

Digging Into PC and Video Game Purchasing for DLC and Microtransactions

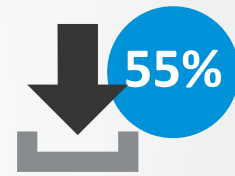
The days when gamers purchased a game and played it to its full potential are behind us. Now gamers expect additional gaming possibilities, and downloadable content (DLC) and microtransactions deliver. **Here's a look at our latest insights, to help you better meet gamers' needs.**



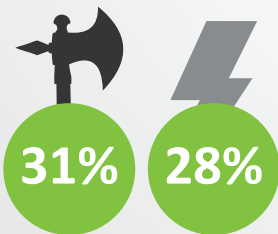
28% of the U.S. population* have purchased additional content online in the past 3 months.



Among those who spent real money to purchase virtual currency, **37%** did so to have fun. **8%** did it to save time.

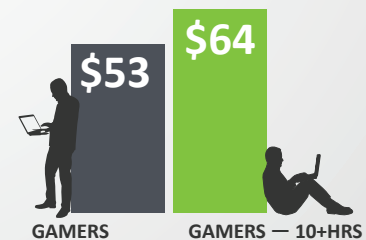


55% of DLC purchasers bought an expansion pack, making it the most popular DLC purchase choice.



Weapons / tools (**31%**) and powerups (**28%**) top the list of microtransactions purchased.

Males and teens are the most likely purchasers of additional content.



Average amount spent on DLC in the past 3 months? **\$53**. For heavy gamers (10+ hours per week), spending climbed to **\$64**.

Gamers expect to be able to expand and enhance their experiences. DLC and microtransactions give them access to multiple storylines, additional lives, and valuable tools to take their gameplay to the next level. The new **PC and Video Games — DLC and Microtransactions Purchasing Report** provides in-depth detail about this market. Discover how often and how much gamers are actually purchasing and find out what gamers like and dislike most about DLC and microtransactions.

*Source: The NPD Group/PC and Video Games — DLC and Microtransactions Purchasing Report /*Ages 13 to 54*

You can get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

