



CASUAL GAMES
ASSOCIATION

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CASUAL GAMES ASSOCIATION PUBLISHES 2007 CASUAL GAMES REPORT

Key Findings:

- Casual games are a \$2.25 billion a year industry.
- The casual game market is growing at 20% a year.
- Over 200 million people play casual games each month over the Internet.
- Men make up 48.3% of casual game players, women 51.7%. However, women account for 74% of paying casual game players.
- Casual gamers who pay for a subscription and/or are community users average 7 - 15 hours of online play a week.
- Heaviest play times are right after dinner from 7pm – 9pm and during lunch from 11am – 2pm.
- Most popular casual games:
 - Solitaire (Microsoft Windows XP)
 - Tetris (Tetris Holding, LLC)
 - Bejeweled (PopCap Games)
 - QQ Games Collection (Tencent China)
 - Diner Dash Franchise (PlayFirst)
 - Mystery Case Files (Big Fish Games)

SEATTLE – October 29, 2007 – The Casual Games Association (CGA), an international trade organization dedicated to promoting casual games and providing educational resources for the game development community, today announced the availability of the Casual Games Market Report 2007. The report presents the inner workings of the industry and is a central document for key casual game information.

“The Casual Games Report offers some of the most interesting insight ever on the industry,” said Jessica Tams, managing director of the Casual Games Association. “Already more people play casual games than any other type of video game and the industry continues to grow at a very healthy rate. The 2007 report is a great primer on the industry and provides a comprehensive overview that is accessible to new entrants and yet valuable to veterans.”

Highlights from the 2007 Casual Games Study

- The overall casual game industry is a \$2.25 billion a year market that is currently growing by 20% annually.
- The majority of online portals feature catalogs of over 1,000 games and add between 75 to 300 new games to their catalogs each year.

- Casual games are usually played for a short period of time increments, from five minutes to 20 minutes – though it's common for people to play one game after another for many hours.
- The rapid growth of the casual games market has prompted companies to create games for more audiences and also for more platforms, including the Internet, PC and Macintosh computers, Xbox, PlayStation, Nintendo DS, Wii and even mobile phones and PDAs.

Also included in the report is a history of the casual game market, a breakdown and overview of the industry's various businesses models, and company profiles of 12 leading casual game companies. Research data from the online casual games market was collected directly from a variety of large casual game portals, publishers, and developers by the Casual Games Association and through San Francisco-based Pearl Research and London-based Screen Digest.

Availability of the Casual Games 2007 Report

The Casual Games 2007 report will be mailed to all members of the Casual Games Association. Members of the media interested in receiving the report should contact David Oro at david (at) casualgamesassociation.org. The report is comprised of aggregated data from casual games developers, publishers, distributors, and retailers. The public may purchase a copy of the report at <http://research.casualgamesassociation.org>. The cost of the report is \$1500 and \$500 for new members of the Casual Games Association.

About the Casual Games Association

The Casual Games Association is an international trade organization dedicated to promoting casual games and providing educational resources for the game development community. The association hosts annual conferences in Seattle, Kyiv and Amsterdam; publishes a trade magazine; and issues research reports on the casual games industry. For more information visit www.casualgamesassociation.org.

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