

MEN

VS.

women

## Diferences in games consumption

Men like games that offer a deep and intense aesthetic experience, **valuing graphics and image quality.**



Women value convenience by preferring **intuitive and accessible experiences.**

Men **know more about e-sports**, and more variety of games in that category.



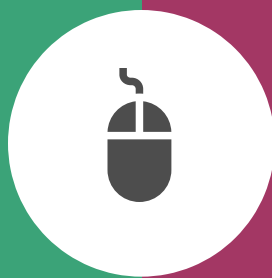
Within the e-sports, women **know** (and like) **FIFA Soccer** as much as men.

For men, the best gaming experience on computers is the **Custom Desktop Gamer.**



**For women, the best PC experience is on the Desktop.**

Men use the computer to play **cutting-edge** games.



Women prefer **browser games or social networking** (and mainly use Google Chrome for this).

**35%**

of men consider themselves **gamers.**



**20%**

of women consider themselves **gamers.**

Men believe that they invest **more time** in digital games, spend **more money** and know a lot about games.



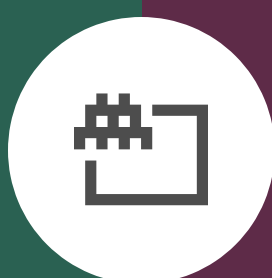
Women would not like to invest more money in digital games, and really are less buyers, but there is a **desire to invest more time.**

Men **prefer challenging and harder games** with emotionally negative fictions such as science fiction, vampires, fantasy, and war.



Women prefer challenging but **more intuitive** games with light, colorful and animated fictions.

More men likes **Consoles, PCs, Notebooks and Portables Video Games.**



More women prefer **Smartphones, Tablets and Smart TV** with games.