State of Gaming

Understand the behavior, sentiment, attitudes, and preferences of today’s PC, mobile, and console gaming audiences.

This is a preview of the full 2020 State of Gaming Report. Access the full report here: COMSCORE.COM/GAMING2020
In 2020, we have seen remarkable shifts in esports, gaming, and livestreaming behaviors, and these trends highlight the growing need in the gaming industry to access new and current data.

The 2020 State of Gaming report includes 80 pages of insights to help advertisers and brands find ways to connect with this engaged and evolving audience. It draws from in-depth 2020 survey data to provide insights on sentiment, attitudes, and preferences of gaming audiences. It combines these insights with context from Comscore’s massive behavioral datasets to help advertisers and their agencies find opportunities within the evolving gaming landscape.

Leveraging metrics that span across online gaming on all devices, the 2020 State of Gaming Report helps advertisers and their agencies understand the gaming landscape, recent impacts from COVID-19, opportunities for reaching and leaving an impression with gaming audiences, how game advertising is seen by gamers, as well as emerging categories in esports, livestreaming, cloud gaming and more.
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# Comscore’s Gaming Data Sources

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<td>Comscore’s desktop and mobile panels measure games downloaded on desktop and mobile devices, visitation to gaming websites, as well as streaming services and gaming apps.</td>
<td>Comscore’s Total Home Panel captures device usage and content consumption across the connected home. For gaming, the data provides insights into streaming and console game play.</td>
<td>Comscore surveys collect critical attitudinal and sentiment data from gamers. The State of Gaming survey was first run in March 2019 and this report includes wave two of that survey (n=5,087 completes collected in April 2020).</td>
<td>Comscore’s national television measurement solution provides a precise and complete view of esports TV audiences and programming.</td>
<td>Comscore Branded Content™ analyzes the effect of brand integrations across all platforms, content types, and audiences to help quantify the results of gaming content, sponsorship, and promotional campaigns.</td>
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A few definitions…

**Focus in this report is U.S. data**

**Survey sample is among ages 18-65**

**GAMERS**
All gamers but those who play only on mobile. Playing a game was defined as playing on a device in the past two weeks.

**PC GAMER**
Mainly plays games on PC/Mac

**CONSOLE GAMER**
Mainly plays games on console

**ESPORTS**
Competitive gaming events with casting, commentary and prizes

**LIVESTREAMING**
All types of streaming (most esports are also streamed)
Types of gaming in this report

- PC Gaming
- Console Gaming
- Mobile Gaming
- Cloud Gaming: High-level survey sentiment included
- Virtual Reality Gaming: Covered in 2019 report only

Covered in this report
The **Gaming Landscape** in 2020
Not a niche market: the online gaming landscape encompasses millions of homes and devices.

- 65% of U.S. households own a device on which they play video games.
- 38M U.S. households have a gaming console.
- $1.5B estimated total ad and sponsorship spend on esports in 2020.

Sources: Left: Entertainment Software Association “Essential Facts About the Computer and Video Game Industry” 2019
Middle: Comscore Connected Home, powered by the Total Home Panel™, May 2019 - May 2020, U.S.
Right: https://adage.com/article/news/esports/308447
Gaming content is capturing an engaged audience and growing significantly.

- Total Unique Visitors in Gaming Category: 210M
- Growth in Time Spent on Gaming Sites (vs. May 2017): +133%
- Reach of Total Digital Population: 80%
- Growth in Time Spent Watching Gaming Videos on Desktop (vs. May 2017): +194%

Top Right: Comscore Media Metrix® Multi-Platform, Games, May 2020 vs. May 2017. U.S
Bottom Right: Comscore Video Metrix®, Desktop, Games, May 2020 vs May 2017, U.S.
While sporting events were paused, the gaming category continued to grow in online views.

**TOTAL WEBSITE VIEWS BY CATEGORY**

- **Jan-2020**: 7.2B
- **Feb-2020**: Sporting EventsPaused
- **Mar-2020**: 9B
- **Apr-2020**: 9.5B
- **May-2020**: 11B

Source: Comscore Media Metrix® Multi-Platform, 18+, U.S.
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