

Who are the Gamers?

Gamer is the one who uses digital games as their main entertainment platform, using their images and sounds to forge their identity, being present on all platforms.



Gamers like any type of game, animated and colorful fictions or emotionally negative like war, vampires, fantasy, etc.

Every 10 players, **3 men** consider themselves gamers. In **women**, they are **2**.



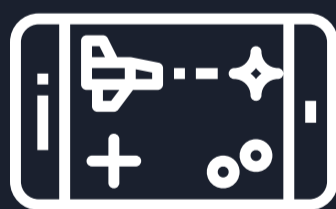
In consoles, 4 out of 10 gamers said they spend from **R\$ 100,00 to R\$ 500,00** in games throughout 2017. The same proportion of non-gamers claimed to spend between **R\$ 50,00** and **R\$ 300,00**.



Gamers believe that they **spend a lot** of their time and money on digital games.

Gamers would love to **spend more** money and more of their time with digital games.

Gamers play more often than non-gamers. **If possible, every day.**



Few gamers prefer to play on mobile, but they **play more** on this platform than non-gamers.



Their preferred platforms are **console** and **PC**.



Gamers are present on **all platforms**.

Every 10 gamers, 4 have made some purchase (games) on **Black Friday 2017**. This year, 7 of them intend to **spend money** on games in this promotion period.

