

# NEWZOO'S GAMER SEGMENTATION

An overview of the eight unique personas



newzoo

## SUMMARY

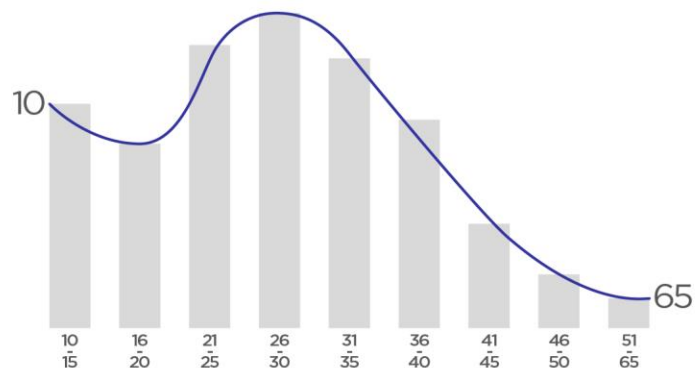
The Ultimate Gamer lives and breathes games, across all spectrums of the market: playing, owning, and viewing. A regular watcher of game video content, this persona loves knowing about the latest and greatest in games and esports. With plenty of disposable income available for their favorite pastime, Ultimate Gamers have both the passion and the funds to invest in the newest hardware and peripherals.

## AGE DISTRIBUTION

Average  
28.13  
years old

Median  
28  
years old

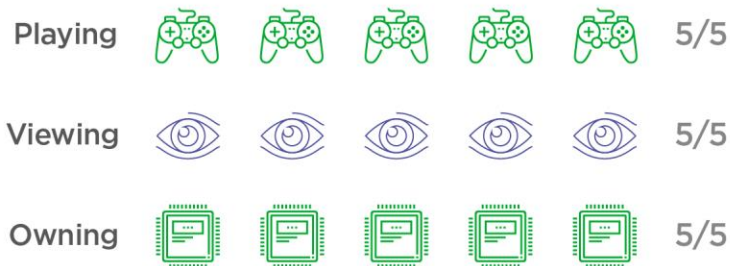
Mode  
26-30  
years old



13%  
of gaming  
enthusiasts

## THE ULTIMATE GAMER

“Gaming is in my DNA! There are few things I love more. I spend my free time and money on games.”



**newzoo** Gamer Segmentation™

## HOBBIES

Video games



Computers, electronics, & gadgets



Film/movies



▲ Average Gamer persona

## HOME SITUATION

Alone



With my parents



Together or alone, with kids

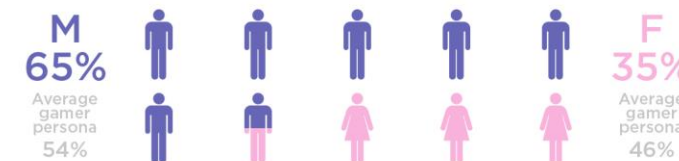


Together, without kids



▲ Average Gamer persona

## GENDER SPLIT



## SUMMARY

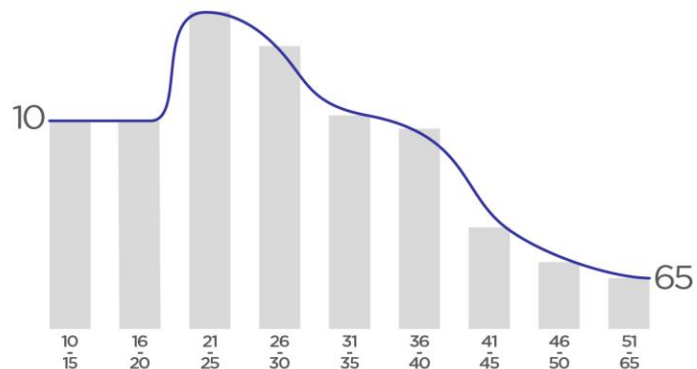
The All-Round Enthusiast is an avid gamer who plays for many hours a week. They may not be as dedicated as Ultimate Gamers, but games are still serious business for this persona. They are typically fulltime workers, so paying for the newest titles—as well as hardware—is not an issue. All-Round Enthusiasts enjoy a holistic gaming experience by combining playing games, viewing game content, and owning dedicated gaming hardware.

## AGE DISTRIBUTION

Average  
28.34  
years old

Median  
27  
years old

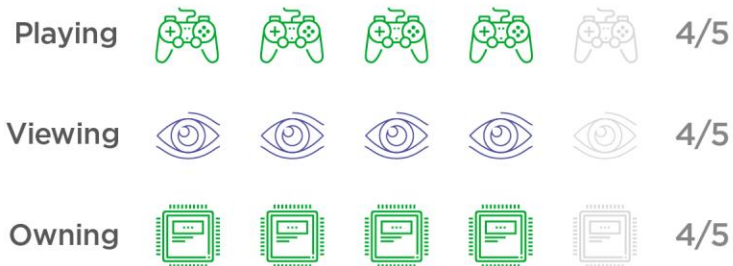
Mode  
21-25  
years old



9%  
of gaming  
enthusiasts

## THE ALL-ROUND ENTHUSIAST

“I am interested in all forms of gaming, from playing to watching and everything in between.”



**newzoo** Gamer Segmentation™

## HOBBIES

Video games



Film/movies



Music



▲ Average Gamer persona

## HOME SITUATION

Alone



With my parents



Together or alone, with kids

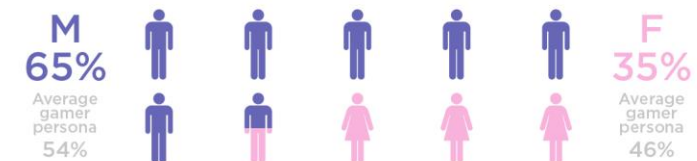


Together, without kids



▲ Average Gamer persona

## GENDER SPLIT





## SUMMARY

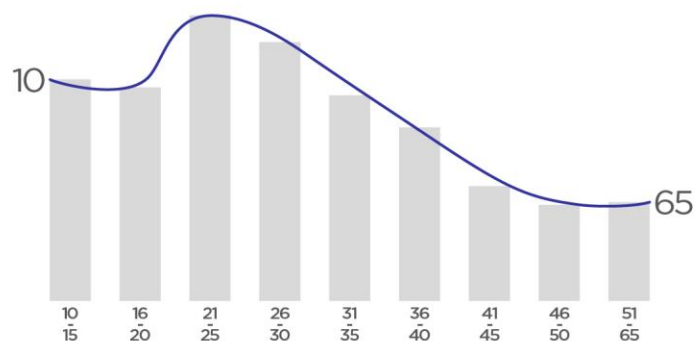
Cloud Gamers care deeply about playing games, but what sets them apart is their hardware indifference. They spend very little money on hardware, with a significant portion of the persona spending nothing at all. They may only buy hardware when necessary, receive it as a gift, or they simply don't buy their hardware with gaming in mind. For this persona, it's all about the software.

## AGE DISTRIBUTION

Average  
29.56  
years old

Median  
28  
years old

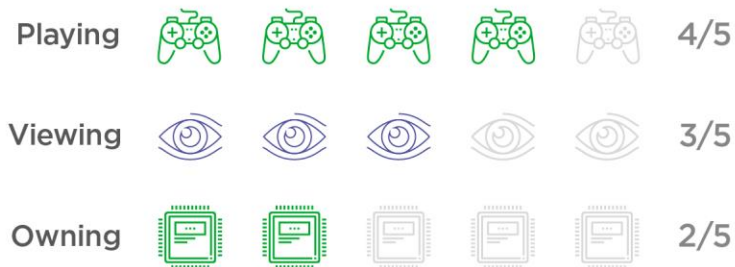
Mode  
21-25  
years old



19%  
of gaming  
enthusiasts

## THE CLOUD GAMER

"I enjoy playing high-quality games, preferably free-to-play or discounted titles. I will only spend on hardware when necessary."



**newzoo** Gamer Segmentation™

## HOBBIES

Video games



Music



Film/movies



▲ Average Gamer persona

## HOME SITUATION

Alone



With my parents



Together or alone, with kids



Together, without kids



▲ Average Gamer persona

## GENDER SPLIT

M  
59%

Average  
gamer  
persona  
54%



F  
41%

Average  
gamer  
persona  
46%



## SUMMARY

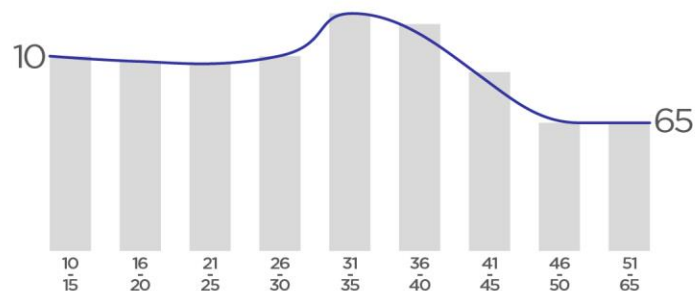
The Conventional Player resembles the Ultimate Gamer of 10 years ago, before the advent of game video content and the meteoric rise of esports. Watching others play is of little interest to the Conventional Player. Still, they revel in staying up to date with the latest developments and game releases. Nothing will get in the way of this persona fulfilling their gaming needs, so purchasing the newest hardware and peripherals is part of the fun.

## AGE DISTRIBUTION

Average  
31.93  
years old

Median  
32  
years old

Mode  
31-35  
years old



4%  
of gaming  
enthusiasts

## THE CONVENTIONAL PLAYER

“I do not watch other people play games much. I own plenty of hardware, so I would rather be playing myself.”

Playing  4/5

Viewing  2/5

Owning  4/5

**newzoo** Gamer Segmentation™

## HOBBIES

Video games



Film/movies



Music



▲ Average Gamer persona

## HOME SITUATION

Alone



With my parents



Together or alone, with kids



Together, without kids



▲ Average Gamer persona

## GENDER SPLIT

M  
62%  
Average  
gamer  
persona  
54%



F  
38%  
Average  
gamer  
persona  
46%



## SUMMARY

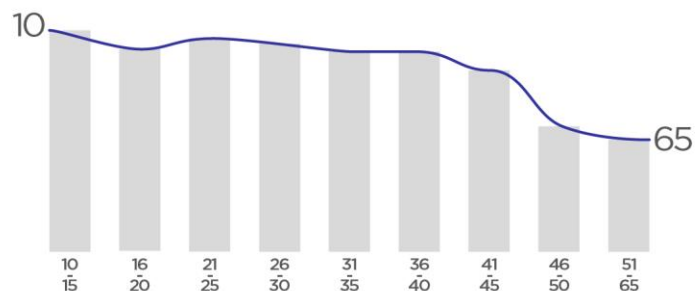
The Hardware Enthusiast is casual about gaming and does not typically dedicate much time to playing and viewing games each week. When the persona does play games, however, hardware is vital. Hardware Enthusiasts cannot turn a blind eye to the hottest new gaming gear, so they spend big on the latest hardware, peripherals, and gaming-related gadgets. And their love of computers, electronics, and gadgets typically extends beyond gaming.

## AGE DISTRIBUTION

Average  
31.01  
years old

Median  
30  
years old

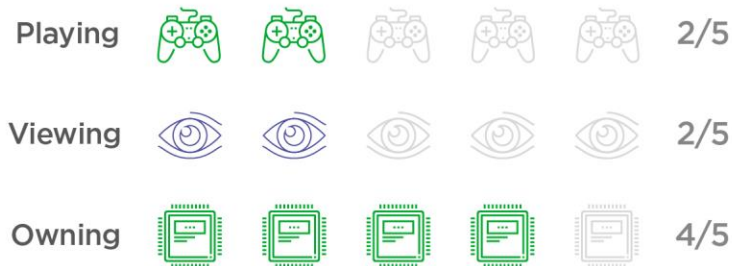
Mode  
10-15  
years old



9%  
of gaming  
enthusiasts

## THE HARDWARE ENTHUSIAST

“I am always following the latest hardware news and trends. Whether it’s for work or play, I want an optimized experience.”



**newzoo** Gamer Segmentation™

## HOBBIES

Film/movies



Music



Travel & holidays



▲ Average Gamer persona

## HOME SITUATION

Alone



With my parents



Together or alone, with kids



Together, without kids



▲ Average Gamer persona

## GENDER SPLIT

M  
60%

Average  
gamer  
persona  
54%



F  
40%

Average  
gamer  
persona  
46%





## SUMMARY

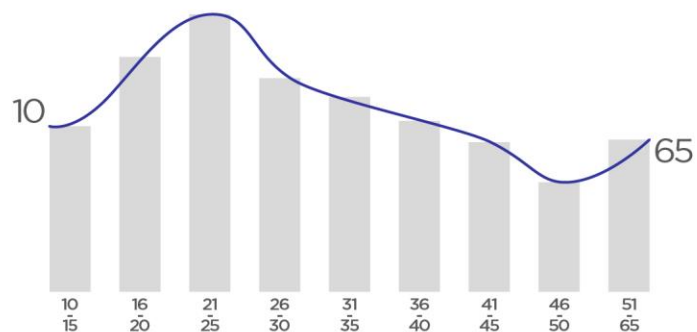
Popcorn Gamers might not devote much time to playing games every week, but that doesn't stop them tuning into Twitch, YouTube, and/or Mixer to watch plenty of game video content and/or esports alone or together with friends. While they do play games casually, they prefer enjoying the industry vicariously through video. In line with their game-viewing behavior, they also spend a lot of time watching television and online videos/TV.

## AGE DISTRIBUTION

Average  
31.13  
years old

Median  
29  
years old

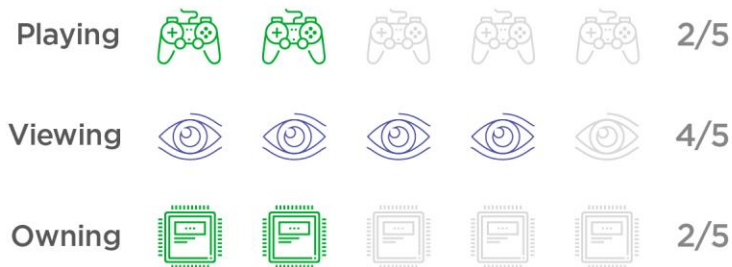
Mode  
21-25  
years old



13%  
of gaming  
enthusiasts

## THE POPCORN GAMER

“Playing video games may not be my favorite hobby, but I definitely enjoy watching others play.”



**newzoo** Gamer Segmentation™

## HOBBIES

Music



Film/movies



Travel & holidays



▮ Average Gamer persona

## HOME SITUATION

Alone



With my parents



Together or alone, with kids



Together, without kids



▮ Average Gamer persona

## GENDER SPLIT

M  
54%



F  
46%

Average  
gamer  
persona  
54%



Average  
gamer  
persona  
46%

## SUMMARY

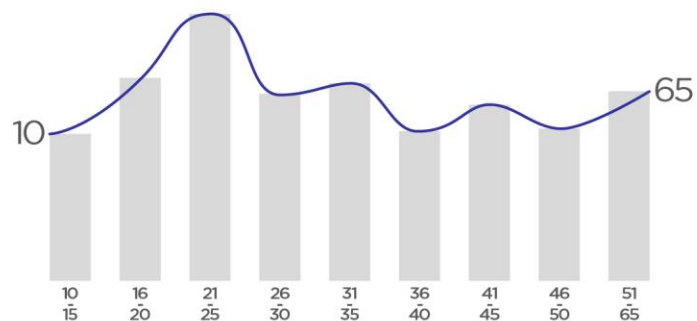
The Backseat Viewer watches gaming video content or esports on Twitch, YouTube, and/or Mixer but hardly ever plays games. Many people in this persona are lapsed gamers who once enjoyed core gaming but—due to work and/or family commitments—no longer have the hardware or time to play. Or, like many traditional sports fans, they simply enjoy the spectacle of watching the pros play.

## AGE DISTRIBUTION

Average  
32.95  
years old

Median  
31  
years old

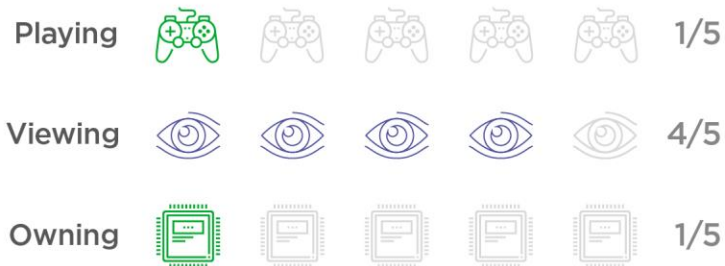
Mode  
21-25  
years old



6%  
of gaming  
enthusiasts

## THE BACKSEAT VIEWER

“I used to game a lot. Whenever I watch a big esports event and watch others playing games, that passion is reignited.”



**newzoo** Gamer Segmentation™

## HOBBIES

Music



Film/movies



Sports



⌵ Average Gamer persona

## HOME SITUATION

Alone



With my parents



Together or alone, with kids

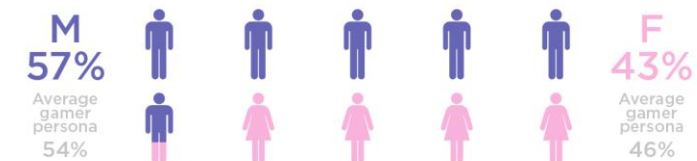


Together, without kids



⌵ Average Gamer persona

## GENDER SPLIT

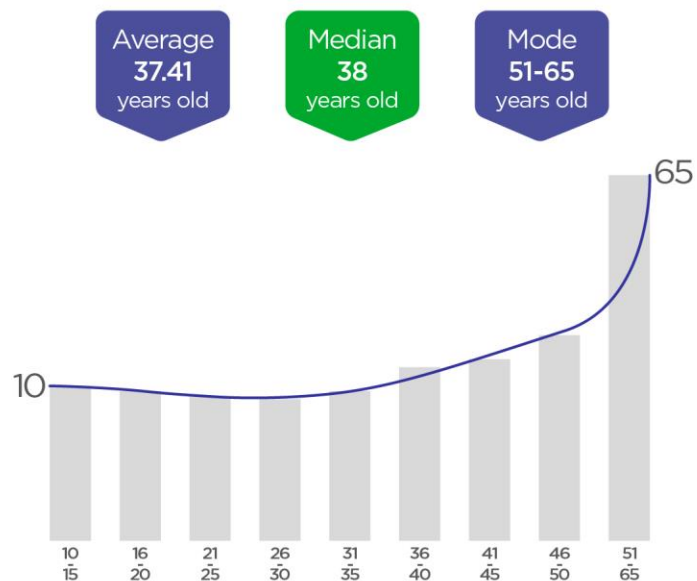




## SUMMARY

The Time Filler has little interest in game video content and esports. These casual gamers rarely spend more than a few hours gaming each week, so they don't see games as a major part of their lives. They play to pass time; for example, playing a quick game of Candy Crush or Clash of Clans while commuting to work or waiting for a friend. For this reason, hardware is not relevant for Time Fillers.

## AGE DISTRIBUTION



## THE TIME FILLER

"I only game when I have time to spare or at social events. Mobile games are my go-to."



**newzoo** Gamer Segmentation™

## HOBBIES

Film/movies



Music



Travel & holidays



▮ Average Gamer persona

## HOME SITUATION

Alone



With my parents



Together or alone, with kids



Together, without kids



▮ Average Gamer persona

## GENDER SPLIT

