

Despite Economy...Banner Year for Video Game Industry

Listening

True or False? Justify your answer by quoting from the report.

1. People are spending less money than in the past.
True – Consumers may be cutting back on lots of things...like driving.
2. The video game industry has also been hit by consumer cuts in spending.
False – But when it comes to spending money on video games, wallets remain open.
3. John Riccitiello is the CIO for EA.
False – In fact, Electronic Arts CEO John Riccitiello says...
4. John Riccitiello says that industry sales have risen by 13%.
False – Industry sales are up almost 30 percent year to date.
5. John thinks that this increase is to be expected during tough economic times.
False – which sort of bucks the trend of a tough economy.
6. One reason for the industry's good performance might be because people can play computer games without leaving the house.
True – People game at home. It sort of, can ride out tough economic cycles.
7. Consumers are interested in the innovations proposed by companies such as Electronic Arts.
True – They're buying it and taking it home in droves
8. When you look back over the last decade it becomes evident that economic downturns have rarely been an issue for the game industry
False – Well I think if you look back over 20 plus years and look at business cycles and or economic downturns, you'll see that the game industry was really not affected by it.
9. Consumers hit by the credit crunch react by staying at home more and travelling less.
True – In a recession, what does a consumer do? They often stay home more, travel less. Maybe visit theme parks or get on fewer airplanes.
10. EA has gathered information which indicates that people game more during times of recession.
True – And what our data shows is they game more.
11. Video games are now attracting a more varied public.
True – And more types of people are playing video games.
12. Casual games are growing in popularity.
True – ...increasing the popularity of casual games.
13. Nintendo's Wii can also take some of the credit for the industry's solid performance.
True – And much of the credit goes to the innovations in Nintendo's Wii game console as well.