



The Phone Gaming Revolution: Do the DS and PSP Stand a Chance?

Phone Gaming On Meteoric Rise; Sony PSP and Nintendo DS Stagnate

Santa Monica, CA, December 7, 2010 – Interpret, a leading entertainment, media and technology market research firm, today released its [Interpretations](#) report, “The Phone Gaming Revolution: Do the DS and PSP Stand a Chance?,” which found the number of consumers playing games on their phones increased dramatically, while gamers appear to be abandoning their DS and PSP devices.

Interpret’s [New Media Measure™](#) data shows 43.8% of the phone/DS/PSP gaming market plays games on phones—a significant 53.2% increase over the past year—while the proportion of those who play on the DS or PSP has fallen by 13%. Gamers appear to be defecting from their handheld gaming devices to phones to get their gaming kicks: a full 27.2% of consumers who indicate that they play games on their phones *only* (and not on the DS/PSP) actually own a DS or PSP, but do not actively use the device(s).

“The proliferation of highly multifunctional smartphones and messaging phones is a very real threat to the dominance by the DS and PSP of the handheld gaming market,” said Courtney Johnson, Manager of Research and Analysis at Interpret. “Devices which satisfy a variety of entertainment and utility needs are fast outstripping single-function devices as consumer favorites.”

[Click here](#) for more information about this report.

New Media Measure™ is Interpret LLC’s proprietary, quarterly survey of media behaviors, attitudes and product consumption. Designed to keep pace with the evolving media landscape, New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors. New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via *Interface*, a web-accessible, interactive analysis tool, through *Intrend*, quarterly trend reports, and through *Interpretations*, monthly whitepapers written by Interpret analysts.

About Interpret LLC

Interpret is the leading cross-media market research firm. The company applies proprietary, cutting-edge methodologies and extensive category knowledge to help clients plan, test, and measure business strategies in the fast-evolving media landscape. Interpret’s unique combination of syndicated measurement products and custom market research services provides a common language across media for the key stakeholders of the digital age. www.interpretllc.com.

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