



## The GameVision Brand Map

# Pro Evolution Soccer



Based on data collected between Spring 2010 and Spring 2011:-

6777 Active Gamers who were asked about the game

1458 Active Gamers who have played the game

481 Active Gamers who reviewed the game in detail

Arkenford  
market modelling and research

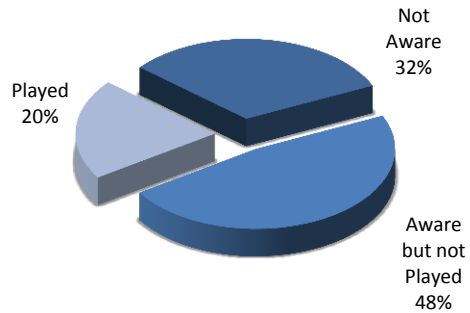
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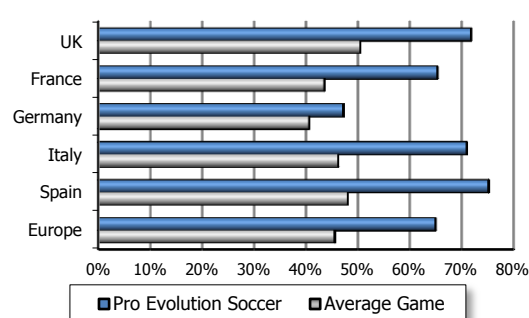
## Awareness and Play Rates



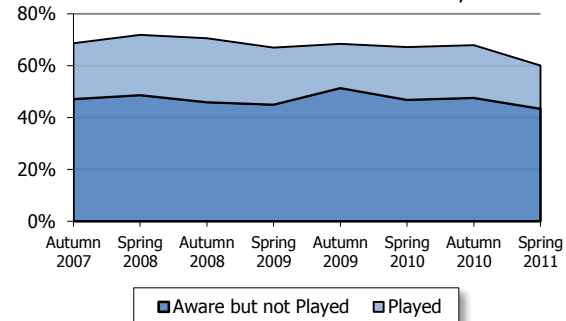
A1 - Current Awareness of Game



A2 - Brand Awareness by Country



A3 - Levels of Awareness and Play

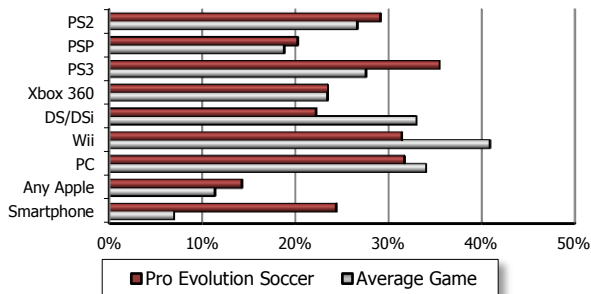


A4 - Hotlist Ranking

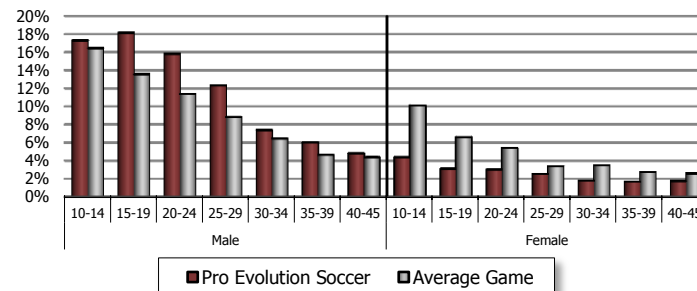
Period	Played (%)	Rank
Spring 2009	8.4%	8
Autumn 2009	6.6%	8=
Spring 2010	7.5%	7
Autumn 2010	6.6%	8
Spring 2011	5.1%	10=

## Players' Profile

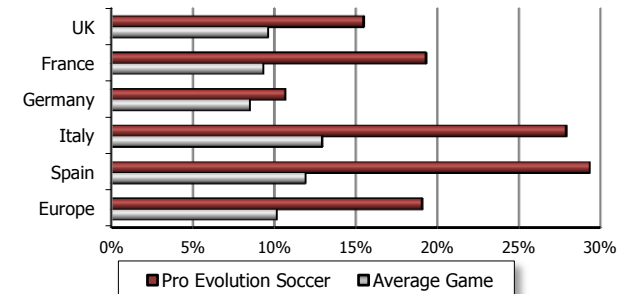
P1 - Game Platforms Actively Owned



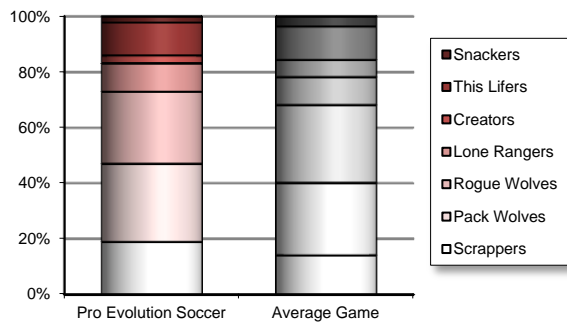
P2 - Players' Age and Sex



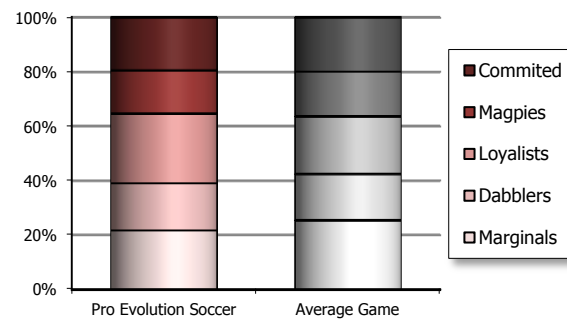
P3 - Play Rates by Country



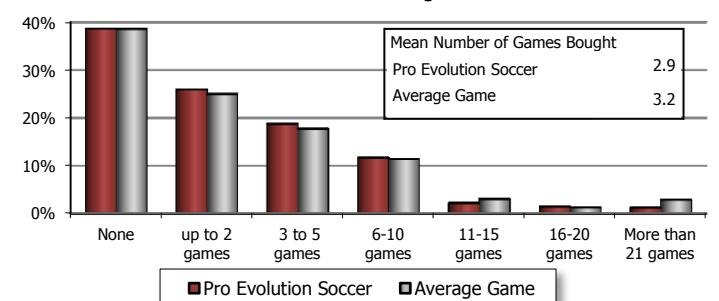
P4 - GVE Segmentation (aged 16+ only)



P5 - Gamer Commitment



P6 - Number of Games Bought in Past 3 months

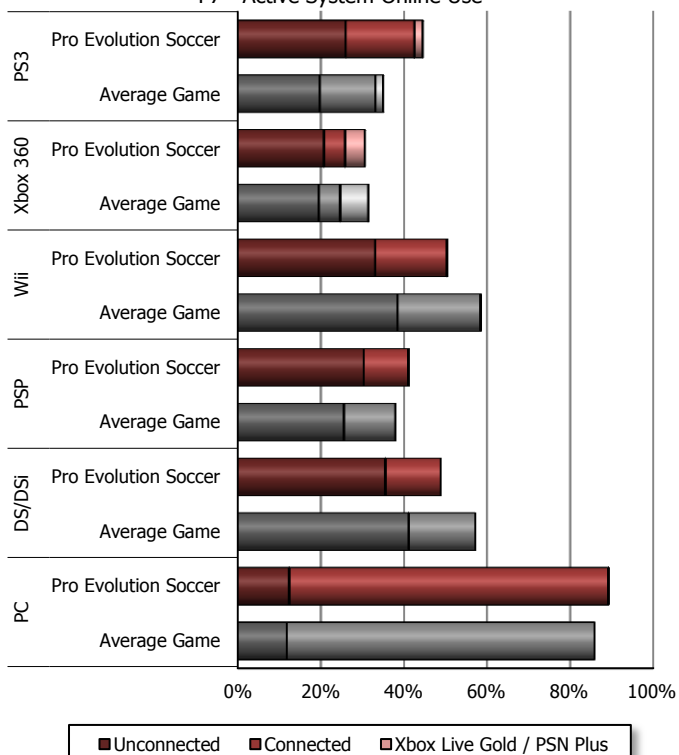


Mean Number of Games Bought	
Pro Evolution Soccer	2.9
Average Game	3.2

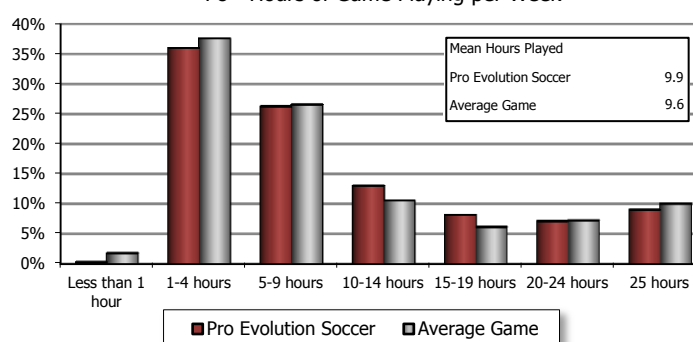


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P7 - Active System Online Use



P8 - Hours of Game Playing per Week



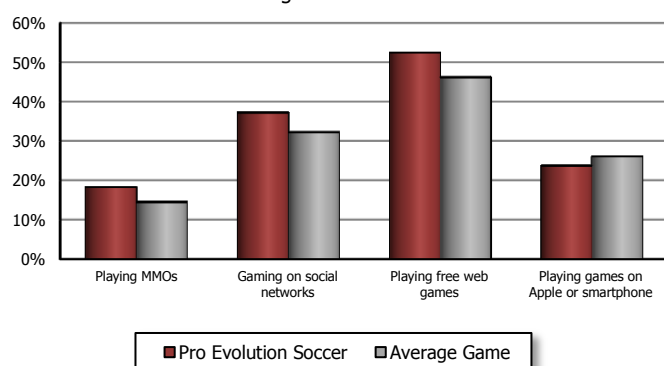
Mean Hours Played	
Pro Evolution Soccer	9.9
Average Game	9.6

P9 - Hours of Game Playing per Week - Categories

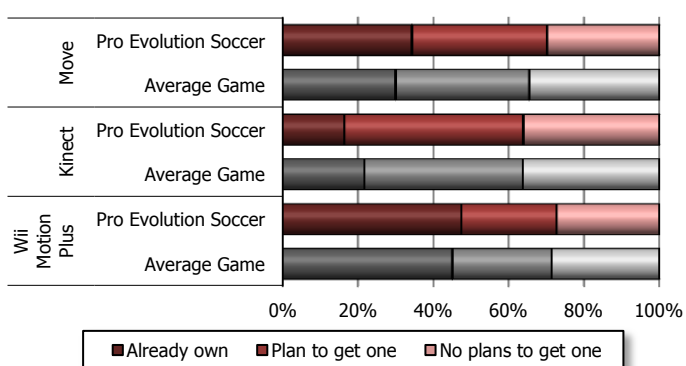
Category	Pro Evolution Soccer		Average Game	
	% Playing	Mean Hours	% Playing	Mean Hours
Offline	71%	7.2	69%	5.3
Online	68%	6.0	59%	5.3
Social Networking	29%	3.9	10%	3.5
Mobile	35%	2.9	39%	2.5

\*Mean hour scores are for those who are playing in each type of gaming.

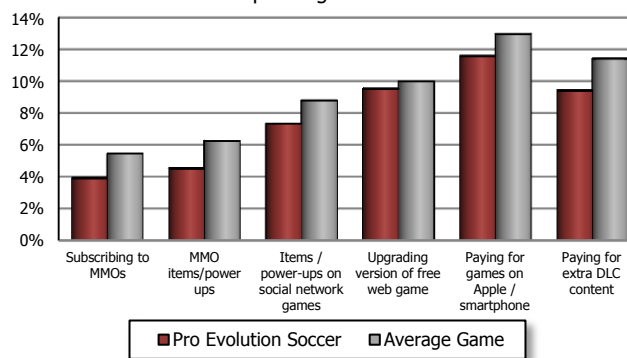
P10 - % Doing Non-Classical Activities



P11 - Controller Purchase Intention



P12 - % Spending on Non-Classical Activities



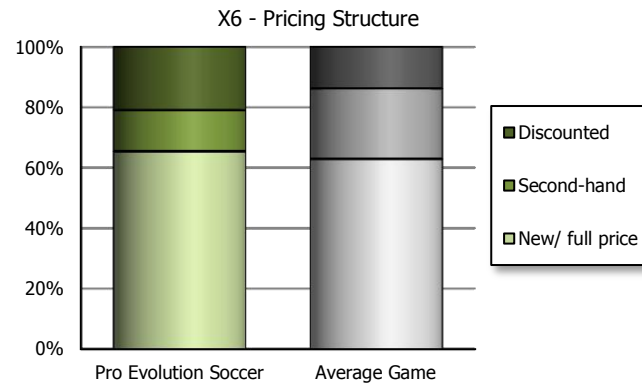
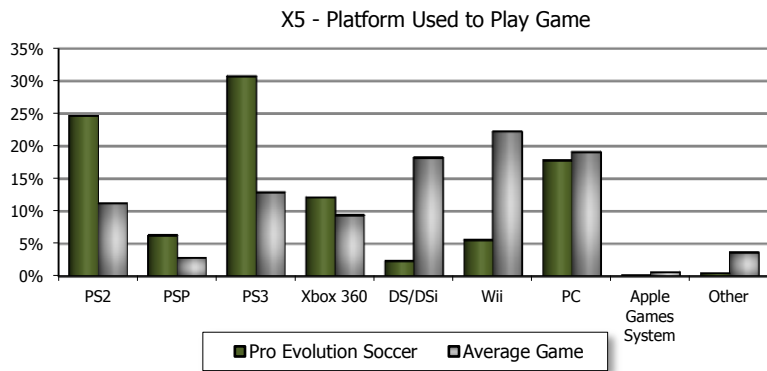
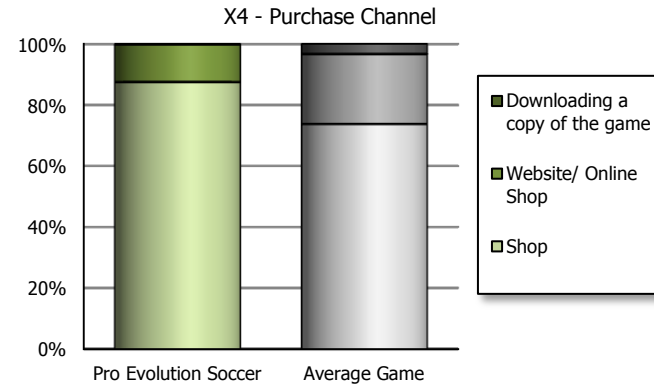
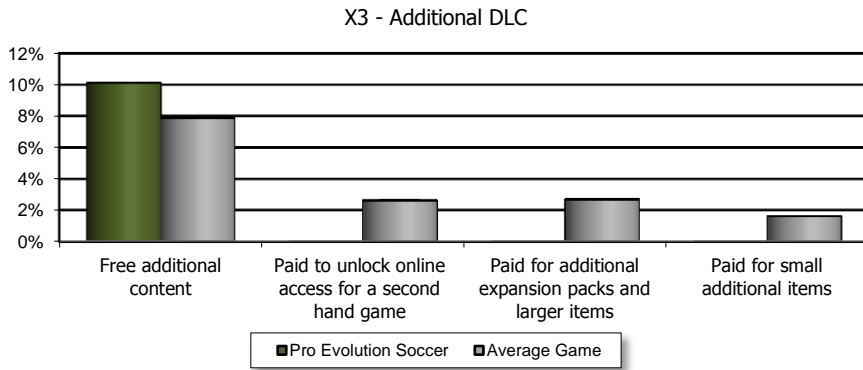
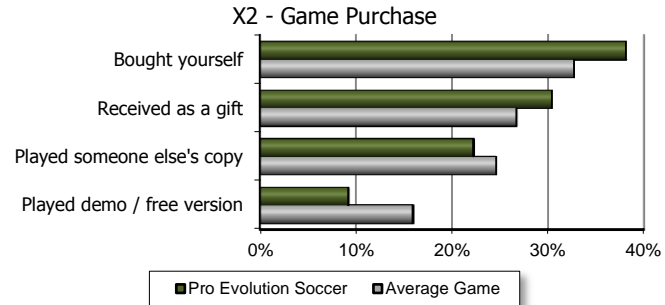
P13 - Most Played Games

Game	Pro Evolution Soccer (%)	Market Average (%)
FIFA	69%	27%
Mario Kart	62%	41%
Super Mario Bros	61%	36%
Grand Theft Auto	60%	22%
Wii Sports	57%	44%
Call of Duty	54%	26%
Need for Speed	52%	21%
Super Mario Galaxy	49%	23%
The Sims	46%	24%
Assassin's Creed	46%	17%

# Play Experience of Pro Evolution Soccer

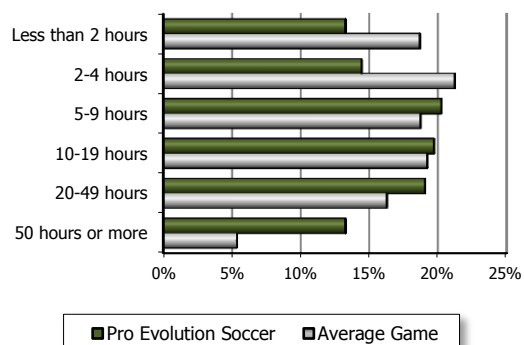


X1 - Version	% currently playing
Pro Evolution Soccer 2010	33%
Pro Evolution Soccer 2009	11%
Pro Evolution Soccer 2008	8%
Other	48%

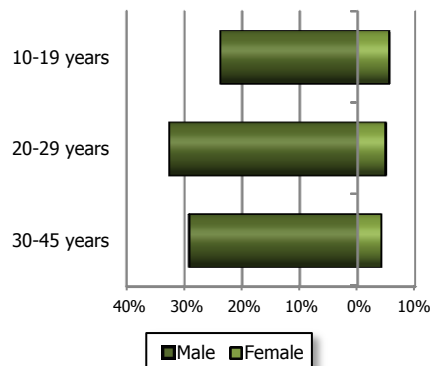




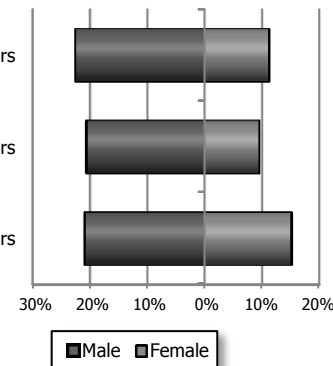
X7 - Hours Spent Playing Game in Past 3 Months



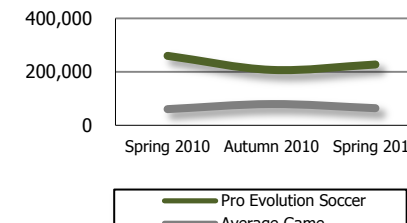
X8 - Eyeball Hours (this game)



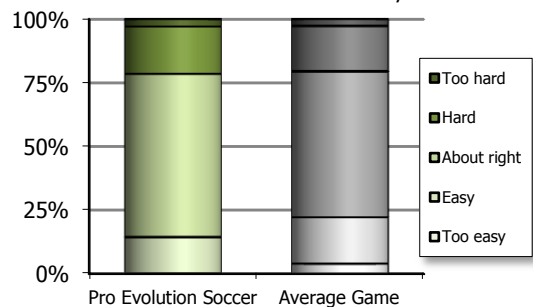
X9 - Eyeball Hours (average game)



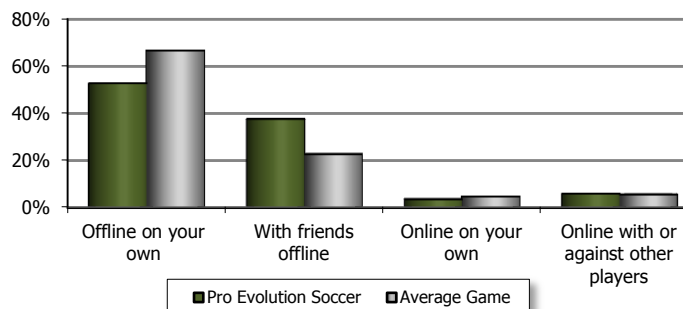
X10 - Monthly Eyeball Hours ('000s)



X11 - Level of Difficulty



X12 - Method of Play



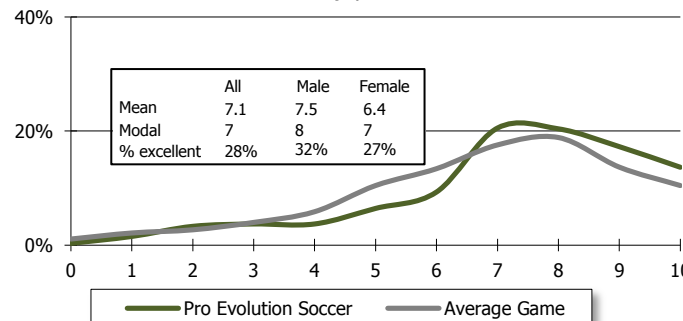
X13 - Most Enjoyed Aspects of the Game



X14 - Enjoyment Ratings

	Mean score	Modal score	% Excellent
Autumn 2007	7.3	10	35%
Spring 2008	7.6	8	31%
Autumn 2008	7.0	9	31%
Spring 2009	7.5	8	29%
Autumn 2009	7.5	8	35%
Spring 2010	7.4	8	36%
Autumn 2010	7.1	7	23%
Spring 2011	6.7	8	19%

X15 - Overall Enjoyment of Game



# Key Data Tables

## A1 - Awareness of game

	Game
Not aware	32%
Aware but not played	48%
Played	20%

## A2 - Awareness by Country

	Game	Average
UK	72%	50%
France	65%	44%
Germany	47%	41%
Italy	71%	46%
Spain	75%	48%
Europe	65%	46%

## P1 - Game Platforms Actively Owned

	Game	Average
PS2	29%	18%
PSP	20%	11%
PS3	35%	21%
Xbox 360	23%	16%
DS/DSi	22%	27%
Wii	31%	36%
PC	32%	37%
Any Apple	14%	13%
Smartphone	24%	18%

## A3 - Levels of Awareness and Play

	Aut-07	Spr-08	Aut-08	Spr-09	Aut-09	Spr-10	Aut-10	Spr-11
Not aware	31%	28%	29%	33%	32%	33%	32%	40%
Aware but not played	47%	49%	46%	45%	51%	47%	48%	43%
Played	22%	23%	25%	22%	17%	20%	20%	17%

## P2 - Players' Age and Sex

	Game	Average
Male, 10-14	17%	16%
Male, 15-19	18%	14%
Male, 20-24	16%	11%
Male, 25-29	12%	9%
Male, 30-34	7%	6%
Male, 35-39	6%	5%
Male, 40-45	5%	4%
Female, 10-14	4%	10%
Female, 15-19	3%	7%
Female, 20-24	3%	5%
Female, 25-29	3%	3%
Female, 30-34	2%	4%
Female, 35-39	2%	3%
Female, 40-45	2%	3%

## P3 - Play Rates by Country

	Game	Average
UK	15%	10%
France	19%	9%
Germany	11%	9%
Italy	28%	13%
Spain	29%	12%
Europe	19%	10%

## P4 - GVE Segmentation

	Game	Average
Scrappers	19%	14%
Pack Wolves	28%	26%
Rogue Wolves	26%	28%
Lone Rangers	10%	10%
Creators	3%	6%
This Lifers	12%	12%
Snackers	2%	4%

## P5 - Gamer Commitment

	Game	Average
Marginals	22%	25%
Dabblers	17%	17%
Loyalists	26%	21%
Magpies	16%	16%
Committed	20%	20%

## P6 - 3 Month Game Purchase

	Game	Average
None	39%	39%
Up to 2 games	26%	25%
3 to 5 games	19%	18%
6-10 games	12%	11%
11-15 games	2%	3%
16-20 games	1%	1%
More than 21 games	1%	3%

## P7 - Active System Online Use

	Game	Average
PS3 offline	26%	20%
PS3 connected	17%	13%
PS3 + PSN Plus	2%	2%
Xbox 360 offline	21%	20%
Xbox 360 connected	5%	5%
Xbox 360 + Xbox Live Gold	5%	7%
Wii offline	33%	38%
Wii connected	17%	20%
PSP offline	30%	26%
PSP connected	11%	12%
DS/DSi offline	36%	41%
DS/DSi connected	13%	16%
PC offline	12%	12%
PC connected	77%	74%

## P8 - Weekly Game Play Hours

	Game	Average
Less than 1 hour	0%	2%
1-4 hours	36%	38%
5-9 hours	26%	27%
10-14 hours	13%	11%
15-19 hours	8%	6%
20-24 hours	7%	7%
25 hours	9%	10%

## P10 - Non-Classical Activity

	Game	Average
Playing MMOs	18%	14%
Gaming on social networks	37%	32%
Playing free web games	52%	46%
Playing games on Apple or smartphone	24%	26%
Playing with extra DLC	17%	19%

# Key Data Tables

## P11 - Controller Purchase Intention

	Game	Average
Move - already own	34%	30%
Move - plan to buy	36%	35%
Move - no purchase	30%	35%
Kinect - already own	16%	22%
Kinect - plan to buy	47%	42%
Kinect - no purchase	36%	36%
Wii M-P - already own	47%	45%
Wii M-P - plan to buy	25%	26%
Wii M-P - no purchase	27%	29%

## P12 - Non-Classical Activity Spending

	Game	Average
Subscribing to MMOs	3.9%	5.4%
MMO items/power ups	4.5%	6.2%
Social network games	7.3%	8.8%
Web game upgrades	9.5%	10.0%
Apple / smartphone	11.6%	13.0%
Paying for extra DLC	9.4%	11.4%

## X2 - Game Purchase

	Game	Average
Bought yourself	38%	33%
Received as a gift	30%	27%
Someone else's copy	22%	25%
Only demo / free version	9%	16%

## X3 - Additional DLC

	Game	Average
Free additional content	10%	8%
Paid for online access	0%	3%
Expansion packs / items	0%	3%
Small additional items	0%	2%

## X4 - Purchase Channel

	Game	Average
Shop	87%	74%
Website/ Online Shop	12%	23%
Download	0%	3%

## X5 - Platform Used to Play Game

	Game	Average
PS2	25%	11%
PSP	6%	3%
PS3	31%	13%
Xbox 360	12%	9%
DS/DSi	2%	18%
Wii	6%	22%
PC	18%	19%
Apple System	0%	1%
Other smartphone	0%	4%

## X6 - Pricing Structure

	Game	Average
New/ full price	65%	63%
Second-hand	14%	23%
Discounted	21%	14%

## X7 - Hours Spent on Game (3 months)

	Game	Average
Less than 2 hours	13%	19%
2-4 hours	14%	21%
5-9 hours	20%	19%
10-19 hours	20%	19%
20-49 hours	19%	16%
50 hours or more	13%	5%

## X8 - Eyeball Hours (this game)

	Male	Female
10-19 years	24%	5%
20-29 years	33%	5%
30-45 years	29%	4%

## X9 - Eyeball Hours (average game)

	Male	Female
10-19 years	23%	11%
20-29 years	21%	10%
30-45 years	21%	15%

## X10 - Monthly Eyeball Hours ('000s)

	Game	Average
Spring 2010	260,650	61,060
Autumn 2010	207,874	80,026
Spring 2011	227,988	64,563

## X11 - Level of Difficulty

	Game	Average
Too easy	0%	4%
Easy	14%	18%
About right	64%	57%
Hard	19%	18%
Too hard	3%	3%

## X12 - Method of Play

	Game	Average
Offline on your own	53%	67%
With friends offline	38%	23%
Online on your own	4%	5%
Online with others	6%	6%

## X13 - Most Enjoyed Aspects

	Game	Average
Beat my friends	39%	14%
Tricks & skills	34%	23%
Play in a team	32%	10%
Short play periods	30%	23%
Speed & concentration	27%	21%
Play with people	19%	10%
Makes me laugh	16%	20%
Fantasy life	12%	16%
Mental challenge	9%	16%
Character development	8%	10%
Be a hero	5%	13%
Take my time	4%	9%
Be creative	4%	10%
Develop abilities	3%	7%
Involvement in story	3%	18%
Fight & combat	2%	13%
Develop & build	1%	8%
Explore & discover	1%	13%
Violence	0%	6%

## X14 - Overall Game Enjoyment

	Game	Average
0 - didn't enjoy at all	0%	1%
1	2%	2%
2	3%	3%
3	4%	4%
4	4%	6%
5	6%	10%
6	9%	13%
7	21%	18%
8	20%	19%
9	17%	14%
10 - enjoyed immensely	14%	10%

# Guidance Notes



## Awareness and Play Rates

- A1 - Current Awareness of the Game.** This shows what proportion of the Active Gamer market are aware of and/or have played the game.
- A2 - Country Awareness Rates.** The levels of awareness of the game in each country, compared to those rates for the 'average' game.
- A3 - Change in Awareness and Prompted Play Levels.** This shows how awareness and play levels of the brand have changed over time.
- A4 - Hotlist Ranking.** This shows how often the game was mentioned - unprompted - as a game that has been played in the last 3 months.

## Players' Profile

- P1 - Game Platforms Actively Owned.** This shows which platforms are owned by players of this game.
- P2 - Players' Age & Sex.** This shows the age and sex of players of this game.
- P3 - Play Rates by Country.** This shows what proportion of Active Gamers in each country have played this game.
- P4 - GVE Segmentation.** This shows how many players of the game belong to each GameVision segment. The GVE segmentation groups Active Gamers with similar motivations for playing games.
- P5 - Gamer Commitment.** This shows how many players of the game belong to each Gamer Commitment Group. Gamer Commitment Groups are defined by the number of games bought, and the amount of time spent playing games, in the past 3 months.
- P6 - Number of Games Bought.** This shows how many games have been bought in the last 3 months by players of this game.
- P7 - Active System Online Use.** This shows how players of the game have connected their games consoles.
- P8 - Hours of Game Playing per Week.** How much time is spent playing games by players of this game.
- P9 - Hours of Game Playing per Week - Categories.** The proportion of players of this game who play games in the different categories, and how much time they spend playing each.
- P10 - % Doing Non-Classical Activities.** This shows what 'Non-Classical' activities are undertaken by players of this game.
- P11 - Controller Purchase Intention.** This shows the purchase intention amongst players of this game for the new console controllers.
- P12 - % Spending on Non-Classical Activities.** This shows what proportion of players of this game are spending money on 'Non-Classical' activities.
- P13 - Most Played Games.** This shows the play rates of other games amongst players of the target game.

## Play Experience

- X1 - Version.** This shows which version of the game brand was played most recently.
- X2 - First Got Hold of Game.** This illustrates how the game was first acquire.d
- X3 - Additional DLC.** This shows what additional downloadable content has been acquired by players of this game.
- X4 - Purchase Channel.** This shows where the game was purchased.
- X5 - Platform Used to Play Game.** This shows which platform was used to play the game.
- X6 - Pricing Structure.** This shows what proportion of purchasers of this game bought it brand new, second-hand or discounted.
- X7 - Hours Spent Playing Game in Past 3 Months.** How much time has been spent playing the game over the last 3 months.
- X8 - Eyeball Hours (this game).** This shows how the total exposure to the game (the sum total of time spent playing) is shared across Active Gamers of different ages and genders.
- X9 - Eyeball Hours (average game).** This shows how the total exposure to the 'average' game is shared across Active Gamers of different ages and genders.
- X10 - Monthly Eyeball Hours.** This shows how the total monthly hours of gameplay have changed over waves.
- X11 - Level of Difficulty.** This shows how difficult this game was rated.
- X12 - Method of Play.** How much the game was played online/offline, and with friends or alone.
- X13 - Most Enjoyed Aspects.** This shows which features of the game were most enjoyed.
- X14 - Enjoyment Ratings.** This shows the levels of enjoyment reported by players of this title, based on a range of scores from 0 to 10.
- X15 - Overall Enjoyment of Game.** The overall distribution of enjoyment ratings, both for this game and for the 'average' game.

		Number of games bought in the last 3 months		
		0 or 1 games	2 games	3 or more games
Average hours spent playing games	Up to 1/2 an hour per day	Marginals	Dabblers	Maggies
	Up to one hour per day	Dabblers		Maggies
	One hour per day or more	Loyalists	Committed	

## Methodology

Twice a year, GameVision takes a representative snapshot of the European population aged 6 and over to find out who is playing games.

At the same time, a detailed survey is conducted amongst 5,500 *Active Gamers* aged 10-45, in which we ask them all about their gaming habits and all about the titles they've been playing.

By *Active Gamers* we mean those who have bought games or consoles in the last 12 months.

## Brand Map Titles

Brand maps are available for: Assassin's Creed, Call of Duty, Championship Manager, Civilization, Dr Kawashima's Brain Training, Fable, FIFA, Gears of War, Gran Turismo, GTA/Grand Theft Auto, Guitar Hero, Just Dance, LittleBigPlanet, Mario & Sonic at the Olympic Games, Mario Kart, Need for Speed, Pro Evolution Soccer, Super Mario Bros, Uncharted, and World of Warcraft.