



Your Vision. Our Focus.

MKM PARTNERS

Quantitative Survey Group | QSG

Custom Data Driven Research Solutions....Proprietary Surveys....Comprehensive Analytics.

Technology, Media & Telecom (TMT)



Recent/Current TMT Case Study: Video Game DLC Trends

- Nearly 1,000 U.S. consumers who own or have owned video game consoles
- Annual deployment schedule (began June '13)
- Key takeaways
 - Video game consoles: Continued demand for the newest iterations of video game consoles such as PS5/PS5 Digital, Xbox Series X/S
 - Mobile devices: Consumers are allocating a greater share of their total video game playing time to mobile devices and over a quarter of those playing on mobile devices have made in-app purchases, with how much they spend on the rise.
 - Digital downloads/add-on digital content: Digital downloads of video games through a console are increasing as a way of purchasing video games. Also, nearly two thirds of those who play video games purchase add-on digital content for their console.