



Fueling the Second Boom of Social Gaming

The Importance of Core Console Gamers to Social Gaming

Santa Monica, CA, May 11, 2011 – Interpret, a leading entertainment, media and technology market research firm, today released its [Interpretations](#) report, “The Gaming Amphibian—The Importance of Core Console Gamers to Social Gaming,” which finds that the most profitable and influential segment of social network gamers may be younger players who also game on hardcore consoles—a group the report terms “Amphibians.”

The report explores the more than 12 million U.S. gamers who split their gaming time between social network game platforms such as Facebook and traditional core console platforms such as the Xbox 360 and PlayStation 3 and reveals the importance of these gamers to social game developers and publishers. According to Interpret’s [New Media Measure™](#) study, the portion of total gaming time these players spend on casual and social games increased 21% over the latter half of 2010. In addition, the study examines the possibilities for expanding this key segment to include the 22 million core-console gamers who are already active on Facebook but not yet participating in social games.

“Traditional publishers should be aware that the most lucrative customers awaiting them in the social gaming space may not be aging ingenues unfamiliar with traditional gaming, but rather the same gamers they already serve,” said Jason Preston, Interpret analyst. “In that light, efforts to ‘socialize’ established console IPs could pay handsomely, and new social gaming companies building Facebook games with core gameplay mechanics will have a bright future.”

[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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