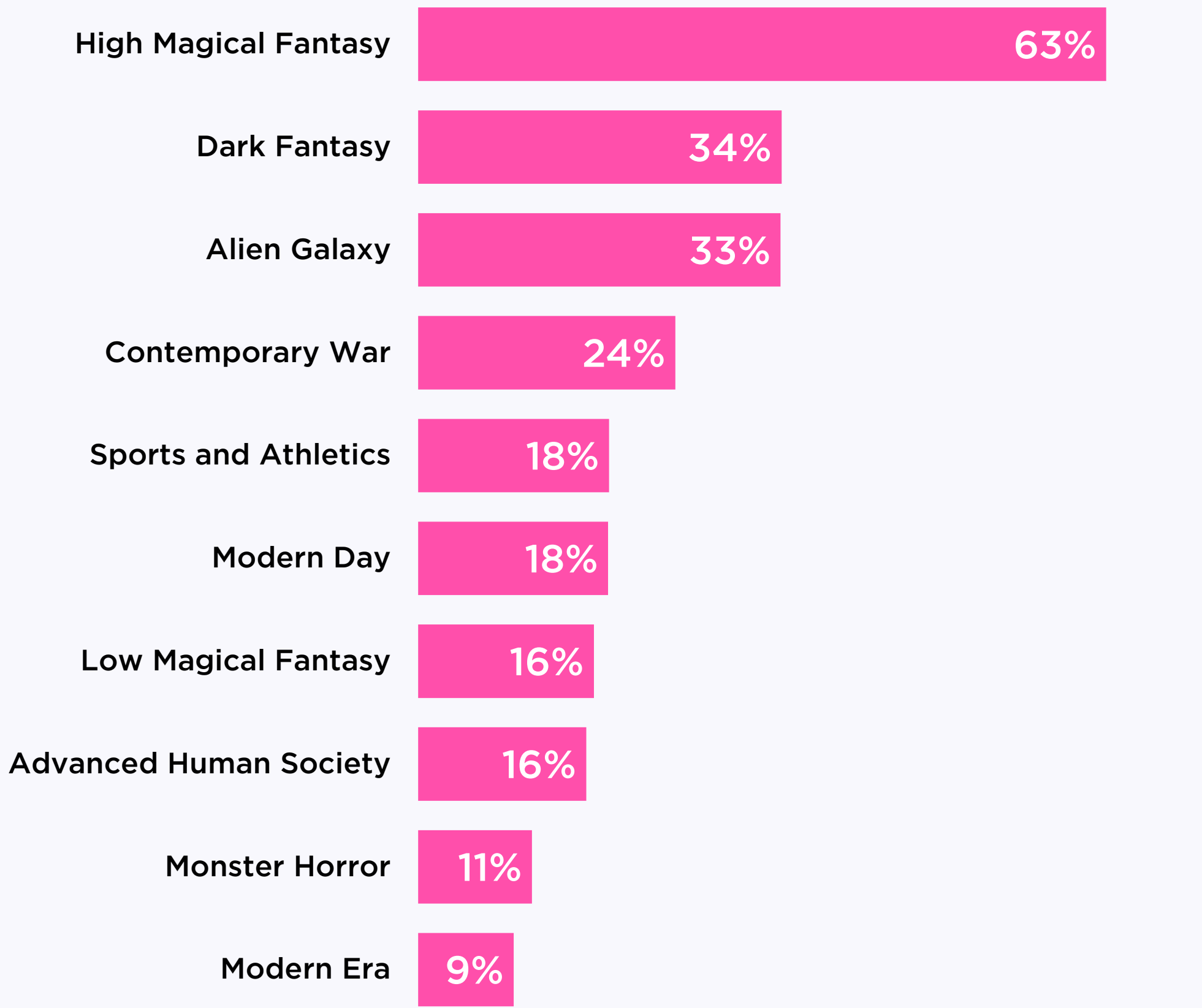
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Popular Game Themes and Game Mechanics in RPGs on PC & Console

Popular RPG Themes by Player Share

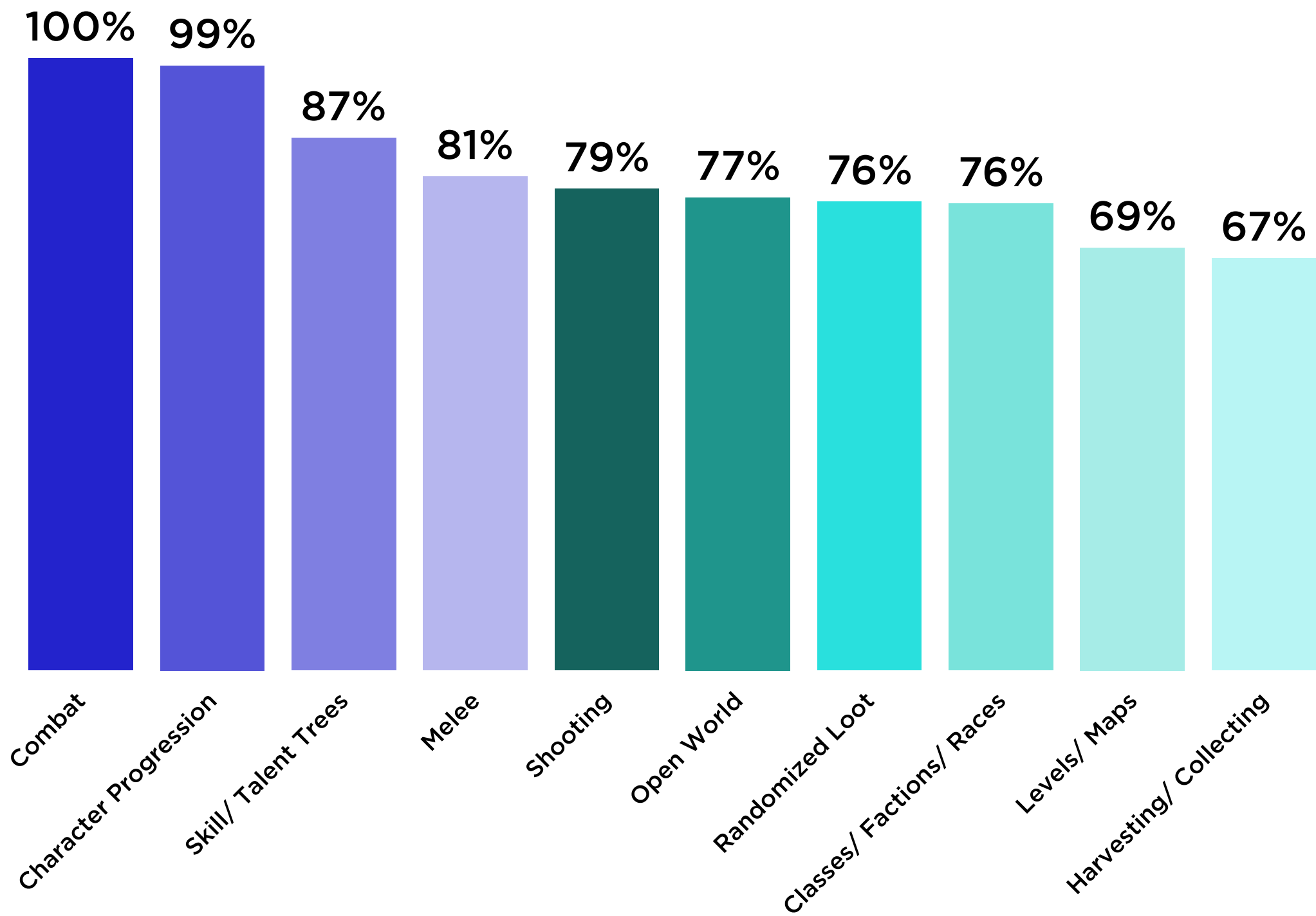
Player Share for RPGs - Percentage of total player base that played an RPG title on PC (Steam) & Console in June 2022



How to read the data: 63% of monthly active users that played RPGs have played RPGs with the High Magical Fantasy theme in June 2022.

Top Game Mechanics by Player Share

Player Share for RPGs - Percentage of total player base that played an RPG title on PC (Steam) & Console in June 2022.

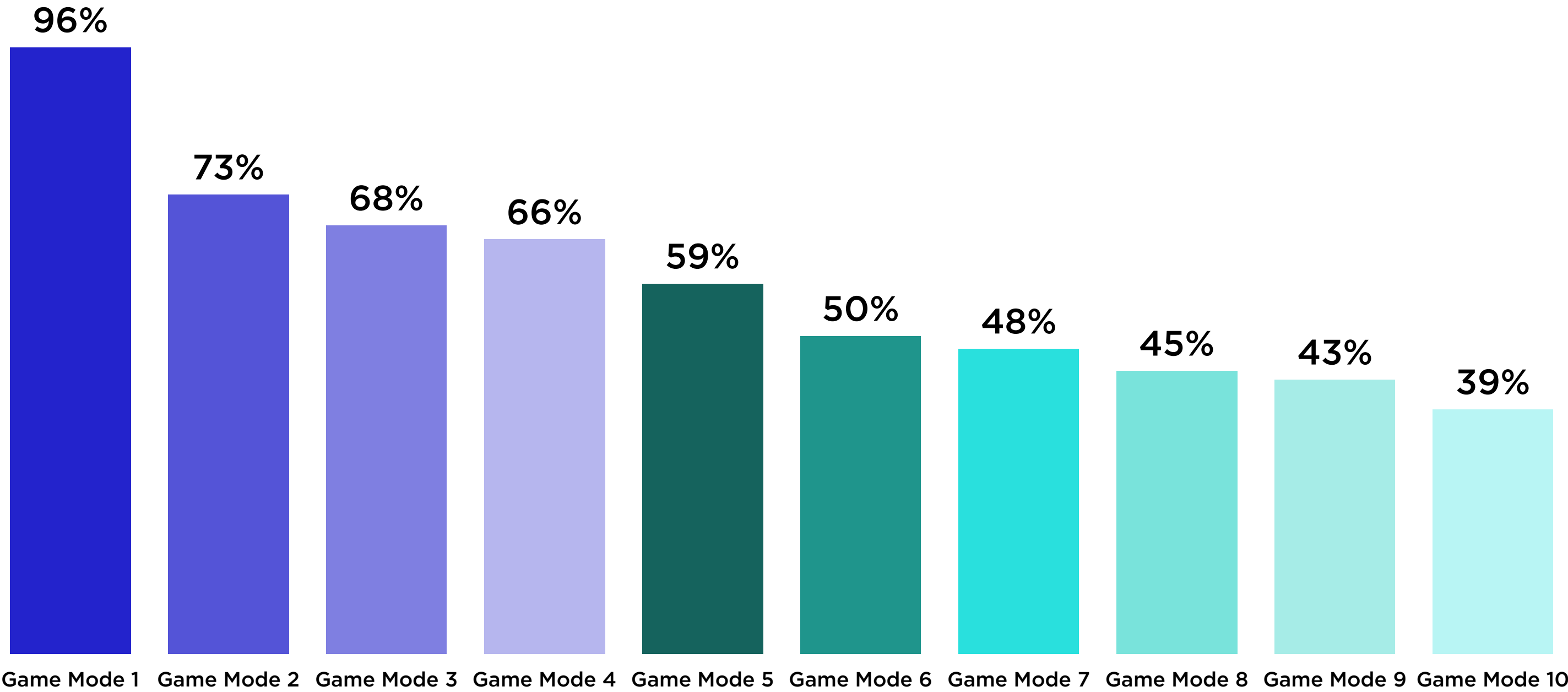


How to read the data: 87% of monthly active users that played RPGs have played RPGs with the Skill / Talent Trees mechanic in June 2022.

Popular Game Modes in RPGs

Top Game Modes

Player Share for RPGs - Percentage of total player base that played an RPG title on PC (Steam) & Console in June 2022



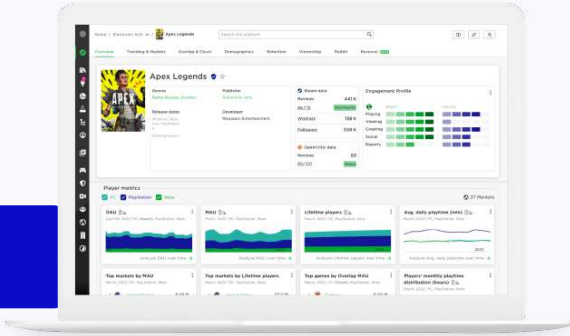
Game Modes

See what the most popular RPG game modes are, including Campaign and Story Mode, Dungeons and Raids, Sandbox, Capture the Flag, and Death Match.

Unlock these metrics and much more with Newzoo Expert.

Unlock the full taxonomy in Newzoo Expert.

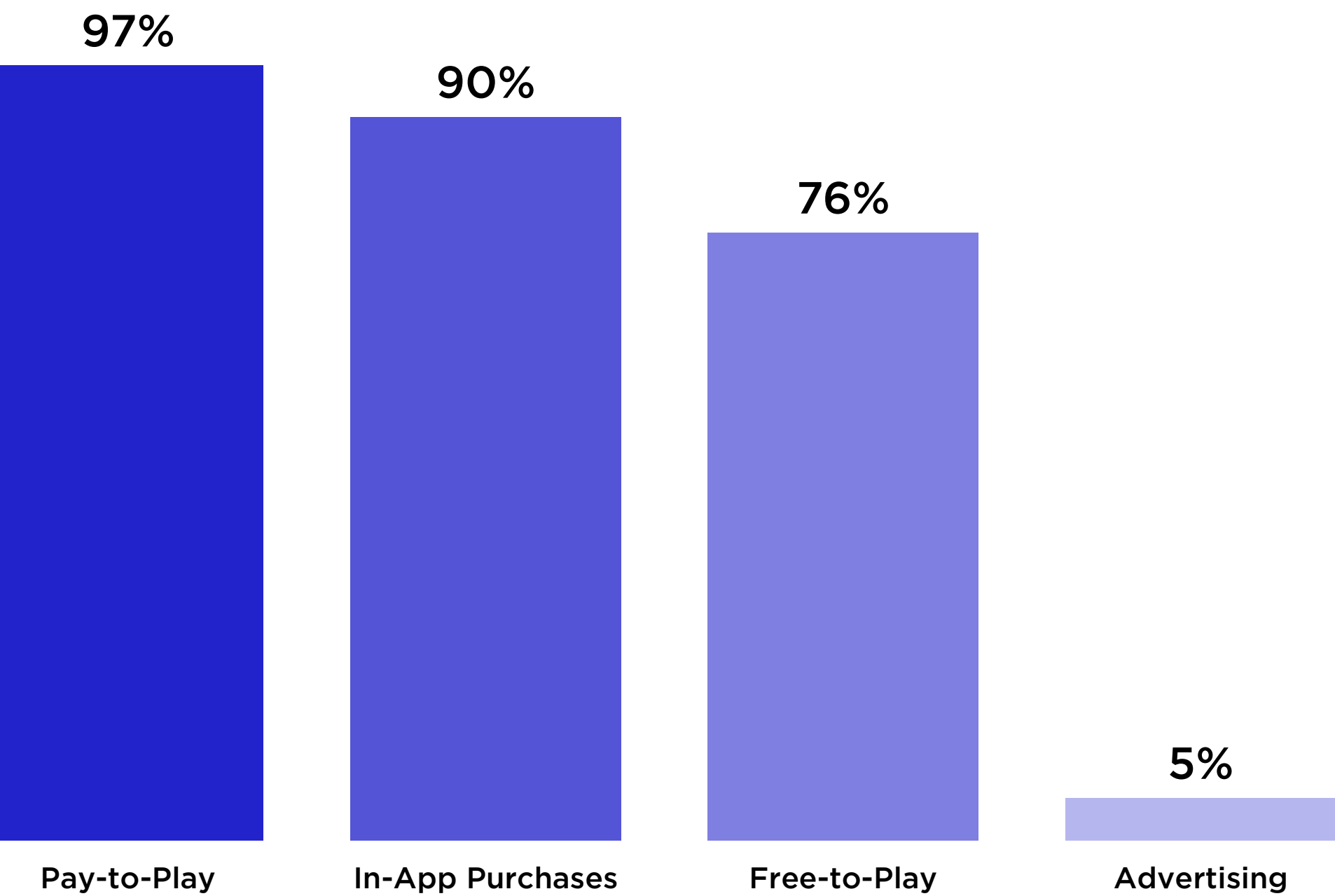
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How RPGs Are Monetized on PC and Console

Top Monetization Options

by Player Share for PC & Console RPGs in June 2022



How to read the data: 97% of monthly active users that played RPGs have also played Pay-to-Play games in June 2022.

Monetization Options

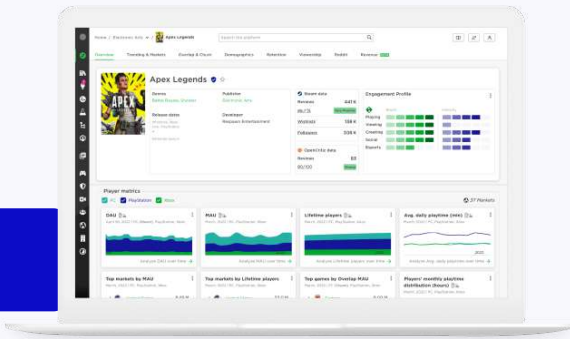
Pay-to-Play is the top monetization option for PC & Console RPGs, covering almost the entire playerbase.

90% of RPG players have played games that use In-App Purchases as a monetization tool.

Advertising is the least used monetization tool for RPGs on PC & Console.

Get the **monetization** historical data for 10,000+ games.

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Looking for More Games Data?


Upgrade to **Newzoo Expert** to unlock our full scope of Game Engagement and Revenue Data & Insights.




10,000+
Games tracked across PC,
Console and Mobile

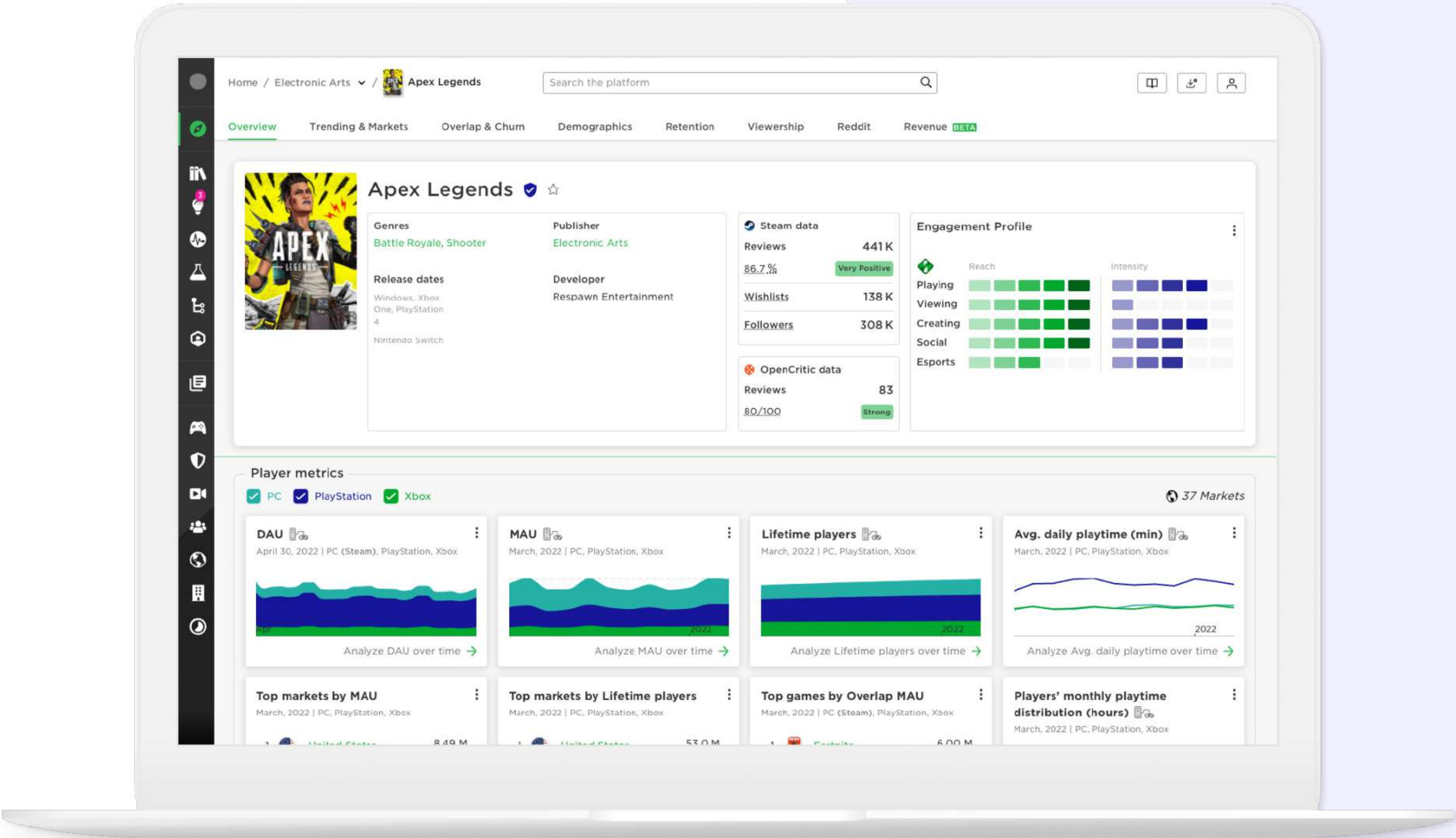


37
Global coverage with
37 markets, 8 regions



100+
Metrics including MAU,
DAU, Lifetime players, Revenue

- Coverage of the top platforms

- Playing, spending, and viewing player data
- Gamer **Overlap, Retention, and Churn** between titles
- Tracking millions of players' behavior per platform
- Easy-to-use dashboard & API access
- **Revenue, ARPU** for 900+ PC & Console games in US
- Steam **Wishlists** and **Reviews**



Learn more about Newzoo Expert

Interested? Email us at:
questions@newzoo.com

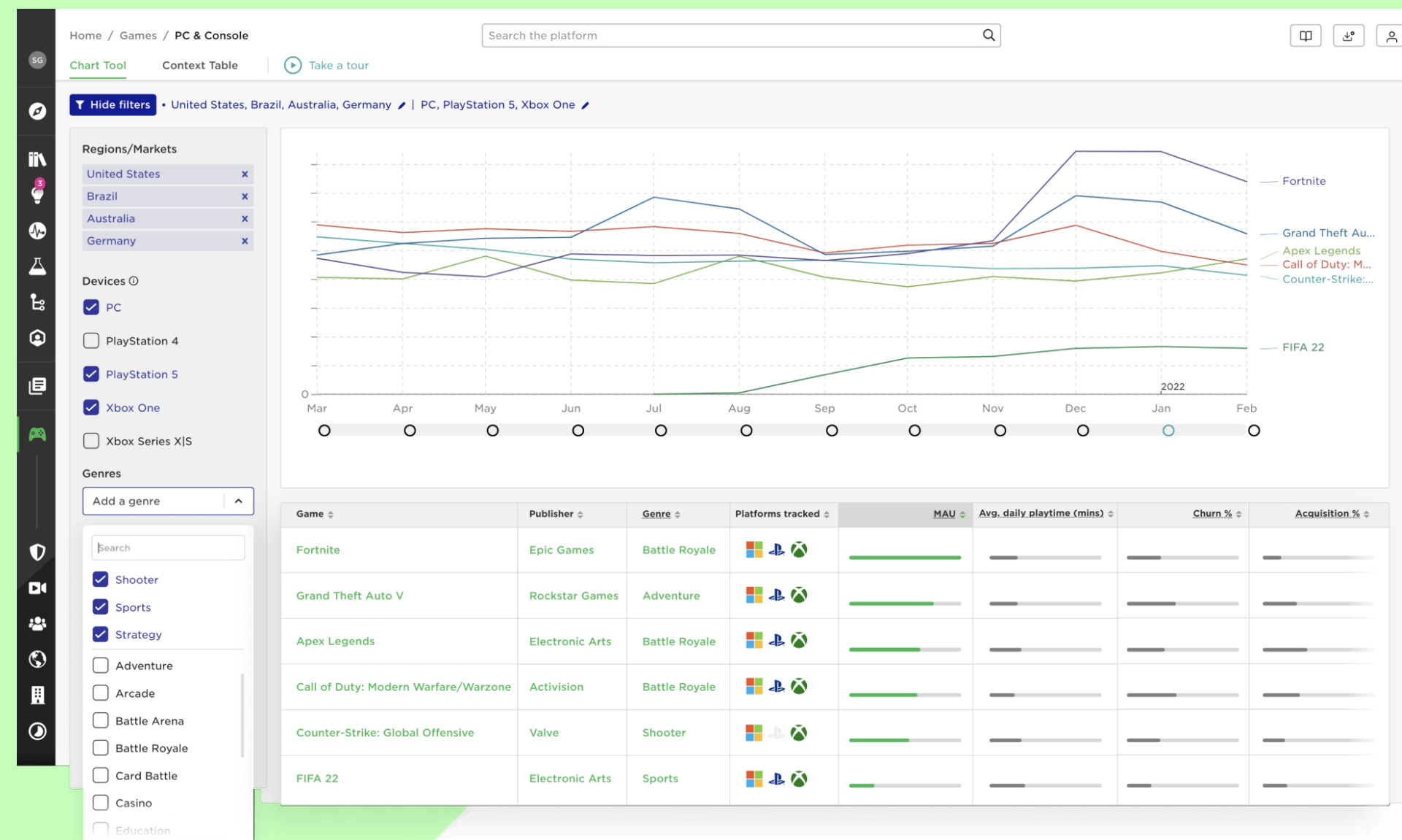
Upgrade to Newzoo Expert

	This Free Report	Newzoo Expert
Game Genre and taxonomy-level metrics	Limited to one genre	✓
Rich profiles for games on PC, Console & Mobile		✓
Advanced Game-level metrics incl. MAU, DAU, Lifetime Players, Revenue for 10,000+ games		✓
Games Competitor research: Gamer Acquisition, Overlap, Churn, Retention		✓
Game Streaming Viewership including esports, popular channels and influencers		✓
Game and Franchise-level Demographics		✓
Country gaming profiles - top games, gamer demographics, esports	Limited to one genre	✓
Game Publisher Metrics		✓
Gamer audience segmentation and analysis tools		✓
Newzoo Pulse - Daily updates with games spiking in engagement and viewership		✓
Custom, automated exports		✓
Dedicated Customer Success Manager, access to roadmap and early beta.		✓

Learn more about Newzoo Expert



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questions@newzoo.com



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“I’m in a privileged position to see the great value we get from collaborating with Newzoo and having access to the Newzoo Expert platform.

As we work together between data analysts, brand managers and product managers, we can all use the platform to complement our research and investigations, each bringing our knowledge and expertise to the decision-making process, based on insightful data.”



Nicholas Sweeney
Head of Insights at Behaviour Interactive

Learn more about Newzoo Expert



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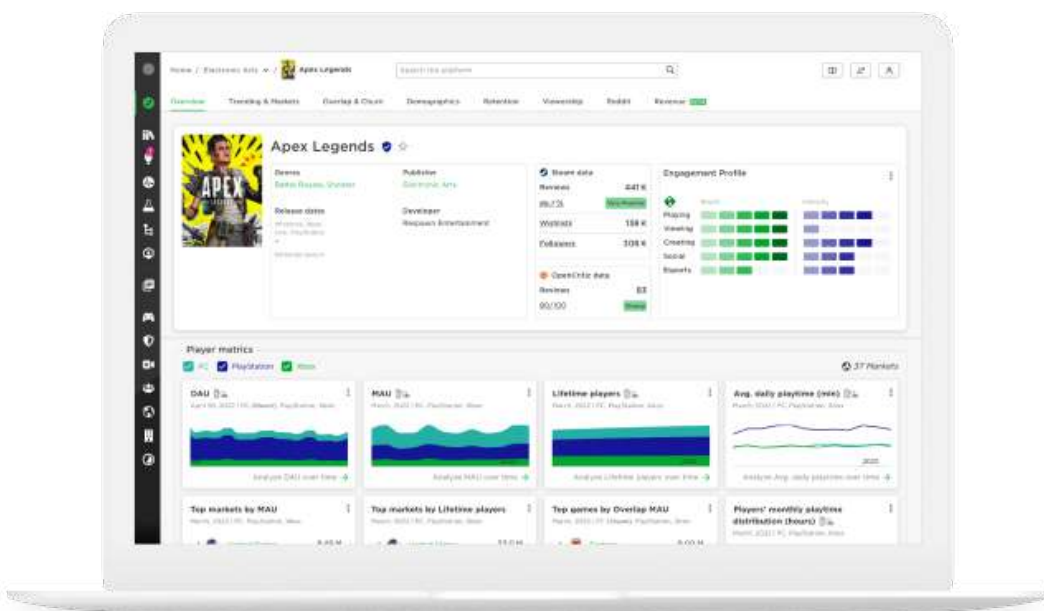


About Newzoo

Newzoo: The Specialists in Games Data and Insights

Newzoo Expert

Games & Market Engagement Data



How does my game benchmark and what other titles are my player base playing?

Covers 100+ metrics for Thousands of Games on PC, Console, and Mobile, including MAU, DAU, Lifetime Players, Revenues, Viewership

Consumer Insights

Player Demographics & Psychographic Data

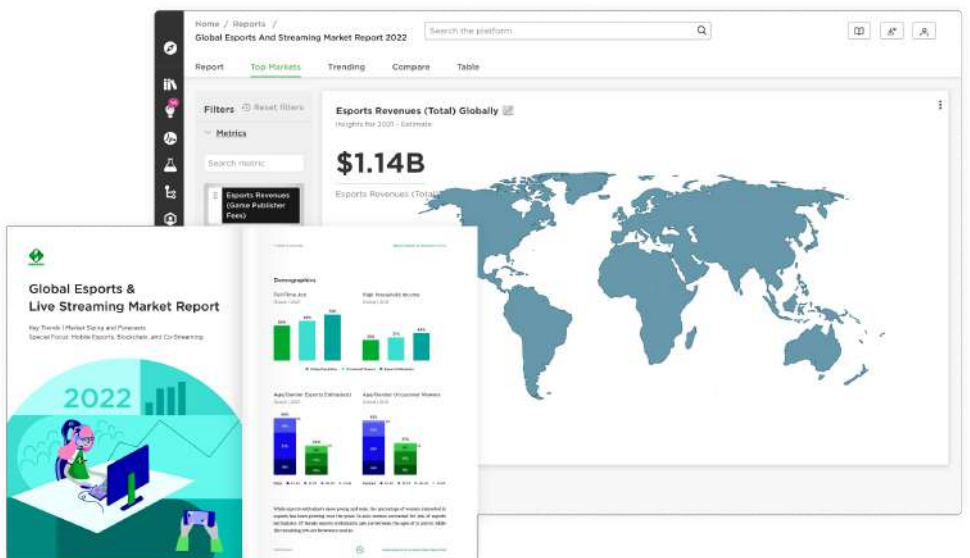


What types of players are playing these games?

75,000 Gamers surveyed worldwide
Motivations, drivers, playing behavior

Reports

Trends, Market Sizing, Forecast Data



What are the key metrics and trends, and how will they change in the future?

Global, regional, market key metrics
Market sizing, trends, forecasts



Questions?

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questions@newzoo.com

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