

# CONNECTED<sub>BY</sub> GAMES

**IGEA**  
interactive games & entertainment association



# DA22

DIGITAL AUSTRALIA 2022



## > ABOUT

### INTERACTIVE GAMES & ENTERTAINMENT ASSOCIATION (IGEA)

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# > CONNECTED BY GAMES

*"As we were spending more time at home [and] new games were being released during the pandemic. Exciting new games to play and fill those spare times. We couldn't interact with people in real life so we communicated with friends and strangers through online gaming."*

Male, Age 23 years. Lives alone. Perth.





## > INTRODUCTION

The role of all media, including video games, in the context of the global COVID-19 pandemic is profound.

Mercifully, this moment in history provides half of the world's population with connection through shared communications and media experiences, even if we are physically segregated to limit the spread of disease. For Australia, the lucky country, almost everyone has access to most media, including video games.

Early critics of video games dismissed them as solo and lonely pursuits. Their unidimensional gaze failed to see the most basic characteristic of popular media – the ability to share experiences and stories, even if we did so after the fact and not in real time. Imagine if the pandemic hit during the early days of video games when they were played by a single player or by up to two players in the same household. The connections formed would be made over the landline telephone as we shared notes with friends who had played the same

game we played. Working from home would be a greater challenge too.

This isn't the 1970s and video games aren't played only on that great icon of mass media: the television. Instead, video games, like most of our media, are carried on the great icon of electronic personal media: the telephone. If not being played on a smartphone, games are purchased or subscribed through the telecommunications infrastructure that once served mainly landline phones. And the great benefit of all this is that, in a global pandemic, we can play together and connect with one another, even while physically distancing.

The theme of Digital Australia 2022 (DA22) is *Connected by Games*. It's an effort to find joy and respite despite the Pandemic. It's a simple story of defiance, continuation, and resilience.

The quantitative data in this report are based on over 1,200 households with generous Australian adults from all over the country who answered our questions.

While the numbers have evolved and are similar to those we've reported over the previous 17 years and eight earlier studies, they take on a different meaning in the pandemic.

Importantly, the numbers don't uncover the individual, lived experience of Australians at this time. Therefore, in the spirit of our theme, we have chosen to tone down the quantitative, just a little, and dial up people's stories, just a little.

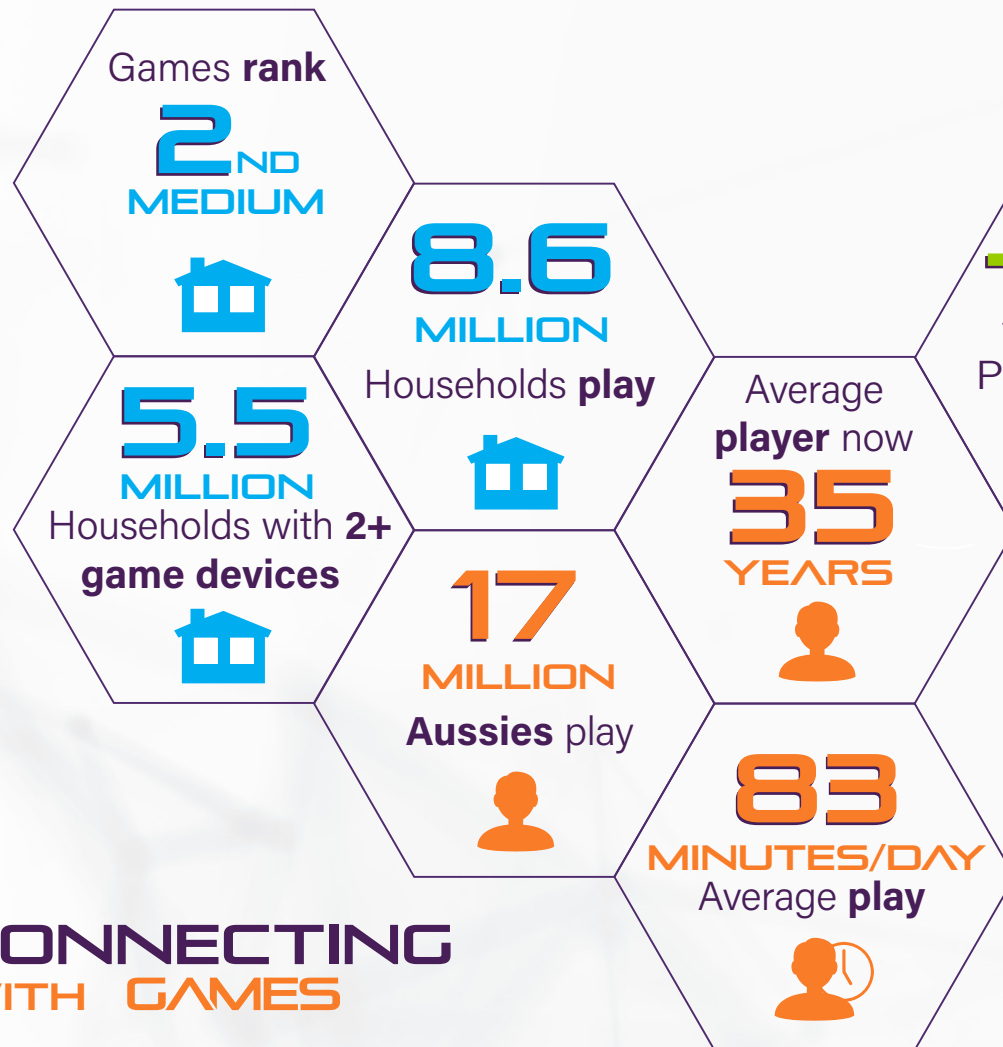
What we learned through this process is that Australians have been connected by games, that they have connected to games, with games, through the pandemic, in their families, for personal benefit, to connect to player culture, and connect the growing value of our digital economy.

Video games in a pandemic are an important social connector and form of respite.

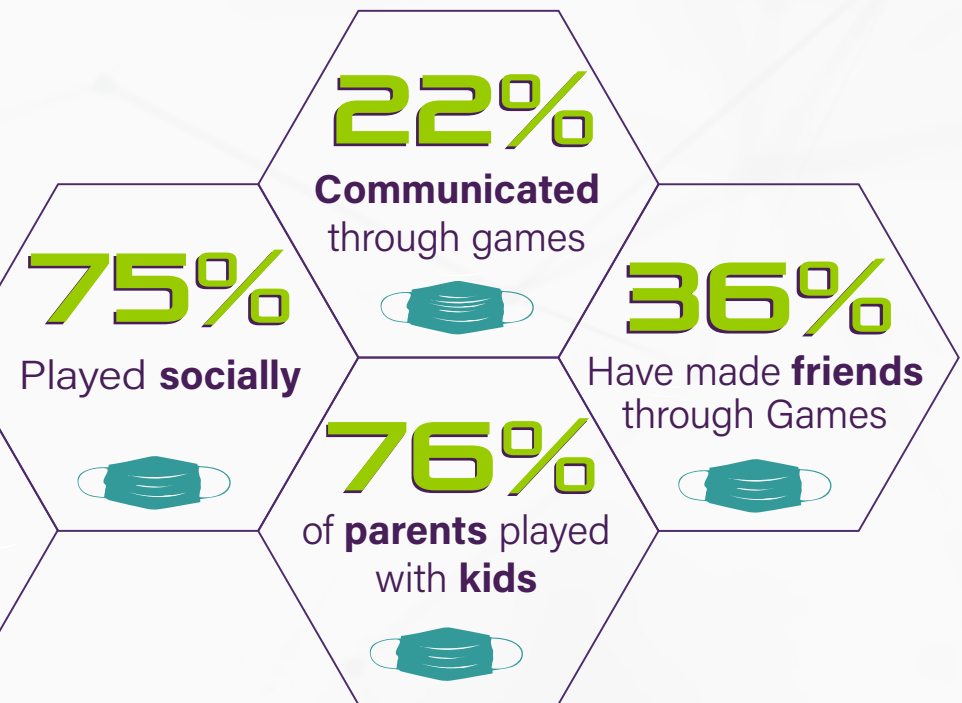
We hope, in particular, you enjoy reading people's stories of being *Connected by Games*.

## > KEY FINDINGS

### > CONNECTING TO GAMES



### > CONNECTING THROUGH GAMES

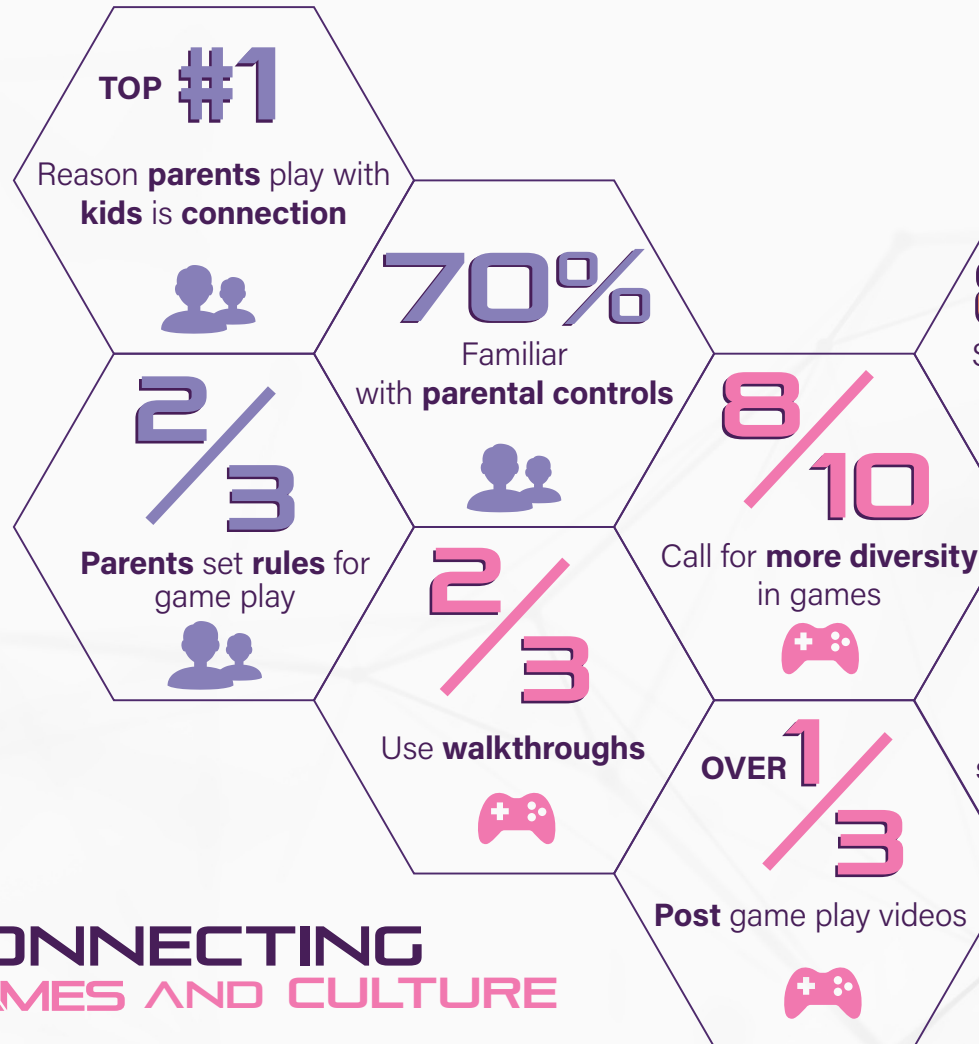


### > CONNECTING WITH GAMES

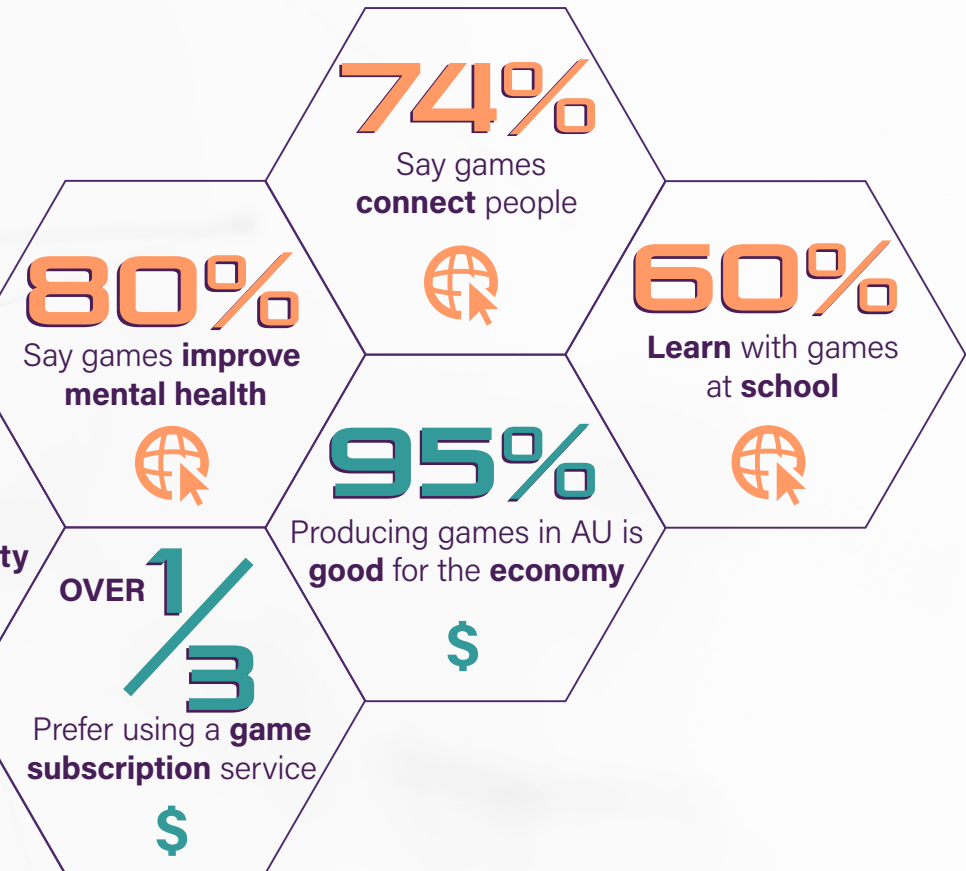


## > KEY FINDINGS

### > CONNECTING GAMES WITH FAMILIES



### > CONNECTING GAMES AND PERSONAL GROWTH



### > CONNECTING GAMES AND CULTURE

### > CONNECTING GAMES AND ECONOMY

# > CONNECTING TO GAMES

*"I have played more games since Covid started, we bought a Nintendo Switch and I play games with my kids as well. I didn't think I would enjoy it, but I do."*

Female. Age 39 years. Household of 4. Sydney.





## > GAME HOUSEHOLDS

Video games connected players in 8.6 million Australian households in 2021, accounting for more than nine out of ten homes.

This proportion has been stable for a decade following rapid growth in the late 2000s from 76% to over 90% of households.

The number of households grew significantly over the same period according to the Australian Bureau of Statistics.

There were approximately 7.7 million households in 2005. By 2021, the number reached 9.5 million households.

Therefore, video games were played in 5.6 million Australian households in 2005.

The additional 3 million “video game households” in 2021 represent a 54% increase over the period this research has taken place.

# 2021

## 92%



92% Australian households have at least **1** device on which to play video games

# 2005

## 76%



76% Australian households had at least **1** device on which to play video games

NB: ALL HOUSEHOLDS

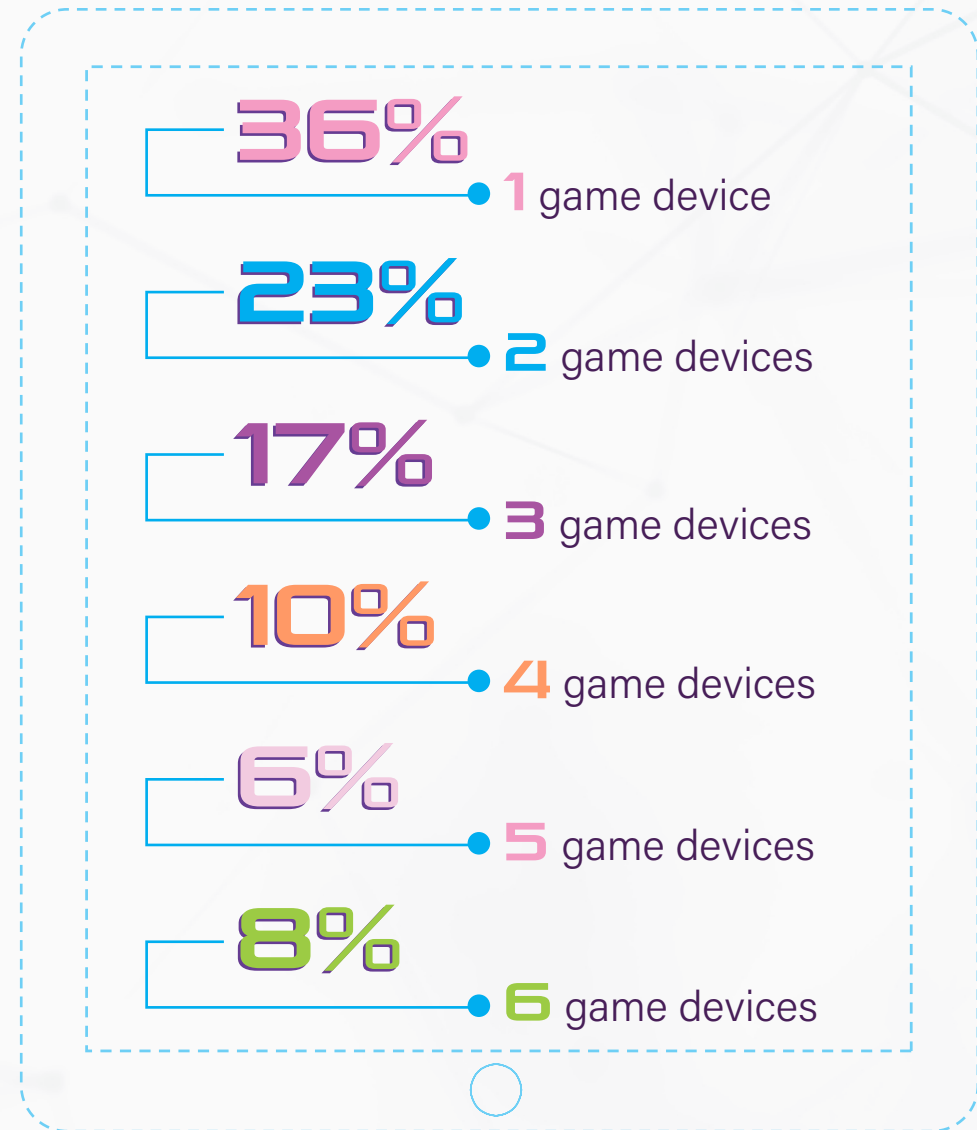
## > NUMBER OF GAME DEVICES

*"I got very active in online gaming during the first Covid lockdown in March 2020. Before that, I had never played discord "voice call" game with strangers, but I started craving social interaction so much that I got over my fear of voice calling with strangers while gaming."*

Female. Age 24 years. Parent. Household of 2. Hobart.

Of the 8.6 million households in which video games connect players, 64%, or more than 5.5 million, have two or more game devices.

Over the past few years, we have observed greater concentration around one game device growing from 28% two years ago to 36% in 2021.



NB: GAME HOUSEHOLDS



## > TYPES OF GAME DEVICES

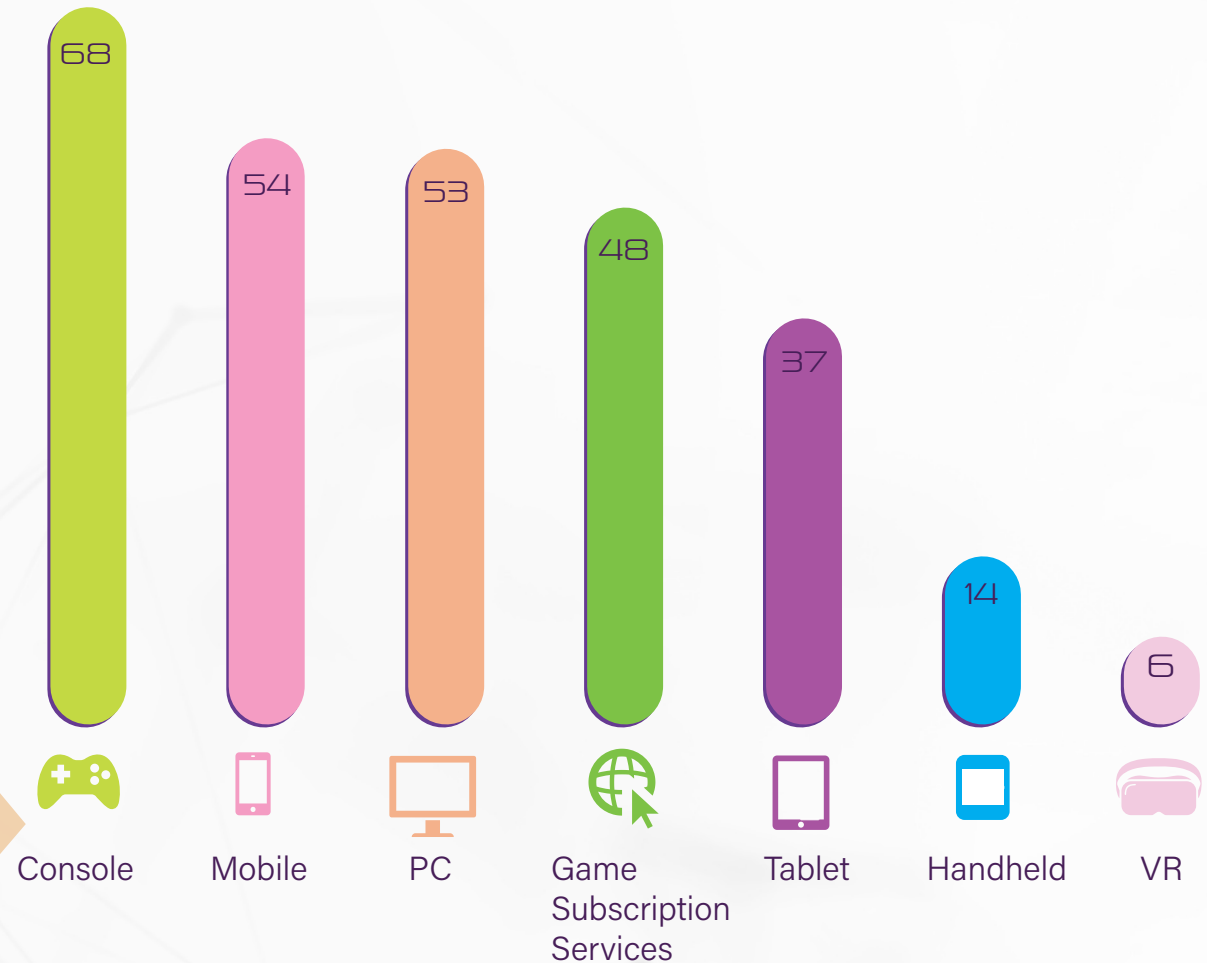
The most common device for playing games in 2021 was a dedicated console (68%), trading places with PCs from the previous study – a pattern we have observed in past reports.

However, in 2021, we observed mobile rise to second place among devices used to play in game-connected households.

Regardless of the type of device used to play games, 48% used a game subscription service.

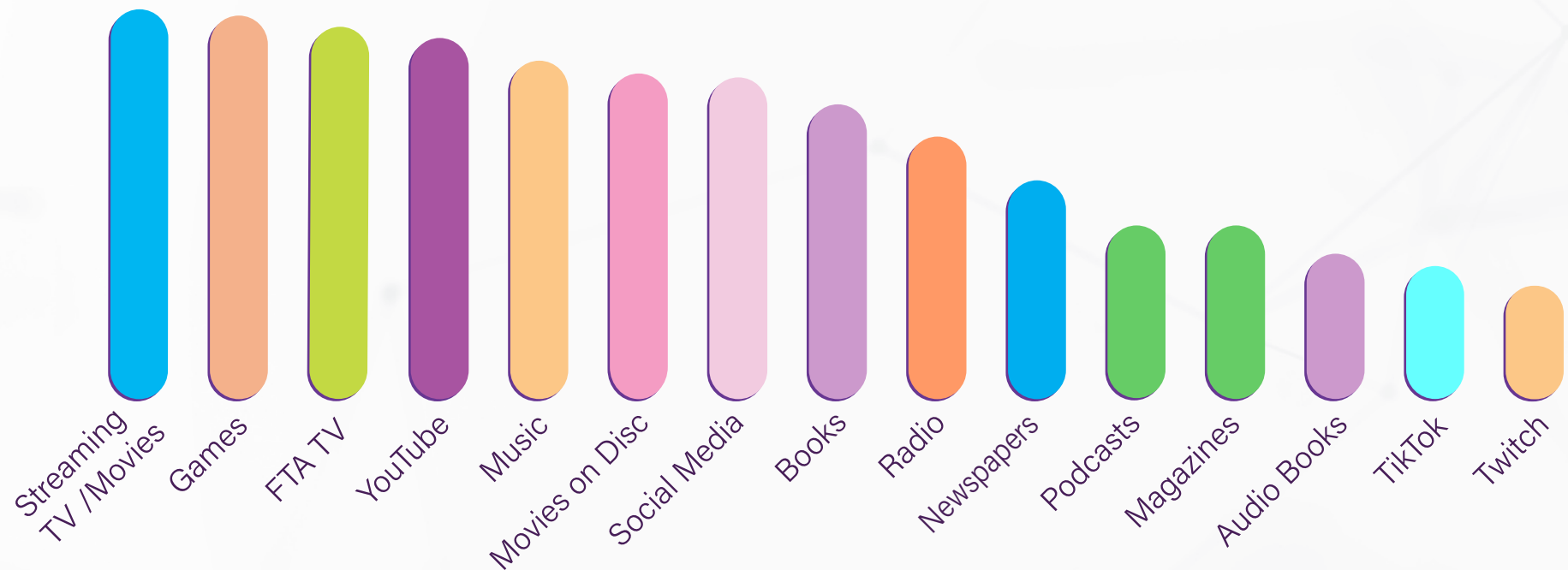
*“I revived an interest in an old video games console, and purchased an even older retro-machine from the 80’s that I last played in the mid 90’s.”*

Male. Age 69 years. Household of 2. Melbourne.



NB: GAME HOUSEHOLDS %

## > VIDEO GAMES RANK 2ND IN HOUSEHOLDS



NB: GAME HOUSEHOLDS

Streaming services rose to become the dominant form of entertainment in Australian homes during the pandemic in 2020 and 2021.

Participants were asked how they ranked different media for "getting through" lockdowns during the pandemic.

**For the first time in this research series, video games ranked among the top three media preferences.**

Streaming TV and movies ranked first with Free-to-Air TV ranking third.



# > IMPORTANCE OF BROADBAND FEATURES

Broadband has become the basis of connection during the global pandemic.

Given recurring lock-downs in many Australian local government areas produced higher rankings for streaming media and games to "get through," it's not surprising that there were high expectations for quality broadband over the past few years.

Fast connections and affordability top the list of important broadband features that also included reliability and responsiveness.

There was little difference in these rankings with all above 80% saying these were either "Very Important" or "Important."

Less than 50% said the latest mobile broadband standard, 5G, was either "Very Important" or "Important."

87%

● Fast Connection

86%

● Affordability

81%

● Reliability (Uninterrupted connection)

80%

● Responsiveness (Low latency)

45%

● 5G (Latest mobile technology)

NB: ALL ADULTS

## > VIDEO: CONNECTING WITH GAMES



Connecting with Games

3:03 minutes

<https://youtu.be/r9fU90aUOSM>

## > VIDEO: CONNECTING THROUGH GAMES



Connecting through Games

1:20 minutes

<https://youtu.be/t0POrSDlj9E>



# > CONNECTING WITH GAMES

*"I play because my partner plays and wants me to be able to play with him. It's a way for us to connect and have time to ourselves."*

Female. Age 22 years. Parent. Household of 5. Regional QLD.



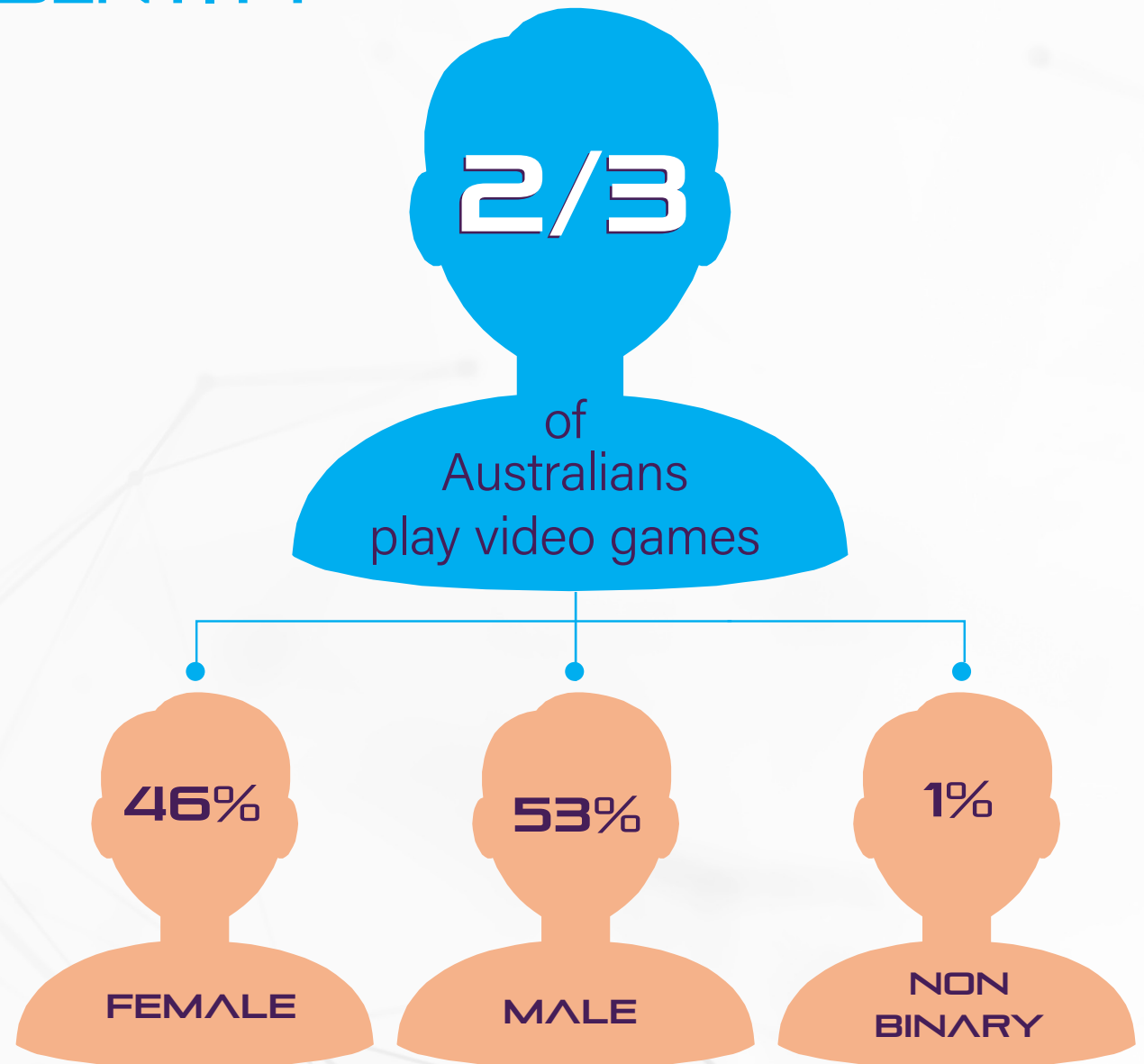
## > PLAYERS' GENDER IDENTITY

**T**wo-thirds, or more than 17 million of Australia's 25.8 million residents, are connected with video games.

In this report, we asked participants about their gender identity and included Female, Male and Non-binary options.

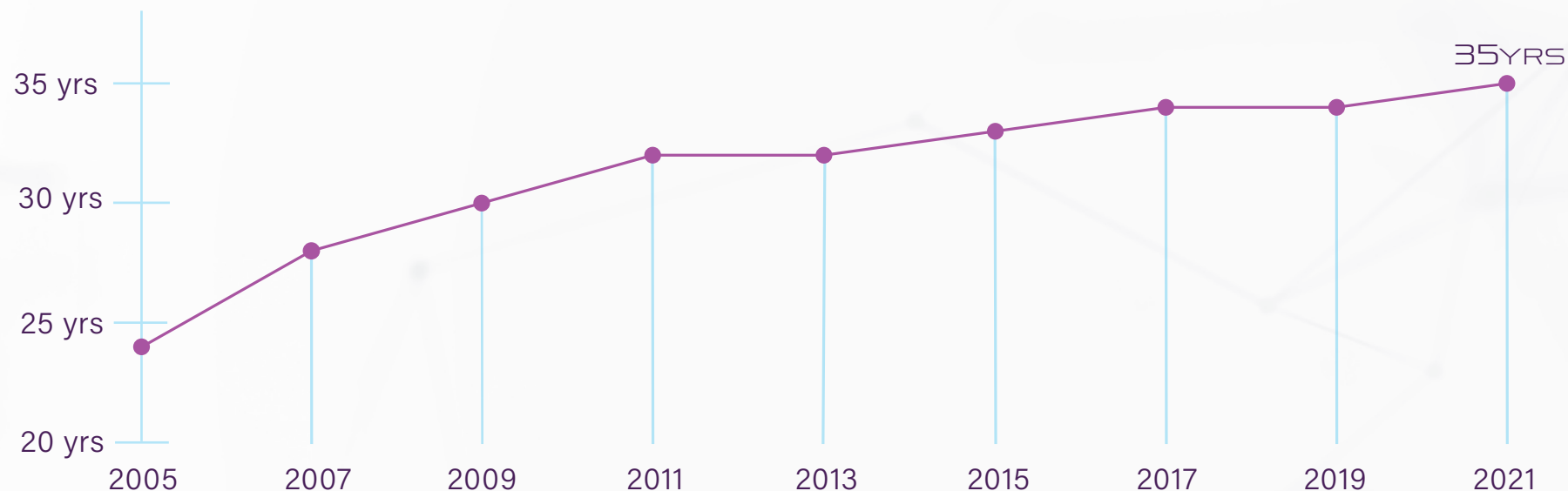
Doing so sheds more light on the diversity of Australians who connect with games, even if the results are similar to the past decade of this research.

Compared with 38% of all players identifying as female in 2005, that proportion is 46% today, compared with 53% identifying as male and under 1% identifying as non-binary.



NB: ALL PLAYERS

## > PLAYERS' AGES



NB: AVERAGE PLAYER AGE - GAME HOUSEHOLDS

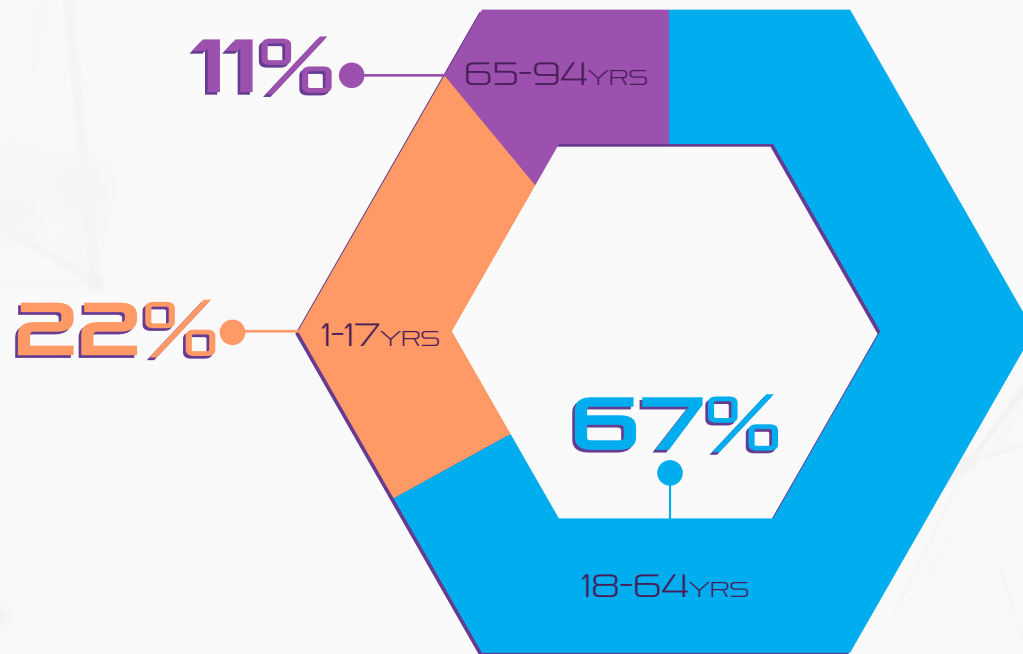
The average age of people who play video games in 2021 is 35 years, up from 34 years in the previous two studies reporting in 2019 and 2017.

When this research series began in 2005, the average was 24 years. The greatest increase in ages of players occurred over a decade ago and has since steadily climbed.

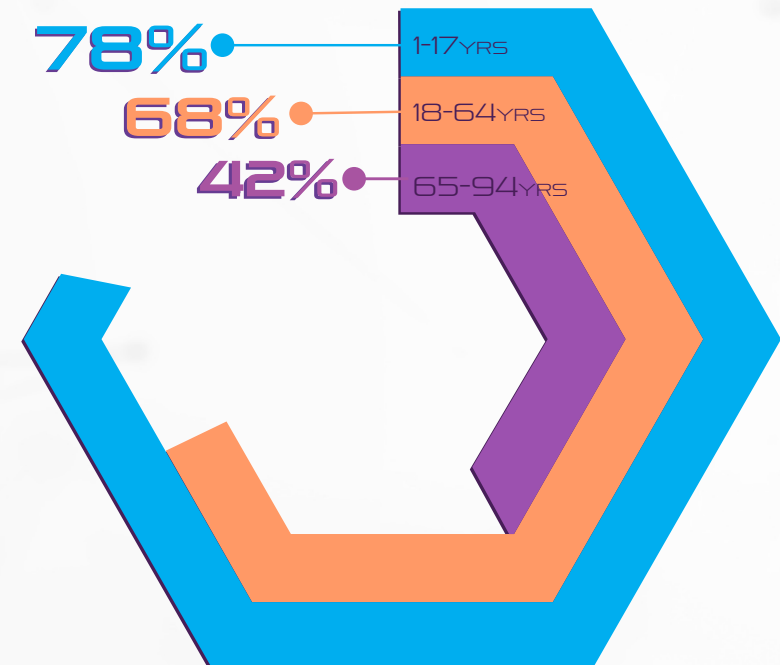
The increased average age of players over time reflects both the ageing population of Australia, and growth of new players among older adults as the platforms and types of games have grown.



## > PLAYERS' AGE CATEGORIES



NB: PLAYER AGE GROUPS AS PROPORTION OF TOTAL - ALL PLAYERS



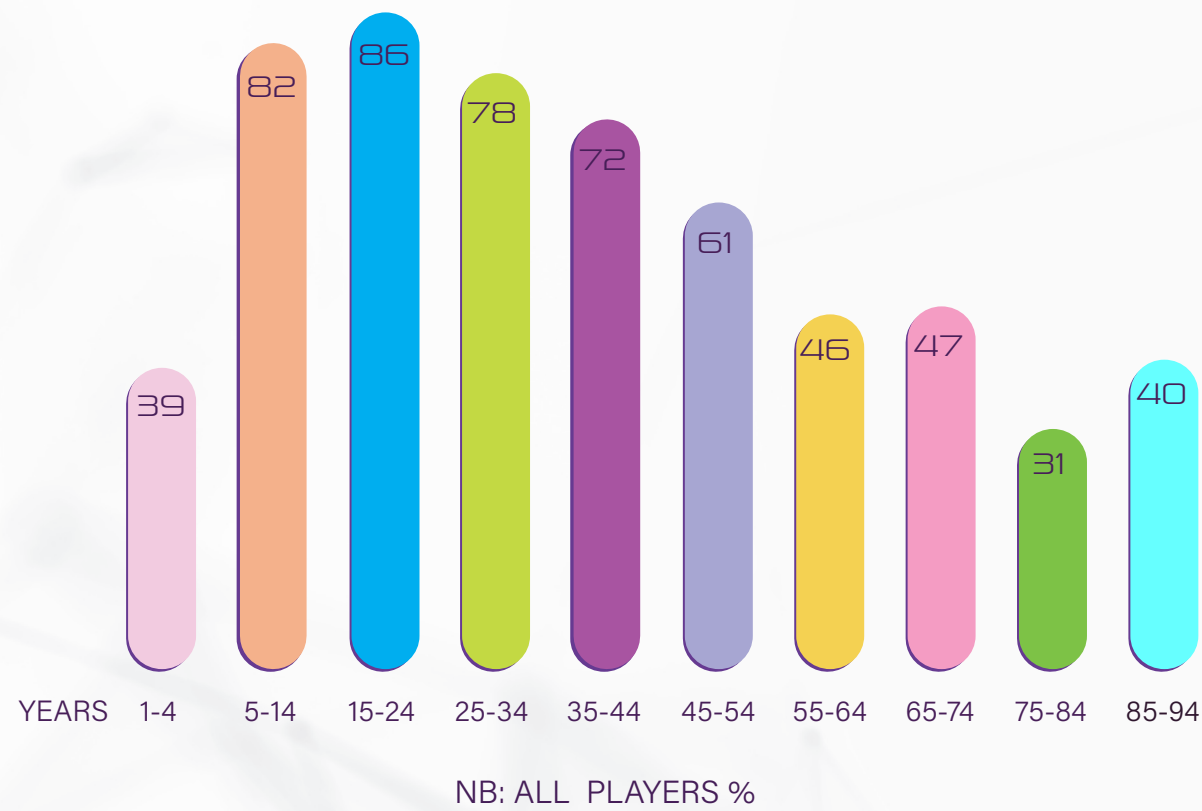
NB: PLAYER PROPORTIONS WITHIN AGE GROUPS - ALL PLAYERS

It's striking to see that the vast majority (67%) of all Australians who play video games are working-age adults; there are more than 11.5 million who connect with games.

A further 11%, or 1.9 million video game players are aged 65 years or older with the oldest player in this year's study reporting they are 94 years old. The remaining 22% (under 4 million) are under the age of 18, and they are the most active connecting with games.

Within these age groups, 78% of children and teens under the age of 18 years play, 68% of adults aged 18 to 64 years play, and 42% of adults aged 65 years and older play.

## > PLAYERS' AGE GROUPS



## > TOTAL PLAY SUMMARY

The average daily total of play for Australians of all ages who play video games is 83 minutes



The average time male video game players play is 94 minutes



The average time female video game players play is 70 minutes



The typical daily casual game play, twice a day is 10 minutes



The typical daily in-depth game play is 1 hour



The average time children play per day is 106 minutes



The average time retirement age adults play per day is 61 minutes



Average time working age adults play per day is 82 minutes





# > FREQUENCY, DURATION OF CASUAL PLAY

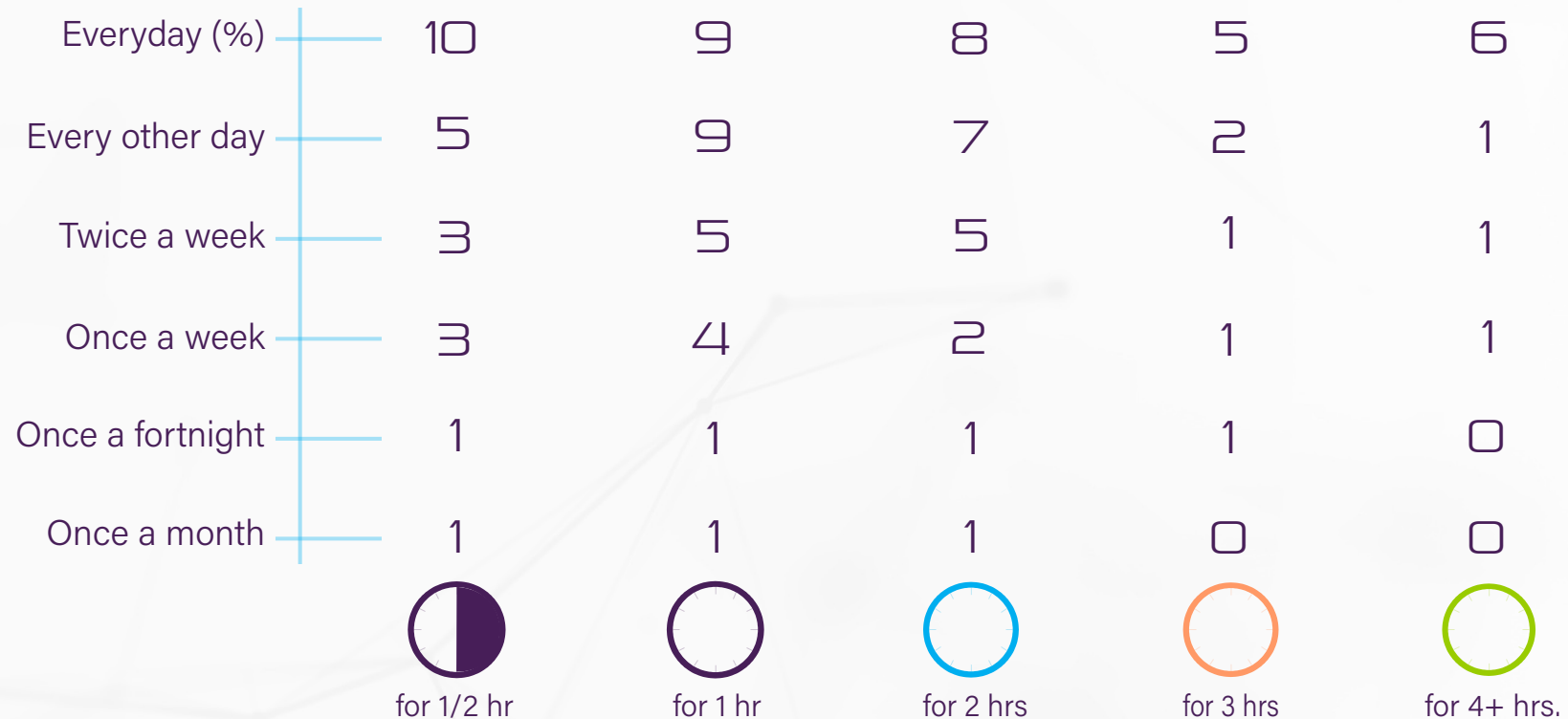


NB: KEY PLAYERS %

The largest proportion of players play between once and three times a day for between 5 and 10 minutes at a time.

Players were asked to report how frequently and for how long they play in a session. Players reported on casual play, games that are played frequently each day, but for short periods.

# > FREQUENCY, DURATION OF IN-DEPTH PLAY

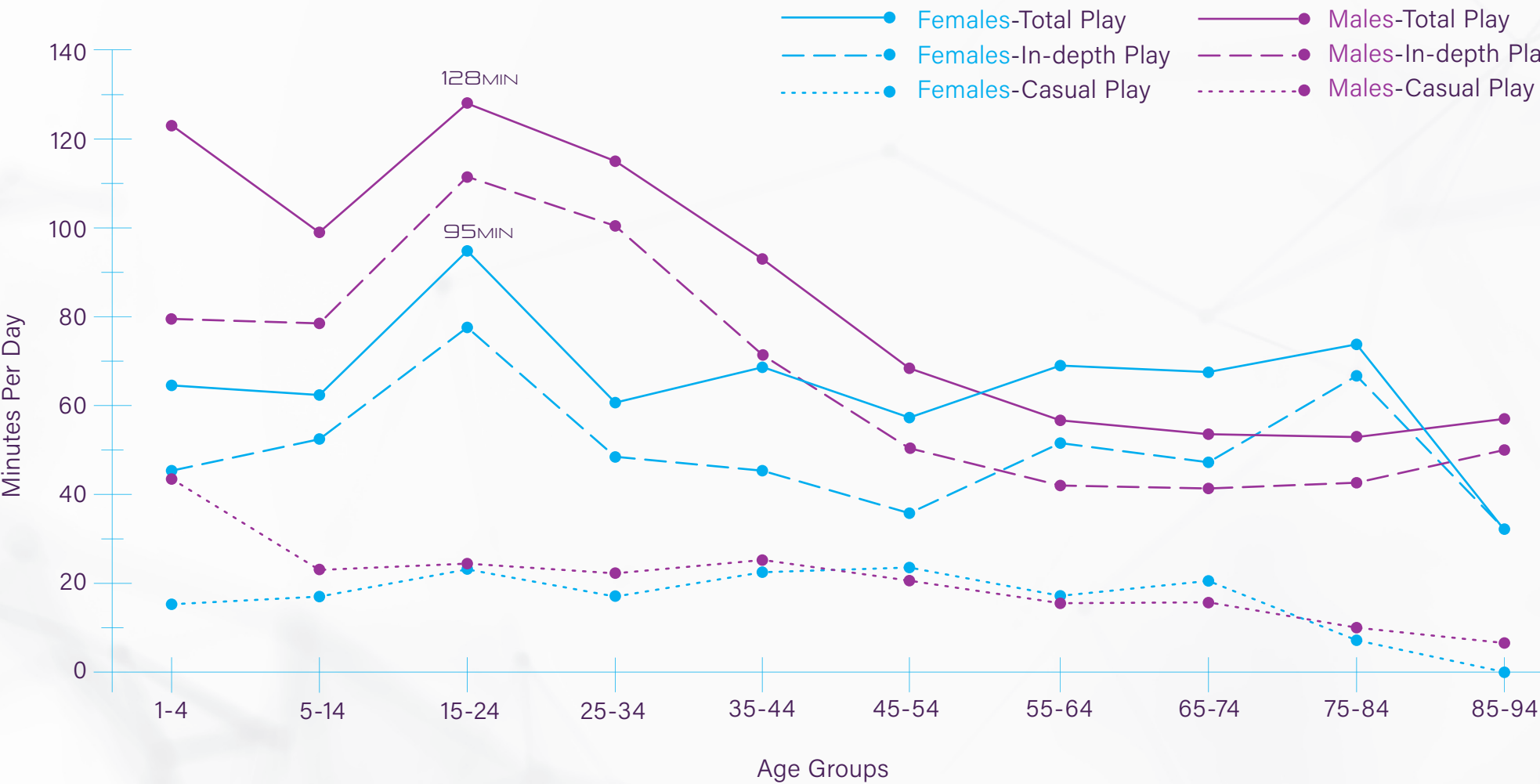


NB: KEY PLAYERS %

**M**ost Australians who enjoy connecting with games through in-depth play, do so either every day or every other day and most play between 30 minutes and 2 hours on those occasions.

**P**layers were asked about in-depth play, those games that might be played daily or less frequently, but for longer periods each time they are played.

# > TOTAL PLAY TIME BY AGE AND GENDER



NB: KEY PLAYERS



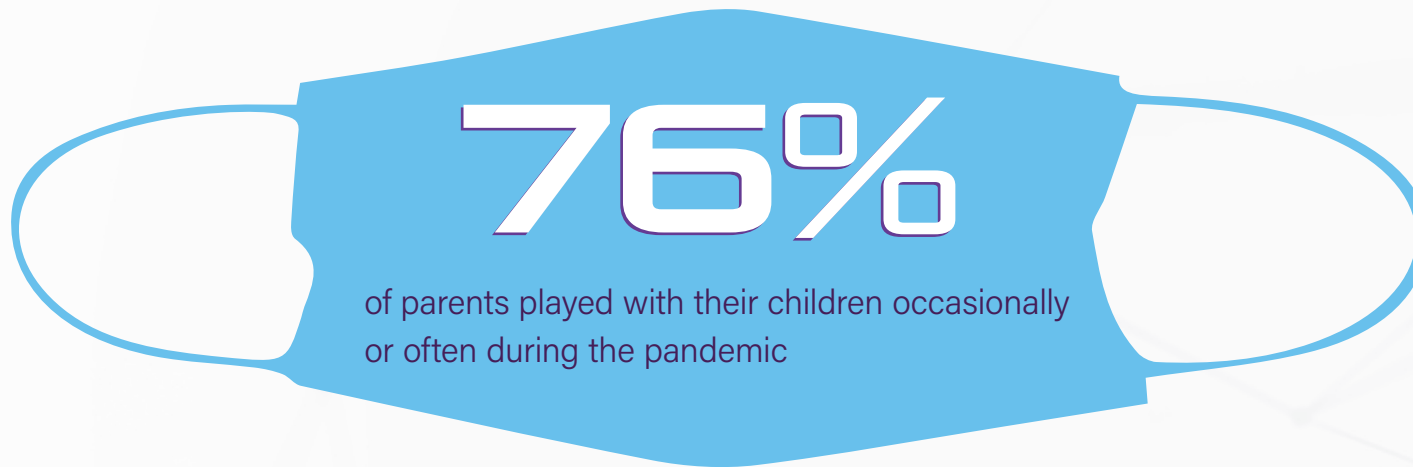
# > CONNECTING THROUGH GAMES

*"My two grandsons taught me how to play when I was caring for them during lockdown as their parents work in emergency services. Even though I am not as good as them they still want me to play video games when I am at their house."*

Female, Age 63 years. Household of 2. Melbourne.



## > PANDEMIC IMPACT ON GAME PLAY



*"I played a lot of online multiplayer games with my friends during lockdown and over the course of 2020 in order to stay in touch with them when it wasn't possible otherwise and to relieve stress."*

Female. Age 17 years. Household of 3. Melbourne.

70%

- Lived in a locked down area

31%

- Used games to help children

42%

- Were required to isolate (early 2020)

25%

- Used games for virtual travel

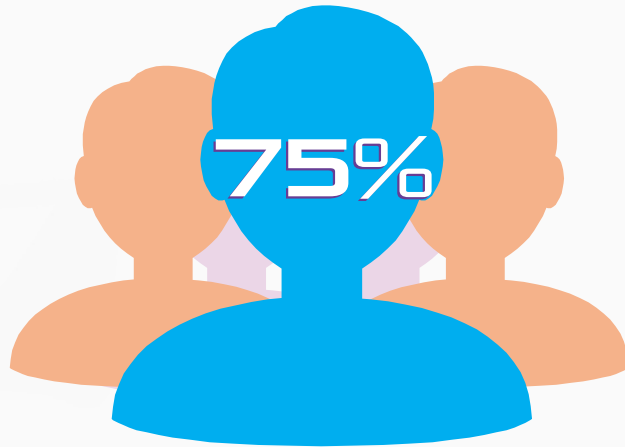
36%

- Will play more than before after the pandemic

22%

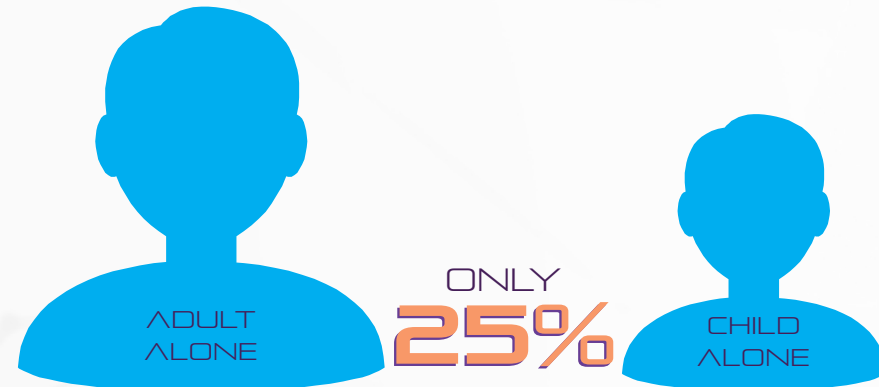
- Communicated through games

## > COMMON PLAYING EXPERIENCE



Adults and children play video games socially

NB: KEY PLAYERS



Adults and children play video games alone

NB: KEY PLAYERS

The impacts of the COVID-19 pandemic have been many and far-reaching. We asked participants questions about their experience connecting video games and the pandemic.

A third of those who play video games said they expected to be playing more after the pandemic.

**Remarkably, 36% said they have made new friends through video game play.**

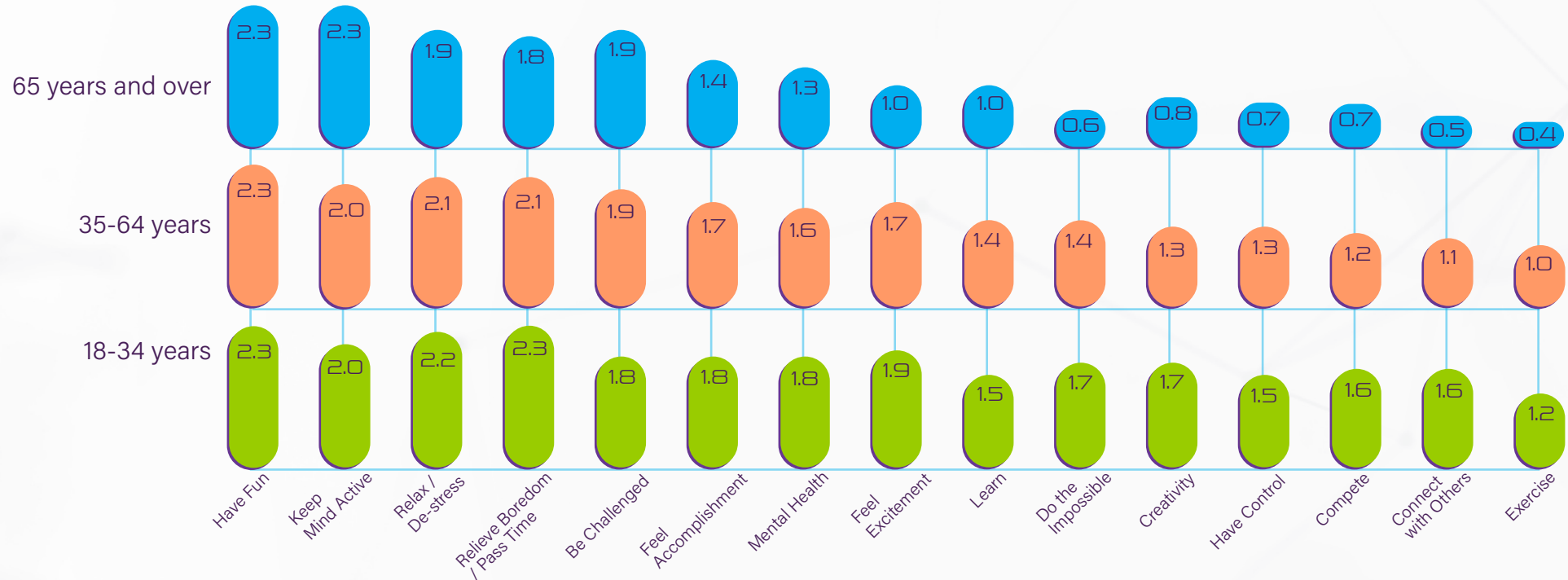
A third of parents said they used games to help their children cope with experiences during the pandemic and a quarter of adults said they used games as a virtual form of "travel."

One in five said they communicated with others directly through game play.

Connecting with others through game play is the norm. Three-quarters of adults and children play games socially at least occasionally. Some play with others online. Some play with others in the same room. Some play online and in the same room.

Only 25% always play alone, not choosing online or in-room shared connections through games.

## > REASONS PEOPLE PLAY GAMES



NB: ADULT PLAYERS, RANK ON SCALE, 0-3

Many people choose to play video games simply to have fun. However, there are many other reasons why people play and these vary slightly by age group. We asked participants to rank different reasons that explain why they choose to play games from 0 (Not At All) to 3 (Very Much).

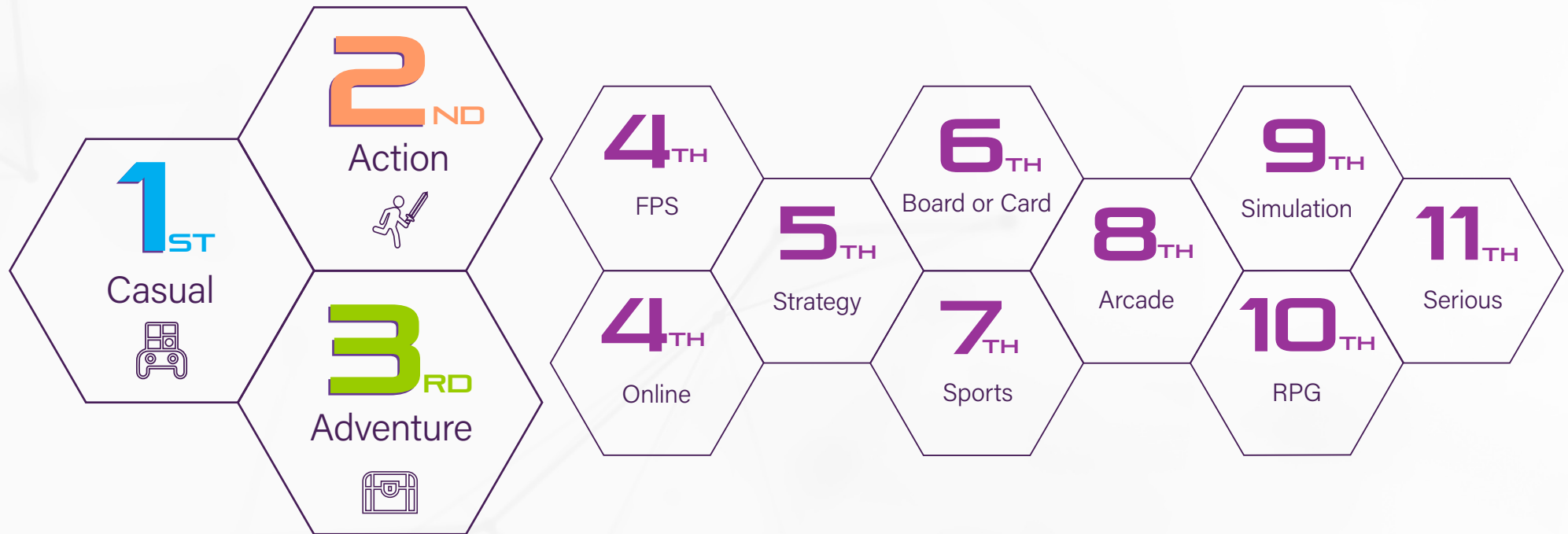
"Having Fun" ranks first, followed by "Keeping the Mind Active."

Segregated by age group, however, those aged 65 years and older give "Keeping the Mind Active" as their main motivation, tied with "Having Fun." By comparison, players aged 18-34 "Relieving Boredom/Passing Time" as their main motivation, tied with "Having Fun."

Playing games to maintain or improve mental health ranked seventh overall, and in similar proportions for all three age groups. Games for exercise ranked last; however, of those who play them, a large proportion play for motivation and exercise (see page 30).



## > POPULAR GAME GENRES

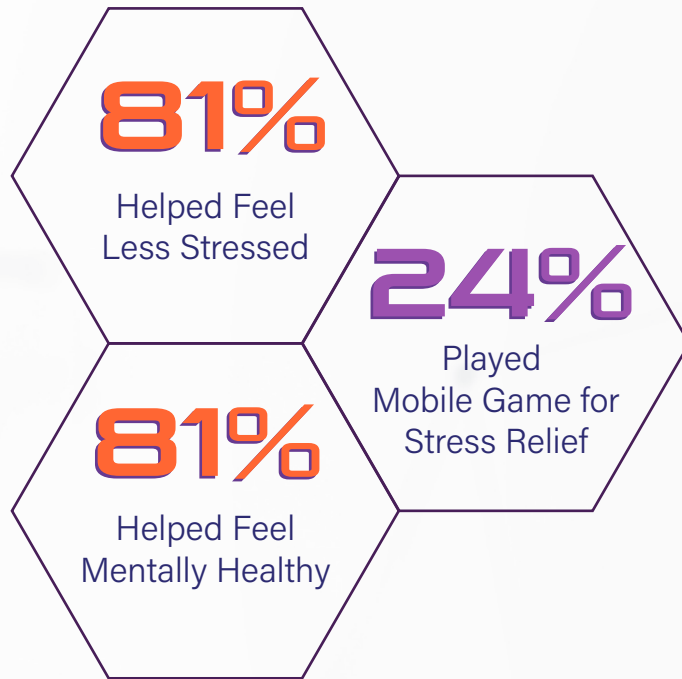


NB: KEY PLAYERS, ALL THAT APPLY

When asked which genres Australians typically choose to play, the most popular are Casual, Action, and Adventure games.

First-person Shooters and Online Games rank fourth, followed by Strategy, then Board or Card games.

## > EXPERIENCES WITH WELLBEING GAMES



Regardless of genre, many report using games specifically for well-being during the pandemic.

A majority of adult players reported connecting games with the pandemic for motivation, increased physical activity, to help them maintain a fitness regime, and connect with others for fitness.

A third said they used games and apps specifically designed for health and fitness during this time.



NB: ADULT WELLBEING PLAYERS

*"Being stuck at home, doing the same things every day has been challenging.*

*Stepping up and taking on the role of teacher to add to my already comprehensive list (physiotherapist, speech therapist, behavioural therapist etc.) was a bit of a tipping point with physical health limiting my abilities and the above exacerbating my mental health to boot.*

*Being able to escape into Animal Crossing and exploring, collecting fruits and being comforted by fuzzy creatures who seemed to care if I was in their world, or not, is a soul-soothing exercise and has calmed me.*

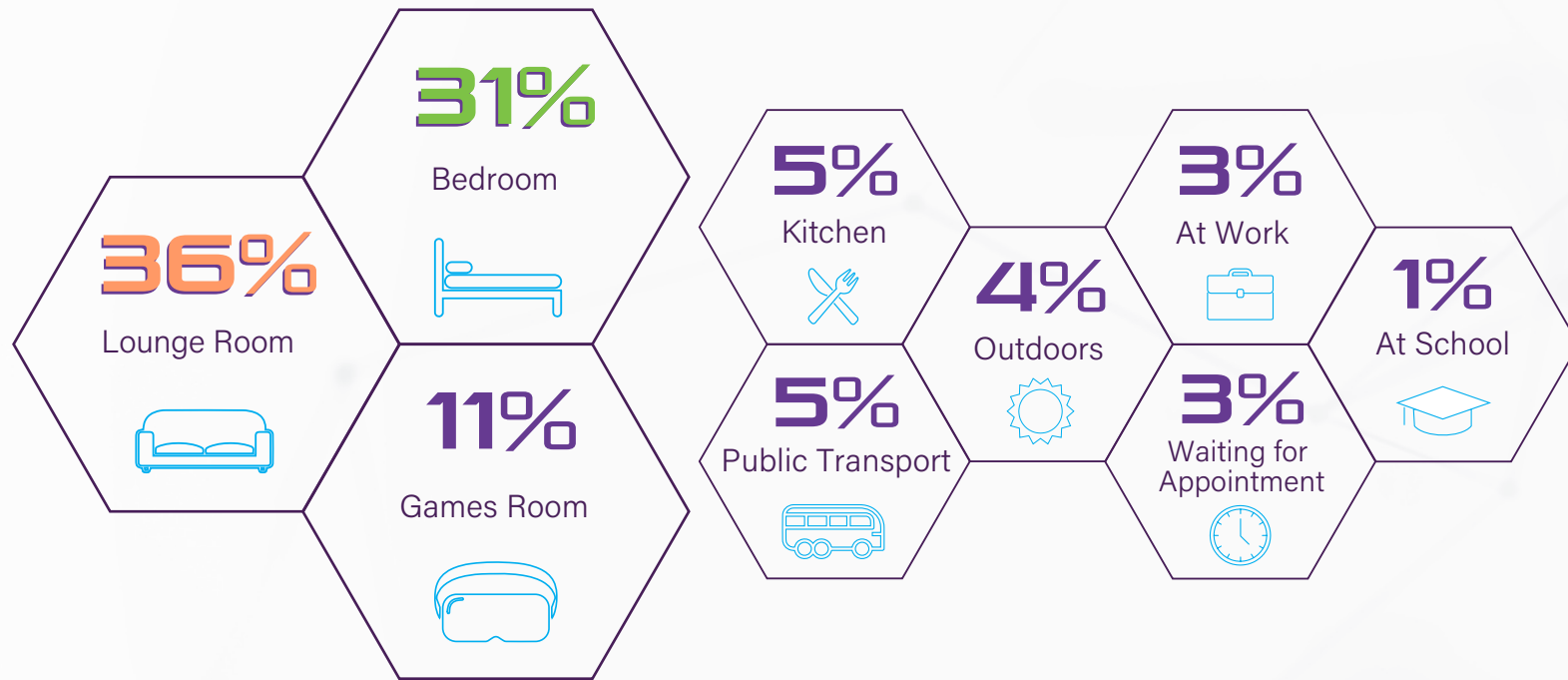
*It's certainly better than eating all the food in the house to squash my feelings.*

*As a parent of special needs kids, who was forced to do all sorts of therapies in lockdown and only able to correspond with therapists via Zoom, I've noticed the benefit of gaming in said therapies."*

*Female, Age 32 years. Parent. Household of 4. Regional NSW.*



## > WHERE PEOPLE PLAY GAMES



NB: KEY PLAYERS

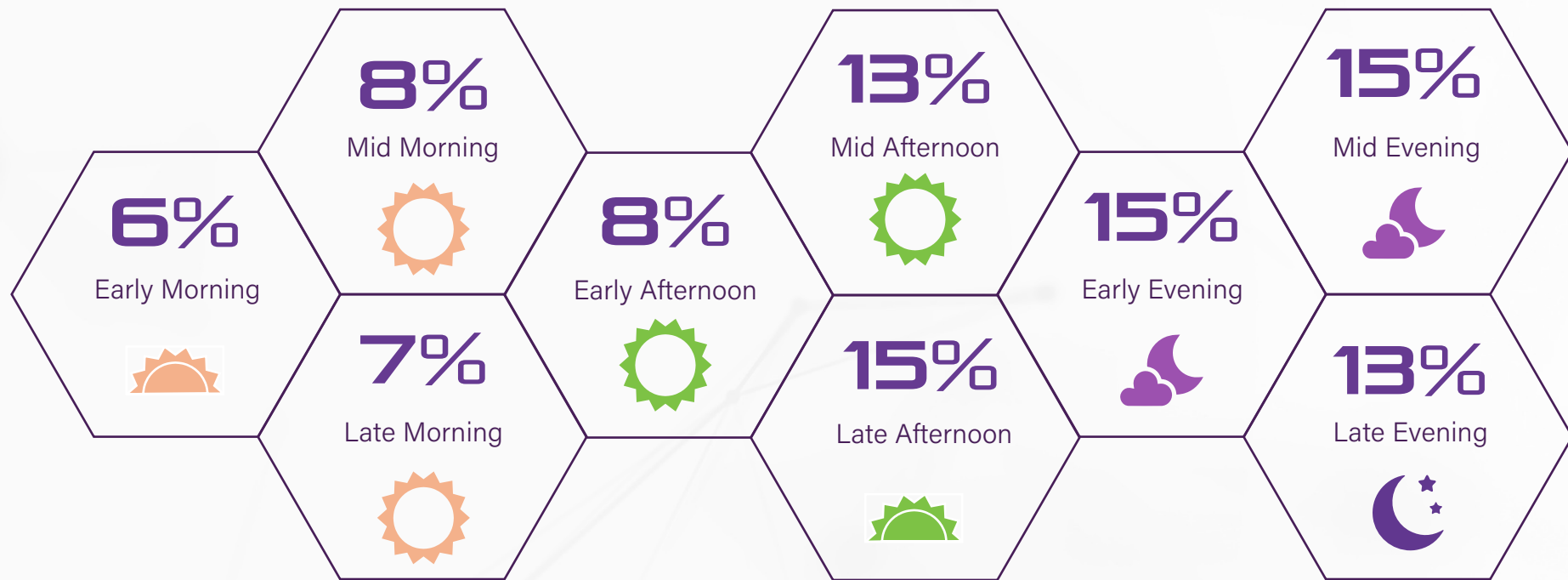
Where and when players choose to play video games tells us about the ubiquity and connective capacity of games. For the first time in a decade, we returned to this question to learn where and when Australians play.

Two-thirds of play takes place in social spaces.

Just under a third play in their bedroom. Over half usually play in shared spaces in the home such as the lounge room, a games room, or the kitchen. One in six play in public places such as public transport, outdoors, at work, waiting for an appointment, or at school.



## > WHEN PEOPLE PLAY GAMES



NB: KEY PLAYERS

The majority of game play occurs from late afternoon into late evening with 71% doing so.

Play from mid-morning through to mid-afternoon is common for under a third of players.

## > VIDEO: WHY PLAY GAMES



Why play games?

1:15 minutes

<https://youtu.be/W808MPgrFM8>

## > VIDEO: GAMES AND WELLBEING



Games & Wellbeing

1:15 minutes

<https://youtu.be/QZuikYEPegY>

# > CONNECTING GAMES AND FAMILIES

*“My gaming over the past year since the pandemic has been a useful tool to elevate boredom, entertain my children and to do something as a family that does not require us to leave the house.”*

Male. Age 32 years. Parent. Household more than 6. Regional QLD.





# > WHY PARENTS PLAY GAMES WITH CHILDREN

We have long established through this program of research that playing video games provides opportunities for parents and children to connect with one another as members of a family.

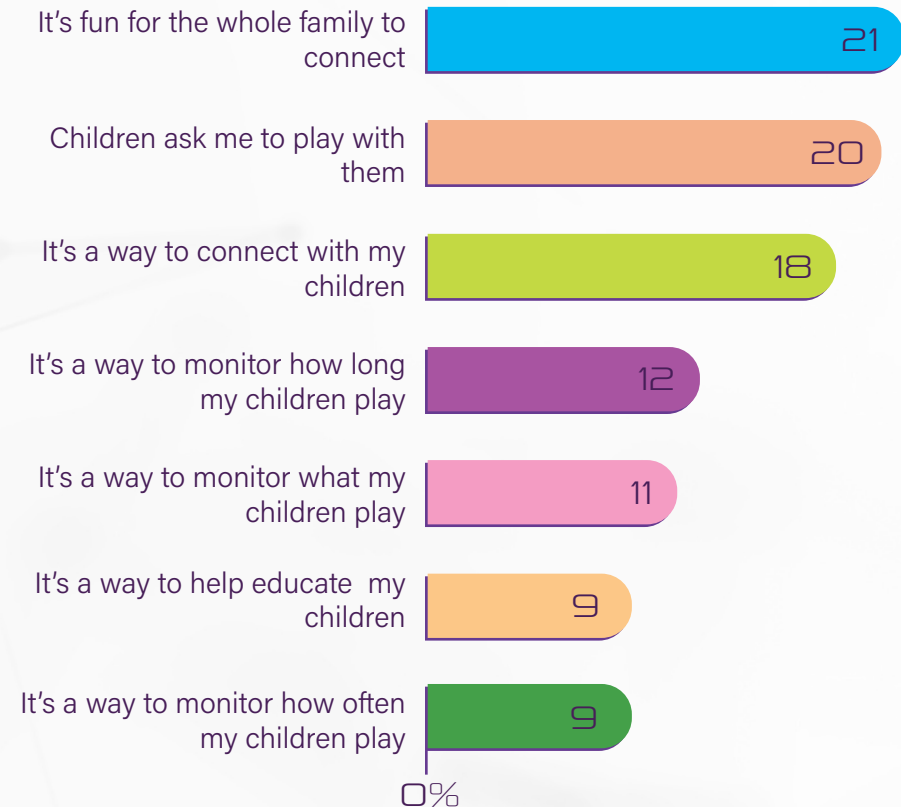
For example, 49% of parents said they played online games with their children; a 6% increase from 2020.

Parents were asked to choose only one major reason why they play games with their children.

The top three reasons each represent one fifth of parents and account for 60% of why parents play with their children.

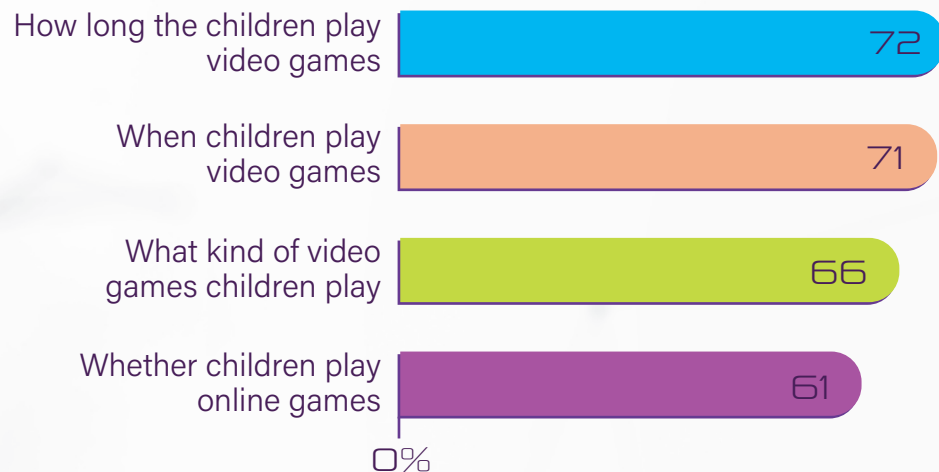
All point to connection.

The remaining 40% represent parents finding utility in games for monitoring and educating their children.



NB: PARENTS, MAIN (ONE) REASON ONLY

## > RULES FOR CHILDREN'S PLAY



*"It has taken my mind off things, it's been a chance to play and have something in common with my child."*

Female. Age 50 years. Parent. Household of 3. Sydney.

Generally, between two-thirds and three-quarters of parents report setting rules for their children's game play including how long and when they play at the top of the list to what kinds of games and whether they play online.

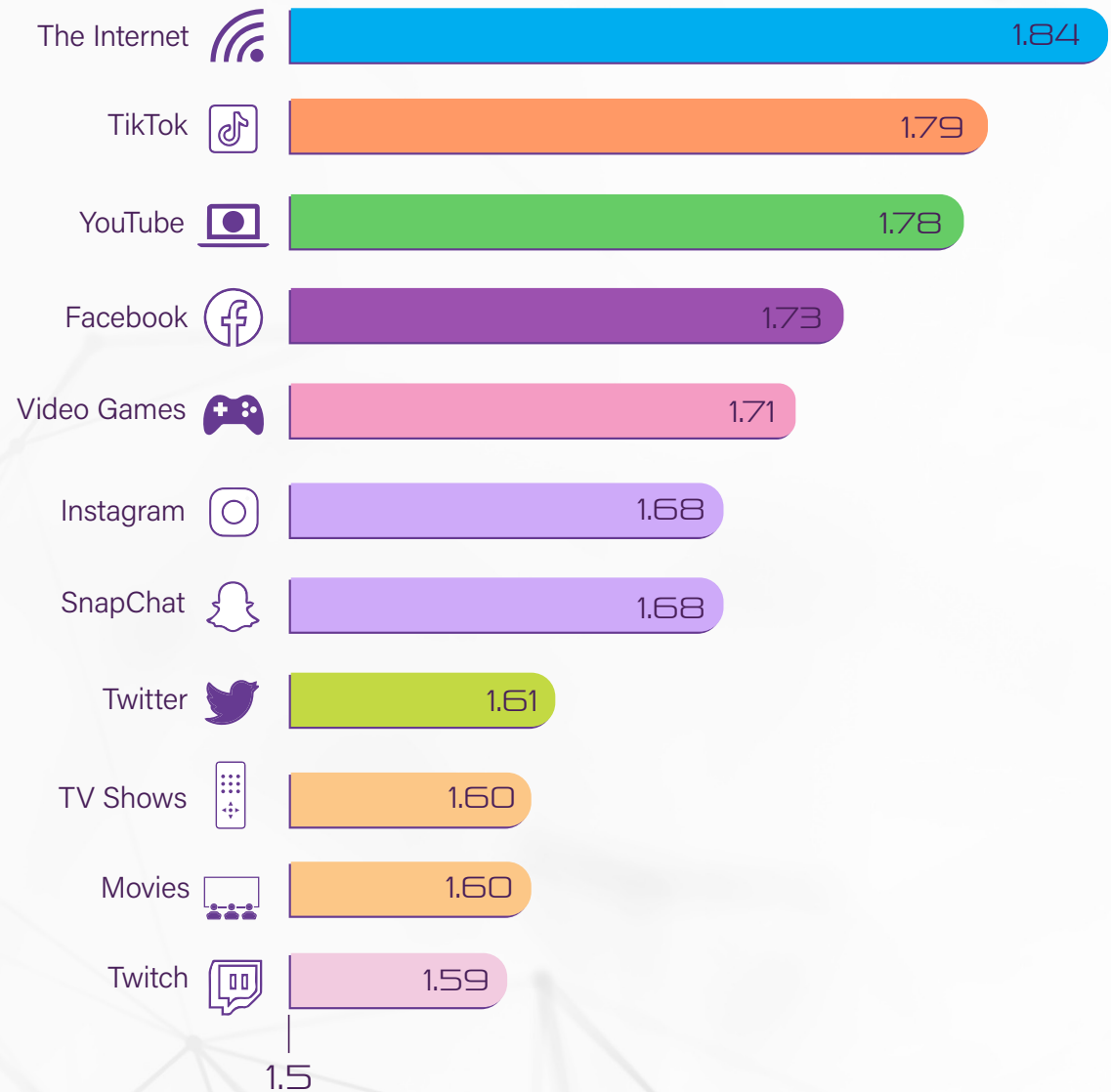


# > CONCERNS ABOUT MEDIA CONTENT

When asked how concerned they are with media content on different media platforms, parents collectively place the internet and social media platforms at the top of the list.

Video games are in the mix, ranked fourth in the list of 11 platform channels with the traditional media of TV and Movies now relegated to near the bottom of the list.

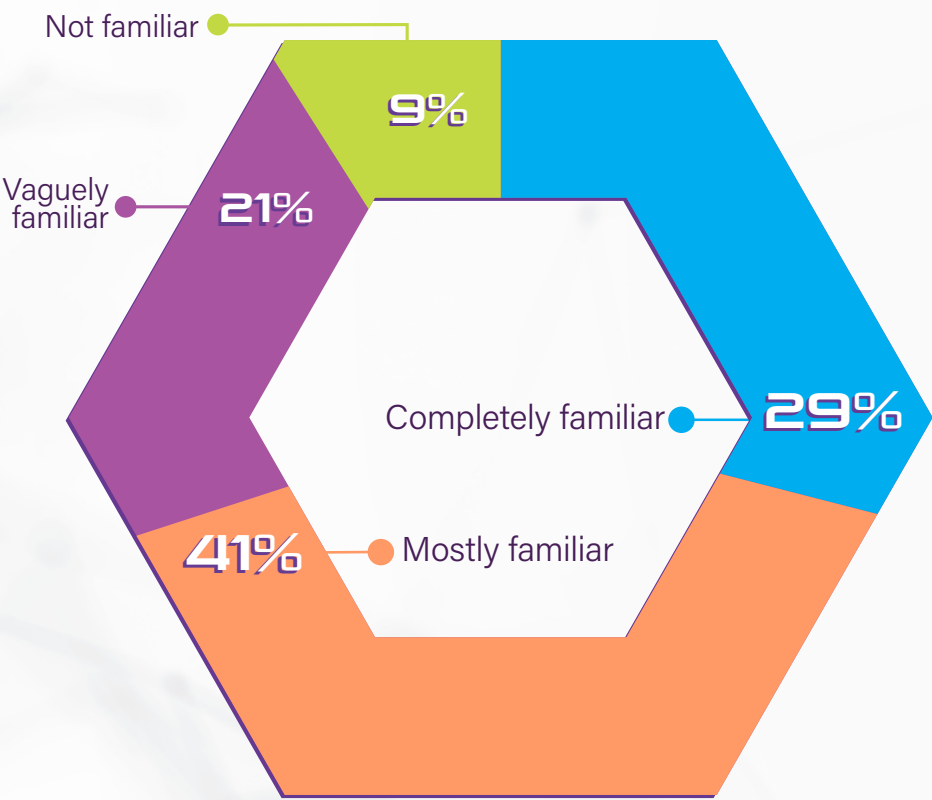
The game play sharing platform *Twitch* presents the least concern for parents.



NB: PARENTS AVERAGE. 0 (NOT AT ALL CONCERNED) 3 (VERY CONCERNED)

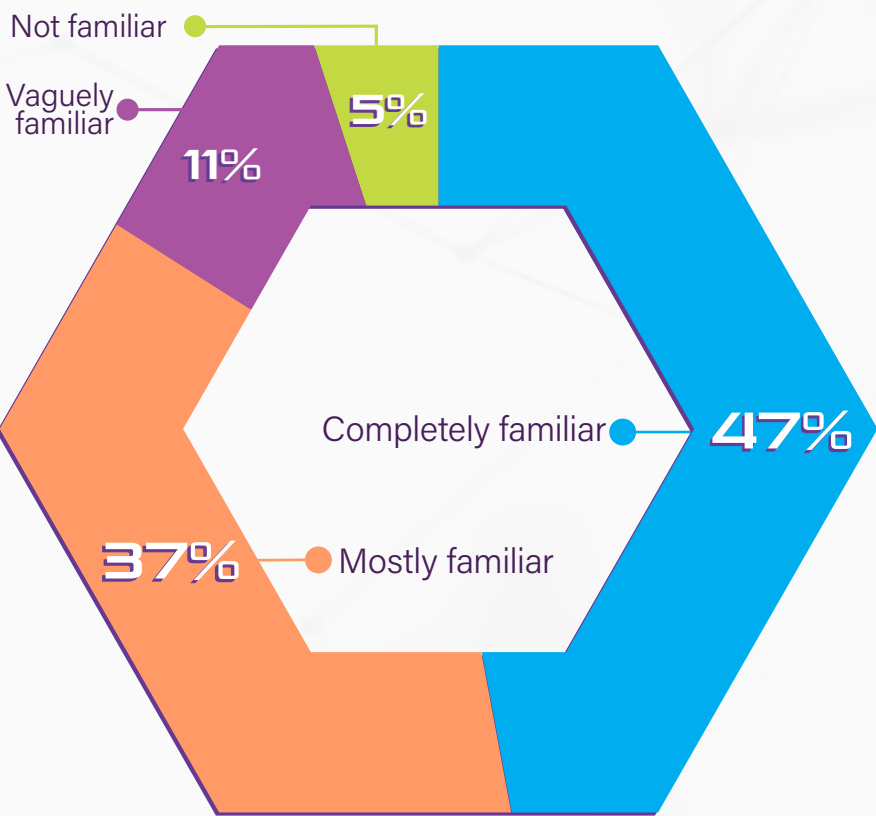
> PARENTS' FAMILIARITY

FAMILY CONTROLS



NB: PARENTS

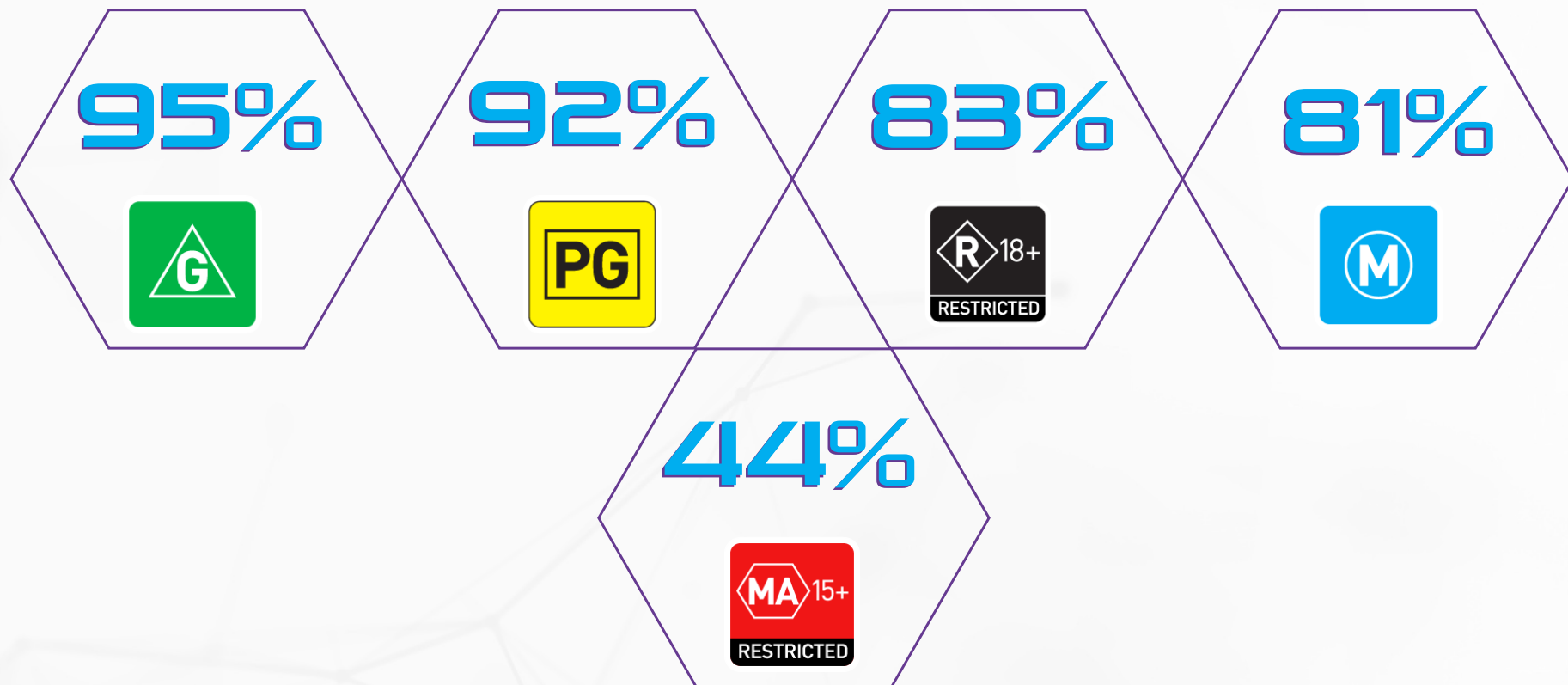
CLASSIFICATION LABELS



NB: ALL ADULTS



# > IDENTIFYING THE STATUS OF CLASSIFICATIONS



NB: ALL ADULTS

The only “test” of knowledge in this research is of correctly identifying the legal status of designated markings among Australian Film and Video Game Classifications.

G, PG and M are advisory, while MA15+ and R18+ are legally restricted.

In declining proportions, adults (whether video game players or not) are clear on G and PG and mostly clear on R18+ and M.

However, MA15+ is accurately understood by less than half.

# > CONNECTING GAMES AND PERSONAL GROWTH

*"It was important for me ... to refresh my mind, because, I stay and continue my office ... from my home. So I spend more time with my children and play video games."*

Male. Age 40 years. Parent. Household of 6. Sydney.



## > GAMES' POTENTIAL FOR LIVING WELL

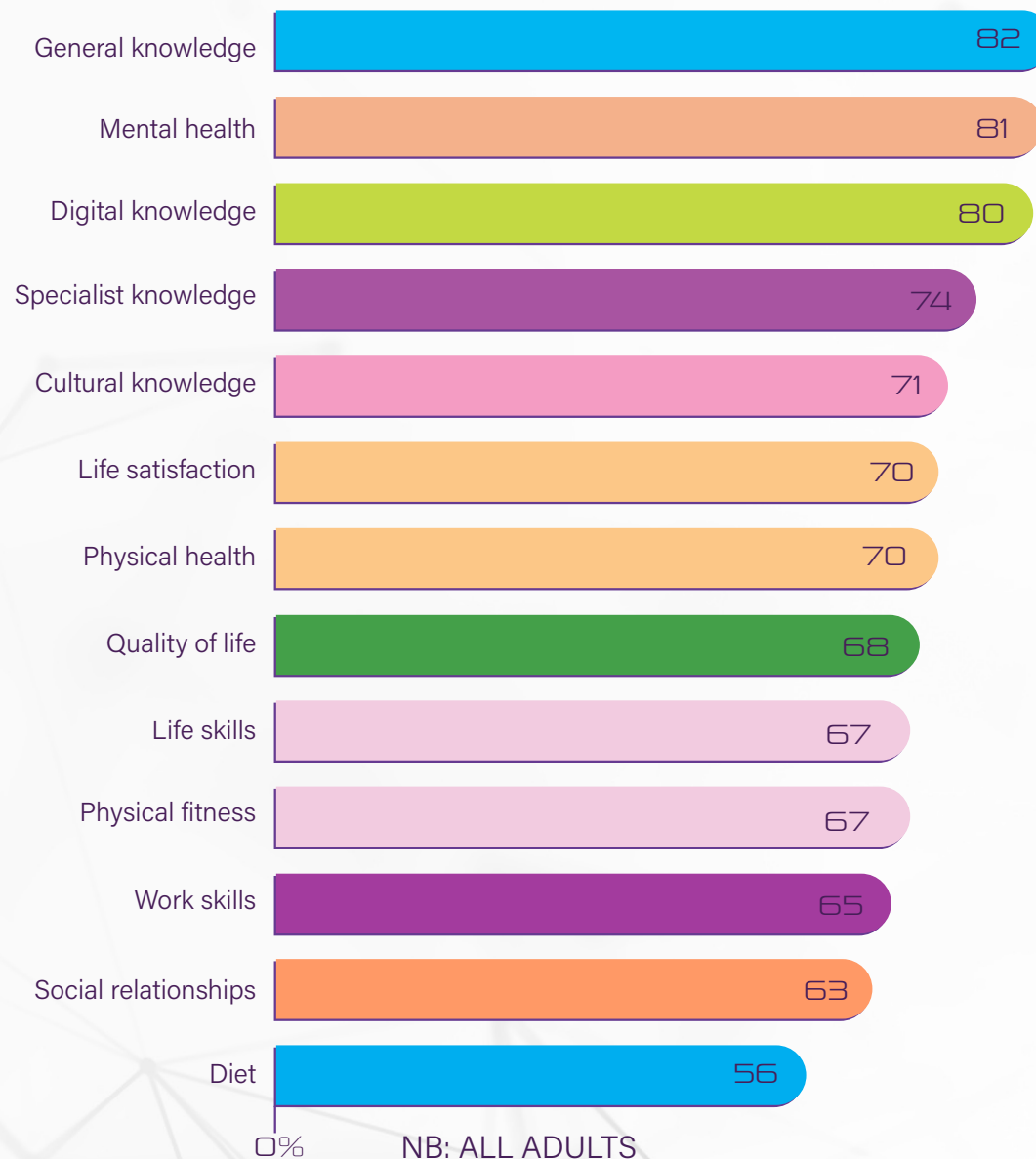
*"Don't know what to say. Playing games helps all aspects of my life. During this pandemic, it's helped my depression and boredom."*

Male. Age 38 years. Household of 3. Regional QLD.

Over the past decade, we have explored the ways Australians believe games can be connected with personal growth.

When we ask all adults, regardless of whether they play video games, how much they disagree or agree with different ways games can contribute to living well and well-being, a majority either "Agree" or "Strongly Agree" in every aspect.

"Contributing to General Knowledge" tops the list and "Improving Diet" is at the bottom.

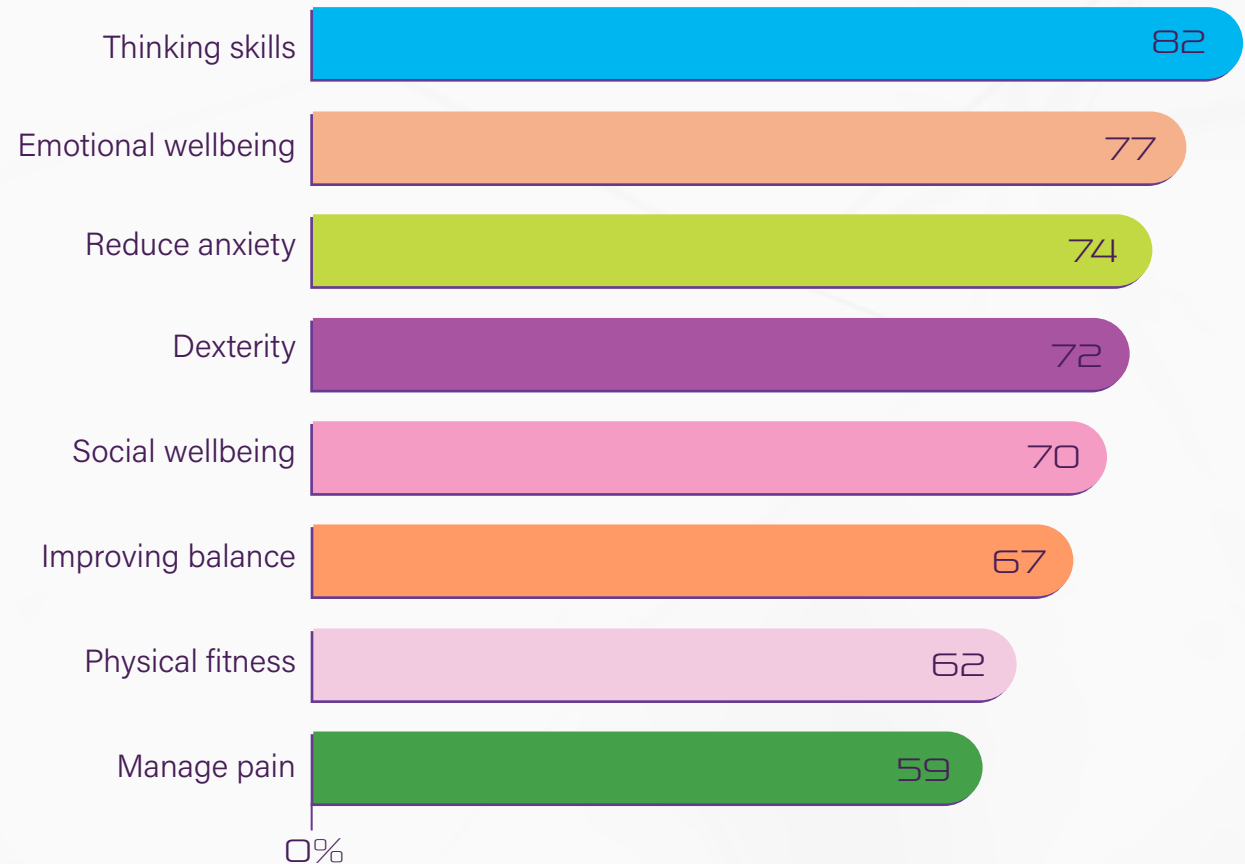


## > USING GAMES FOR HEALTH BENEFITS

We drill down on connecting games to personal well-being by focussing on health benefits (this page) and ageing well (next page).

Again, when we ask all adults how much they disagree or agree with different ways games can contribute to health benefits, a majority either "Agree" or "Strongly Agree" in every aspect. "Improving Thinking Skills" tops the list, while "Managing Pain" is at the bottom.

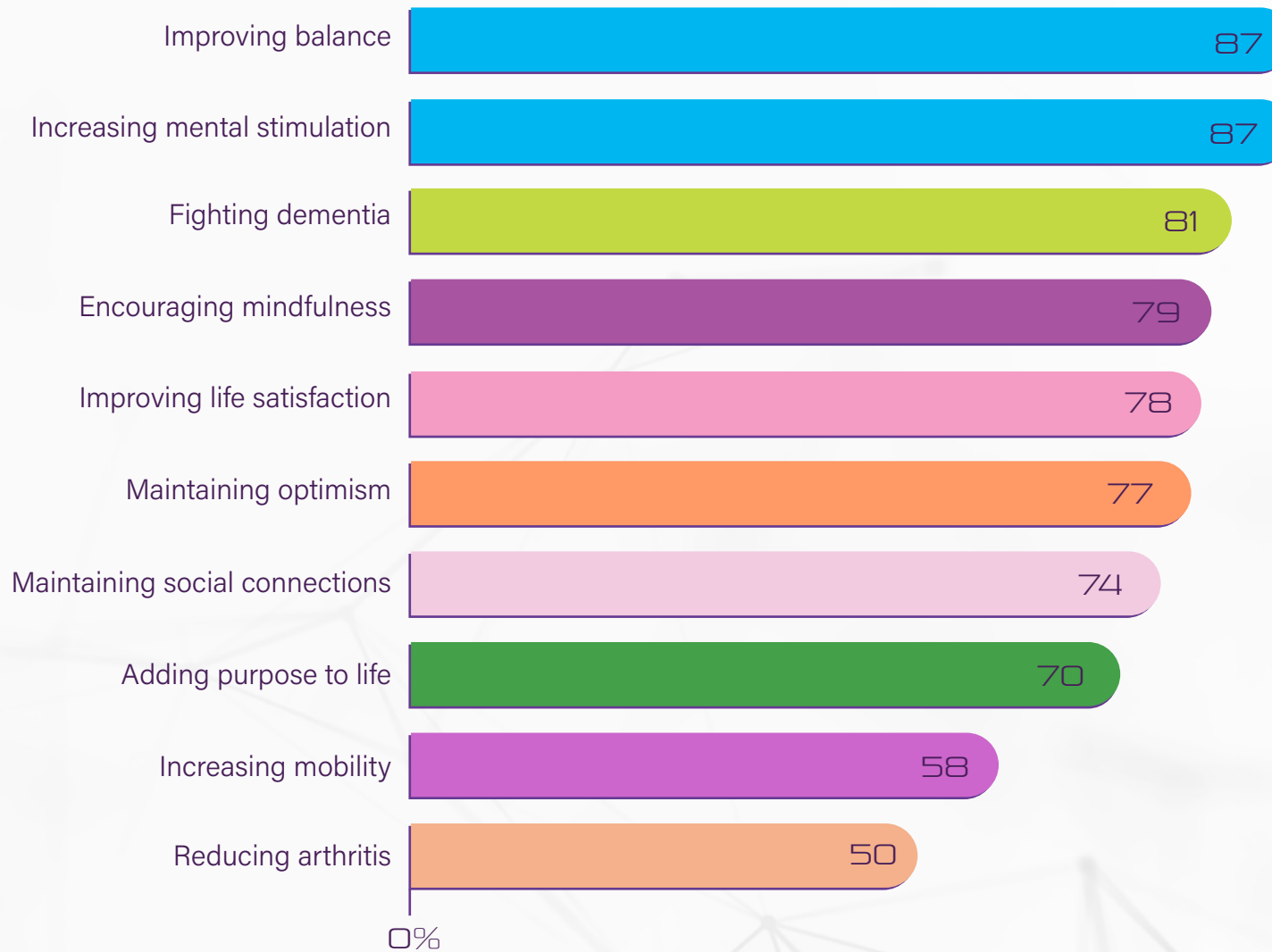
Similarly, Australians agree that games might be used for ageing well in all the ways we listed for them to consider (next page). "Improving Balance" and "Increasing Mental Stimulation" share the top ranking with nearly nine out of ten agreeing. At the bottom of the list is "Reducing Arthritis".



NB: ALL ADULTS



# > POTENTIAL OF GAMES FOR AGEING WELL



NB: ALL ADULTS

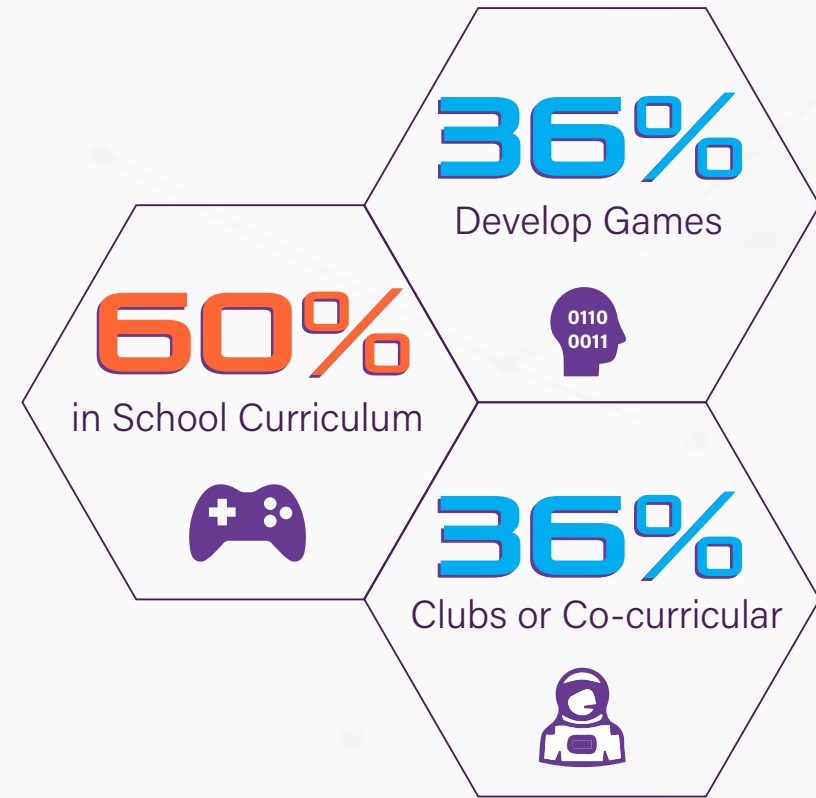
## > USING GAMES AT SCHOOL

Games increasingly are used by teachers at schools to connect with students.

Of all parents, 60% say their children use games as part of their school curriculum, 36% say their children are developing games at school, and 36% say their children use games in clubs or for extra-curricular experiences.

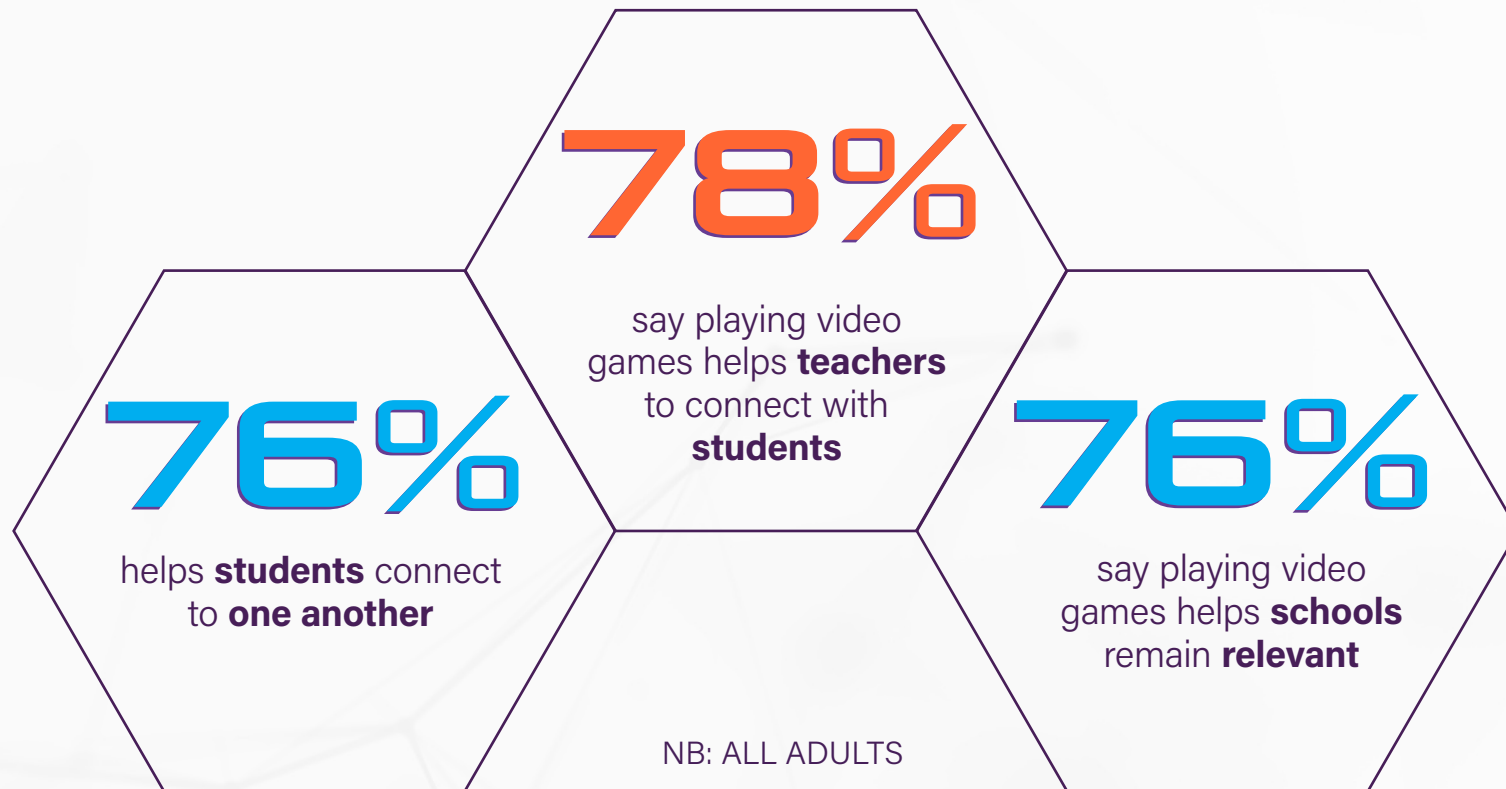
*"Back when I was a kid I never made any friends due to trauma in my life and bad social skills. I started playing a video game called Persona 3, which deals with themes of depression, death and friendship, which helped encourage me to come out of my shell and talk to people."*

Male. Age 20 years. Household of 5. Regional Vic.



NB: PARENTS

## > POTENTIAL OF GAMES FOR SCHOOLS



Educators have long explored the role of technologies for delivering education both at traditional schools and for new forms of education, such as online delivery.

The pandemic has upended many traditional educational practices and heightened awareness of the benefits that technologies such as games have for education.

Over three-quarters of all adults say that video games in schools can help schools remain relevant and help teachers connect with students.

## > POTENTIAL OF GAMES FOR LEARNING

Adults who play video games were asked how much they agree with different areas in which games could help students learn.

The majority (three-quarters or more) either agreed or strongly agreed that games can help with everything across the board from learning to read to learning Science, Technology, Engineering and Mathematics (STEM).

78%

- Help with STEM learning

76%

- Help students learn in general

76%

- Help students learn languages

75%

- Help with learning arts and humanities

75%

- Help students learn to read

NB: ADULT PLAYERS



# > POTENTIAL OF GAMES FOR STUDENT EXPERIENCE

Student experience includes all the ways in which students learn, work with one another, talk with teachers and parents, and manage their studies.

Four in five adults who play video games either agree or strongly agree that video games can be used to help students overcome learning difficulties and nearly as many believe video games can be used to help students cope with stress.

Getting students to pay attention and focus is one of the greatest challenges for the student experience and even for this challenge over two-thirds of adult players feel games can be useful.

**80%**

- Help overcome learning difficulties

**78%**

- Help students cope with stress

**78%**

- Motivate students

**76%**

- Give students confidence

**78%**

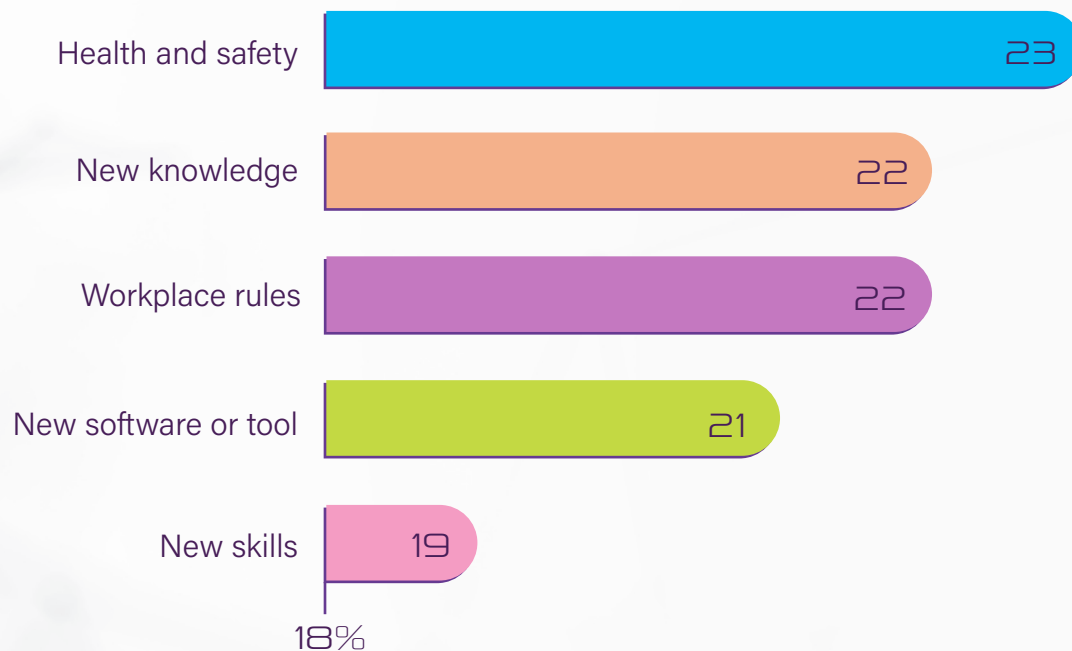
- Inspire students to be creative

**71%**

- Help students pay attention

NB: ADULT PLAYERS

## > USING GAMES AT WORK



NB: ALL ADULTS

Overall

23%

● use video games  
for work

Employers have begun connecting workplace training with game environments. Moreover, the Vocational Education and Training (VET) sector has developed and used virtual and online experiences for training and testing.

Nearly a quarter of adults who play video games indicate they have played a video game for work to learn workplace rules, new work-related information, learn a new skill, learn to use a new tool, or for health and safety.

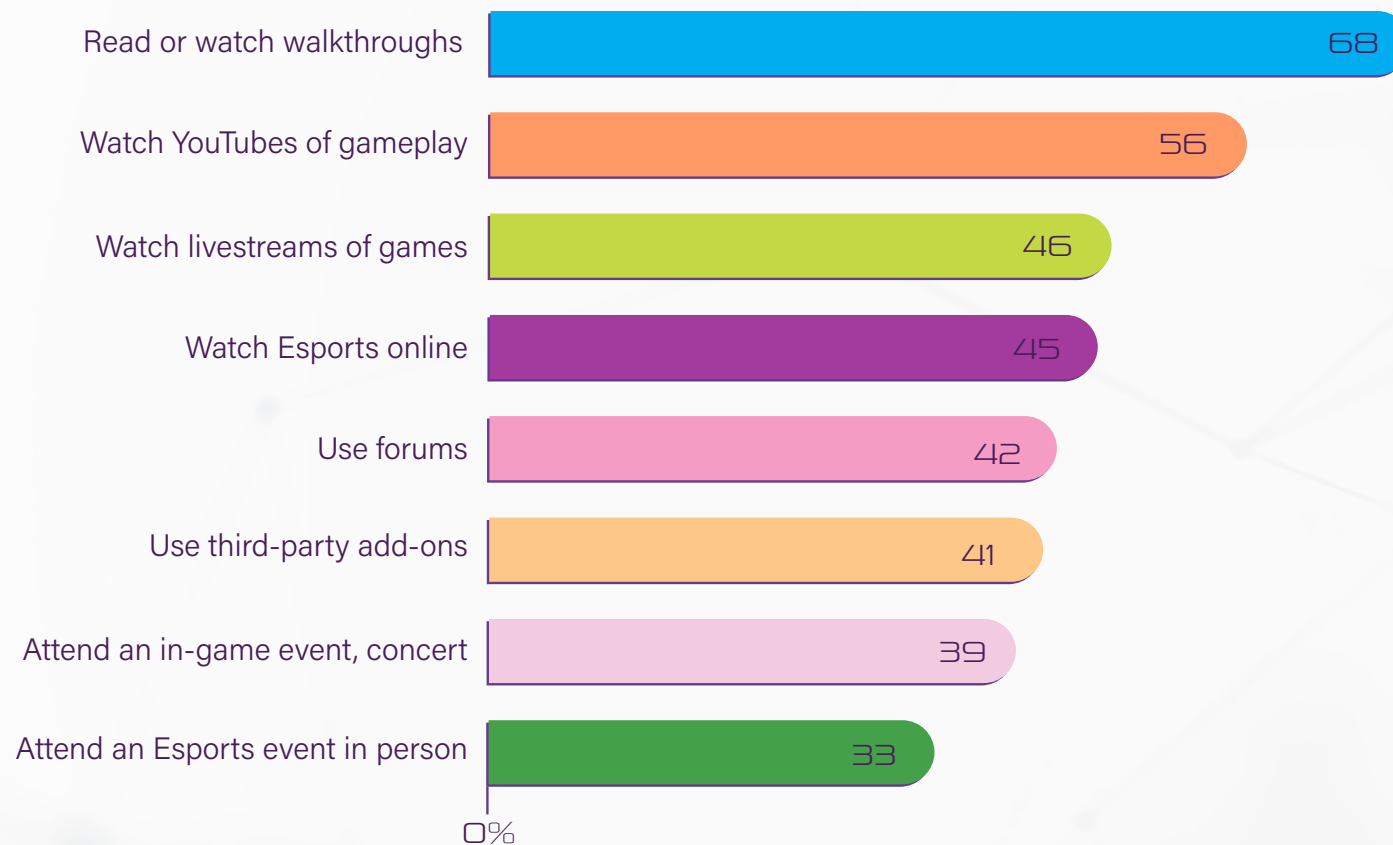
# > CONNECTING GAMES AND CULTURE

*"Games help me escape from the bad times into my own world, as well as express my creativity through making fan characters, art, etc."*

Female. Age 24 years. Lives alone. Brisbane.



## > ENGAGEMENT WITH GAME CULTURE



NB: ADULT PLAYERS

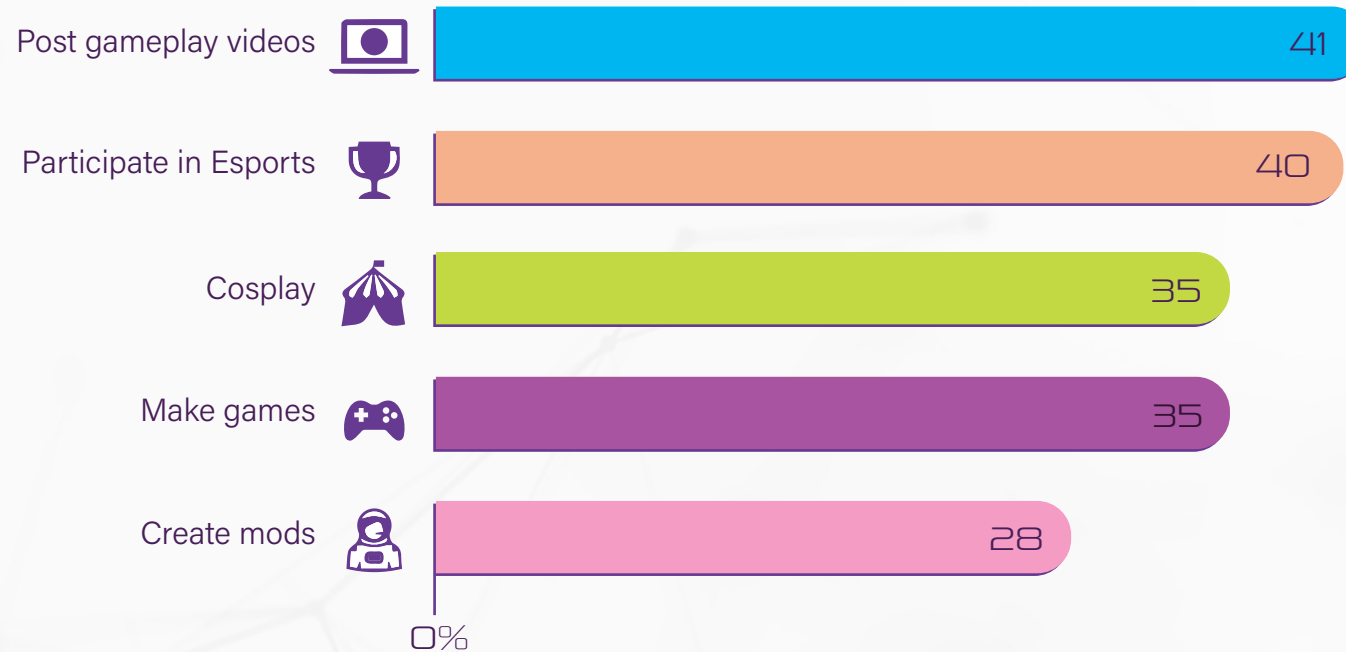
Connecting with games doesn't start or end with game play. The culture and support around game experiences range widely.

Adult players reported different levels of engagement with different game culture experiences, at any time in the past.

Reading or watching walkthroughs is the most common and attending an esports event in person is the least common. The emerging experience of many players doing something together inside a game beyond the game play itself, the metaverse, presents in this study for the first time. Nearly 40% report engaging in a metaverse experience.



## > GAME-RELATED CONTENT CREATION



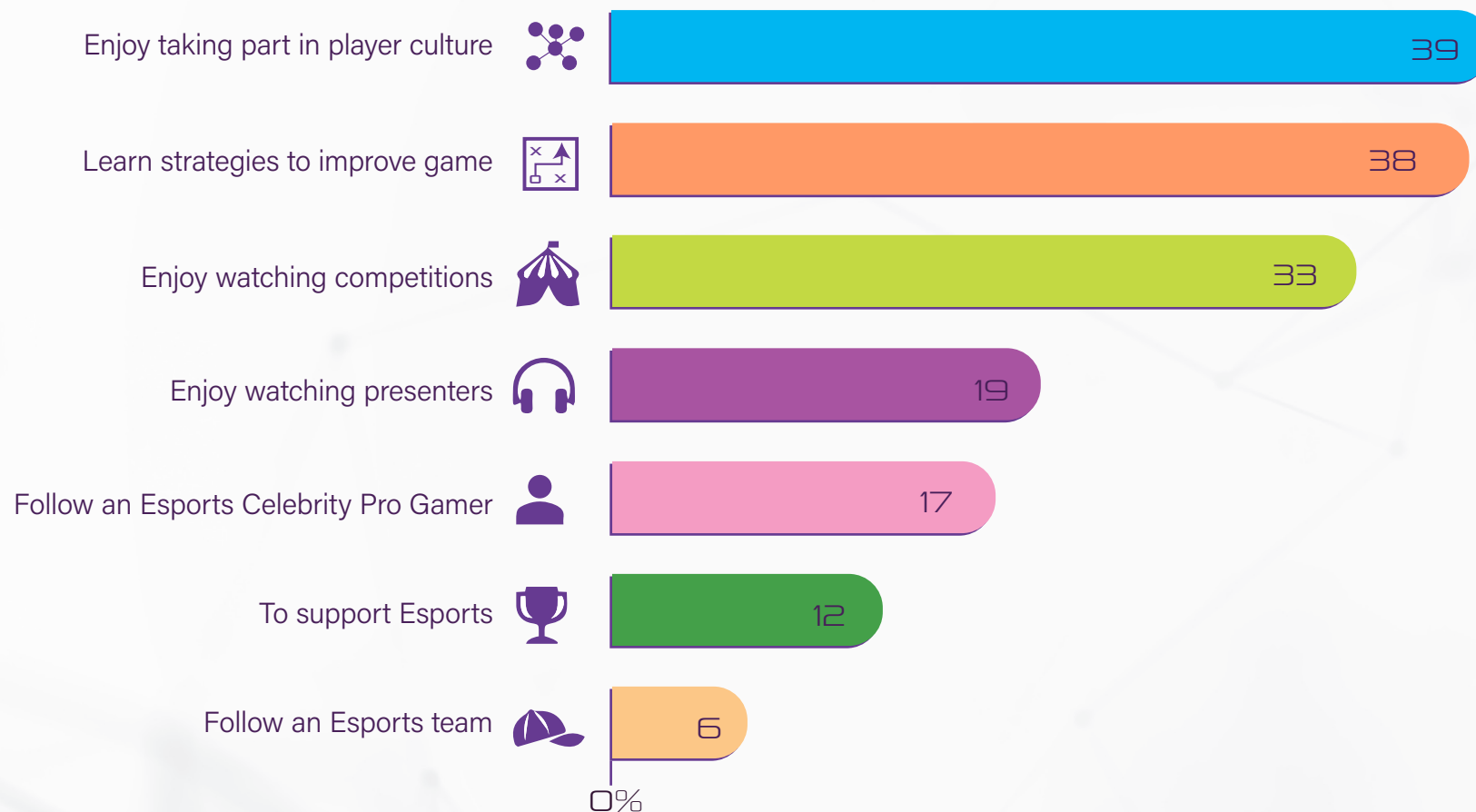
NB: ADULT PLAYERS

Passive, non-creating game culture activities are naturally more common than active content-creation activities.

However, the player community is known for its active, creative, and social characteristics.

Posting gameplay videos has become increasingly popular, is built into many games and platforms, and tops the list of content-creation cultural activities adult players report doing.

## > REASONS TO FOLLOW ESPORTS

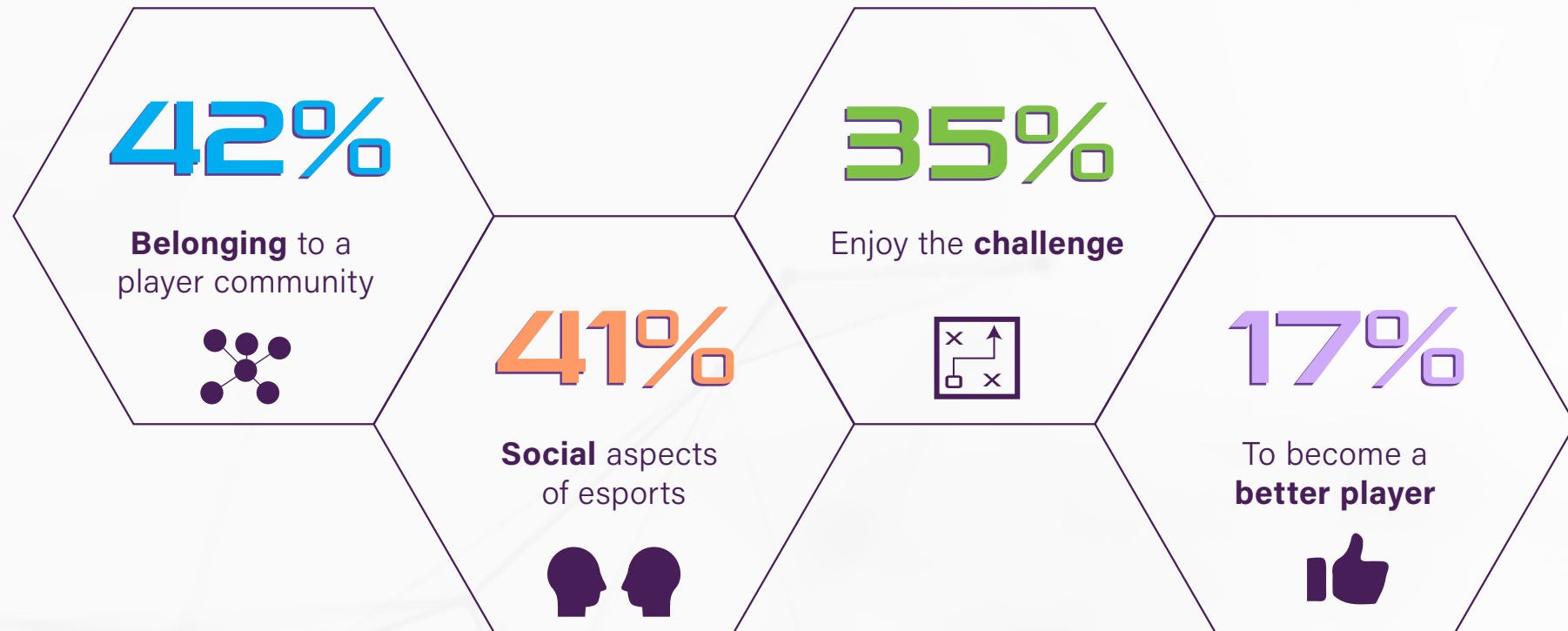


NB: ADULT PLAYERS WHO FOLLOW OR ATTEND ESPORTS

There are many reasons to connect with esports; enjoying the player culture and learning strategies to improve game play top the list.

Supporting esports generally and following a specific esports team rank as the least common reasons to follow esports.

## > REASONS FOR ATTENDING ESPORTS

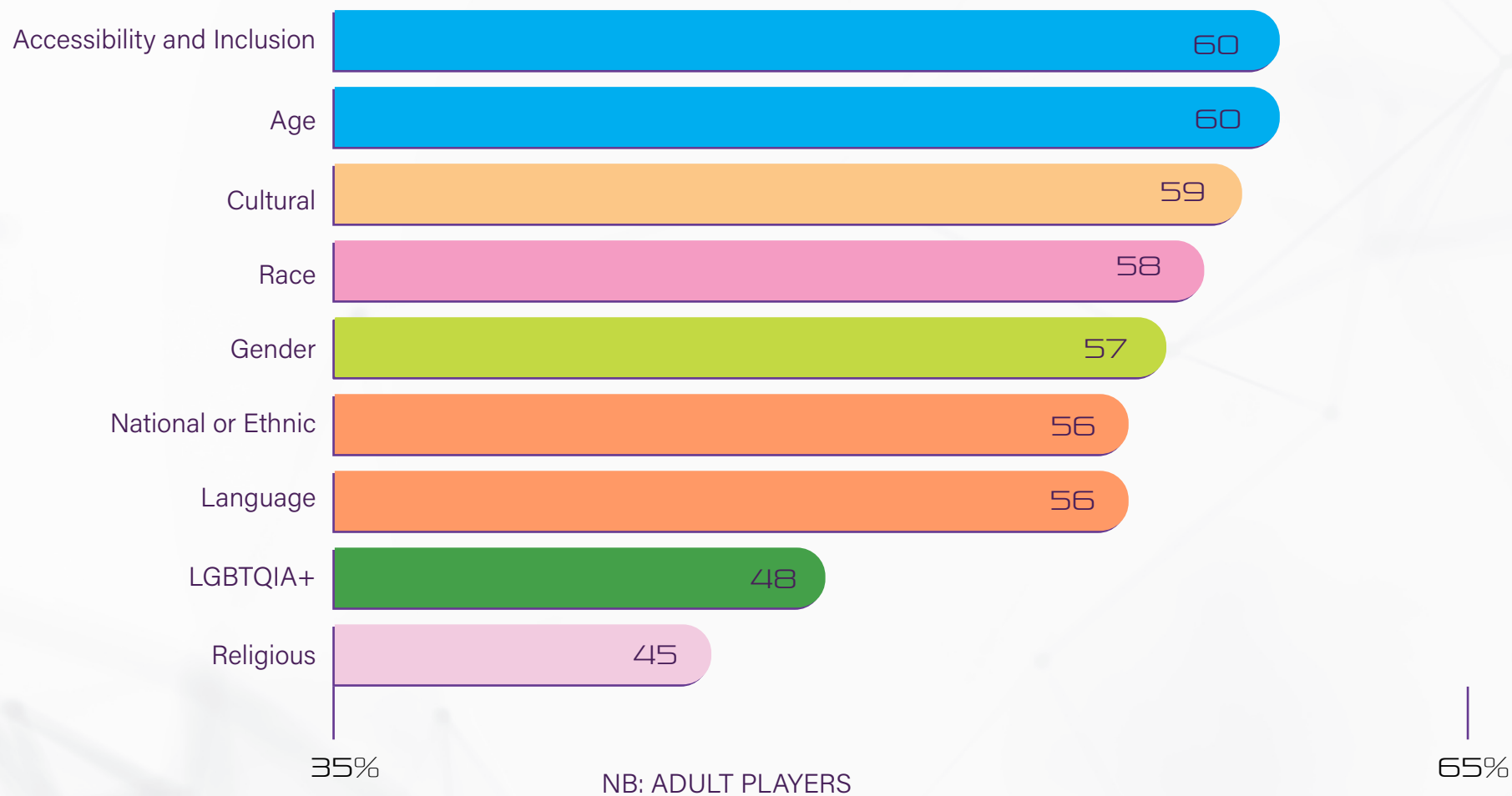


NB: ADULT PLAYER ATTENDEES

Attending esports events raises the level of connection with games culture by engaging personally with other spectators or other competitors. Consequently, reasons for attending take on a different character.

Most say they attend to belong to the player community or to enjoy social aspects of esports; and while a third enjoy the challenge of esports participation, only one in six attend to become a better player.

## > NEED FOR DIVERSITY IN GAMES



Australian adults who play video games say they agree or strongly agree there is a greater need for diversity representations in games but are more likely to report better representation than in previous years.

Greater diversity in accessibility and inclusion as well as age representations top the list of need. At the bottom of the list is religious representation.



# > CONNECTING GAMES AND ECONOMY

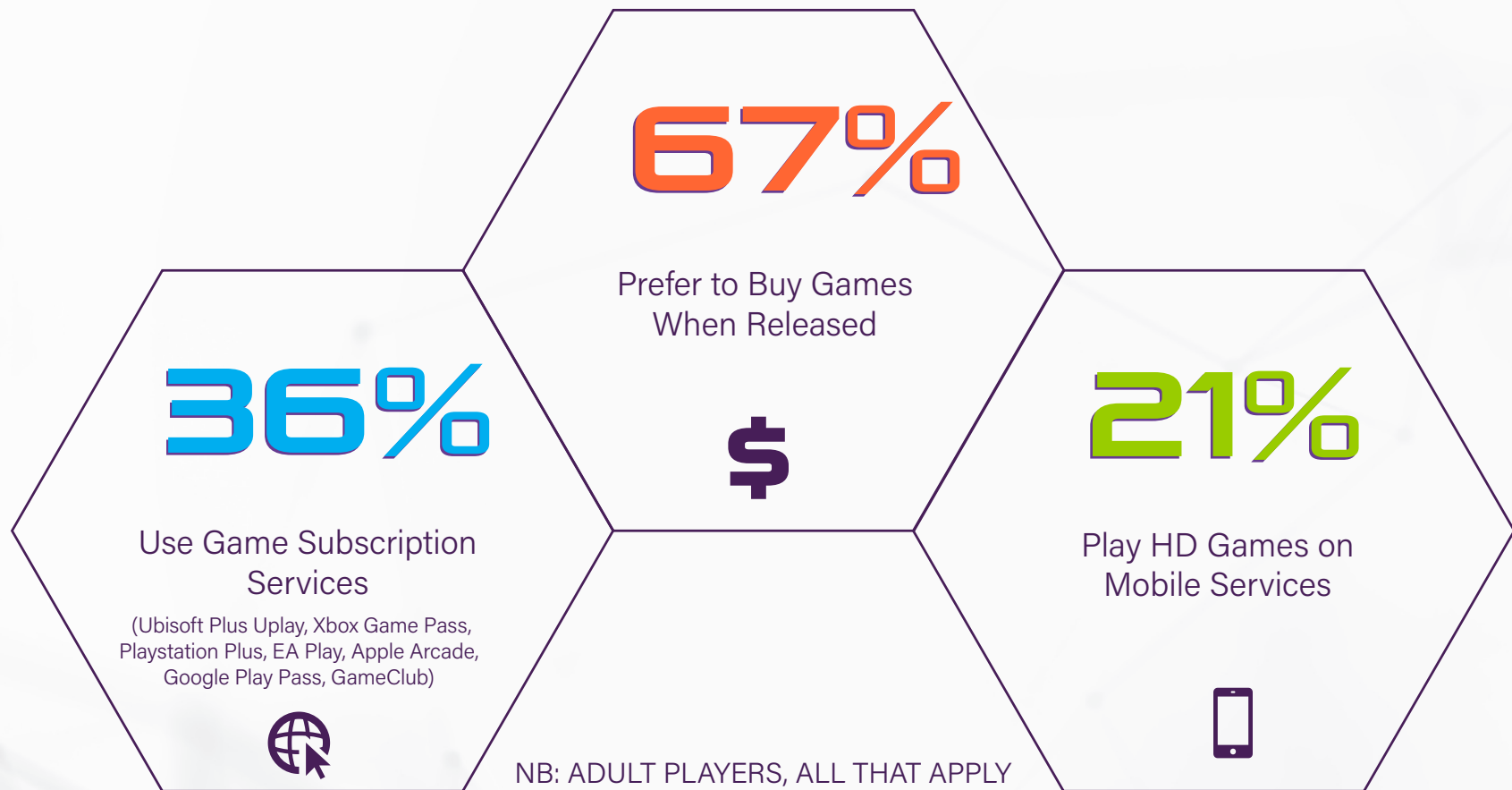
*"My daughter is a lead animator for one of the largest MMORPG games in the world and my eldest granddaughter started her degree in animation this year.*

*Australia needs much more emphasis on game development onshore instead of people having to move to America or elsewhere to gain employment."*

Male. Age 69 yrs. Household of 2. Regional NSW.



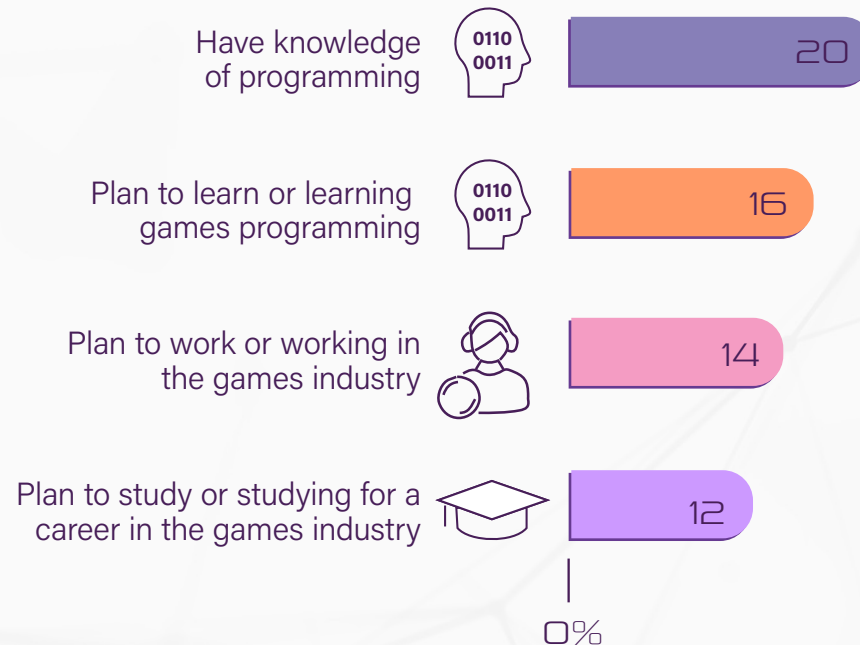
## > PREFERRED ACCESS TO GAMES



Migration of media to digital delivery by download and streaming began in earnest only a decade ago. Buying games, rather than subscribing or streaming remains dominant, however.

Two-thirds of adults who play games prefer to buy them when released rather than wait for subscription. Over a third use subscription services, however. A fifth report getting HD games on mobile platform services.

# > VALUE OF GAMES IN AUSTRALIA



NB: ALL ADULTS

Asked how much benefit and how important making video games in Australia is, Australian adults in this research overwhelmingly viewed making games here a valuable and important part of the economy, worthy of government incentive initiatives.



NB: ALL PLAYERS

One in five say they have some, even if generalised, knowledge of programming. A small number have interest in working in the industry, or are already doing so.



# > CONNECTING TO THIS RESEARCH

*"Online gaming has become a social lifeline."*  
Female. Age 41 years. Household of 5. Parent. Melbourne.





## > METHODS

Digital Australia 2022 (DA22) is an empirical study about digital games in Australian households with a focus on demographics, behaviours, and attitudes.

In this report, the words computer games, video games, digital games, and interactive games are used interchangeably to refer to the broad class of interactive, digital entertainment.

A game household was one that had in it any device for playing a video game, including personal computers, smart phones, dedicated home consoles, tablet computers, and handheld game devices. A player was a person who indicated they play computer or video games, simply "yes" or "no" on any device including a PC, console, handheld, social network, mobile phone or tablet computer.

Questions in the survey included open-ended, short response, list selection, dichotomous response (such as Yes/No or Selected/Not selected), ranking (1-10), and three-, four - and five-point Likert items (Strongly Disagree to Strongly Agree, for example).

These questions created over 350 measurement points.

Questions were grouped according to theme including:

- Household demographics,
- Household media environment,
- Media access to game devices, internet access and purchasing,
- Video gameplay preferences and routines,
- Motivations for playing video games and social connections that result,
- Parental engagement with video games,
- Engagement with game culture including esports,
- Games related to education, work, health and ageing,
- Classification and ratings,
- Attitudes and issues related to video games and policy, and

Specifically for this year, the impact and response connecting video games and COVID-19.

## > METHODS

Data reported here come from 1,204 Australian households and 3,152 individuals of all ages in those households. Participants were drawn randomly from the Nielsen Your Voice Panel in March 2021. The Nielsen Company provided the research team at Bond University with raw data from the survey for statistical analysis at the University. The data were analysed by report authors using the SPSS Versions 26 and 27.

Results are calculated for three parts of households including responses to the survey by one adult member of the household (1,204 households) and of those, the adults who themselves play video games (867), they and one other person in the home whose game habits they know (1,545 people), then all people in those households (3,152 people).

For clarity throughout this report, we refer to these in turn as households, adult players, key players, all household members, then all video game players among them.

The quality of the sample was high and age, gender, and geographic representation were consistent with population proportions. For the purposes of including results for all members of a given household, the Vars-to-Cases procedure was used to create individual records for all persons in a household as identified by the participants in the study.

Data reduction procedures included reducing the range for some questions to simplify presentation of responses. Some measures were combined into indices where obtaining a frequency or mean across a combination of measures simplified the presentation of findings or produced a more reliable result.

Missing values were eliminated from analysis on a per-question basis unless multiple measures were examined conjointly. For these, the case-wise deletion method was applied.

Statistical procedures included simple descriptive statistics such as frequencies, cross-tabulations, means, correlations, and tests of significance such as Chi-square and One-way ANOVA.

The margin of error is  $\pm 2.7\%$  for the national sample comparing households and all household members,  $\pm 3.3\%$  for adult players,  $\pm 2.5\%$  for key players, and  $\pm 2.3\%$  for all players.

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# DA22

DIGITAL AUSTRALIA 2022