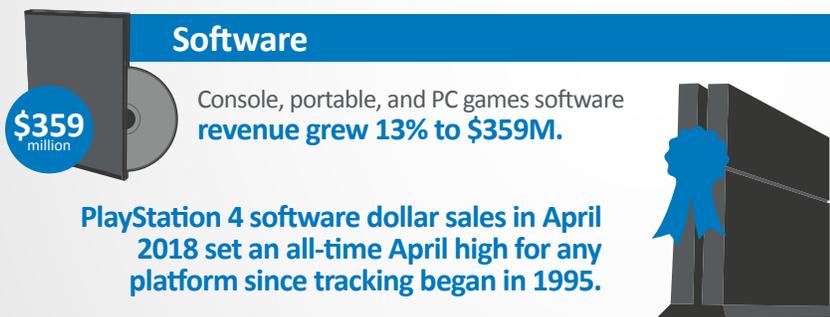


# Video Games Spending Regains Ground in April

April 2018 spending across U.S. video game hardware, software, accessories, and game cards grew 18% compared to a year ago, to \$823 million. Gains were achieved across all categories of spending. Year-to-date spending across these categories is up 15% compared to the same period a year ago, to \$4.2 billion. Growth has occurred across all categories of spending. **Get a closer look.**



## Software

Console, portable, and PC games software revenue grew 13% to **\$359M**.

**PlayStation 4 software dollar sales in April 2018 set an all-time April high for any platform since tracking began in 1995.**

## Title Spotlight

**God of War** was April's best-selling game.



The PS4 exclusive from Santa Monica Studios achieved the **highest-ever launch month dollar sales** for a title launched exclusively on a PlayStation platform.

Hardware	Accessories and Game Cards
<p>Hardware spending grew 15% to \$225M in April.</p> <p><b>15%</b> PlayStation 4 generated the highest April unit sales for a console since Nintendo Wii in April 2009.</p> <p>The PS4 Pro 1TB <b>Limited Edition God of War bundle</b> was the month's best-selling hardware item in dollar sales. The Switch 32GB with Neon Red/Blue Joy Con was the leading hardware item in unit sales.</p>	<p>Accessories and game cards spending grew 28%, reaching \$240 million.</p> <p><b>7%</b> Gamepad spending increased 7% in April 2018 compared to a year ago and is up 23 percent year to date.</p> <p><b>89%</b> Sales of headsets/headphones grew 89% in April 2018 compared to year-ago. The Xbox One Ear Force Stealth 600 Wireless Headset from Turtle Beach is the best-selling.</p>

The NPD Group delivers monthly point-of-sale data on U.S. video games industry sales of new physical-game retail purchases and full game downloads from participating publishers on PlayStation, STEAM, and Xbox platforms.

Source: The NPD Group/Games Total Physical Sales, April 2018

Want a deep dive into the God of War launch strategy?  
Contact your NPD account representative, call 866-444-1411,  
or email [cwaddell@edar.com](mailto:cwaddell@edar.com).

