

GENERAL PRESS RELEASE OF RESEARCH FINDINGS (Public Release Date: August 30, 2007)

## Pre-teen Kids Gaming Segment Growing Up Fast

With the enormous success of services such as *Club Penguin* in recent months, the pre-teen gaming market has recently exploded into the consciousness of marketers. According to an August 2007 survey of 757 US adults conducted by Prophis eResearch ([www.prophis.com](http://www.prophis.com)), 22% of US online adults – an estimated 33 million – have played video/Internet/computer games with someone ten years or younger (or at least watched them play) in the past 12 months.

### *Parents play decisive role*

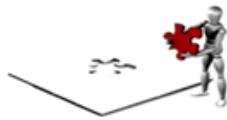
This segment has similarities to but is also different than other gaming segments geared towards those in their teens and older. Above all, the parents play a more direct and decisive role in purchase decision-making than do their children. Marketers, therefore, need to spend as much mental effort thinking about how to appeal to “mom and dad” as they do with “junior”. Prophis eResearch took an exploratory look into this question in August 2007 and found that there is actually a good deal of overlap between what both want despite the fact that there are some important differences.

### *What Parents Want*

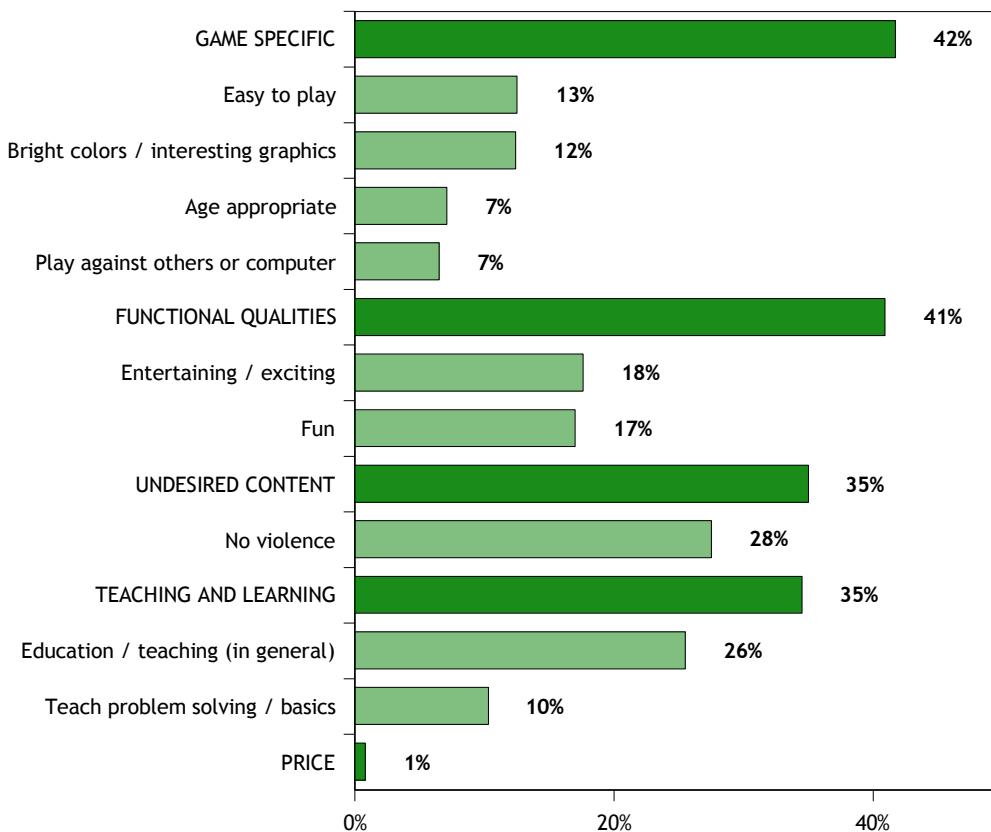
The adults who took part in our sample wanted essentially four things of roughly equal importance to be present for their pre-teen's gaming experience (also summarized in the Table below):

1. Game specific features - The games must be easy to play. This means that attention must be given to developing intuitive and clear concepts. Professionalism in terms of design is key. Good use of strong bright colors was an often repeated request also.
2. Functional qualities - The games their pre-teens play must be fun and usually means exciting also.
3. Undesired content out - Parents are also insistent that games are free from violence above all, but also mature content in general, and inappropriate language also.
4. Teaching and learning - Most parents simply talked about the educational component in general. When explaining a bit more, parents tended to talk about teaching “basics” that would help them read or do basic math better. Learning hand-eye coordination and learning positive values also were also specifics mentioned.

Encouraging to marketers is the interesting note that few parents (1% only) mentioned price as an important aspect!



### Most Important Things to Adults for Gaming Designed for Children Ten or Younger

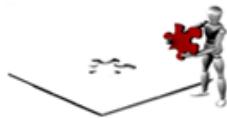


Source: Prophis eResearch survey of US online adults having played with or watched their child ten years or younger play video/Internet/computer games in past 12 months, August 2007, n=165

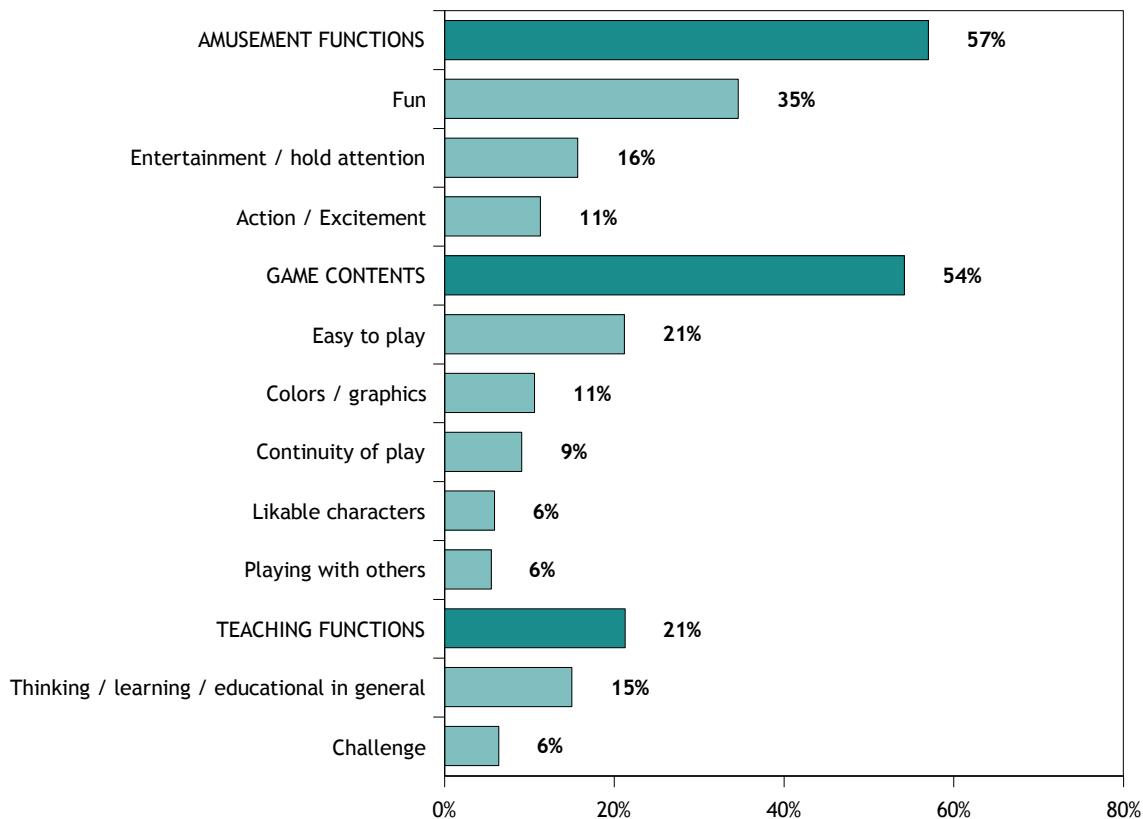
### What parents say their pre-teen children want in a gaming experience

When it came to what parents believed their kids were looking for, there were primarily two major issues and one notable but smaller request (also summarized in the Table below):

1. Amusement functions - The games must be fun and interesting. Much of the time this was linked to excitement, some of the time more closely tied to mental challenge.
2. Game contents - Games must be easy to play as this segment is not likely to be willing to deal with a lot of frustration. Short attention spans will not work well with confusing game elements. Professional graphics, likable characters and the ability to continue along in a game are all important to kids in this segment.
3. Educational aspect - Parents also felt that the educational aspect (particularly if executed "under the radar") is one that plays a very important role for these children, if to a more limited extent than others.



### Most Important Things to Children Ten or Younger About Gaming (According to Adults)



Source: Prophis eResearch survey of US online adults having played with or watched their child ten years or younger play video/Internet/computer games in past 12 months, August 2007, n=165

"Developing and marketing games for this emerging segment presents classic challenges of understanding how to appeal to two decision-making groups. On the one hand, parents hold the purse-strings, yet on the other hand, games that are uninteresting will not last long nor lead to use or satisfaction. Being able to understand how to develop games that hit the mark for both groups requires the marketing magic touch" adds Stuart Hemerling, Senior Research Consultant with Prophis eResearch.

*Additional information:* Prophis Research and Consulting Inc, which is responsible for the contents of this release, is an independent marketing research and consulting company based in Vancouver (Canada). Prophis delivers a range of marketing research services to clients, including original custom research with its panel of US adult consumers. For more information about the findings presented in this release or for information about Prophis Research's panel research services, please contact [panelservices@prophis.com](mailto:panelservices@prophis.com).