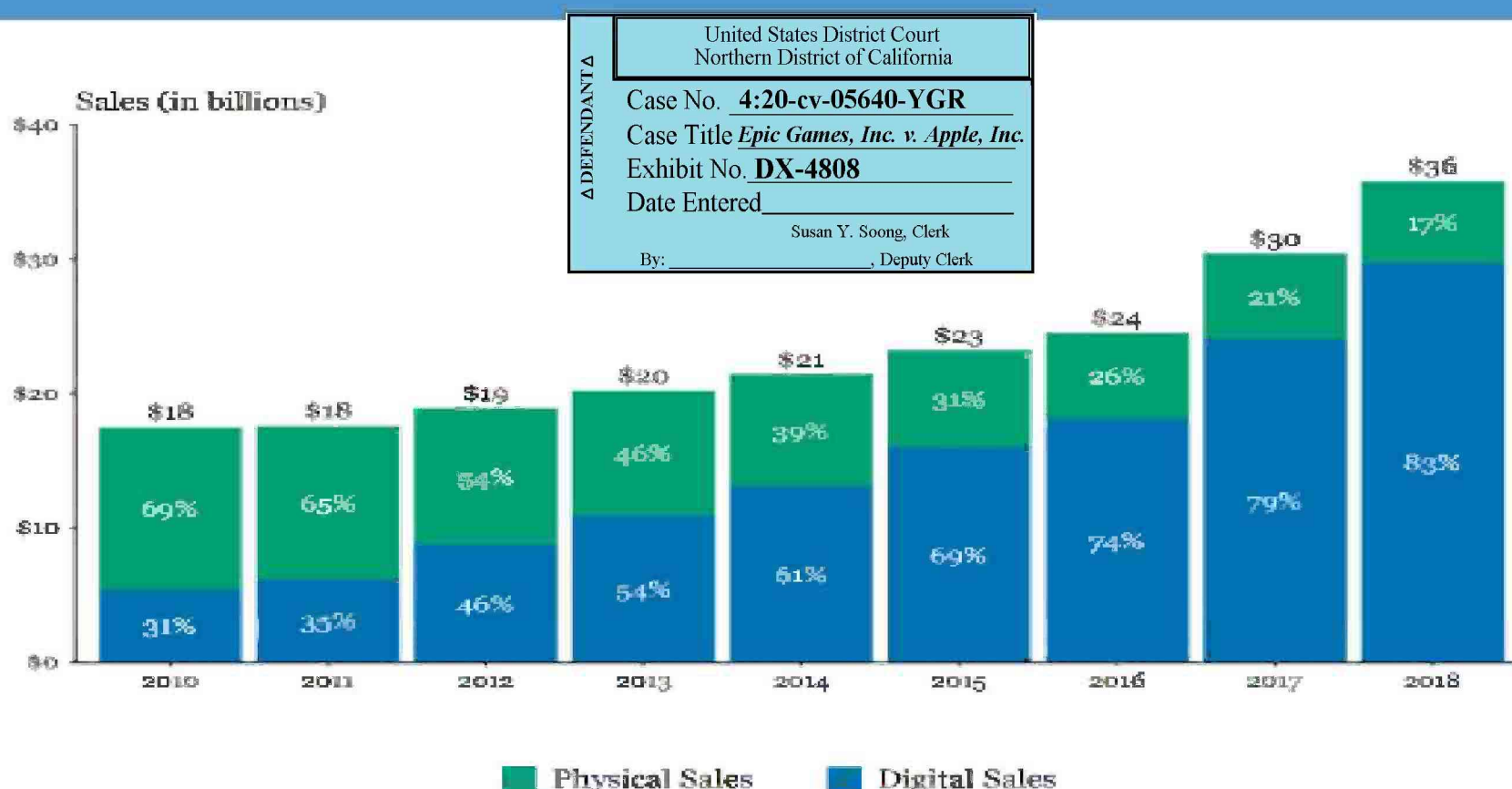


# Hitt Rebuttal Expert Report – Exhibit 52: Amount spent by U.S. consumers on game transactions (2010–2018)



DEFENDANT	United States District Court Northern District of California
	Case No. <b>4:20-cv-05640-YGR</b>
	Case Title <b><i>Epic Games, Inc. v. Apple, Inc.</i></b>
	Exhibit No. <b>DX-4808</b>
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

Source: Entertainment Software Association, “U.S. Video Game Sales Reach Record-Breaking \$43.4 Billion in 2018,” January 22, 2019, available at <https://www.theesa.com/press-releases/u-s-video-game-sales-reach-record-breaking-43-4-billion-in-2018/>, accessed on February 7, 2021; Kyle Orland, “We’ve been missing a big part of game industry’s digital revolution,” Ars Technica, April 22, 2017, available at <https://arstechnica.com/gaming/2017/04/the-us-game-industry-is-a-lot-bigger-and-less-physical-than-we-thought/>, accessed on February 7, 2021; Entertainment Software Association, “2019 Essential Facts About the Computer and Video Game Industry,” May 2019, available at [http://www.theesa.com/wp-content/uploads/2019/05/ESA\\_Essential\\_facts\\_2019\\_final.pdf](http://www.theesa.com/wp-content/uploads/2019/05/ESA_Essential_facts_2019_final.pdf), accessed on February 10, 2021; Entertainment Software Association, “2018 Essential Facts About the Computer and Video Game Industry,” April 2018, available at [https://www.theesa.com/wp-content/uploads/2019/03/ESA\\_EssentialFacts\\_2018.pdf](https://www.theesa.com/wp-content/uploads/2019/03/ESA_EssentialFacts_2018.pdf), accessed on February 10, 2021; and Alissa McAloon, “ESA: The U.S. game industry saw \$36B in revenue in 2017,” Gamasutra, January 19, 2018, available at [https://www.gamasutra.com/view/news/313356/ESA\\_The\\_US\\_game\\_industry\\_saw\\_36B\\_in\\_revenue\\_in\\_2017.php](https://www.gamasutra.com/view/news/313356/ESA_The_US_game_industry_saw_36B_in_revenue_in_2017.php), accessed on February 7, 2021.

Note: 2017 and 2018 sales figures represent “software revenue across all platforms (console, PC, portable, and mobile), from physical and digital sales, including in-game purchases and subscriptions.” Sources indicate that 2010 to 2016 figures cover a similar universe. In each year, physical and digital revenues are estimated by multiplying total revenue by the share of revenue attributable to physical and digital sales, respectively. At least as recently as 2017, the basis for the Entertainment Software Association revenue estimates did not include “digital sales for Switch and 3DS games, or PC digital sales from Electronic Arts, Microsoft, Sony, Battle.net, Origin, or Uplay.” Therefore, figures may underestimate total revenue. Advertising revenue from games is assumed not to be included.